

Innoventum, Inc.
Broadband Technology Opportunity Program
Grant Application: “Jobs for Millions”

C. Executive Summary

7. Executive Summary of Overall Proposal:

Problem & Need

The United States is in a recession with millions of people out of work and widespread job losses across most major industry sectors, with minority populations being affected the most. It is essential that new jobs be created by the establishment of new businesses as well as the growth and expansion of existing businesses.

Overall Approach

The “Jobs for Millions” project leverages broadband technology to provide high-quality, broadband-dependent, multimedia education to persons interested in starting a new business or improving an existing business so it can survive in difficult economic times. All of these will result in the creation of new jobs and generation of billions of dollars in new revenue and stimulation of the economy, while simultaneously increasing broadband demand. The training is designed in a multimedia format to most fully engage the target audience and enhance the learning experience. Anyone interested in the information can access it through a web portal using a registered username and password over a broadband connection.

Area(s) to be Served

The program is designed to reach 1,000,000 - 5,000,000 people nationwide across both urban and rural areas; this includes persons in disadvantaged situations or areas that typically cannot access or afford training, coaches, attorneys, and accountants for business startup or growth advice. The program is scaled to reach existing small businesses to make information available to help them to not only survive, but also grow and expand. Program participants also interact with experienced coaches and customer support personnel who provide further online mentoring to groups of program participants. Group coaching is conducted using webinars that also require a broadband connection.

The Hispanic/Latino population is an increasingly important segment of the U.S. business economy. The grant allows Innoventum’s existing training products to be translated in Spanish. Providing the Spanish version allows some users to learn the information in Spanish, the language they may be more comfortable with.

Qualifications

Innoventum, Inc.'s principals are two attorneys who have extensive experience with technology, law, business, entrepreneurship, and public policy while assisting companies of all sizes with formation, growth and sustainability. These skills and knowledge were used to create the five programs ready to be offered online. They both also have extensive public speaking experience.

Ms. Denise Gosnell, Innoventum's President/CEO is a world-recognized technology author and software patent attorney. She has authored and co-authored eight technology and business books with Wiley Publishing. Ms. Gosnell has over ten years of consulting experience in creating and implementing technology and business processes within companies, as well as seven years experience as a patent attorney. She has written over 200 software patents for Microsoft, and has led other multi-million dollar technology projects to their successful completion. She also has university teaching experience as an adjunct professor.

Ms. Jynell Berkshire, Vice President, has over fourteen years experience in government relations and assisting start-up and existing companies with initial formation, growth, and funding challenges. During her legal career, Ms. Berkshire has obtained over \$100 Million in grant funding for her clients, and has served in various grant program management and grant oversight roles for her clients. She has extensive experience in following government procedures and regulations. For the past 3 years, her separate consulting company has served as the preferred provider of services for the Indiana Minority Business Enterprise Center (MBEC), part of the US Department of Commerce Minority Business Development Agency, to provide high-quality strategic business consulting services to minority-owned business enterprises. Her work is one of the reasons MBEC recently received a prestigious award from the US Department of Commerce for the creation of the most jobs in the country.



Jobs Saved or Created

The "Jobs for Millions" project is designed to train 1,000,000 - 5,000,000 Americans, with the end goal of helping 500,000 new businesses start, and 500,000 existing small businesses add at least one job.

Overall Cost

The total Jobs for Millions project cost is \$24,087,000 for a two year period. That total includes \$18,700,000 of cash from BTOP funds, as well as \$5,387,000 from in-kind contributions by Innoventum and its partners. The budget includes costs for the infrastructure needed to serve 1,000,000 to 5,000,000 users over the two year period, and for generating sufficient revenue to sustain operations.

One reason the project scales so well is because the interactive training is delivered over broadband connections through a web portal. Another reason this project scales well is because coaching is provided in a group coaching format by webinars over broadband connections. Thanks to broadband and other technology today, the budget enables the “Jobs for Millions” project to provide training and group coaching to 1,000,000 users during a two year period for just \$18 in BTOP funds per user. This is an incredible return on investment. If Innoventum reaches its overall project goal of serving 5,000,000 Americans (as opposed to its conservative estimate of 1,000,000), then the cost per user is just \$3.74 per person. That is less than the cost of one fancy coffee from Starbucks!