

Case Study: A Queenpreneur's Plan x Blaze Group

Empowering the Next Generation of HBCU Entrepreneurs

Overview

In Spring 2025, Blaze Group partnered with A Queenpreneur's Plan, a nonprofit supporting Black women entrepreneurs, to deliver the business accelerator portion of the HBCU Queenpreneur Program. Through a powerful blend of in-person instruction and app-based financial education, the program equipped students with confidence, business strategy, and real-world tools to launch and grow their ventures.

Program Structure

- **8-Week Business Accelerator** (February – April 2025)
- **Led by Blaze Group using the Blaze Business Intensive Framework**
- **Included:**
 - Weekly training sessions (1 hour)
 - Guided discussions (30 minutes)
 - Optional in-person homework support
 - Self-study week with assignments
 - Capstone pitch event
 - 12-month Blaze Pro Membership access via the Blaze Group app

Participant Profile

- 60% from Alabama A&M University (HBCU pipeline opportunity)
 - 40% entered the program lacking confidence in all business areas
 - 80% cited "gaining confidence" as their #1 goal
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Results & Impact

1. Confidence Growth

- 100% of students reported **high confidence growth** by program end
- 100% plan to continue growing their businesses

2. Satisfaction & Value

- **100% rated the program a 10/10** in satisfaction

- 2/3 valued weekly sessions most; 1/3 valued business finance mentorship most

3. Tangible Application

- 40% applied lessons to their businesses during the program
- 60% have plans to implement their learnings post-program
- By midpoint, students no longer requested support in business planning, demonstrating early mastery

4. Financial Expansion

- Student stipends increased from \$900 to **\$1,100** due to community excitement and investment at the final pitch event

5. Retention & Program Fit

- Two students exited (one for misalignment, one for attendance) – evidence of a strong program culture with clear expectations

Key Takeaways

- **Confidence is Currency:** Students enter with vision but lack belief. Blaze Group's approach prioritizes mindset as the foundation for business success.
- **Curriculum Resonance:** Business planning and finance content is highly relevant, with participants showing measurable growth by mid-program.
- **In-Person + App = Power:** The hybrid model created structure, consistency, and on-demand support.
- **Community Buy-In Matters:** Community members spontaneously increased grants at the pitch event, a testament to the program's resonance and local impact.

What's Next

Blaze Group and A Queenpreneur's Plan are preparing for 2026 with deeper curriculum integration, increased sponsorship targeting, and refinement to acquisition strategies for an even larger cohort in 2026. A dedicated sponsor feedback loop and expansion roadmap are in development.

About Blaze Group

Blaze Group is a financial education and consulting firm that builds sustainable bridges between entrepreneurs and institutions. Through data-driven programming, modern curriculum, and culturally relevant tools, Blaze Group empowers founders to create businesses that outlive them.

Learn more at: www.blazegroup.io