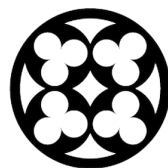


TAP

The Achievement Pitch

2026 Information Package Guidelines & Rules



OGLETHORPE UNIVERSITY
HAMMACK SCHOOL OF BUSINESS
Entrepreneurship and Innovation Center

Delta Mu Mu Chapter, Omega Psi Phi Fraternity, Inc. &
Oglethorpe University Hammack School of Business,
Entrepreneurship & Innovation Center

<https://www.dmmomega.org/programs/achievement-week>

OVERVIEW

What is TAP?

The Achievement Pitch (TAP) is a student-based, social enterprise pitch competition to address social and environmental challenges in communities of color while encouraging and advancing entrepreneurship among college students. It involves creating, submitting, and presenting original, innovative content in business and social venture concepts. Plans will be presented to a panel of judges for evaluation based on a) content and concept, b) impact on a community of color, and c) venture viability. Two (2) monetary awards totaling **\$4,500** will be granted to ventures participating in TAP.

This program is part of Delta Mu Mu Chapter, Omega Psi Phi Fraternity's Achievement Week activities. It is held in partnership with Oglethorpe University Hammack School of Business Entrepreneurship & Innovation Center. Celebrating its **105th anniversary**, the Fraternity's Achievement Week's purpose is to encourage and support achievement for the collective good among today's youth in communities of color. **2026 also marks one hundred years since the observance was given the Achievement Week name in 1926.**

Why Compete?

TAP is designed to advance entrepreneurship among college students while serving the urban community's needs and challenges. It seeks to demonstrate that profits and purpose are not mutually exclusive and can go hand in hand. The non-dilutive cash awards are designed to help fund these budding entrepreneurs' early-stage ventures and support the needs of enterprising college students. TAP also allows participants to practice, hone, and refine their pitch/presentation skills, which will be valuable for future business purposes.

GUIDELINES

Student & Team Eligibility Requirements

1. Teams must be comprised of college students currently enrolled in a metro Atlanta college or university. **There is no cap on team size for 2026.**
2. A student is not allowed to participate on multiple teams.
3. Teams may comprise students from different metro Atlanta colleges and universities.
4. Only venture concepts conceived by the team members (original work) may be submitted for consideration and Pitch. Any team discovered to submit the work of others without consent and attribution will be immediately disqualified and will have to return any awarded amount.
5. Teams may be in the concept/ideation stage, pre-startup, or early-stage/start-up (12 months or less). New businesses only. Company formation is not a requirement to participate. TAP is designed to identify promising early-stage startups as the program recognizes that teams/ventures will be in various ideation, planning, and/or launch stages.
6. All forms/types of business concepts are encouraged to participate. There are no restrictions on the kind of concept/venture pitched (e.g., consumer-based, technology, for-profit, B-corp., nonprofit, etc.).
7. If selected as a finalist, all team members are required to attend the TAP presentation on **Monday, November 2, 2026**. All are not required to participate in the presentation. Any number of team members may present in the actual Pitch (at each team's discretion as to who pitches). However, all team members are expected to contribute to developing and constructing the Executive Summary and Pitch.
8. Teams are encouraged to seek guidance and advice from faculty, business professionals, peers, and family members to provide feedback on the concept/venture and the Pitch.
9. **The Business Model Canvas is required** to develop your pitch, and it is what your pitch is scored against. **A Business Model Canvas webinar with Dr. Leroy Carson, Jr. is highly recommended**, especially for any team that missed the September sessions. It runs on **Wednesday, October 7, 6:00 PM EST**; the joining link is in **Important Dates & Deadlines** below.

10. **Winning teams must attend the Founders Brunch on Saturday, November 7, 2026.** Attendance is mandatory, not optional — see *Awards*.

Important Dates & Deadlines

Date	Action/Deadline
Wednesday, October 7, 2026, 6:00 PM EST	Business Model Canvas webinar — Pitch Requirements Overview — highly recommended, especially if your team missed the September sessions. Hosted by Dr. Leroy Carson, Jr. Meeting ID 856 453 1170, passcode 655300. https://us02web.zoom.us/j/8564531170?pwd=R0tUMUlVQWdrVnBPNERTbzMvSGRHQT09&omn=81576769176
Wednesday, October 7, 2026, 11:59 PM EST	Application deadline — including your 2–3 page Executive Summary . Scored for selection
Tuesday, October 13, 2026, 6 PM EST	Notification to teams selected for the TAP competition
Thursday, October 29, 2026, 1:00 PM EST	Finalists only — final Executive Summary and Microsoft PowerPoint pitch deck
Friday, October 30, 2026	Presentation times issued to each team's key contact
Monday, November 2, 2026, 6:00 PM EST	2026 TAP Competition (in-person) — Lupton Hall Auditorium, Oglethorpe University
Saturday, November 7, 2026, 10 AM EST	Formal awards presentation at DMM's Founders Brunch

Application & Selection

All interested teams/ventures must complete and submit an online venture application. The application provides the key contact for the team, information on team members **and the role each one holds**, a brief description of the venture (75 words or less), and a short description (50 words or less) of the social impact.¹ The venture will impact a particular urban community. One of the competition's intentional challenges is for participants to convey their ideas concisely and convincingly in an efficient manner. The submission of a competitive application should demonstrate that the team/venture has a solid understanding of the problem/need it's solving and that a viable business can be built around your solution.

Your Executive Summary

Your application must include a 2–3 page Executive Summary. It is the document your application is **scored** on, and it decides who is selected.

You do not send a pitch deck with your application. Nothing is due in Microsoft PowerPoint on October 7. Building the deck comes after selection.

	Due	Who	What it is for
Executive Summary	Wed, Oct 7	Every team	Scored — decides who is selected
Pitch deck + final Executive Summary	Thu, Oct 29	The eight finalists only	What you present on the night

Submit the version you want reviewed. The committee scores what it receives on October 7 — there is no provisional round. You may replace your summary as often as you like up to that deadline; after it, it is fixed and selection is decided on it.

Your Executive Summary must be:

- **Adobe PDF.** Word and Microsoft PowerPoint files are not accepted.
- **2–3 pages.**
- **Marked with your venture name at the bottom left of every page.**
- **In English,** and exclusively the work of your team, citing any source it draws on.

The contents are set out under *Pre-Pitch Submission* below. Seven of those areas are what your application is scored on: **the problem and your solution together with your value proposition, your target customer and market, its impact on a community of color, your sales and marketing strategy, your management team, how the venture makes money, and your key milestones.** The judging rubric shows exactly what a reviewer looks for in each.

If you are selected, you are not finished. The two weeks between notification on **Tuesday, October 13** and **Thursday, October 29** are for building your pitch deck on the Business Model Canvas and revising your Executive Summary into its final form.

If you are not selected, October 7 was your last deadline. Nothing further is required of you.

The application also asks for a small number of factual details — the venture's stage, the community or geography it serves, and its primary customer. These are dropdowns and short fields rather than prose, and none of them is required to be non-empty to compete: a concept-stage team is exactly the team TAP was designed for.

Apply here: <https://dmmtap.vercel.app> The deadline for applying is **Wednesday, October 7, 2026, 11:59 PM EST.**

Completeness Review

Every application is checked against the application rubric when it is submitted. An application that is **missing required information, or that does not meet the rubric standard, will be returned rather than scored.**

- You will be told **specifically what is missing or insufficient** — not simply that you were declined.
- You may **correct and resubmit as many times as needed, up to the application deadline** of Wednesday, October 7, 2026, 11:59 PM EST.
- Applications returned for correction are **not** counted against you. Only your final submitted version is evaluated.
- **After the deadline passes, no further corrections are possible.** Apply early enough to leave room to fix anything that comes back.

Applications that pass the completeness review are then evaluated and scored for selection.

Selection and Alternates

Completeness review is rolling; selection is not. Applications are checked for completeness in the order they arrive, so the earlier you apply, the sooner you learn whether anything needs correcting — and the more time you have to correct it before the deadline.

Selection is a separate step. Because up to eight teams are chosen from the field as a whole, no team can be selected until every application is in; scoring and selection therefore take place after the deadline has passed. Finalists are selected and **every** team that applied is notified of its outcome by email to the team contact **no later than Tuesday, October 13, 2026, at 6 PM.**

Up to eight (8) teams will be selected to pitch.

Eight is a ceiling, not a quota. If fewer than eight applications clear the review, the committee may invite every team that clears it and pitch a smaller field. A seat is never awarded to an application that did not meet the standard simply to fill the stage.

Because the field is limited, strong applications will not always make the final eight. The committee will designate a small number of **alternates** from among the teams not selected. Alternates are **notified privately and individually** — no

alternate list is published — and will be contacted if a selected team withdraws. Every team that applies and is not selected will receive an individual response explaining the outcome.

Pre-Pitch Submission — Executive Summary

Every team submits an Executive Summary **with its application on October 7** — that is the document selection is decided on. Finalists then submit a **final** Executive Summary by **Thursday, October 29**, revised in the two weeks after selection and delivered alongside the pitch deck.

The requirements are the same at both stages. The executive summary outlines key points of your business, providing a short, concise synopsis. It should include (but is not limited to):

- The name and location of the business.
- The company's value proposition:
 - The marketplace needs your company meets, with evidence of that need.
 - A description of your product(s) and/or service(s).
 - The way your company's products and/or services meet that need.
 - Defining your competition and the advantages (and disadvantages) you have over them.
- Defining the target consumer and market.
- The social impact the company is having on a particular community (or communities) of color.
- An overview of the sales and marketing strategy.
- An overview of the company's management team, the role/expertise of its members, and contribution.
- Company legal and ownership structure.
- A description of the company's current development stage.
- A quick financial summary and/or financial projections for anticipated revenue and expenses, covering at least one year.
- Key milestones.

Submitting a compelling executive summary will factor into the overall evaluation of your Pitch. Additionally, the following elements should be considered:

1. All submissions should be in English.
2. The submission should represent exclusively the work of the team/venture members only.
3. The executive summary may not copy or use other material without properly citing the source.
4. The executive summary submission should be in **Adobe Acrobat PDF format**.
5. The venture name should appear on the bottom left of each page.

HOW TO LAY IT OUT

Use these as headings in your document. Two or three pages, your venture name at the bottom left of every page, and a heading for each area below. A summary written this way cannot accidentally leave one out — and that is how points are usually lost, not by writing badly.

The seven below are what your summary is **scored** on, in the order the judging rubric reads them, up to 5 points each and 35 in total. The ticks under each heading are exactly what a reviewer looks for: a tick is given when your summary **states** the thing, not when it impresses.

Value proposition E2 · up to 5

What problem you solve, for whom, and why your answer is better than what exists today.

- ✓ States the marketplace need the company meets, with evidence of that need
- ✓ States how those products or services meet that need
- ✓ Describes the product(s) and/or service(s)
- ✓ Defines the competition, and the advantages and disadvantages against them

Target consumer and market E3 · up to 5

Who buys it, how many of them there are, and which group you go after first.

- ✓ Names the target consumer
- ✓ Gives the market's size or scope with a number
- ✓ Distinguishes the consumer from the payer where they differ
- ✓ States which segment is served first

Social impact on a community of color E4 · up to 5

Which community of color benefits, how, and how you will know that it did.

- ✓ Names the specific community of color served
- ✓ Distinguishes impact already achieved from impact projected
- ✓ States the benefit delivered to that community
- ✓ States how the impact will be measured

Sales and marketing strategy E5 · up to 5

How people find out you exist, and how the offering reaches them.

- ✓ States how the offering reaches customers
- ✓ Names a specific tactic, not a category
- ✓ States how customers will learn it exists
- ✓ States the cost of acquiring a customer, or how that will be found out

Management team E6 · up to 5

Who is on the team, what each person does, and what each one brings.

- ✓ Names every member of the team
- ✓ States the expertise each member brings
- ✓ States each member's role
- ✓ States what each member contributes

Financial summary E9 · up to 5

Your numbers. Revenue and costs across a year, what they assume, and what is real versus what is forecast.

- ✓ Gives revenue figures covering at least one year
- ✓ States the assumptions the figures rest on
- ✓ Gives expense or cost figures covering at least one year
- ✓ Distinguishes figures already achieved from figures projected

Key milestones E10 · up to 5

What you have already done, what comes next, and when.

- ✓ Names milestones already reached
- ✓ Attaches a date or timeframe to each
- ✓ Names milestones ahead
- ✓ The milestones agree with the stage and the financials stated elsewhere

Also state these three, anywhere in the summary

They are **checked rather than scored**: if one is missing you are told and can add it, and no application is refused for them. They are quick to write and easy to forget.

- **The name and location of your venture** — where you are based
- **Your legal and ownership structure** — LLC, sole proprietor, non-profit, or not yet formed
- **Your current stage of development** — concept, pre-launch, or launched

Every team. Your Executive Summary is due **Wednesday, October 7, 2026, 11:59 PM**. Until then you can replace it as often as you like — only the last version you send is read.

The eight finalists. Your **final** Executive Summary and your pitch deck are due **Thursday, October 29, 2026**, submitted through the same application to Dr. Carson. The requirements for the summary are the same at both stages, so this applies to both.

How to submit it. Upload your summary with your application at <https://dmmtap.vercel.app> — please don't email it; only uploads count. We check it as soon as it arrives, and tell you if anything needs fixing. You can update your answers or replace the file as often as you need up to the deadline: **Wednesday, October 7, 2026, 11:59 PM EST**.

The Pitch

Each team/venture chosen as a finalist is required to give an in-person Pitch of your business to a panel of judges. The following are the details regarding the Pitch:

1. The Pitch will occur on **Monday, November 2, 2026, beginning at 6:00 PM**, in the **Lupton Hall Auditorium**, Oglethorpe University, 4484 Peachtree Road, NE, Atlanta, GA 30319.
2. All team members are required to attend; however, they are not required to participate in the Pitch. It is at the team's discretion as to which of its members makes the Pitch.
3. Each team/venture will be granted up to **ten (10) minutes** to deliver their Pitch (not including Q&A). After their Pitch, the team/venture will field questions for up to **five (5) minutes** from the panel of judges. Any team member may answer the question(s) from the judges, including members who did not participate in the actual Pitch.
4. **Teams are required to follow the Business Model Canvas in constructing their pitches, and to present the elements in the order set out under *Judging* below.**
5. **Finalists submit a pitch deck** ahead of the Pitch. **No deck is required with your application** — you build it in the two weeks after selection, on the Business Model Canvas, covering all eleven elements in the published order. **The deck must be in Microsoft PowerPoint format. PDF is not accepted for 2026.** All presentations should be in English. It is due **Thursday, October 29, 2026**, alongside your final Executive Summary. You may resubmit as often as you like up to that deadline; after it, no changes are accepted.
6. Please feel free to incorporate creative elements into your Pitch. However, any embedded audio/video included in your pitch is at your own risk, as the ability to amplify sound, access the Internet, or show a specific video format is not guaranteed. Any technical difficulties experienced during your pitch will count against your pitch time limit of ten (10) minutes, so prepare to adapt.
7. Prototypes, samples, and illustrations are allowed to be presented by the team/venture.
8. Each team's key contact will be notified of their presentation time by **Friday, October 30, 2026**.
9. Attendance is open to family members, other students, friends of the participants, Omega Psi Phi members, and faculty and staff of Oglethorpe University and other local colleges and universities.

Successful Pitches Will Include

- A clear and compelling Open, outlining the problem your target market faces, the unique solution your venture provides, the size and characteristics of the market opportunity, and a high-level explanation of how your business model creates, delivers, and captures value.
- A thoughtful description of Partners, identifying the individuals or organizations essential to executing the venture and explaining the nature of those relationships and how they will be built and sustained.
- A focused explanation of Key Activities, detailing the critical actions required to deliver value, satisfy customers, and establish competitive advantage once partnerships are in place.
- A comprehensive overview of Key Resources, naming the physical, financial, human, technological, and intellectual assets required to operate and grow the business.
- A strong Value Proposition, clearly articulating how the offering is differentiated in the marketplace and outlining the strategies that will sustain that advantage over time.

- A relational approach to Customer Relations, demonstrating how the venture will meaningfully engage and support customers, so they feel valued, understood, and uniquely cared for.
- A well-defined Channels strategy, explaining how the venture will market its offering and how products or services will be delivered, whether through physical locations, digital platforms, or a hybrid model.
- A succinct Cost summary, capturing all expenses associated with the venture based on its key activities and resources.
- A clear Revenue overview, identifying all sources of income generated through sales and other revenue-producing activities.
- A thoughtful Close, identifying critical risks, describing mitigation strategies, and incorporating a SWOT analysis to summarize strengths, weaknesses, opportunities, and threats.

The Business Model Canvas must be used in constructing your pitch. The judges will use the following criteria when evaluating your business pitches.

Submitting Your Finalist Deliverables

Both the final executive summary and the pitch deck are due Thursday, October 29, 2026, by 1:00 PM EST. Upload them at <https://dmmtap.vercel.app> under *Finalist deliverables*, which opens for your team once selections are announced on 13 October — use the link from your selection email.

Please don't email your files; only uploads count. You can replace either file as often as you need before the deadline, and if you can't find your link, just write to omegadmmtap@gmail.com and we'll send it again.

Format corrections. Both files are checked as soon as they arrive. If something is in the wrong format — a PDF deck, a summary longer than three pages, a missing venture name — you'll be told exactly what failed, in the application, and you can replace that file up to the deadline. **After 1:00 PM on 29 October no corrections are possible, and files that are late or missing result in disqualification.**

JUDGING

Criteria

Teams that successfully submit a complete application packet, including an executive summary, will be evaluated primarily on the strength and delivery of their pitch deck and live presentation. Judges assess the deck and the pitch — including responses to questions — using an equal-weight evaluation across the elements below.

Your team is assessed on everything it submitted and everything it said. An element counts as addressed if you covered it in **any** of four places: the **pitch deck**, the **executive summary**, the **live pitch**, or your **responses to the judges' questions**. Judges receive the decks and summaries in advance and read them before the competition.

This matters for how you prepare. Ten minutes is short. If you cover your cost structure thoroughly in the deck but run out of time on stage, you are not penalised for it — so use the written material for the detail and the stage for the argument.

Two considerations run across every element:

- **Quality of Presentation** — the effectiveness with which the team communicates its business idea using the Business Model Canvas as the structural foundation for the pitch.
- **Clarity of Communication** — the team's ability to clearly articulate the concept, rationale, and implications of launching or sustaining the venture, demonstrating both strategic insight and practical understanding.

Evaluations are conducted on a **relational scale**, taking into account the venture's stage of development and assessing performance within the context of its maturity and readiness.

Pitch elements — present in this order

1. Open

- *Problem & Solution* — clearly articulate the core problem your target market is experiencing and demonstrate how your business concept delivers a distinctive, meaningful solution.
- *Market Opportunity* — a concise overview of market potential, including estimated market size, defined target segments, and evidence of demand.
- *Business Model* — how value will be created, delivered, and captured.

2. Partners — identify the individuals, organizations, or entities you must collaborate with, or already collaborate with, to execute your concept. Clarify the types of relationships required and how those partnerships will be formed, maintained, and leveraged.

3. Key Activities — the core activities you will initiate once key partnerships are in place, and how they enable you to deliver value, satisfy customer needs, and execute your strategy. Explain how these activities build and sustain competitive advantage.

4. Key Resources — the essential resources required to operate and sustain your business, spanning physical assets, intellectual property, human capital, financial resources, and technological infrastructure.

5. Value Proposition

- *Competitive Advantage* — how your offering delivers a differentiated experience to the market you serve.
- *Sustainability* — successful ideas are replicated. Describe the strategies that will preserve and reinforce your value proposition over time.

6. Customer Relations — the distinctive ways your organization will engage, support, and care for customers, so each feels genuinely valued, understood, and supported. Emphasize the relational practices, service standards, and personalized touchpoints that create trust and loyalty.

7. Channels

- *Marketing* — how you will communicate your offering to the market.
- *Fulfillment* — how your product or service reaches customers: brick-and-mortar, digital, or hybrid.

8. Customer Segments — define the specific groups of people or organizations the venture exists to serve. Describe what distinguishes each segment and what it needs, state which segments you are prioritising and why, and make clear how the value proposition, customer relations and channels described above are tailored to them.

9. Cost — a concise financial overview of all costs associated with operating your business, consistent with your Key Activities and Key Resources.

10. Revenue — the total income generated from all sales and revenue-producing activities, and every source of funds flowing into the business.

11. Close — *Critical Risks*: identify the operational, financial, market, competitive, and strategic risks facing your venture, and how you will anticipate, mitigate, and respond to them. **Include a SWOT analysis** summarizing strengths, weaknesses, opportunities, and threats.

Judges

The TAP organizers will screen the initial application to select finalists. A panel of **three judges** from the metro Atlanta business community will evaluate the executive summary, pitch deck, and Pitch. These individuals represent social enterprise organizations, entrepreneurs, venture capital firms, academia, and the corporate sector.

AWARDS

Monetary awards will be made to the top two teams/ventures participating in TAP. The award is intended to assist in the capital required to start or advance the venture. Hence, awards are designed to be made to the specific venture. However, if preferred, an equal share of the award can be distributed to each team member. This election can be made after the awardees have been selected.

Total awards granted amount to **\$4,500**:

- **First place: \$3,000**
- **1st runner-up: \$1,500**

Award Presentation

Determination and announcement of awardees will occur at the Pitch competition on **Monday, November 2, 2026**. The formal awards presentation will occur at DMM's annual **Founders Brunch on Saturday, November 7, 2026, from 10 AM–Noon**.

Attendance at the Founders Brunch is mandatory for winning teams. Award checks are distributed at the Brunch and at no other time. At a minimum, each winning team must send a representative to accept the award; all members of the winning teams are invited to attend. This condition is captured in the application and accepted at the point of applying.

TERMS & CONDITIONS

(No) Confidentiality

Access to all submitted applications, executive summaries, and presentation materials will be given to the TAP Committee of Delta Mu Mu Chapter, Omega Psi Phi Fraternity Inc. (DMM), Oglethorpe University staff and professors, and the competition judges.

Participants should exercise care regarding disclosing information concerning proprietary concepts. Neither DMM, Omega Psi Phi Fraternity, Inc., nor Oglethorpe University takes ownership of an idea or plan solely through the application or participation in TAP. Likewise, neither DMM, Omega Psi Phi Fraternity, Inc., nor Oglethorpe University ensures confidentiality or nondisclosure conditions for any information submitted or presented in the TAP competition. As an applicant and potential participant, you are responsible for protecting any information concerning your plan and sharing it with DMM, Oglethorpe University, advisors, other competition participants, and Pitch attendees.

All judges are asked to keep confidential any technical or business information they learn when reviewing executive summaries and Pitches submitted and presented by participating teams. However, as mentioned, all information presented at TAP is not considered confidential.

Disclaimers

By applying and participating in TAP, you are granting DMM, the Omega Psi Phi Fraternity, Inc., and Oglethorpe University the right to use participants' identities and the short descriptions of the business/concept disclosed in the application for marketing and public relations purposes, as with any official photographs taken by DMM/Oglethorpe University photographers during the TAP competition.

Intellectual Property

Before submitting the team's executive summary, DMM and Oglethorpe University encourage participants to confirm with appropriate advisors, parents/guardians, and/or legal counsel that any intellectual property described in their summary and presentation is protected by the applicable intellectual property filings, notices (patent, copyright, etc.) from the owning party or individuals.

Originality of Concept

The ideas and concepts submitted by each team/venture should be the team's original work. The team is not under any agreement or restrictions prohibiting disclosing their ideas or plans in the TAP competition.

Exclusion of Liability

All participants acknowledge and agree that they are solely responsible for any and all costs and expenses incurred in connection with their participation in TAP. Such costs and expenses may include, but are not limited to, travel, meals, research, printed materials, and any other out-of-pocket expenses.

DMM, Omega Psi Phi Fraternity Inc., its affiliates, and Oglethorpe University shall not be liable for any costs incurred by participants and expressly disclaims any and all liability for damages, loss, or injury arising from or relating to a team's participation, including any financial loss resulting from unreimbursed expenses.

Disqualification

DMM and Oglethorpe University reserve the right to disqualify a team at any point in the application, selection, submission, or judging process if the team does not meet any of the rules at the sole judgment and discretion of DMM and/or Oglethorpe University. In our sole discretion, DMM and Oglethorpe University also reserve the right to eject or ban any TAP participant or team who behaves in an inappropriate or offensive manner.

ABOUT

About Achievement Week

Founded in 1921 and celebrating its **105th year**, the purpose of Omega Psi Phi Fraternity's Achievement Week is to encourage, inspire, and support achievement for the collective good among today's youth in communities of color. **2026 marks one hundred years since the observance was given the Achievement Week name in 1926.** The Delta Mu Mu Chapter of Omega Psi Phi Fraternity, Inc. advances this mission annually during the first week of November by offering programming aimed at college students and recognizing and rewarding individuals who significantly contribute to the community. Through programming such as its Omega Debate, TAP, Daily Achiever social media campaign, community forums, and granting its annual Citizen of the Year award, the Chapter continues to advance this critical mandated initiative, which is one of the social action pillars of the Fraternity.

For more information, please visit <https://www.dmmomega.org/programs/achievement-week>.

About Delta Mu Mu Chapter, Omega Psi Phi Fraternity, Inc.

With **over 285 members**, the Delta Mu Mu Chapter of Omega Psi Phi Fraternity, Inc. serves the North Fulton County, GA, area through innovative programming and service aimed at helping communities of color. Chartered in March 2008, DMM has implemented impactful community programs such as the Black Rhinos mentorship program and annual College Fair and has become a lead supporter for Relay for Life in North Fulton County. Since its birth, the Chapter has awarded **over \$1,000,000** in scholarships to deserving students in metro Atlanta.

For more information on DMM, please visit <https://www.dmmomega.org/>.

About the Entrepreneurship & Innovation Center, Hammack School of Business, Oglethorpe University

Established in 2022, the Entrepreneurship & Innovation Center (EIC) of the Hammack School of Business, Oglethorpe University, is an incubator that sharpens students' entrepreneurial instincts and helps them forge their paths. Led by Dr. Leroy Carson, Jr., the EIC has developed and offers entrepreneurship courses, expanded a distinguished entrepreneurial speaker series, and is developing an Entrepreneurship Lab that aims to map Atlanta's entrepreneurial ecosystem and serve as one of the city's principal sources for future and current entrepreneurs to identify resources for projects.

For more information on EIC, please contact Dr. Carson at lcarrson@oglethorpe.edu.

About Omega Psi Phi Fraternity, Inc.

Founded on the campus of Howard University on November 17, 1911, the Omega Psi Phi Fraternity foundation of brotherhood is built on the Cardinal Principles of Manhood, Scholarship, Perseverance, and Uplift. Friendship permeates the brotherhood of over 120,000 men, with over 750 Chapters spanning across the world from Alabama to the United Kingdom. For more information on Omega, please visit <https://oppf.org/>.

Contact

For further information or questions about TAP, please contact **Shawn Pacely, Project Manager**, at omegadmmtap@gmail.com.

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1. Social impact refers to "the extent to which an organization's actions have a positive effect on beneficiaries and the surrounding community or environment." ↩