
WEEK 1
Saturday
March. 18, 2023
9:00AM–1:00 PM

9TH GENERATION CREATING SUSTAINABLE NEIGHBORHOOD DEVELOPERS' PROGRAM: *Virtual*

- 9:00 AM: **Welcome!!**
Dr. Donald Andrews- Dean, College of Business,
Southern University and A&M College
- 9:15 AM: SU EDA University Center for Economic and
Entrepreneurial Development
Dr. Ghirmay Ghebreyesus, Director
- 9:20 AM: **Course Objectives:**
Eric L. Porter
Co-Creator of CSND/ComNet LLC
- 9:30 AM: **Curriculum Direction:**
Dr. Sung No,
Co-Director, SU EDA University Center
- 9:35 AM: **“Entrepreneurship in Real Estate”**
Dr. Donald Andrews – Dean, College of
Business, Southern University
- 10:30 AM: **“Acquisition: Doing Business with Municipalities”**
Cedric Grant,
Grant Management Group
- 11:10 AM: **Break**
- 11:20 AM: **“The State of Real Estate”**
Lacy Baaheth,
Lacy Baaheth LLC
- 12:10 PM: **“Acquisition: Acquiring Non-Governmental Properties”**
Deidra Jones,
The Touch Down Group
- 12:50pm: **Closing:**
Eric L. Porter, Dean Andrews & Dr. Sung No

“CREATING CHANGE THE ENTREPRENEURIAL PROCESS:”

Donald R. Andrews

G. Leon Netterville/Kellogg Professor and
Dean, College of Business
Southern University and A&M College
Baton Rouge, Louisiana

Vision To Create the Future

Up From Slavery: Booker T. Washington



Planning for the Future

The single most important thing to remember about any enterprise is that there are no results inside its walls. The result of a business is a satisfied customer. The result of a hospital is a healed patient. The result of a school is a student who learns something and puts it to work.

The talk you hear today about adapting to change is not only stupid, it's terribly dangerous. The only way you can manage change is to create it. By the time you catch up with change, the competition is already ahead of you.

... Peter Drucker

The New Economy

Change

- “When the rate of change outside the organization is faster than the rate of change inside the organization, then the end is near.” *Jack Welch, Late Former CEO, GE*

Accelerating Pace of Change

Agricultural Age



Industrial Age



Knowledge Age



1100

1300

1500

1700

1880

1900

1920

1940

1960

1970

1980

1990

2000

From Knowledge Economy to Creative Economy

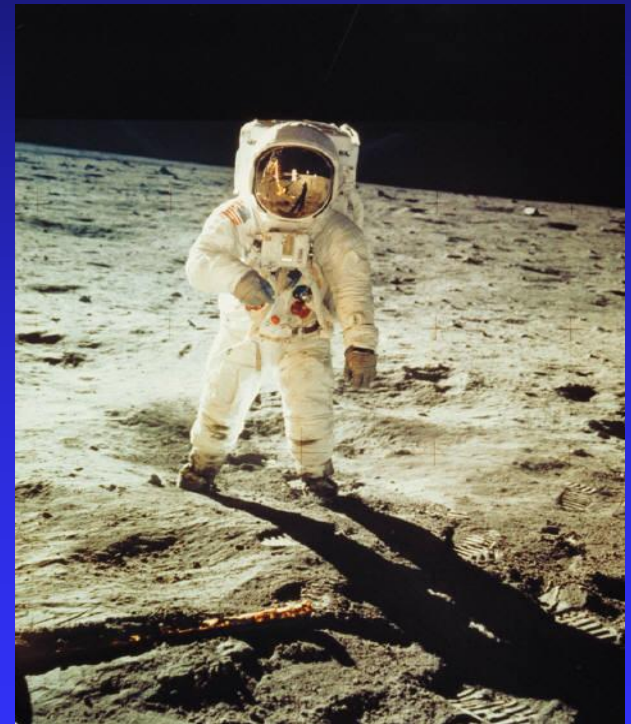
DESIGN



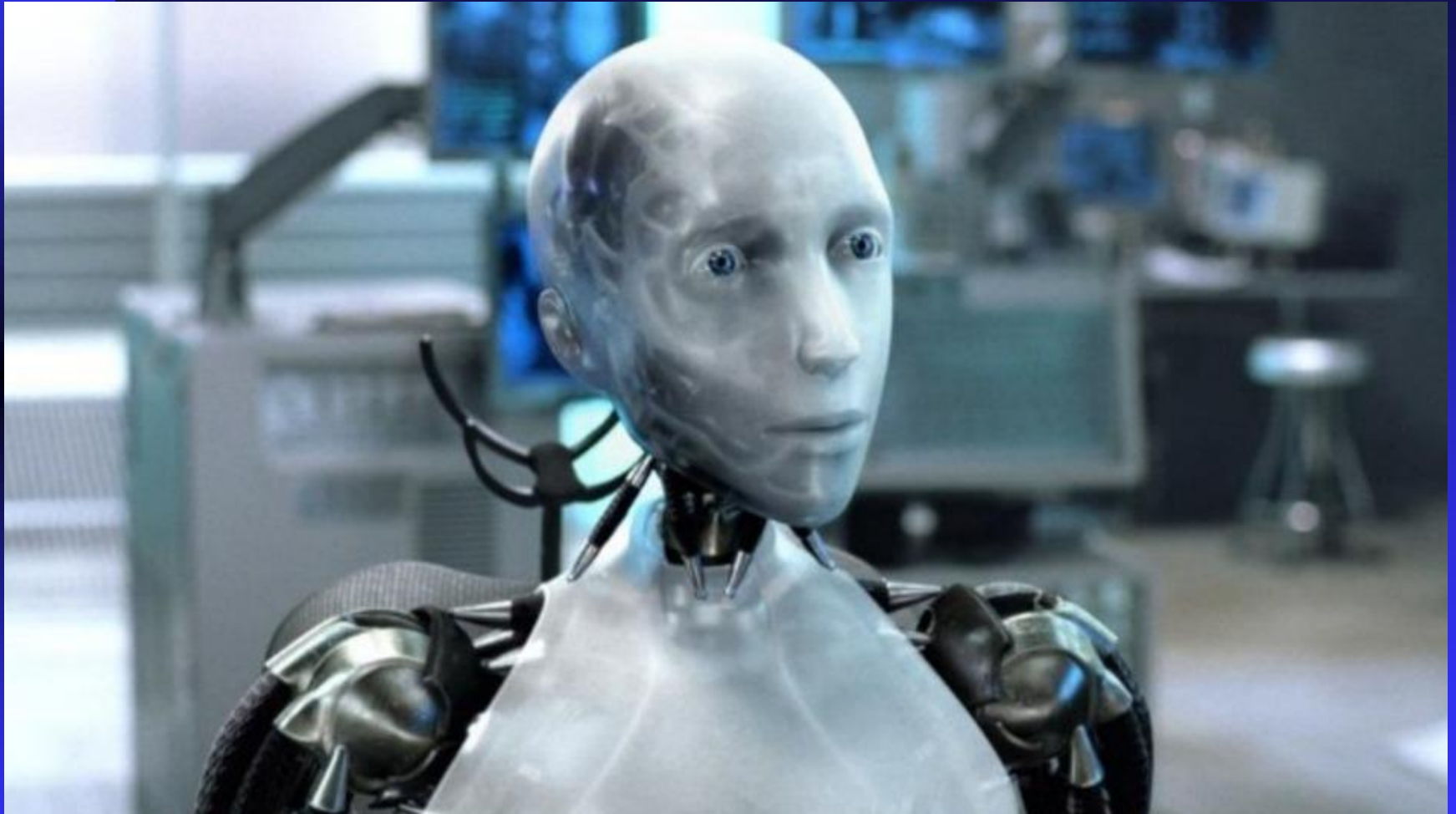
CREATE



IMPLEMENT



Brilliant Machines (Deep Blue and Mr. Watson) Can I Help You Think?



As Outline in *The Second Machine Age* by Erik
Brynjolfsson and Andrew McAfee 2014

Income Share to Top 10 Percent 1917-2007

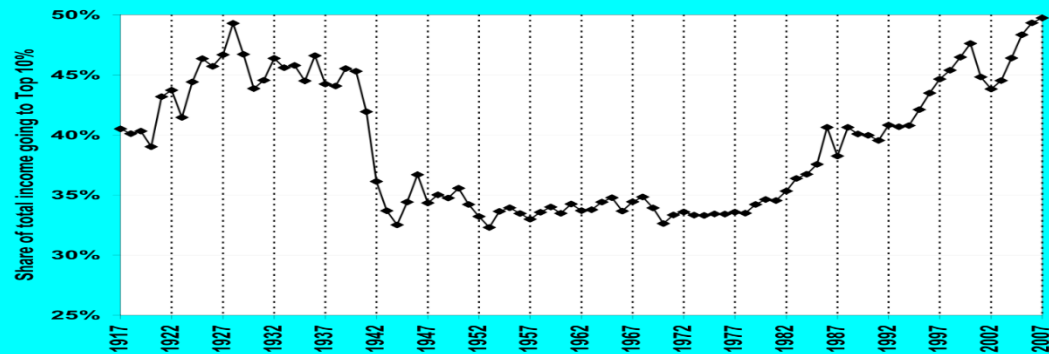


FIGURE 1

The Top Decile Income Share in the United States, 1917-2007

Source: Piketty and Saez (2003), series updated to 2007.

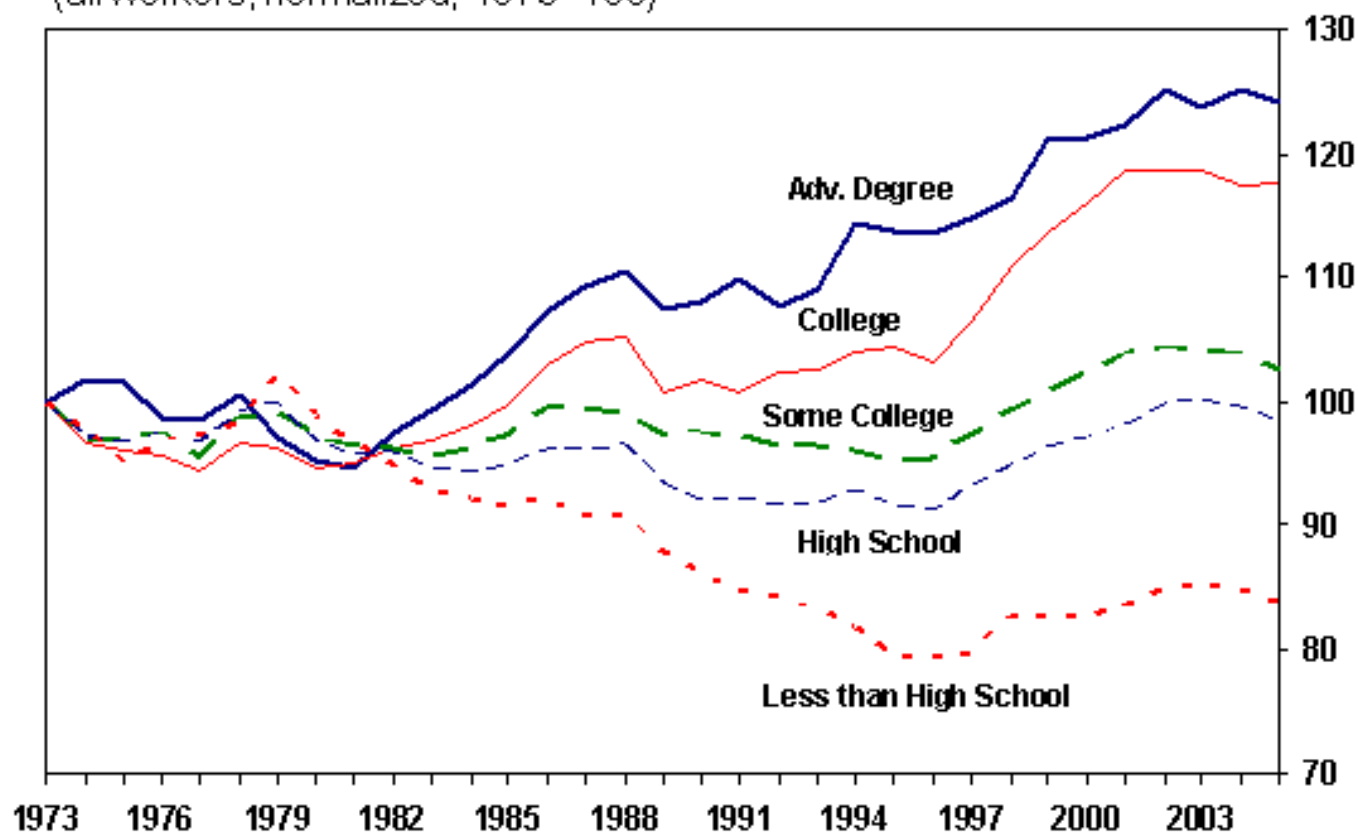
Income is defined as market income including capital gains.

In 2007, top decile includes all families with annual income above \$109,630.

Growth in Wages by Education

Figure 2: Real Hourly Wages by Education

(all workers, normalized; 1973=100)

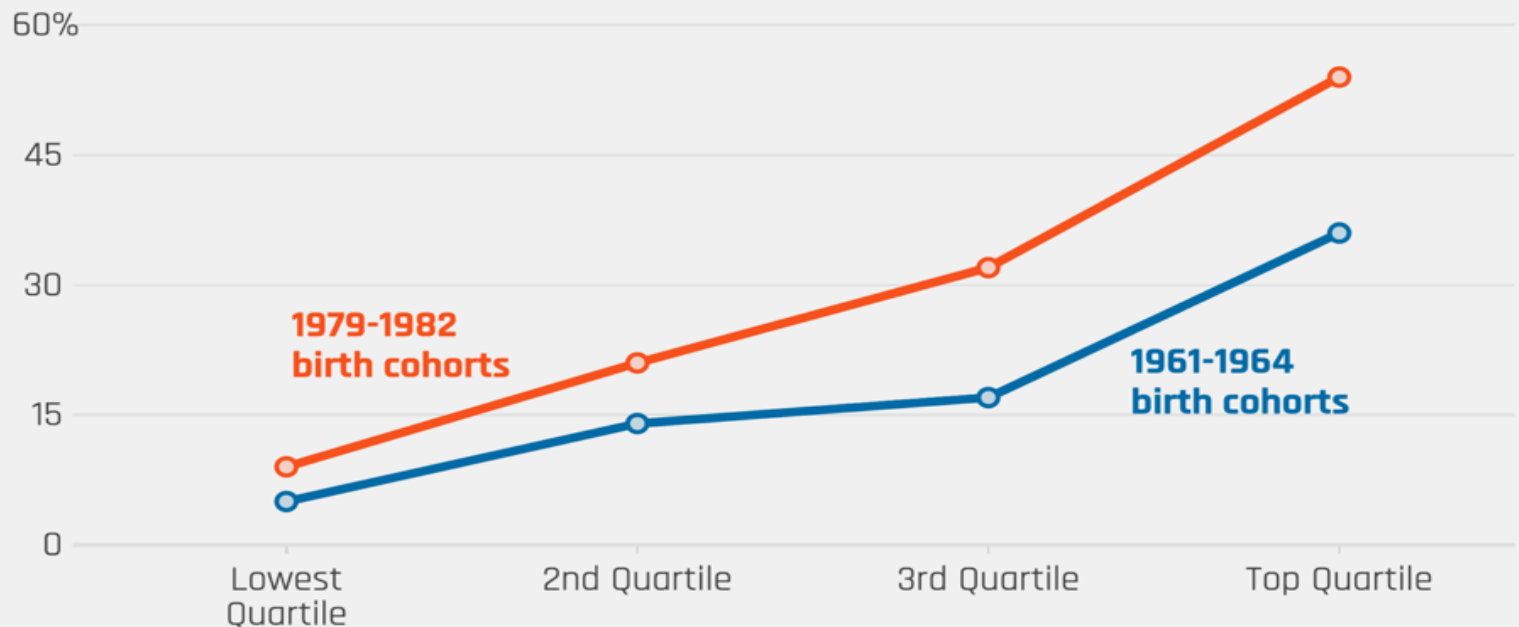


Source: Economic Policy Institute

Income and College Education

College completion gaps by income persist and grow

Share of students completing college in the United States by income quartile and year of birth



Source: Martha Bailey and Susan Dynarski, "Gains and Gaps: Changing Inequality in US College Entry and Completion," National Bureau of Economic Research, 2012.

21st Century Institutions of Higher Education Role in Economic Development

Strategic Program Principles of Practice

- Embed Economic Engagement, Innovation, and Entrepreneurship Across Institutional Missions
- Value and Promote Scholarship Across A Continuum of Discovery and Application
- Be Good Community Partners
- Engage in Regional Innovation Ecosystems
- Identify and Strengthen the Institutions Strategic Competitiveness
- Serve Regional Human Capital and Workforce Needs
- Contribute to the Health and Well-Being of the Community and People Served
- Facilitate 21st Century Knowledge Creation at the Intersections, Collisions and Fusions of Academic Disciplines
- Affirm that, in Innovation and Engagement, Humanities, Arts, Social Science and STEM Disciplines are Vital
- Innovate Continuously in Teaching and Learning Practices
- Source: Higher Education Engagement in Economic Development, Association of Public and Land Grant Universities - Commission on Innovation, Competitiveness and Economic Prosperity – University Economic Development Association

Demand for Entrepreneurship Education

Students have shown an increased interest in understanding business from the entrepreneurs' perspective. According to Stephen Spinelli, Babson College's President

- (1) students who are going to start their own businesses,
- (2) students who are going to seek to work for a small entrepreneurial firm with rapid growth potential,
- (3) students that want to understand entrepreneurship from a finance perspective and become involved in equity investing in new ventures,
- (4) students who are interested in corporate entrepreneurship and new product development and
- (5) those that end up in traditional business careers but feel that an entrepreneurial education gives them an advantage.

SUBR College of Business Mission and Structure



- **Mission**
- **To provide a quality business program that prepares students of diverse backgrounds for global career challenges and makes a positive contribution to the public and private sectors through effective instruction, impactful research and innovative community engagement**
- **Undergraduate programs in:**
 - **Accounting**
 - **Finance (Economic and Insurance Concentrations)**
 - **Management (HR, MIS & Supply Chain Concentrations)**
 - **Marketing (with Professional Sales Concentration)**
- **MBA and JD/MBA programs**
- **University Center for Economic & Entrepreneurial Development (EDA)**
- **Accredited in 1998 by AACSB – International; the Association to Advance Collegiate Schools of Business.**

Some New Business and Government Realities

- **Globalization**
- **IT and Bio Technology Revolution**
- **Business Redesign**
 - **Outsourcing**
 - **Offshoring**
 - **Increase in Strategic Alliances**
- **E-Commerce/Supply Chain Management**
- **Restructured Government Procurement**
- **Changing Market Demographic**

New Realities in Business

■ Recommendations

- ◆ Access New Markets, Develop New Capital Structures, Develop New Business Structures
- ◆ Leverage Government Resources, Develop University Linkages, Support and Encourage Use of Technology, Use of Business Incubators
- ◆ The new realities in the business world have caused a revolution in thinking with respect to developing *entrepreneurship programs*

Role of the University in Entrepreneurship Development

- **Academic Programs**
 - **Orientation of Business Degree Programs**
 - **Entrepreneurship Courses and Degrees**
- **Research, Grants and Contracting Projects**
 - **Small Business Consulting**
 - **Value-Added in the Supply Chain**
 - **SBIR/STTR**
 - **MSI Alliances and Collaborations**
- **Outreach**
 - **Small Business Development Centers**
 - **Educational Workshops and Training**
 - **Entrepreneurship Training**
 - **Business Incubation**
 - **Research Parks**
 - **Community Development Corporations**

What is entrepreneurship?

- *Creative Destruction Joseph Schumpeter*
- *The Breakthrough definition:*
“Identifying an opportunity regardless of the resources currently available.”
- *Babson definitional (r)evolution:*
“**A way of thinking and acting that is opportunity obsessed, holistic in approach and leadership balanced.**”

Entrepreneurship is the use of innovative thinking to develop new products, services and processes that lead to the creation of wealth for individuals and society
(Donald R. Andrews SEE 20 2004)

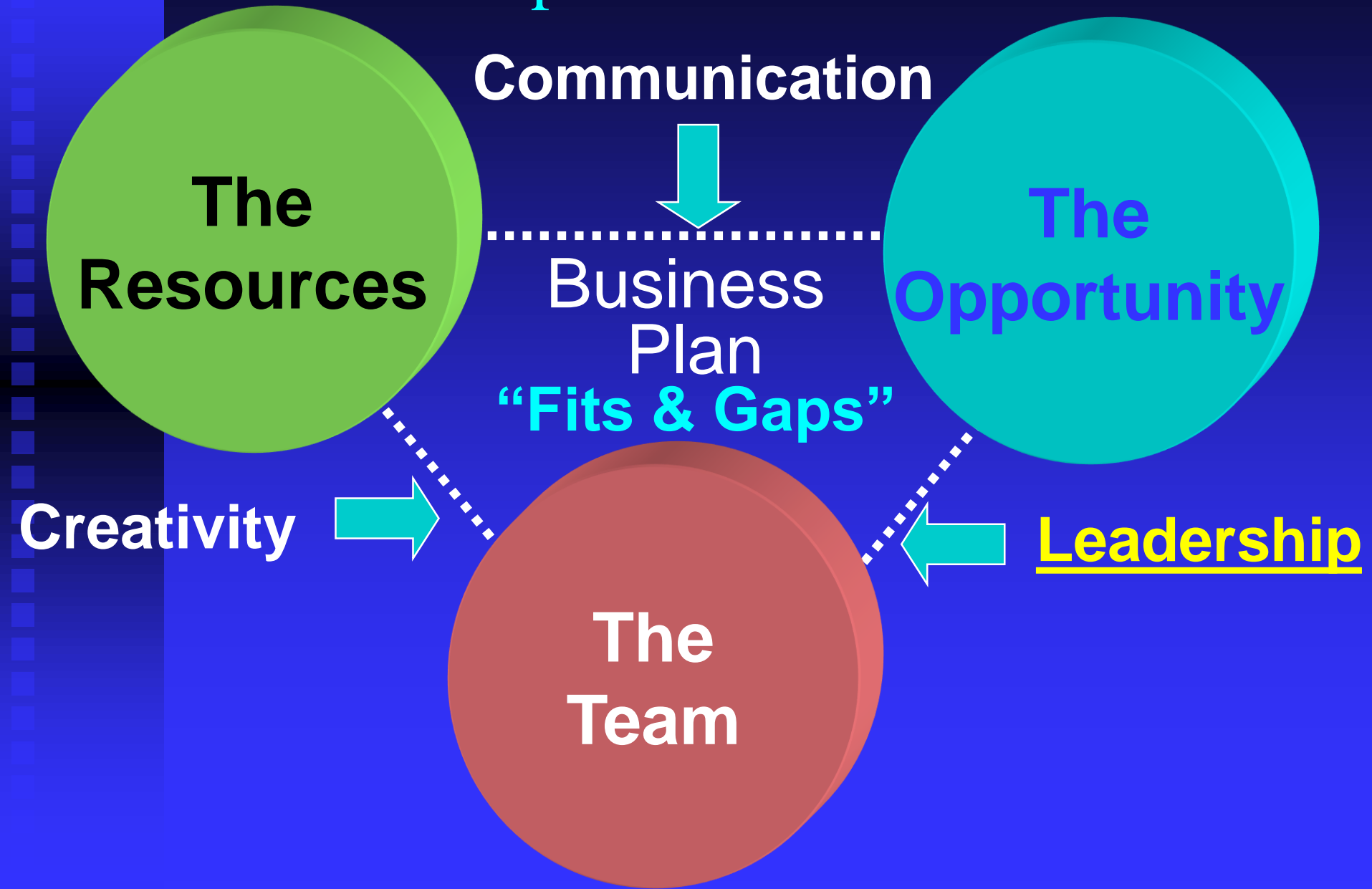
The Entrepreneurial Process

The entrepreneurial process will create a better world. It's not just about new company, capital, and job formation, nor innovation, nor creativity, nor breakthroughs. It is also about fostering an ingenious human spirit and improving humankind.

Jeffry A. Timmons, 1996

Price-Babson College Fellows Program

The Timmons' Model of the Entrepreneurial Process



The Entrepreneurial Process

OPPORTUNITY Driven

Economic Analysis

Market size & structure

Economic Profit



The
Opportunity

RESOURCES

Too much money chasing too few great ideas

Minimize and Control

versus

Maximize and Own

Bootstrapping and Creativity



Resources

An Entrepreneurial Team

The Key Ingredient for success!

The “lead” entrepreneur
Quality of the team
Commitment & Determination

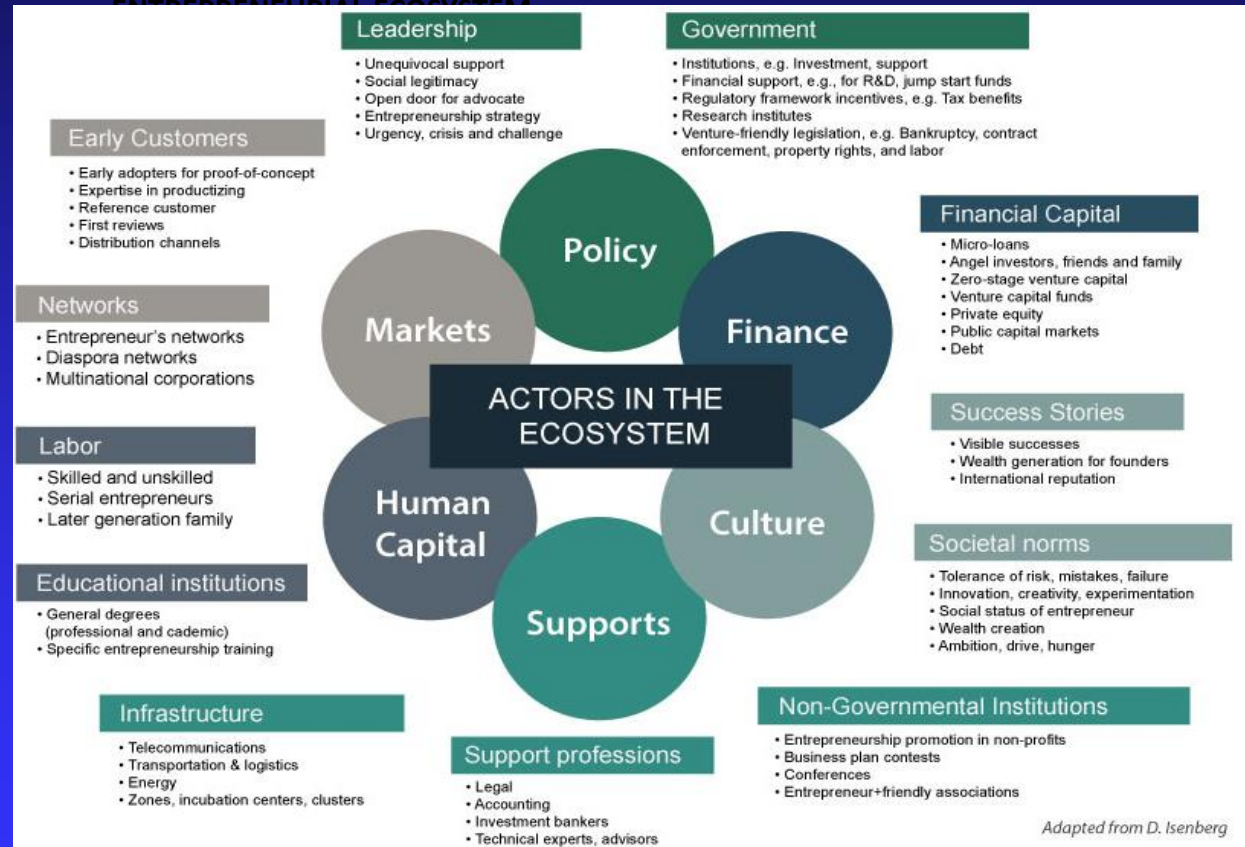


**The
Team**

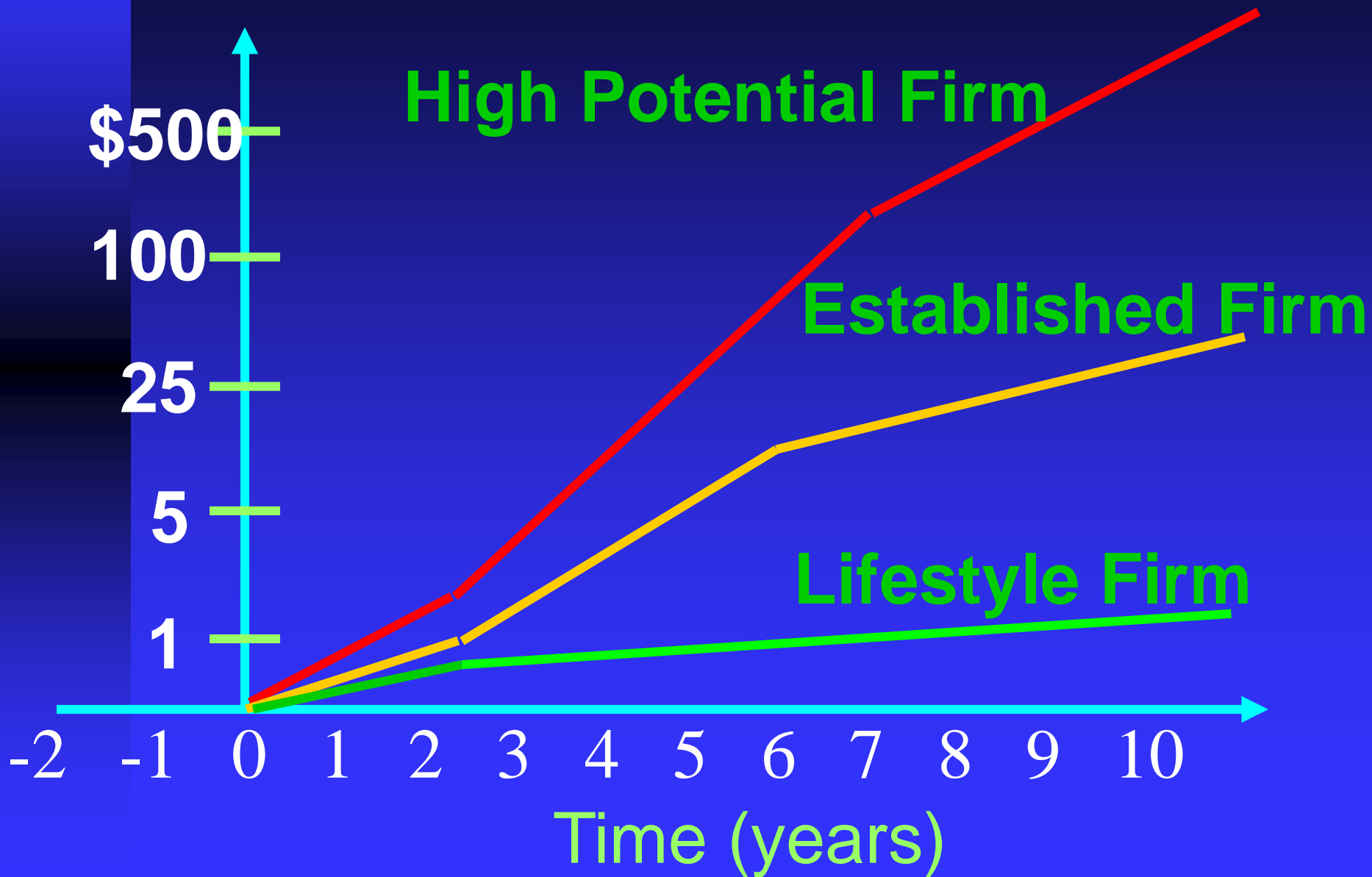
Leadership

- Good to Great by Jim Collins
- Good the Enemy of Great
- When to Adapt and Change
 - ◆ IBM, GM, Kodak
- Level V Leadership
- The Right People on the Bus will figure out where to go

Entrepreneurial Ecosystem



Three Classic Life Cycles



Business Growth Stages

sales

100

50

25

3

1

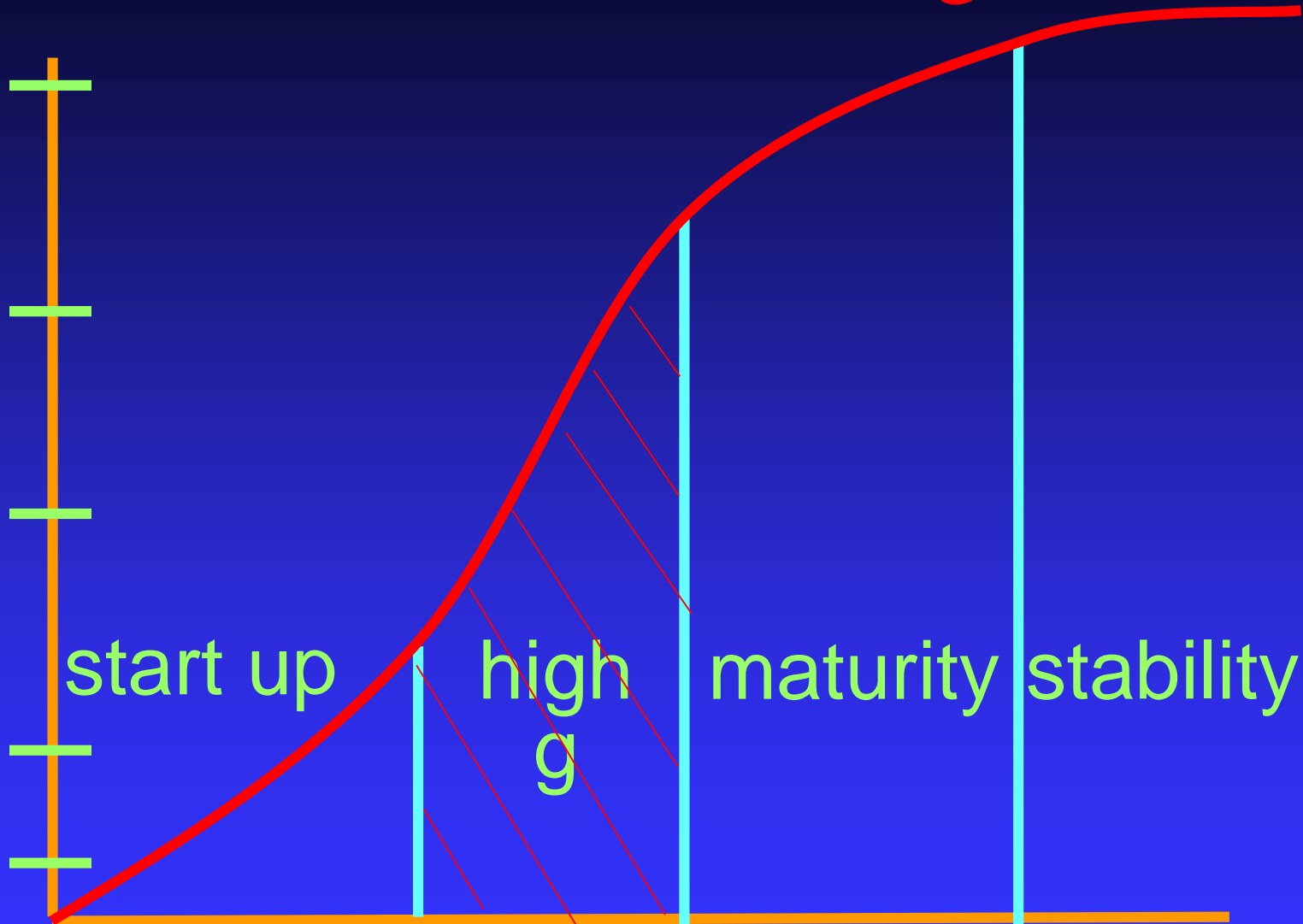
start up

high
g

maturity

stability

time (years)





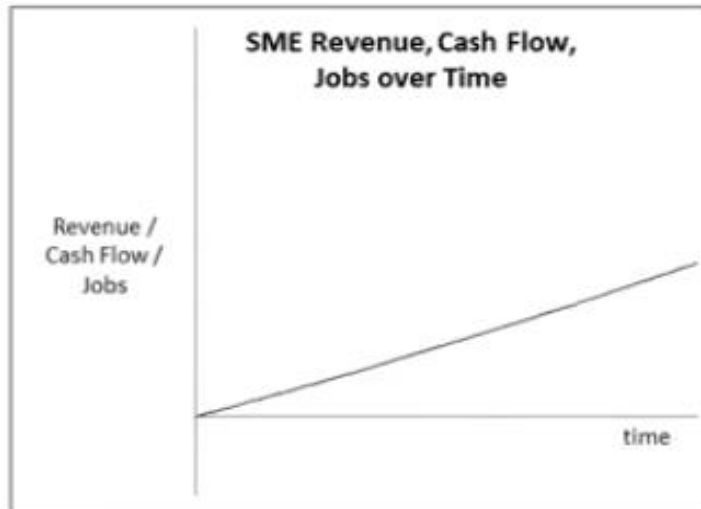
Entrepreneurship

DISCIPLINED
ENTREPRENEURSHIP
by Bill Aulet

SME (Small Medium Enterprise)

Local Market Focus

Restaurants, Dry Cleaners, Services

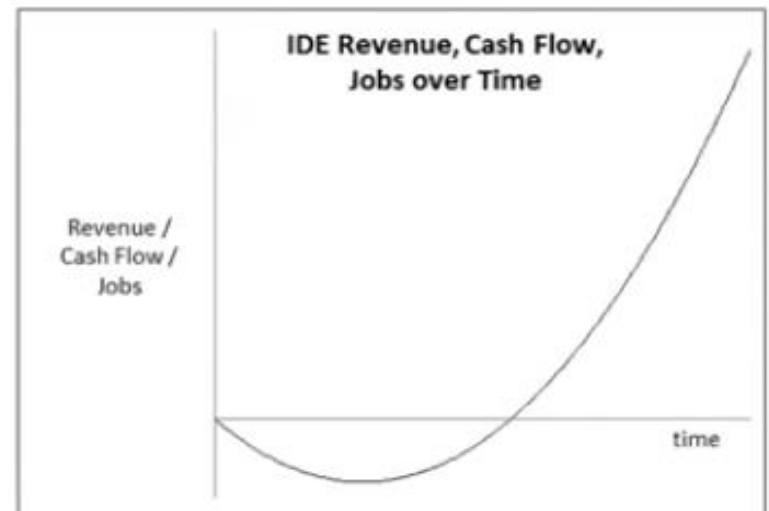


- Δt is short
- Linear growth (capped)
- Less investment required

IDE (Innovation-Driven Enterprise)

Global Market Focus

Products w/ Innovation at Core



- Δt is long
- Exponential growth (uncapped)
- A lot of investment required

Entrepreneur Definition

- Entrepreneur – someone who identifies and acts on an idea or problem that no one else has identified or acted on
- Small Business Owner – someone who owns or starts a business that already has an existing model such as a restaurant, whereas an entrepreneur is someone who creates something new.
- What is the Difference. Babson Definition vs. MIT.

Types of Entrepreneurs

- Innovators – New Approach, Methods, or Product that Adds Value to Solve a Problem in a unique manner
- Creator – Makes Something New or See a Problem that Other People have not noticed
- Market Makers- Innovate or reinvent their market from a future perspective by asking what the market could evolve into
- Expanders and Scalars- Seek out opportunities to expand upon previously created methods, processes, or products

Risk vs Uncertainty

■ Traditional Business (SME)

- ◆ Create three to five year business plan
- ◆ Franchise follow the rules
- ◆ Has **risk** associated with it.

■ Startup (Innovation Driven Enterprise –IDE)

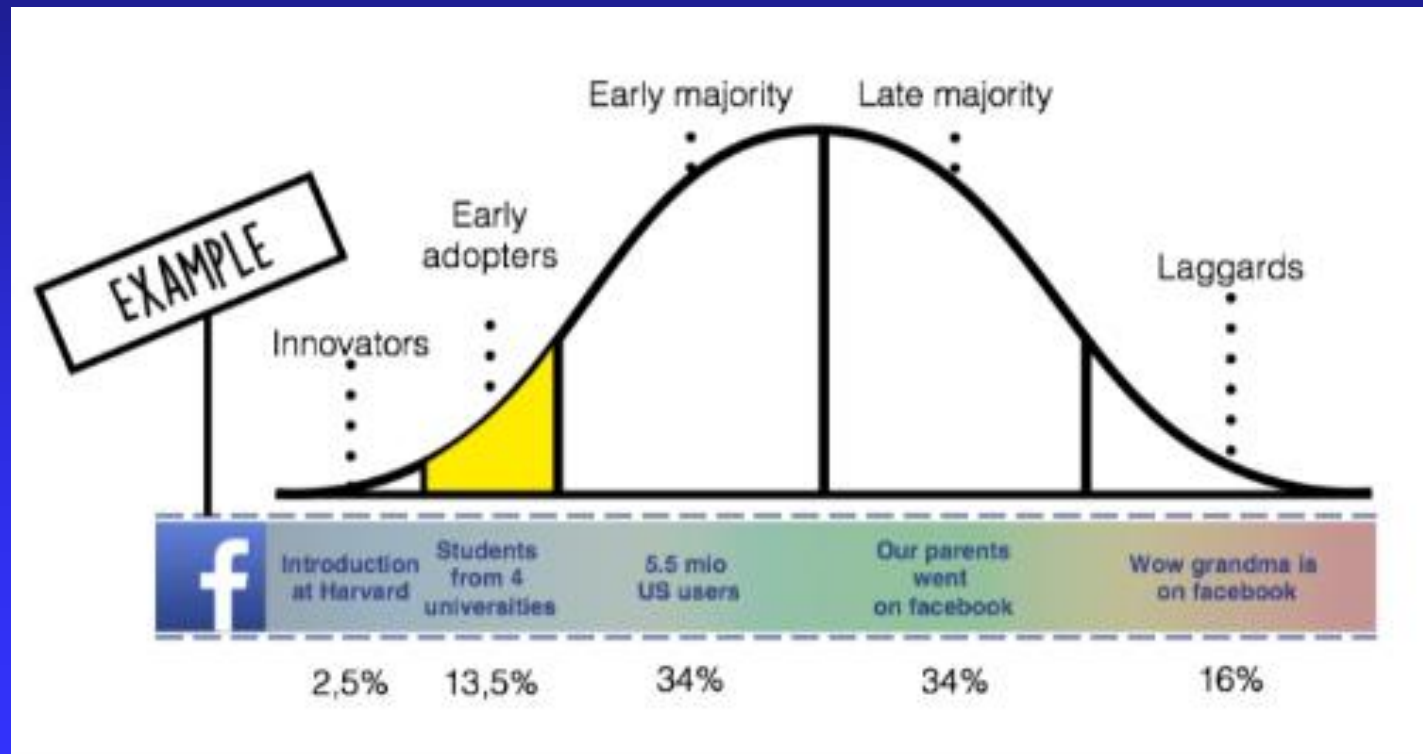
- ◆ Innovation (High Failure)
- ◆ “A startup is a human institution designed to create a new product or service under conditions of extreme **uncertainty**.”
Eric Ries, Lean Startup.

Segway Why Did it Fail

- No Clear Target Market
- Expectations too High
- Many Substitutes
- Lack of Regulation
- Dangerous
- Expensive
- No Clear Target Market
- Invention not an Innovation
kept IP Secret (No Focus
Groups)



Innovation and Searching for Customers



Disciplined Entrepreneurship

- Disciplined Entrepreneurship is a structured approach that guides the starting entrepreneur through specific actions that need to be taken before jumping into developing the product or service. This methodology shows how innovation-driven entrepreneurship can be broken down into discreet behaviors and processes which can be taught in just 24 steps.
- “The single necessary and sufficient condition for a startup to succeed is a paying customer”

Bill Aulet, MIT Sloan Professor, Disciplined Entrepreneurship author

Bill Aulet 24 Steps

WHO IS YOUR CUSTOMER?

- 1 Market Segmentation
- 2 Select a Beachhead Market
- 3 Build an End User Profile
- 4 Calculate the TAM Size for the Beachhead Market
- 5 Profile the Persona for the Beachhead Market
- 9 Identify Your Next 10 Customers

WHAT CAN YOU DO FOR YOUR CUSTOMER?

- 6 Full Life Cycle Use Case
- 7 High-Level Product Specification
- 8 Quantify the Value Proposition
- 10 Define Your Core
- 11 Chart Your Competitive Position

HOW DOES YOUR CUSTOMER ACQUIRE YOUR PRODUCT?

- 12 Determine the Customer's Decision-Making Unit (DMU)
- 13 Map The Process to Acquire a Paying Customer
- 18 Map the Sales Process to Acquire a Customer

HOW DO YOU MAKE MONEY OFF YOUR PRODUCT?

- 15 Design a Business Model
- 16 Set Your Pricing Framework
- 17 Calculate the Lifetime Value (LTV) of an Acquired Customer
- 19 Calculate the Cost of Customer Acquisition (COCA)

HOW DO YOU DESIGN & BUILD YOUR PRODUCT?

- 20 Identify Key Assumptions
- 21 Test Key Assumptions
- 22 Define the Minimum Viable Business Product (MVBP)
- 23 Show That "The Dogs Will Eat the Dog Food"

HOW DO YOU SCALE YOUR BUSINESS?

- 14 Calculate the TAM Size for Follow-on Markets
- 24 Develop a Product Plan

Disciplined Entrepreneurship Canvas

The Disciplined Entrepreneurship Canvas

PRODUCT: DE Toolbox

REVISION: 1.0

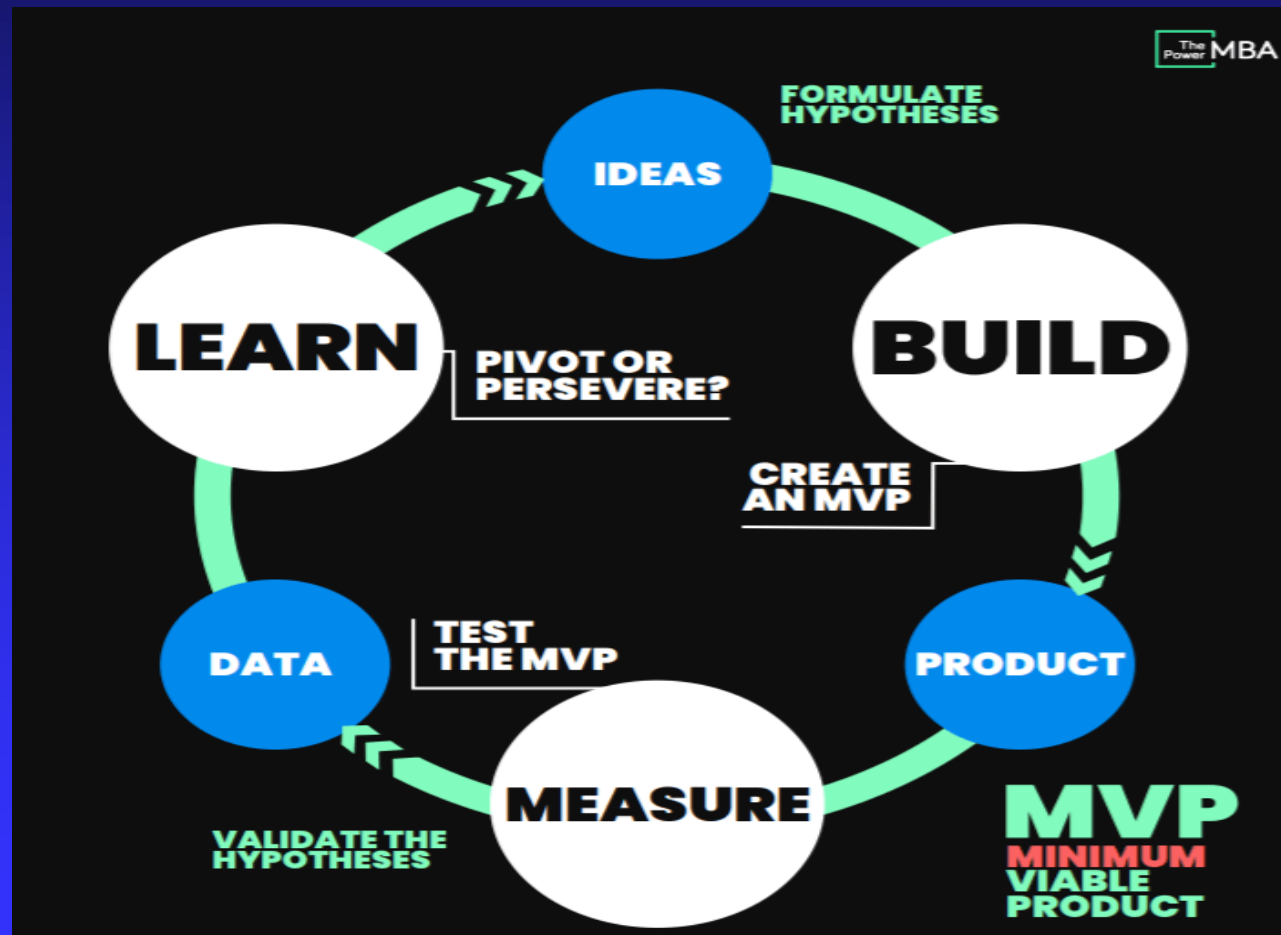
DATE: October 20, 2016

<p>1 Raison d'Être <i>Why are you in business?</i></p> <p>Mission: Help more startups around the world to become successful, and improve lives, fix unemployment, and grow economies. Help more people to invest in startups in a smart way.</p> <p>Founder passions: Startups and innovation, teaching, interacting with smart people.</p> <p>Values: transparent, competitive, fair play.</p> <p>Initial Assets: Team (Marius & Vlad), connections (Bill Aulet, MIT, accelerators), current users (5,000+ for current product).</p> <p>Initial Idea: Online tool to help startups accelerate and get funded.</p>	<p>4 Competitive Advantage <i>Why you?</i></p> <p>Moats: Network effect (both startups/accelerators use it).</p> <p>Core: We match the best startups with the best accelerators/investors, and help them work smarter together.</p> <p>Competitive Positioning: Better productivity than AngelList, F6S. Focused on process more than Visible, FounderSuite, Gust.</p>	<p>5 Customer Acquisition <i>How does your customer acquire your product?</i></p> <p>Decision Making Unit: A. Founders & Chief Product Officers B. Sponsor: CIO/CTO or Managing Director of accelerator. Decision: managing team.</p> <p>Decision Making Process: A. Start trial, share with team, add data, discuss with team before trial expiration. B. Analyze features & cost for tools, contact suppliers, negotiate & sign (4-6 mo).</p> <p>Woots: A. Apply to accelerator, prepare for fundraising B. New generation/new fund (twice per year) or change in leadership</p> <p>Possible Triggers: B. Discounts, sales rep meetings or events.</p>	<p>8 Overall Economics <i>Does your product make money?</i></p> <p>Est R&D Exp: \$50,000</p> <p>Est G&A Exp: \$24,000</p> <p>LTV/COCA Ratio: 20:1 / 7:1</p>	<p>9 Design & Build <i>How do you produce the product?</i></p> <p>Key Assumptions: 1. Startups will use the tool recurrently. 2. Accelerators need a better tool to source startups (than F6S/AngelList/Google Forms) and manage the acceleration process (than Google Docs/Slack/Email).</p> <p>Assumption Tests: 1. Simplify tool (not linear, iterative/depth) 2. Try selling a prototype/slideware.</p> <p>MVBP: 1. Current product with subscription 2. Presentation/prototype for accelerator features</p> <p>Tracking Metrics: 1. Retention for startups 2. Number of paying startups 3. Number of paying accelerators</p>
<p>2 Initial Market <i>Who is your customer?</i></p> <p>Beachhead Market: A. Early-stage founders who want to improve their startup's chances to fundraise. B. Accelerators outside Silicon Valley who want to improve their process and outcomes.</p> <p>End User Profile: A. Tech founders outside major US startup hubs with an idea or product but no revenue. B. Smaller accelerators who have trouble getting good deals and accelerating them properly.</p> <p>TAM: 1M tech founders outside US (\$100M). 5,000 smaller accelerators (\$30M).</p> <p>Persona: TBD</p> <p>10 Customers: MVP Academy (RO), NUMA (FR), MITEF Poland (PL), IncubatecUFRO (CL), UDD Ventures (CL), Magical Startups (CL), Eleven (BG), HUSStart (IL), MadelinJLM (IL), AccelerateKorea (KR).</p>	<p>3 Value Creation <i>What can you do for your customer?</i></p> <p>Use Case: A. Learn about the biz side of your startup, apply it using a vetted process (DE24) & online tools. B. Recruit better startups, engage more mentors, accelerate startups faster, get them funded.</p> <p>Product Description: Process & toolbox for founders & accelerators—marketplace.</p> <p>Problem: A. Founders lack guidance and tools to help them be more disciplined on the business side. B. Accelerators' "spray and pray" strategy does not yield too many successful startups.</p> <p>Quantified Value Proposition: A. Move faster. Get funded faster. B. Get better deals. Get better follow-on investments for startups.</p>	<p>6 Product Unit Economics <i>Can you make money?</i></p> <p>Business Model: Subscription model for both startups & accelerators.</p> <p>Pricing: \$15/mo per startup</p> <p>Short term LTV: \$200 / \$15,000 Short term COCA: \$10 / \$2,000</p> <p>Medium term LTV: \$250 / \$25,000 Medium term COCA: \$7 / \$1,750</p> <p>Long term LTV: \$275 / \$32,000 Long term COCA: \$5 / \$1,500</p>	<p>7 Sales <i>How do you sell your product</i></p> <p>Preferred Sales Channel: A. Website B. Direct sales</p> <p>Sales Funnel: A. Search online—Read features & testimonials —Create trial—Add data in app—Receive trial end email—Discuss with team—Buy. B. Search tools/get referrals—Analyze features—Discuss with sales reps—Discuss with team—Negotiate—Sign contract—Buy.</p> <p>Short Term Mix: Email newsletter, event presentations, inbound, direct sales.</p> <p>Medium/Long Term Mix: Event presentations, inbound, direct sales.</p>	<p>10 Scaling <i>How do you scale your business?</i></p> <p>Product Plan for BHM: ???</p> <p>Next Market: Universities, Angel groups</p> <p>Product plan beyond BHM: Marketplace</p> <p>Follow-on TAM: 100,000 angels (\$1B).</p>

Lean Startup

- Lean Startup is a methodology that encourages you to always ask and never assume. To push forward your minimum viable product, to test things and adjust as required, and to keep your user at the center of it all. The Build—Measure—Learn feedback loop is a core component of this framework. It emphasizes more on having the right attitude and mentality, rather than what steps need taking.
- “The ability to learn faster from customers is the essential competitive advantage that startups must possess .”
Eric Ries, *The Lean Startup: How Today’s Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*

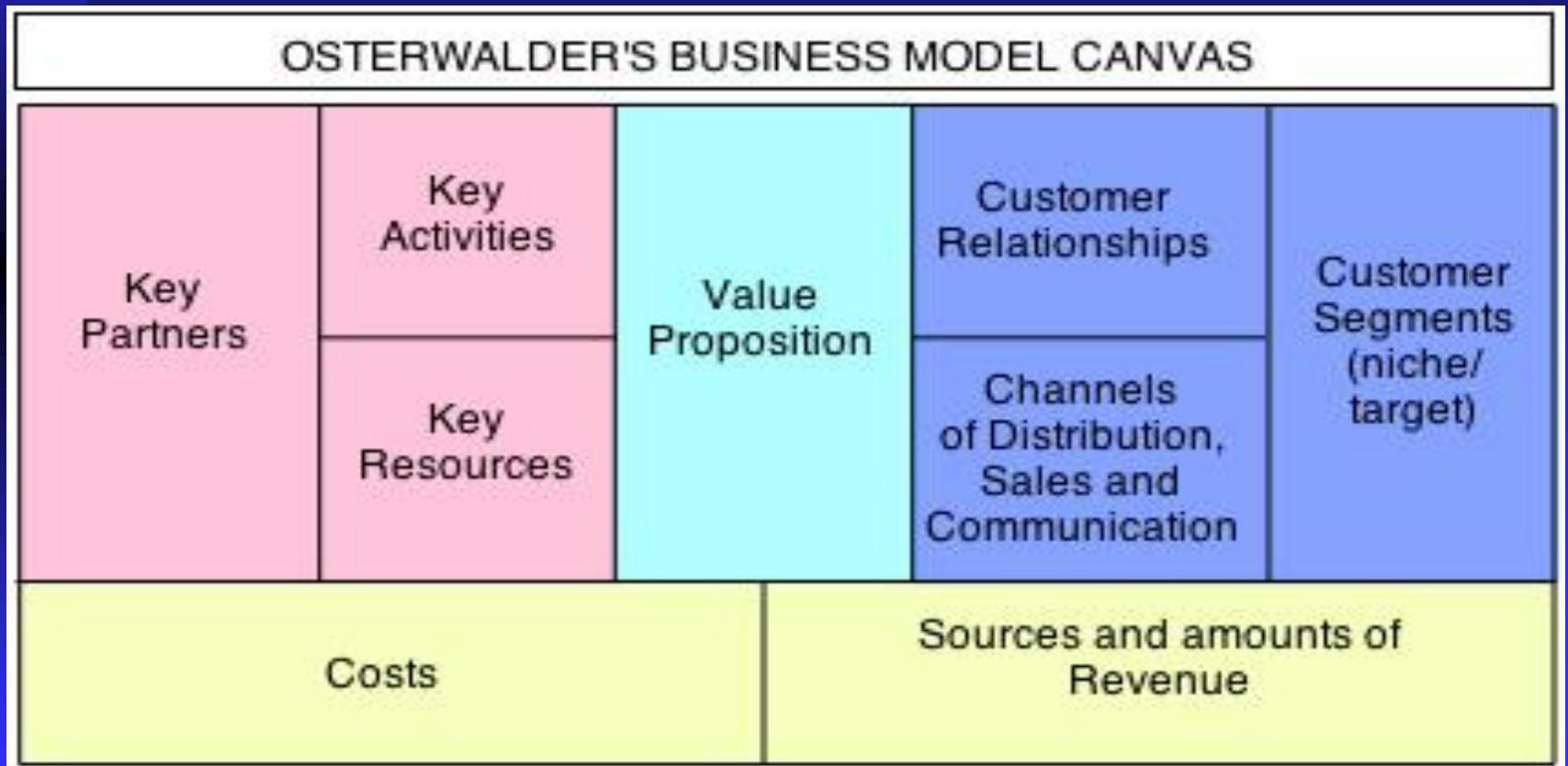
Lean Startup



Business Model Canvas

- The Business Model Canvas is a chart that allows you to create a more visual representation of what the business should look like. It maps out key features, the product design, and, once completed, it tells you the exact key points that you need to address when building your company. The Value Proposition Canvas comes as a follow-up but is an integral part of the process as it helps you understand your customer first and how you can create value for them.
- “The same products, services or technologies can fail or succeed depending on the business model you choose. Exploring the possibilities is critical to finding a successful business model. Settling on first ideas risks the possibility of missing potential that can only be discovered by prototyping and testing different alternatives.”
Alex Osterwalder, creator of the Business Model Canvas.

Business Model Canvas



African American Firms Average Gross Receipts \$58,119 vs Non-Minority \$552,079



Fact Sheet

U.S. Minority-Owned Firms

January 2016

Growth of U.S. Firms (2007 - 2012)



Industry Sectors of Minority-Owned Firms



QUICK FACTS

- There are 8 million minority-owned firms in the U.S.—a 38% increase since 2007.
- Combined gross receipts of minority-owned firms increased 35% between 2007 and 2012, but average receipts per firm declined 2% during the same period.
- 11% of minority-owned firms have paid employees, compared to 22% for nonminority firms.

	Black/African American	American Indian & Alaska Native	Asian	Hispanic	Native Hawaiian & Pacific Islander	All Minority Firms	Non-Minority Firms	Classifiable Firms*	All U.S. Firms
Number of firms	2,584,403	272,919	1,917,902	3,305,873	54,749	7,952,386	18,987,918	27,179,380	27,626,360
Combined gross receipts	\$150.2 billion	\$38.8 billion	\$699.5 billion	\$473.6 billion	\$8.1 billion	\$1.4 trillion	\$10.5 trillion	\$11.9 trillion	\$33.5 trillion
Average gross receipts	\$58,119	\$142,306	\$364,717	\$143,271	\$148,614	\$173,552	\$552,079	\$440,190	\$1,213,944
Number of firms with employees	109,137	26,179	481,026	287,501	4,706	908,800	4,156,683	5,136,203	5,424,458
Combined receipts of firms with employees	\$103.5 billion	\$31.7 billion	\$627.5 billion	\$380.0 billion	\$6.5 billion	\$1.2 trillion	\$9.7 trillion	\$11.0 trillion	\$32.5 trillion
Average receipts of firms with employees	\$947,905	\$1,209,143	\$1,304,571	\$1,321,717	\$1,374,831	\$1,227,983	\$2,337,043	\$2,134,765	\$5,990,509
Number of paid employees	975,052	208,178	3,572,577	2,329,553	39,001	7,165,151	48,255,649	56,058,563	115,249,007

Source: U.S. Department of Commerce, 2007 and 2012 Survey of Business Owners; and American Community Survey 2012 population estimates.

*Classifiable firms are those for which gender, ethnicity, race, and veteran status has been determined. Classifiable firms do not include business subsidiaries, employee stock ownership plans, cooperatives or clubs, estates, trusts, tribally owned firms, nonprofit organizations, and businesses with no individual owning 10 percent or more of the rights, claims, interests, or stock. **Other includes repair and maintenance; personal and laundry services; religious and civic organizations; and private households.

Examples of Minority Entrepreneurs



- If we're talking successful black-owned businesses, it makes sense to start with the IT behemoth World Wide Technology. With more than \$10 billion in annual revenue and over 5,000 employees, WWT is one of the largest private companies in the U.S.
- David L. Steward founded the company in St Louis, Missouri, back in 1990, and he's still its chairman today. The company's success is a long way from the poverty and discrimination he grew up with:
- "I vividly remember segregation—separate schools, sitting in the balcony at the movie theater, being barred from the public swimming pool." Today, his net worth is estimated at almost \$4 billion, and his company topped this year's BE 100s list of the nation's largest black-owned businesses.
- <https://business.tutsplus.com/articles/successful-companies-black-entrepreneurs--cms-32691>

Sheila Crump Johnson is an American businesswoman, co-founder of BET, CEO of Salamander Hotels and Resorts, and the first African-American woman to attain a net worth of at least one billion dollars.



Daymond John has come a long way from turning a \$40 budget into FUBU, a \$6 billion fashion game-changer. “He achieved that, in part, by mortgaging his house in Queens to raise the money to make and sell his own tie-top hats with a group of friends. FUBU is now a global hip hop apparel brand, and its founder has expanded into consulting, speaking, a TV role on the business show *Shark Tank*, while still remaining as CEO of FUBU.



Examples of Minority Entrepreneurs

- **Dangote Group**

- As promised, we're not sticking to the U.S. for this list. So let's head to Nigeria, where industrial conglomerate Dangote Group pulls in over \$4 billion in annual revenue and employs 30,000 people.
- Company founder and CEO, Aliko Dangote, was recently ranked by Forbes as the richest person of African descent in the world. His entrepreneurship started young:
- "I can remember when I was in primary school, I would go and buy cartons of sweets [candy] and I would start selling them just to make money. I was so interested in business, even at that time."

From Indian Country Comes Word: 'Native Business' Wants to Empower Native Entrepreneurship

Entrepreneurship means much more there than casinos and tribal gift shops. Just ask Gary and Carmen Davis.

Source: Entrepreneur - Native Americans August 6, 2018

Joan Oleck

ENTREPRENEUR STAFF

Associate Editor

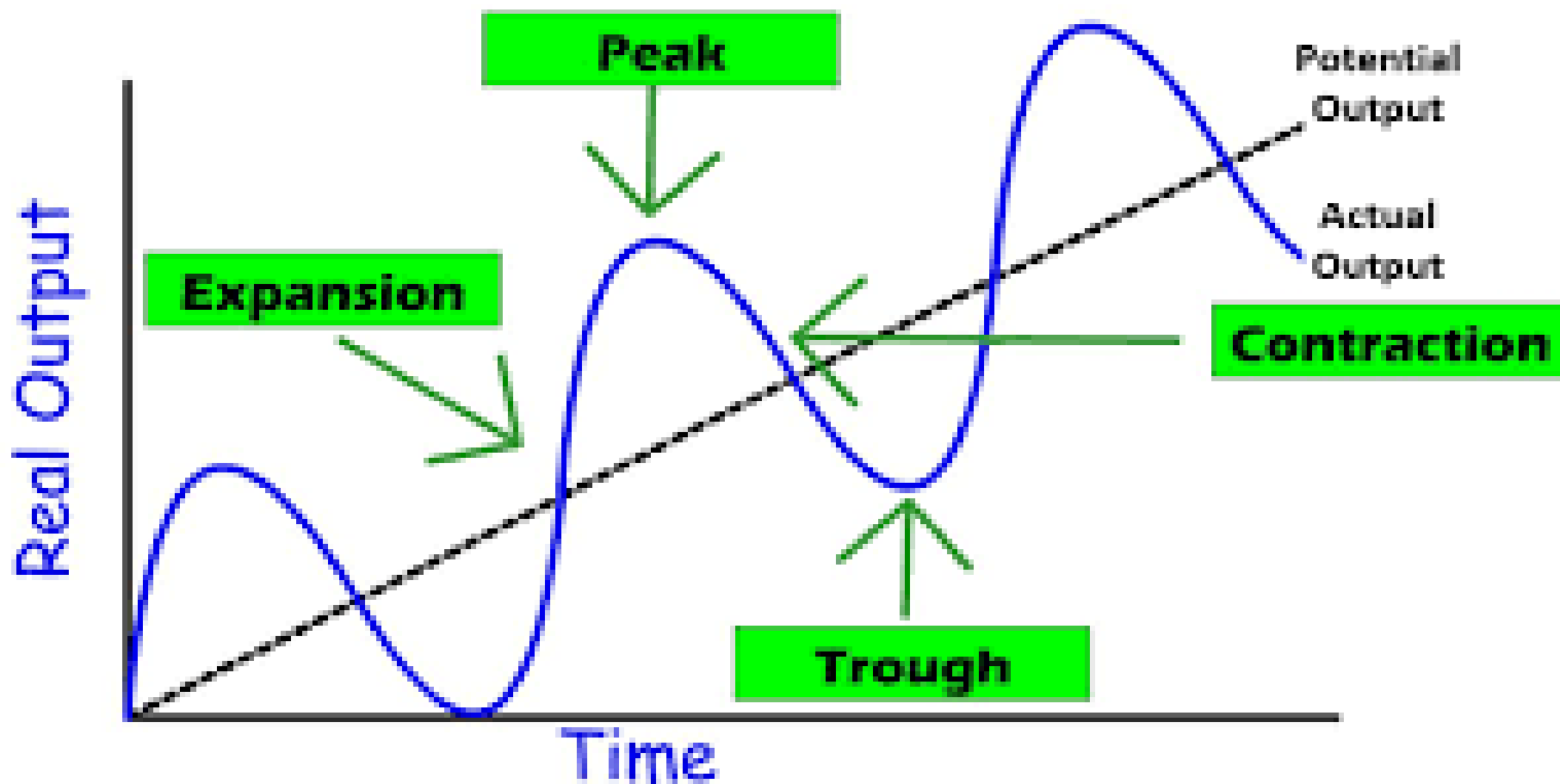


Why Does the Economy Experience Change?

Business Cycles

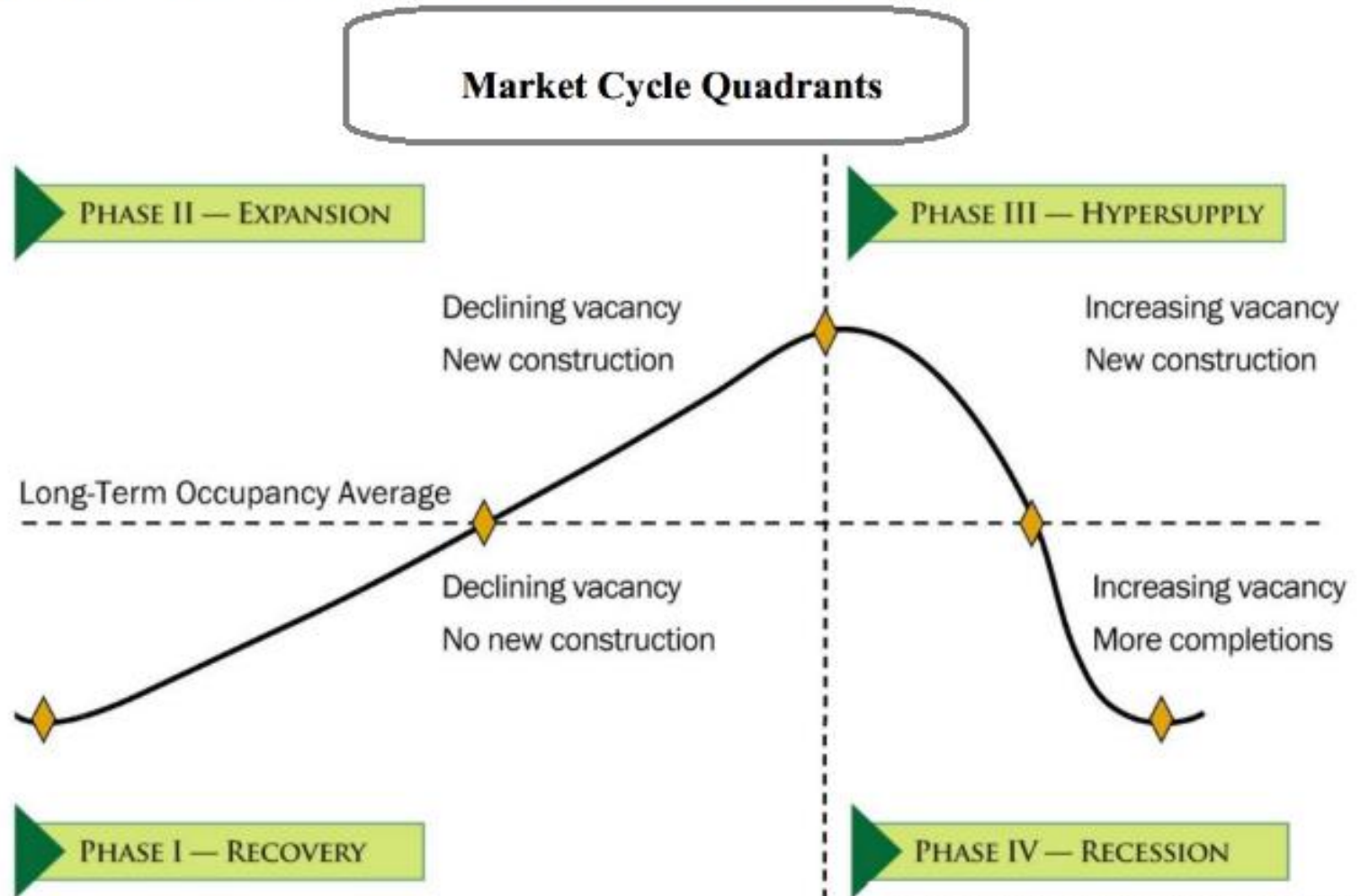
- The **business cycle** measures changes in gross domestic product (GDP), or **economic** activity, over time. There are four phases: of the Business Cycle: Recovery, Prosperity, Recession, and Depression
- Causes of the Business Cycle
 - ◆ Changes in Consumption
 - ◆ Changes in Investment Spending
 - ◆ Automobile
 - ◆ Housing
 - ◆ Changes in Government Fiscal and Monetary Policy

The **business cycle** measures gross domestic product, or **economic** activity, over time. In reality, the **cycle** rarely looks this neat, but this simplified **graph** shows its four phases: expansion, peak, recession, and trough. ... At the expansionary point in the **cycle**, GDP is increasing, and (usually) so is inflation.



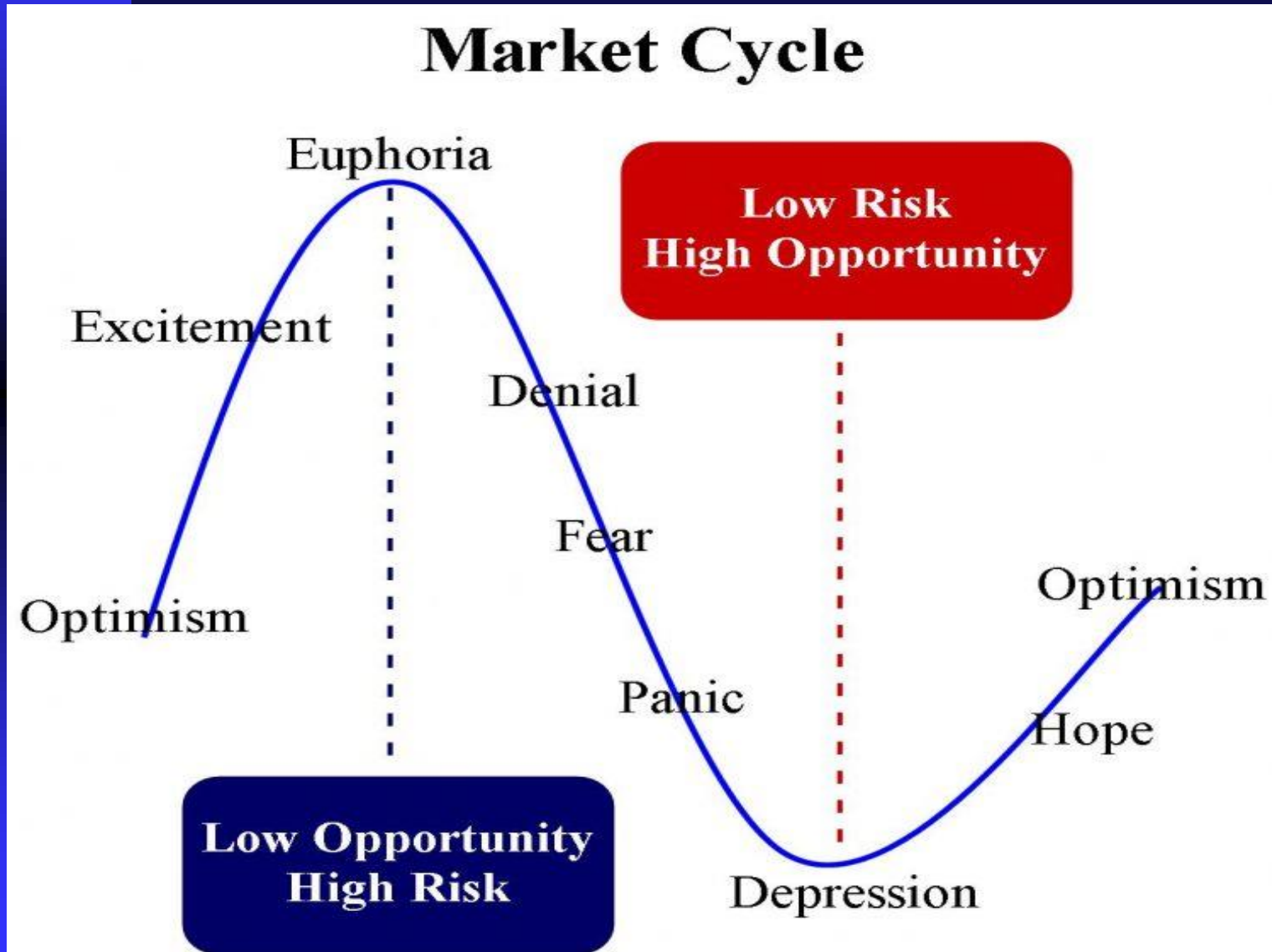
Real Estate Market Cycle

The four phases move in a continuous wave pattern that looks like this:



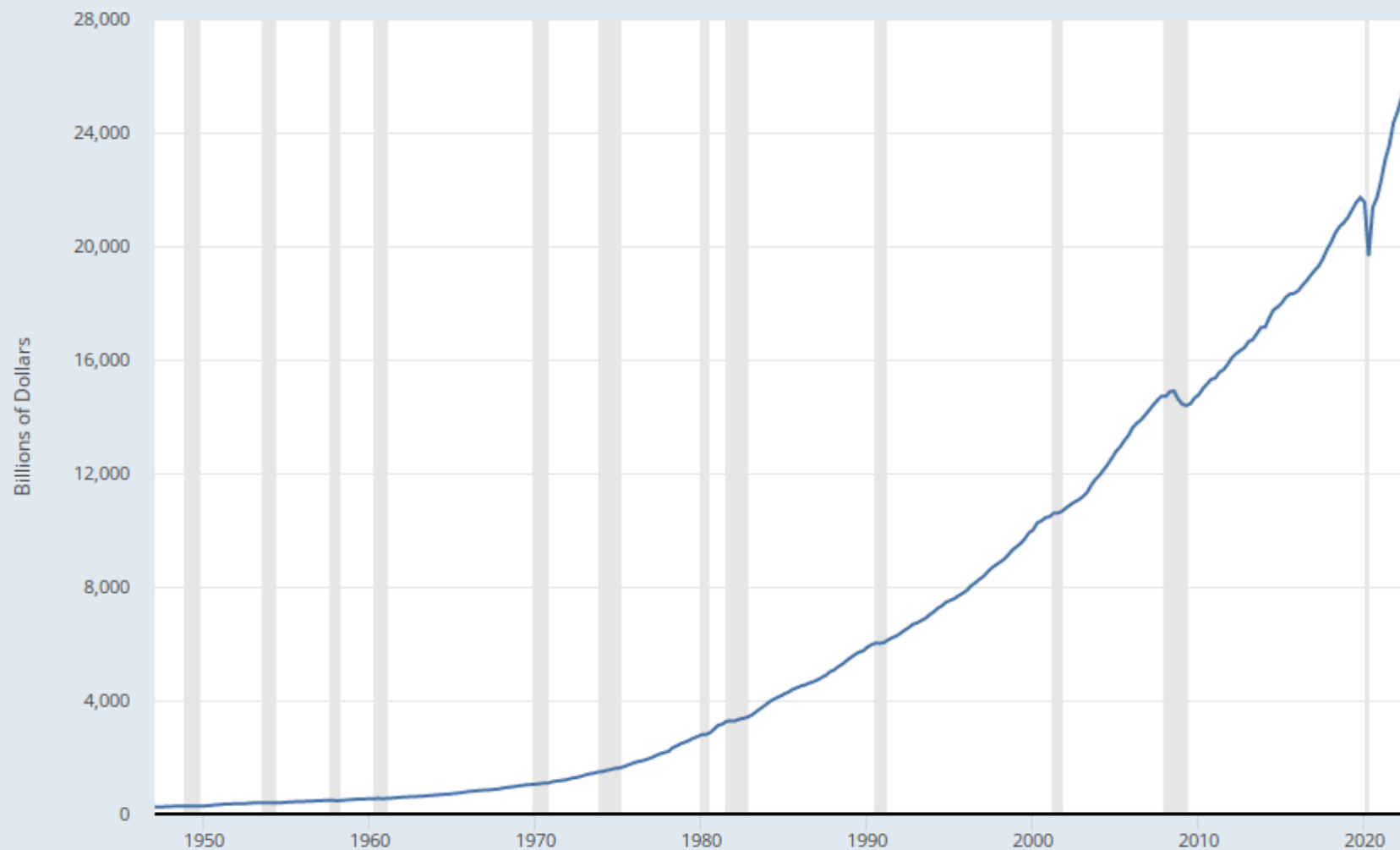
Source: Mueller, *Real Estate Finance*, 2016.

Real Estate Market Cycle



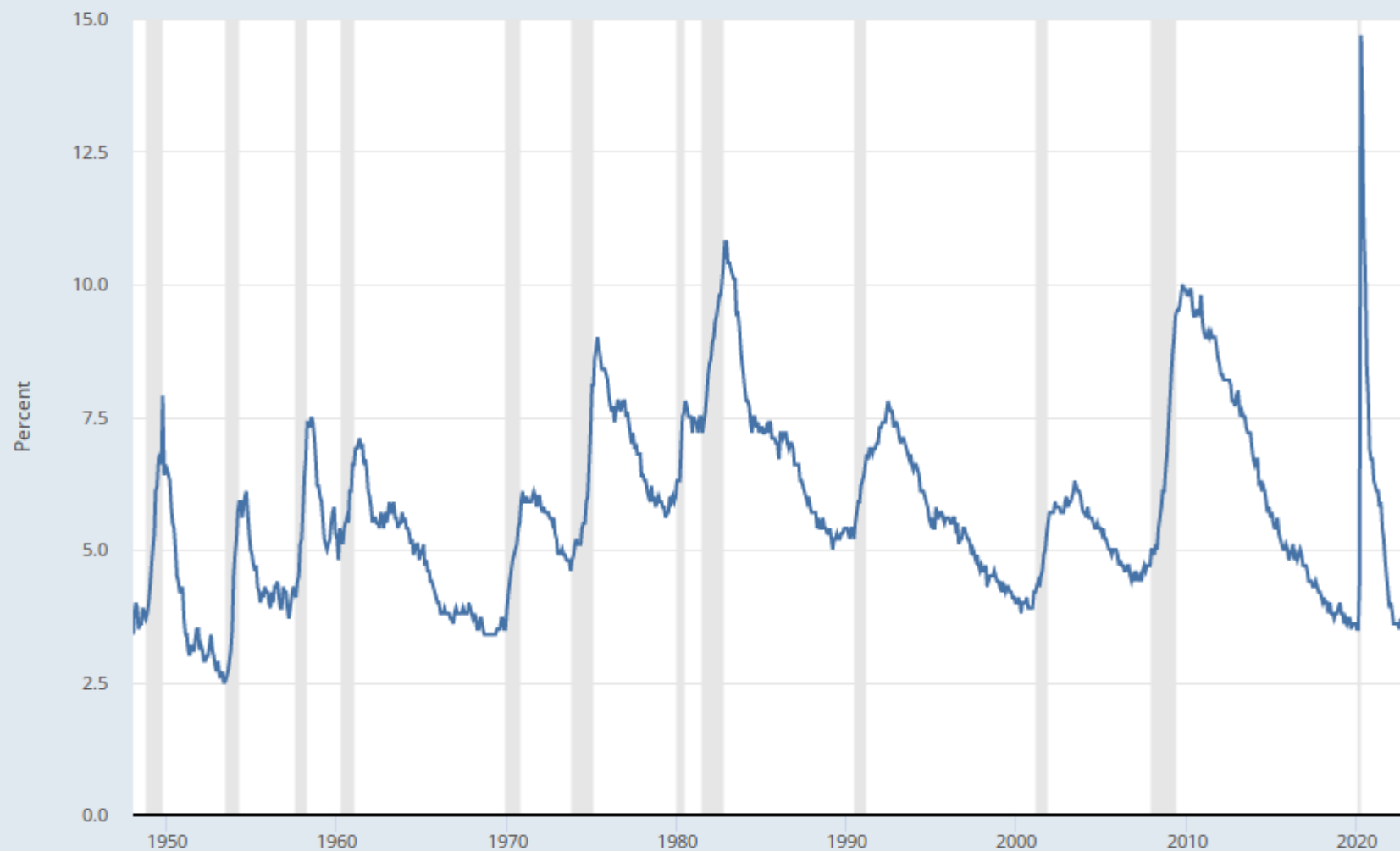


— Gross Domestic Product



Source: U.S. Bureau of Economic Analysis

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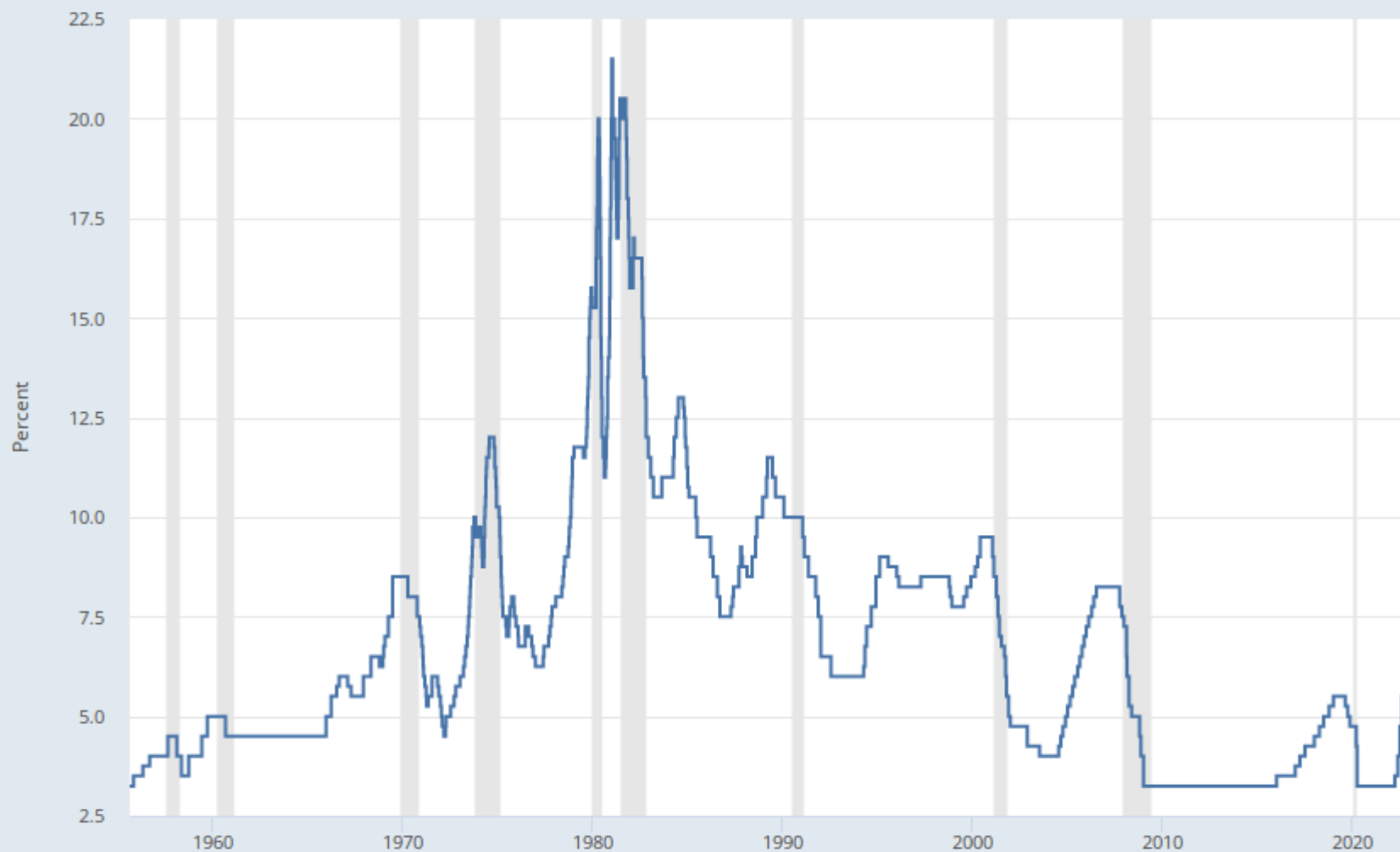


Source: U.S. Bureau of Labor Statistics

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— Bank Prime Loan Rate Changes: Historical Dates of Changes and Rates

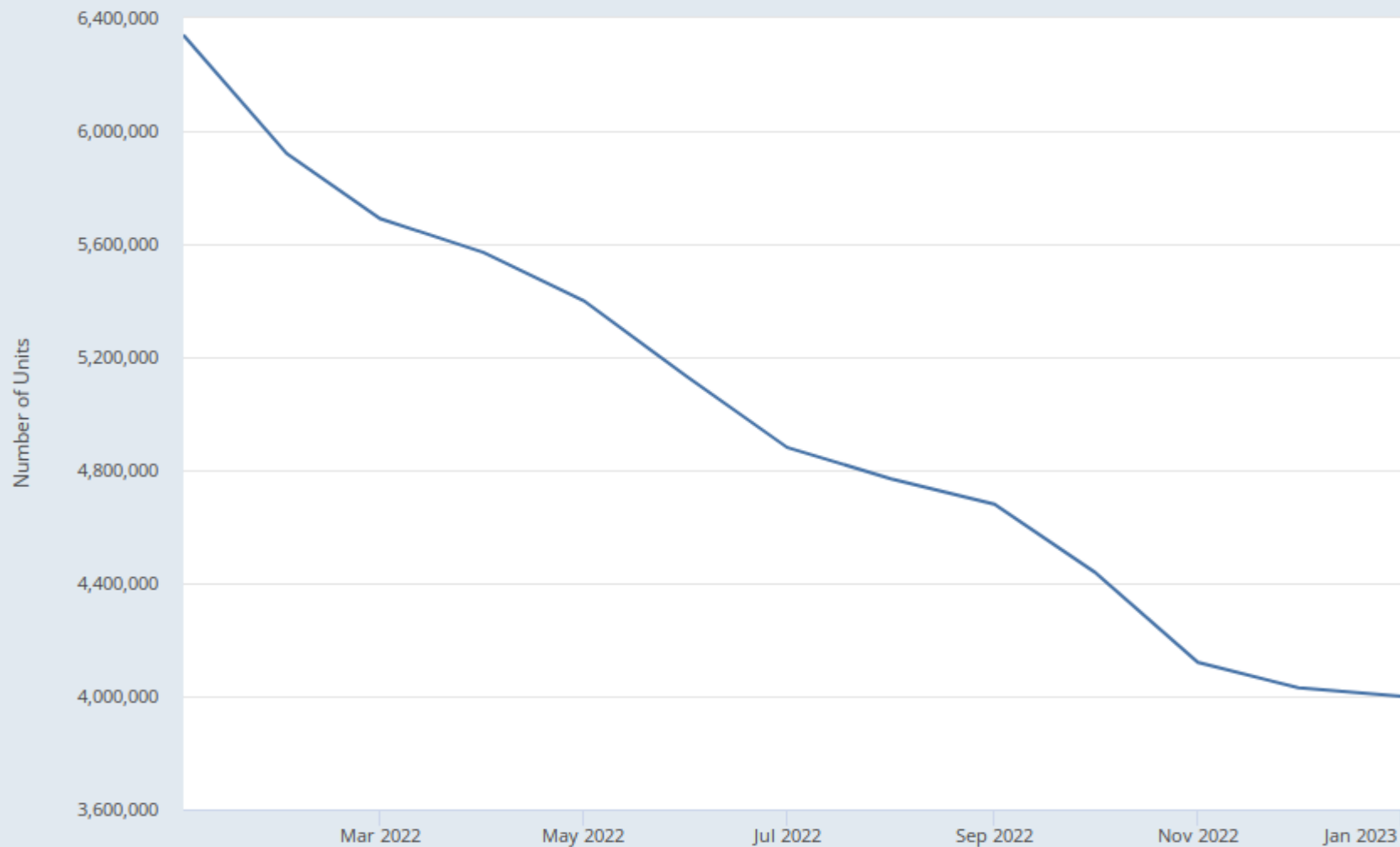


Source: Board of Governors of the Federal Reserve System (US)

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Existing Home Sales

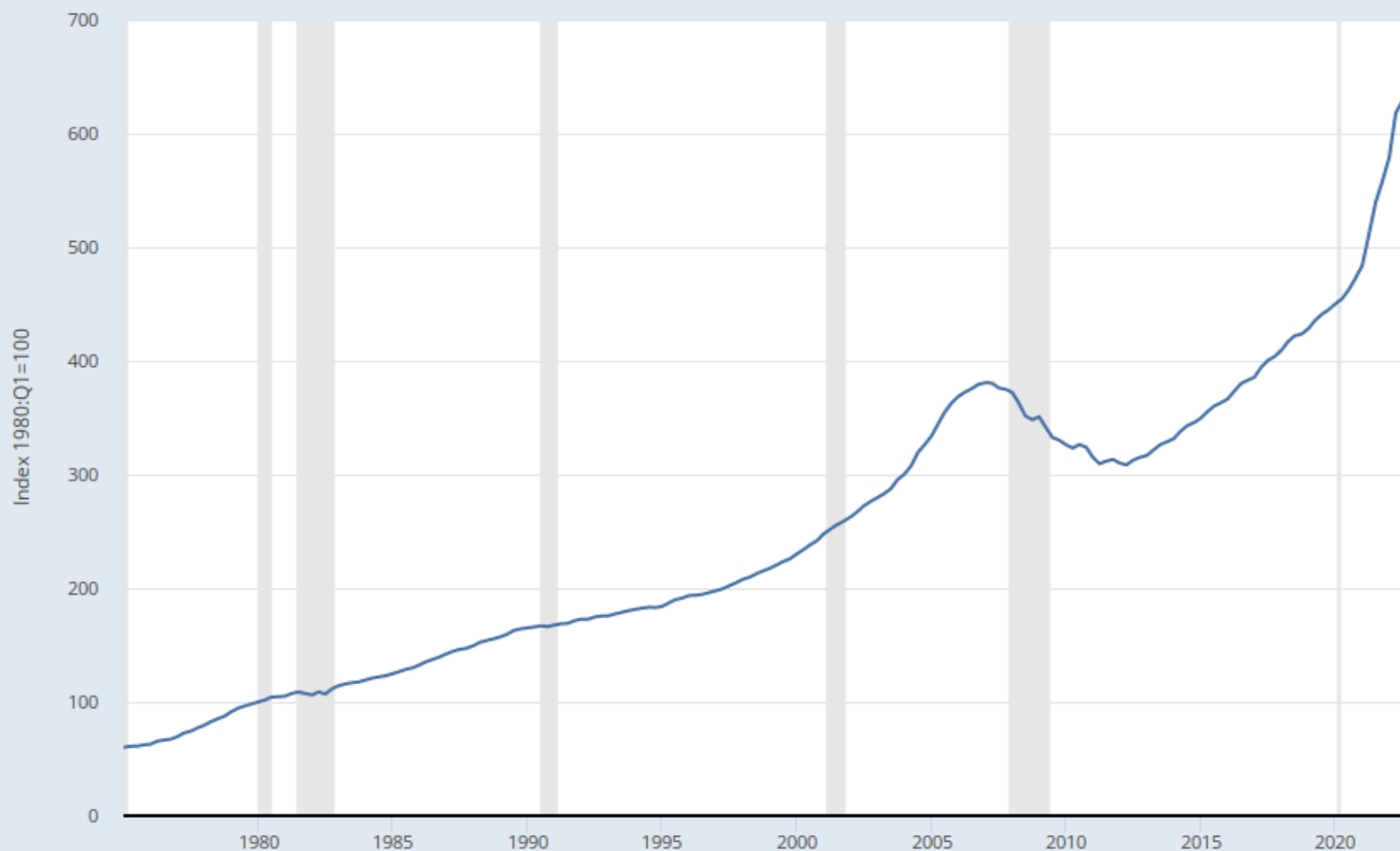


Source: National Association of Realtors

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FRED

— All-Transactions House Price Index for the United States

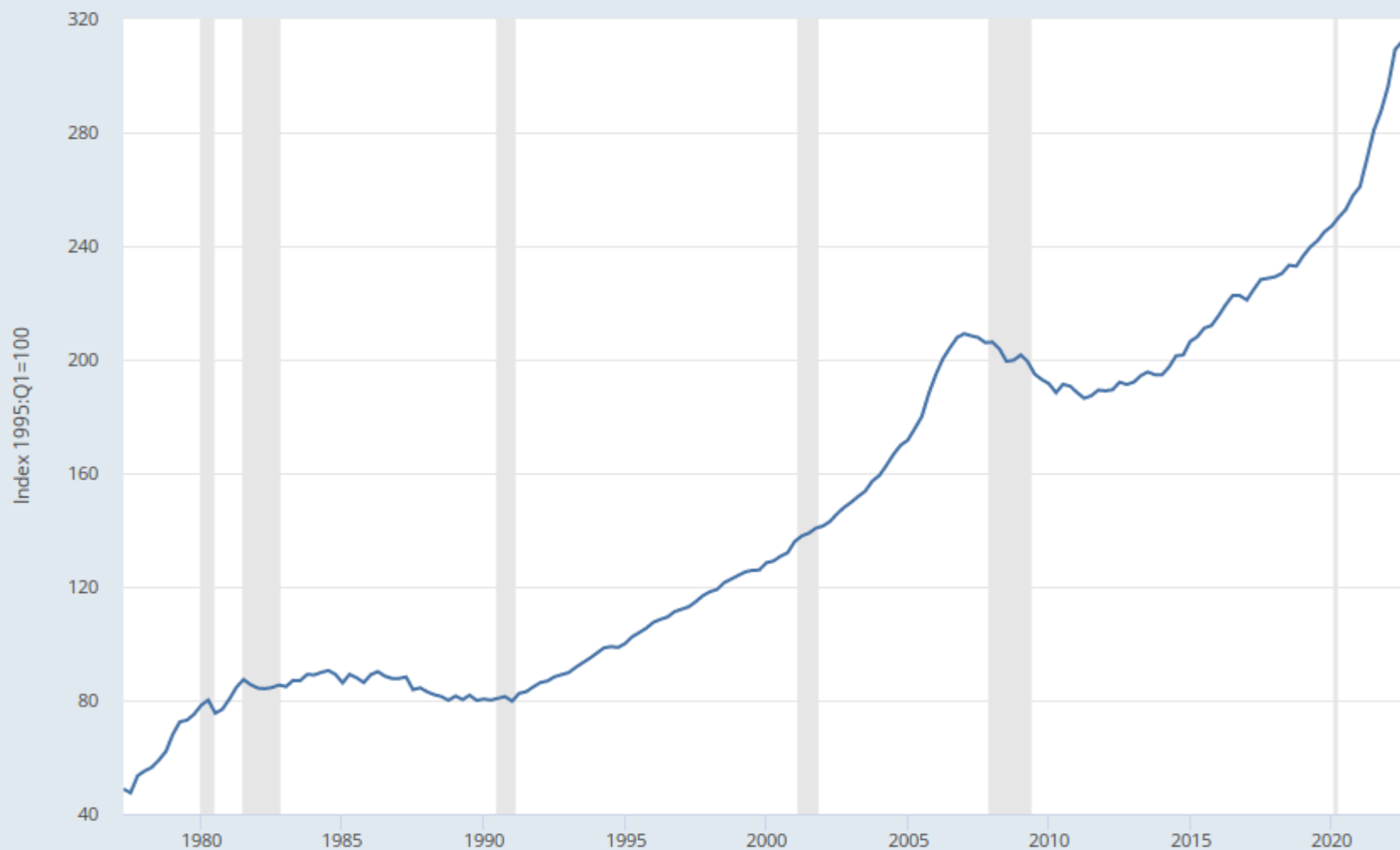


Source: U.S. Federal Housing Finance Agency

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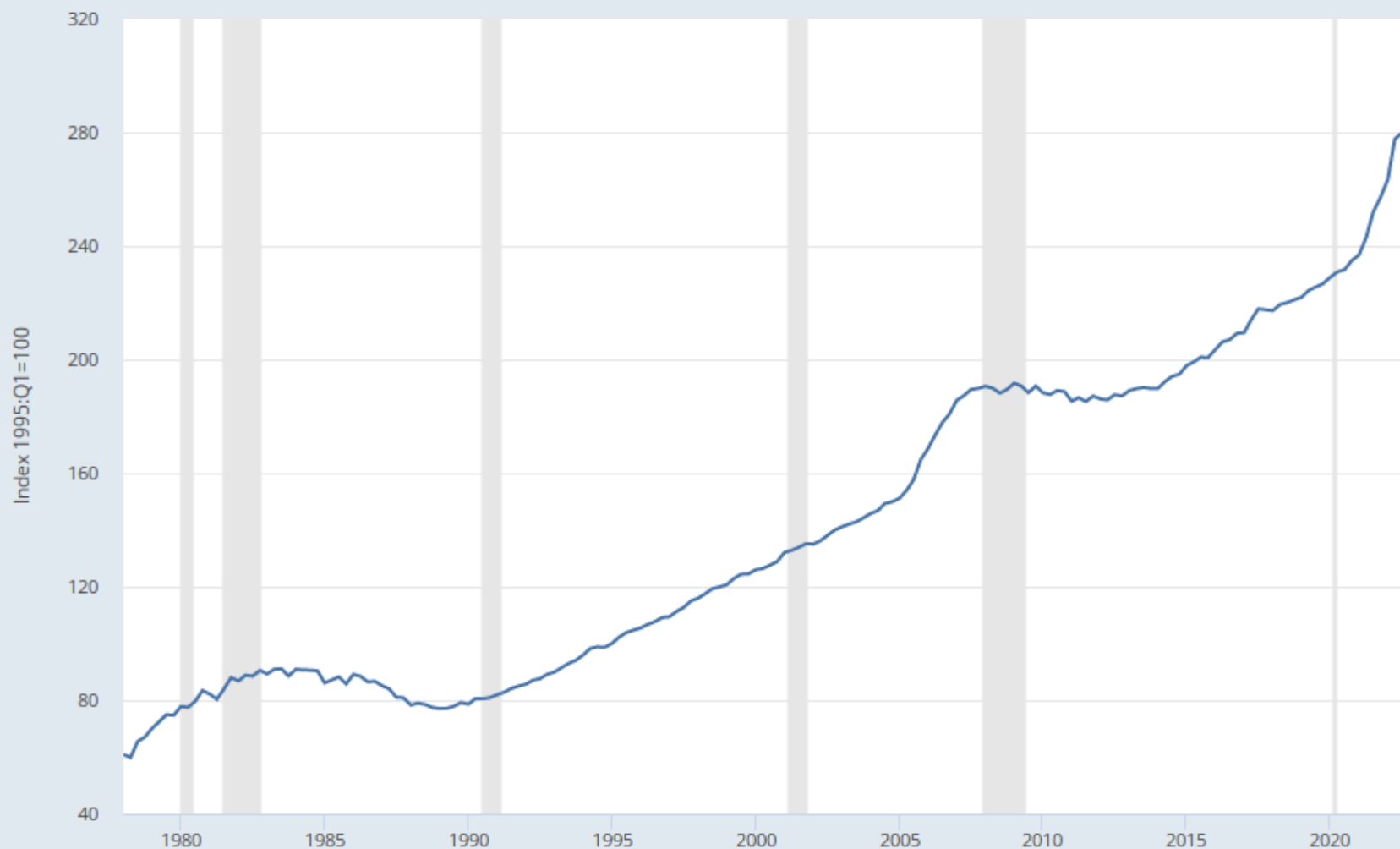


— All-Transactions House Price Index for New Orleans-Metairie, LA (MSA)



Source: U.S. Federal Housing Finance Agency

myf.red/g/11yKN



FRED



— S&P 500



Source: S&P Dow Jones Indices LLC

myf.red/g/11yK5

EDA University Center for Economic and Entrepreneurial Development

**Southern University and A&M College,
College of Business
Baton Rouge, Louisiana**

Team Members

- Dr. Donald R. Andrews,
- Dr. Ghirmay S. Ghebreyesus,
- Dr. Sung C. No
- Dr. Aloyce R Kaliba
- Dr. Ashagre Yigletu
- Dr. Kimberly Powell
- Dr. Derrick Warren

□ Program Focus

Economically Distressed and Underserved Communities in Louisiana:

- Workforce development
- Small Business and Entrepreneurship
- Applied research

Global Competitiveness:

- Advancing entrepreneurship
- Innovation
- International trade.

State of Louisiana Economic Development Planning Districts

Focus Regions:

- ☐ Region 2 (11 parishes),
- ☐ Region 6 (8 parishes)
- ☐ Region 8 (12 parishes)



□ Needs of the Service Regions

Objectives

- Job Creation and Workforce Development
- Advancing Entrepreneurship and Innovation
- Promoting International Trade

Activities

- Technical Training and Assistance
- Applied Research and Economic Analysis
- Information Dissemination

□ Create neighborhood development program



CREATING SUSTAINABLE NEIGHBORHOOD DEVELOPERS PROGRAM

CURRICULUM OVERVIEW

This program delivers a practical introduction to neighborhood development. Ten subject matters will walk you through how to begin your journey to property development in your neighborhood. Through a combination of lectures and hands-on software training, eighteen subject-matter practitioners will demonstrate their specialties on: (1) Sustainable Neighborhood Development, Entrepreneurship and Small Business fundamentals, and Understanding the Impact of Business Cycles and Financial Market Conditions; (2) Acquisition & QuickBooks; (3) Personal Finance 101: Personal Money & Credit Management; (4) Provisional Capacity Assessment; (5) Funding; (6) Development and Construction; (7) Licenses-Permits-Certifications; (8) Understanding Blueprints, Bidding Projects, and Construction Documentation; (9) Estimating & Xactimate Training; (10) Project Management, Contract Management and Scheduling. The Center also administers its program exam to certify the participants' understanding of these nine topics.

Creating Neighborhood Developers' Program: 10 Saturdays, 34 Hours

[1] Entrepreneurship and Small Business Fundamentals & Understanding the Impact of Business Cycles and Financial Market Conditions

4 Hours Sat.
9:00 -1:00 PM

[2] Acquisition & QuickBooks

4 Hours Sat.
9:00 -1:00 PM

[3] Provisional Capacity Assessment

3 Hours Sat.
9:00 -12:00 Noon

[4] Personal Finance 101: Personal Money & Credit Management

2.5 Hours Sat.
9:00 -11:30 AM

[5] Funding

4 Hours Sat.
9:00 -1:00 PM

[6] Development and Construction

3 Hours Sat.
9:00 - 12:00 Noon

[7] Licenses – Certifications -Permits

2.5 Hours Sat. 9:00 -11:30 AM

[8] Xactimate Training

5 Hours Sat.
9:00-12:00 & 1:00– 3:00 PM

[9] Project Management

3 Hours Sat.
9:00 -12:00 Noon

[10] Risk Management, Disaster Management, Emergency Preparedness

3 Hours Sat.
9:00 -12:00 Noon

The 3rd Generation of Certified Sustainable Neighborhood Developers, Monroe, December 14, 2019



OUTCOMES & IMPACTS:

“Creating Neighborhood Developers Program”

Outcomes

- Y2019, Y2020, Y2021: **184** participants and **139** Certified Sustainable Neighborhood Developers (CSNDs)
 - • Monroe Program (2019): **46**
 - • Baton Rouge Program (2020): **35**
 - • Baton Rouge Program (2021): **58**
- **Winner of Best Practice Award, the 2018 University Economic Development Association**
- **Winner of the Editor’s Choice Award, the Journal of Economic Development in Higher Education, 2018.**

IMPACTS

- **52** houses developed
- **250** jobs created
- **57** jobs retained
- **\$9,288,541** indirect private sector investment generated
- **\$6,192,361** indirect public sector investment generated
- **12** working groups in the area of neighborhood development



The SU EDA University Center's other Program: Strategic Leadership in Times of Crisis



College of Business



Southern University Leadership Forum "Strategic Leadership in Times of Crisis"

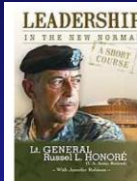


*Short Course on Leadership
Development:*

Ronald Jackson, PhD
Training Coordinator
Email: ronald_jackson@subr.edu
Tel: 225-938-2533

- ❖ This strategic leadership program will not only develop your leadership skills with a focus on crisis situations, but will also teach participants how to engage partners enterprise-wide to leverage cross-functional capabilities in your response efforts, stimulate innovative thinking in challenging times, and ensure your organization's resiliency. As an example the COVID-19 pandemic is one of the direst public health crisis the global population has faced in recent times.
- ❖ Seven-week online course from September 28, 2020—November 9, 2020, 6:00pm—9:00pm.
- ❖ Presenters include Ambassador James A. Joseph, Lt. Gen. Russel L. Honore' (Ret.), Dr. John S. Butler, and Dr. Ronald Jackson.
- ❖ Technical assistance available to qualifying organizations to aid in recovery efforts and plan for future crises.
- ❖ Certificate of Completion from the Southern University College of Business upon successful course completion.
- ❖ University Center for Economic and Entrepreneurial Development
Southern University Baton Rouge 225.921.3890

**Please Advance to Next Slides on Course Description and
Presenter Bios**



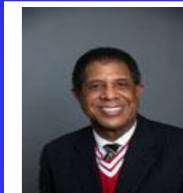
Russel Honore

LT. General Russel L. Honore', US Army (Ret), was widely hailed by the media as the Category 5 General who led Task Force Katrina in the aftermath of the devastating hurricanes that struck the Gulf Coast in the summer of 2005. General Honore' is currently a Senior Scientist with The Gallup Organization, where he is working on developing questions to determine levels of preparedness, and a CNN Preparedness Contributor.



James A. Joseph

Former United States Ambassador to South Africa James Alfred Joseph graduated from Southern University where he served as class president, president of the Baptist Club and as the debate team champion. He graduated with his B.A. degree in political science and social studies. Joseph received his master's degree in Divinity from Yale University. At Yale, Joseph became active in civil rights protests and marches while serving in the ROTC in a non-combatant unit.



John Butler

John Sibley Butler holds the J. Marion West Chair for Constructive Capitalism in the Graduate School of Business (Department of Management). He is a professor in the Management Department and holds a joint appointment in Organizational Behavior in the College of Liberal Arts, where he holds the Darrell K. Royal Regents Professorship in Ethics

**EDA University Center for
Economic Development
Southern University, BR**

Collaboration, Partnership, Leadership:

“Creating Neighborhood Developers Program”

➤ The CSNDs Program delivered its services to the public with the collaboration of 45 different private, non-profit, or public institutions and government agencies:



Entrepreneurship References

Entrepreneurship Links Babson College

- **Babson Definition of Entrepreneurship**
- <https://entrepreneurship.babson.edu/entrepreneurship-definition/>
- **The Economic Advantage of Entrepreneurship Education**
- <https://entrepreneurship.babson.edu/economic-advantage-entrepreneurship-education/>
- [https://entrepreneurship.babson.edu/entrepreneurship-education/](#)
- **Four Approaches to Teaching an Entrepreneurship Method**
- <https://entrepreneurship.babson.edu/four-approaches-to-teaching-an-entrepreneurship-method/>
- **Teaching Entrepreneurship: An Interview with Heidi Neck**
- <https://entrepreneurship.babson.edu/teaching-entrepreneurship-an-interview-with-heidi-neck/>

Entrepreneurship Links

- **Ten Entrepreneur Statistics You Should Know for 2021 Blog Link**
- <https://www.oberlo.com/blog/entrepreneur-statistics>
- **Entrepreneurship and the U.S. Economy**
- <https://www.bls.gov/bdm/entrepreneurship/entrepreneurship.htm>
- **McKinsey Report on Small Business and COVID-19**
- <https://www.mckinsey.com/featured-insights/americas/which-small-businesses-are-most-vulnerable-to-covid-19-and-when>

Entrepreneurship Links COVID Impact

- **THE IMPACT OF COVID-19 ON SMALL BUSINESS OWNERS:
EVIDENCE OF EARLY-STAGE LOSSES FROM THE APRIL 2020 CURRENT
POPULATION SURVEY**

Robert W. Fairlie

- https://www.nber.org/system/files/working_papers/w27309/w27309.pdf
- **Rob Fairlie testifies before Congress on inequality in pandemic economic impacts**
- <https://news.ucsc.edu/2021/02/fairlie-house-testimony.html>

Entrepreneurship Links Minority Business

- **Minority Business Development Agency (MBDA)**
- https://www.mbda.gov/sites/default/files/migrated/files-attachments/2012SBO_MBEFactSheet020216.pdf
- **20 Black-Owned Business Statistics for 2021**
- <https://www.fundera.com/resources/black-owned-business-statistics>
- **U.S. Black-Owned Firms Make Surprise Comeback to Pre-Covid Level**
- https://www.washingtonpost.com/business/on-small-business/us-black-owned-firms-make-surprise-comeback-to-pre-covid-level/2020/10/28/be1e3100-194b-11eb-8bda-814ca56e138b_story.html

Entrepreneurship Link

■ Bill Aulet Disciplined Entrepreneurship

<https://www.d-eship.com>

Toyota and Lean Manufacturing

- <https://www.rcbi.org/updates/lean-manufacturing-made-toyota-the-success-story-it-is-today/>

America's New Business Plan

- https://www.startusupnow.org/anbp?utm_source=google&utm_medium=cpc&utm_campaign=refresh&gclid=Cj0KCQjwhr2FBhDbARIsACjwLo0hAaTvpoHsxWDDTU2kHzm-3eQHM9PlxkutcwSDkecx6R6I7sZ6AewaAiJjEALw_wcB

Questions ?



DOING BUSINESS WITH MUNICIPALITIES

CEDRIC GRANT, PRESIDENT
GRANT MANAGEMENT GROUP



RELATIONSHIP AND ACCESS WHO IS INVOLVED AND HOW ARE DECISIONS MADE

-
- Mayor
 - City Council
 - City Attorney
 - Community Leaders
 - Regulators
 - Citizens

KNOW THE COMMUNITY ISSUES AND PRIORITIES

Crime

Blight

Sanitation

Infrastructure

Housing

Homelessness

Poverty

KNOW THE RULES RELATED TO WHAT YOU ARE TRYING TO ACCOMPLISH

State Law

Local
Ordinances and
Code

Comprehensive
Zoning Code

Comprehensive
Plan

Community
Development
Plans

Strategic
Initiatives

Special
Districts

RESOURCES AVAILABLE

Federal Funds

State Funds

Local Funds

Private Funds

Is it in the City Budget

WHAT RESOURCES DO YOU BRING TO THE PROJECT



Expertise
and
Commitment

Financing

Political and
Community
Support

Partners



CAN YOU DO WHAT YOU SAY YOU CAN DO

1

Track Record of
Delivering Projects

2

Meet Deadlines

3

Present You and
Your Organization in
a Professional
Manner

4

Be Flexible

5

Be Patient

6

Execute the Project
on Time and Budget



QUESTIONS

CONTACT INFORMATION

Cedric Grant, President
Grant Management Group

cedricsgrant@gmail.com

(504) 508-8859

Creating Generational WEALTH Through Property Acquisition

IT ALL STARTS WITH ACQUISITIONS



DEIDRA CARR JONES

BROKER/OWNER

THE TOUCH DOWN GROUP

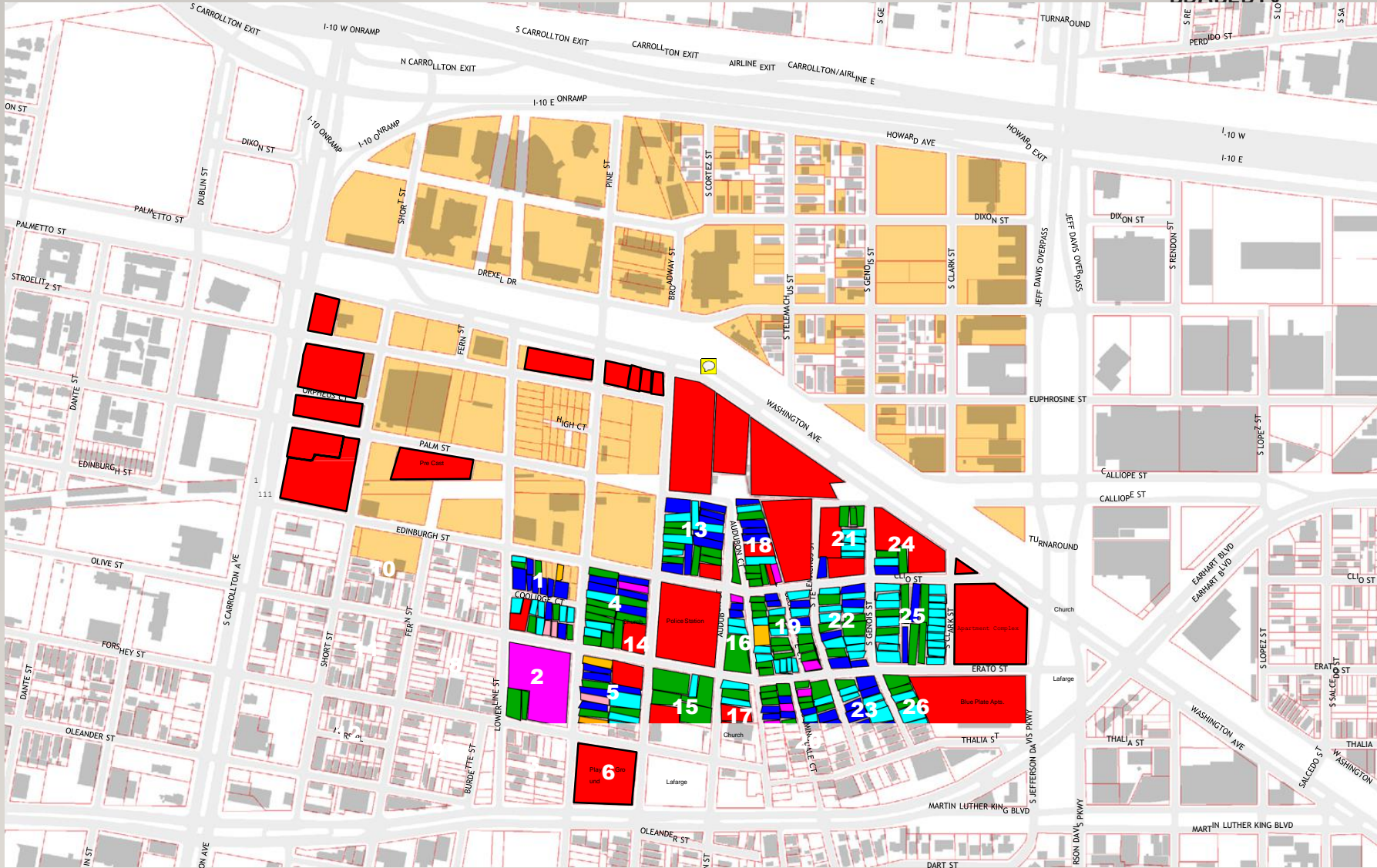
(504) 717-6706

THETOUCHDOWNGROUP.NOLA@GMAIL.COM

LICENSED IN THE STATE OF LOUISIANA

- Xavier Univ. Properties
- NOL Holdings Prop.
- NOL Holdings Tax Prop.
- C commercial
- Vacant Land/Blight
- Home Owners
- Rental Properties
- Bank Owned

XAVIER UNIVERSITY PROPERTY



Why: Property Acquisition
What: Property to Acquire
How: To Acquire Property
When: To hold, build, rehab

WHY PROPERTY ACQUISITION?

GET RID OF BLIGHT

- Blighted properties lowers the property value and lacks
- Blighted properties = danger zone

OWN THE LAND

- Leave an inheritance for your seed
- Create a more sustainable neighborhood by owning/controlling the block

CREATE WEALTH

- Generational Wealth to continue in your lineage

WHAT, HOW and WHEN ACQUISITION PROCESS

WHAT PROPERTY

- Create Your Boundaries
- Review Comps in Area
- Create a Business Plan

HOW TO LOCATE OWNER

- Internet
- Yellow pages
- Neighbors

NEGOTIATE SALE

- Know your Numbers (Comps)
- Worth of Property to your project

WHEN TO

1. Hold
2. Flip

WHEN TO

1. Renovate
2. Build new

CREATE WEALTH THROUGH HOME OWNERSHIP IN THE NEIGHBORHOOD