

City of Innovation S.O.S.

Program Summary (20 to 25 Participants Every 6 Months)

- Basic Employment (Paid Apprenticeships on Site with GenDev at CCI while in Program)
- Education (Entrepreneurial Strategy, Business Etiquette, and Business Plan Writing)
- Innovation (Business Incubation, Acceleration, Mentoring and Investor Pitch Events)

Participant Recruitment Plan

- Community Centers Incorporated (CCI) currently has a pipeline connection with members of the community including Ex-offenders, Veterans, Senior Citizens and other Vulnerable populations that routinely engage our computer skills classes, open computer lab for job searches and a connection to social services. Character Assessment is imperative since ex- offenders are most often viewed as problematic rather than prospective assets to the community. Identifying their motivation, passion, aspirations, willingness to change, talent, dreams and ideas are important in assessing fitness for the program, to turn dreams into reality. They will be given an IEP Individual Educational Plan) after Educational and Career evaluation, assessment of Education level, Education and Possible referral needs.
- Community Centers Incorporated (CCI) partners with The Genesis Development Collaborative (GenDev) which is collaborating with the LA City Mayor's Office on education/employment training programs for incarcerated individuals about to re-enter the community.
- GRYD (Gang Reduction Youth Development), in conjunction with Chapter Two, is a Gang Task Force, Family, Mentoring and Intervention Specialist
- RISE Financial (Micro Loans)
- Vermont Slauson Economic Development (Micro Loans)
- Law Enforcement (pipeline for recruitment of ex- offenders)
- Probation Personnel (pipeline to qualified ex-offenders and maintaining stability and sustainability)

Program participants will be vetted through the process of

- Participants will have access through the internet client portal/website, collaborative partner (assessed) referrals, community partner (assessed) referrals, employers, schools, training programs, and walk-ins.
- Intake is the first step in the process and will be accessed online or in person at CCI's facility.
- Clients are then assigned an intake/case specialist who guides them through the various steps in the program.
- Every participant must go through written and verbal assessment, job skills, job readiness, and self-assessment. Following assessment clients are placed in one of two categories based on assessment findings both of which are geared toward job placement while completing entrepreneurship program.

Classroom Instruction

- In-person registration for the no cost entrepreneurship course at CCI.
- Program participants will meet at CCI Monday-Friday, 12pm-5pm for 3 Months
 - The first two hours of each day will be general education on Kahn Academy on multiple subjects
 - The second two hours of each day will be in the entrepreneurship cohort with their teacher
 - The last hour of each day will be with a mentor discussing their newly acquired knowledge
 - Free day care will be provided at the center each day
- 22 Topics Will Be Covered:
 - List of Business Sectors and Industries, Career Objective(s), Vision, Mission, Strategy Formulation, Employee Benefits, Develop Your Company Values, Strategic Implementation, Social Impact Evaluation & Measures, Business Feasibility Study, S.W.O.T. Analysis, Market Segmentation, Value Proposition, Advertising & Marketing, Operating Cost Calculator (Budget & Inventory), Start-up Cost Calculator, 5 Step Plan to Move Forward, Naming and Branding Your New Company, Legal

Structure Options, Board Member Development, Financial Literacy, Credit repair and Financing Strategies, Assessment & Adaptation

- Supplemental Templates to Be Engaged Throughout Course:
 - Feasibility Study, Core Concepts, Navigation, Corporate Values, Market Analysis, Branding Strategy, Operations Plan, Risk Analysis, Critical Success Factors, Marketing Plan, Cash Flow Projections, Complete Business Plan Template, Employee Compensation Calculator, Employment Contract/Confidentiality Agreement
- Online Discussions
 - Industry leaders and specialists will be brought in to give a talk to the students through online video conferencing once per month to motivate, inspire and answer participant questions
- Business Plan
 - Final 25 page minimum business plans will be completed by the program participants by the end of the 3 month entrepreneurship course, refined throughout by their mentors, and ready to pitch to our investor pool at the final event

Mentoring

- CCI and GenDev will assign trained mentors, available to benefit each entrepreneurship program participant. These mentors will be businessmen and women volunteering their time, graduate business students from Pepperdine, UCLA , USC and other Universities and undergraduate business student teams, and alumni of the previous entrepreneurship cohorts
- Business strategy, brainstorming, repurposing, and professional etiquette training will be highly beneficial after each entrepreneurship lesson that day
- Critical thinking, problem solving and collaborative partnership activities will be implemented with each participant via the mentors in order to provide mental avenues for profitable, multi-vertical success in their specific business enterprise.

Community Connections

- Vermont Slauson Economic Development Corporation (VSEDC micro loans, financial literacy)
- RISE Financial Pathways (micro loans, financial literacy)
- One United Bank (Financial Literacy)
- Genesis Development Corporation (Dept. of Defense technology for jobs, prevention and intervention)
- California Emerging Technology Fund (internet adoption advocacy for affordable internet)
- California Public Utilities Commission (technology support)
- Unity One, Los Angeles (gang prevention and intervention)
- Chapter Two (gang prevention/intervention, individual/family intervention, Wrap Around Services)
- CA Department of Rehab (employment and independent living resource for people with disabilities.)
- Employment Development Department (EDD)
- International Education Corporation *for Military, State, and Special Agency Services*
- Department of the Aging (senior citizen advocacy for employment, health and vital care)
- Crenshaw Chamber of Commerce (community network access)
- University and Silicon Valley connections through The Genesis Development Collaborative
- Social Services through CCI Connections
- Los Angeles County Department of Probation (pipeline for recruitment, support and sustainability)
- Los Angeles County Regional Broadband Consortium (technology classes, programs, adoptions)
- International Institute of Los Angeles
- GRYD- Gang Reduction Youth Development Program (Chapter Two) (recidivism, reduction in numbers)
- Coalition of Mental Health (mental healthcare)