

BIG INSTITUTE



DREAM BIG!

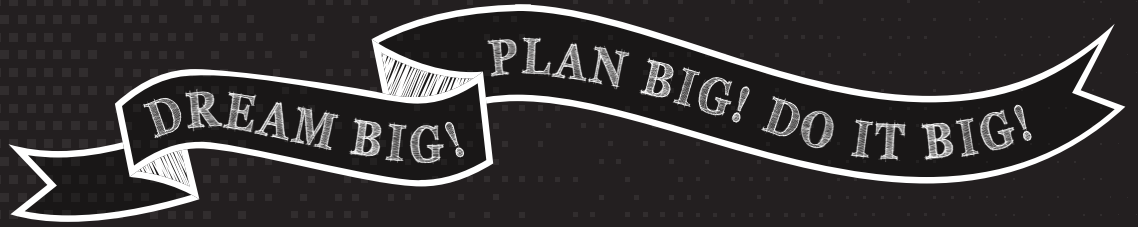
PLAN BIG! DO IT BIG!



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WHO ARE WE?

Birthing Innovative Geniuses (BIG) was established in 2016 to bring entrepreneurship and financial literacy to underserved youths in Detroit. BIG is unlocking the door to our youth's "creative genius," which has been locked away due to fear, insecurities, and a lack of resources and opportunities. The playing field has not been equal for our black youths in low-income communities to create businesses and build lasting wealth. For too long, gifted, skilled, and brilliant youths' dreams have fallen by the wayside. There was no platform to show them how to cultivate their inventions into products and services that could improve the living conditions of their families and communities.



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The BIG Institute is here to provide youths with opportunities and resources to birth their dreams and innovations and take them to the next level without limitations. **The BIG Institute** has developed comprehensive project-based programs unlike any offered by existing youth organizations. Our creative genius is the ability to develop, produce, and execute our products and services. Our courses, financial literacy popups, innovation camps, and cartoon series were designed to change the lives of youths, and, therefore, change the entire world. Our focus is to bring financial freedom to underserved youths to live life on their terms, beyond societal expectations. We are laser-focused on turning generational poverty into generational wealth.

WHAT IS THE STORY BEHIND BIG?

Our story began in 2007 in two Detroit Public Schools, one a trainable center for cognitively impaired students, the second a general education middle school. We saw hidden gems in the cognitively impaired population that were being overlooked. These students had gifts and skills that needed to be embraced and developed into career opportunities. We brought both Detroit schools together and designed the country's first inclusionary entrepreneurship program. Students worked together in teams of four, two cognitively impaired and two general education. Students created a company, developed their own products, and sold them throughout their community.

In **2009-2012**, the **Entrepreneurship Project** received national awards. The Michigan Chronicle and The Detroit News have done press releases on the EP, calling it "The country's first inclusionary entrepreneurship program." The EP also received the Educator 500 Award from the 3E Institute Excellent Educator in Entrepreneurship from West Chester University in Pennsylvania and The National Leavey Award for Excellence in Private Enterprise Education.

In **2012**, **R U Ready 4 BIZness** launched their pilot program at the Drew Transition Center for students with disabilities. A documentary called "Don't Count Us Out" tells the story of how students with learning disabilities embraced entrepreneurship and how our program changed their lives.

In **2016**, **R U Ready 4 BIZness** launched the springboard for developing **Birthing Innovative Geniuses (BIG)**. **The BIG Institute**, a nonprofit organization, brings financial empowerment to black low income communities through our five pillars: entrepreneurship, financial literacy, career navigation, college readiness, and life's blueprint. Our goal is to educate youths by ending the perpetual cycle of poverty and propelling them to a life of financial freedom.

Why? BIG exists to elevate generations of young innovators beyond societal constraints to their personal sphere of genius so that they can unleash their voice and innovative solutions to the world.

WHAT IS THE SOCIAL PROBLEM?

Our youths are under attack from the entertainment industry, social media, political agendas, materialism, and identity crises. These negative influences are creating a lost generation who cannot find their way in this world. Suicide is the second leading cause of death for young people ages 10-24. Suicide rates among African-American teens, especially girls, have skyrocketed by 60% since 2007. We are here to become the beacon of light guiding today's youth through life's obstacles, bringing fulfillment and purpose to their existence.



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Our programs teach youths to embrace their unique gifts, creativity, skills, and talents, allowing them to stand boldly in their greatness. We have incubator programs to help them unleash their innovative ideas and build generational wealth.

WHAT IS THE ECONOMIC PROBLEM?

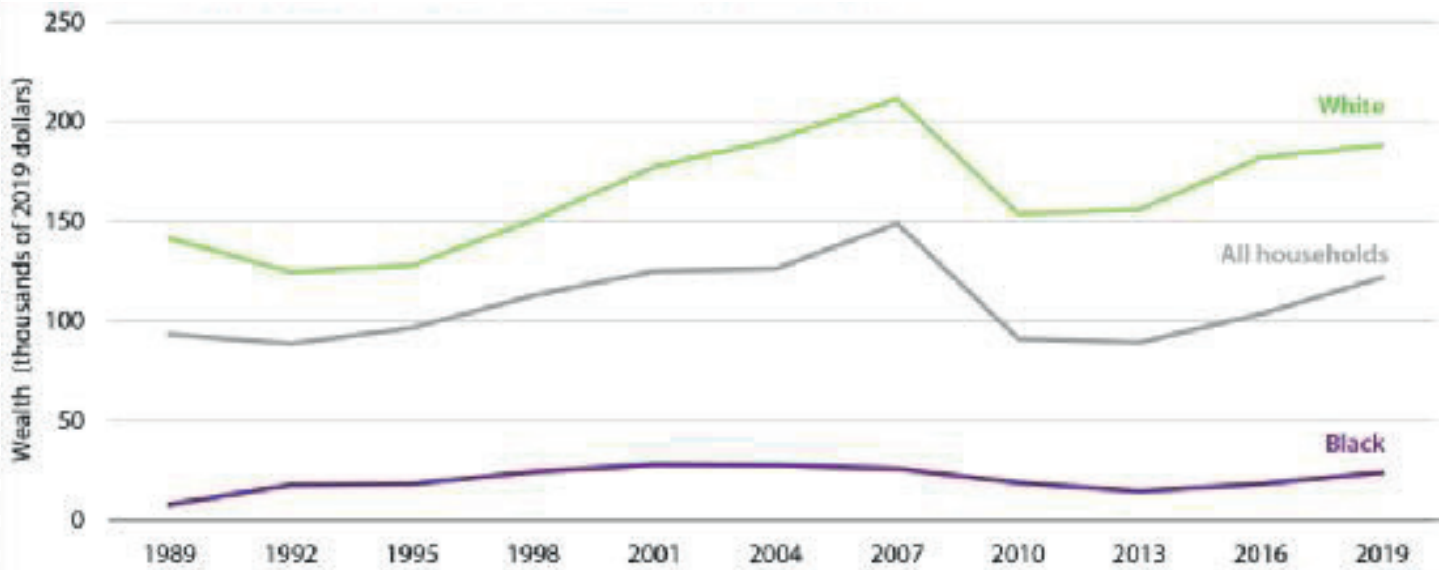
There is a significant economic disparity in Wayne County that affects youths' and their families access to wealth-building opportunities. High poverty, a lack of higher education, low-paying jobs, and a large percentage of single-family households are contributing factors to community members' low economic power.

OUR "WHY" CONTINUES...

Consider these eye-opening statistics:

Wayne County	Oakland County
Wayne County has a poverty rate of 19.6% Blacks have the highest poverty rate at 19.5% and Non-Hispanic whites have the lowest at 8.1%.	In comparison to Oakland County, a wealthier county, you will see the economic differences for children living in these households.
• 50% of children under 18 are living in poverty	• 10% of children under 18 are living in poverty
• 87.9% of students are eligible for free or reduced lunch	• 33% of students are eligible for free or reduced lunch
• 66% of children under 18 are receiving SSI, cash, or food assistance	• 7.1% of children under 18 are receiving SSI, cash, or food assistance
• 77.6% graduated from high school	• 89.6% graduated from high school
• 860 is the average SAT combined score with math and writing	• 1049 is the average SAT combined score with math and writing
• 51% of high school graduates attend college	• 89% of high graduates attend college
• 15.3% received a bachelor's degree	• 47.2% received a bachelor's degree
• 26% of the households are married	• 79% of the households are married
• 47% own their homes	• 74% own their homes
• \$30,894 is the median household income	• \$79,698 is the median household income

Median Wealth for Black and White Households 1989-2019



Source: Survey of Consumer Finances 1989-2019.

Note: Wealth refers to the difference between assets and debt for a household head. Race is that of the survey respondent.

THE HAMILTON
FUND
BROOKINGS

According to Brookings, the Black-white wealth gap today is a continuation of decades-long trends in wealth inequality, as shown in figure 1. Over the past 30 years, the median wealth of white households has increased- while black households flatline. White households account for 60 percent of the U.S. population- held 84 percent (\$94 trillion) of total household wealth in the U.S.

Comparatively, Black households-who account for 13.4 percent of the U.S. population- held just 4 percent (4.6 trillion) of total household wealth.



“WE ARE NOT SELLING A CURRICULUM;
WE ARE PROVIDING A SOLUTION”!

WHAT DO WE OFFER?

Do It BIG Academy is here to elevate generations of young innovators beyond societal constraints to their personal sphere of genius so that they can unleash their voice and innovative solutions to the world. Our vision is to provide students with a platform to unveil their gifts and skills through innovative and engaging activities utilizing entrepreneurship and financial literacy as the launchpad. We offer over 60 courses in areas such as entrepreneurship, career planning, college readiness, financial literacy, animation, starting a fashion line, game design, creating your life’s blueprint, producing a documentary or podcast, and much more! Each year, we add more courses according to market trends and demand. Our courses can help your organization increase student’s retention, decrease dropout rates, and, more importantly, help students find their passion and purpose.

HOLISTICALLY-DESIGNED

Our curriculum is holistically designed to empower students to think differently and creatively. But more importantly, our curriculum helps them reflect on their life aspirations so they can reach their full potential. Our courses prepare students for lifelong learning, teach them marketable skills, inspire a positive mindset, and foster self-awareness so they can succeed in the world.

Our online courses encompass, hands-on applications, personality assessments, real-world connections, fine arts, visual arts, creative writing, music composing, self-paced lessons, and social and emotional activities that build self-esteem and self-value. Our lessons captivate the students' interest and engagement, which ultimately separates our curriculum from the competition. Our curriculum speaks directly to their hearts and minds, empowering them to do the impossible.

EXECUTION-STYLE APPLICATIONS

Our lessons are execution-style, meaning students learn by good ol' fashioned trial and error. This style of learning promotes ingenuity, innovation, strategic thinking, and problem-solving and sparks creativity. Students learn how to build a team to accomplish the task and embrace one another's strengths throughout the process. Our lessons bring out every student's gifts and skills. As a result, they discover their value for themselves and to the world. After completing our courses, students are prepared to tackle life's obstacles and become leaders in their community and beyond. We bring value-added programs to your school.

“We are providing the entrepreneurial and wealth creation blueprint for tomorrow's CEOs”

~ Laketa Dumas



**DO IT
BIG!** Academy

SURVIVING IN THE REAL WORLD FINANCIAL LITERACY SIMULATION

Surviving In the Real World Simulation is the world's first mobile financial literacy micro-city that can be brought into schools and organizations. It is a pop-up financial literacy simulation that mirrors real-life experiences in a creatively orchestrated format.

Youths have enjoyed it so much they have asked to go through it again to change the outcome of their simulated lives.

Surviving In the Real World has 14 micro-enterprise stations that simulate real-world financial decisions. It is a micro-city where students learn through simulated activities how career, credit, and household size dictate their income and lifestyle.

The Simulation creates hands-on scenarios of hardships, tough choices, lifestyle, family, investment, and other critical decisions that will affect the quality of their lives, both short- and long-term. The goal of the simulation is to prepare students.





SURVIVING IN THE REAL WORLD CURRICULUM

Surviving In The Real World is a scenario-based curriculum that reflects “real” financial challenges adults are faced with every day. The lessons are project-based and thoughtprovoking. **SITRW's** curriculum will make students laugh, think, and change how they view their finances. These courses are relatable to situations that many households are facing on a daily basis. The scenarios allow students the opportunity to change the outcome of their future selves by helping them avoid poor financial decisions and repeating the poverty cycle. Surviving In The Real World prepares students for a life of financial empowerment and leads them to a path of building generational wealth.

Our curriculum and simulation address the social culture mindset of urban communities living in poverty. It is designed for students to evaluate their household’s daily decisions that keep them in poverty. Our goal is to change the current cultural values by elevating the student thinking and behaviors. We are exposing students to opportunities that will create wealth, financial autonomy, and build thriving communities.

“Surviving In The Real World” teaches students that the right financial decisions made today lead to a prosperous tomorrow.

~ Laketa Dumas

VISIONARY

AUTHOR

ENTREPRENEUR

CREATIVE GENIUSE

INNOVATOR

LAKETA DUMAS

FOUNDER

I am **Laketa Dumas**, the founder of **R U Ready 4 BIZness**, **BIG Institute**, **Surviving In The Real World**, and **Do It BIG Academy**. I am a Detroit native, a graduate of Detroit Public Schools, and a retired employee of the Detroit Public School Community District. My heart beats for the youths of Detroit, and I dedicated my life to showing students they can make their dreams a reality. Many people speak about the negative things about Detroit, but they don't speak about the gems. I worked with countless students in my 24 years at Detroit Public Schools who were priceless gems.

I was given the opportunity to create some dynamic programs at Detroit Public Schools, improving the lives of general education and special needs students. The three programs I created were **The Entrepreneurship Project**, **R U Ready 4 BIZness**, and **Surviving In The Real World**. These programs laid the foundation for developing **Birthing Innovative Geniuses (BIG)**, nonprofit serving youths.

My true fulfillment came when I realized my mission on earth is to empower "beautiful souls" to live out their truest potential. I will execute this mission until my last breath.

My golden rule is "Never chase money; pursue your purpose with passion, and money will surround you"! Do "Everything" in Excellence!"

LET'S RUN THIS R.A.C.E.;

WE WILL GET TO THE FINISH LINE TOGETHER!



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OUR TEAM



Laketa Dumas
Founder



Dr. Phyllis Holmes
Chairperson



Latasha Thomas
Treasurer



Terry Dumas
Operation Manager



Tyiesha Dumas
Project Coordinator



Jorden Dumas
Board Secretary



Jermaine Blackmon
Board of Director



Jaylen Blackmon
Program Support



Robert Nickles
Program Support

COME CLOSER TO
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