

RIDE

Returning Citizens Inspired to Develop Entrepreneurial Ventures



Year 1

September 1, 2020 - August 30, 2021

Source:

Data from the RIDE application, pre and post, evaluation and participant during the entrepreneurial training, pitch competition and one on one business advisory meetings

The People

Demographics	Socioeconomics	Distribution of Needs
<p>Women 58%</p> <p>Black 92%</p> <p>Veteran 1%</p> <p>Average Age 32</p> 	<p>High School Diploma or higher 67%</p> <p>Financial Challenges 86%</p> 	<p>Financial Health 85%</p> <p>Transportation 46%</p> <p>Housing 43%</p> <p>Clothing 26%</p> <p>Job Skills 25%</p> <p>Mental Health 21%</p>

Promotion



16 episodes

Guests included formerly incarcerated individuals who are now entrepreneurs & resource organizations



275 Views

Entrepreneurial Training Bootcamp

Reached

Applied 132
 Attended 79
 Completed **56**

Attended class with:

Laptop 46%
 Cell phone 42%
 Computer 12%

Popup Workshops

- Branding
- Accounting



Type of Businesses

- Hauling
- Landscape
- App (tech)
- Clothing
- Hair
- Accessories
- Food
- Auto detailing



Pitch Competition Funding
\$3,750