

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 how-to:

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

### SUBJECTS/CHAPTERS

- Creative Writing
- Create a Brand
- Copyright Law
- Trademark Law
- Create an LLC
- Business Banking
- Business Taxes
- Management 101
- Self-Publishing
- 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"> <li>Listen to the program's theme song. Compare the skills needed to be a music artist and an entrepreneur</li> <li>Brainstorm and decide a product or service to create (as a class and/or as a solopreneur)</li> </ul>
Session 2	Chapter 2: Create a Brand	45-Minutes	<ul style="list-style-type: none"> <li>Create a brand name &amp; identity for a product/service and design a logo</li> </ul>
Session 3	Chapter 4: Trademark Law	45-Minutes	<ul style="list-style-type: none"> <li>Identify popular trademarked brands. Draw the trademark symbols</li> </ul>
Session 4	Chapter 3: Copyright Law	45-Minutes	<ul style="list-style-type: none"> <li>Identify creative work that is copyrighted. Draw the copyright symbol</li> </ul>
Session 5	Chapter 5: LLC	45-Minutes	<ul style="list-style-type: none"> <li>Create a business name and tagline. Get a tax ID and register the business as an LLC</li> </ul>
Session 6	Chapter 6: Business Banking	45-Minutes	<ul style="list-style-type: none"> <li>Research the documents needed to open a business bank account</li> </ul>
Session 7	Chapter 7: Business Taxes	45-Minutes	<ul style="list-style-type: none"> <li>Identify income and expenses, and create a bookkeeping system</li> </ul>
Session 8	Chapter 8: Management	45-Minutes	<ul style="list-style-type: none"> <li>Research and make a list of business professionals to consult in your industry</li> </ul>
Session 9	Chapter 9: Self-Publishing	45-Minutes	<ul style="list-style-type: none"> <li>Create a composition or creative content: a poem, song, drawing etc. Publish your creative work online for sale</li> </ul>
Session 10	Chapter 10: Digital Distribution	45-Minutes	
Session 11	Social Media Challenge	45-Minutes	<ul style="list-style-type: none"> <li>Create and post a video reel of you singing, rapping, reciting poetry, playing an instrument etc. or pitching your business idea</li> </ul>
Session 12	Chapter 1: Creative Writing Prepare for Entrepreneur Day	45-Minutes	<ul style="list-style-type: none"> <li>Students will combine all writing assignments into one composition speech to pitch their business idea on Entrepreneur Day</li> <li>Or create a composition: a poem, song etc. to recite on Entrepreneur Day</li> </ul>
Session 13	Prepare for Entrepreneur Day	45-Minutes	<ul style="list-style-type: none"> <li>Students will prepare a presentation about their business idea or creative content for Entrepreneur Day</li> </ul>
Session 14	Entrepreneur Day	45-Minutes	<ul style="list-style-type: none"> <li>Students will give a 3-5-minute presentation about their business idea or recite/display/perform their creative work</li> </ul>
Session 15	Program Outro /Assembly	45-Minutes	<ul style="list-style-type: none"> <li>All students will gather for a year-end assembly about entrepreneurship and financial literacy</li> </ul>



CEO: Allen F. Perry  
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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

#### NIGP | NAICS CODES



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

#### 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 - Moshulu Montefiore Community Center

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

# Meet The Author, Founder & CEO

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*Allen F. Perry*

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

