

# HP Technology for Entrepreneurship Education Leadership Award United States and Puerto Rico 2008 Request for Proposals



## Introduction and Goals

HP believes that combining the power of information technology with creative and effective partnerships creates economic and social value for communities around the world.

Micro businesses, the smallest of small businesses, are the fastest growing businesses and the biggest source of new jobs globally<sup>1</sup>. While more and more low income entrepreneurs are moving toward self-sufficiency, few are using technology effectively to accelerate their business.

Supporting the growth of nonprofit organizations that provide entrepreneurship education has been an important step to supporting the growth and success of micro businesses. Entrepreneurship education organizations provide start-up assistance, business training, and access to capital and advice to entrepreneurs and very small businesses in low income communities. There is a growing need for the services of entrepreneurship education programs. However, these programs operating in underserved communities are trailing in the use and application of technology to serve their clients.

The 2008 HP Technology for Entrepreneurship Education leadership award is designed to support the growth of entrepreneurship in underserved communities in the U.S. Through this program HP seeks to advance the use of technology in entrepreneurship education programs in order to improve the efficiency, effectiveness and sustainability of microenterprises. HP's investments will focus on providing additional technology access to microentrepreneurs and in educating and training entrepreneurs in the use of technology to build and grow their businesses.

In 2008, HP will grant leadership awards to approximately five organizations that received HP Microenterprise Development Program or Microenterprise Acceleration Program grants between 2003 and 2005 and continue to provide start-up assistance, business training, and access to capital and advice to entrepreneurs and very small businesses. The value of the grant award to each organization will be approximately \$100,000.00.

A successful application for this grant includes:

- Description of a well thought out technology vision for the organization
- A detailed description of how the previous HP grant award was used to train clients to use technology to improve their businesses

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<sup>1</sup> [www.sba.gov](http://www.sba.gov)

- A description of how the program will document and encourage continued usage of the equipment with a focus on expansion over a specified time frame
- A plan to measure technology and entrepreneurial knowledge gained after use of the equipment
- Evidence of successful history of providing entrepreneurship education services to clients
- Evidence that the HP awarded technology can be supported by the technology infrastructure of the nonprofit organization/institution
- Demographics that show that the organization serves an underserved population
- Demonstration that the organization has strong support from the community

HP will accept applications beginning on Wednesday, November 14, 2007. Applications must be completed online via a web-based grant application system (access provided only to those organizations eligible to apply within an "Invitation to Apply" email sent November 15, 2007.) **Submissions will be accepted until 5 p.m. Pacific time on Friday, December, 14, 2007.**

## Description of the Grant Award

The 2008 HP Technology for Entrepreneurship Education leadership grant award includes two elements: 1) Up to \$75,000 in HP equipment and 2) A \$25,000 cash grant to be used toward: a) the purchase of relevant software, equipment configuration and expenses related to technology installation and support b) payment for AEO annual conference registration fees, travel and lodging assistance for one participant from your organization. Any remaining funds should be used for entrepreneurship education program development or enhancements integrating the use of the new HP technology.

In addition to the technology and cash award, HP is partnering with the Association of Enterprise Opportunity (AEO) <[www.microenterpriseworks.org/](http://www.microenterpriseworks.org/)> to provide support and development opportunities to grant recipient organizations including:

- Inclusions in a learning community of HP Technology for Entrepreneurship Education leadership grant recipients, facilitated by AEO.
- Attendance at an HP Entrepreneurship Education grant recipient symposium and the AEO annual conference, to be held in conjunction in May 2008, to share learnings and address common challenges.

The total value of the award to each organization selected will be approximately \$100,000.

## Eligibility Requirements

An eligible applicant is a nonprofit agency that meets **all** of the following requirements:

- received grant funding from HP in 2003, 2004, or 2005
- operates as a 501c(3) tax-exempt organization or higher education institution; government agencies, civic organizations (including chambers of commerce), faith-based organizations, member agencies and collaboratives are not eligible
- provides entrepreneurship education programs and services as a primary part of its mission
  - Entrepreneurship education services assist individuals in starting or expanding very small businesses. These services include training on how to operate a microenterprise, technical assistance and access to capital. Services may also include specialized business management assistance such as access to markets and asset development services like Individual Development Accounts (IDAs). (see <http://www.microenterpriseworks.org/index.asp?sid=17> for more information

- about entrepreneurship education)
- provides a substantial portion of its services to residents in a U.S. underserved community
  - an underserved community is defined as one facing geographic, technological and/or economic barriers to achieving a desired community vision; barriers may also include linguistic, cultural and/or physical barriers (similar references include low-income communities, underutilized business zones, economically distressed areas)
- provides either direct lending to clients or indirectly provides lending through collaboration and linkages with other organizations
- has a local area network installed in the facility, with at least one data port and two electrical outlets available in the room that will house this project
- is able to maintain technology solutions and has some technical infrastructure
- has pre-approved the “Terms and Conditions” associated with HP grants (provided during the application process). You can access the grant “Terms and Conditions” at <http://www.hp.com/hpinfo/grants/us/programs/microenterprise/termsandconditions.pdf>

## Review Criteria

Criteria to be used to evaluate the proposals will include:

- Demonstrates a thoughtful and innovative technology vision and plan that includes:
  - A plan for technology infrastructure to build capacity to serve clients
  - A proposed plan for training clients to effectively use technology to support their business
  - Innovative uses of technology
- Demonstrates a capacity to execute and support the project through:
  - Leadership, including a demonstrated track record in providing a significant level of entrepreneur education services to clients
  - Organizational resources to ensure sustainability of both client technology training and any agency technology infrastructure
- Demonstrates a breadth and diversity of partnerships and support within the community including:
  - Involvement of local, regional and/or federal public officials
  - Involvement of higher education institutions
  - Involvement of local community and economic development agencies
  - Diversity of clients within the community served by the agency

## Grant Recipient Commitment

- In accepting the HP Entrepreneurship Education grant, recipients agree to do the following:
  - Integrate the HP-donated technology into the entrepreneurship education training program of the agency
  - Use the cash portion of the grant to help with purchase of software required for the entrepreneurship education technology training program, and help cover cost of technology and software installation, ongoing technology support and conference attendance
  - Ensure the ongoing maintenance of the HP-donated technology
  - Provide periodic updates on the progress of the project for up to 12 months after the grant has been delivered. Data reported will include:
    - Number of clients utilizing the HP technology
    - Number of clients enrolled in trainings
    - Number and percent completing training
    - Percent of clients rating the course 4 or above on a rate of 1–5, in terms of satisfaction

- Number and description of participant recommendations adapted by agency
- Number and percent of clients receiving technical assistance or counseling
- Total and average number of hours of counseling offered
- Description of effective and ineffective recruitment efforts
- Description of effective and ineffective training material adaptation and training, counseling, follow-up service and lending strategies
- Details of positive impact of grant on technology training program
- Percentage of microenterprise owners reporting that training has improved effectiveness, efficiency and financial success of their businesses
- Percentage of microenterprise owners reporting that training has improved their personal financial situation
- Evidence that the benefits of the HP grant have had some positive impact on the community
- o Participate in a grant recipient symposium and AEO conference in May 2008 to share learnings, address common challenges and provide information that will serve to educate and inform the entrepreneurship education industry
- o Participate in regularly scheduled conference calls
- o Adhere to HP branding and approval guidelines for communications about the grant
- o Abide by the "Terms and Conditions" that were accepted during the application process. You can view the grant "Terms and Conditions" at: <http://www.hp.com/hpinfo/grants/us/programs/microenterprise/termsandconditions.pdf>

## Submitting Your Proposal

Further information regarding the format and process for submitting your proposal can be found at the HP Entrepreneurship Education website at [www.hp.com/go/educatingentrepreneurs](http://www.hp.com/go/educatingentrepreneurs). The online application system is now open via the link provided in the "Invitation to Apply" email message sent directly to eligible organizations.

If you feel you meet the eligibility requirements and are willing and able to fulfill the grant recipient commitments associated with this grant, please respond to this Request for Proposals (RFP) by entering answers to the following questions in the online grant application system **by 5 p.m. Pacific on Friday, December 14, 2007**. (We strongly encourage you not to wait until the last few hours to submit your proposal. Complications with the system will not warrant a deadline extension.)

On the online application you will be asked to enter responses directly into fields in the order shown. You may want to first compose your responses to these questions in a text file, then cut and paste the responses into the corresponding fields of the online grant application.

## Required Elements of Your Proposal

### *Project Description*

1. In an executive summary (no more than 500 words) describe the best practices in technology your organization used to create/expand technology access and training program for your clients.
2. What is new and unique about this?
3. Describe the physical space, including square footage that the agency will make available. Include the number of data ports and number of electrical outlets. Also provide information about the local area network.
4. How was this initiative an improvement over the previous practice? (Please include any relevant program statistics)
5. What are the implications of your work for the broader entrepreneurship education

community? Can they be replicated?

6. How do you measure your results to determine the following:
  - the impact of the project on microentrepreneurs?
  - the impact of the overall technology integration on the local community?

**Project Team**

7. Provide complete contact information for the organization including a primary and a secondary contact; the information for both contacts should include name, title, full mailing address, phone number, e-mail address, fax number and voice mail number if different from phone number.

**Organization Information**

8. Provide the full name of the agency, the full mailing address, the website and the county (ies) in which clients reside.
9. Provide the agency's Federal Tax Payer ID number. This is a 9-digit number formatted XX-XXXXXXX.
10. Indicate your organization's nonprofit tax designation (e.g. 501(c) (3), etc.)
11. Indicate if your organization is a stand alone nonprofit organization providing entrepreneurship education or a program operated by a multi-function organization.
12. Provide the date your entrepreneurship education program started.
13. Provide your organization's total budget.
14. Indicate what amount of your budget is specifically for entrepreneurship education.
15. Indicate the number of paid FTE providing entrepreneurship education services at your organization.
16. Describe the agency's mission.
17. Describe the services the agency provides to microenterprises in the categories of training, technical assistance and lending.
  - o If the agency primarily provides training and technical assistance and does not directly provide lending, describe the referral relationship(s) through which the agency clients receive access to capital.
18. If your agency is currently providing technology training and technical assistance to clients, briefly describe that training and indicate whether the training was developed by your agency or an external provider.
19. List the agency's major accomplishments regarding entrepreneurship education during the years 2004, 2005 and 2006.
20. Provide a list of the agency Board of Directors and their affiliation.

Note: A copy of the last fiscal audit of the agency may be requested if the organization is selected as a finalist. Please do not submit one unless requested.

**2008 Technology Vision**

21. What is your future technology vision for the agency?
22. What is your plan for sustainability of your work beyond 2008 – 2009?

**Equipment Request**

23. What are your equipment needs Please attach an Excel worksheet with HP equipment needs identified: (sample format)

**Equipment Request Form**

HP product information: <http://www.hp.com/sbso/index.html>

<u>Product Description</u>	<u>HP Part #</u>	<u>Quantity</u>	<u>Price</u>	<u>Total Price</u>

24. How will you use the equipment?

25. How will the agency support/maintain the equipment it receives as part of the grant award?

***Organizational Capacity***

26. Identify the organizational assets and strengths of the agency that can be built upon to make the technology integration successful, e.g. project management, expertise in training and technical assistance.
27. Describe the specific resources that the agency will provide to the project such as staff, additional funding, etc.
28. Identify major sources of support for the agency within the last two years including, but not limited to, net income from services, for-profit ventures, private funding, federal funding, and state and local funding.

***Clients Served***

29. Indicate percentage of clients served in: (answer must be represented as a percent of 100):
- Rural area
  - Urban area
  - Mixed geography
30. Indicate the number of microenterprise clients your organization served in:
- 2004
  - 2005
  - 2006
31. What number of these businesses are owned or operated by "youth" ages 16-24?
32. Indicate percentage of clients who are (answer must be represented as a percent of 100):
- African American
  - Latino
  - Native America
  - Asian
  - Immigrant
  - Refugee
  - Other
33. Provide percentage of clients who have incomes of 150% or below the federal poverty level as defined by the U.S Department of Health and Human Services.
34. If you are a lending organization, indicate the following:
- Size of your loan pool
  - Of the total loan pool, how much is specifically microenterprise loans

***Services to Clients***

35. Provide number of microenterprise loans made in:
- 2004
  - 2005
  - 2006
36. Describe the type of training and technical assistance your organization provides to clients.

***Partnership and Collaboration***

37. Identify the partners within the community that support and/or leverage the work of the agency and the people or groups served by those partners.
38. Describe the role the partners will play in this project.
39. Identify any HP employees or HP organizations that have a relationship with your organization, and describe that relationship.

***Technology Recycling  
Projects (optional)***

40. Would your organization be interested in participating in a product recycling or community-based computer product take back event in conjunction with Earth Day, April 22, 2008? If so, describe a project you can initiate.
41. Are there other ways your organization can promote sustainable business practices? If so, describe.

***Acceptance of the Grant  
Terms and Conditions*** An authorized individual from the agency must accept the HP grant "Terms and Conditions" at the time of the proposal submission. You may review the HP Grant "Terms and Conditions" at <http://www.hp.com/hpinfo/grants/us/programs/microenterprise/termsandconditions.pdf>.

***Privacy Terms and  
Conditions*** An authorized individual from the agency must indicate that they understand HP's data privacy policies, and agree that the information the agency has provided may be used by HP to send you information related to this grant application and other HP Philanthropy related programs. You may review HP's data privacy policies at <http://welcome.hp.com/country/us/en/privacy.html>.

**Deadline for Submission** HP will accept applications beginning on Wednesday, November 14, 2007. Proposals must be completed in an online grant application system and submitted **no later than 5 p.m. Pacific time, Friday, December 14, 2007.**

**Notification of Recipients** HP will notify grant winners directly no later than Thursday, February 14, 2008, and will post a list of organizations that have been funded at the HP Technology for Entrepreneurship Education website.

**About HP**

HP is committed to being a leader in global citizenship. We are proud of our efforts as global stewards, helping to reduce environmental impacts, raise standards in HP's global supply chain and increase access to information technology worldwide. We conduct our business with uncompromising integrity and strive to live up to every one of our commitments to our customers, partners, employees and shareholders. Furthermore, we believe that global citizenship is good business. We embrace our responsibility to society by being an economic, intellectual and social asset to each country and community in which we operate.

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world's largest IT companies, with revenue totalling \$100.5 billion for the four fiscal quarters ended July 31, 2007. More information about HP (NYSE: HPQ) is available at [www.hp.com](http://www.hp.com).

**For Further Information**

Visit the HP Technology for Entrepreneurship Education website at [www.hp.com/go/educatingentrepreneurs](http://www.hp.com/go/educatingentrepreneurs). If your questions are not addressed, AEO will host a Q&A conference call to answer additional questions in the near future. You will receive specific call information via e-mail at a later date.