

FAMIS # PER145478
Vendor # VS00089002
MBE Cert # MWCERT2024-71
EIN # 93-4145478

Alternative Education

ENTREPRENEURSHIP AND FINANCIAL LITERACY **PROGRAM PROPOSAL**

ENTREPRENEURSHIP AND FINANCIAL LITERACY **PROGRAM PROPOSAL**

WHO WE ARE

- Alternative Education is an MBE NYCPS vendor specializing in career and life mentorship, entrepreneurship and financial literacy products and services

WHAT WE OFFER

- We provide self-help books and an entrepreneurship/financial literacy program that uses hip-hop to teach tweens, teenagers and young adults the fundamentals of how to start a business.
- Titled, "Hip-Hop 4 Freshmen", this 344-page self-help book (hardcopy and digital) and entrepreneurship program is an introduction to creative writing, branding, intellectual property, business and financial literacy.



PROGRAM GOALS & OUTCOMES

Students will learn know how-to:

1. Identify a product or service they would like to create
2. Create a brand name and logo for a product or service
3. Turn a service/product idea into a business as an LLC
4. Open a bank account (personal and business)
5. Identify income and expenses, and create a bookkeeping system
6. Publish and distribute creative work digitally to earn income as an entrepreneur and business owner
7. Protect their creative work from theft by filing with the U.S. Copyright Office and Trademark Office

SUBJECTS/CHAPTERS

1. Creative Writing
2. Create a Brand
3. Copyright Law
4. Trademark Law
5. Create an LLC
6. Business Banking
7. Business Taxes
8. Management 101
9. Self-Publishing
10. Digital Distribution

OVERVIEW OF ACTIVITIES

For each subject, students will:

- Read each chapter as a group
- Read chapter reviews
- Participate in class projects
- Participate in class Q&As
- Complete class project for homework
- Review chapter vocabulary
- Complete online tests
- Complete writing assignments to prepare for presentation day

ACTIVITY / PROJECT DESCRIPTION

- Brainstorm and decide a product or service to create (as a class and solo)
- Create a brand name & identity for a product/service and design a logo
- Identify popular trademarked brands. Draw the trademark symbols
- Identify creative work that is copyrighted. Draw the copyright symbol
- Create a business name and tagline. Get a tax ID and register the business as a limited liability company (LLC)
- Research the documents needed to open a business bank account
- Identify income and expenses, and create a bookkeeping system
- Research and make a list of business professionals to consult
- Combine all writing assignments into one composition speech for entrepreneur day; Or create a composition: a poem, song etc. Publish it online for sale & prepare to recite your composition on entrepreneur day

| COST | SESSIONS | TIME | SCHEDULE | WEEKDAY | DURATION | # of Students |
|----------|----------|------------|-----------|----------------------------------|-------------|---------------|
| \$24,999 | 15 - 20 | 45-Minutes | Bi-Weekly | Monday Wednesday or Friday | 2 Semesters | Up to 75 |

ENTREPRENEURSHIP AND FINANCIAL LITERACY

PROGRAM SESSIONS

| SESSIONS | SUBJECT | TIME | MAIN ACTIVITY/DELIVERABLE |
|------------|---|------------|--|
| Session 1 | Intro to Entrepreneurship & Financial Literacy | 45-Minutes | <ul style="list-style-type: none"> Listen to the program's theme song. Compare the skills needed to be a music artist and an entrepreneur Brainstorm and decide a product or service to create (as a class and/or as a solopreneur) |
| Session 2 | Chapter 2: Create a Brand | 45-Minutes | <ul style="list-style-type: none"> Create a brand name & identity for a product/service and design a logo |
| Session 3 | Chapter 4: Trademark Law | 45-Minutes | <ul style="list-style-type: none"> Identify popular trademarked brands. Draw the trademark symbols |
| Session 4 | Chapter 3: Copyright Law | 45-Minutes | <ul style="list-style-type: none"> Identify creative work that is copyrighted. Draw the copyright symbol |
| Session 5 | Chapter 5: LLC | 45-Minutes | <ul style="list-style-type: none"> Create a business name and tagline. Get a tax ID and register the business as an LLC |
| Session 6 | Chapter 6: Business Banking | 45-Minutes | <ul style="list-style-type: none"> Research the documents needed to open a business bank account |
| Session 7 | Chapter 7: Business Taxes | 45-Minutes | <ul style="list-style-type: none"> Identify income and expenses, and create a bookkeeping system |
| Session 8 | Chapter 8: Management | 45-Minutes | <ul style="list-style-type: none"> Research and make a list of business professionals to consult in your industry |
| Session 9 | Chapter 9: Self-Publishing | 45-Minutes | <ul style="list-style-type: none"> Create a composition or creative content: a poem, song, drawing etc. Publish your creative work online for sale |
| Session 10 | Chapter 10: Digital Distribution | 45-Minutes | |
| Session 11 | Social Media Challenge | 45-Minutes | <ul style="list-style-type: none"> Create and post a video reel of you singing, rapping, reciting poetry, playing an instrument etc. or pitching your business idea |
| Session 12 | Chapter 1: Creative Writing Prepare for Entrepreneur Day | 45-Minutes | <ul style="list-style-type: none"> Students will combine all writing assignments into one composition speech to pitch their business idea on Entrepreneur Day Or create a composition: a poem, song etc. to recite on Entrepreneur Day |
| Session 13 | Prepare for Entrepreneur Day | 45-Minutes | <ul style="list-style-type: none"> Students will prepare a presentation about their business idea or creative content for Entrepreneur Day |
| Session 14 | Entrepreneur Day | 45-Minutes | <ul style="list-style-type: none"> Students will give a 3-5-minute presentation about their business idea or recite/display/perform their creative work |
| Session 15 | Program Outro /Assembly | 45-Minutes | <ul style="list-style-type: none"> All students will gather for a year-end assembly about entrepreneurship and financial literacy |



Perry Business Ventures LLC
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CAPABILITY STATEMENT

NYCPS VENDOR: PERRY BUSINESS VENTURES LLC

WHO WE ARE

- Perry Business Ventures LLC dba Alternative Education is an MBE NYCPS vendor specializing in entrepreneurship and financial literacy instructional material.

WHAT WE OFFER

- We provide self-help books and an entrepreneurship financial literacy program that uses hip-hop to teach tweens, teenagers and young adults the fundamentals of how to start a business.
- Titled, "Hip-Hop 4 Freshmen", this book and program is an introduction to creative writing, branding, intellectual property, business and financial literacy.

OUR MISSION

- To supply middle schools and high schools with a culturally responsive program that cultivate student interests and talents into a business
- To empower students with transferable employee skills that can be used in various industries

DIFFERENTIATORS

- A 344-page 10-subject handbook and workbook teaching the fundamentals of entrepreneurship and financial literacy
- An AI powered interactive digital textbook containing audio, music, videos, live links to external resources and online quizzes
- Program facilitator's guide with 24/7 support

COMPETENCIES

- Subjects: Entrepreneurship, Financial Literacy, Business, Music, Art, Reading, Writing, and Graphic Design
- Printing (hardcopy) textbooks, paperbacks and spiral workbooks
- Digital e-book creation
- Online course creation
- Student and parent activities & workshops & assemblies

CURRENT CONTRACTS

- Brooklyn Technology H.S.
- M671 Middle School
- Urban Assembly School for Performance Arts H.S.

PAST PERFORMANCE

- Harlem Children Zone M.S.
- Brooklyn Law and Tech H.S.
- MMCC - Mosholu Montefiore Community Center

NIGP | NAICS CODES

- 71504** — Audio and Video Books, Digital
- 71586** — Textbooks: 6th thru 8th Grade (Includes Student and Teacher Editions)
- 71587** — Textbooks: 9th thru 12th Grade (Includes Student and Teacher Editions)
- 71588** — Textbooks: College Level (Includes Student and Teacher Editions)
- 78570** — Instructional Aids: Courses, Lesson Plans
- 92400** — Educational Services
- 92416** — Course Development Services
- 92441** — Instructor-led, Classroom Training (Non-Technical)
- 92460** — Not-For-Credit Classes, Seminars, Workshops
- 92476** — Student Activities Services

★★★★★ REVIEWS

- Parent Review: This book is super fun and very informative, has been helping my kids set goals and accomplish their business ideas all while doing fun activities.
- Parent Review: My son said he loves this book. Each curriculum made it easy for him to understand and learn the basics of business ownership.



Alternative Education

FULL PRODUCT & SERVICE LIST

| ITEM | UNIT | UNIT COST | DESCRIPTION |
|--|---------------------------|-----------|---|
| Entrepreneurship Textbook & Workbook (Hardcopy) | Student | \$99 | <ul style="list-style-type: none"> One softcopy version of “Hip-Hop 4 Freshmen: Learn Entrepreneurship Thru Hip-Hop”. This 344-page self-help book is an introduction to creative writing, branding, intellectual property, entrepreneurship and financial literacy. One custom affirmation writing pen |
| Entrepreneurship Textbook & Workbook (Digital) | Student | \$99 | <ul style="list-style-type: none"> One year subscription to digital textbook version of “Hip-Hop 4 Freshmen: Learn Entrepreneurship Thru Hip-Hop”. This 344-page self-help book is an introduction to creative writing, branding, intellectual property, entrepreneurship and financial literacy. |
| Entrepreneurship Workshop | Student Parent | \$1,500 | <ul style="list-style-type: none"> One hands-on workshop teaching the fundamentals of entrepreneurship and financial literacy. Topic: How to start an online business |
| Entrepreneurship Workshop & Assembly | Student Parent | \$5,000 | <ul style="list-style-type: none"> One full-day on-site hosting entrepreneurship and financial literacy workshops for students and/or parents to attend One assembly for students and/or parents to attend, on the fundamentals of how to start an online business |
| The Entrepreneurship & Financial Literacy Program Or The Music Program | Student Parent | \$24,999 | <ul style="list-style-type: none"> 75 softcopy version of “Hip-Hop 4 Freshmen: Learn Entrepreneurship Thru Hip-Hop” 75 affirmation pens One exclusive digital site license for all students and all staff facilitators on-site to access to the digital book version of “Hip-Hop 4 Freshmen: Learn Entrepreneurship Thru Hip-Hop” One exclusive digital site license for all staff facilitators on-site to access the program’s Facilitator’s Guide with lesson plan On-site set-up and implementation Professional development One workshop: Session 1 One assembly for all students on-site Two classroom posters with T-stand 75 custom-made entrepreneur wristbands |

Meet The Author, Founder & CEO

AS SEEN IN



Allen F. Perry

- CEO/Founder of Alternative Education
- Office: (646) 329-2543
- Email: perry@hiphop4freshmen.com

Background

- Born in Harlem, New York
- Entrepreneur & Philanthropist
- Master's Degree in Entertainment Business
- Master's Degree in Digital Marketing
- Worked 10-years on Wall Street
- Former Hip-Hop music artist
- Author of Hip-Hop 4 Freshmen

Media & Press

- [The Source Magazine](#)
- [Hip-Hop Since 1987](#)
- [ITs Biz Kit](#)

Social Media

- [Instagram](#)
- [LinkedIn](#)



The Theme Song

Meet Allen F. Perry, the visionary behind Hip-Hop 4 Freshmen, a groundbreaking educational brand that's rewriting the playbook on how youth learn about business. With a curriculum rooted in hip-hop, Perry is positioning himself as a national leader in the space of hip-hop entrepreneurship education—and truthfully, there's no one doing it like him.

At the core of the movement is his self-published self-help book, already being called the bible for aspiring hip-hop artists, managers, and young entrepreneurs across all industries. It's more than just a book—it's a dynamic business tool that teaches the fundamentals of branding, LLC formation, copyright law... continue reading at thesource.com

