

Resident Owned Business Incubator (ROBI)



Where Start-Ups Launch!



Program Overview

In Collaboration w/ Toni Thomas & Associates (Community Empowerment & Training Academy)



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

ROBI is a 300 hour / 21 week (15 hours per week) small business development and technical assistance program for DC residents 18 years of age and over.

The intent of the ROBI is 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 as a means to accessing 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.

The certification is administered using a hybrid blended learning model which involves developing challenging and engaging online learning activities that complement ROBI's face-to-face 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 the District of Columbia.

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 minority quotas, training, employment and contracting numerical goals (i.e. first source).



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. child care, transportation, housing, safety and food).

Students are required to successfully complete a capstone at the end of each module in order 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.

Tuesday, Wednesday, Thursday 4:00 pm to 8:00 pm (PYAP Students)
Tuesday, Wednesday, Thursday 6:00 pm to 9:00 pm (WIOA & Private)
Friday Online / Self-Paced Learning

Why ROBI?

ROBI is the only program that invests up to 50% of its program revenues back into our ROB start-ups. ROBI believes in an inclusive economic ecosystem.



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

- ❖ The ROBI program is created to develop up to thirty (30) Resident Owned Businesses (ROB) per cohort.
- ❖ Our Capstones increase learning competencies and mastery of subject material.
- ❖ Incentives that keep students engaged and motivated.
- ❖ Our Networking events give students time to practice.
- ❖ Membership by the National Black Chamber of Commerce (NBCC) plugs ROB's into the heart of our local economy.
- ❖ Students are matched with a business mentor closely aligned with their area of interest/industry.
- ❖ Long term self-sufficiency counseling and educational strategies.
- ❖ Our Administrative Back Office Support (ABOS) System provides operational support and technical assistance.
- ❖ Business Licensing Scholarships to remove financial barriers to getting businesses started.
- ❖ Our ROBI Pitch Competition / ROB 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.).
- ❖ The Entrepreneurial and Small Business (ESB) Certification Exam is a nationally recognized credential.

Contact Us



canilive.org/robi

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