

Resident Owned Business Incubator (ROBI)



Where Start-Ups Launch!



Program Overview

In Partnership with Bay Atlantic University



Earn an Entrepreneurship & Small Business (ESB) Nationally Recognized Certification.

ROBI is a 240 hour / 12 week (20 hours per week) virtual small business development and technical assistance program for under-resourced entrepreneurs 18 years of age and over.

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

The intent of the ROBI is to fulfill an unmet need in the Section 3 compliance and contracting industry! ROBI is that pathway to economic independence through the pipeline of entrepreneurship that is appropriately matched with adequate resources and tools that facilitate access to available economic opportunities.

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.

The business licensing certification is administered using a 100% Virtual /Hybrid learning model which involves developing challenging and engaging instructor-led online learning activities that complement ROBI's self-paced and team work activities. Our blended learning environment provides interactive, individualized and a more personalized learning experience.

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 local jurisdiction.

Specifically, the ROBI exists to prepare low-income residents for Federal **Section 3 Contracting** Opportunities, sub-contracting and other economic opportunities that are geared towards meeting training, employment and contracting numerical goals.



Program Objectives

ROBI's Core Concepts Include:

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

Students are pre-screened to identify areas of needed support (i.e., childcare, transportation, housing, safety, and food).

Students are required to successfully complete a capstone at the end of each module to matriculate through the programs course of study.



The ESB certification within the ROBI is built to test and validate foundation-level concepts and knowledge in entrepreneurship and small business management. For each core concept the ESB certification exam will certify knowledge and skills on several specific objectives:

- ❖ **The Entrepreneur**- Lifestyles, assessments, outcomes, strengths, weaknesses, and risk tolerance.
- ❖ **Opportunity Recognition** – Analyze the demand for goods or services and opportunities in an environment.
- ❖ **Starting a Business** – Appropriate legal structures, regulations, purpose, value, and benefits.
- ❖ **Business Operations** – Standard operating procedures, copyrights and factors that lead to sustainability.
- ❖ **Marketing and Sales** – Sales strategy, identifying target markets, customer retention and pricing.
- ❖ **Financial Management** – Income statements, balance sheets, cash flow budgets, and accounting systems.

All Classes are Virtual (Monday – Friday)
Classroom Times Vary upon Cohort
(email robi@canilive.org for upcoming schedule)

Why ROBI?

ROBI is the only program that invests up to 30% of its program revenues back into our ROB start-ups. ROBI believes in an inclusive economic ecosystem.



<https://www.facebook.com/groups/CILROBI/>

- ❖ Each ROBI cohort is designed to develop up to thirty (30) Resident Owned Businesses (ROB's)
- ❖ Our Capstones increase learning competencies and mastery of subject material.
- ❖ Our online LivePlan accounts allows students to pitch their business idea to anyone at any time.
- ❖ Incentives that keep students engaged and motivated.
- ❖ Authentic, Sincere and proficient Business professional, instructors and coaches-the ROBI team really make the difference!
- ❖ Our online quarterly Section 3 contracting events give students exposure to opportunities within and outside of their local jurisdictions.
- ❖ Long term self-sufficiency counseling and educational strategies.
- ❖ Our Administrative Back Office Support (ABOS) Team provides operational support and technical assistance.
- ❖ Business Licensing Scholarships are provided to remove financial barriers to getting businesses started.
- ❖ Our ROBI Pitch Competition / ROBI Expo serves as an opportunity for students to earn seed capital for their new start-ups.
- ❖ A marketing toolkit to include (logo, business cards, website, etc.).

Contact Us



[Canilive.org/radar](https://www.canilive.org/radar)



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