Round 1 Answers to 5 Questions:

What is your innovation?

Sourcing designs from the beneficiaries we serve, to create apparel for socially minded people, which generates funding for GED testing fees and income for youth impacted by homelessness that creates a foundation for a brighter future for themselves and the community.

Who gains the most?

The youth impacted by homelessness who will receive funding for their GED exams to encourage their first step in building a brighter future, as well as acquiring self-esteem and business acumen through involvement with the social business. As the business expands, they will become employees of the company and eventually take over leadership.

Who pays?

Socially conscious consumers aged 20-40 years old who have a personal affinity for the arts and self-expression. Our target customers aim to be fashionable, trendy, and want to represent a movement for a purpose greater than themselves.

What is your success?

Generating sufficient funds to pay for GED testing for many youth impacted by homelessness, who otherwise would not have the opportunity to obtain their diploma. Additionally, we aspire to influence other businesses and citizens to consider social responsibility as a personal responsibility.

How will you do it?

Develop a seamless for-profit business model that incorporates a fund to support GED testing payments for youth without the sufficient resources to do so on their own. Sourcing designs from weekly art therapy programs hosted for impacted youth, we will sell shirts with these compelling images through our online store.