

Organizational Background: 2274, Inc. Steven T. Bledsoe, Founder 818.920.8364 steven@2274.com

2274 Inc. is a private for profit California corporation headquartered in the South Park District of Los Angeles California. It was established on January 11, 2011, six months after completing a 125 month sentence under the Federal Bureau of Prisons (60222-097) Supreme Court of The United States (03-6659)

2274.US presents a wide variety of opportunities for assessment. Informative assessments of content and skills can be built in throughout the challenge, and the solutions to the challenge provide an excellent opportunity for summative assessment. Traditional assessment methods can be used at many different points during the process. However, the 2274.US experience provides the opportunity to integrate a variety of alternative and authentic assessment tools. These tools are performance based in that cohorts are not only expected to know the information but apply it in real-world situations.

Our core competency is categorized under NASIC 541512 Computer Systems Designs Services and NASIC 611420 computer training. Networking and Information Technology Research and Development. Our mission is to partner with NIST under the NICE program to offer formally incarcerated citizens an opportunity to build a sustainable business utilizing the Cybersecurity Framework as a foundation for Secure Online Solutions. (SOS)

Augmenting returning citizens with cybersecurity awareness is a win-win situation in developing a talent pool and pipeline for this growing and dynamic field. It also provides a solution for the H1-B fear of not having qualified individuals for high tech positions.

Certified Apple Inc. Developer and Teacher with Swift Playgrounds recognition we provide a unique opportunity to our cohorts under a Challenge Based Learning model that is efficient, immutable and transparent.

Founder Steven T. Bledsoe:

Dootson Truck Driving School (Class A Driver) September 2010

Pasadena City College (TRIO) Import/Export 2011 Certificate of Achievement

University of Southern California Marshall School of Business, Office of Executive Education (Spring 2012)
Financial Success for Diverse Businesses

Leveraging UP Certificate of Completion (May 2012) Stacy Milner Founder & Vice President

MACSUN Management Association of California State University, Northridge (Fall 2012)

SoCalGas & SDG&E Supplier Diversity Institute (SSSDI) Mastering Business Growth Tier 1 DBE's Toolkit for Business Planning & Implementation (May 2013)

California State University Northridge Bachelor of Arts Cinema and Television Arts with a specialization in Electronic Media Management (December 2013)

Apple Inc. Developer Team Lead 2274 Inc. and Apple Teacher with Swift Playgrounds recognition

Cohort XI MMLIS USC Marshall School of Business Fall 2016.

University of Maryland with NIST Cybersecurity Framework Cyber Chain Implementation Tier 1: Adaptive Tier 2: Repeatable Tier 3: Repeatable (February 2017)

RECRUITMENT PLAN:

Having recently completed a term (July 2015) of Federal Supervised Release in the Central District of California, offer personal and professional connections within the United States District Court Probation Offices of both West Covina and Los Angeles. We will strategically market our challenge with that of #MyBrothersKeeper to help maintain and sustain this valuable vertical. As a premium content producer, publisher, and distributor we deliver “Global Outreach through Digital Storytelling.”

By exposing the successful transition of its founder, 2274.US (www.2274.US) has the potential to go viral with a strategic public relations campaign that highlights the Aspire Challenge and micro-loans as a tool to combat recidivism. The sequence of numbers “2274” spells CASH on the American telephone keypad, this creative marketing tool will be promoted throughout social media platforms to attract cohorts.

In true Hollywood fashion we will inspire and capture the behind the scenes to promote the “Challenge” and produce the feature “Aspire US” with a “colored carpet” premiere, for graduation / completion.

CLASSROOM INSTRUCTION:

Will be delivered through the seesaw.me application, which is a San Francisco based company for student driven digital portfolios and Mr. Bledsoe is an Ambassador for the brand. Through this application we will be able to offer a tailor made curriculum that is designed specifically for each cohort based on intake questions that will help us guide them to explore their personal entrepreneurial interest and visions. We will continue to perform various assessments throughout the challenge that will model the task and challenge of entrepreneurship.

Classroom instruction will progressively develop over an eight week period. Each cohort will be given exclusive permission and access to the Founder and Facilitator during the course of the challenge who will serve as a guide to help navigate a successful business plan that addresses process, strategy, financing, marketing, human resources, leadership, contracting and market / product development.

MENTORING:

Each cohort will be afforded 40 hours of one on one time through out the duration of the eight week challenge. During these sessions we will take a deep dive into the hurdles that need to be overcome in order for successful completion of the challenge. Mentoring will also showcase the support group and mindfulness that is needed in order to become a successful entrepreneur.

COMMUNITY CONNECTIONS:

Networking and the human to human connection is an important aspect in the successful transition of returning citizens. 2274 Inc. is an active participant in Los Angeles Area High-Tech, Entertainment, and Aero-Space industries. This coupled with the alumni of Pasadena City College, California State University Northridge, and the USC Trojan Family, we are well positioned and confident to find the right information for any situation that may arise and that improves the economic well being of our cohorts. From AMPSocal to the American Library Association, the Television Academy to Local 399, CalTech to UCLA, Apple Inc. to NASA we have perfect pole position to create successful solutions.



[AnotherCreativeThought2017](#)

ACCESS TO CAPITAL:

As an organization, 2274 Inc. is a pioneer in the FinTech industry. Through continuous software integration we now have the infrastructure in place to offer an online equity crowdfunding portal under the 2274 brand (2274.org). 2274 Inc. offers a unique opportunity in that our solutions are how to design and build complex software-intensive systems that are secure and reliable when first deployed.

How to support privacy in conjunction with improved security? By utilizing “The Cyber Chain” we will take advantage of distributed ledger technology to securely link our cohorts with participating microlenders and intermediaries to fund and grow new businesses. We are pending registration (April 2017) with the National Institute of Standards and Technology (NIST) and a possible invitation to the Quest for Excellence Conference April 2-5, 2017 per Baldrige Cybersecurity Excellence Program Director Jacqueline M. Calhoun. This will evidence a best-in-class-in-house platform that is efficient, immutable and transparent.

2274.US promotion as an Interactive Platform as a Service (iPaaS) will place us in pole position in the recruitment of small and medium businesses needing assistance in securing their online presence and at the same time a ray of hope for returning citizens. We will facilitate the marriage of previously incarcerated citizens with the cybersecurity needs of the nation in order to mitigate the risk of recidivism. Delivering an innovative solution of entrepreneurial education that includes recruitment, classroom instruction, online resources, mentorship, and community connections to access micro lenders who want to fund and grow new business.

