

Contact: Jonathan Moore, Founder & CEO of Rowdy Orbit  
(E) [jmoore@rowdyorbit.com](mailto:jmoore@rowdyorbit.com)  
(W) 304 885 4386

### **ORGANIZATIONAL BACKGROUND**

As of 2016, Rowdy Orbit is a Baltimore City based company focused on tearing down the systematic barriers for a vulnerable population and those trapped in extreme poverty. Rowdy Orbit creates specific solutions to reduce recidivism, jumpstarts entrepreneurship, increases new taxable revenue, cultivates a qualified labor pool, and makes hope tangible through career employment. But more importantly, Rowdy Orbit makes a significant rippling impact by focusing on 4 pillars: Family, Block, Neighborhood, Community.

The Rowdy Orbit Initiative is called “Greater > Than.” It is a 34-week coding training initiative, where individuals learn 7 different coding languages: HTML5, CSS3, JavaScript, jQuery, Drupal, Ruby on Rails, SQL. Once individuals complete the initiative, Rowdy Orbit will place the Junior Front/Back End Web Developers into entry-level technology positions starting at \$45,000+ per year.

“Greater > Than” has partnered with community connectors such as Goodwill Industries Chesapeake, Center for Urban Families, Northwest Career Center, and Baltimore City Child Support Enforcement to recruit returned citizens and those stricken with extreme poverty. Our current 2016 class includes 3 African American women and 5 African American men.

Rowdy Orbit is comprised of a team of seasoned entrepreneurs to make hope tangible. It starts with our founder Jonathan Moore. A 14 year advertising executive turned serial entrepreneur with a strong emphasis in Social Impact. Jonathan’s role with “Greater > Than” is to serve as strategic lead, business development, project management, technical assistance, creative and design direction, along with curriculum development in partnership with Code in the Schools ( a Baltimore City non-profit).

McKeever Conwell is a seasoned entrepreneur with a strong background in online platform development with two online startups under his belt - RedBerry, App.Given.To. McKeever has held positions as Project Team Lead Developer for Groove: creative marketing, design & development agency, EIR (Entrepreneur in Residence) for NewMe Accelerator, Senior Software Engineer for BTS Software Solutions. He also serves as a web base development technical advisor and curriculum advisor for “Greater > Than”, and currently a Portfolio Manager for TEDCO.

### **PARTICIPANT RECRUITMENT PLAN**

“Greater > Than. A Rowdy Orbit Initiative” has partnered with our community anchors such as Goodwill Industries Chesapeake, Center for Urban Families, Maximus (operators for Baltimore City Child Support Enforcement), and Northwest Career Center, providing social wrap-around services to help manage life and recruit men and women who are Returned Citizens and/or considered to be in extreme poverty.

Our Recruitment Plan has 4 Stages:

- *Stage One, Application* - The process *begins* with a five page application which includes asking the applicant about their character traits, technical skills, mathematical aptitude, communication skills, and their level of commitment and participation to the initiative.
- *Stage Two, Interviews* - During this stage, we perform one-on-one conversations with each qualified applicant. This is their opportunity to articulate their dreams and passions, focus on quality of life, willingness to own their conviction, still believe in hope, handle stress and conflict, level of self-awareness, and acceptance of their new reality.
- *Stage Three, Review* - “Greater > Than” and Community Partners discuss the potential candidates’ various life challenges with community connectors. While gaining deeper insight into their mental fortitude, work ethic, financial and family support.
- *Stage Four, Selection* - candidate selection for 3-month orientation (digital literacy & competency while learning HTML, basic CSS).

### **CLASSROOM INSTRUCTION**

“Greater > Than. A Rowdy Orbit Initiative” is designed to create two pathways, career employment within the tech industry and creating independent contractor opportunities in order to build a sustainable business. The curriculum is structured to encourage hands-on training. To achieve this, technical instruction and workshops are scheduled in the morning. In the afternoon, students work on projects from clients such as Searching for Shaniqua, an award-winning HBO documentary, thereby putting their knowledge and training into real-world practice.

To ensure individuals are learning beyond class, we monitor their progress and supplement in-person curriculum with Code Academy and Free Code Camp (free online platforms to learn how to program and code). Also to encourage and push self-learning, boost confidence, with free online resources to deepen their technical knowledge base. Also direct them to YouTube and The New Boston (video tutorials), W3Schools (the global coding standard), along with a custom online forum monitored by a professional developer.

To complement the evolution of their journey, we infused three workshops and weekly guest speakers to supplement their learning. The workshops consist of cognitive behavioral therapy via playing golf, tearing down the mask and becoming who you are, and financial literacy. Each and every guest speaker re-enforces hope, instills confidence, discussing their pitfalls, successes, conviction(s), business(s), community involvement.

The workshops combined with guest speakers begin to alter the mindset while reshaping knowledge, attitudes, beliefs, behaviours. We consider this the mindset realignment into entrepreneurship. Where individuals quickly understand the marathon process of working full-time and while building, testing, fine tuning their beta idea.

This is where we work one-on-one with our individuals to:

- Understand the market and positioning.
- Mentor our adult participants to develop a flexible strategic plan.
- Create the foundation of a sustainable business model.
- Obtain a contract opportunity to validate proof of concept.
- Transition from full-time employment into economically sustainable entrepreneurship.

### **MENTORING**

Our initiative is tailored made for ongoing mentorship. We'll begin to help match our participants with 5 types of seasoned advisors/mentors:

- Spiritual mentor: based on their religion.
- Business mentor: help with professional, personal growth, overcome societal and/or business pitfalls, navigating the emotional roller coaster.
- Financial mentor: understand the nuances of state regulations and business practices to grow bottom-line.
- Family mentor: better understand "how to" maintain a healthy and productive relationship with your family.
- Health mentor: to guide individuals to improve physical and mental health outcomes during their journey.

### **COMMUNITY CONNECTIONS**

Rowdy Orbit currently has a working relationship with Goodwill Industries Chesapeake, Center for Urban Families, Northwest Career Center, and Maximus: Operators for Baltimore City Child Support Enforcement. These partnerships allow Rowdy Orbit to focus on training, while utilizing our community partners deep expertise in wrap-around social and transitional services. Other community connections include:

- PNC & Harbor Bank to increase financial literacy, open accounts, and building a relationship with a financial institution.
- Baltimore City Community College IT for continued training.
- EDAC (Entrepreneur Development Assistance Center at Morgan State University) to deepen best practice expertise from ideation, implementation, to developing a sustainable business model.

Innovation Village Baltimore as a community based partner to increase economic opportunities through entrepreneurship.

### **ACCESS TO MICRO-LENDING**

We'll begin connecting our participants by sharing the evolution of their journey with the micro-lending community. Our goal is to cast a focused wide net to onboard contributors through the creation of a GoFundMe account and develop a separate storytelling microsite for institutional micro-lending organizations/investors.

Implementing a two prong storytelling approach effectively ensures:

- *Direct to Consumer* - humanizing storytelling pathway targeting consumers seeking to fund initiatives with a deep emotional connection.
- *Audience Segmentation* - develop two micro-sites catering to the typical crowdfunding audience, and for the micro-lending organizations/investor. Tailor the language to register with the audience points of interest, thus increasing contributions.

We also plan to work directly with technical assistance providers who understand the needs of the financial organization(s). They are:

- EDAC (Entrepreneur Development Assistance Center) at Morgan State University
- Harbor Bank
- PNC Bank
- Local SBDC at Morgan State University

### **CONNECTION TO CAPITAL AND FUNDING OPPORTUNITIES**

To capitalize on the momentum of casting a wider storytelling net, the natural transition is to prepare and fine tune the pitch. We'll start by developing a series of five workshops to increase participants aptitude and knowledge depth:

- *Workshop 101* - how to pitch and mindful of time
- *Workshop 201* - elevator pitch
- *Workshop 301* - importance of the pitch deck
- *Workshop 401* - pitch the Silicon Valley way
- *Workshop 501* - pitch preparation with industry professional feedback

Once an individual successfully master the elements of pitching, the next step is to place them in front of our partners (EDAC and local SBDC) to provide technical assistance, document preparation and training. Also working along side of local financial institution(s) to understand break even analysis, PNL and balance sheet statements.

To ensure funding visibility, we'll encourage business pitch competitions between Baltimore & DC, not exceeding \$10,000 in prize money. This is an opportunity to perfect the pitch, while presenting in-front of other entrepreneurs, potential investors and strategic partners, business owners, government agencies, and community leaders. Ultimately expanding their potential funding network.