

NAME OF ORGANIZATION:

The Center for the Advancement of Latino Media and Technology

CONTACT PERSON:

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In 2009 Diego F. Maya founded The Center for the Advancement of Latino Media and Technology. Diego was convicted in 1991, serving 15 years with a five years mandatory incarceration for a non-violent drug offense. While incarcerated, Diego opened a library for other inmates and later worked as a GED Teacher's aide assisting fellow prisoners with algebra, geometry and reading comprehension. Upon being eligible to transfer to a minimum security facility, Diego was selected amongst the state inmate population to work as a paraprofessional counselor and be "housed" at the The New Jersey Training School for Boys in Jamesburg, NJ. There, he counseled youth criminal offenders, helping social workers with the day to day activities. A year before release and at a halfway house, Diego was permitted to pursue a college education at Mercer County Community College and Rider University after - place where he worked as a part-time Instructional Technologist. During Diego's stay at the halfway house, Diego worked full-time with youth children in crisis. Upon release and under parole, he obtained Federal school loans to finish his education. Years later, Diego graduated with a high GPA and obtained a Business Administration degree with an emphasis in Computer Information Systems.

After graduating and working one year as a webmaster for world class McCarter Theater in Princeton, Diego worked two years as an Interactive Voice Response Systems software developer at Covance, a multinational managing drug study databases of up to 100,000 patients in different languages across the world. After, he went on to work at ThinkCentric a technology startup, where he conceptualized and developed a data-driven web application to provide tech consultant services to corporations. After paying off his college debt, Diego married and purchased a home in Princeton, NJ.

From 2001 through 2006 Diego started a company to address the lack of information provided to Hispanic markets and created/branded/assembled/designed/published the first Spanish Yellow Pages of New Jersey (Hablamos Espanol) - containing Federal, State, Municipal, Business and Not-For-Profit information in Spanish. In 2006, Diego printed and distributed over 30,000 - 100 page free books to the Latino community of New Jersey, financed by small businesses and corporations paid advertising with companies such as Capital Health Systems, Comcast, and AOL Latino.

Since 2007, with Frontera Digital Media and after 2009 with The Center for the Advancement of Latino Media and Technology, Diego has shifted focus from mass printing to mass multimedia public media content. Learning hands-on film concept development, pre-production, post-production with a retired Latino film editor who had previously worked with Geraldo Rivera, Barbara Walters and Connie Chung. In 2012, Diego conceptualized, produced and directed The Latino Spirit; a public tv docu-reality series pilot accepted to air primetime.

Diego is currently performing contractual work related to mass media for the Statewide Hispanic Chamber of Commerce of New Jersey, political candidates, and foreign universities, in New Jersey and South America.

Luis dela Hoz is a Micro-loans financial expert. He is the Lending Team Vice-President of the Intersect Fund, a Community Development Financing Institution (CDFI.) Luis is also Vice-chairman of the Statewide Hispanic Chamber of Commerce (SHCCNJ, the Largest business chamber in NJ and biggest Latino chamber in the US.) In 2016, largely due to Luis' work, SHCCNJ received the best US Latino chamber award. He helped conceptualize and tailor for aspiring entrepreneurs the curriculum named The HEPT program - Hispanic Entrepreneurship Program.

REACH the MASSES

The most difficult task of the Aspire Challenge is how to get into the minds of people who are qualified and have the potential to succeed. We believe in mass media. One marketing concept we live by is "GET TO THE MIND, GET TO THE HEART, BEFORE you take action."

GET TO THE MIND (March/April)

Most people love to be in the limelight, "The Facebook Effect." In its first phase, our project intends to create buzzword in the region (CT-NY-NJ-PA-DW,) about a tv program of the Day in the Life of three Successful ex-Convicts who are entrepreneurs - > Tagline - "It doesn't matter anymore if you have a record you can still be a successful businessman." People with the potential of being featured will be encouraged to visit an attractive - landing responsive(mobile/pc) web page - where they can submit relevant details to be one of the three people who will be in the tv docu-reality. This phase will allow us to begin building a database with individuals we will reach out to for training later and provide nine individuals needed to pre-screen for the TV program. (1 female, 2 males of different ethnicities) Project Phase Deliverables - (1) Outreach Campaign (1) Single mobile page web page (1) Relational database (1) media relationships (Contacts)

GET TO THE HEART(April/May/June)

With the nine selected individuals, we will schedule to visit them for an interview in their respective business and family environment (activity recorded.) A pre-production team (producer-director-editor-photographer-cameraman-graphic artist) including a social psychologist will review each interview to ascertain the most "adequate for tv" individuals. Three people will be carefully picked and visited with a script and guide. We will spend a day, from the time the person wakes to the time the person goes to sleep. The footage will then be edited into a half-hour tv program, with fast cuts, colorful, innovative with highs and lows but always underlining the fact of persistence and entrepreneurship by the former convicted individuals. The goal is to create a sense of hope and a desire to follow the steps of each successful ex-convict. Throughout, the program before each break - one of the ex-convicted entrepreneurs will encourage viewers to visit the web page to learn more about my life and find out how you "ex-convict" can obtain help to be an entrepreneur - "you can make it! If I can YOU can." Project Phase Deliverables (1) Tv program - a 00:27:00 Minute public television program (9) Video Clips - 00:00:15 SECOND clips inviting people to learn more about the individuals featured and signing up to receive help to start their own business, these to be run during the airing of the tv program. (1) Webpage - modified to display program previews and will be ready to accept high traffic (3) Social Media Accounts - professionally designed.

TAKE ACTION (July-August-September)

The contacts (politicians, wardens, parole boards, police associations, halfway houses, local prisons and detention centers) loaded onto an email marketing platform for adequate analysis once they are emailed with information about the tv program. A mass media campaign with live appearances on social media, radio stations, tv covering parts of Connecticut, most of New York including the five boroughs and Long Island, all of New Jersey, parts of Pennsylvania including Philadelphia and Delaware encouraging people to watch the tv program. The tv program will give us a large number of individuals who wish to enroll. Project Phase Deliverables - (2) Mass media campaigns (6) Airings of the program including a couple of prime-time (1) Webpage, modified to include training classes and sign up forms (1) Relational database to include details of potential trainees.

In September 2017, we shall have a database of potential individuals who can be pre-qualified to participate in our training database. We are targeting to attract between 100 to 5000 people.

ENTREPRENEURIAL DELIVERY SOLUTION

A few years ago, no one would have thought that a patient could visit a doctor online or get prescribed medicine the same way. Since September 2014 all state Medicaid agencies throughout our country have adopted a type of telemedicine coverage. Considering the skyrocketing costs of reaching just one cohort of individuals (5-20 people) and at the same time depend on many other factors can be a daunting task. In 2013, Tim Elmore a Fox News, Psychology Today, CNN News, and Forbes contributor published an article about online education. His son took online courses while attending high school. When Mr. Elmore asked his son, "to evaluate both venues he didn't hesitate. He much prefers the online courses. In fact, his son said, 'My classroom teacher is more annoying than the static computer screen. And, I can work on my own.'" Reasons why online training plays a huge role in today's education, 1. it revolves around screens-new generations love screens, 2. enables individuals to work at their pace, 3. empowers interaction even for shy people, 4. allows virtually an unlimited amount of individuals to enroll, 5. less expensive for everyone.

If we change the conventional way of training paradigm, we will leap forward and train a bigger number of individuals with professional online content. A user-friendly - activity/goals/rewards interface that allows each person to progress at his/her pace. For twelve weeks, we will professionally record the HETP program (Hispanic Entrepreneurship Training Program) starting March 11, 2017, Saturdays from 9 AM to 1 PM at the Hudson County Community College in Jersey City. Professional experts will train aspiring entrepreneurs in focusing in diligent process thinking, strategy, marketing, human resources, credit building, product development, contracting and finally how to obtain financing. We will edit all the content, sound engineer and animate with motion graphics. Additionally, we will condense eighteen 18 Hours of training footage into 12-15 hours of multimedia classes. The classes will then be cataloged and made available as chapters of an online course with its curriculum; a curriculum previously approved by NJ business officials at its HETP phase.

Our robust website will provide the training course 24hrs a day, seven days a week. Support videos, workshops, tests, and printouts will be made available as each trainee progresses. The system will raise FLAGS on particular trainee events, such as low performance, low consistency, little or no participation. The trainee can request and schedule online tutorial sessions with LIVE qualified mentors; if a trainee does not continue the course we will follow up with calls. After each class is successfully completed, a pep-talk video (pre-recorded with the featured successful tv entrepreneurs) will congratulate and encourage the trainee to continue. As a participant enters, a survey assesses their education level, and according to their capabilities, we tailor their training. Our platform will have the capability to provide educational videos before training so that the individual is better prepared - to succeed. The classes taken by each are cataloged in our database, indicating our team the approximate date of completion. Upon completion, a participant's own Business Plan will be ready, and he/she will receive a Certificate of Completion award. The trainee will then be encouraged to upload their own business pitch video - which we will grade and refine until it is ready for presenting.

Once we have enrollment and some participants are successfully moving along, we will populate a database with business, nonprofit, government, and civic leaders, connecting all according to specific criteria such as geographic area. The participants will have access to people who are interested in helping them and bettering their communities. We hope to spark friendly relationships and the possibility of increasing the well-being of the returning citizen. PROJECT PHASE DELIVERABLE - (1) Cohort 100 to 1,000 graduates.

Database population plays a significant role in access to capital as we would build a relational database with a description, key contacts, grading on accessibility so that our current and future trainees can deliver and submit their business plans. Financial institutions, VCs, SBA Microloan Intermediaries will populate a graduate trainee's profile according to region and business. In this phase, during the last classes we intend to encourage each participant to begin contacting their matched financial institutions in order to establish communication and seek financing opportunities. The database, will connect participants with microlenders to fund and grow a member's new or existing business. The database will also pull future business events and inform trainees who are close to the event. We will also, encourage our trainees to join business/trade organizations at lower costs so that they network with other entrepreneurs.

We will build a contact list of Community Development Financial Institutions (CDFIs) and Members of the Opportunity Finance Network, where each trainee is assigned to provide details of when and how they've contacted the institutions. Our management partner Luis is well versed and is able to look over each individual's probability of obtaining funding. CDFIs are important to our program, they invest in opportunities and transform lives and places for disinvested people - in other words they will work with our trainees. CDFIs make the economy—and communities—stronger. Thus, addressing the essential needs of the trainee, financing their business and growing their business idea.



Welcome to the I Want to Succeed Program, our intention is to cover a wide geographic radius by creating a fast-paced interesting tv program so that we may attract and train online the most qualified individuals in the east coast. We asked ourselves, what if the person is not ready now? What if the individual has no transportation? What if the person is too far away from a training center? What if classes are only available during a hard to attend timeframe? Conventional training will exclude many individuals from an opportunity just because of a particular circumstance, subsequently creating more recidivism.

We must offer everyone the opportunity and chance to exercise their right to move forward at their own pace with the proper structure and support so they are well trained and can successfully land a financing deal.

As I wrote my proposal, I realized how my life experience and work directly ties me to being able to provide an Innovative Solution for the ASPIRE Challenge. From working as GED Teacher's aide in prison, to working as an instructional technologist at Rider University, to building complex websites at McCarter Theater, to handling large databases at Covance, to mass printing, to film production - I am a qualified professional with an incarceration experience who can understand the need and together with a team provide a solid measurable solution for the challenge. The I Want to Succeed Program can be extended to be a federal mobile application to assist newly released inmates in order to build their reputation - much like credit building and similar to the Uber reputation drivers strive for.

CORE TEAM - Director, Finance Education Director, Content/Press Releases/Copy Writer, Secretary

MEDIA TEAM - 2 Videographers/Photographer, Sound Engineer, Motion Graphics Artist, Graphic Artist, Psychologist, Producer, Color Correction Professional

PROGRAMMING TEAM - Front End Programmer, 2 Back End Programmers, User Interface Designer

DATA ENTRY TEAM - 1 Full Time data entry (Populate data fields.)