

YTD

VCU – YTD

Jump-Starting a Small Enterprise: A Template for Youth & Adults with Disabilities

Cary Griffin

Griffin-Hammis Associates, LLC

Small Business Stats

- Approximately 20 million Small Businesses in the US
- Over 60% of Small Businesses employ fewer than 5 people
- Small businesses growing at an annual 4% rate

SBA, 1999, SBA, 2002;
Census Bureau, 2002

Griffin-Hammis Associates, LLC

Small Business Stats

- Generate over \$770 Billion annually
- Over 22% of Vets are starting New Businesses
- Women-owned businesses growing 20% annually

SBA, 1999, SBA, 2002;
Census Bureau, 2002

Griffin-Hammis Associates, LLC

Small Business Framework

- Discovery
- Feasibility
- Benefits Analysis
- Business Plan
- Support Strategies
- Skills, Training, Contingencies
- Finances
- Growth

Griffin-Hammis Associates, LLC

Looking for the Business Behind the Job?



Griffin-Hammis Associates, LLC

Discovery

- Seeks to determine "Who is this person?"
- Is based on preferences, skills, talents, supports and not on opportunity of the marketplace
- Marketplace matters, but it does not lead

Callahan & Condon in press;
Griffin, Hammis, Geary in press

Griffin-Hammis Associates, LLC

Discovery

- OJT, paid work experience, home chores, hobbies all capture Discovery information
- Assistance not assessment

Callahan & Condon in press;
Griffin, Hammis, Geary in press

Griffin-Hammis Associates, LLC

Business Ideas

- Person-Centered thinking from Discovery
- Match to family, friends, neighborhood and other local business circumstances

Griffin-Hammis Associates, LLC

Business Ideas

Students: Peer to Peer Opportunities (Natural Support) that highlight each person's talents:

- Flea Market sales
- Ebay
- Lawn Mowing
- Car Wash
- Window washing & storm window installation
- Garage cleaning
- Snack vending
- Countless after-school and weekend businesses

Griffin-Hammis Associates, LLC

Business Models

- Business-within-a-Business to enhance host business operations (Cup cake cart sales for the bakery)
- Resource Ownership: Possessing equipment or skills that make one exploitable in the marketplace (Computer tutor in the day care center)

Griffin-Hammis Associates, LLC

Business Models

- Long-Term supports should still emphasize Individual Ownership

Griffin-Hammis Associates, LLC

Family Engagement

- Does the family have a stake?
Are they business owners?
Do they have connections?
- For Students: Are they saving for a future?

Griffin-Hammis Associates, LLC

Family Engagement

- Family networks leverage customers. Knowing customers before you start increases success by a factor of 27 (Rutgers, 2004)

Griffin-Hammis Associates, LLC

Family Engagement

Can family assist with:

- Location
- Transit
- Bookkeeping
- Marketing/Networking
- Production
- Personal Assistance
- Financial Literacy

Griffin-Hammis Associates, LLC

Benefits Planning

- For Students: Apply for SSA benefits; Student Earned Income Exclusion (\$1460/\$5910)
- PASS
- PESS
- WIPA - www.vcu-ntc.org

Griffin-Hammis Associates, LLC

Business Planning

- Work backwards from desired earnings (if supported employment average is 20 hrs p/wk at \$6 p/hr, begin here)
- Primary & secondary customers
- Distribution & transportation

Griffin-Hammis Associates, LLC

Business Planning

- Promotion
- Suppliers
- Tools & Equipment
- Skills acquisition (Systematic instruction allows us to consider complex tasks)

Griffin-Hammis Associates, LLC

Natural Business Supports

- Employees
(Ronny & Melissa)
- Biz within Biz
 - Peer-Partner
 - Financial Literacy

Griffin-Hammis Associates, LLC

Natural Business Supports

- Earnings to cover services (Accounting, Advertising, Legal)
- Family support is common in the majority of small businesses
- VR, LEAs and CRPs provide a host of supports

Griffin-Hammis Associates, LLC

Enterprise Feasibility

- Existence of Supports
- Paying Customers
- Marketplace

Griffin-Hammis Associates, LLC

Enterprise Feasibility

- Testing:
 - Sell Something
 - Surveys
 - Data collection
 - Ask experts with personal experience;
 - Get a job in the field
- Resources: SBDCs, TBICs, Census Bureau, SCORE, Depts. Of Commerce

Griffin-Hammis Associates, LLC

Defining Customers & Competitors

- Primary customer
- Secondary customer
- Competition signals the market exists
- Make customers out of competitors

Griffin-Hammis Associates, LLC

Supportive Business Model

- An opportunity for resource ownership strategy
- Business within a business:
 - Provides a mutually beneficial environment
 - Highlights contribution & competencies
 - Lowers costs (Rent, Phone, Utilities, etc.)
 - Natural workplace supports

Griffin-Hammis Associates, LLC

Supportive Business Model

- Resist the Group Model:
 - Emphasizes differences not similarities
 - Becomes a program
 - Reinforces Readiness Thinking
 - De-emphasizes individualization
 - Puts the opportunity before the person
 - Adds cost & complexity

Griffin-Hammis Associates, LLC

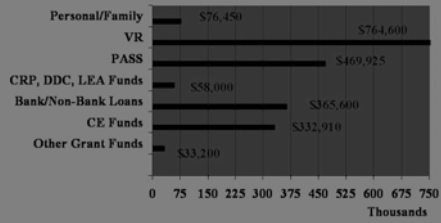
Financing

- Families/Individual Savings
- LEAs, VR, WIA, CRPs, DD Councils
- Loan Funds
- PASS

Griffin-Hammis Associates, LLC



Individual Funding Sources



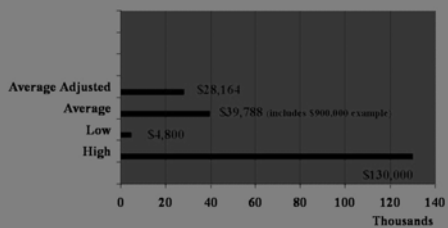
Sample 75 Businesses: Total Start-up Investment \$2,100,685

Griffin-Hammis Associates, LLC

Griffin-Hammis Associates, LLC



Gross Income 74 Business Sample



Average Annual Gross Revenue: \$28,164; Omitting 1 \$900,000 Business

Griffin-Hammis Associates, LLC

Griffin-Hammis Associates, LLC

