

PRONGHORN

ESTABLISHED 2020



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**NOT EVERYTHING THAT IS
FACED CAN BE CHANGED,
BUT NOTHING CAN BE
CHANGED UNTIL IT IS FACED.**

– James Baldwin

SITUATION WE FACE

The spirits industry
does not reflect the
consumers that it
serves

12%
OF DRINKERS

7.8%
OF LABOR FORCE

2%
AT EXECUTIVE
LEVEL

0%
OF ACQUISITIONS



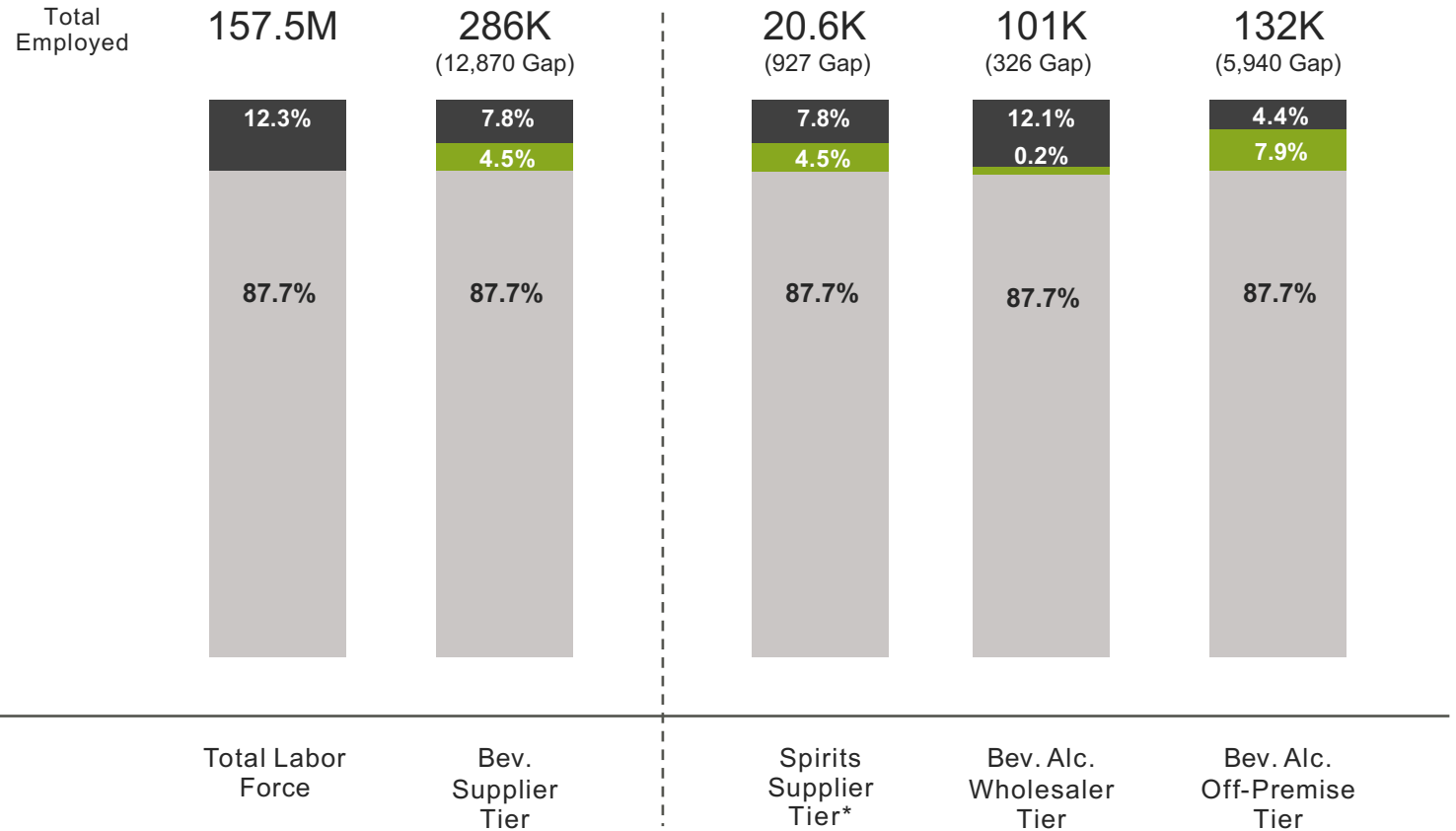
DIVERSITY WITHIN
THE INDUSTRY

Black Americans are under-represented in the beverage alcohol space

- ALL OTHER AMERICANS
- BLACK AMERICANS
- BLACK AMERICAN GAP
 - Excluding income gap
 - Excluding seniority gap
 - Excluding intangible bias

GAP ANALYSIS OF BLACK AMERICAN EMPLOYMENT IN THE BEVERAGE INDUSTRY

Estimated Participation Gap vs. Total Labor Force



*Uses Bev. Manufacturing Tier average
Source: U.S. Bureau of Labor Statistics https://www.bls.gov/careeroutlook/2018/article/blacks-in-the-labor-force.htm?view_full

WHY THIS MATTERS



BENEFITS OF DIVERSITY & INCLUSION

Diversifying the labor force accelerates innovation and competitiveness. So, what's the issue?

**DIVERSITY DRIVES
COMMERCE.**

01

BIGGER IMPACT

It is estimated that GDP per capita could be 0.6 percent to 4.4 percent higher with greater participation in the innovative process among minorities

02

BETTER RESULTS

McKinsey's most recent Delivering through Diversity report found that corporations that embrace diversity on their executive teams were more competitive and 21% likely to experience above-average profitability

03

BRIGHTER COLORS

Black founders hire more diverse teams: people of color accounted for 75% of total workforce, three times the national average (in the UK). The average startup creates 5.4 roles

INTRODUCING PRONGHORN

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Pronghorn is a stand-alone business established to create a scalable template for **diversifying an industry**. The initial aim will be to cultivate the next generation of Black entrepreneurs, executive leaders and founders within the beverage and alcohol trade through sustainable investment, incubation and recruitment.

Pronghorn is named for the second-fastest land mammal in the world.

Only the cheetah is faster.

However, the cheetah is a sprinter and can only sustain its speed for few hundred yards.

The pronghorn can sustain blazing speeds for miles.

IN A DISTANCE RUN, THE PRONGHORN WILL WIN EVERY TIME.

THIS IS A MARATHON NOT A SPRINT.

OUR VISION

Fix the Systemic Inequity Within the Beverage Alcohol Industry

OUR STORY TO CHANGE THE WORLD



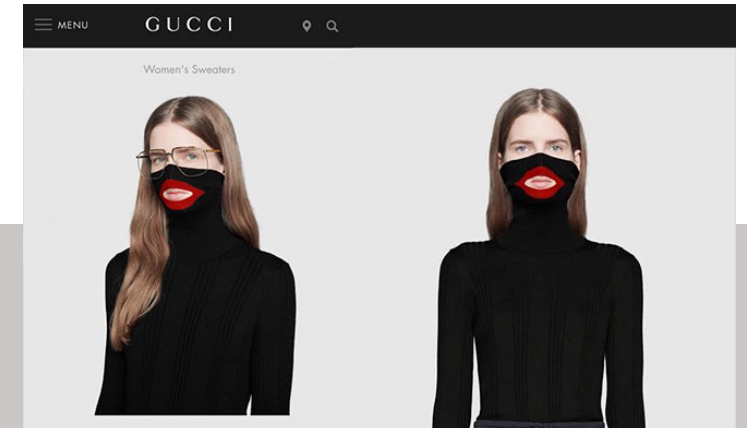
Build a meaning narrative around impact, ownership and equity throughout the Black community directly correlated to the beverage industry.

COMMERCIAL IMPACT



Successful D&I initiatives drive meaningful returns when executed efficiently.

FUTURE PROOFING



Develop a template for generations to come, across groups and communities of different races and ethnicities.

OUR APPROACH

1

Investment & Supercharging

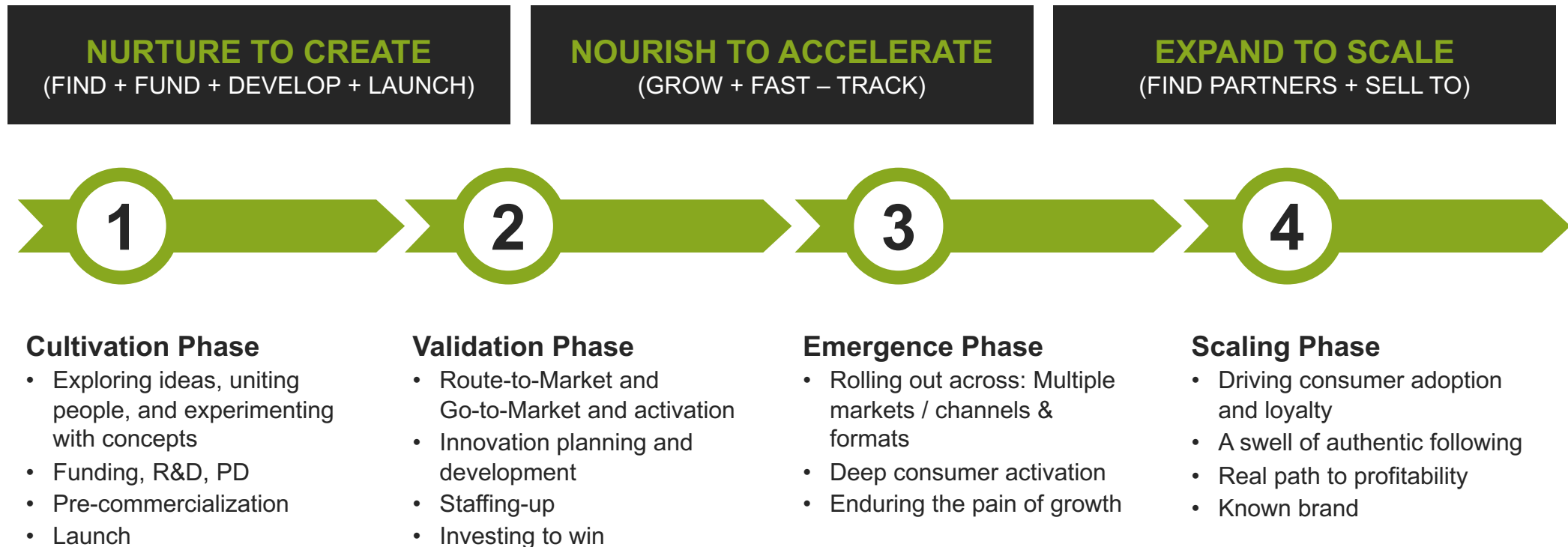
Pronghorn will invest in 57 brands over ten years and supercharge their growth through access to our knowledge, network and resources

2

Bridge-Building

Pronghorn will partner with suppliers, retailers and distributors to gain commitments for 1,800 Black hires across the industry over ten years, and will build a pipeline of talent to fill those roles

Hybrid Incubator & Accelerator



SUPERCHARGING: A TERM USED TO
DEFINE THE ELEVEN CATEGORIES
THROUGH WHICH PRONGHORN CAN
HELP ITS PORTFOLIO OF COMPANIES,
ABOVE AND BEYOND INVESTMENT

MISSION: to power, inform and accelerate growth for Black founders by providing them access to world-class resources so they can have a competitive edge in the Spirits industry

Supercharging Levers



Brand Marketing



Supply Chain



Finance



Trade Marketing



New Product Development



Business Strategy



Digital & E-commerce



Data & Insights



IT



Sales & Route to Market



Legal

Public & Private Partnerships

RECRUIT

Internships

Graduate level internships
Focus: Build & grow brands



Apprenticeships

Graduate school & burgeoning professionals
Focus: Innovation & Distillers



RETAIN

Mentorship Placements

Existing talent in industry and/or adjacent industry
Sponsorship approach



Management Development

Curriculum and Connection based Harvard/Howard executive education



ADVANCE

Executive Placement

Matchmaking Industry knowledge enrichment



Find a Founder

Disciplined paradigm
Identify / train / place



GALVANIZING THE COMMUNITY

COMMUNITY CULTURE CREATIVITY COMMERCE

We use our reach and influence to thread the consistent narrative of “Equity and Ownership” to founders, innovators and consumers for maximum impact.



DRIVING LEGACY

\$2.4B+ over
10 years

IMPACT BY THE NUMBERS



1800+

LEADERS & FUTURE
CREATORS



114

SELF SUSTAINING
ENTREPRENEURS



1050

PARTICIPANTS
RECRUITED & RETAINED
IN THE INDUSTRY



+

PRONGHORN

Fueling the Pace⁺ of Progress

+

WILL YOU JOIN US?

HOW CAN YOU PARTICIPATE?

Here is how you can drive meaningful change for the Black community within the spirits industry.



HIRING

The distributor tier needs to **commit to just 326 Black hires in the next ten years**, with roles ranging from interns to executives.

BRAND PREPAREDNESS

Develop ways to **provide emerging Black-owned brands access to training and education**

OPPORTUNITY

Getting in the door can be the most difficult step. How can we **co-create opportunities for brands to pitch, and structure fair and attractive deals?**

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THANK YOU

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