

DEFY VENTURES
WESTGATE CHURCH FUNDING PROPOSAL
OCTOBER 16, 2014

We are all children of God, worthy of Christ's love and redemption. Yet, when it comes to the national prison population, many disciples hold contempt, disregard, and fear. This is a big problem, not only because it is misaligned with God's word ("For the Lord hears the needy and does not despise his own people who are prisoners" (Psalm 69:33)), but also due to the sheer magnitude of this forgotten population in need (1 in 20 U.S. citizens will serve a prison sentence in his or her lifetime, and recidivism is at 70%). It is here, when it is most difficult to act in living faith, that we must rise to the challenge of loving service: "Remember those who are in prison, as though in prison with them, and those who are mistreated, since you also are in the body" (Hebrews 13:3).

Biblical Heroes with Rap Sheets

Those striving to live a life of Christ often explore the heroic stories of disciples such as Paul, Moses, Joseph, Samson, David, Jeremiah, John the Baptist, and Peter. But have we ever considered the rap sheets of our biblical heroes? Consider the résumé of The Apostle Paul: upper-echelon church official, scholar, theologian...and murderer of Christians. Paul referred to himself as the "vilest offender". Yet God hand-picked this reformed murderer to write the bulk of the New Testament, turning him from a path of destruction to renewed life.

Biblical Heroes with Rap Sheets		
<i>Murderers</i>	<i>Other Criminals</i>	<i>Falsely Accused</i>
David Paul Moses	Rahab Samson Peter	John the Baptist Jesus

Jesus himself served time in prison, and He was lovingly drawn to outcasts and sinners. The question arises then: Why, if Jesus loved criminals unconditionally, are modern day prisoners and people with criminal histories treated like twenty-first century lepers? To paint a picture: In today's society, if Jesus were released from prison, He would be forever condemned as an ex-offender. His resume would be put into the trash pile, relegating Him to low-wage jobs (or no job) – and this would happen at the exact time that He is expected to rebuild His life, reunite with and support His family, and start contributing to the society that has deserted Him.

From Discipleship to Entrepreneurship

Christian prison ministries generally have a focus on evangelism, but getting people to accept Jesus Christ as lord and savior serves as one component in the grand plan needed for successful reentry. If someone gives their life to Christ in prison, their discipleship and hope in God may serve as a platform for transformation, but it will not provide jobs or food to eat. In order to create thriving communities inhospitable to recidivism, we must love through action by creating concrete opportunities. People with criminal histories must be equipped to survive through character development, career training, and holistic support services.

Serving Where We're Needed Most

Few places in the U.S. need transformational reentry services more than California, where 1-in-4 adults currently has an arrest or conviction record. The state has one of the highest recidivism rates in the country at 61%, and the average cost per person for incarceration is \$47,000.⁹ These are dire conditions, cultivating generational sin and legacies of poverty, violence, and drug use. Tragically, a staggering 70% of children with an incarcerated parent will follow in that parent's footsteps nationally. It is in the grips of this hopeless situation that Defy hopes to operate, empowering these improbable heroes to cast off their irons and reclaim their lives.

For more discussion of our current national crises of incarceration and recidivism, please see the Appendix I.

LEADERSHIP

Catherine Hoke: CEO with Conviction

Catherine Hoke, Defy's founder and CEO, knows from personal experience what it's like to be an outcast. She and Defy graduates share their testimonies of God's grace and redemption with churches nationally, and have been privileged to speak at pastors' conferences and churches including Catalyst, Q Conference, Tim Keller's Redeemer Entrepreneurship Forum, Newsong Church, and the Willow Creek's Leadership Summit.

Catherine has ten years of experience designing and leading two social entrepreneurship organizations, Defy Ventures and Prison Entrepreneurship Program (PEP), dedicated to entrepreneurship, job placement, and character development for people with criminal histories. Her programs have produced industry-leading results, with recidivism rates of less than 5%, and employment rates of 95%+. Defy and PEP have received media recognition from *The New York Times*, *The New Yorker*, *The Wall Street Journal*, *The Washington Post*, *The Chicago Times*, *The Economist*, *Harvard Business Review*, *Newsweek*, *Inc. Magazine* and *Forbes.com*.

Catherine was named an Ashoka Fellow in 2013, and in 2014 was recognized by Fast Company as one of the 100 Most Creative People in Business. She graduated with a degree in Business Administration from University of California, Berkeley.

WHAT IS DEFY VENTURES?

Transforming the Nation One Outcast at a Time

Defy Ventures is a blended learning entrepreneurship, employment, and character development training program for people with criminal histories. Defy equips its Entrepreneurs-in-Training (EITs) to live a life of Christ—as successful businesspeople, leaders, employees, parents, and role models who make meaningful contributions to their families and communities. While Defy is not incorporated as a Christian organization, our vision, values, and approach are heavily Christian-influenced.

Defy expanded to the Bay Area in September and we are currently serving our first group of EITs there. Next year, leveraging our Google partnership, we hope to serve up to 500 people in the Bay Area.

Executives and Criminals: Who Shall Cast the First Cinder Block?

Defy's mission is to "transform the lives of business leaders and people with criminal histories through their collaboration along the entrepreneurial journey". We intentionally build life-giving, authentic community between EITs and our executive volunteers as they bond in their humanity – inspiring imperfect people to act as positive leaders. Just as Christ wasn't shy about picking his leaders (a couple sons of thunder, a tax collector, a swindler, a doubter, and a reformed murderer) because He saw who they could be rather than what they had done, Defy is proud to partner with our EITs because we recognize that we are all ex-somethings: "I wish we'd ask ourselves, 'What would it be like if I was only known for the worst thing I've done?' Moved by empathy, we'd recognize people for who they are today and not for the mistakes they made yesterday. Millions with criminal histories would unlock their potential" (Catherine Hoke).

Powerful Christian-influenced Services and Features

Defy is one of the greatest case studies in forgiveness and the application of grace. Here are just some of Defy's Christian connections, influences, and services:

- The Association for Christian Character Development ([ACCD](#)) teaches the bulk of our character development courses on topics such as family life and "marriage bootcamp." We are currently in the process of producing 12 courses with ACCD.
- We are highly engaged with [Redeemer Church](#) and its pastor, Tim Keller, in NYC. We've recruited many volunteers from this connection, including 30 from Open Hand, a lawyer's ministry.
- 75% of our volunteers are Christians who often share their testimonies at events, and most of our one-on-one mentors are Christian.

- We actively connect with [New Canaan Society](#), the largest network of Christian business men. These high profile leaders attend our events and extend invites to our EITs to their month-long retreat.
- 50% of our curriculum is character development with Christian influence, such as the ACCD coursework and material on the enneagram, popularized by Richard Rohr (no relation to Catherine), an outspoken Christian.
- Catherine recently spoke at Bellux with pastor Dave Gibbons. He brought a group of students to Defy who prayed for our EITs. The EITs loved it and said it was the most profound part of their trip.
- We are engaged with [Fairfax Community Church](#) through speaking engagements and the service of their teenage ministry—they stuffed 75 backpacks as “care packages” for our EITs. (Teenagers often think volunteering with Defy is really cool!)
- Hwang offers Bible studies to our EITs, as does the CEO of Redeemer Church.

Defy’s Secret Sauce, or How We Achieve “WOW!” Results

Defy’s methods are simple yet revolutionary. Instead of giving a hand out or simply providing a hug-a-thug, feel-good-for-an-hour band-aid, Defy seizes the opportunity to teach an entrepreneurial and life skill curriculum that builds confidence, aligns values, and disrupts generational sin – breaking long legacies of poverty, incarceration, violence, and drug use.

One of Defy’s major differentiators from other programs is our ability to meaningfully engage top influencers and executives in the private sector with powerful service opportunities to love their neighbors as themselves. An important part of our mission is to bring a sense of deep meaning and purpose to our executive volunteers (not just our EITs!), inspiring them to evaluate how they use their influence, money, and time.

We’ve engaged 2,500+ executive volunteers from hedge funds, investment banks, venture capital and private equity firms, Fortune 500 companies, and entrepreneurial ventures to act in living faith as mentors, business coaches, connectors, employers, customers, investors, instructors, speakers, and business competition judges. By engaging these top influencers and leveraging public platforms (media and national speaking engagements) to showcase our EITs’ humanity and brilliant potential, we challenge public perception and change the national conversation about the criminal justice system.

A Multitude of Unique Strengths

Defy stands apart from other reentry programs in California. Here are just a few reasons why:

- Ability to serve the masses: Defy’s curriculum serves a broad population, covering not only entrepreneurship and business theory/application, but general career training and character development. This benefits those who will not succeed as entrepreneurs, offering invaluable lessons that often lead to income increases and promotions in any field.
- Highly scalable: Defy’s blended learning model is highly scalable, enabling national (and within a few years, international!) impact for our target population, and highly replicable, creating opportunities for organizations to effectively serve other disadvantaged populations.
- Financially solvent: By having EITs pay tuition and asking Contributors to make a financial gift, we anticipate that after an initial launch period of our blended learning model, we will achieve significant economies of scale, with each site’s program expenses covered locally by tuition and recurring contributions.
- Character development/holistic support: Defy provides EITs with holistic support through a curriculum that includes guidance on character development, parenting, relationships, and the importance of giving back to the community.
- Top-notch faculty: We have an amazing pro bono faculty (who are teaching some of our online training courses and participating in hands-on events), including thought leaders such as bestselling author Seth Godin, Tim Draper, former NYSE CEO Duncan Niederauer, and five members of Harvard Business School faculty.
- Volunteer love: In 2.5 years, Defy recruited 2,500 volunteers. We’re really good at this. We provide volunteers with such a good experience that we’ve had to create waiting lists to get into our NYC events. Our business volunteers provide mentoring and create opportunities for EITs (employment, investment, customers,

etc.). We aren't aware of a single other program nationally that has achieved a volunteer-to-beneficiary ratio that comes close to ours!

- **Startup incubation and financing:** Defy incubates and finances graduates' start-ups with the goal of creating profitable businesses that employ other Defy grads.
- **Family Legacy program:** We also support EITs' entire families in moving forward, offering loved ones (including children) access to our Family Legacy program – a series of online classes and in-person events covering topics such as forgiveness, family healing, communication, and career advancement. Through these Family Legacy services, the whole family moves forward and acquires new skills that will lift them out of poverty and create a new family legacy.

A Results-Oriented Solution

In addition to the organizational strengths above, the advantages of our blended learning solution (launched in 2014) over the ubiquitous brick-and-mortar method are extensive. Here are just a few:

- **Far more people will benefit:** Under its old, traditional model, Defy was serving 50 EITs per year. In just the first five months of introducing its new model, Defy has served 172 EITs, and expects to enroll up to 1,000 people in 2015. Defy's new model shows promise of eventually serving millions of people with criminal histories on a global level.
- **Our ability to accommodate our EITs' life demands will improve:** The online training schedule is more flexible and accommodating to EITs' hectic work and family schedules, and pace of learning. We have already seen a significant improvement in retention as we've decreased the amount of required in-person time.
- **The blended learning program holds the long-term promise of equipping other disadvantaged populations:** Once the program has been refined, our goal will be to modify and license it to nonprofits serving at-risk communities (e.g., disconnected youth, homeless) throughout the U.S. and the world.

For more discussion of Defy's program, please see Appendix II.

MEASURABLE OUTCOMES

The Proof is in the High-Quality Pudding

Following are results which show the impact of Defy's work for our first three classes in NYC. We expect to generate similarly groundbreaking results in the Bay Area, inspiring other regions to create transformational opportunities in their communities for this underserved demographic.

Defy's Measurable Outcomes – First Three Years (Brick and Mortar Model)

- Defy served 115 EITs over 2 years (2012-2013).
- 71 EIT businesses were legally incorporated and received \$140,000 in seed funding. Nearly all have generated revenue. Although most are still in very early stages, some have generated close to \$100,000 in revenue. Approximately 1/3 run their businesses full-time, the other 2/3 run their business on the side while they pursue employment/careers).
- The EIT-founded businesses generated 84 new employment opportunities for Defy grads and others.
- 95% of grads gained employment (80%+ were unemployed or underemployed when they joined Defy).
- EITs reported an average increase of 83% in annual income (from \$11,000 pre-Defy to \$21,000+ within seven months of participation with Defy).
- Two grads have been re-arrested; it's early to calculate, but we are well on track to a **nationally leading recidivism rate of less than 5%.**
- 2,500+ executive volunteers have contributed 12,500+ hours of service.

Blended Learning: A First for People with Criminal Histories

Defy's new blended learning solution, rolled out in March 2014, is the first of its kind for people with criminal histories. The model is cost-effective, replicable, and scalable. In just several months since its rollout, Defy is serving EITs in eight states with this approach. Following are the results in this short timeframe!

Defy Blended Learning Program Results, March to September 2014	
People Served	<ul style="list-style-type: none"> 172 EITs (Entrepreneurs-in-Training; people with criminal histories) 210 family members 450+ Contributors (mostly executives): 155 remote <i>online</i> mentors; 300+ <i>in person</i> mentors at events; the majority were first-time volunteers
Geography	<ul style="list-style-type: none"> 75% of EITs in NY; 18% in CA Bay Area; 7% Distance Learners (in six other states) Contributors are nationally dispersed (most online mentors are not in NYC)
Earned Income	<ul style="list-style-type: none"> \$150,000 booked in new tuition revenue. On track to \$200,000+ in earned income from tuition alone in 2014 (Defy's first year of generating earned income) 210 family members paid \$20 to attend family events (October 2014: introducing a new \$50/month family member tuition plan)
Funding	<ul style="list-style-type: none"> Raised more than \$1M YTD from committed donors (\$2.2M budget in 2014) Raised first Program Related Investment: \$500K loan at 2% interest (raising an add'l \$3M)

Looking Ahead: A (Highly!) Promising Future

Within several years, Defy projects that cost per EIT could drop as low as \$500, with EITs potentially covering 100% of their own tuition (with none of the costs subsidized by donors, meaning the program will become financially self-sustaining). We expect that by 2016, the revenue we collect from tuition and monthly Contributors could exceed regular operating costs of the program. When Defy reaches this amazing state of being cash flow positive, we will reinvest any surplus into program improvements and expansion. (We project break-even in 2017, due to the large one-time financial investments in our technology platform and online course creation.)

BAY AREA IMPACT PROJECTIONS	2014	2015	2016	2017	Total
EITs enroll in Introductory Training	25	500	1,000	1,750	3,275
EITs enroll in Academy	20	350	700	1,200	2,270
Startups launched	10	250	500	850	1,610
Executive volunteers	100	1,000	2,000	3,500	6,600
Family members served	50	1,500	3,000	5,250	9,800
Employment rate	40%	75%	95%	95%	
Wage increase	50%	85%	100%	100%	
Recidivism rate	5%	10%	10%	10%	

A LOVING PARTNERSHIP WITH WESTGATE CHURCH

A Different Kind of Dollar Menu

Should Westgate Church generously entrust us with a grant, we would eagerly utilize the funding to build and enrich meaningful aspects of our Bay Area program, such as:

1. Hiring a Bay Area Faith-Based Relations Manager (\$50-100K DOE): This person would help us to network, rally support, open doors, and create opportunities in faith-based communities, nonprofits, and churches.

2. Providing scholarships to EITs (variable dollar amount): While each of our EITs invests in their future by working hard to pay Defy's tuition, many of them live below the poverty line and need a helping hand. Following is a breakdown of our scholarship levels, including the possible scope of EITs served.

What an EIT Scholarship Makes Possible

- **\$600 (or \$50/month) for Online Training Scholarship:** Funds one Entrepreneur-in-Training's (EIT's) access to our online courses.
- **\$1,200 (or \$100/month) for Family Legacy Scholarship:** Funds online training, and supports one Defy family (EIT, spouse, and children!) through a full year of Family Legacy services, including parenthood training, support, family events, and a \$100 gift card for an EIT's child for the holidays.
- **\$3,000 (or \$250/month) for Entrepreneur Scholarship:** Funds all of the above, plus transformational in-person training experiences and mentoring.
- **\$6,000 (or \$500/month) for Business Kick-Start Scholarship:** Sponsors one EIT through the full Defy experience (online access, family love services, in-person experiences and mentoring) PLUS a seed grant for the EIT's business incubation.

Scope of EITs Served by \$90K Grant

- \$90K = 150 EITs served through Online Training Scholarships
- \$90K = 300 EITs and family members served through Family Legacy Scholarships

3. Funding the production of Christian online content/courses (\$TK): Currently the Association for Christian Character Development teaches the bulk of our character development courses on topics such as family life and "marriage bootcamp."
4. Salary of a local Executive Director (\$100K?): Finding a top notch local leader is essential to developing and expanding our Bay Area program.

Service, Support, and Smiles

Beyond financial benefits, we would love to partner with Westgate in other ways, too! Some ideas:

1. Speaking engagements with Catherine and the Defy team: We love sharing our testimonies and mission with congregations, and they love us back: on average, 20-30% of congregants sign up to get involved! See [my interview](#) with a pastor at Willowdale Chapel for a stirring example.
2. Partnerships with existing ministries – particularly men's groups: We have had very positive experiences connecting with different ministries. For example, a teenage ministry stuffed backpacks as "care packages" for EITs, and a women's ministry prayed for and wrote to EITs, whom they got to meet at the graduation ceremony (where they served cake!). In particular, we are excited to connect with a men's ministry or professional men's group, as we would love to speak to them about volunteering as mentors.
3. Westgate member event attendance and participation: We could invite the Westgate community to attend events such as our Sales Expo and business competition in January (where they can serve as judges!).
4. Leveraging Westgate's influence: Should Westgate serve as a lead funder in the Bay Area, we could organize an awareness event such as a dinner in which we invite other friends from the faith-based community. We could start a Bay Area movement of support for Defy and its mission!
5. Space donation: Defy is always in need of space for meetings and events.
6. Serve more people in San Jose (include stats if you can find them)

APPENDIX I: NATIONAL CRISES OF INCARCERATION AND RECIDIVISM

Mass Incarceration Nation

America is often touted as the land of opportunity. However, for the 100 million people in the United States with criminal records, the doors to attainable and legal financial stability are often closed shut. One out of every 20 U.S. citizens will serve in prison in his or her lifetime, and one out of every 100 U.S. citizens is serving time right now. In California, [1-in-4](#) adults currently has an arrest or conviction record.

At a Glance: Incarceration Rates

- In 1972, <350,000 people were being held in US prisons and jails, compared to 2,000,000+ today.¹
- The U.S. has 5% of the world's population, but 25% of the world's prisoners.²
- 1 out of every 20 U.S. citizens will serve in prison in his or her lifetime.³
- 1 out of every 100 U.S. citizens is currently serving a prison sentence.⁴
- African-Americans are nearly six times more likely to be incarcerated than whites; Latinos are nearly twice as likely to be incarcerated than whites.⁵

The Impoverished Roots of Recidivism

A lack of training in skills necessary to succeed in the new economy—and employer bias stemming from a perceived liability of hiring personnel with criminal records—makes gaining financial mobility for men and women with criminal histories almost impossible. The National Institute of Justice has found that one year after release, up to 60% of formerly incarcerated people are not employed. Relegated to minimum wage jobs—or no jobs—individuals with criminal records may develop illegal businesses or engage in criminal activities to provide the basics of food and shelter for themselves and their families, resulting in a cycle of sin and recidivism.

At a Glance: Recidivism and National Cost

- Of the 650,000+ people released from Federal and State prison every year, over two-thirds will be rearrested for a felony or serious misdemeanor within 3 years.
- Roughly 100,000 juveniles leave correctional facilities, State prison, or Federal prison each year. These juveniles have a recidivism rate of 55 to 75%.⁶
- Each of the 2.3 million incarcerated individuals in the U.S. costs American taxpayers more than \$31,000 per year.⁷
- State and Federal spending on corrections has increased by 305% to \$52 billion during the past 2 decades, and, on the state level, is now the 2nd fastest growing budget area behind Medicaid.⁸
- California has one of the highest recidivism rates in the country at 61%, and the average cost per person for incarceration is \$47,000.⁹

Our criminal justice system is a revolving prison door that propels generational sin, poverty, and incarceration. Tragically, a staggering 70% of children with an incarcerated parent will follow in that parent's footsteps.

At a Glance: Legacies of Sin and Poverty

- More than half of all U.S. incarcerated adults are parents to a child under the age of 18.¹⁰
- 1.7 million children under the age of 18 have parents who are serving a prison sentence.¹⁰
- 70% of children with an incarcerated parent will follow in their parent's footsteps.¹¹
- Between 15-27% of prisoners expect to go to homeless shelters upon release from prison.¹²

A Life Sentence for All

Even those who choose to avoid future tangles with the law must often piece together part-time or contract work throughout their lives because small offenses committed in their teens or early twenties continue to haunt them in their employment search. The ubiquity of criminal-background checks (conducted now by 92 percent of major employers) and the efficiency of information technology in maintaining those records and making them widely

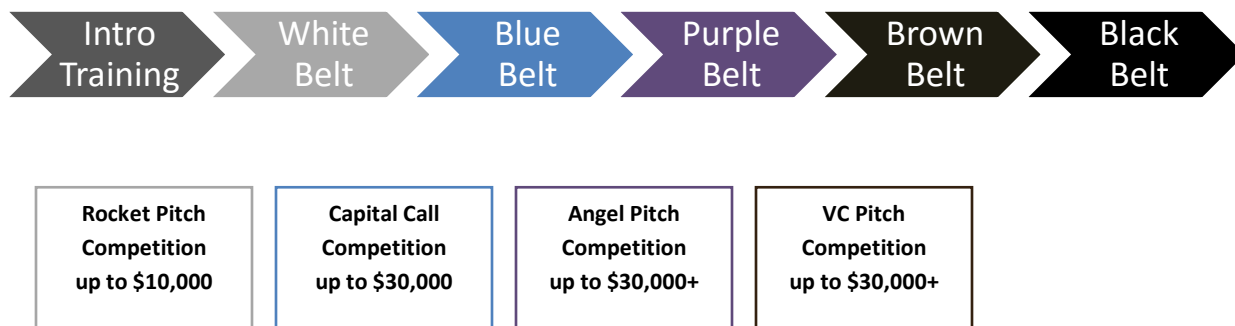
available have meant that millions of Americans—even those who served probation or parole but were never incarcerated—continue to pay a price long after the crime.

Sources: 1.Alexander, Michelle. *The New Jim Crow: Mass Incarceration in the Age of Colorblindness*. New York: New Press, 2010. Print.
2.“America’s overcrowded prisons: One nation, behind bars.” *The Economist*. 17 Aug 2013. Web. 26 Aug 2013.
3.Bureau of Justice Statistics, *Lifetime Likelihood of Going to State or Federal Prison* (U.S. Dept. of Justice, 1997).
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5.*Uneven Justice: State Rates of Incarceration By Race and Ethnicity* (Washington, DC: The Sentencing Project, July 2007).
6.H.R. 1593–110th Congress: *Second Chance Act of 2007.*” www.GovTrack.us. 2007. August 27, 2013. 7.Christian Henrichson and Ruth Delaney, *The Price of Prisons: What Incarceration Costs Taxpayers*. New York: Vera Institute of Justice, 2012. 8.Pew Center on the States, *State of Recidivism: The Revolving Door of America’s Prisons* (Washington, DC: The Pew Charitable Trusts, April 2011). 8.The Last Mile homepage: thelastmile.org. 10.Bureau of Justice Statistics, *Parents in Prison and their Minor Children* (U.S. Dept. of Justice, 2010). 11.Mosely, E. (2008). *Incarcerated – Children of Parents in Prison Impacted*. Texas Dept. of Criminal Justice: GO KIDS. www.tdcj.state.tx.us. 12.H.R. 1593–110th Congress: *Second Chance Act of 2007.*” www.GovTrack.us. 2007. August 27, 2013.

APPENDIX II: THE DEFY ACADEMY

The Defy Academy: Smart, Pragmatic, and Experiential

Defy begins with a 3-week Introductory Training. Upon successful completion, EITs can enroll in Defy’s Academy. The first three stages of the Academy (White to Purple Belt) take seven months to complete. At each stage of training, EITs compete in a business plan competition and access additional startup grant funding. The following shows the progression of Defy’s training, with the benefits shown on the next page.





White Belt

Three months of training includes:

- ✓ World class coaching from top VCs and executives in developing your winning entrepreneurial idea!
- ✓ Mentoring that will turn your idea into a real business
- ✓ 50+ hours of online training taught by national experts in entrepreneurship, leadership, and career readiness
- ✓ Meet 100+ executive volunteers
- ✓ Compete in the Rocket Pitch Competition (up to \$10,000+ in prizes)
- ✓ Career preparation, strategies for advancement, negotiation, and connections
- ✓ Coaching from the hottest employers and career coaches: how to talk about your felony
- ✓ Compete in the LOI Expo: win customers for your startup!
- ✓ Promotion Ceremony: make your loved ones proud!
- ✓ Earn a Certificate in Ideation and Leadership from Defy Ventures



Blue Belt

Two months of training includes:

- ✓ Compete in the Capital Call Competition to earn startup capital for your business: up to \$30,000 in total prizes; *all competitors are guaranteed a minimum \$150 in a business startup grant*
- ✓ Build the financial model investors want to see
- ✓ Learn to deliver a winning investor presentation
- ✓ 50+ hours of online training taught by national experts that will take your entrepreneurial and leadership training to the Blue Belt level, with courses including business law and contracts, cash flow management, branding, hiring for success, and building winning pitch decks for VCs
- ✓ Meet 100+ *more* executive volunteers, potential customers and investors
- ✓ Access to Blue Belt executive mentors
- ✓ Compete in the Sales Expo (earn up to \$1,000!)
- ✓ Promotion Ceremony: make your loved ones proud!
- ✓ Earn a Certificate in Entrepreneurship from Defy Ventures



Purple Belt

Two months of training includes:

- ✓ Incorporate your business with guidance from Defy's Entrepreneur-in-Residence
- ✓ Intense preparation for the Angel Pitch
- ✓ Compete in the Angel Pitch (up to \$30,000+ in prizes), and allows you to pitch to some of America's top Angel Investors and VCs (*all competitors are guaranteed a minimum \$250 in a business startup grant*)
- ✓ Opportunity for equity investment *and* microloans
- ✓ Promotional services and referrals from Defy to its network
- ✓ Online training in specialized Purple Belt Courses, including: franchising, licensing, negotiating equity deals, strategies for scaling, exit strategies, and marketing globally
- ✓ Promotion Ceremony: make your loved ones proud!

Disclaimer: all cash prizes are issued in the form of checks, made out to incorporated EITs' businesses.