Problem

Crime has always been an issue of concern in NYC. It seems that the youth are having easier access to guns and weapons and less access to much needed programs. To keep them off the streets by mentoring them and to learning about technology. Something they've never been exposed to in Public Schools. The crime in NYC Public School districts 28 & 29 has climbed tremendously, since I was a student there. Crime in NYC impacts Black & Latino youth at a disproportionate rate due to disparities and now Covid-19. After school programs were once a token within the communities and parents felt safer knowing their children were safe, learning, and off the streets. After school programs have halted or shut down due to the pandemic and our youth are left to roam the streets of NYC.

Solution

A free mentorship program called BDAC (Boys Deserving of A Chance). Its mission is to address the various needs of our community by promoting a holistic approach, physically, emotionally, and mentally. It is our goal to prepare our youth to be successful within today's society through learning technology. Using technology for the betterment of our communities.

Unique value proposition

There are programs within the community for young men but there based mostly around sports. Although that's another way to reach our youth my program shows them a whole new world that is just as powerful as sports. We are combining mentorship with technology to aide in gang prevention and teach a skill/lifestyle that they may have never been exposed to before. while also adding in different courses such as self empowerment through tech.

Unfair advantage

Growing up in these areas, attending school there, experiencing gang violence and not having the proper mentorship or resources to help had me on the wrong path. My volunteers and I will be able to guide the young men during the most pivotal ages of there lives.

Customer segments

Young men between the ages of 8-18.
Public Schools in NYC districts 28 & 29.
Grades 3-8 age group 8-13 & high school freshmen-college freshmen ages 14-18.

Existing alternatives

There are a few after school programs but due to the pandemic a lot have closed. Parents are trying to compensate as much as they can. Some parents are struggling to help their children due to language barriers and lack of education.

Key metrics

We would canvass the communities in Jamaica, Queens (Rosedale, Laurelton & Springfield Gardens) to survey residents from ages 15-80 yrs old on what changes & programs they would want to see within the community for the youth. We would also survey the youth & parents on program likeliness and effectiveness.

High level concept

BDAC- Boys Deserving of A Chance

Channels

Free program at no cost to the parents. There will be a membership sign up and cap of 30 seats for the first year. It will be available online on all internet devices and all social media platforms. We will apply for grants, do fundraising through community events & social media platforms. Zoom, partnership with a local school, and/or rent out a space.

Early adopters

Latino & Black young men between the ages of 8-18 in the target areas of Jamaica, Queens (Rosedale, Laurelton, & Springfield Gardens.) These areas are of lower income families.

Cost structure

In hopes we are provided with a grant we will use those funds to purchase affordable computers, school supplies, food, rent if needed, and instructional supplies. Volunteering will be free.

Revenue streams

Revenue through fundraising advertisements on social media platforms (Facebook) and applying for local grants.

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