



**Cody Rouge
Community
Action Alliance
Neighborhood
Entrepreneur
Training**



PROSPERUS
DETROIT



Who Can Apply?

The entrepreneur training program is specifically targeted to residents of Cody Rouge who want to learn the skills needed to successfully start or expand and operate a small business. Applicants must plan to operate their businesses in Cody Rouge or one of the other ProsperUS target neighborhoods. Applicants who are neither residents of nor operate their businesses in one of the ProsperUS target neighborhoods must pay a larger fee to participate in the training program. If the business later locates in a target neighborhood, the business owner will receive a refund and may become eligible for ongoing support.

Participant Commitment

Program participants will be selected based on their level of commitment and viability of a business concept. Eligible participants will have:

- **A focused business idea**
- **Willingness to spend time outside of class researching and writing a business plan**
- **Ability and willingness to make a personal financial investment in the business**



Business Training

Goal of Training

To develop a strong understanding of small business management.
To complete a solid business and financial plan.

Type of Training

Classes, workshops, and one-on-one sessions are taught by experienced small business instructors.

Class size of 8-12 students ensures all participants receive personal attention.

Topics covered include operations management, marketing, financial management, and more.

Course content and pace are customized to entrepreneurs' needs.

Training Schedule

Classes are held in the evenings on weekdays and sometimes on weekends.

Training consists of 12 classroom sessions and ten hours of individual consulting.

Program Cost

Program fees are determined on a sliding scale (\$75-\$150), based on household income and family size. *Entrepreneurs starting or expanding a business outside of the target area will pay a larger fee.*

Ongoing Support

Entrepreneurs who successfully complete the program, write a business plan, and locate their business in target neighborhoods are eligible for ProsperUS Detroit's ongoing business support, including:

- Professional consulting services for program graduates in business.
- Newsletter with business tips and feature stories about participant businesses.
- Eligibility to apply for loans from \$500—\$15,000.
- Invitation to annual banquet honoring outstanding program graduates.



***In Detroit, there are over
32,000 black owned
businesses.***

What is the Entrepreneur Training Program?

ProsperUS Detroit partners recognize that residents, small businesses, microenterprises and local groups in all communities have the skill, power, and ability to mobilize and revitalize their own neighborhoods. By building communities from within, residents maintain ownership of the process, thereby breeding new hope and community pride into neighborhoods.

This neighborhood based microenterprise development strategy builds neighborhood economies by reducing the barriers that immigrant and African-American entrepreneurs face when starting and sustaining a small business. When barriers are removed, entrepreneurs grow resident owned small businesses that provide important goods and services for the community, empower community based leadership and, in many cases, produce new jobs for community members.

Funders

ProsperUS Detroit's entrepreneur training program is funded through the generous support of the Kellogg Foundation and the New Economy Initiative of Southeast Michigan.

The Entrepreneur Training and Support Program is a unique partnership between Detroit community based organizations and the ProsperUS Detroit Program.

ProsperUS Detroit is a Detroit-Based initiative that is designed to help emerging entrepreneurs develop successful businesses that serve the communities and to help community groups build stronger neighborhood economies.

Cody Rouge Community Action Alliance is a social service provider operating in Cody Rouge.



For More Information:

Kenyetta Campbell
Executive Director
313-397-9280
kcampbell@codyrouge.org

**Cody Rouge Community
Action Alliance**
19321 W. Chicago, Suite 105
Detroit, MI 48228 Suite 105



ProsperUS Detroit
1920 25th Street, Suite B
Detroit, Michigan 48216

Kimberly Faison
Director, ProsperUS Detroit
p. 313-841-3727 x
kfaison@swsol.org