

Contestant Capacity

Organizational Background

Cleveland Success Leadership Program is a service provided by Website and Software Engineering Incorporated. The mission of the Cleveland Success Leadership Program is to provide training, technology, and guidance to ex-offenders and reentering citizens so that they can establish businesses in the state of Ohio and lead productive lives.

It is expected that Ohio's prisons will reach 139% over-capacity by 2019 and inmates are already being released early due to overcrowding. It is our vision to provide a pathway to productivity for reentering citizens and ex-offenders who undoubtedly face challenges as they seek opportunities that inquire about their education, employment history, and professional abilities.

Ultimately, we seek to reduce recidivism through mentorship, training, and professional support. We have successfully assisted ex-offenders to attain GED diplomas, find jobs, and even attain college degrees. Our program provides access to the technologies, training, and personnel-resources that are fundamental for developing business plans, communication skills, professional skills, operational and marketing initiatives, and financial management skills.

Program Cleveland Success Leadership Program

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Background of Management Team

Princeton Brooke is the CEO of Website & Software Engineering Incorporated. With over 60 professional certificates, his focus areas are information technology, higher education accreditation administration, and healthcare. Princeton acts as the President of the Cleveland Success Leadership Program and has personally assisted ex-offenders to become business owners and attain degrees of higher education.

Dyon Law is the Vice President of Executive Business Finance and Accounting. Mr. Law is a business owner and banking professional who manages a business financial portfolio of over 4000 entries. Mr. Law leads the team to develop training around financial management, lending, and credit improvement. He extends his professional experience and the knowledge learned from attaining his bachelor degree in business administration which was focused on finance.

Angela Bondurant is the Vice President of Executive Business Operations. Mrs. Bondurant has extensive experience in developing and managing operational processes. Angela Bondurant leads the team to develop training focused on implementing solid business principles. Mrs. Bondurant holds a master's degree in labor and human resources that allows her to build strong relationships with people of all backgrounds.

Angela Flowers, the Vice President of Executive Business Development, is an Ohio licensed independent social worker who inspires people to overcome professional and personal struggles. Angela Flowers holds a master's degree in social work and she assists clients to articulate and document their business aspirations. Her access to resources and organizational connections are vital to reentering citizens.

Entrepreneurial Education Delivery Solution

Participant Recruitment Plan

If granted with the opportunity to serve as an Aspire awardee, we are prepared to support 2 cohorts of 6-10 student-clients for a maximum of 16 students in the first year. We will continue to seek additional funding as to double these figures beyond the first year. Our main training center is located downtown within a 5-minute walking distance to the Cleveland Justice Complex which houses the Cleveland Correction Center, Cuyahoga and Cleveland Municipal Courts, and the Cleveland Police Headquarters. We have applied to become a recognized reentry partner with the Ohio Department of Rehabilitation and Correction which will allow us to expand our service offerings to help as many of Ohio's reentering citizens as possible.

To build out our recruitment efforts we will foster a relationship with the Cleveland Correction Center, network with employment firms who specialize in ex-offender placement, and network with licensed halfway homes and other jail reduction programs. In addition to working with external organizations we will also place marketing materials with the Cleveland Regional Transit Authority, on local television programming, and within local magazine publications.

Candidates for our program will either have a strong desire to find employment yet are open to the opportunities of running their own business, or may already have a business concept in mind and need guidance to articulate the vision for developing the business processes that will be used to establish and fulfill their goal of entrepreneurship.

Program Instruction

The training program is delivered with 3 main courses that span 26 weeks. Student-clients will be rewarded by earning a certificate after completing each course and will earn a program completion diploma after successfully completing the training program.

To satisfy the requirements of the diploma, student-clients must complete 300 clock hours in a minimum of 26 weeks. Participants will be required to devote at least 11 hours per week in class. The training program will generally follow course outlines as listed below; however, student-clients will participate in weekly business-pitch fine-tuning sessions, weekly business plan development reviews, program assessments for quality improvement, and question-and-answer sessions.

Technology and Supplies

The Cleveland Success Leadership Program provides all student-clients with the following:

- A safe and professional training environment.
- Access to computers, printers, software, and faxing.
- Training materials, course books, and supplies.
- Basic computer training.
- Lessons on navigating and conducting research on the internet.
- Custom designed website to post details and to market their business as they complete objectives.
- Access to our proprietary web applications which includes:
 - ✓ Business plan builder web application.
 - ✓ Accounting web application.
 - ✓ Project management web application.
 - ✓ Professional business email accounts.
- A stipend for funding the business registration with the Ohio Secretary of State.

Program Courses

Course I – Business Development

- Introduction to defining and establishing a business in Ohio.
- Business name and principle place of business.
- Define mission, vision, and values statements.
- Business registration at federal, state, and local levels.
- Research local, state, or federal regulations.
- Training or certification requirements.
- Developing products and service offerings.
- Identifying customer and client bases.
- Drafting and signing contracts with clients.
- Course review and outcomes from training.

Course II – Business Operations

- Learn how to plan, manage projects, and implement processes that work.
- Project management and operational processes.
- Human resourcing, staffing needs, and employee management.
- Procurement, supplies, and other product needs.
- Marketing campaigns, sales, and fulfilling requests.
- Monitoring business performance.
- Reviewing contracts and maintaining compliance.
- Course review and outcomes from training.

Course III - Finance and Accounting

- Introduction to financial capital, financial management, and taxes.
- Generally accepted accounting principles.
- Receipts and record keeping practices.
- Banking basics.
- Building and improving credit.
- In depth with SBA Microloan Intermediaries, small business loans, government contracts, and grants.
- Taxes at the federal, state, and local levels.
- Course review and outcomes from training.

Mentoring

The Cleveland Success Leadership Team will be the first-base for mentorship and professional guidance to program participants. The leadership team will touch base with individual student-clients to provide guidance that is specific to the needs of each participant. Participants will be paired with a mentor who has professional experience in their proposed industry. Mentorship will allow the leadership team to determine if a participant requires special support whereby our licensed independent social worker will be able to offer referral services as necessary.

Community Connections

Our network of business owners is ready to offer additional support services. In the past we have held roundtables and group training events at corporations in and around the city of Cleveland. The Cleveland Success Leadership Program strongly believes in volunteer efforts and professional shadowing as a way of gaining experience. We will diligently assist participants in finding shadow opportunities with business owners who operate within the industry of their proposed business.

Access to Capital

Access to Micro-lending

Due to the special circumstances of participants and because of recent updates to 13 CFR 120.707(a), we will make extra effort to bring participants together with SBA Microloan Intermediaries. Our program will host meet-and-greet events throughout the year as well as a main graduation event where both cohorts will have an opportunity to meet, share experiences, and have individual sessions with microloan entities.

We have a database of general microloan entities. Some funding sources award loans based on credit-worthiness or have other requirements that pose as a challenge to our student-clients. Our leadership team will assist the student-clients to match and connect with the appropriate micro-lending resource.

The Cleveland SBA office is conveniently located downtown and close to our training facilities. We will invite the SBA team to make presentations to our program participants and we will escort all participants to the SBA offices so that they can foster a direct relationship, sign-up to participate in SBA seminars, and learn as much about SBA Microloan intermediaries as possible.

Connection to Capital and Funding Opportunities

The training program is designed to guide the student-client so that they can produce business plans and acquire any documentation that may be necessary for establishing their business. It is our goal to provide a small stipend to the student-clients so that they can register their business with the office of the Ohio Secretary of State. We will assess each participant's situation and assist with gathering birth certificates, Ohio state identification cards, employment W-2 forms, tax documents, credit reports, bank statements, or other articles that may be required while applying for funding.

In addition to any direct financial support, we will use our professional and personal business connections to host events where the student-clients can talk directly with lenders from our database of credit unions, network of personal bankers, and other organizations such as churches who provide under-utilized financial opportunities.

Securing capital for startups and small businesses can be a long process and some businesses may be declined for loans and lines of credit. Course III of our training program introduces the student-client to the concept of owner's equity and self-discipline. Participants explore methods of using personal resources to support the business during the early start-up phase.

While the focus of our program is centered on developing business plans and providing direct connections with micro-lenders for reentering citizens, we will also mentor all participants and encourage them to apply for grants, contracts, and other sources of funding for their business.