



REQUEST FOR APPLICANTS–ENTREPRENEUR TRAINERS

INTRODUCTION

The ProsperUS Detroit Entrepreneur Training Program seeks competitive applications from qualified individuals to participate as trainers in a microenterprise development program. Trainers deliver entrepreneur training in low to moderate-income neighborhoods that have been historically underserved in Detroit to spur neighborhood economic growth. Trainings are conducted at host organization sites in five targeted area —Cody Rouge/Warrendale, Southwest Detroit, the North End/Woodward Central, Grandmont Rosedale, and the Lower East Side. Trainers are hired to deliver ProsperUS entrepreneur training, attend all interviews of class applicants to assist in selecting entrepreneurs for each cohort, prepare all workshop materials for training, and schedule and conduct classes, workshops, and one-on-one sessions with entrepreneurs.

DESCRIPTION OF THE ENTREPRENEUR TRAINING PROGRAM

The ProsperUS Entrepreneur Training Program establishes long-term relationships with entrepreneurs, offering applicable trainings and services for all stages of business growth. This in-depth, place-based approach is distinguished from other small business training programs by its capacity to connect with residents in low-income, minority and immigrant-based neighborhoods.

Participants of ProsperUS classes are primarily low-income from very diverse backgrounds and while all participants have talents and skills, most have barriers that inhibit success. To reduce barriers, trainings are conducted within the community by trainers who know the community and understand the cultural histories. The purpose of the class is to meet them where they are and to work with them to overcome various challenges to achieve entrepreneurial success. Trainings include twelve (12) classroom sessions and up to ten (10) hours of one-on-one consultation with ProsperUS trainers for each participant.

Elements of the training program include:

1. Place-based entrepreneur training classes, spanning twenty (20) weeks, taught in community partner facilities within one of five identified Detroit communities (Cody Rouge/Warrendale, Southwest Detroit, the North End/Woodward Central, Grandmont Rosedale, and the Lower East Side);
2. Classes taught by trainers with a special understanding of the community they serve, the cultural histories of entrepreneurs within that community, small business expertise, and adult learning skills; and
3. Small class sizes comprised of 8–12 entrepreneurs.

DESCRIPTION OF ENTREPRENEUR TRAINER ROLES AND RESPONSIBILITIES

Entrepreneur trainers are hired to implement the ProsperUS Detroit entrepreneur training program. In implementing this program, it is expected that the trainer will:

1. Attend all interviews of applicants to assist ProsperUS and the community partner in selecting approximately eight to twelve entrepreneurs for each training cycle in a given neighborhood or community;
2. Use the ProsperUS training curriculum that consists of
 - a. Twelve classroom sessions and lesson plans
 - b. Up to 10 hours (per entrepreneur) of one-on-one sessions
 - c. A graduation ceremony
3. Prepare all needed classroom and workshop materials
4. Schedule and conduct classes, workshops, and one-on-one sessions with entrepreneurs
5. Participate in the graduation ceremony
6. Complete written reviews of each business plan
7. Attend training of the trainers

ENTREPRENEUR TRAINING CONSULTANT ELIGIBILITY REQUIREMENTS

ProsperUS will consider applicants based on the following criteria:

1. Background in business;
2. Demonstrated ability to engage all kinds of people, particularly low-income individuals;
3. Acknowledgement and respect for different cultural backgrounds and life experiences; and
4. Understanding of adult-learning techniques and experience implementing those techniques in the classroom and in one-on-one settings.

COMPENSATION FOR TRAINERS

Trainers are compensated for each training session, as well as for each one-on-one consultation with participants during the program. Compensation depends upon the participants' utilization of the one-on-one sessions.

ESTIMATED PROJECT DURATION

ProsperUS Detroit trainings kick-off in the Fall & the Winter of each year. Entrepreneur trainers will be selected at least one month prior to the first training for adequate "training-of-the-trainer" and the opportunity to shadow an experienced set of trainers.

SUBMISSION INFORMATION

Submit an application to Joanna Dueweke, Program Manager, and Chanell Scott Contreras, Director of Entrepreneur Initiatives (jdueweke@swsol.org and cscottcontreras@swsol.org).

Deadline: Rolling Submissions Accepted

Submission should include responses to the following:

1. Identify where you are most interested in conducting trainings
 - a. Cody Rouge / Warrendale
 - b. The North End/Woodward Central
 - c. Southwest Detroit
 - d. Grandmont Rosedale
 - e. Lower East Side
2. Explain your personal connection with the community that you identified and/or your understanding of that community.
3. What is your personal history with low-income, minority, and/or immigrant populations?
4. Describe your cultural connection to the Arab, Hispanic, African, or African American communities
5. State if you are multi-lingual and the languages you speak.
6. What is your personal history with small business and/or entrepreneurs?
 - a. Have you ever started a business?
 - b. Do you have experience running a small business?
 - c. Do you have experience training entrepreneurs or business people?
 - d. Do you have any other type of experience with small business, such as small business lending, consulting, etc.?
7. What is your experience with adult learning techniques?

Applications should not exceed three pages. Please include up to three letters of recommendations from relevant community-based organizations, entrepreneurs, or academics. Also include your résumé. Please submit all documents in one PDF.

BASIS FOR AWARD OF CONTRACT

The ProsperUS Leadership Team will evaluate applications.