

To: Local Detroit News Agencies

From: Jasmine Ramirez, DEGC Intern

Subject: Detroit conference to help young entrepreneurs turn their business dreams into reality

Hello (local Journalist Names),

As local Detroiters, we have seen many small business owners thrive in the city, with [67% of business owners predicting higher sales in 2025](#). Young entrepreneurs are watching this success and thinking, “That could be me.”

But now for the reality check: [63% of small businesses launch without any professional guidance](#). No mentors, no advisors, nothing.

That’s exactly why NextUp313’s conference on June 12 matters, and why your coverage could help bridge this gap.

Participants in this conference will gain numerous benefits, including resume advice, professional headshots, and the opportunity to meet successful entrepreneurs based in Detroit such as comedy rapper Gmac Cash.

Please let me know if you're interested in covering this event and would like more details. We look forward to hearing from you soon.

Sincerely,

Jasmine Ramirez (she/her)

# **NextUP313 conference to help young entrepreneurs launch successful businesses in Detroit**

- This free event will include resume reviews, professional headshots, and a chance to meet new mentors
- Comedy Rapper Gmac Cash and others to take part in our business panel

**What:** Young entrepreneurs, ages 18-30, and successful business owners will get together at El Mercado for NextUP313's conference. Keynote speakers and panelists will share knowledge and advice to creative minds who want to start their own business.

The conference, created in partnership with the Detroit Economic Growth Corporation and Detroit Council member At-Large Mary Waters, will also feature entrepreneur resource tables to guide young professionals navigating Detroit's Business Ecosystem. This ecosystem has historically lacked the resources to prepare future entrepreneurs, which is why NextUP313's conference aims to bridge that gap.

**Who:** Keynote speakers and Panelists will include:

- CEO of Detroit vs. Everybody/ Sean Xavier Williams
- Comedy Rapper, Gmac Cash
- Executive Director, Catalyst Venture. Monica Wheat
- Director of Operations, La Jaliscience. Leslie Vargas
- And more...

**When/Agenda:** Thursday, June 12, 4-8 pm

**4-6 pm**

Resume Creation and Review | Industry Mentor Networking

**4-8 pm**

Entrepreneur Intake and Referrals | Headshot Booth

**6-6:30 pm**

Special Remarks

**6:30-7 pm**

## Business Panels

**Where: El Mercado**

2826 Bagley St

**2826 Bagley Street Detroit, MI 48216**