

West Philly Business offers a hand to young entrepreneurs

by Edith L. Dixon

In The Moment Financial Services, a new business soon to open in West Philadelphia with two Black women at the helm, will help three young entrepreneurs get a free limited license company (LLC) at the company's ribbon cutting on **February 20, 2021**.

"We had three or four applicants and we're hoping for more," said company co-founder Jarde' Allen. "We normally charge for doing LLCs. We want to hear their business pitch and we'll take the best one and help them out."

Allen partnered with Enasha Bradshaw to help businesses in West Philadelphia and beyond by providing financial literacy, tax preparation, credit repair, bookkeeping, consulting and LLC formation. They will officially open In The Moment Financial Services from 1-4 p.m. on **Saturday, February 20, 2021** at 5943 Chestnut St., Philadelphia. That's when the partners will announce which young entrepreneurs get free help and officially begin working on their mission as a company aimed at providing resources and promoting business in their community. They will also seek donations from those in attendance at the opening to help fund the entrepreneurs' ventures.

"H&R Block and Jackson Hewitt make millions of dollars off our community and leave and don't give our community anything," said Allen, who has been doing taxes and business consulting virtually until now. "We actively seek out companies in our community to talk about credit. Ninety percent of the people we reach are contacted by social media."

Their new building, which sits on the corner at 60th and Chestnut, is decorated in purple and gold. "It represents royalty to us," said Allen whose team wants to encourage clients to start their own business and then help them with a business plan. The office space will also be used to host entrepreneurship workshops, first-time homebuyer and credit workshops.



Enasha Bradshaw and Jarde' Allen, founders of In the Moment Financial Services, will officially open Saturday, February 20, 2021



"Any client coming through our doors will receive tax preparation but we will then ask how we can help them with their credit as well as help them start their own business," said Bradshaw, who helps repair, restore and build a clients' credit.

Both Allen and Bradshaw, both in their early 30s, are from West Philly and formerly worked in corporate America. Their new venture, In The Moment Financial Services has a seven-member team—all in their 20s—that includes an office manager, a social media manager, and others who are licensed to prepare taxes and help repair your credit.

"Every one of our team members has their own business that they are trying to build outside of financial

services," said Allen. "I am helping them with a revenue stream as well as mentorship and coaching to help them build their own businesses."

Allen invites entrepreneurs, who must be age 18, to submit their business plan for a chance to win free help on setting up their business, or for an appointment with her or Bradshaw, consult their website, www.inthement101.com/.

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