

HERITAGE BUSINESS & COLLEGIATE UNIFIED HIGH SCHOOL

INVESTMENT OPPORTUNITY

Tampa, Florida (Hillsborough County) | Planned Opening: Fall 2030

Co-Founders

Victoria Ealy, M.Ed. · Alanté Walker, MBA

“Where Excellence is the Standard”

The Educational Gap We're Closing

Hillsborough County's minority students face structural barriers to college and career readiness. HBCU High School is designed specifically to close these gaps.

- Only 1 in 3 Black high school graduates in Florida enrolls in a 4-year college
- Minority students are underrepresented in advanced (AICE/AP/IB) coursework
- Financial literacy is rarely taught — leaving graduates unprepared for adult life
- Large class sizes in traditional schools limit individualized support
- Few high schools integrate career pathways with college prep simultaneously

72%

of HBCU college graduates
are first-generation students

2x

more college debt carried
by Black graduates vs. peers

40%

of students in large schools
lack access to counseling

Introducing HBCU High

A private college & career preparatory high school built for academically inclined minority students in the Tampa Bay area.

150

Opening Enrollment
(Grades 9–12)

15:1

Student-to-Teacher
Ratio

AICE

Cambridge International
Diploma Pathway

\$10,500

Annual Tuition
(scholarships available)

ACADEMIC RIGOR · CULTURAL IDENTITY · CAREER READINESS · STUDENT WELLNESS

HBCU High is a proof-of-concept campus intentionally designed to be replicated — serving as a scalable model for minority student success across Florida and beyond.

“Where Excellence is the Standard.”

Meet Our Founders

Victoria Ealy, M.Ed.

Founder & Dean of School

Victoria is an educator, curriculum designer, and educational leader with extensive experience in secondary education. Her expertise spans:

- Curriculum development & academic program design
- Student engagement & culturally responsive instruction
- College and career readiness frameworks
- Founder of AdventurEducation — innovative resources improving student outcomes nationwide

Alanté Walker, MBA

Co-Founder & Dean of Student Success

Alanté is a behavior specialist with 12+ years in education, including 8 years in behavior analysis and intervention. Her expertise includes:

- Functional behavior assessments & individualized intervention planning
- Educator coaching & professional development
- Data-driven decision making & analytics
- Creator of Project RETURN — organizational improvement and student support systems

What We Stand For

MISSION

To raise the standard of education and resources for academically inclined minority students by providing smaller class sizes, targeted college and career readiness curriculum, and comprehensive social and athletic programs that develop well-rounded, critically thinking individuals prepared for success in higher education, careers, and life.

VISION

To become a premier high school model that redefines excellence for minority students by combining academic rigor, cultural identity, and real-world preparation to develop future leaders, innovators, entrepreneurs, and community changemakers.

Seven Core Pillars of Excellence

01

Academic
Excellence

02

Career
Readiness

03

Financial
Literacy

04

Leadership
Development

05

Cultural
Identity

06

Student
Wellness

07

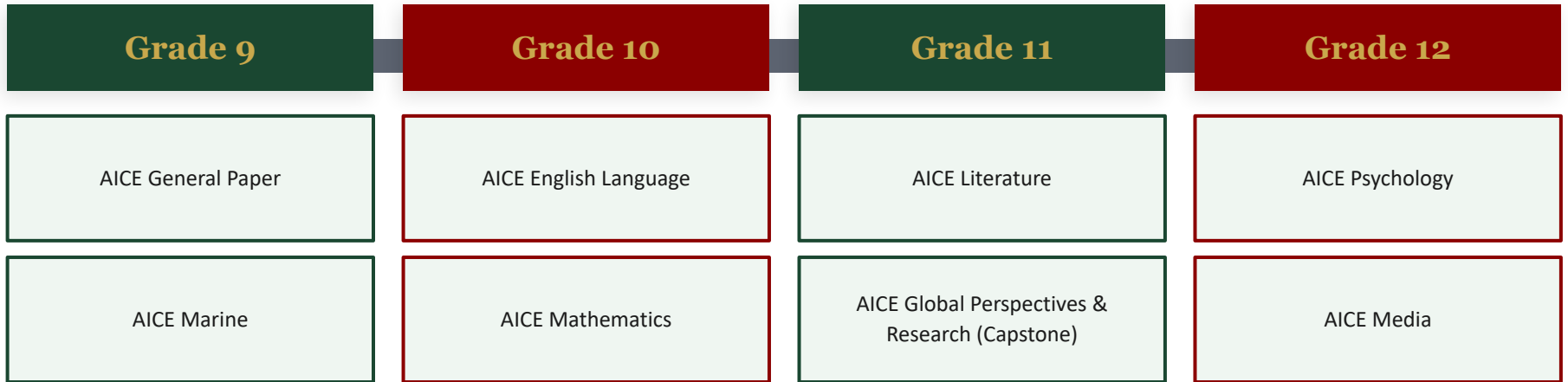
Athletics &
Extracurriculars

The HBCU High Model at a Glance

Type:	Private School— Grades 9–12	Opening Year Enrollment
Schedule:	A/B Block — 4 classes daily, 80-min blocks	
Opening Enrollment:	150 students (45 per grade, phased)	
Long-Term Capacity:	650 students (3-phase expansion plan)	
Class Size:	12–18 students (target 15:1 ratio)	
Location:	Tampa Area, Hillsborough County, FL	
Accreditation Path:	Florida Department of Education (Private School)	Total: 150 Students
Diploma Options:	Florida Standard Diploma + AICE Diploma	

AICE Cambridge Diploma Pathway

All students will follow a rigorous Cambridge AICE sequence beginning in Grade 9 — completing a minimum of 7 AICE courses toward international diploma qualification.



Florida Standard Diploma Requirements: 24 Credits (students may earn up to 32 with block schedule) — 4 English, 4 Math, 3 Science, 3 Social Studies, 1 PE, 1 Fine Art, 8 Electives

Business & Career Technical Education Pathways

*Every HBCU High student completes the Business Pathway.
Additionally, CTE electives provide hands-on, industry-aligned career preparation.*

BUSINESS PATHWAY

Electives Required of ALL Students

Business Foundations

Business Management

Entrepreneurship

Financial Literacy

CTE PATHWAYS

Launch Offerings

Digital Media & Content Creation

Construction & Skilled Trades Foundations

Future Expansion (Phase 2+)

HVAC/Electrical

Cosmetology/Barbering

Automotive Technology

Legacy Lab & Data-Driven Support

A daily dedicated intervention & enrichment block — driven by student data, reviewed every 6 weeks.

Academic Tutoring

Targeted support in core and AICE subjects

Writing Support

Essay and extended writing preparation for AICE exams

Leadership & Public Speaking Development

Project-based leadership and character programs

College Application Support

Application prep, essays, and college tours

Career Planning

Internship connections and career exploration

Certification Prep

Industry credentials and testing preparation

Athletics & Extracurricular Excellence

A three-phase sports expansion plan ensures athletic programs grow alongside enrollment.

Phase 1 (Opening — 2030)

Basketball

Soccer

Dance & Cheer

Phase 2 (2030–2032)

Volleyball

Tennis

+ All Phase 1

Phase 3 (2033+)

Football Feasibility Study

Expanded Roster

Championship Play

Additional Clubs & Student Life

Visual Arts (Studio Art, Digital Design) · Student Government · Cultural Traditions · Business Ownership Club · Community Service & Leadership

Staffing Model

A lean, high-impact team of 11–13 full-time staff with clearly defined roles and manageable workloads to support both instruction and student wellness.

LEADERSHIP

Founder / Head of School

Co-Founder / Dir. of Student Success

Operations Manager

Administrative Assistant

ACADEMIC STAFF

2 English Teachers

2 Mathematics Teachers

1 Science Teacher

1 Social Studies Teacher

1 Business Teacher

1 Digital Media / Arts Teacher

Part-Time Trade Instructor

SUPPORT

Counselor / College Advisor

Behavior Intervention Specialist

Enrollment & Mktg Coordinator

1 Part-Time Day Porter

1 Full-Time Facilities

Teacher Workload Model: 5 teaching periods · 2 planning periods · 1 Legacy Lab assignment — reducing burnout while maintaining rigor

Facility Requirements & Campus Vision

LAUNCH FACILITY (Opening, 2030)

9,000–12,000 Sq. Ft. (Leased)

- 8-10 Classrooms
- Single Point of Entry
- Administrative Counseling Offices
- Founder & Co-Founder Offices
- Conference Room
- Legacy Lab Center (Multi-media)
- Student Cafeteria & Commons Area (Multi-Purpose)
- Storage & Restrooms

FUTURE CAMPUS VISION (Phase 2–3 Expansion)

15–25+ Acres (Owned Land)

- Full School Building
- Gymnasium & Athletic Facilities
- Soccer / Football Field
- Adequate Parking
- Student Commons & Outdoor Learning
- Future Expansion Space
- Community Rental Opportunities
- College & University Partnership Hub

Year 1 Financial Overview

\$1,575,000

Projected Year 1 Revenue
(150 students × \$10,500)

\$1,375,000

Conservative Operating Budget
(conservative scenario)

~\$200,000

Projected Surplus (Y1)
For reserves & scholarships

Operating Budget Breakdown

Staffing (11–13 FT Staff)	\$850,000
Facility Lease + Build-Out	\$240,000
General Operations	\$150,000
Technology & Software	\$50,000
Insurance (liability + property)	\$60,000
Marketing & Enrollment	\$40,000
Athletics (Phase 1)	\$30,000
Contingency & Other	\$105,000
TOTAL (Conservative)	\$1,525,000

Five-Year Growth Projections

Enrollment and revenue scale with a three-phase expansion from microschool (150) to full academy (650 students).

Year	Students	Revenue	Phase
2030 (Y1)	150	\$1.6M	Microschool
2031 (Y2)	220	\$2.3M	Microschool
2032 (Y3)	300	\$3.2M	Academy
2033 (Y4)	420	\$4.4M	Academy
2034 (Y5)	550	\$5.8M	Full Campus

** Projections assume \$10,500 average tuition with annual 5% enrollment growth and scholarship/grant supplementation. Figures are estimates.*

Student Recruitment & Marketing Plan

An in-house Enrollment & Marketing Coordinator will lead all recruitment efforts providing consistent brand presence and community relationships.

KEY ROLE: Enrollment & Marketing Coordinator

Full-time position · Salary Range: \$48,000–\$58,000 · Reports to Dean of School · Responsible for brand strategy, digital marketing, open houses, community outreach, and enrollment management.

Digital Marketing

- Branded social media (IG, FB, YouTube)
- Targeted ads in Hillsborough Co.
- SEO-optimized school website
- Email nurture campaigns for inquiries

Community Outreach

- Middle school partnership visits (6th–8th grade)
- Church & civic organization presentations
- Community events & info sessions
- Referral incentive program

Events & Experiences

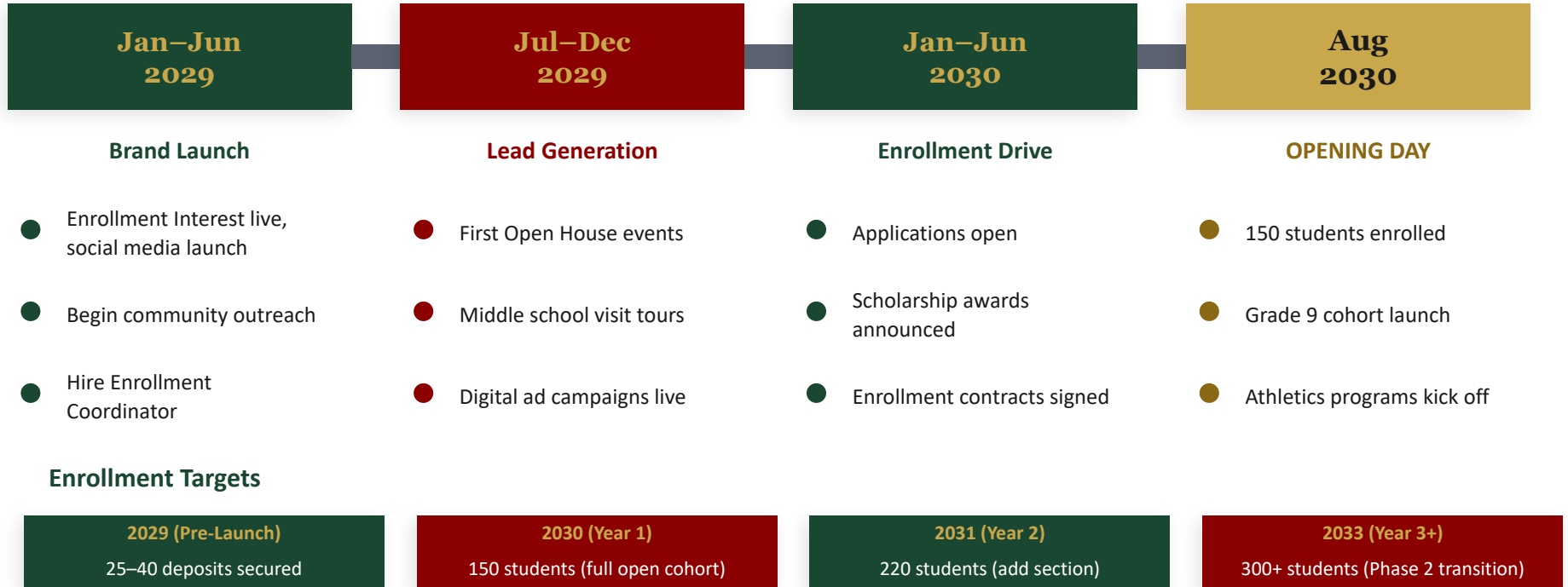
- Quarterly Open House / Campus Tours
- Summer Bridge Preview Day
- Annual HBCU Cultural Experience Day
- Student shadowing opportunities

Partnerships & PR

- Tampa Bay area HBCU alumni networks
- Local business sponsorships
- Media coverage & press releases
- HBCU national partnership outreach

Enrollment Recruitment Timeline

A structured 18-month runway to reach 150 students by Fall 2028 opening.



Five-Year Growth Roadmap

PHASE 1

2030–2031

Launch & Establish

- 150-student private microschool opens
- AICE & Business pathways fully operational
- Establish data-driven intervention systems
- Build HBCU culture & traditions
- Secure 10–12 acre land acquisition funding
- Phase 1 athletics: Basketball, Soccer, Track

PHASE 2

2031–2032

Scale & Expand

- 350-student College & Career Academy
- Expand CTE to HVAC, Electrical, Auto
- Add Visual Arts: Photography, Film
- Phase 2 athletics: Volleyball & Tennis
- Begin campus construction on owned land
- Launch College & University Partnership Network

PHASE 3

2033+

Full Campus & Network

- 650-student full campus on owned property
- Gymnasium & full athletic complex opens
- Football program feasibility → launch
- Charter school network exploration
- National model replication partnerships
- Endowment & scholarship fund established

Investment Opportunity

*Startup capital is required to launch HBCU High's first campus.
Funds support facility build-out, technology, staffing, marketing, and scholarship reserves.*

MINIMUM

\$250,000

Proof of concept — lean launch

- Facility deposit & basic build-out
- Core technology (devices + WiFi)
- Essential furniture & supplies
- Launch marketing campaign
- 3-month operating reserve

RECOMMENDED

\$500,000

Stable, sustainable launch

- Full facility fit-out & signage
- Robust technology infrastructure
- Full staffing pre-open period
- Comprehensive marketing & PR
- 6-month operating reserve + scholarship fund

IDEAL

\$1,000,000

Full launch + growth runway

- Everything in Recommended tier
- Phase 1 athletics equipment
- HBCU partnership travel & events
- 12-month operating buffer
- Land acquisition feasibility studies

Funding sources may include private investors, foundations, grants, community development funds, and tuition pre-enrollment deposits.

Join Us in Building the Future

HBCU High is more than a school — it is a movement to redefine what excellence looks like for minority students in Tampa and across the nation.



FOUNDER

Victoria Ealy, M.Ed.

Dean of School

CO-FOUNDER

Alanté Walker, MBA

Dean of Student Success

SCHOOL

HBCU High

Tampa, Hillsborough County, FL
Planned Opening: Fall 2030

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