

1. About Good Management and Investments

Since 2014, Good Management and Investments (GOOD) has been working across the United States to serve individuals who support small business growth. Our organization's primary goal is to help historically underprivileged areas create new businesses and partnerships that enhance their quality of life.

GOOD offers low-cost affordable business consulting to communities typically overlooked by business consultancies. We developed an entrepreneurship training program designed to help build new companies' credit and the entrepreneur's own understanding of wealth creation.

Our team has trained thousands of individuals across the country to support initiatives that spur business growth. Formerly incarcerated individuals have been among the people who have also been trained by us to support business growth. However, our initial program design wasn't designed to support this population holistically. SBA's Aspire Program will give us the resources to lengthen the program to support the unique needs of this population.

We have recently expanded our initiative through offering micro-loans to entrepreneurs for our business consulting services and we are in the process of developing a small cohort based Rotating Savings and Credit Association (ROSCA). Our mission is to help individuals understand implicitly about savings and to create a community of individuals who realize the financial tenets to success.

Our current office is in downtown Brooklyn, New York. However, our team has worked across the United States from Houston, TX to Des Moines, Iowa. We have clients across the nation and are continuing to develop a for-profit model that is also modeled to produce the greatest social good.

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2. Background of Management Team

Ebonique Ellis, Business Development Executive

Ebonique Ellis worked on criminal justice reform and providing economic opportunities to historically underprivileged communities since 2013. She has recruited individuals across the country to support initiatives that expand the community around them. Ms. Ellis works with small businesses and individual entrepreneurs to develop strategies that facilitates their financial success. She obtained her undergraduate degree from Howard University, while her graduate education was at the University of Oxford.

Kristoffer Adams, Community Outreach Specialist

Kristoffer Adams studied criminology at the University of Memphis and learned that the lack of economic opportunity creates crime-filled neighborhoods. He went on to become a civic leader, well known both locally in Tennessee and across the United States, speaking about the problem of wealth disparity impacting the poor. Mr. Adams practical civic know-how helps GOOD create proven solutions that improve individuals' skills, entrepreneurs know-how, and community living standards. He believes that small business owners are the backbone of this country and is motivated to help them succeed.

3. Entrepreneurial Education Delivery Solution

SBA Aspire program would give GOOD the necessary support to help expand our current program to provide a more specific plan of action for the unique population of formerly incarcerated individuals.

a. Participant Recruitment Plan

Our current plan works by recruiting individuals who are involved in community organizations, but lack the financial support or the education to further their pursuits. We reach out to people at religious events, business networking events, and at other community organizations. We found that people who are involved in the community are more likely to be able to successfully sell their products or services.

For the SBA Aspire program, we plan to use research based outcomes, recommendations from local parole officers, and community members to recruit the target individuals. We will offer the initial training class at our facility in Brooklyn. If the formerly incarcerated individual passes our first day training program requirements, we would pay them a small stipend of \$250 per week to complete a four-week program. At their graduation, they would have the opportunity to apply for an in-house micro-loan.

b. Classroom Instruction

We have already developed an entrepreneurship education curriculum. However, the program would have to be buttressed with other safeguards to make sure formerly incarcerated individuals would have the opportunity to succeed despite the label of incarceration.

In our current program, we work with participants to understand who they are and who they associate with. This helps current and future entrepreneurs understand their current and potential customers better. We ask questions such as, “Do you currently associate with your likely customer? Where would your current customer most likely spend their time?” This allows entrepreneurs to understand their own ability to court their potential customer and what might need to change to attract likely customers.

However, a problem with formerly incarcerated individuals is often their prior associations. For this reason, we would extend our normal program from two weeks to four weeks. This would allow us to train former felons to create (if needed) new connections and networks based on who they want to be, rather than who they were before prison.

Our Brooklyn, NY facility has the capacity to train up to twenty individuals at a time. The SBA Aspire program would give us the resources to set-up an additional office and training facility in Nashville, TN. Our current training is available to be viewed online at www.gmilttd.us/training. For the Aspire Program, we would extend the program to focus on the needs of formerly incarcerated individuals. The program would be designed as following:

- Week One: Personal Finance
- Week Two: Developing Your “Success” Network
- Week Three: Entrepreneurship Workshop
- Week Four: Maintaining Healthy Business Relationships

Developing your “Success” network course outline can also help us identify former incarcerated individuals interested in entrepreneurial training. Typically, our students give us the contact information and personal details of 25 people that they know. We use this to help students develop a product or service that they could

possibly sell to the people within their own network. We also use this information to reach out to the extended network of people who have already attended the program. For this program, we will make a special emphasis to collect information of former incarcerated individuals. By the end of the program, all successful participants would have the following:

- \$1000
- Business Plan
- Pitch Deck
- Opportunity to work with a Business Consultant for one-year
- Letter of Support from CEO
- Certificate of Completion
- A list of 25 potential customers or clients to sell their services or products to
- Access to microloans
- An opportunity to pitch their project to venture capitalists

c. Business Plans & Mentorship

By the end of the program, all participants would have completed a business plan and be partnered with a business consultant who has training working with low and middle-income background entrepreneurs. Our business consultants meet weekly with the group of clients they manage. Ideally, the course instructor will be the business consultant.

Participants sit together in a circle devising strategies to help their business thrive and assigning work for the business consultant to complete before the next weekly meeting. The meetings are designed to enforce the values of accountability each week.

This plan was developed to model itself after many Cognitive Behavioral Therapy (CBT) techniques. The business consultant work with clients reaffirms weekly the needed skills to participate in meetings, dress for success, and working on solutions to bring in more capital. This process allows students to also work together to develop behavioral changes, learn new coping skills, rehearsing ways to avoid troubling situations, and dealing with positive social situations.

This mentorship system is designed to build camaraderie among the participants, so that they will be likely to form a ROSCA program (described in greater detail in the “Access to Capital” section).

d. Community Connections

GOOD’s mission has always emphasized community involvement. Our business consultants are trained to employ marketing dollars to help strengthen their own community. We understand that non-traditional marketing is often the best strategies. We believe that helping the community is often a better investment to grow customers and increase revenue than constant shameless self-promotion. During the final week of education, for a course entitled “Maintaining Healthy Business Relationships”, our consultants teach the power of community to spur business growth. We work with participants to understand the places one should try to connect with your business relationships, preferably community events and volunteering with civic associations.

We believe in creation of capital and the community. For this reason, our consultants always emphasize using your family and friends as the first primary connector. We work with individuals to maintain and build a healthy individualized support system.

4. Access to Capital

Our organization has already set-up a successful micro-loan program that gives capital along with a mentorship to low-income to middle-income entrepreneurs in historically disadvantage communities. Our current program allows participants to have access to our knowledgeable business consultants and gives our business consultants the resources needed to help small businesses thrive.

a. About Our Micro-Loan Program

GOOD's financial education classes are used to recruit paying customers. Our price packages are as low as \$250 per month. However, we found that those from low-income and middle-class background often have trouble paying consistently. To resolve this issue, we recently introduced micro-loans that pay for a GOOD business consultant and any associated costs that are deemed necessary to the success of our client. Our current customers have the opportunity to work with a business consultant for twelve months without having to make any monthly payments. At the end of that 12 months, they would be transitioned into our upcoming ROSCA program. Our ROSCA program is explained in greater detail in the following section.

Our goal is to build our client's credit, so we have a generous loan forgiveness program of up to \$14,000 per calendar year. Our consultants' future salary is linked to the ability of participants to repay their micro-loans. This means that every GOOD employee is consistently invested in the success of their clients and encourages GOOD employees to not upsell their services.

b. About Our ROSCA Program

For some of our members, we plan to offer the opportunity to become involved with our Rotating Savings and Credit Association (ROSCA) to obtain lump sums of money. This program would only be offered after successfully working with a business consultant for one year. In this program, participants work with each other to grow their businesses without guidance from a business consultant or any loan financing. The money is governed and managed by the select group of cohorts themselves using their own savings – not outside resources – as capital.

Each member of ROSCA contributes \$50 to the group's pot at regularly scheduled meetings. The members then take turns getting the pot, with one member getting the entire pot at each meeting. The member selected to receive the entire pot hosts the meeting at their own house and plans the discussion topic. If the member is having problems with an advertisement related issue, they might host the meeting discussing successful advertisements within their area. Even after each member gets their turn at the "pot," they will continue to make the agreed-upon, \$50 weekly pay-in until each person has rotated through and received their turn at the pot. If the ROSCA has worked well, the members will usually choose to repeat the cycle.

The importance of the ROSCA program is that it allows the successful cohorts to continue to build on their success that was previously developed. We encourage clients to discontinue our business consultancy services, in favor of joining our ROSCA Program. This program allows them to continue to participate in a weekly discussion groups about how to grow their business and their network.

c. About Our Workcation Event

Every year, we plan an event in different cities that provide participants the opportunity to pitch different venture capitalists in a variety of locations. We provide an opportunity to learn from successful entrepreneurs and feature a celebrity entrepreneur to help enhance our event's appeal.

5. Appendix – Quotes of Support

"The professionals at Good Management & Investments have long been teaching their clients what it takes to start a business and how to develop the skills necessary to succeed at business. They deserve our support."

– Gene Epstein, Economics & Books Editor, Barron's Financial Weekly

"Good Management and Investments gives opportunities to businesses and entrepreneurs. I am happy to recommend it because they saw a niche and jumped into it looking to give back. With years of experience and the knowledge of doing the groundwork via community organization and research they are well positioned to jump feet first and forge a new path within the small business community. "

– Carl Raff, President & Chief Development Officer, Hydrocore