



INGREDIENTS FOR SUCCESS

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FAQs

INGREDIENTS FOR SUCCESS 2026

Q: What is the Famous Amos® Ingredients for Success (IFS) program?

A: IFS is a national award program presented by Famous Amos in partnership with the U.S. Black Chambers, Inc. (USBC). Honoring the legacy of Famous Amos founder Wally Amos, IFS creates pathways for early-stage Black business owners to thrive by providing \$150,000 in capital awards, in addition to mentorship, networking and educational resources.

Q: Why did Famous Amos create IFS? What specific goals does it aim to achieve?

A: IFS was created in 2020 to honor Wally Amos' entrepreneurial legacy by supporting early-stage Black-owned businesses with resources to foster sustained growth and success.

Q: What are the program eligibility requirements?

A: Applications for cycle six of the IFS program open March 31 and close at 11:59 PM PDT on June 1, 2026.

Eligible businesses must be, at least 90% Black-owned, in operation for five years or less, headquartered in the United States and owned by individuals 21 years or older.

Note: Franchise and non-profit businesses are not eligible.

All applications require the following: contact information, a tax ID number for the business, a business overview, social media page information, and a pitch video between 90-120 seconds. Please visit the [Official Rules](#) for a comprehensive list of the items required to apply.

Q: Are there any key deadlines or important dates applicants should be aware of?

A: Please see a high-level program timeline below:

- *March 31 – Applications open online*
 - *Week of April 13th – Judges' Best Practices Guide Video go live to assist applicant processes*
 - *June 1 – Applications close & USBC review begins*
 - *June 23 – IFS notifies top 10 finalists*
 - *July 27 – Winners are publicly announced*
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Q: How are winners selected?

A: After IFS and USBC identify 10 finalists, they must complete an essay in the next round. A panel of judges then review and select the three award recipients. This year's judges include:

- Rev. Shawn Amos – Entrepreneur, author, and son of the late brand founder, Wally Amos
- Steve Canal – Founder of ONE Venture Group, best-selling author, and branding expert

- Nancy Flowers-Harris & Tracy Green – CEO and COO of luxury fashion eyewear company, Vontelle Eyewear and IFS inaugural winners
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Q: When will winners be notified?

A: Winners will be notified by July 27, 2026.

Q: Can businesses outside the U.S. apply?

A: Only businesses headquartered in the United States can apply to the program.

Q: Are there any famous IFS alumni?

A: IFS alumni are famous for following their unique paths, whether it's developing platforms to assist aspiring podcasters, creating a stylish eye-wear brand or building a talent management agency. Some of our notable alumni include:

- Elizabeth Rene – Founder of [PO' UP! Card Game](#)
- Corry Banks – Founders of [ModBap Modular](#)
- Londyn Jackson – Founder of The [Language Arc](#)

Visit the [alumni page](#) to see a full list of IFS winners and bios.

Q: Is there new IFS programming compared to previous cycles?

A: Like previous cycles, IFS will provide \$150,000 total in award funding along with vital services to help early-stage Black entrepreneurs thrive long term. This year, we have added Vontelle Eyewear founders and inaugural IFS winners Nancy Flowers-Harris & Tracy Green as judges, bringing firsthand insight from entrepreneurs who've successfully scaled their

business from IFS award recipients to sustainable growth.

Q: What is USBC's role in IFS?

A: Famous Amos partners with USBC to provide educational resources, mentorship and a total of \$150,000 in capital awards to Black early-stage business owners – enabling them to unlock opportunities that help achieve their business dreams. Additionally, USBC helps review applications and identify winners.

Furthermore, the USBC website offers a one-stop shop for early-stage business owners regardless of their decision to apply for the IFS program. The site offers innovative and cutting-edge resources including training programs, small business resources, certifications, matchmaking programs and more. Visit usblackchambers.org/resources for more information.