

PruBono Small Business Virtual Programs 2025



The PruBono Small Business Marathon and Consulting Programs match small business leaders with a team of Prudential subject-matter experts to solve challenges in the following areas:

- Business Development
- Data Analysis & Management
- Financial Modelling
- Human Resources
- Operations & Process Improvement
- Technology

Need to solve a critical business challenge? Apply to receive FREE pro bono support from Prudential subject-matter experts!

Eligibility Requirements:

- At least \$120,000 in gross revenue
- At least 2+ years in operations
- Have at least 2+ employees
- Minority, Women, Veteran and/or LGBTQ+ owned
- Located in Atlanta, GA, Newark, NJ, Detroit, MI, or Bermuda



Small Business Leaders



Prudential Volunteers



Solve Critical Business Challenges

Apply [here](#) by Friday, December 13.

Questions about the Marathon Program? Email Hira Babar at hira@taprootfoundation.org

Questions about the Consulting Program? Email Anna Schutte at anna@taprootfoundation.org



Prudential

PruBono Small Business Virtual Marathon 2025

The Prudential Small Business Marathon is a virtual opportunity where Prudential leaders leverage their leadership and subject-matter expertise to strengthen the capacity of a small business partner by solving a particular business challenge.

Unlike the Consulting program, Marathon project work will take place in two, 4-hour sessions over the course of two days (8 hours total) on April 29 and May 1. [Apply now.](#)

TIMELINE

ACTIVITIES

Due by December 13	Application Open: Small business leaders submit application here
January - February	Scoping Calls: High potential applications meet with Taproot
Mid-February	Acceptance Notification are given to scoped small businesses
April 9 th (1-2pm ET)	Virtual Training with Taproot Foundation
Mid-April	Meet with Your Prudential Team and share business challenge
April 29 th (12-4pm ET)	Marathon Day 1: Prudential Team address your challenge
May 1 st (12-4pm ET)	Marathon Day 2: Prudential Team continue to address your challenge

SAMPLE PROJECTS

Business development	Business development framework to increase revenue
Data Analysis and Management	Developing a process for data collection and analysis
Financial Modeling	Financial model to forecast income and inform business and hiring decision
Human Resources	Compensation analysis and professional development implementation plan to strengthen employee retention
Operations	Improve standard operating procedures to facilitate more efficient management
Technology	Develop a scope of work for how the business can improve its technology infrastructure

The Marathon program is a good match for small businesses who need high-level support and quick deliverables to address an issue. If interested in a shorter engagement, learn more about the Marathon Program that provides support to small businesses through 8 hours or total project work.

Questions about the Marathon?

Email Hira Babar at hira@taprootfoundation.org

PruBono Small Business Virtual Consulting 2025

The Prudential Small Business Consulting is a virtual opportunity for small business leaders to tackle one of their biggest business challenges by leveraging Prudential expertise.

Unlike the Marathon program, Consulting project work will occur over the course of an intensive 12-week project timeline, where Prudential team will work with a small business to develop an actionable, high-impact solution to address a critical challenge. [Apply now.](#)

TIMELINE

ACTIVITIES

Due by December 13	Application Open: Small business leaders submit application here
January - February	Scoping Calls: High potential applications meet with Taproot Foundation
Mid-February	Acceptance Notification are given to scoped small businesses
April 2 nd (1-2pm ET)	Virtual Training with Taproot Foundation
April 8 th (1-3:30pm ET)	Program Launch: 4-hour kick-off event
12 weeks	Project Work: Work together with Prudential team to address challenge
June 26 th (11am-1pm ET)	Closing Event: Wrap up project, align on implementation, and debrief

SAMPLE PROJECTS

Business development

Refine small business value proposition, develop elevator pitch, and outline client engagement strategies

Data Analysis and Management

Designing a survey to ensure key metrics are being met by the business

Financial Modeling

Audit Financial data, develop a profit and loss statement, and determine exact cost for running the business

Human Resources

Streamline employee hiring and onboarding procedures to optimize staff integration and long-term retention

Operations

Develop a comprehensive standard operating procedure to enable different employees to collaborate more efficiently

Technology

Enable the small business to streamline its technology usage and automate internal workflows

The Consulting program is a good match for small business who have the bandwidth to engage in an intensive project work and need in-depth support and more detailed deliverables. If you are interested in longer-term support, learn more about the Consulting Program that provides support to small businesses through 12-weeks of intensive project-work.

Questions about the Consulting?

Email Anna Schutte at anna@taprootfoundation.org