



PAVING GREAT FUTURES 2017 ASPIRE CHALLENGE DEVELOPMENT

I. Organizational Background

A. Organization's History. Paving Great Futures, a 501 c (3) non-profit organization, incorporated in July 2013 with the mission to provide individuals with alternatives for economic advancement through sustainable employment, job training, and entrepreneur training, while also stimulating social change and responsibility through community involvement and civic engagement. During 2016, we provided individuals who were either unemployed or formerly incarcerated with the necessary tools for financial freedom through entrepreneurship training, business development, and job training through our flagship program, Culinary, Hospitality, and Administrative Management Program (CHAMP). For our success, we have received commendations from San Diego District Attorney, Bonnie Dumanis, President of San Diego City Council, Myrtle Cole, and CA Assemblyperson of 79th District, Dr. Shirley Weber.

B. Core Competencies & Geographic Area of focus. Paving Great Futures (PGF) has 5 Core Competencies that distinguishes it from other organizations addressing the issue of economic self-sufficiency for formerly incarcerated individuals: 1) Entrepreneurship, 2) Job Readiness, 3) Financial Literacy, 4) Responsible Life Skills, 5) Civic Engagement/ Community Service. Our geographic area of focus is San Diego County with an intense presence in South East San Diego, California.

C. Well positioned to deliver entrepreneurship Training to formerly incarcerated individuals. PGF is well positioned to deliver entrepreneurship training to formerly incarcerated individuals based on our current work, CHAMP that has a proven track record of empowering them through personal economic development. Formerly incarcerated individuals and the Southeastern San Diego community have accepted PGF as a viable program for them to find feasible alternative solutions to create the type of business opportunities to improve their economic self-sufficiency.

D. Offered Resources /Programs in Past to Formerly Incarcerated Individuals. Paving Great Futures has offered resources in the past to formerly incarcerated individuals. Through our flagship program CHAMP which is a 10 week training program for formerly incarcerated individuals in San Diego, participants are exposed to tools and resources to manage their own foodservice or hospitality business. These tools include learning culinary skills, developing a business plan to operate their own a mobile food service business, and managing human resources in order to complete a contracted job.

E. Bio-Sketch of Management Team. Our management team consists of Barry Harris, Jr., MBA who guides the strategic vision of PGF and ensures its revenue generation and strategic growth; Jay Bowser, skilled professional in finance and management, contract negotiations, and diversified business-operational experience. Finally, Armand Appling, Program Director who creates and implements new programs such as CHAMP to serve former gang members, parolees, former felons and high-risk youth. He also serves on boards and task forces for law

enforcement relations, human trafficking and victim issues, and conducts community outreach for at-risk individuals.

II. Entrepreneurial Education Delivery Solution

A. Participant Recruitment Plan: PGF intends to identify the participants who will receive services through its relationships with those agencies who actively engaged with formerly incarcerated individuals on a regular basis. One, Paving Great Futures has working relationship and works in conjunction with the Sheriff's Office, Probation, District Attorney's Office, and multiple County agencies to help identify individuals who were formerly incarcerated and can benefit from our programs. In addition to those law enforcement and county agency resources, we rely on community engagement and outreach to identify formerly incarcerated individuals in need of service. Finally, to reach and identify formerly incarcerated individuals, we promote our programs via our website and through social media including Facebook, Instagram, and Twitter amongst others.

B. Classroom Instructions. Paving Great Futures has identified CHAMP to be a proven intensive education curriculum to formerly incarcerated individuals. We have taken individuals through an intense 10 week Entrepreneurial program broken into three sections. One, under the Business Development section we walk the participants through the creation of a business plan step by step, discussing each element in detail. Two, in the Culinary & Hospitality participants learn basic cooking techniques, kitchen safety, restaurant and hospitality business management, and inventory control. Finally, the Mentoring Core Values section participants are mentored on Paving Great Futures core values: Entrepreneurship, Job Readiness, Financial Literacy, Responsible Life Skills, Civic engagement & Community Service.

All three sections are covered one day a week for 10 weeks. Each week's session is a total of 2 hours and 30 minutes. 45 minutes is dedicated to each subject. There is a 10 minute break in between each section.

C. Augment Based Class Curriculum. Our base curriculum will be augment to offer a more in depth classes/workshops such as leadership, marketing, financing, human resources, contracting and tax considerations. This increase in curriculum topics will necessitates entrepreneur program to extend the length of the training from 10 weeks segments to a six months program.

D. Execution of the following issues:

- i. **Organize participants on a cohort basis.** We will use cohort based learning to organize a minimum of two cohorts who are just as passionate about building a start up to meet progressively in order to develop their strengths and reduce their weaknesses in launching their business.
- ii. **On-Line Course Supplement.** To supplement the in-person curriculum, we will offer an online course of fundamental business training needed to develop, implement and grow successfully. Part of our website will have "how to YouTube video on entrepreneurship",

inter-active exercises, and testimonials of formerly incarcerated individuals who became successful entrepreneurs.

- iii. **Explore their Personal Entrepreneurial Interest and visions.** Initially, participants will take a self-entrepreneurial assessment and after completion of the entrepreneur study, they will be assessed again; and those who pursue entrepreneurship will be put in our cohort program and assigned a mentor to guide them.
- iv. **Model The Task and Challenge of Entrepreneurship Interests and Vision.** This task requires us to model the task and challenges of entrepreneur interest by teaching them how to balance creativity and innovation to be brought to their vision to profitable fruition.
- v. **Address topics.** We will teach the basic Timmons Business Model for entrepreneurs who emphasize the need to balance three critical factors: opportunities, teams, and resources. In addition, the Canvas Business Model consistent of 9 components will be taught: 1) Value Proposition, 2) Customers Segments, 3) Channels, 4) Customer Relationships, 5) Revenue Streams, 6) Key Resources, 7) Key Partners, 8) Key Activities, and 9) Cost Structure.
- vi. **Refine a complete Business Plan.** Through the CHAMP program, participants are required to draft and refine a complete business plan to graduate from the program. Those participants who write a viable business plan receive a small stipend to encourage them to launch their business plan.

- 3. Mentoring.** Paving Great Futures (PGF)'s case management provides individualized support to its participants through developing entrepreneurial skills and strategies. Paving Great Futures does a case management intake on each participant at the beginning of the program. Each participant takes an Entrepreneurship Skills and Competency Test designed to help us understand his or her level of entrepreneurship skills. Based on the results of test, we map out an individual plan to support and strengthen the participant's skills and measure their progress and achievement. In addition, we evaluate the participant's emotional and mental status as it relates to the program in order to understand how our program is impacting their lives.

After the case manager completes the assessment of the individuals, the case manager assigns him or her entrepreneur coach to provide individualized support. Coaches provide support by meeting with each participant on a one to one basis to evaluate their development. They provide individual support for participants' business ideas by assisting with the development of their business plan, and helping them launch their business to become a tangible reality. For example, one step toward getting individuals in our program started on launching their business; we take our participants on a trip to the San Diego County office to get their fictitious business name and their business license. Finally, we are committed to providing continuous support through mentorship and consultation for each participant as they strive to launch a successful business.

- 4. Community Connection.** Paving Great Futures will create opportunities to connect with the local business community and social service providers to increase participants' financial literacy, access to transitional services, and any other services that improve the economic well-being of the returning citizen by building strong relationships with local businesses

such as The Draft San Diego. Many of our participants have acquired gainful employment at establishments such as The Draft Restaurant in order to continue their business development skills. By actually having a hand on experience in restaurant participants acquire transferable managerial skill to apply to their own business.

Page 4: Access to Capital (1-page maximum)

Paving Great Futures believes in training its participants on how to acquire capital for their business thru four core steps. One, we start with personal financial literacy such as credit building in order to establish the ability to acquire loans at a favorable interest rate. Two, we realize that starting off as a small business often requires an entrepreneur to use their personal credit in order to acquire capital. Third, we advise on how to establish a business entity which is able to acquire credit on its own by describing funding sources and specifics used to evaluate funding request. Finally, we have established a relationship with Accion which works as a micro-lender for the inner city. Through Accion participants can potentially acquire low interest rates for a loan to help launch their business.