

INCEPTION



Building Friendships

The Global Entrepreneur Academy is an initiative of The 1010 Project, a 501(c)3 organization founded in 2003.

The 1010 Project was founded upon four primary values:

- > Poverty Matters
- > Relationship Matters
- > Justice Matters
- > Community Matters

Over the years and in the context of these values, we've engaged in building friendships in Kenya. These relationships continue to shape and define our work as we seek to help our friends break the cycle of poverty.

INVITATION

Come Change the World With Us

Just \$50/mo (\$600/yr) equips one entrepreneur to break the cycle of poverty through business education.

FOUNDERS CIRCLE

Make a contribution of \$3000 and join the Founder's Circle for an academy. Founders are honored on The GEA publications for their extraordinary investment in business education.

LEAVE A LEGACY

Establish a yearly scholarship, sponsor a new academy, and more.

➔ **INVEST NOW AT THEGEA.ORG**

Donations are tax-deductible, and can be made anonymously and in honor/memoriam.



PROGRESSION

TRANSFORMATION

REVOLUTION

Creating Partnerships

Working together in this common mission of breaking the cycle of poverty, friendships grew into partnerships.

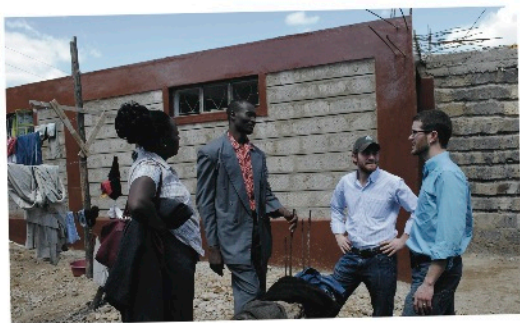


We have a thriving network of partners that educate disadvantaged children, empower women, prevent HIV/AIDS, and provide microfinancing.

Initially, The 1010 Project engaged in grant-making and advocacy in order to mobilize the resources available in the U.S. to assist our partners in Kenya.

To further support our partners' work, we wanted to know the key to effectively break the cycle of poverty.

→ **SO WE ASKED OUR FRIENDS**

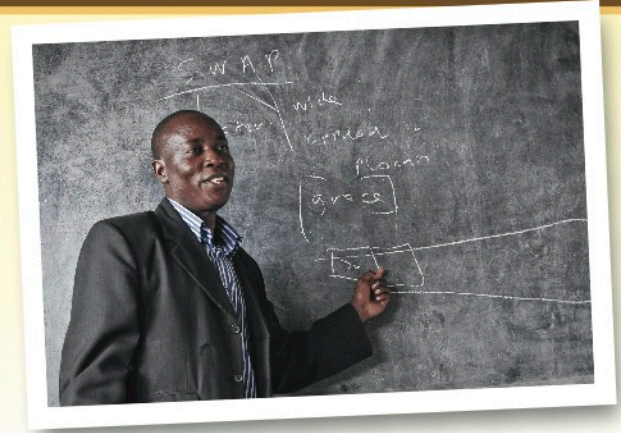
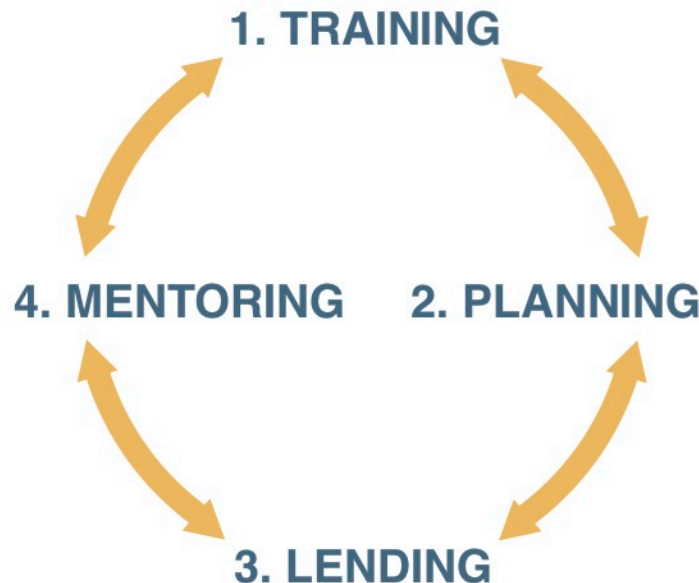


Equipping Leaders

Our partners told us the key to breaking the cycle of poverty is education; specifically, training in creating successful and sustainable businesses.

Based upon a triple bottom line business philosophy (People, Planet, and Profit), The GEA is an 8 week business training program.

Facilitated by indigenous instructors, The GEA is a comprehensive introduction to entrepreneurship and business management and equips students with a business plan, which can also be used in their efforts to secure financing for their businesses.



Changing the World

Employing the terms of the familiar analogy about giving a man a fish versus teaching him to fish, we are truly teaching people how to fish. In so doing, we are offering a realistic means of breaking the cycle of poverty for families and communities.

International development has evolved over the years from direct provision of goods to efforts to foster economic development through microfinance.

The Global Entrepreneur Academy is the next step – equipping people to use available financing to create enterprises that meet their own needs. It is only through self-sufficiency and sustainability that the cycle of poverty can truly be broken. And as it is, the world as we know it will be changed.

ACTIVITY DESCRIPTION	QUANTITY	UNIT COST	HOW OFTEN	TOTAL COST
Venue fees	1	3000	10	30000
Training materials(folder, printing of manuals, pens, writing pad)	15	1000	1	15000
Lunch meals 10-15 People	15	560	8	67200
Tea	15	100	8	12000
Facilitators allowances 2 per day for 8 days	2	5000	8	80000
Flip board	1	5000	1	5000
Flip charts (2 rolls)	2	500	1	1000
Maker pens (1 dozen)	1	500	2	1000
Internet fees	1	2000	1	2000
Calling cards (communication)	4	250	1	1000
Printing papers (for reports, 2 reams)	2	500	1	1000
Coordination/logistics	1	2000	8	16000
Preparation fees for facilitators (training materials and transport)	4	1000	1	4000
Certificates of completion of the GEA Training	15	300	1	4500
Rapporteur	1	2000	4	8000
Exposure visit to a community partner	15	1000		0
Salary for Director of The GEA in Nairobi - \$500/mo for 6 month term	1	40000	6	240000
Total in Kenyan Shillings				487,700.00 Ksh
			Currencies fluctuate, approx:	\$6,073.47
Seed Capital to fund business plans created in The GEA				\$1,500
			TOTAL	\$7,573.47
NOTES: Currencies fluctuate, but the cost in dollars is ~ \$6000				
We typically have 10 participants, with a per person of around \$600				
<i>This budget is subject to change</i>				