



Welcome to ProGeny Place

For a Thriving Mid-South

ProGeny recognizes that throughout the Mid-South there are residents who traditionally are not able to participate in the shared prosperity of our region. All communities and all residents deserve access to balanced growth and shared prosperity. It is our primary focus to foster an ecosystem which creates a thriving Mid-South community of entrepreneurs and highly-skilled residents.

By moving more Mid-Southerners to middle income, this collaborative partnership of educational, business, nonprofit, and governmental agencies will create opportunity, improved economic vitality and quality of life for Mid-Southerners from otherwise marginalized communities

HOW WE DO IT

2020 Program Overview Pg. 2





*Being INTENTIONAL about INCLUSIVITY in tech BUILDS
bridges to PROSPERITY for all!
-Rhonnie Brewer, CEO, ProGenyPlace*



The ProGeny Techtronics Incubator/Accelerator is (PTIA) at LeMoyne-Owen College is designed to develop and support women and minorities in Technology and Mechatronics (Techtronics segment) businesses aligned with the existing logistics industry in the Memphis, TN MSA.

These Minority and Women led enterprises will participate in economic development initiatives that accelerate high quality job growth, create more economic opportunities, and support the future of the next generation of industry leading companies.

PTIA is a nonprofit program that empowers the next generation of minority and women entrepreneurs through business creation and acceleration coupled with workforce development to increase job growth and enable the workforce of tomorrow.

Ideal participants are those who have experienced lack of opportunity in the past due to race and/or gender. This program helps them explore research, commercialization processes and outcomes, work with experts in their field, and challenge the status quo of established markets. Outcomes include leveraging regional competitive strengths in logistics and technology while stimulating innovation and job creation through incubated and accelerated businesses.



"You don't build a business-you build people-and then people build the business."

Other Program Offerings



The ProGeny E.A.R.N. (Employee Assistance & Resource Network) Initiative is where Mid-Southerners gain the skills necessary to connect to employers with highly-skilled job openings.

How do we do this?

1. Jobseekers registered with ProGeny gain access to MidSouthWorks. Our first class job skills development platform designed to give jobseekers access to training for 1,200+ careers. This self-paced platform allows jobseekers the opportunity to gain the necessary skills to apply for the more than 2,500 jobs available in the Mid-South each day.

2. ProGeny works with local employers to offer cohort based, personalized training for specific positions that employers need to fill. We assess, train, and prepare potential recruits on behalf of an employer, who can then interview and hire top talent for those open positions. These intense cohorts can last from 4 weeks to 4 months, based on an employer's preferences and needs. Placed graduates continue to receive financial coaching and professional development services from Progeny Place for as long as they choose to access those services.

3. And finally, ProGeny Place knows the power of collaboration! We know that we may not be the right stop for everyone. So, we have developed the Pathfinder Pipeline, we will either find your path or make one. ProGeny has an extensive database of Workforce Development partners we use as referral sources. This allows us to find the correct entry point for jobseekers, all the while fostering a ecosystem of Workforce Development Agencies with jobseekers' best interest at heart.

Moving More Mid-Southerners to Middle Income



Building Dreams Together

Supporting Minority & Women Owned Business

Whether it is a mom who bakes to stabilize her household's income, a contractor looking to grow their business or someone who just has a dream of owning their own business, we want to connect you to the resources to be successful.

ProGeny believes that the path to economic parity can be built when resources and access meet ability. Our work is focused on helping under-represented starters to gain access to the knowledge, resources, and networking needed to build sustainable businesses and transform their communities.

We offer a 13-week cohort style business development program designed to encourage participants to "Dream big, start small." Our program is supported by a network of champions, advocates and coaches who support participants on their journey.

WHAT'S COVERED IN THE COHORT?

Cohort Schedule

- Week 1* Orientation
- Week 2* Getting to Know Yourself
- Week 3* Knowing Your Customer
- Week 4* Champion Week
- Week 5* Getting the Relationship Right
- Week 6* Building the Model to Scale
- Week 7* Strengthening Your Structure
- Week 8* Networking Week
- Week 9* Discovering the Bottomline
- Week 10* Accounting for Growth
- Week 11* Financial Advocate Week
- Week 12* Planning for the Future
- Week 13* Pitch Night

ADDITIONAL STARTUP CURRICULUM OFFERINGS:

REFOCUS: Find the clarity you need to adapt your business to your customer's changing needs.

REBUILD: Get in-depth support, and practical tools to navigate the unforeseeable future of your business.



Moving More Mid-Southerners to Middle Income



one directly, affects all indirectly. I can never be what I ought to be until you are what you ought to be, and you can never be what you ought to be until I am what I ought to be. This is the inter-related structure of reality."

-Dr. Martin Luther King Jr.



WHAT IS THE DIFFERENCE BETWEEN EQUITY & EQUALITY?

DOWNLOAD OUR
#PROGENYEQUITY TOOLKIT!

*Let's move the needle on
EQUITY together!*

Supporting Community-Led Equity Projects

The work that is needed to move our communities forward can never be accomplished by one person alone. It is a collective effort of those most effected by the inequities and the friends and allies willing to work by their side.

The work that we do at ProGeny Place happens the same way. We work with our friends, allies, and partners in the community to provide resources for those whom we serve. With their continued support, ProGeny Place is able to move more Mid-Southerners to middle income and share resources, such as this toolkit.

The purpose of this toolkit is to provide community leaders and members with an easy-to-use tool to launch, track, and measure the impact of projects designed to ignite equity in their communities.

In addition to the toolkit, we offer our community leaders and members resources such as meeting space, wifi accessibility, and many other tools that support the success of their equity projects.

