



# RESIDENT-OWNED BUSINESS INCUBATOR (ROBI)



**CAN I LIVE, INC**

Resident Owned Business Training and Contracting Support

**PROGRAM OVERVIEW &  
BROCHURE**



# WELCOME BOSSES!

## Greetings,

Hi, my name is RW Jones. I am President and CEO of Can I Live, Inc. The nation's only national residents association that's dedicated to reducing dependency on government subsidies. **We have one bodacious goal-To Move One Million Moms OFF Welfare by 2032. We will do this through two (2) major pathways-Education and Entrepreneurship!**

**What you might not know is that I was once a struggling, single welfare mom.** I struggled with the dependency on various welfare programs while raising my four (4) sons. I was penalized for wanting to become self-sufficient. **My life changed when I decided that I would no longer accept money from a system that made me lie about what I earned and what my hopes and desires were for the future.**

**See the system, as far as I knew it was only interested in supporting me if I wanted to stay poor.** Although I was a single mother, I had a dream, I had a vision and I had promise. The only issue was, no one else knew or believed that one day I would do something great. As a single mother raising 4 sons, you couldn't imagine how much I struggled with my business. It took me almost 8 years before I made my first dollar.

My team and I are passionate about making a dollar out of 15 cents. In fact, we thrive on opportunities where we can create opportunities from the appearance of nothing! It's for these specific reasons you can trust the ROBI team with birthing your vision and bringing your dreams into reality.

**The ROBI is a safe place to learn, practice, and grow. Can I Live is doing great things, and looks forward to doing great things with you.**

Please take your time to review the ROBI program in its entirety and reach out to a ROBI team member should you have any additional questions.

**In Great Expectations!**

*RW Jones*  
THE BRILLIONAIRE



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# ABOUT CAN I LIVE, INC



# ABOUT CAN I LIVE, INC

Can I Live, Inc (CIL) is a national 501 (C)(3) public housing tenants association. We believe that all Americans are created equal and possess inalienable rights to life, liberty, the pursuit of happiness, and justice under the law. Yet the entitlements provided to people living at or below poverty are structured to keep them poor while entitlements offered to wealthier Americans and corporations assist in wealth creation and enhanced prosperity.

## OUR VISION:

Is to build an inclusive society, where all people can build powerful lives centered around great health and economic empowerment.



## OUR MISSION:

Is to advance affordable housing, economic inclusion, and personal responsibility through education, civic engagement, and entrepreneurship.

## ONE GOAL:

To reduce dependency on government subsidies for HUD-assisted families with evidence of moving One Million Moms (and Dads) OFF Welfare by 2032.



# THE PROBLEM

# PROBLEM

**It's no secret when moms work, they immediately lose access to the basic needs used to secure and stabilize their families. Moms make more money sitting home doing nothing than they do working.** This quest for "economic freedom" is not obtainable for welfare moms and is not the best use of taxpayer's dollars.

According to the 2010 U.S. Census, the new face of poverty is comprised of households headed by single African American women between the ages of 18 to 35. Many of these women live in public housing. According to the National Center for Law and Economic Justice (2012), "overall, 21.8% of children under 18—or some 16.1 million American youth—were living below the poverty line". Also, according to the National Women's Law Center (2014), more than one in seven women – nearly 18 million, lived in poverty in 2013. At Can I Live, Inc our mission is to help these single mothers, and single fathers of all races and nationalities, particularly those living in public housing, to advance their abilities as earners and eliminate their need for public assistance.

**The average income for public housing families ranges between \$11,000 and \$18,000 a year. These income levels are not sustainable. And while the solution to reducing poverty is an elusive one, the literature is clear that this approach is an effective strategy to break the cycle of generational poverty.**





# OUR PAST PERFORMANCE



# ROBI PROGRAM OUTCOMES

ROBI Program is a new program offering in operations since 2018. Enrolling its 4th cohort, this program quickly became an instant hit with the Department of Employment Services because of the impact and outcomes we performed with 18 to 24 out of work and out of school youth with multiple barriers. This demographic is the hardest to serve within the DOES division.

**Today we have successfully graduated and licensed 48 low-income under-resourced entrepreneurs to do business within the District of Columbia.**

- Of the 76 businesses, at least 50 of them are currently earning money in their small business start-ups.
- Of the 76 students, all 76 completed business plans and received their business licenses.
- At least 60 students earned marketing dollars such as website, logo, business cards, domain, and personalized emails.
- All 76 Entrepreneurs increased learning competencies with evidence of having at least 2-3 skills gained throughout the course of the program.
- Of the 76 Entrepreneurs, at least 15 of them went on to pursue secondary education through our partner universities.

**Today we are considered a high-performer in programming.**

**Please see download our report of excellence.**

**We delivered 100% positive outcomes!**



**DCP** PAST PERFORMANCE EVALUATION FORM

Contractor: Can I Live State of Organization: Department of Employment Services

Type of service received: Entrepreneurship Training Contract Number: DOES/DOES OVP Incentive 2019

Contract Amount: \$17,000 Period of Performance: 09/01/2019-09/30/2019

Please check the appropriate box.

Performance Element	Unsatisfactory	Poor	Acceptable	Good	Excellent
Quality of Services	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timeliness of Performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Cost Control	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Relations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Customer Satisfaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Please comment on the contractor's overall performance:

Can I Live has been an amazing organization to work with. While working with youth ages 18-24, they have provided our youth with gaining entrepreneurial skills and teaching them financial literacy. Can I Live was always on time with training in deliverables, and was very responsive when our agency reached out. Overall Can I Live is an awesome vendor to work with!

Evaluator's Name & Position: Stephanie Campbell, Contract Administrator Telephone Number: 202.498.3841

Evaluator's Signature: Stephanie Campbell Date: 09/24/2019

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# ROBI PROGRAM OVERVIEW



# ROBI PROGRAM OVERVIEW

The ROBI intends to fulfill an unmet need within DC's most vulnerable communities—a pathway to economic independence through the pipeline of entrepreneurship that is appropriately matched with adequate resources and tools that facilitate access to economic opportunities available within the District.

The Resident Owned Business Incubator (ROBI) exists to cultivate, support, and provide entrepreneurial education, administrative and technical assistance to first-generation entrepreneurs that result in the facilitation and access to economic independence.

The ROBI Curriculum / Program of Study is the ESB (Entrepreneurship and Small Business) Certification program offered by Certiport, a globally recognized leader in certification exam development.

ROBI programmatic framework focuses on addressing the barriers to accessing economic opportunities and as such provides financial support to undergird the Resident Owned Business (ROB)'s start-up operations (i.e. legal, accounting, human resources, marketing, and contracting technical assistance) all of which are required to remain a growing concern and access economic opportunities within your Housing Authority.



## PROGRAM OBJECTIVES:

### ROBI's Core Concepts Include:

- The Entrepreneurship Mindset
- Opportunity Recognition
- Starting a Business
- Business Operations
- Marketing and Sales
- Financial Management



**Virtual /  
Instructor Led**



# THE ROBI PROGRAM PROCESS:

- Application
- Admissions, and Business Alignment
- Financial Aid / Payment
- ROBI Program Agreement/ Terms
- Class Enrollment
- ROBI Program Engagement
- ROBI Program Completion
- ROBI Program Support



**Virtual /  
Instructor Led**

The ROBI program investment is one that will pay a return for years to come. Our process begins with a brief and painless **application**. This helps our admissions team gain insight into the strengths and weaknesses of the entrepreneur.

During the **Admissions** process, students are walked through two important assessments to ensure the business idea is aligned with students' overall capacity—we call this the **business alignment** process.

Students are then required to **secure payment** for their course. Payment can be paid in full or in 3 installments made by the student or sponsoring agency. Under-resourced entrepreneurs with proof of government subsidies are granted a 50% discount on tuition. Government entities such as public housing, workforce development, and or social services can pay on behalf of one or more students. The point of contact for payment must be given during the admissions process. Failure to secure payment will result in a delay or withdrawal of the application. Students needing or requesting financial scholarships should request this during the admissions process.

Once payment is secured, the **ROBI Program Agreement** is electronically sent out to both the student and sponsoring agency (if applicable). These terms must be agreed to before enrolling in the ROBI program.

Students who successfully matriculate through the application, admission, and alignment, payment, and agreement terms process will receive a welcome email from the ROBI team **enrolling** them into the ROBI Course. Students must create their username and password to access their online course and details to meet with their online instructor. ROBI classes are 100% virtual instructor-led. Students must be able to access zoom on either a laptop or desktop computer.

The **ROBI program engagement** takes place over an intense 12- rewarding weeks.

Upon **completion** of the 12-weeks, students will have an opportunity to pitch their ideas to investors and win thousands in start-up seed capital. ROBI alumni are **support** for one year FREE! Additional support may require a small monthly subscription.



# THE ROBI PROGRAM BY PHASE:

- The Entrepreneurship Mindset
- Opportunity Recognition
- Starting a Business
- Business Operations
- Marketing and Sales
- Financial Management







# MEET THE ROBI TEAM

# MEET THE TEAM



RW Jones, President & **CEO**  
**(ROBI Director)**

RW Jones is the Chief Empowerment Officer and strategist behind the ROBI program. She directs, plans, and provides oversight to existing projects and contracts.



Moira Washington,  
**Deputy Director /Finance**

Moira manages all ROBI activities, tracks expenses, organizes online classrooms, schedules staff, and responds to student inquiries. She supervises the ROBI team and its many moving parts.



Marquita Weddle-Marshall,  
**ROBI Program Specialist /**  
**Alumni Services**

Marquita ensures students are enrolled properly into class and handles all technical aspects of our learning management system, business licensing process, and pitch event platforms.



Aquila Ledbetter  
**ROBI Lead Instructor**

Aquila also teaching the ROBI curriculum. She grades assignments, writes student progress notes, takes attendance, and ensures the students are matriculating through the course of study.

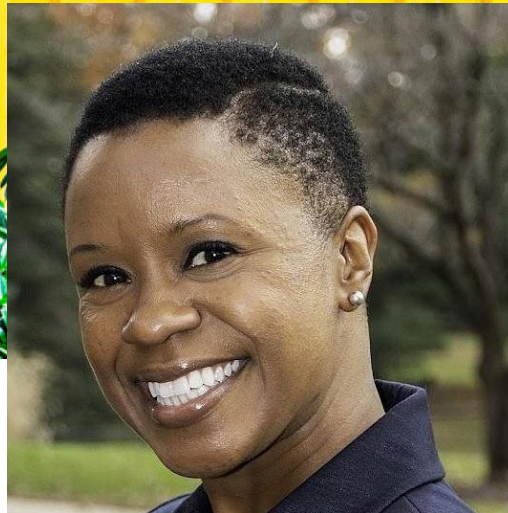


# MEET THE TEAM



Latoya Riggins  
**ROBI Admissions Director**

Latoya and her team are responsible for ensuring a smooth admissions, assessments, and business alignment process. She is the front line of the ROBI team. A high-energy professional who keeps motivation at full peak.



Mia Mcfarland  
**ROBI Financial Coach**

Mia Mcfarland ensures that ROBI students are healthy fiscally as well as personally. Students learn how to read financial statements and access capital for their business through improved personal and business credit scores.



Christopher Bennett  
**ROBI Legal Coach**

Christopher is the ROBI business/legal consultant. Under his guidance, he ensures and walks students through the copyrighting, trademark, and patent process.





# PRICING AND FEES

All Fees are Prices Per Student. Group rate discounts apply only to CIL members.

# PRICING AND FEES

## Private Pay Student

DESCRIPTION	PRICE
ROBI 12- Week Program Delivery which includes all supplies and materials (i.e. business planning software, ROBICONNECT exhibit booth, etc).	\$1,949
ROBI Application fee (non-refundable)	\$49
Business Logo	Included
Business Website Hosting / Template	Included
Business domain, email, and electronic business card	Included
TOTAL	\$1,998



All students are responsible for paying the ROBI tuition and fees. Students may seek sponsorship from their local housing authority, social services or other non-profit service provider. ALL students must pay their \$49.00 fee to show their skin in the game.

Also, students must earn their marketing tools (i.e. logo, website, etc.) by completing class and homework assignments.





# CONTACT US...

The ROBI Team

[robi@canilive.org](mailto:robi@canilive.org)

202.996.0880 Ext. 804



# next

