



# HUSTLE

EVENT WRAP-UP REPORT

## HUSTLE HOUSE @ SXSW

Saturday, March 10th, 2018

Huston-Tillotson University

Austin, TX

Thanks for taking the time to check out our report. This wrap-up report recaps the activities from **Hustle House**, a Black & Brown Founders' pop-up event that we organized at South by Southwest (SXSW) in 2018.

In case you didn't know, Black & Brown Founders mission is to provide community, education and access to Black and Latinx entrepreneurs, allowing them to build successful tech businesses with modest resources. All BBF programs are meant to engage with our four pillars: Community, Education, Access, Data & Reporting; and we saw Hustle House as an opportunity to further each of these parts of our mission.

With the help of 21 partner organizations, we brought innovators and professionals of color together in Austin, and created a fun environment for them to learn and forge new connections... and we gathered data about it each step of the way. You can read more about "[The Making of Hustle House](#)" on Medium.

We want to release a summary of the quantitative and qualitative information we collected from Hustle House to the broader ecosystem. There is limited to no data available on tech entrepreneurs of color, much less data addressing Black and/or Latinx experiences. While we are look for research funding to continue this work, we will continue to share reports based on the data we have, doing our part to push the sector forward.

Hustle House was made possible thanks to the support and hard work of our sponsors and dedicated Community Partners. Thank you for participating and engaging.

Yours truly,

A handwritten signature in black ink that reads "Anijia Williams". The signature is written in a cursive, flowing style.

ABOUT THE EVENT


# WHAT WAS HUSTLE HOUSE?

Black & Brown Founders, in coalition with 21 Community Partners, organized a free, one-day program at Huston-Tillotson University filled with tech talks, panels, networking, food, and music.

Hustle House became THE destination for Black and Latinx techmakers during SXSW.







**“I truly believe [that] every black and brown attendee at SXSW should have been there.”**

QUOTE FROM  
HUSTLE HOUSE ATTENDEE



EVENT CONTEXT

# WHY WAS HUSTLE HOUSE IMPORTANT?

Hustle House was created as a space for entrepreneurs of color to find community, share information, and have a voice during South by Southwest (SXSW).

SXSW is an annual cultural event, twenty years in. Yet, many spaces at there have not been friendly or welcoming to tech founders of color.

Regardless, folks continue to go to Austin during SXSW despite the cost, discomfort, and dismissal in search of useful connections and learning. We are grateful to our Community Partners, who helped to create a more equitable learning and networking environment.

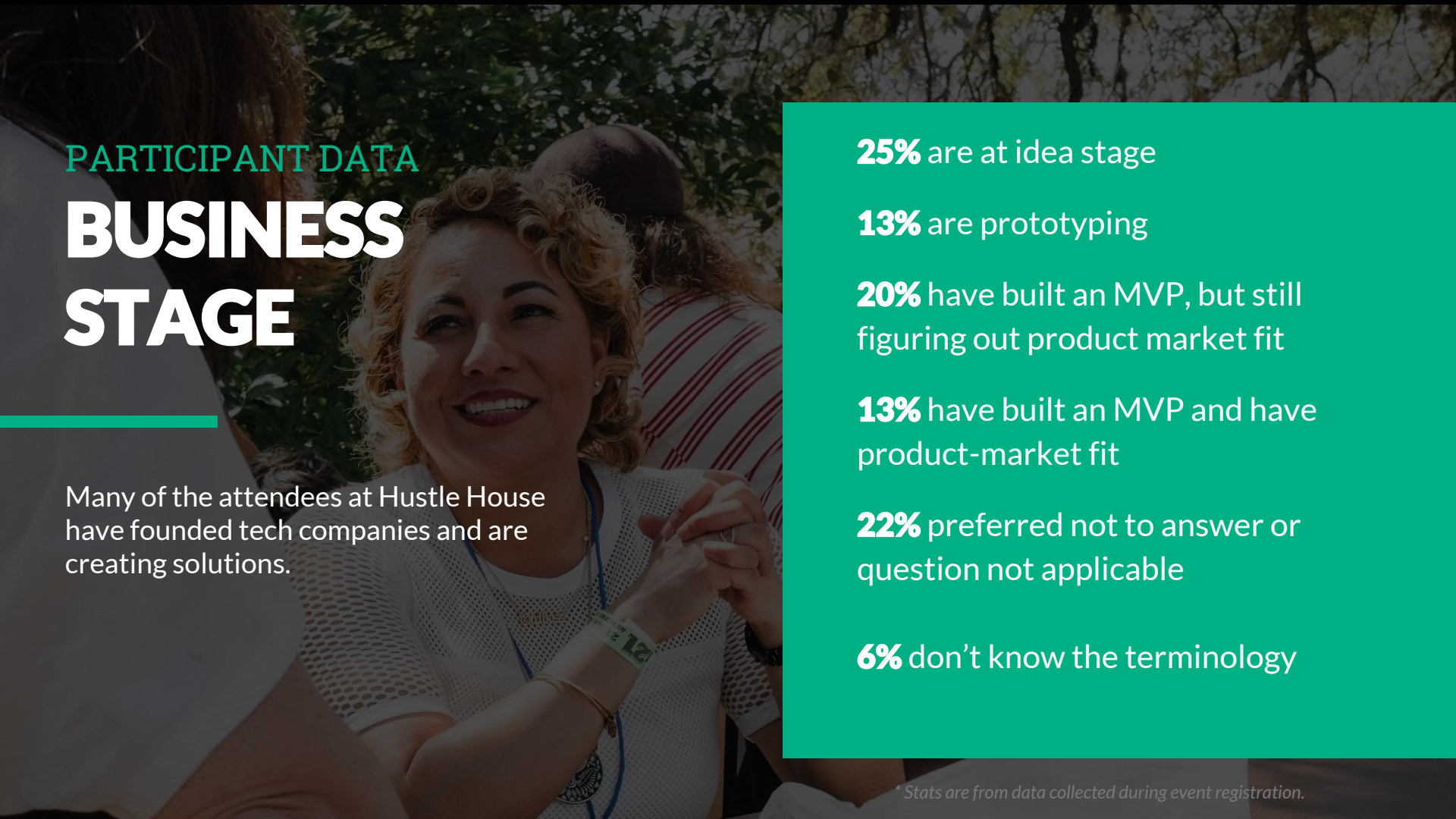
PROGRAMMING

# WHAT WAS CONTRIBUTED?

We had experts on community building, business and ecosystem creation, fintech, blockchain, machine learning, hardware, marketing, software, finance and money management.

## TOPICS INCLUDED

- Black Women & Billion Dollar Startups
- Lessons Learned While Raising a Seed Round
- From 0 to 1, Creating a Physical Product from Scratch
- 5 Hacks for Non-Technical Founders of Tech Startups
- How to Amplify Your Next Product Launch on a Shoestring Budget



PARTICIPANT DATA

# BUSINESS STAGE

Many of the attendees at Hustle House have founded tech companies and are creating solutions.

**25%** are at idea stage

**13%** are prototyping

**20%** have built an MVP, but still figuring out product market fit

**13%** have built an MVP and have product-market fit

**22%** preferred not to answer or question not applicable

**6%** don't know the terminology

*\* Stats are from data collected during event registration.*





PARTICIPANT DATA

# BUSINESS GOALS

Our communities have high aspirations for their tech businesses, and want to create solutions.

**52.5%** want to build billion dollar businesses

**18.7%** don't care about the size, just want their product to exist

**18.1%** prefer to build a small business

**10.7%** preferred not to answer or question not applicable

*\* Stats are from data collected during event registration.*

EXPERTISE

# SPEAKER STATS

We have expertise on business creation, technology and startups.

During this one-day event, we presented 6 hours of programming featuring 42 speakers. Here are self-reported demographics from just over half of the speakers.

**46%** identify as Black men.

**25%** identify as Black women.

**21%** identify as Latinas.


**9%** identify as Latinos.

**4%** identify as indigenous women.

**4%** were under the age of 25.

**92%** were ages 25-44.


**4%** were ages 45+.



**“It was a great experience, connecting with folks who understand my company’s issues more keenly.”**

QUOTE FROM  
HUSTLE HOUSE ATTENDEE





HOW IT WENT

# EVENT STATS

# 350

people came out to participate at  
Hustle House @ SXSW.

This was roughly **17%** of the people  
who registered for the event.



HOW IT WENT  
**EVENT  
STATS**

**100%**

people said they would attend Hustle House again.

Willingness to create community made an impact.

*\* Stats are from data collected in event surveys from event participants.*



## REGISTRANT INFO

# DEMOGRAPHICS

Our attendees are intersectional. This was not an event about diversity and inclusion, but it was diverse and inclusive.

## REGISTRATION RESPONSES

**64%** identify as Black.

**31%** identify as Latinx.

**5%** identify as Afro-Latinx.

**57%** identify as women.


**12%** identify as LGBTQ.

**7%** were ages 45+.

**4%** have a disability.

*\*Stats are from data collected during event registration.*





**“...fabulous cadre of people, who look like me,  
doing big things – which, in and of itself, is  
inspiring.”**

QUOTE FROM  
HUSTLE HOUSE ATTENDEE

## PARTICIPANT FEEDBACK


# IDEAS FOR THE FUTURE

---

Here are some popular suggestions that attendee had about how we organize our future events.

Do you have more to add? Contact us!

- Create more time for networking
- Have more lounge areas for networking during presentations
- Present shorter blocks of content spread over multiple days
- Include breakout sessions/tracks into the programming



**“Most events in their 10th year aren't run as well as Hustle House was in its first. Can't wait to be part of it next year.”**

QUOTE FROM  
HUSTLE HOUSE ATTENDEE

MEDIA COVERAGE

# HUSTLE HOUSE IN THE NEWS



HUSTLE

[SXSW: 5 priceless business tips from Black women start-up founders \(The Griot\)](#)

[SXSW embraces today's tough topics: #MeToo, fake news, and more \(CW 39\)](#)

[Entrepreneurs of Color Supporting Each Other Nationwide \(Next City\)](#)

[The Making of Hustle House @ SXSW \(Medium\)](#)



MANY THANKS TO

# OUR COMMUNITY PARTNERS



**My Money My Future**  
*Mi Dinero Mi Futuro*



(ā'l'ər-jē)



**BLACK  
WALL  
STREET**



**RE  
FASH  
ION**



**INTERLOCAL BEVISIBLE**



MANY THANKS TO

# OUR COMMUNITY PARTNERS



Accelerating the Latino Tech and Innovation Community

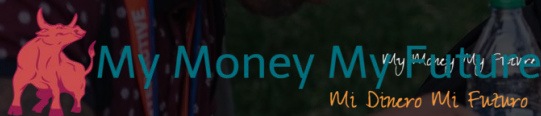
BLACK  
WOMEN  
TALK  
TECH





MANY THANKS TO

# OUR SPONSORS



Microsoft for Startups

BEV**IS**IBLE



# THANK YOU!

hello@bbfounders.co  
blackandbrownfounders.com  
@bbfounders

Black & Brown Founders is a 501(c)(3) nonprofit organization, providing Black and Latinx entrepreneurs best practices and community to build successful tech companies with modest resources.