

Retail Boot Camp Retrospective Impact Report

Sofia Nieto

Christopher Warren

Table of Contents

I. History

II. Engagements

A. Neighborhoods

B. Industries

III. Demographics

A. Race/ Ethnicity

B. Gender

C. Immigrants

D. Veterans

IV. Impact

A. Jobs Created

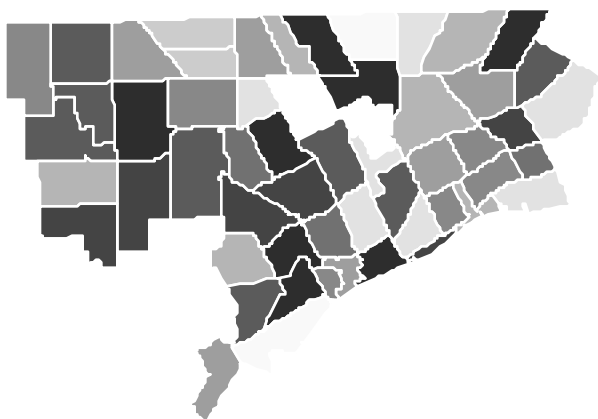
B. Status of Businesses Assisted

C. Funding

D. Exit Survey Results



History



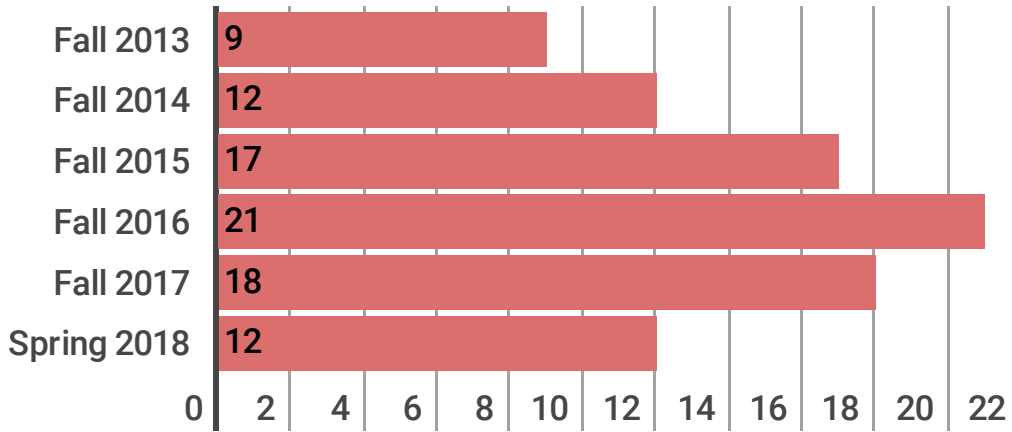
Retail Boot Camp is an intensive eight-week program that prepares Detroit entrepreneurs to open a Brick-and-Mortar retail location. Through in person sessions run by business and retail experts participants learn essential skills and are provided access to start-up capital and expert business advising. The program culminates in a showcase, where all graduates participate in a pitch competition and five winners are awarded \$5,000 to use in expanding their businesses. The program launched in 2013, and beginning in 2016 Retail Boot Camp graduates have received ongoing support from Tech Town's SWOT City team. 2018 marks the first year where Retail Boot Camp will graduate two classes.



Engagements



Retail Boot Camp Graduates



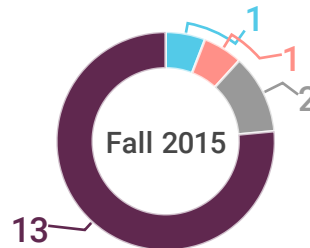
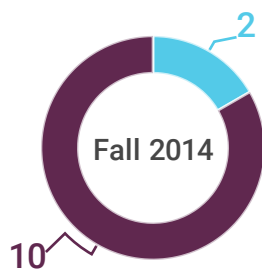
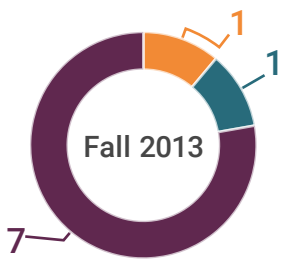
89

Retail Boot Camp graduates in the history of the program

Download data



Business Neighborhoods

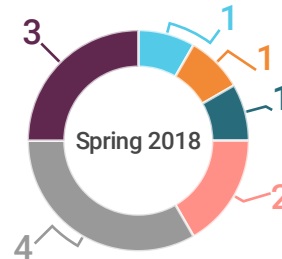
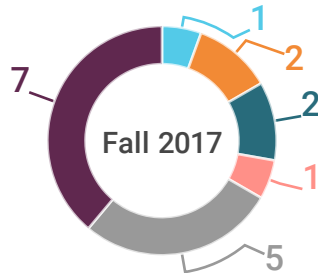
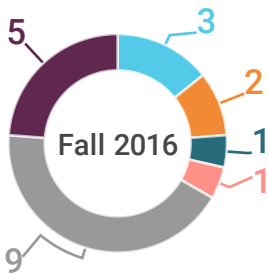


- East Jefferson
- Grandmont Rosedale
- University District
- Southwest
- Other
- Unknown

Download data

Download data

Download data



Download data

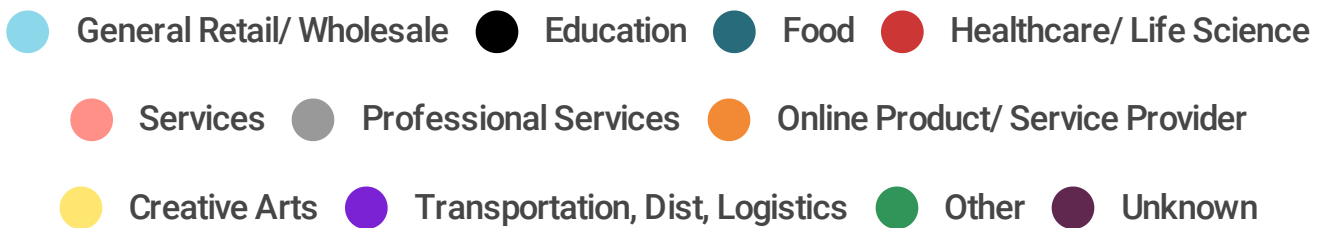
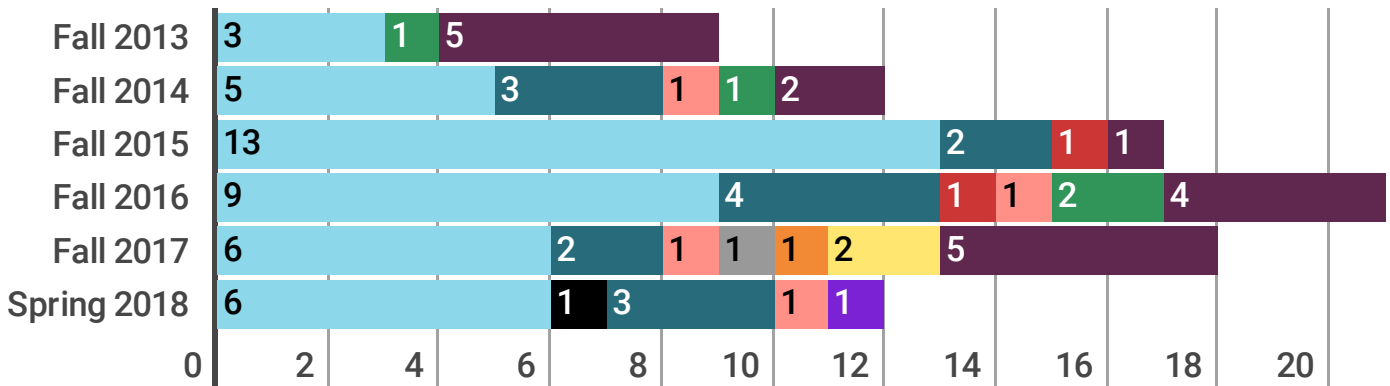
Download data

Download data

Retail Boot Camp graduates have launched their business in four of Block's target neighborhoods: East Jefferson, Grandmont Rosedale, University District, and Southwest. The number graduates in each class from these neighborhoods has varied between 0 and 2. In every class the graduates from "Other" or "Unknown" neighborhoods have constituted the majority of each class.

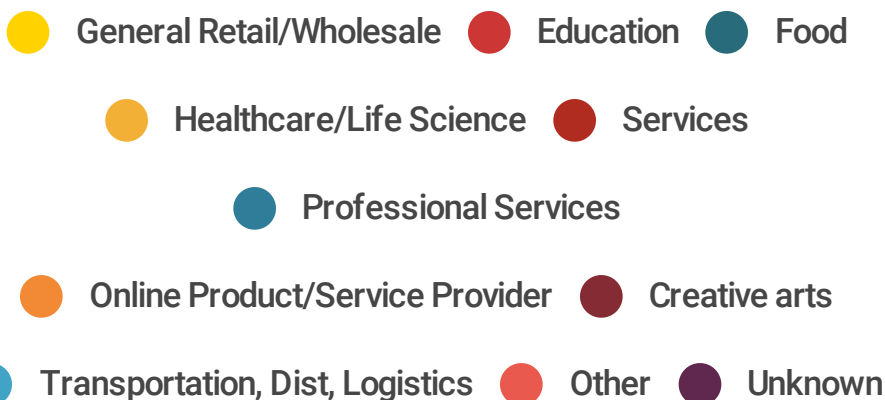
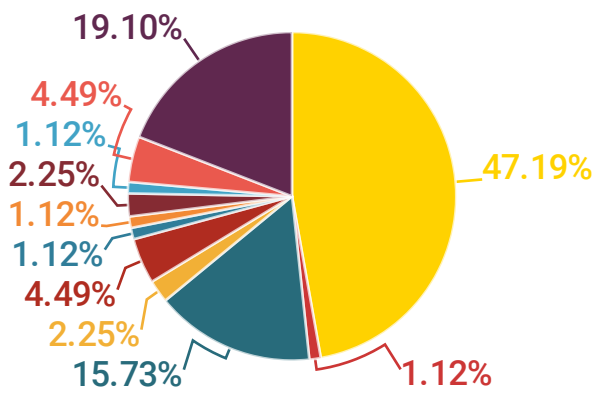
B

Industry



Download data

Retail Boot Camp graduates have worked in eight specific industries. The most popular industry is General Retail/ Wholesale with a total of 42 graduates working in the field. General Retail/ Wholesale is followed in popularity by Food with a total of 14 graduates in the field. Professional Services, Education, Transportation, Dist, Logistics, and Online Product/ Service Provider represent the least popular industries with only one graduate in each respective field.



Industry Distribution from 2013-2018

- General Retail/Wholesale - 47.19%
- Food - 15.73%
- Services - 4.49%
- Creative Arts - 2.25%
- Healthcare/Life Science - 2.25%
- Education - 1.12%
- Professional Services - 1.12%
- Online Product/Service Provider - 1.12%
- Transportation, Dist, Logistics - 1.12%
- Other - 4.49%
- Unknown - 19.10%

Download data

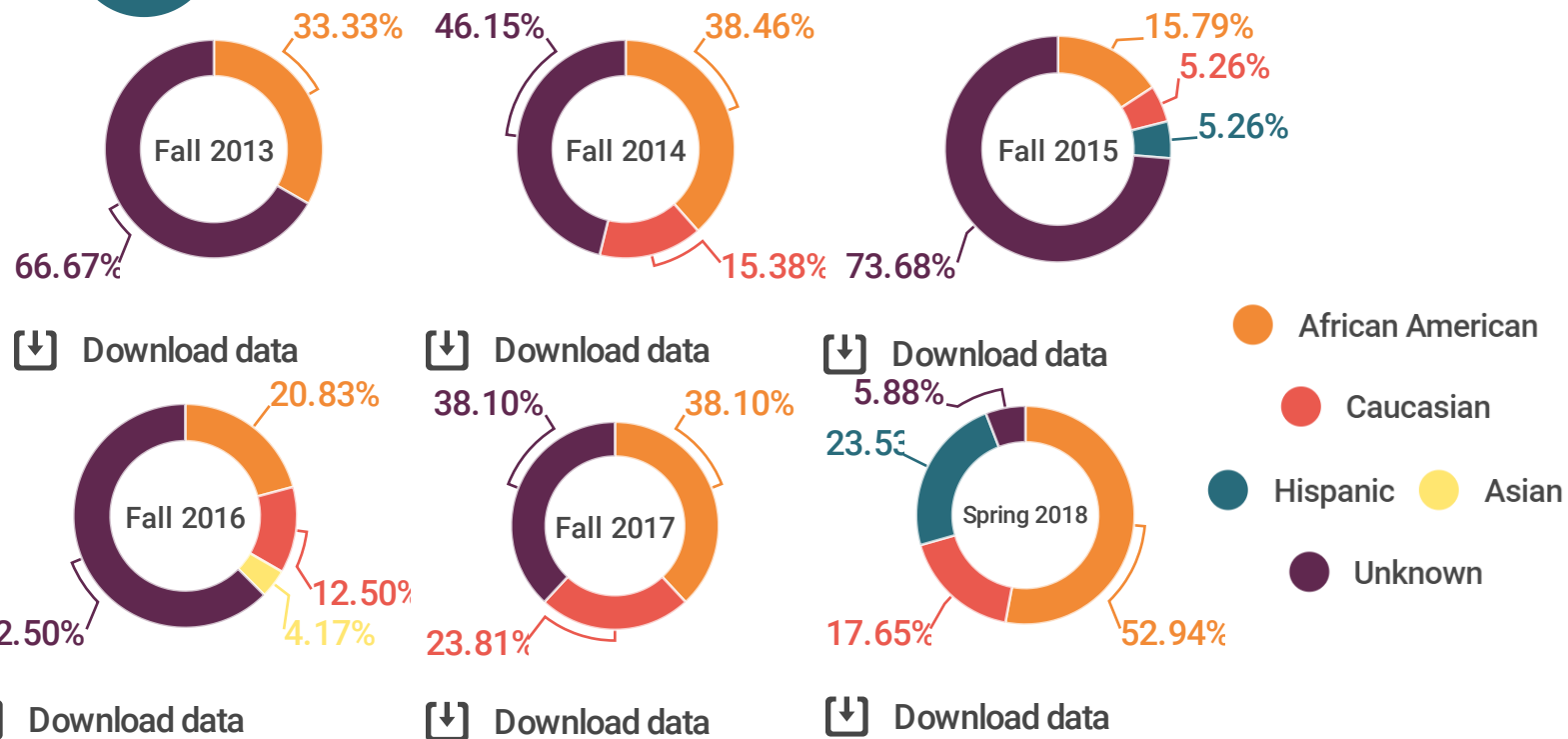


Demographics



A

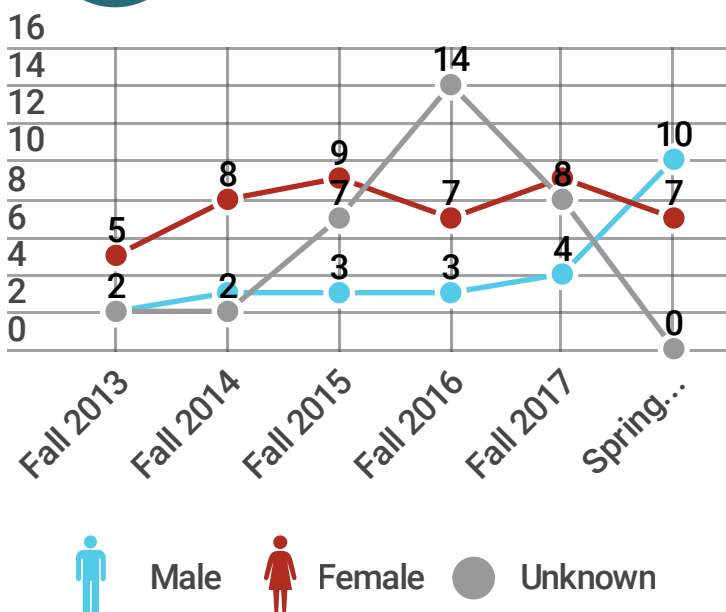
Race/ Ethnicity



In every class, of the graduates who decided to report their race/ ethnicity the majority have been African American. Preceding the Spring 2018 class, only one Hispanic graduate was recorded. However, in this recent class alone there were four Hispanic participants. A total of 50 graduates do not have their race/ ethnicity recorded.

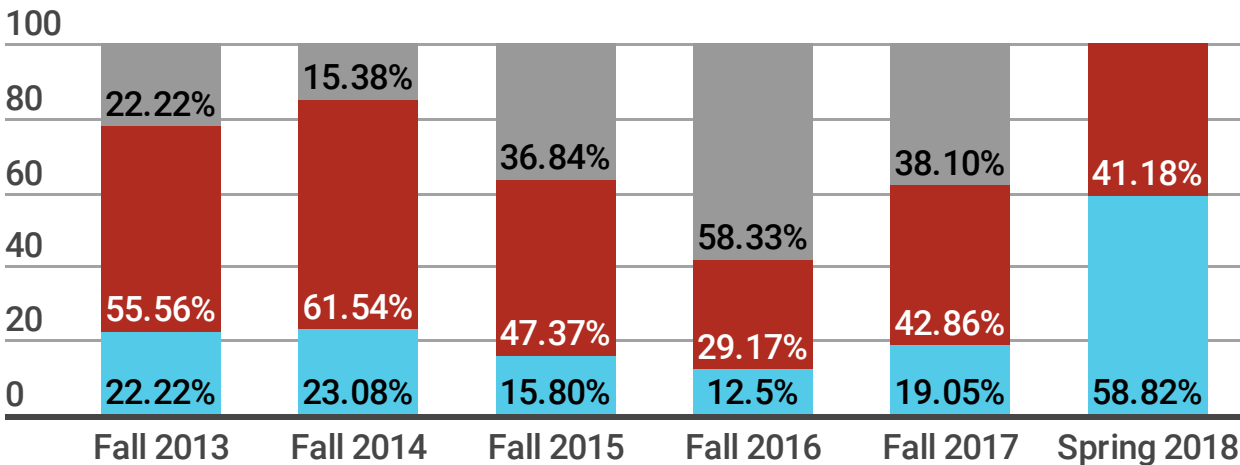
B

Gender



Historically, Retail Boot Camp has served more woman with the difference in gender ranging from 3 to 7 more women per class than men. This changed for the first time in the most recent Spring 2018 class where 10 graduates were male and 7 were female.

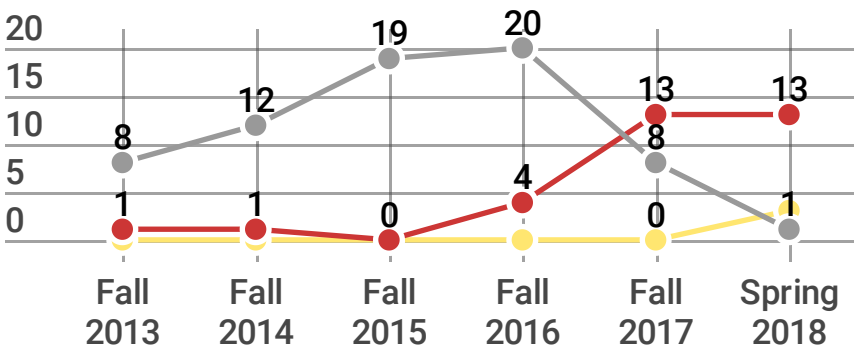
Download data



Download data



Immigrants



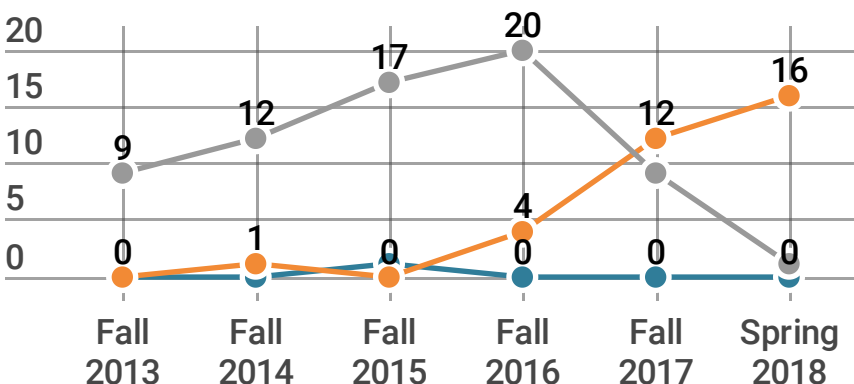
Spring 2018 was the only class with recorded immigrants. However, much of this metric is unknown for 67 of the Retail Boot Camp graduates.

Immigrant Nonimmigrant Unknown

Download data



Veterans



Only one Veteran has gone through the Retail Boot Camp program. However, this metric is unknown for 68 of the graduates.

Veteran Nonveteran Unknown

Download data

IV

Impact



A

Jobs



4

Full Time Jobs Created

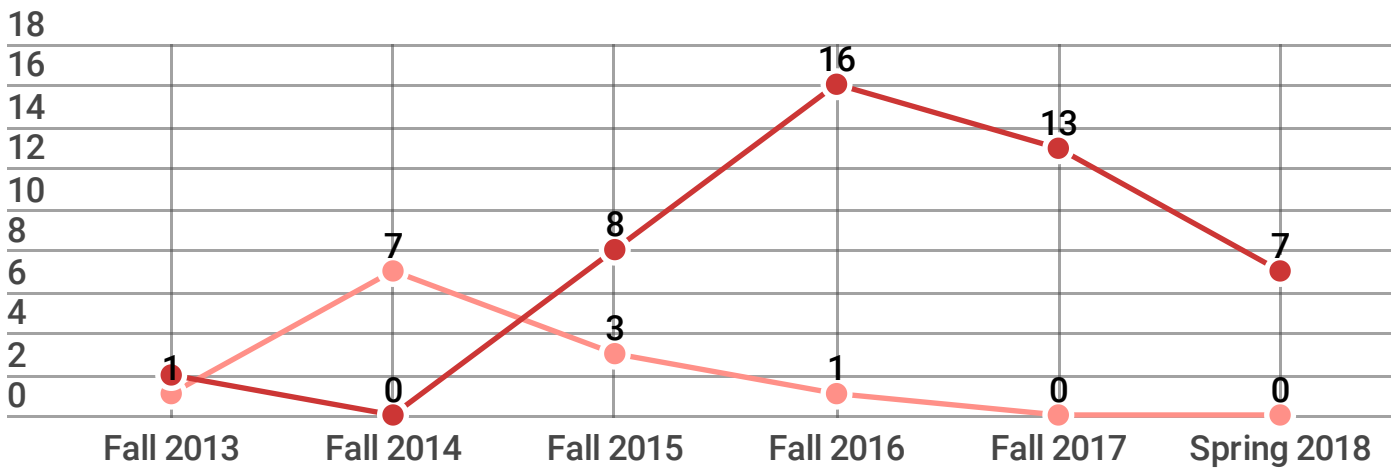


1

Part Time Jobs Created.

B

Status of Businesses Assisted



● Brick-and-Mortar Locations Opened (Grand Opening Date)

● Businesses Operating via Pop-Ups, E-Commerce, or Wholesale

[Download data](#)

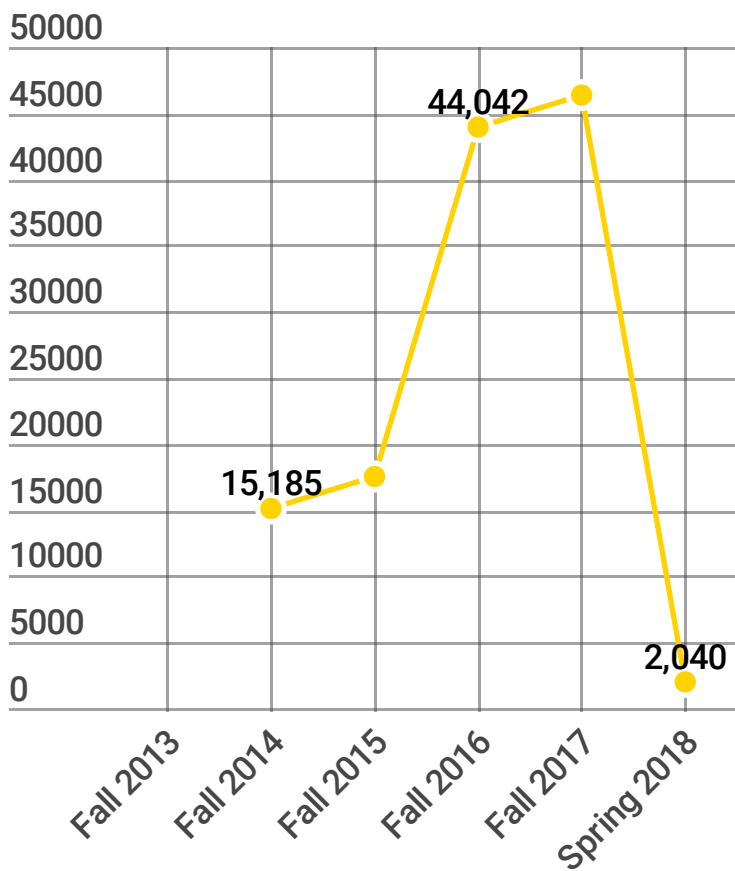
A total of 12 Retail Boot Camp graduates have opened Brick-and- Mortar Locations following their participation in the program. 46 graduates are known to still be operating in some capacity whether it be through pop-ups, e-commerce, wholesale, or a combination of these avenues. The Fall 2014 class was the most successful in terms of opening Brick- and -Mortar locations with 7 of the 12 graduates doing so.



Funding



TechTown Generated Funding

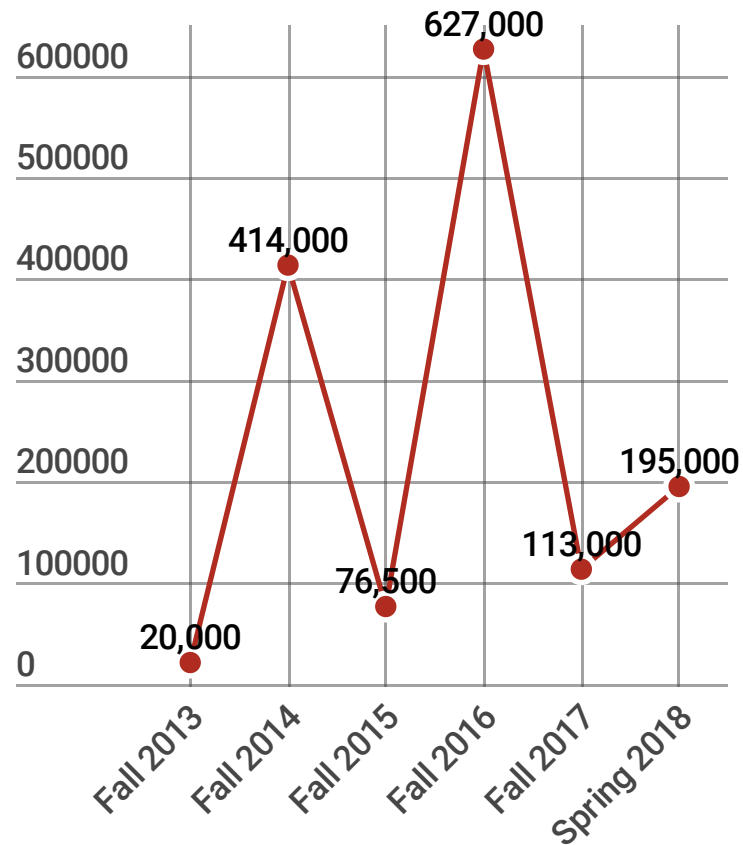


[Download data](#)

Funding generated by TechTown has continually increased over the course of each class year. The greatest increase was from the Fall 2015 class to the Fall 2016 class when the funding more than doubled in amount. TechTown generated funding for the Fall 2017 class had the highest amount, totaling to over \$45,000 raised. Spring 2018 has the lowest recorded amount, but this is expected due to how recent the program for this class was.

External Funding Leveraged into

Graduates



[Download data](#)

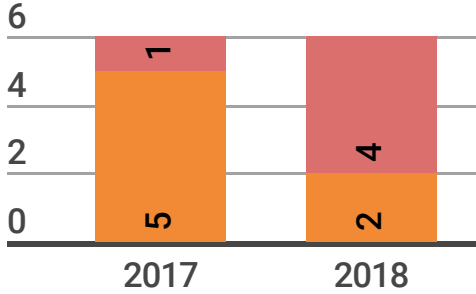
The amounts for external funding leveraged into graduates has fluctuated every class year. The class of Fall 2013 had the lowest amount of funding leveraged while the Class of Fall 2016 had the highest amount which was over \$600,000. Fall 2017 had a drastic decrease of external funding and Spring 2018 had a small increase.



Exit Survey Results



How would you rate the contribution of the course to your skill/ knowledge?

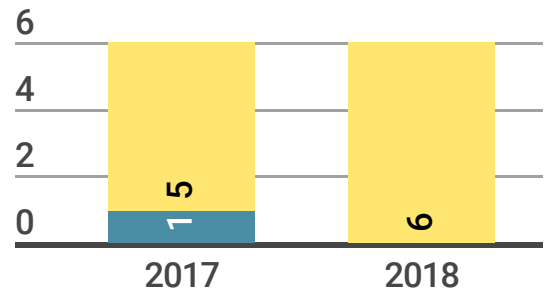


Very Good Excellent

Download data

All of the responses to this question were positive. There were more "Very Good" responses in 2017, and in 2018 the replies improved and the majority of the respondents answered "Excellent".

Would you recommend the program to other business owners?



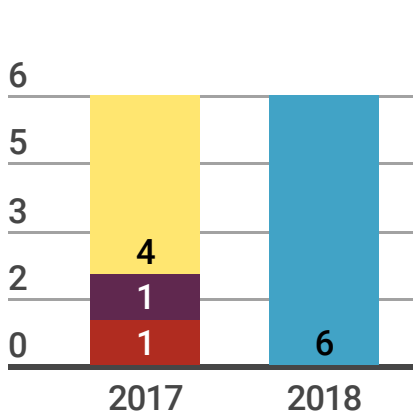
Maybe Yes

Download data

Only one of the twelve respondents to this question answered "Maybe". The remaining 11 RBC graduates responded "Yes".

Program Content

Learning Objectives were

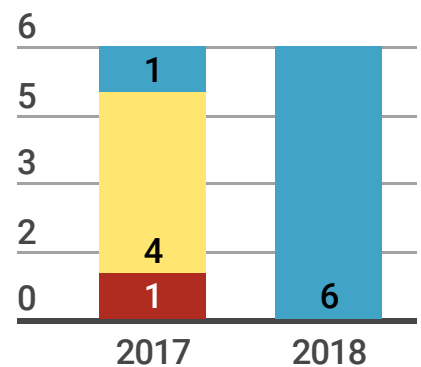


Disagree Neutral Agree Strongly Agree

Download data

In 2017 no RBC graduate responded "Excellent". The majority of responses were "Agree" with one respondent answering "Neutral" and one responding "Disagree". In 2018, answers to this question drastically improved and every respondent answered "Excellent".

Course Content was Organized and Well Planned

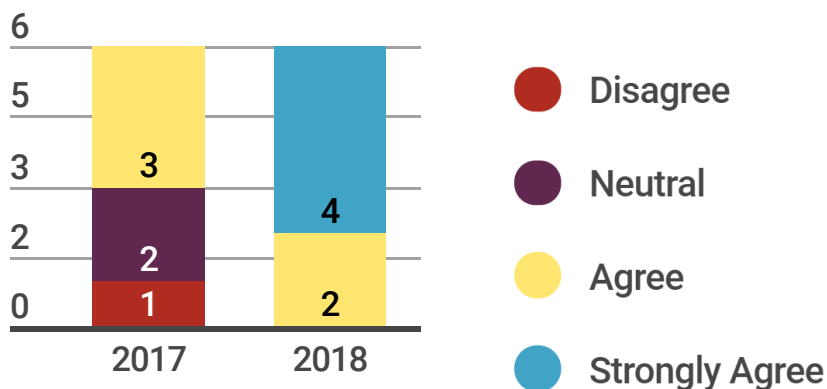


Download data

In 2017 only one RBC graduate responded "Excellent". The majority of responses were "Agree" with one other respondent answering "Disagree". In 2018, answers to this question drastically improved and every respondent answered "Excellent".



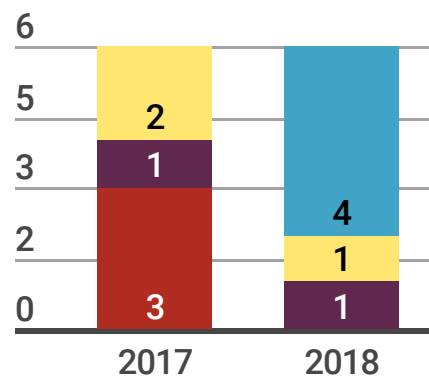
Course Workload Was Appropriate



[Download data](#)

In 2017 only 3 of the respondents agreed the workload was appropriate. This improved in 2018 with every client stating that they agreed and four clients stating that they strongly agreed.

Course Organized to Allow All Students to Participate Fully



[Download data](#)

In 2017, 3 of the responses were negative which was the response "Disagree". 1 response was "Neutral" and 2 were "Agree". In 2018 there is a huge improvement and 4 responses were "Strongly Agree". 1 response was "Agree" and the last response was "Neutral".

** It should be noted that only 6 of the 18 2017 RBC Graduates and only 6 of the 12 2018 RBC graduates responded to the survey.