

Program Summary

Moguls in the Making was born from the need to *act*, to put our beliefs into practice by creating a program that would tackle the issue of economic mobility head-on. That's why we, along with the Thurgood Marshall College Fund and Detroit's own Big Sean and his Sean Anderson Foundation, launched Moguls in the Making, an entrepreneurial competition that helps foster opportunities for young, up-and-coming entrepreneurs from our nation's publicly supported historically black colleges and universities (HBCUs). Like previous years, in 2022 TMCF in partnership with Ally selected 60 students from 15 HBCUs—to participate in the weekend of learning and a pitch competition. During the pitch competition, each team was tasked with developing solutions to economic problems facing various industries under the lens of the pandemic and social equity. Over the course of the weekend, students attended sessions to learn about various topics related to entrepreneurship including team building, financial education, business models, pitching and more. On the last day of the weekend, students will pitch their business to a team of judges made up of Ally executives and industry leaders. Members of the top teams each received a scholarship, guaranteed offers of a paid internships at Ally offices in Detroit and Charlotte, and other prizes to support their education.