

How to Enter

Proposals Submissions Must Include:

Name of Organization Submitting Partnership: Indigo Group, LLC dba The Study USA

Full address and postal code: 801 W Irving Blvd., Irving, TX 75060

For profit or not for profit: For Profit

Industry affiliation (ie. Health care, aviation, energy): Innovation, Business Resource, and Entrepreneur Center

Links to biographies of the participants or LinkedIn profiles (preferable):

www.linkedin.com/in/thomasfoleydallas

Has your organization partnered with the U.S. Government? Describe. No, though we are currently partnered with the City of Irving, Texas.

What stage is your partnership business plan (new idea, existing program going to scale): We have an existing partnership and program with the City of Irving.

Proposal Information:

Problem Statement (250 words max): *Describe the problem you are trying to solve and any relevant background information. Address the impact and innovation potential of your idea given the status quo.*

We entered our public-private partnership with the City of Irving in an effort to stimulate economic activity in an underserved area of the City.

To prompt economic development and increase engagement in the otherwise rarely visited location of the City, we launched The Study USA, a business resource center. Introducing 30,000 square feet of meeting, training, and collaborative work space, we deliver programming and support for entrepreneurs, large enterprise, and the community as a whole through workforce development and business training.

The impact and innovation potential is twofold:

- (1) our approach to stimulating economic activity by engaging the community stakeholders, including the independent school district, the community college, entrepreneurs, and large enterprise, allows for directed workforce development and training as well as targeted innovation through incubating entrepreneurs and establishing strategic connections to large enterprise; and
- (2) by providing programming that meets our clients where they are, whether looking to advance their career, build a new business, or have greater community involvement, we introduce opportunities for professional growth. Leveraging the education and training skills of our academic partners (including the Dallas County Community Colleges and four year institutions), we offer a broad training component that responds to the demands of the community's large enterprise and small businesses.

Idea (250 words max): *What is the core concept for the partnership? How will working in a partnership obtain the outcome that is required? How does this align to U.S. interests?*

The core concept for the partnership is to drive economic development, providing “education and access” to the community workforce and the corporate community.

First, uniting the training services (from independent school districts and colleges to the not-for-profit and for-profit training and certification providers), we create a broad curricula for large enterprise to leverage for workforce development. This resource streamlines the corporate challenges of sourcing providers and workers. The corporate entity defines the training requirements, the educational and training community deliver the needed training, and The Study USA attracts the underemployed and unemployed workforce.

By introducing the public entity, in the current case the City of Irving, we are able to capitalize on the communication reach of the City to its residents as well as the civic engagement component for the corporate residents.

The City provided an underutilized asset for housing The Study USA, which creates a multi-tiered benefit. First, we are able to stimulate activity by increasing traffic in the market area of The Study. Second, we enhance the corporate residents’ engagement with the City. Third, we advance the municipal residents’ skills to achieve stronger employment opportunities. Fourth, we promote and counsel entrepreneurship. Fifth, we improve the performance of the local educational institutions as well as corporate partners through business development.

This aligns with the interests of the United States in advancing our workforce, sparking innovation through entrepreneurial efforts, and revitalizing “Main Street.” Additionally, with the strength of the stakeholders, we are planning to launch “Study Groups” (think tanks), that will work with the public sector to advance initiatives for global engagement and growth, in such areas as cybersecurity and blockchain.

Resource Requirements (250 words max): *Describe what is needed to implement your idea (resources, stakeholder buy-in, legal requirements, etc.). Address the feasibility of your idea.*

In order to implement the vision, the requirements range from identifying underutilized government space to the engagement of the private sector.

We have successfully implemented the idea in Irving, TX, leveraging partnership with the City, local Independent School District, Dallas County Community College, the Irving Chamber of Commerce, and large enterprise.

The legal requirements include a public-private partnership agreement with sponsoring government entity (including a license agreement for use of the physical location) to partnership agreements with our stakeholders.

The idea of “community businessessing,” that is, bringing together the various stakeholders under one roof and providing a robust offering of training, business programs, mentoring, and related business services, is readily feasible. Provided the programs are responsive to the demands of the stakeholders, and, in

particular, the large enterprise, the financial stability will follow. The private sector will serve as the funding agent without imposing on any funding from the government sponsor.

Best Potential Partners (250 words max): *Describe ideal partners (from 2-10) or types of partners that would make for a successful partnership.*

We have three stakeholders: the academic and teaching community, the corporate and small business community, and the community itself!

First, as outlined above, bringing together the academic community (the local school district, community colleges, and universities) allows for programs to be crafted that range from securing advanced degrees to skills training for the local corporate workforce.

The academic community is complemented by the not-for-profit and for-profit training and certification providers. Together, these educational providers deliver the necessary curricula responsive to the demands of the corporate community.

Turning to the corporate community, we engage large enterprise (the large employers) to define the training components for their workforce as well as provide the resources to execute the training. And, lastly, the community itself – that is, the professionals and students that wish to advance their current career positions and education. This not only includes improving employment opportunities, but encompasses entrepreneurial development.

In regard to this latter component – entrepreneurs and small businesses – we guide small business and entrepreneurs through our academic community assets as well as through large enterprise mentoring. Indeed, the entrepreneurs are presented with a unique ecosystem that introduces mentoring and training assistance along with business development. Moreover, it prompts interaction between large and small business, helping large business innovate and providing strong business and funding opportunities for the entrepreneurs.

Ideal End State (150 words max): *Describe what success will look like with the implementation of your idea. Address the impact of your idea and its innovation potential.*

Success is the effective advancement of all stakeholders, from the community advancing their professional career to corporations securing local workforce as the talent required for growth. Concurrently, with the educational and corporate partners, the small businesses and entrepreneurs enhance the ecosystem by bringing innovative approaches to the corporations while securing access to and mentorship from our academic and corporate partners.

The concept is that we provide EDUCATION and ACCESS to all our stakeholders.

Global growth happens locally. If the model is successful, it can serve as the prototype for other municipalities to recapture the value of underutilized assets, connect with their corporate residents, and enhance the workforce opportunities for its residents.

By uniting the stakeholders, the ability to drive thought leadership for global growth is an anticipated extension.