

Session Outline

Introduction:

Vision, goals and an introduction to program, products and opportunities.

Communicating with Potential Customers:

Transform salesmanship into results.

Gathering Information Relating to Area of Opportunity:

Familiarity with the various products and other available resources.

Services to be Provided:

Defining a product or services; including features and benefits to the consumer.

Creating Opportunities:

Identifying available sales opportunities

Pricing for Profit and Commission:

Pricing strategies for products/services to be sold.

Cash Flow:

Understanding legal issues and cash flow projection tools.

Resources for Success:

Key accounting, legal, policy issues and the resources available to address them.

About Codeacademy:

Codeacademy.com is an online portal where anyone can start to learn basic-advanced coding such as HTML, CSS, Javascript, etc.



Established in 1993

IBSA is an equal opportunity employer and does not discriminate on the basis of race, color, sex, religion, national origin, age, disability, political affiliation or belief.

IBSA is a nonprofit tax-exempt organization that provides programs, services and activities promoting self-sufficiency for low to-moderate income individuals in Kansas, Louisiana and Missouri.

IRS Tax-exempt ID: 48-1137236

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IBSA is an approved service provider for Kansas Vocation Rehabilitation Services and veteran training provider under the Workforce Investment Act. (WIA)

Streets University

Youth Enterprise - Income Opportunity



Job Readiness Training
(Office/Clerical)

Occupational Skills Training
(WordPress Web Design, Skill Trades)

Some support services are provided on a fee-for-service basis and will vary based on the complexity of the request. Every effort is taken to negotiate in good faith with youth involved in the programs and with partner companies that may be providing products for them to sell.

Streets University—AccessPoint Income Opportunity Program

What is Streets University?

Streets University is a community-based, self development and income opportunity program that works to bridge the gap between the enterprising spirits of many, including but not limited to, black, minority or other poor inner city youth; and to fill the void in technological and information resources available to them in the community.

It is a “social university” where young people are taught self-knowledge and business basics necessary for building a successful and relevant income from within their community. It’s a program that instructs youth & young adults on the principles of commissioned, residual and leveraged income.

How it Works?

Enterprising youth are afforded the opportunity to earn money while learning the principles of entrepreneurship and small business management. There are various segments to the program that include group work, one-on-one activities, guest speakers and field trips to businesses of interest. Students have several products they can sell or services they can render to other small businesses. They earn a commission or flat-fee for the work they complete.

- Sell chance-drawing tickets on commission
- Sell holiday greeting cards, calendars, specialty gifts, and other seasonal products on commission
- Create & Sell your own product or service
- Create & Maintain Websites using WordPress

Why is Streets University needed?

Middle and high school students, especially those who are having trouble in school say that education is irrelevant to both their present and future lives. Plainly put, many of them don’t see the connection between the education they receive in school and the marketplace - “how they are going to get paid.”

Consequently without making that crucial connection, many black youth have little reason to invest in education and their own development, and have no alternative means to get money. One of the direct results of this problem is continued investment by many urban youth to crime; drugs and negative aspects of hip hop culture as a means of survival.

What makes our Streets University so valuable – the need to create more income producing opportunities for youth with relevant business goals and objectives. The program advocates the promotion and sale of community-based products and salesmanship activities; instead of the consumer-based approach associated with many programs today. We are also dedicated to providing instruction on ‘coding’ to prepare young people for future work opportunities and getting them involved in service-learning activities that benefit their neighborhood and community..

“[Writing code] is the new literacy. In this century if you want to have the power to change the world, writing code is the most practical thing you can do”

Alexis Ohanian, co-founder of reddit

Overview of Modules

Week One

Module 1: Selecting the right Opportunity

Module 2: Explore the Market Potential

Intro to Code—Codeacademy.com & WordPress

Week Two

Module 3: Residual, Commissioned, Leveraged Income

Module 4: Develop a Sales / Marketing Strategy

Codeacademy.com, Setting up WordPress

Week Three

Module 5: Validate the Market with Research

Week Four

Module 6: Recruit Mentors / Partners

Module 7: Proving Concepts Through Action

Codeacademy.com, Build WordPress Site

Week Five

Module 8: Choose a Product or Service

(made available through IBSA and partners)

More Codeacademy.com & WordPress

Week Six

Module 9: Launch Marketing Plan

Module 10: Grow Income Capacity

Module 11: Concepts to Vertically Integrate

More Codeacademy.com & WordPress

Week Seven

Evaluations and Recognition

Students Receive

- T-shirt
- Access to computers
- Work Book
- Recommendations
- Local/State Recognition
- Business Mentor
- Marketing Leads
- Assignments
- Field Trips
- Receipt Book

IBSA Locations

Kansas

629 SE Quincy
Topeka, KS 66603
(785) 422-0761

Louisiana

Scott Lewis, III
Baton Rouge, LA
(225)-284-7148

Kansas City Metro

(913) 735-4272

Note: Interested students must complete the registration; with a parent and/or legal guardians signature