

# One&All Frequently Asked Questions

## Inclusive Entrepreneurship for the Lansing Region

### **How did this new entrepreneurship program come to be?**

One&All is an initiative designed and provided by the Lansing Economic Area Partnership (LEAP) and is funded by the Michigan Economic Development Corporation (MEDC) and Consumers Energy Foundation. LEAP is non-governmental non-profit organization serving the economic development needs of Clinton, Eaton and Ingham counties Michigan.

### **What is One&All?**

One&All is an inclusive entrepreneurship initiative for people with a desire to start or grow a business, but who lack necessary financial resources and network relationships. The goal of One&All is to increase equity by supporting individuals across Clinton, Eaton, Ingham and Shiawassee counties at or below the Asset Limited, Income Constrained, Employed (ALICE) threshold, commonly known as the working poor.

One&All offers participants a unique combination of business training and coaching in a 2-month program, while also connecting participants with a professional network and financial assistance.

Applications are available in electronic and paper form at [purelansing.com/oneandall](http://purelansing.com/oneandall). One&All programs run in 2-month terms. Applicants can select which term works based on their schedule when applying.

### **How does One&All work?**

The One&All initiative will run for 2 years including multiple 2-month program terms with a curriculum of practical and intensive sessions about business challenges. Throughout the program, participants will get guidance and support from dedicated coaches to take their business idea or growth strategy to the next level.

Applicants will have the option to select a program term based on their schedule when applying.

Program dates are:

- August 2020 – October 2020
- January 2021 – March 2021
- May 2021 – July 2021
- August 2021 – October 2021
- January 2022 – March 2022
- May 2022 – July 2022

### **What amount of funding is available for each program participant?**

Each participant who completes the 2-month program will receive a grant of \$2,500.

### **How can the grant money be used?**

Grant money may be used at the discretion of each participant to cover costs associated with starting or growing a business, including, but not limited to: legal expenses, marketing and communications, equipment needs and other needs.

### **Do I have to go through the 2-month program to get the grant?**

Yes, you have to complete the 2-month program to receive the \$2,500 grant.

### **Do I have to live in the Lansing region to participate in One&All?**

Yes, you must be a resident of and your business must be located in the Lansing region (Clinton, Eaton, Ingham, or Shiawassee county) to participate in the program.

### **Where will the program meetings occur?**

One&All training sessions, meetings and all other engagements will be conducted in safe environments located in our client's communities. The first program in August will be entirely virtual. The One&All team will help you acclimate to all online platforms used.

### **What is ALICE?**

The Asset Limited, Income Constrained, Employed (ALICE) Threshold is a realistic standard developed from the Household Survival Budget. This measure estimates the minimal cost of the five basic household necessities, including: housing, childcare, food, transportation and health care.

The ALICE Threshold is comprised of households that earn more than the Federal Poverty Level but less than the basic cost of living for the state. 1.66 million households in Michigan (43% of Michigan households) are currently unable to meet their basic household needs.

A household's income must be below the identified minimum required to meet basic household needs, which is just over \$21,000 per year (\$10.52/hour) for single adult households and over \$61,000 (\$30.64/hour) for a family of four.

### **How do I know if I am a good fit for One&All?**

You are a good fit for One&All if you fall at or below the ALICE Threshold and answer yes to these questions:

- Are you looking to launch a business or move your business forward?
- Are you interested in practical, hands-on learning and coaching with a group of other entrepreneurs like you?
- Are you open to constructive criticism to benefit your business?

Our team is always happy to speak with you about your business before you apply. You can contact Jerry Norris at the Fledge at [jerry@thefledge.org](mailto:jerry@thefledge.org) or (517) 230-7679 OR Erika Brown at the Refugee Development Center at [ebrown@rdclansing.org](mailto:ebrown@rdclansing.org) and 562-290-3660.

### **What kind of ideas is One&All looking for?**

One&All is interested in ideas from all industries – including nonprofits.

**Do I need a business plan?**

A business plan is not required. You need to show us your passion and dedication and indicate that you have done some initial research.

**Does my business partner or entire team need to participate?**

One co-founder should serve as the point person and commit to attending all classes, coach meetings and events. It is ideal if all founders are present for the initial interview, if possible. It is helpful to your business, but not required, for other business partners to join for other program meetings.

**Is my franchise-owned business eligible?**

No, your business cannot be a franchise nor affiliated with a national chain.

**Are nonprofits eligible business?**

Yes, nonprofits are eligible if they meet the minimum application requirements.

**Are sole proprietors or home-based businesses eligible?**

Yes, sole proprietors and home-based businesses are eligible if they meet the minimum application requirements.

**Will there be a defined application period?**

We anticipate the grant application for this program to be open Tuesday, June 30. Applications will be accepted and reviewed continuously until all spots are filled. It would be best if you tried to have the application in early to increase your chances of acceptance.

**How many individuals will be selected for each program term?**

Between August 2020 and July 2022, six 2-month programs will take place. Each program will include a minimum of 20 individuals.

**How do I apply?**

The application will be available in web and print format at [purelansing.com/oneandall](http://purelansing.com/oneandall). If you need assistance to complete the application form, contact the Refugee Development Center for multi-language support or The Fledge for business assistance.

**Who do I contact for more information?**

If you need multi-language assistance while completing the application form, please contact the Refugee Development Center. For other questions regarding the application, please contact The Fledge.

**Language Support**

The Refugee Development Center  
[refugeedevelopmentcenter.org](http://refugeedevelopmentcenter.org)

Erika Brown  
(562) 290-3660  
ebrown@rdclansing.org

**Business Assistance**

The Fledge  
thefledge.com

Jerry Norris  
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**General Program Questions**

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