



DUKE ENGAGE DETROIT FINAL PRESENTATION

Kai Chen & Jenny Yan

ProsperUs is a Community Development Financial Institution in Detroit.

It strives to achieve economic equity in under-resourced communities by providing opportunities and capital to entrepreneurs.

Specifically, ProsperUs supports local entrepreneurs with entrepreneurship training, business services, technical assistance, and microlending.





1,193

graduates of our entrepreneur training program

\$2.9M+

in approved microloans to community entrepreneurs

10

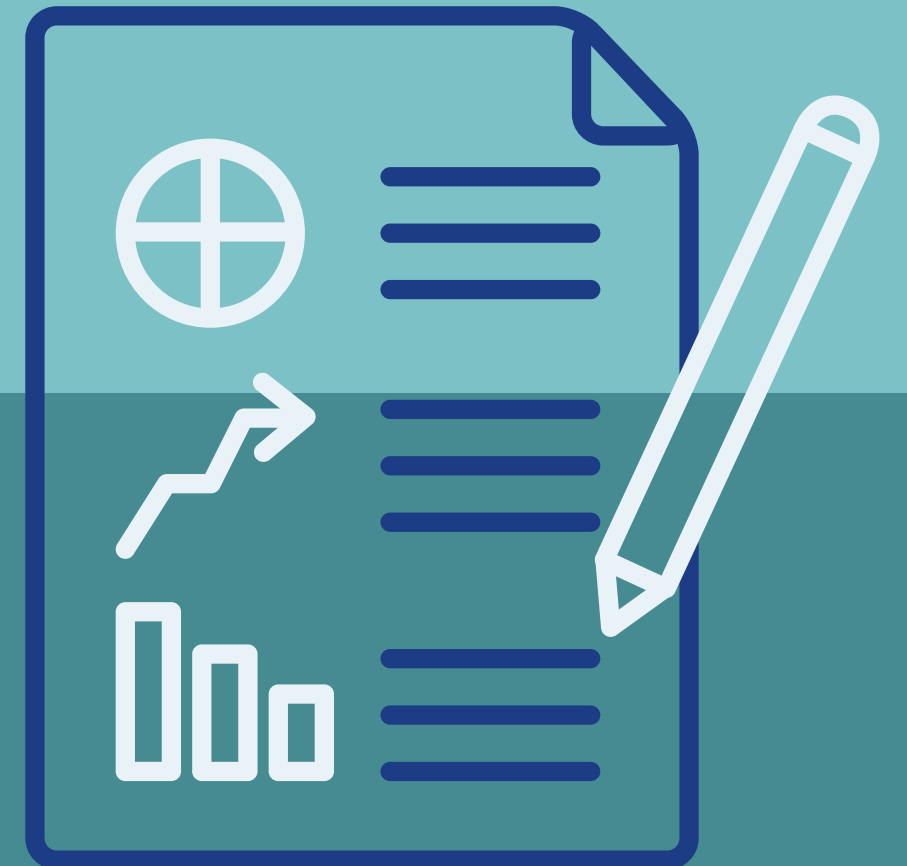
years serving our community

DATA PROCESSING

Took training on using Salesforce and gained a deeper understanding of Salesforce's role in ProsperUs's daily operation.

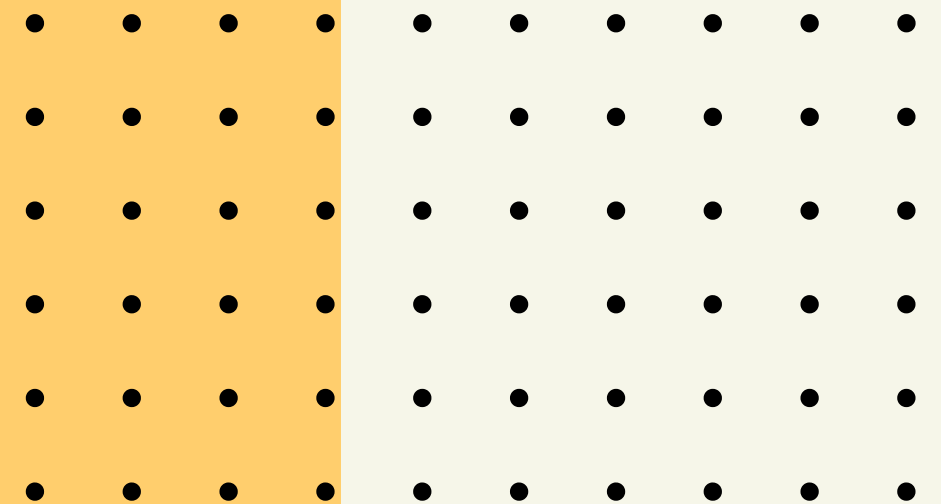
Analyzed raw data extracted from Salesforce and Performed data cleaning

Transferred cleaned data back into Salesforce



LONGITUDINAL SURVEY

- Identified potential issues in previous longitudinal survey
- Developed solutions & Drafted corresponded questions
- Built an excel model for new longitudinal survey



ou under the Microsoft Services Agreement. [Learn more](#)

	A	B	C	D	E	F	G	H	I	J	K
94		Microloan Program (Post-Assessment)									
95	Rate the impact of the loan to the growth of your business. (0~10)										
96	Reasons (optional)										
97	Did you encounter any difficulties when paying off your loans?										
98	How many employees does your business expect to add in the next six months as a result of this loan?										
99											
100		Business Action Statements (pg. 3)									
101	Please check each step you have taken										
102	Options	Appendix D									
103											
104	If selected "other" in above question, additional questions below:										
105	What are other action steps you've taken with your business? Please be as specific as possible.										
106											
107	How many full time staff have you hired? (Including yourself.)										
108	How many part time staff have you hired?										
109	How many hours do you spend on your business per week?										ADD TO CONNECTORS
110											
111		Business Plan Status (pg.4~5 for ET only)									
112	Executive Summary										
113	Option 1	Complete									
114	Option 2	Incomplete									
115	Option 3	Need further assistance									
116	Business Description										
117	Options same as above										
118	Location (Leasing, renovations, zoning)										

< > ≡ Training Application Business Service Application Micro-lending Application Full-loan Application

Calculation Mode: Automatic Workbook Statistics



ProsperUs Pre/Post Assessment

Hello and welcome!

We are excited to be working with you and eager to support you and your business! In order to better understand the Impact of our programs, we request that you fill out this survey before, immediately following, and in years after your engagements with ProsperUs. Your survey results will be used to improve programming, connect with partners, and provide more meaningful services to entrepreneurs.

Thank you for taking the time to complete this survey because your feedback is essential - It should take approximately 10 minutes to complete. This survey will also be used to identify ways to support you as you're growing your business in partnership with our products and services. Please, don't hesitate to reach out to [ProsperUs](#) if you have any questions or require support.

Contact Information

First Name *

Last Name *

Email Address *

Preferred Phone *

Please select... ▼


What is your preferred method of communicating with ProsperUs? *

- ☐ Email
- ☐ Phone
- ☐ Text
- ☐ No Preference

Residential Address

Street Address *

City *



Proofread for outdated information on ProsperUs Detroit's website and spotted missing information on the FAQ page regarding the financial coaching program

Collaborated with Shakir and Charlene to come up with potential questions and answers about the financial coaching program

Researched on the website plug in for ProsperUs' events planning, facilitating the event registration process



WEBSITE DEVELOPMENT

https://prosperusdetroit.org/frequently-asked-questions/

Financial Coaching Questions

What is the Financial Coaching Program?

The financial coaching program is an individualized, comprehensive approach to address participants’ personal finances, such as having access to in-house personal financial coaches to assess credit, budget, debt, and other personal financial goals. Our approach is to get a full picture of your needs and provide personal feedback specific to you and your household’s financial needs.

Who can apply to the Financial Coaching program?

Current and past participants of our entrepreneur training program and individuals in the microlending pipeline are eligible for financial coaching services. We do request that individuals are over 18 years old and live in Detroit, Hamtramck, or Highland Park. You are also eligible if you meet the previous criteria and own a business located in Detroit, Hamtramck or Highland Park. *(Inkster services are coming soon.)*

What makes a strong Financial Coaching Program candidate?

We look for applicants who wish to improve their personal financial status and are committed to addressing their budgeting and credit concerns with demonstrated interests to meet their financial goals. *Coaching is an active process, and participants must be prepared to take action on goals set in sessions.*

How do I apply for the Financial Coaching Program?

There are three ways in which you could be referred to the program

1. If you are in the microlending pipeline, a loan officer might facilitate your referral to financial coaching.

2. During Entrepreneur Training, the financial coach will introduce coaching opportunities to participants during Week 7 of the program. If participants are interested, they can connect with the coach following the introduction.

3. The business coaches could refer someone directly to the financial coaching program.

Shortly after the referral, you would be sent a link to schedule your initial meeting with a ProsperUs financial coach. Before your first meeting, you will be asked to complete some preliminary documents and a client authorization form.

What will I learn in the Financial Coaching Program?

The program is designed to support you on how to understand areas of personal financial health. Depending on your individual needs, this could include the connections between personal finances and your business finances (global cash flow and debt service), creating and managing household budgets, interpreting and monitoring credit reports, setting and achieving personal financial goals, and forming empowered habits with household finances.

What is the Credit Builder Loan?

A credit builder loan is designed to support people who have little or no credit history and/or have had challenges maintaining an effective credit score. Credit builder loans do not require great credit for approval, but they do require that the borrower has sufficient income to make payments.

ProsperUs partners with One Detroit Credit Union to offer a Credit Builder Loan of \$300. The borrower is required to make 12 consecutive monthly payments of \$25. Each of those on-time payments will be reported to credit bureaus and will help to positively impact the credit score of the borrower. If a borrower is unable to make on-time payments, ProsperUs will end the loan agreement rather than reporting negatively to bureaus.

A credit builder loan provides small business borrowers with an opportunity to improve their personal credit by demonstrating positive debt repayment history while at the same time saving money. Ideally, this product will be one of the first steps on the borrower’s lending journey, but is not be limited to first-time borrowers.

What are the associated costs?

There are no costs associated with the program. Participants may incur costs related to their own personal finances when taking steps outlined in the coaching program, but that will be determined in collaboration with a coach and managed by the participant.

Events Addon for Elementor
Rating: 3.8 /5
Update recently?: Yes
Positive comments: very customizable; supported other event plugins well
Negative comments: No Timezone support, excerpt didn’t work, alignment issues
Functions:

- Element lists

Modern Event Calendar
Not directly available on WordPress; may need additional integration/fee for extra license
Rating: N/A
Update recently?: Yes
Notes:
Responsive and Mobile-Friendly
Front-end Event Submission
Booking, Ticket and Invoices

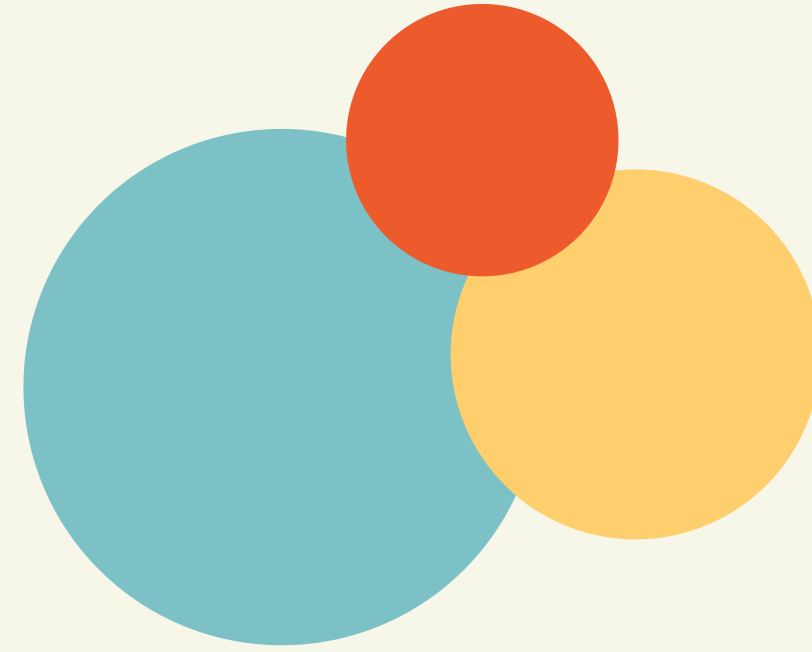
EventON
Has NOT BEEN TESTED with the current version of WordPress;
Rating: 4.5 /5
Update recently?: 3 months ago
Positive comments: easy to use; features with virtual events and live at venue events and that shortcode generator makes making the perfect calendar
Negative comments: N/A
Functions:

- Create unlimited events
- Support various event status support
- Support event attendance modes
- Repeating events with various configurations: Daily, Weekly, Monthly, Yearly & Custom
- Virtual event support via various 3rd party platforms
- Support health care guidelines for events
- Feature events and prioritize those or show only feature events
- Categorize events with unlimited event types and filter events using those
- Live now calendar view
- Search Box or search bar on calendar to search events easily

WEBSITE FAQ PAGE AND EVENT PLUG IN RESEARCH



IMMIGRANT BUSINESS FELLOWSHIP RESEARCH



RESEARCH

Researched on the demographics of Detroit and the surrounding area; drafted a curriculum outline for ProsperUs' Immigrant Business Fellowship Proposal, and compared its competitive advantages against similar program offerings

PRESENTATION

Assisted Joanna in organizing her Canva presentation for funding requests



Similar Organization

List

[DreamxAmerica](#)

[CVIIC](#)

[NYC Immigrant Business Initiative](#)

[Immigrant & Refugee Professionals Career Services | Upwardly Global](#)

[Home - Global Detroit \(globaldetroitmi.org\)](#)

Comments

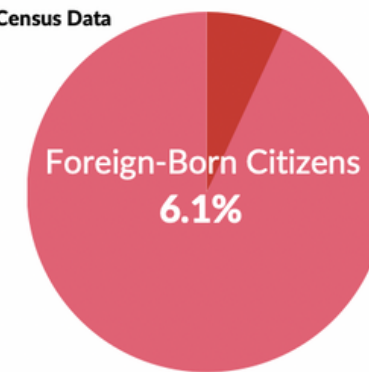
For immigrants workforce readiness, [SEMCA Michigan Works](#) currently has a refugee and immigrants navigator program, which entails language training, legal aides and other human services to tackle some common barriers for immigrants economic inclusion. [Southwest Solutions](#) has a referral program as well that combines language training with its learn+earn program.

On the entrepreneurship end, besides us, [ACCESS](#) based in Dearborn has an immigrant entrepreneurship program. Their program offerings resemble ours in many aspects (like micro-loans, business courses), except they also offer language training. However, it is unclear if they have expanded their footprints to the city of detroit or Hamtramck. It might be helpful to connect and see if they have any experiences that could be mutually beneficial.

Immigrant economic empowerment includes many aspects. Most of the workforce training programs involve language training, GED attainment and vocational skill training (Among them financial coaching could be potentially helpful for entrepreneurship). Most of these organizations incorporate mentorship, educational programs. However, ProsperUs stands out in a way that most of them offer either educational/mentorship programs. It is quite rare for the “matching” process to happen in terms of placing them in the program’s partner organization. ProsperUs hopes our trainees could become “owners” one day, which opens another path for upward economic mobility. It is helpful to expand our network to collaborate with organizations with complementary skills (like language training, legal aides) and communicate with similar entrepreneurship assistance organizations to amplify our impact.

Demographics in Detroit

• Based on 2021 U.S Census Data



Total Population

632,464

All Employer Firms

6,869

Foreign-Born Citizens

38,580

Minority-owned Employer Firms

1,205

Immigrants have an **important presence** in Detroit and the city's business ecosystem, and this presence is anticipated to be strengthened as Detroit expects continuous **incoming flows of immigrants for the next decade**. However, the current system fails to recognize **additional barriers** faced by immigrant entrepreneurs and **lacks adequate support** for the immigrant community's **unique needs**.

RESEARCH AND PRESENTATION

INTERVIEW

GRADUATE OUTREACH

Cold call over 80 ProsperUs program graduates to update their contact information, and to fill out our longitudinal survey

DEVELOPED INTERVIEW QUESTIONS

Drafted personal interview questions for those agreed to be featured as part of our storytelling project

CONDUCTED IN-PERSON INTERVIEW

Scheduled in-person interviews with program participants, film our conversation with them and edit those clips

INTERVIEW QUESTIONS, PHOTOS, AND COLD CALLING SPREADSHEET

Introduction

About Featherstone

- Part of Featherstone's mission statement highlights that it provides “services with cultural wealth, a true understanding of immigrants and People of Color” would you mind briefly elaborate on that
- So Featherstone currently works at TechTown, where do you see the synergy between techtown, featherstone and other supportive institutions?

Community impact

- Featherstone seeks equity and generational wealth for Immigrant, BIPOC & LGBTQ-owned businesses. How does Featherstone achieve this goal? How is this approach different from the one of traditional marketing agencies?
- There are more immigrants settling in Detroit now and immigrants are more likely than the domestic population to become entrepreneurs. How do you think that our immigrant entrepreneurs are changing the landscape of Detroit?
- What is the most challenging aspect of opening and operating a business in Detroit? How do you think that Detroit can better support the growth of immigrant entrepreneurs?
- You have been creating multiple channels (including but not limited to southwest detroit restaurant week) to promote cultural awareness and business success in Southwest detroit. Could you please elaborate on some of these endeavors for us?
- As an immigrant yourself, How did you build connections and trust with the broad entrepreneurial community in Detroit so that they are willing to advertise their businesses through your channels?

ProsperUs X Featherstone

- How did you come in touch with PropserUs?
- How did each of ProsperUs programs (microloan, technical assistance) impact your business?
- So we heard that you were able to advance both your career and personal life with ProsperUs, would you mind sharing your personal interaction with our staff?
- 2022 is ProsperUs Detroit's ten year anniversary. If you could share one wish for ProsperUs and the next ten years, what would it be?



NotSent	This person's email address wasn't valid.	Phone number also invalid. Did not pick up work phone and left a voicemail				
NotSent	This person's email address wasn't valid.	Mailbox was full, was not able to even leave a voicemail				
NotSent	This person didn't have an email address.					
NotSent	This person didn't have an email address.	Phone number transferred over to another person				
NotSent	This person didn't have an email address.	Did not set up a voicemail				
NotSent	This person didn't have an email address.	Did not set up a voicemail				
NotSent	This person didn't have an email address.	left a voicemail				
NotSent	This person didn't have an email address.	subscriber dialed not in service				
NotSent	This person didn't have an email address.	sent out a voicemail				
NotSent	This person's email address wasn't valid.	sent out a voicemail				
NotSent	This person's email address wasn't valid.	service not available				
NotSent	This person didn't have an email address.	sent out a voicemail				
NotSent	This person didn't have an email address.	Hungup				
NotSent	This person's email address wasn't valid.	sent out a voicemail				
NotSent	This person's email address wasn't valid.	sent out a voicemail				
NotSent	This person's email address wasn't valid.	Have not heard of us..?				
NotSent	This person's email address wasn't valid.	sent out a voicemail				
NotSent	This person didn't have an email address.	wrong number				
NotSent	This person's email address wasn't valid.	sent out a voicemail				
NotSent	This person didn't have an email address.	wrong number				
NotSent	This person didn't have an email address.	the wireless customer is not available				
NotSent	This person didn't have an email address.	sent out a voicemail				
NotSent	This person didn't have an email address.	sent out a voicemail				
NotSent	This person's email address wasn't valid.	sent out a voicemail				
NotSent	This person didn't have an email address.	sent out a voicemail				
NotSent	This person's email address wasn't valid.					
NotSent	This person's email address wasn't valid.					
NotSent	This person's email address wasn't valid.					
NotSent	This person's email address wasn't valid.	voicemail box was not set up				
NotSent	This person didn't have an email address.	does not even use email...				
NotSent	This person's email address wasn't valid.	Phone number transferred over to another person				
NotSent	This person's email address wasn't valid.	she will update it later?				
NotSent	This person didn't have an email address.	sent out a voicemail				
NotSent	This person didn't have an email address.	phone number does not exist				
NotSent	This person didn't have an email address.	phone number no longer in service				
NotSent	This person didn't have an email address.	voicemail box was not set up				
NotSent	This person didn't have an email address.	sent out a voicemail				
NotSent	This person didn't have an email address.	Phone number transferred over to another person				
NotSent	This person's email address wasn't valid.	sent out a voicemail				
NotSent	This person's email address wasn't valid.					
NotSent	This person didn't have an email address.	Phone set up in another language				
NotSent	This person's email address wasn't valid.	voicemail not set up				
NotSent	This person didn't have an email address.	wrong number				

WHAT WE LEARNED

- Technical Skills
 - Data Processing
- Professionalism
 - Communication
- Passion
 - Doing What You Believe
- Community
 - The Spirit of Detroiters



THANK YOU

Special Thanks

- Joanna Dueweke-Perez, Senior Operations Director at Prosper Us
- Prosper Us Team members & Green Garage Staffs
- Professor Matt Nash, Managing Director for Social Entrepreneurship at Duke University
- Kathrine Black, Duke Engage Detroit Program Lead
- Madeline Wilkerson, Duke Engage Detroit Site Coordinator
- Duke Engage Detroit 2022 Cohort
- Tech Town

