

Aspire Challenge Solution: Entrepreneurial Education
Los Angeles County Reentry Into Society Entrepreneurship Program (LA County RISE Program)

Organizational Background: KA Biz Solutions, located in Los Angeles County, assists organizations, public agencies and entrepreneurs with customized strategies for their workforce and small business needs. KA Biz Solutions has 25+ years of experience in developing, implementing and managing micro-enterprise and small business programs for government agencies and non-profits. We provide training to underrepresented communities, including formerly incarcerated individuals, job seekers and small firms, KA Biz Solutions believes in economic growth through business and job development. With dynamic and relevant trainings, our success has been far reaching and life-long for the clients we have assisted. Working in collaboration with community based organizations, cities, state, and school districts, the following highlights are a few of our most impactful programs: 1) Business and job skills trainings for adults (many previously incarcerated) enrolled in Los Angeles Unified School District's Construction classes; 2) Micro-enterprise Training Program for people transitioning from Welfare to Work; 3) Entrepreneurship and job skills training for teen parents, many of whom were on probation and had been in juvenile detention centers; and 4) Access to Capital workshops, in conjunction with Union Bank, for 250 youth and adults through a summer employment program. In addition, we have provided consultations and strategic plans for hundreds of business owners utilizing the resources provided by the Small Business Administration (SBA) and Small Business Development Centers (SBDCs). President, Kimberly Frelow, is a former Assistant Director of a local SBDC. Contact her at: kimberly@kabizsolutions.com phone: 323-633-9373.

KA Biz Solutions would like to propose the "LA County Reentry Into Society Entrepreneurship Program" (LA County RISE Program). More than 45,000 people are paroled to Los Angeles County each year, with over 163,000 individuals passing through the County Jail system annually. The majority of these individuals return to the City of Los Angeles, and research shows that up to 70% of formerly incarcerated individuals identify employment as their biggest hurdle to successful reentry.¹ A recent study estimated that up to 90% of formerly incarcerated Californians are unemployed at any given time. The LA County Rise Program will be facilitated and co-located in the City of Inglewood, 8 miles southwest of downtown Los Angeles. Named, the "City of Champions," Inglewood is experiencing an influx of opportunity with their Revitalization Project² most notably the brand new multi-billion dollars Rams Stadium. Opportunities exist for all individuals, but particularly "budding" entrepreneurs. Due to the well established partnerships KA Biz Solutions has in the area, if awarded the Aspire Challenge grant, the LA County Rise Program will provide training and resources to 100 previously incarcerated individuals. **We are requesting a \$75,000.00 award to reach the intended outcomes.**

Management Team: **Kimberly Frelow, President, KA Biz Solutions**, for over 20 years she has dedicated her personal and professional endeavors to educating, and advocating for entrepreneurs. As a Program Manager for LA Unified School District's Small Business Program and business owner, she has successfully assisted hundreds of individuals, formerly incarcerated included, with business ownership and job skills. **Anita Wallace, Associate**, is certified and trained to facilitate workshops in the social service, career development and business industries. A motivational speaker, she is called on to speak in the Women's Detention Centers. **Vern Ryan, Associate**, has devoted 20 years to public service, as an executive director, police officer, and currently a director of Career Education for the LA County jails. He is dedicated to the positive transformation of underserved populations. **Sharelle Matthews, Associate**, is a licensed General Contractor, a construction teacher, and former Police Officer. For 25 years she has been empowering previously incarcerated individuals with business and life skills.

¹City of Los Angeles, "LA To Give Formerly Incarcerated Angelenos A Second Chance With New, Upwardly Mobile Job Opportunities, (May 27, 2016) <https://www.lamayor.org/la-give-formerly-incarcerated-angelenos-second-chance-new-upwardly-mobile-job-opportunities> (Visited, February 4, 2016)

²<http://www.hollywoodparklife.com/the-revitalization-project/>

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Participant Recruitment Plan: Recruiting, assessing, and ultimately enrolling participants for the LA County Rise Program, will be a collaborative effort between KA Biz Solutions, community and faith based organizations, law enforcement agencies, and stakeholders that are invested in deterring friends, family and neighbors from recidivism. Key community based organizations and schools that will be instrumental in referring participants transitioning from incarceration to society, and that are specifically interested in becoming an entrepreneur, are: The Los Angeles Reentry Partnership³, New Opportunities Charter School, Five Keys Reentry, Homeboys Industries, and Friends Outside as well as, The Community Transition Unit (CTU) within the Los Angeles Sheriff's Department.⁴ Together, there is an outreach pool of 25,000+ participants.

Each participant will go through a screening process, that will include attending a mandatory orientation, completing an application and assessment, and an interview with the management team to ensure each enrollee is prepared for the rigorous training and commitment necessary to become an entrepreneur.

Classroom Instruction: KA Biz Solutions will provide entrepreneurial training to formerly incarcerated individuals in the city of Inglewood, a community located in Los Angeles County. Capitalizing on the multi-billion dollar construction projects throughout the city of Inglewood and Southern California as a whole, we propose a customized business training that will focus on the intricacies of launching a small construction company. The program will provide hands on introduction to construction, in conjunction with the knowledge and skills to operate a small venture. "Construction is booming in Los Angeles and throughout Southern California. Downtown towers are sprouting up left and right, a new \$1.5 billion bridge spanning the mouth of the Los Angeles River at the Port of Long Beach is taking shape, and a \$2.6 billion football stadium for the Los Angeles Rams broke ground last month in Inglewood..."⁵ Understanding that not all participants will be interested or capable of operating a construction company, the LA County Rise Program will allow participants to develop a business plan for their own entrepreneurial aspirations outside of construction. In twelve months, we will enroll 100 people in the 10-week training program, facilitating three cohorts. **We anticipate launching 20 licensed handyman businesses and 20 small ventures.** At the conclusion of the program, all participants will have learned: the basics of accounting, marketing, business terminology, operations, presentation skills, and personal/business etiquette. We will also ensure that all of the businesses launched will receive some level of business capital to help them succeed.

Utilizing the curriculum from, "Successful Business Planning for Entrepreneurs," Moorman/Halloran; "CEO of Your New Life," Defy Ventures, "The Building Trades Apprenticeship Readiness Program, Multi-Craft Core Curriculum (MC3)" and the local SBA, students will be well trained in business management and how to access and manage capital. In addition, they will be given a reading list of books and magazines profiling successful entrepreneurs; online resources to follow the ever-changing business climate; field trips to local businesses and hands on experience working on a construction job site.

³LARRP is a network of public, community and faith-based agencies and advocates working together to ensure that our reentry system meets the needs of our agencies, communities, and the people we serve,

⁴The Community Transition Unit (CTU) was established to identify and link inmates to public, private, faith-based (FBO) and community-based (CBO) organizations' services upon their release from jail in order to promote a seamless transition and a successful reintegration into the community.

⁵Los Angeles Business Journal, "Report Says, SoCal Construction Still Faces Problems," Business Journal Staff, December 15, 2016

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The following topics will be covered in the training:

SUBJECT	TOPIC	DELIVERY
Entrepreneurial Education	<ul style="list-style-type: none"> - Business Idea Development (Is Yours Viable?) - Elements of The Business Plan - Marketing (Target Consumer, Product, Competition) - Promotions (Advertising, Social Media, Branding) - Business Structure (Sole Proprietor, LLC, Corporation) - Business Management (Purchasing, Pricing, Accounting) - Human Resources (Employee vs. Consultant) 	In Classroom
Construction	<ul style="list-style-type: none"> - Tools and Materials - Construction Industry and Safety - Blueprint Reading - Basic Math for Construction - Green Construction 	<ul style="list-style-type: none"> - In Classroom - Hands-On
Life Skills	<ul style="list-style-type: none"> - Leadership - Goal Setting - The Importance of Time Management and Being Timely - Building Relationships (Client, Co-worker, Supervisor) - Work Etiquette (Attire, Resume Writing, Interviewing) 	In Classroom
Access to Capital	<ul style="list-style-type: none"> - The 5 C's (Credit, Cash Flow, Collateral, Capital, Character) - Small Business Lending - Loans Uses/Purposes - Qualifying Application - Working Capital - Banking Relationships 	In Classroom

Mentoring: As mentioned previously, participants will have a mentor to assist them with business strategies, completion of their business plan and business launch. The Management Team of KA Biz Solutions, business owners and business counselors will serve as mentors for the duration of the project.

Community Connections: The LA County RISE Program, will work in collaboration with social services agencies, banks and the business community to increase the participant's rate of success. Having multiple partnerships to meet the needs of each individual, provides the assurances that they will realize their goal of entrepreneurship.

Partner	Service Provided
SBA	Access to Capital, Business Counselors, Business Owners, Training
City of Los Angeles Business Source	Business Incubator, Mentors, Business Counselors, Training
City of Los Angeles Worksource	Training Site, Funding for Training and Business launch
South Bay Workforce Investment Board	Training Site, Funding for Training and Business launch
Health Right 360	Health and Mental Health Services
Los Angeles Unified School District	Construction, Math, Reading, ESL Classes
Valley Economic Development Center	Access to Capital, Training, Mentors
Department of Social Services	Cash Assistance, Food, Shelter
The Black Worker Center	Life Skills, Coaching, Mentors
Friends Outside	Life Skills, Coaching, Mentors
Vermont Economic Development Ctr	Access to Capital, Business Counselors, Business Owners, Training

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Access to Capital: The KA Biz Solutions management team has a long standing relationship with the SBA and its multiple affiliate community based organizations and banks that administer the various SBA loan programs. Working with the City of Los Angeles Business Source Centers, the Vermont Slauson Economic Development Center, the Valley Economic Development Center and the South Bay Workforce Investment Board, and with events such as, “Where’s the Money?”, “Access To Capital,” and on-going trainings, the LA County Rise Program Management Team will provide multiple opportunities for the participants to be well-informed of all of their options to fund their venture.

We will employ several strategies to ensure participants of the LA County Rise Program are able to find funding for their venture. We will partner participants with business owners and philanthropists that are seeking individuals who are setting a foundation towards positive and productive behavior to solidify their economic stability and potentially invest in their business.

From the Challenge Award, we will set aside a designated amount of money for participants to apply for small grants to purchase supplies or pay for a required business license to operate.

Lastly, as stated above, we will work with our SBA partners, community based organizations and banks to expose the participants to the world of lending. Our Access to Capital Program will be delivered through a collaborative effort of partners and stakeholders from the community we are serving. Historically, low-income individuals, and particularly those with a deviant past, have been prey for predatory lenders. The LA County Rise Program would like to encourage these individuals to not be afraid of traditional banking and lending practices and to develop good money management skills, banking relationships and savings.

The LA County Rise Program management team, business counselors and mentors will be available to assist participants with completing the documentation in order to open bank accounts, apply for loans and grants.

The City of Los Angeles WorkSource Centers will be instrumental in providing funding for business owners to grow their workforce. Through their **On The Job Training (OJT)** funds, employers willing to train and hire a referred candidate from WorkSource, can apply for 30-180 days salary reimbursement for that employee.