



Virtual Innovation "Superhub" for New Majority founders

Entrepreneurship & self-determination courses/engagement

2022-2023

Overview

Entrepreneurship growth and support has become a crucial element of community and youth support, but organizations often struggle to deliver these kinds of services in-house. Trep House has the skills, the methods and the capacity to

- empower your participants,
- help them improve their personal and financial skills,
- Develop their economic agency, and
- Gain vital hands-on experience in creating and growing sustainable businesses and social impact initiatives.

This document outlines several resources available to your organization. Trep House can design a program that fits your community's needs.

What is Trep House?

Trep House is a comprehensive support and growth system for New Majority founders – the young Black and underrepresented people who are creating our community's most important solutions. Trep House combines local and national, in-person and online support in the form of education, connection, advising and growth funding. We are building a nationwide and

Diaspora-wide community.

Trep House is based in Dayton, Ohio, with virtual participation across the globe.

Trep House YOUiversity is our collection of learning and engagement opportunities designed to empower and equip the New Majority's potential entrepreneurs and innovators to put their capabilities into action. We do this by

- Sharing information in a way that is built around – and delivered by – people they can relate to, grounded in a culture that they know is their own.
- Creating experiences that give them the chance to try, learn - and even fail - in a safe and supportive environment.
- Helping those who are ready to create and launch the contribution to their community – and the world - that only they can make.

Trep House YOUiversity offerings

The YOUiversity offerings are designed to be offered independently, while also creating a reinforcing whole when that is desired. This list contains a selection of the resources that Trep House YOUiversity can provide; new experiences are being added all the time. If your organization is looking for learning or engagement opportunities that you do not see here, let your Trep House contact know - that resource may be in development.

Content can be adapted to middle school through adult audiences. All courses include a certificate of completion suitable for framing, if desired.

Entry Level Learning Experiences

Treppin' 101. This introductory course overviews the process of successfully starting, maintaining and growing a business. We focus on the experiences of Black innovators past and present, and use a combination of relatable stories, factual information and hands-on activities to help participants see exactly what it would take to start a business - and see themselves in that role. Twelve 1-to-1.5 hour sessions, includes activities, workbook available if desired.

Make your Money Work: Financial Management. Six sessions explaining fundamentals such as savings, use of personal credit, budgeting and planning. Focused on realistic and

non-judgemental advising and practical beginning steps to financial management. Includes supplemental information and activities.

Business and Personal Credit Management. This 4-session seminar addresses the use of credit in business development, and strategies for building both personal and business credit for the purpose of starting and growing a business.

Who Owns the Ice House? Building the Entrepreneurial Mindset. This video- and story-based training focuses on building the key elements of an entrepreneurial mindset, focusing on the story of the sole Black business owner in a 1950s Mississippi. Offered virtually by a nonprofit partner organization.

Intermediate Level Learning Experiences

Intermediate level courses include a 6-month membership in the Trep House online platform, which includes events, resources, additional coaching and evaluation and access to funding resources

Does your business work? Check the Canvas. This 4-session course uses a lightweight tool to help potential entrepreneurs create and test a business strategy, from products and customers to cost and revenues, without writing a large document or creating something that is hard to change as the business grows. This course may be taught by a non-Black instructor.

Developing a Market Plan. This 10-module course gives entrepreneurs an opportunity to deepen their understanding of their business and develop the materials that they will need to create effective marketing. This course may be only available virtually.

Zoning, Permits and Your Business. This 3-session course explains the regulations surrounding business and buildings, and helps existing and potential business owners avoid problems and miscommunication with city permit officials, saving time and money and increasing the odds that the business can operate successfully. This course may be taught by a non-Black instructor.

Crowdfunding. This 6-session seminar helps business owners fully understand how crowdfunding works and what they need to do to prepare for a successful crowdfund. The

seminar covers both incentive-based and investment crowdfunding. This course may only be available virtually.

Collaborative Experiences

These experiences are designed to give high school students and adults hands-on experience in creating and operating a business and/or addressing community needs. Trep House couples experienced subject matter advisors with lessons learned from student run business management, provided with culturally - appropriate managers, to support teams of community members in identifying and launching their initiative. These programs are offered in partnership with Economy, a division of the Wise Economy Workshop.

High School Student Run Business. This program, which can function either as a class or an extra-curricular activity, will guide students through the process of selecting, planning, creating and operating a student run business during the course of the academic year. Students will be advised by Trep House-trained advisors and receive technical advice from New Majority specialists in the skills and technologies that they need.

High School Solve-it Tank. This program, which can function either as a classroom special activity or an extra-curricular activity, connects students each month to a key local challenge. Students have an opportunity to learn about the challenge directly from people who are working on that issue, and then compete in teams to create potential solutions.

Micro Enterprise Launch Lab. This 6-month program helps up to 10 potential entrepreneurs develop, test and launch a micro-business (such as a freelancer or an independent contractor). Participants learn the fundamentals of business operation and develop their business in close partnership with other cohort members and coaches.

Community Based Business. This yearlong program guides a small team of local residents through the process of designing, testing and creating a business that meets a specific community need. Participants connect with other New Majority business leaders, conduct market analysis, design and launch operations.

Community Power Plant. This yearlong program convenes local residents on a monthly basis to develop solutions to specific community challenges. Participants receive hands-on training in

collaborative problem solving and leverage New Majority experiences and perspectives to identify alternative solutions.

Fee structure

Trep House is a for-profit corporation. Trep House partners with the Good Hood Foundation, a registered 501(c)3 corporation, to facilitate charitable or philanthropic support or meet the needs of programs or donors.

Entry level courses generally cost between \$3,000 and \$7,000 per course, depending on the number of persons involved and materials.

Intermediate level courses generally cost between \$6,000 and \$15,000 per course, depending on the number of persons involved and materials.

Collaborative experiences generally cost between \$8,000 and \$20,000, depending on the specific scope, frequency of meetings, number of participants and other factors.

Since the Intermediate Learning Opportunities are geared toward more advanced entrepreneurs, the hosting organization may wish to charge participants some portion of the fee. If desired, Trep House can establish registration and payment for participants.

Costs do not reflect travel or printed materials, which will be estimated and be billed at cost if necessary. Costs for Learning Experiences are based at least 4 and no more than 20 participants.