



## **Defy Ventures Entrepreneurship Bootcamp Program**

The Defy Ventures Entrepreneurship Bootcamp is a 14-week program for people with criminal histories who want to explore entrepreneurship and develop their small business idea into formal business concept and pitch. The program is designed for adults (18 and over) who are stable in their reentry (employed and housed), have been out of custody for at least 6 months and have time to invest in the program. There is no cost for this program.

### **Admission Process**

Recruitment and Admissions Timeline:

- January 26, 6-7 pm - 1st Virtual Info Session led by Defy Staff
- February 1 - Online Application Opens
- February 9, 6-7 pm - 2nd Virtual Info Session led by Defy Staff
- March 1 - Classes Begin

Applications will be reviewed on a rolling basis. In order to apply, prospective EITs need to complete our online application and will be invited for an interview if they meet the eligibility requirements. After the interview, EITs will be notified if they have been accepted into the program.

Defy will enroll a minimum of 10 to a maximum of 25 Entrepreneurs In-Training (EITs) in each class.

### **Curriculum**

The Bootcamp program curriculum provide instruction on the development of a business concept and is designed for people who either have a small business concept they would like to explore or who have very early stage small business that has launched within the past year and earns less than \$500 per month. The curriculum focuses on the fundamentals of business and entrepreneurship but also includes coursework on personal development concepts that are critical to entrepreneurial success. While not necessarily an eligibility requirement for enrollment, please note that this program is unlikely to be a good fit for individuals with extensive business background or for people who have an existing business that has been operating for several years and/or is earning revenues over \$500 per month.

The program includes written assignments and in-person coaching sessions with Defy staff and volunteers.

Defy will provide each participant with The Defy Ventures Entrepreneurship Bootcamp textbook. In addition to completing required reading, attending class and participating in discussion, EITs will be required to complete and turn in assignments, including a business concept plan. Please note that assignments are submitted electronically via an online portal; additionally, some

classes or workshops may be held online, so access to a computer and internet is necessary to participate in this class.

### **Class Meetings, Coaching and Overall Time Commitment**

The Bootcamp class will meet twice weekly and class sessions will last two hours. The program will run approximately 13-14 weeks. A Defy instructor will lead the class discussion and assist EITs in completing assignments and in developing their business concept.

During the course, EITs will also receive coaching from Defy volunteers in both group events and individual sessions.

Overall, EITs should expect to invest approximately 8 - 10 hours per week in the course, including class time, reading, written assignments, and the development of the business concept.

### **Bootcamp Completion**

EITs must complete the Entrepreneurship Bootcamp curriculum, assignments, and consistently attend classes and coaching/workshop events to graduate from the program and receive a certificate of completion. The course culminates in a Bootcamp showcase and coaching event where they will have an opportunity to pitch their completed business concepts to executive volunteers and receive feedback on their business idea. This event will also serve as a graduation event where EITs will be presented with a Defy Completion Certificate. EITs who graduate the Bootcamp program can apply to the Defy Ventures Business Accelerator, which is a *selective* program that provides intensive support and access to capital for EITs with business concepts that can be scaled and are selected by the Accelerator committee.

If you know of any potential fits, please have them apply here:

<https://forms.gle/vHcovpPtqtMXqjGA9>

## Eligibility Requirements

- Criminal justice system impacted (conviction and post-sentencing); *please note this program is not appropriate for people awaiting sentencing*
- Demonstrated stability in reentry, including:
  - o Employment history since most recent release
  - o Stable housing (if in supportive or transitional housing, there should be at least 18 months remaining before housing is terminated)
  - o Stable income that is sufficient to cover basic needs
- Acknowledgement and acceptance of the Defy Ventures Supported Business Criteria
- Access to a computer and internet

## Defy Ventures Supported Business Criteria

The Defy curriculum is designed to support the development of businesses that meet our business criteria. Prospective Entrepreneurs should review these criteria to ensure that expectations are aligned.

EIT Businesses **must**:

- Have the potential to become **cash flow positive within three months** of launch
- Require **no more than \$20,000 of startup funding**
- Have potential to grow into a full-time business with sufficient income to sustain the EIT
- Be built on experience or skills that the EIT already has
- Be a for-profit enterprise

EITs' business **must not**:

- Conflict with an EIT's **criminal history**
- Require a physical **store front** or other brick and mortar location for the launch
- Require **high inventory**
- Promote **illegal activity**
- Use **sex, or sexuality, to sell** products or services:
- Have **alcohol or drugs** (even legal drugs) **as the primary product**
- Be **morally questionable** or unable to pass the "newspaper test"
- Have requirements (e.g., licensing) that are **unobtainable due to criminal history**
- Require a **patent, copyright, or trademark that would be cost or time prohibitive**
- Be a non-profit