

GOODProjects CAPACITY

1. ORGANIZATIONAL BACKGROUND

GOODProjects is a Washington, DC based 501(c) 3, nonprofit organization committed to providing opportunities for low-income youth that will allow them to live fulfilling lives; free from poverty, violence, and disease. Our organization exists to address the need for impactful opportunities, efficient innovations, and transformative programming in low-income urban communities. We promote economic and social change programs for low-income, minority youth. We are young leaders! Our newly formed organization combines the individual talents, charitable activities and community involvement of three former Georgetown University student-athletes. Our point of contact for this grant is Daniel Wright and his contact information is: (cell) 202-607-392; (email) daniel@goodprojectsdc.org.

When awarded this grant, GOODProjects will focus our entrepreneurial program on previously incarcerated teenagers and young adults. As an organization, we truly believe there is no better time to change the trajectory of a person's life than in their adolescence. Therefore; our program will specifically target teenagers and young adults that have been recently incarcerated in the justice system of Washington, DC.

During the summer of 2016 we hosted a free five (5) week summer program - called GOODCamp - for at-risk youth in Anacostia, Washington, DC. At its core GOODCamp was created for low-income, urban youth in Wards 7 and 8 of Washington, DC, where poverty, crime, and gun violence is at its highest. For 5 weeks, GOODCamp focused on six key aspects of positive youth development: mentorship, academic excellence, physical activity, economic exposure, social entrepreneurship, and higher learning. Our social entrepreneurship component consisted of virtually pairing our older youth with students in Shanghai, China to address social problems that plague both of their communities. The results were amazing. Each of the groups developed basic business canvases that serviced the needs of their urban communities. Ultimately, the businesses were developed into a website where their platform came to life.

Although GOODProjects has served low-income, minority communities specifically in Wards 7 and 8 of Washington DC, we have broadened our reach and are currently supporting the Department of Youth Rehabilitation Services (DYRS) with the Credible Messenger Initiative (CMI). CMI is a transformative, mentoring intervention program for youth committed to DYRS. GOODProjects works with youth through a holistic approach that develops the whole person; personally, emotionally, mentally, professionally, and spiritually, through one-on-one engagement and restorative justice circles.

2. BACKGROUND OF MANAGEMENT TEAM

The greatest component of our organization is its age. GOODProjects was established 13 months ago, and although we are a young organization, we have received great success. Since our establishment, our founding partners have hosted a cultural awareness event for Georgetown University Athletic Department, conducted a survey on college tuition for the Milken Institute, hosted a 5-week free summer camp for 150 youth, won a Government Grant with Department Youth Rehabilitation Services in Washington DC and the Community Foundation of Greater Washington DC, hosted a youth panel on Capitol Hill with 50 guests, won *Honorable Mention* at the Georgetown University Startup Hoyas Entrepreneurial competition and *Most Valuable Business Proposition Award* at the Georgetown University McDonough School of Business Summer Launch Challenge, and received the *Capital One Technical Scale-Ability Award* from Georgetown University Project 500.

Our leadership team is Darius Baxter, Troye Bullock, and Daniel Wright; graduates of Georgetown University that came together to form GOODProjects. Collectively, the team has spent several years working social justice programs with teens adversely impacted by the school-to-prison pipeline and supported entrepreneurial programs in Washington, DC.

ENTREPRENEURIAL EDUCATION DELIVERY SOLUTION

1. PARTICIPANT RECRUITMENT PLAN

Currently, GOODProjects runs the Credible Messenger Initiative (CMI), a restorative justice mentoring program with the Department of Youth Rehabilitation Services (DYRS) in Washington, DC. Through CMI, our organization works with youth committed to the justice system to help get their lives back on track through mentoring, restorative justice circles, general advocacy and performing crisis intervention. GOODProjects has a caseload of approximately 26 justice involved youth that we interact with daily. Additionally, our organization engages with post-committed youth regularly. Collectively, these youths are between the ages of 14 and 22. Because we work directly with DYRS we have access to all of their youth both committed and post-committed. Recruitment for this program would be a seamless process because we already have access to over 50 youth that would love to take part in this experience.

2. CLASSROOM INSTRUCTION

Entrepreneurship is a regular part of our everyday curriculum. One of the keys to successfully helping our youth realize their potential is shifting and refocusing their thinking around illegal activity that landed them in the justice system (e.g., selling drugs) to teaching them how apply that thinking to their everyday lives – legally and in a positive way. We want to provide meaningful options and alternatives to financial freedoms through entrepreneurship, utilizing skills and thinking youth already have. Many of our youth have developed the skills of culinary arts, visual arts, and musical artistry, in addition to their interests in fashion, sports, and helping their community. With the funding and resources to implement a dedicated entrepreneurship program, GOODProjects would first solicit our youth that are already interested in entrepreneurship. If the funding cap for our program is not reached with this group, we will then reach out to each of the DYRS grantee providers and offer our program for their youth as well. Furthermore, through our partnership with DYRS we will utilize extracurricular programs as an avenue to engage youth and maximize program recruitment.

Within the 13 months of our establishment, our organization has reached extreme heights that directly benefit our youth. Our founding partners have learned the ins and outs of starting a business and scaling it; from beginning steps, such as how to establish a value proposition, finding a customer base, and testing a product, to more complex steps such as how to file articles of incorporation, obtaining a SAM and DUNS number, or writing a proposal and responding to an RFP. The small nuances that most well established entrepreneurs take for granted we still appreciate. Our organization has just completed the intensive learning phase and is still learning to this day. Not only do we know many of the agencies and resources that can help our youth's entrepreneurial endeavors get off the ground, we also know angel investors, academics, and well-known entrepreneurs for them to pitch to, conduct workshops with, and learn from. Our biggest asset to implementing an entrepreneurial program is that we are young entrepreneurs and there is no one better to develop a well-targeted curriculum to this demographic than young entrepreneurs working with them.

During our youth's time committed to the justice system, many participate in various programs and extracurricular tracks to teach them skills or trades. These tracks range from cosmetology/barbering to rapping/singing and culinary arts. Each of these programs are designed to relate to specific interests and skills our youth have. Thus, when developing cohort groups, GOODProjects will assemble our youth into teams tied to these specific extracurricular activities, as they are the foundation of our youth's interests and skills. Additionally, we will allow our youth to list other specific entrepreneurial interests in their application survey to satisfy all desired entrepreneurial fields.

Our base curriculum will be developed by our team to meet our youth where they are. Because our youth aren't college graduates and some of them have dropped out of high school, it is important to help them develop a baseline of knowledge that every entrepreneur should know. Our program will start by surveying the cohort to get a comprehensive understanding of everyone's baseline. This assessment will not ask any questions about developing a business canvas or value proposition, but rather, scenario questions about how to manage a bank account, how to market to someone via social media or face-to-face contact, what an organizational structure looks like, how they would personally mitigate problems in a work place, etc. This assessment will allow our

organization to understand what soft skills need to be taught and addressed in addition to the fundamental entrepreneurial curriculum.

Our cohorts will run for 6 months each. Each cohort will start with sessions one day a week. Because GOODProjects engages with our youth on a regular basis, our staff will incorporate the week's lesson plan into individual engagement sessions with the youth. This will foster consistent reinforcement of the lesson. GOODProjects will also utilize our partnerships with Startup Hoyas and Project 500 to cultivate the best entrepreneurial curriculum for our program. Respectively, these two programs are entrepreneurship programs hosted by Georgetown University McDonough School of Business and American University Center for Innovation in the Capitol. Our organization went through both entrepreneurship cohorts and will utilize the partnerships to develop the most effective and efficient program for our youth. After finishing our cohort, we will graduate our youth into the Project 500 program where they will have additional support and resources for scalability and expansion.

3. MENTORING

The major benefit our youth get from our program with DYRS is the individualized attention each person gets. Mentoring is our full-time job. We see our youth and spend time with them daily. This means helping them with everyday life challenges, mentoring them on professional development and how to get a job, talking with them about the benefits of school or discipline in life, and giving them the general emotional support needed for a stable life. The entrepreneurial program will only be an added component of our everyday conversation and mentoring with our youth. We already talk to our youth about entrepreneurship daily - because we are the example. Through this program, we will have the financial support and resources to go beyond speaking about it and actually help them implement it.

4. COMMUNITY CONNECTIONS

We work with and have daily interaction with providers to offer our youth the best services and opportunities needed for a healthy stable life. Our summer program laid the foundation for us to have access to all of the partnerships needed to help our youth. For example, we are customers of PNC bank who offers free financial literacy for our programs as part of their community service. During our summer program Department of Behavioral Health conducted weekly workshops with our youth. Currently, we are partnered with DYRS who have social services, resources and programs to holistically support our youth. We are also partnered with local universities that host entrepreneurship programs/workshops we take part in, and have academics that assist with our programs. Because we are young we are not afraid to ask for help. This has allowed us to develop numerous partnerships across the Washington, DC area.

ACCESS TO CAPITAL

1. ACCESS TO MICRO-LENDING

One of the major benefits of our organization hosting an entrepreneurial program under SBA, is that we are still in the thick of raising money, pitching to investors, and connecting with micro-lenders. This is how we found this grant opportunity. We research and look for new opportunities every day! There is no one better to teach participants how to engage with micro-lenders and find new grant/business opportunities than individuals that are successfully doing it daily.

Through our partnerships with Project 500 and the Deputy Mayor for Greater Economic Opportunity, and the Community Foundation of Greater Washington DC we can help build capacity for our participants. These partnerships give us large access to companies, foundations, and government agencies that have grant opportunities, programs, and resources that support entrepreneurs.

At the onset, we will have already connected with organizations that provide financial assistance for entrepreneurs. Also, we will have identified grant opportunities that specifically align with entrepreneurship. When our participants complete their pre-assessment, we will further identify grant opportunities and organizations that align with their specific business ideas. Furthermore, we will have connected with successful entrepreneurs and angel investors that look to support new innovative businesses.

During our program, we will have individuals from each of these organizations and programs coming to our sessions as guest speakers and added support. This will give our participants the opportunity to build a connection with like-individuals they will ultimately pitch to and it will allow investors and resourceful people the opportunity to meet our cohort and become emotionally invested in our participants.

2. CONNECTION TO CAPITAL AND FUNDING OPPORTUNITIES

Over the course of our cohort we will provide slide decks and materials of key steps required to establish a business and become a successful entrepreneur. These materials will consist of best practices such as how to pitch, how to develop a customer base, how to market, how to test a product, etc. Additionally, we will provide reading materials that re-enforce what we are teaching. This material will come in the form of articles from well established companies and teachings by successful entrepreneurs. Ultimately, the materials we provide our cohort will build a foundation that prepares them to speak with micro-lenders and have the most success. The materials will be a part of the agendas and curriculum we develop to take the participants step-by-step through the entrepreneur program.

We will also have participants signing up to pitch at events and to participate in other entrepreneurial workshops that can reaffirm the foundation of what we are teaching them. Before attending any pitches or meetings with potential micro-lenders, we will go through a checklist with our participants to make sure they are set and ready to go.

We are in a prime position to connect our program participants with individuals and organizations that can help them advance and excel. Through our current partnerships and support systems we will provide access to organizations that can help the youth proper and grow into successful entrepreneurs.