

One & All

Lansing Economic Area Partnership (LEAP)—Region 7
MEDC Collaborative Development Council—Innovation Fund Project

Semi-Annual Grant Report | April 15, 2022

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Executive Summary

The following report details quantitative and qualitative outcomes one and a half years into the Lansing Economic Area Partnership's (LEAP) One and All initiative, comprised of six two-month entrepreneurship programs from August 2020—July 2022. Select report highlights include:

- **Increasing program interest:** Eighty-six eligible applications received for the fifth One and All program taking place Jan-Mar 2022, an initiative maximum.
- **Diverse industry mix:** The most common business industries among graduates are Retail Trade (25%), Other Services (20%), which includes traditional service businesses such as salons and auto shops, Accommodation and Food Services (9%), Arts, Entertainment and Recreation (8%) and Health Care and Social Assistance (8%).
- **Majority legally formed entities:** Sixty-nine percent of program graduates either enter the program with a legally established business entity or create one during the program or closely following graduation.
- **Brick and mortar success:** Four program graduates have celebrated brick and mortar storefront openings, one graduate has celebrated an expansion, two are members of the Downtown Lansing Inc. Middle Village Micro Market 2022 vendor showcase and two more are closely approaching brick and mortar openings.
- **Significant income increase:** Household incomes have increased among graduates approx. \$10,000 at six months post-graduation for programs 1-4- and one-year post-graduation for programs 1-2, and approx. \$17,000 one and a half years post-graduation for program one.
- **Reduction of fixed expense to income ratio:** Additionally, the percentage of monthly household income dedicated to fixed monthly expenses (housing, childcare, food, transport and healthcare) has decreased among graduates from 88% across programs 1-5 to 63% six months post-graduation for programs 1-4- and one-year post-graduation for programs 1-2.
- **Creating a sustainable culture:** The community fostered among graduates of One and All programs is contributing to a deepened connectivity within greater Lansing's entrepreneurial ecosystem, as many graduates seek to leverage their own success to support the success of their peers.

Introduction

LEAP's One and All initiative increases successful entrepreneurship and small-business ownership among underrepresented populations including Black, Indigenous and people of color (BIPOC), women, people with disabilities, immigrants, military veterans, refugees and returning citizens across Clinton, Eaton, Ingham and Shiawassee counties who fall at or below the Asset Limited, Income Constrained, Employed (ALICE) Threshold.

The initiative's inaugural series includes six programs from August 2020 to July 2022 and is generously funded by the Michigan Economic Development Corporation (MEDC) and Consumers Energy Foundation. Each two-month program offers a unique combination of business and communications training, coaching, mentoring and access to an extended professional network and business resources.

Since the last reporting period in October 2021, LEAP is proud to celebrate brick-and-mortar openings for three program graduates and two graduates among Downtown Lansing Inc.'s 2022 Middle Village cohort, detailed further on page 10 of this report. Additionally, LEAP staff were invited to submit an article about the initiative to the International Economic Development Council's (IEDC) peer-reviewed IEDC journal, following its recognition as a gold-award winning program in the IEDC's Economic Excellence Awards Equity and Inclusion category. Below is a summary of key performance indicators of both program applicant profile, graduate profile and program impact.

Section 1: Applicant Profile

LEAP received 86 eligible applications for the fifth One and All program taking place January-March 2022, an initiative maximum. Across all programs, most of 319 total eligible applications have been received from applicants ages 30-39 (37%), with ages 21-29 and 40-49 tied for the second-highest percentage of total applications (24%). Refer to [Appendix A](#) for a visual representation of Section 1 data.

Table 1: Age distribution of eligible applicants

Age Category	Aug-Oct 2020	Jan-Mar 2021	May-Jul 2021	Aug-Oct 2021	Jan-Mar 2022	All programs
18-20	1 (1%)	2 (3%)	3 (4%)	0 (0%)	2 (3%)	8 (2%)
21-29	16 (26%)	16 (24%)	17 (25%)	8 (22%)	20 (23%)	77 (24%)
30-39	27 (44%)	26 (40%)	25 (38%)	8 (22%)	31 (36%)	117 (37%)
40-49	9 (15%)	11 (16%)	13 (20%)	16 (43%)	26 (30%)	75 (24%)
50-59	6 (10%)	7 (10%)	9 (13%)	4 (11%)	7 (8%)	33 (10%)
60+	3 (4%)	5 (7%)	0 (0%)	1 (2%)	0 (0%)	9 (3%)

Five marital statuses have been represented across all eligible applications, with a majority received by single, never married applicants (50% overall), a trend which continued for program 5 applicants (58% of all program 5 applications).

Table 2: Marital status of eligible applicants

Marital Status	Aug-Oct 2020	Jan-Mar 2021	May-Jul 2021	Aug-Oct 2021	Jan-Mar 2022	All programs
Single	28 (45%)	32 (48%)	33 (49%)	17 (46%)	50 (58%)	160 (50%)
Married	25 (40%)	20 (30%)	23 (34%)	11 (30%)	18 (21%)	97 (30%)
Divorced	6 (10%)	9 (13%)	8 (12%)	6 (16%)	11 (13%)	40 (13%)
Separated	3 (5%)	5 (7%)	3 (5%)	2 (5%)	7 (8%)	20 (6%)
Widowed	0 (0%)	1 (2%)	0 (0%)	1 (3%)	0 (0%)	2 (1%)

Most applicants have completed some college (37%), with the same holding true for program 5 applicants at a slightly higher percentage of 43%. The second most common educational levels are high school diploma or equivalent (i.e. GED) and bachelor’s degree, representing 19% and 13% of applicants across programs 1-5, respectively.

Table 3: Educational level of eligible applicants

Education	Aug-Oct 2020	Jan-Mar 2021	May-Jul 2021	Aug-Oct 2021	Jan-Mar 2022	All programs
No schooling	1 (2%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (<1%)
Up to 8th grade	0 (0%)	0 (0%)	1 (2%)	0 (0%)	1 (1%)	2 (1%)
Some high school, no diploma	1 (2%)	1 (2%)	3 (4%)	0 (0%)	0 (0%)	5 (1%)
High school diploma or equivalent	10 (16%)	12 (18%)	12 (18%)	6 (16%)	22 (26%)	62 (19%)
Trade school certificate	6 (10%)	2 (3%)	3 (4%)	5 (14%)	9 (10%)	25 (7%)
Some college, no degree	17 (27%)	26 (39%)	22 (34%)	16 (43%)	36 (43%)	117 (37%)
Associate degree	6 (10%)	6 (9%)	5 (7%)	5 (14%)	9 (10%)	31 (10%)
Bachelor’s degree	11 (17%)	10 (15%)	10 (15%)	1 (2%)	8 (9%)	40 (13%)
Master’s degree	5 (8%)	7 (10%)	8 (12%)	4 (11%)	0 (0%)	24 (8%)
Doctorate degree	5 (8%)	3 (4%)	3 (4%)	0 (0%)	1 (1%)	12 (4%)

A significant majority of all applicants identify as BIPOC (85%) and/or a woman (64%), with program five representing the second-highest percentage of BIPOC applicants and highest percentage of women at 88% and 80%, respectively. Beginning with program 4, LEAP also began tracking additional measures of underrepresentation at the application phase including refugees, immigrants, people with disabilities, LGBTQ+, returning citizens and military veterans.

Table 4: Historically underrepresented demographics among eligible applicants†

Demographic	Aug-Oct 2020	Jan-Mar 2021	May-Jul 2021	Aug-Oct 2021	Jan-Mar 2022	All programs
BIPOC	49 (79%)	52 (78%)	62 (93%)	33 (89%)	76 (88%)	272 (85%)
Women	32 (52%)	43 (64%)	33 (49%)	26 (70%)	69 (80%)	203 (64%)
Refugee	-	-	-	1	3	4 (3%*)
Immigrant	-	-	-	0	5	5 (4%*)
Person with a disability	-	-	-	7	8	15 (12%*)
LGBTQ+	-	-	-	1	9	10 (8%*)
Returning citizen	-	-	-	0	1	1 (1%*)
Veteran	-	-	-	3	2	5 (4%*)

† Percentages across columns may equal more than 100% due to applicants identifying with more than one demographic.

* Out of 123 applications received for programs 4 and 5

Most applicants across all programs identified as solely African American/Black (55%), with program 5 representing the largest percentage of African American/Black applicants for any program at 67%, an 11% increase from program 3’s next-highest percentage of 56%.

Additionally, while Hawaiian Native/Pacific Islanders were not represented as a singular racial category, four applicants across all programs who selected Multiracial (two or more racial identities) included Hawaiian Native/Pacific Islander as one of their racial identities. Similarly, an additional 13 applicants within the Multiracial category selected Native American/Alaska Native as one of their racial identities.

Table 5: Self-reported race identification among eligible applicants

Demographic	Aug-Oct 2020	Jan-Mar 2021	May-Jul 2021	Aug-Oct 2021	Jan-Mar 2022	All programs
African American / Black	30 (49%)	29 (44%)	37 (56%)	20 (54%)	58 (67%)	174 (55%)
Asian American / Asian	3 (5%)	2 (3%)	3 (4%)	0 (0%)	1 (1%)	9 (3%)
Native American / Alaska Native	2 (3%)	1 (1%)	0 (0%)	0 (0%)	0 (0%)	3 (1%)
Hawaiian Native/Pacific Islander	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Hispanic / Latino	8 (13%)	11 (17%)	9 (13%)	7 (19%)	2 (2%)	37 (12%)
Middle Eastern / North African	2 (3%)	2 (3%)	0 (0%)	0 (0%)	3 (4%)	7 (2%)
White	13 (21%)	15 (22%)	5 (7%)	4 (11%)	10 (12%)	47 (14%)
Multiracial / Two or more selected	4 (6%)	7 (10%)	13 (20%)	6 (16%)	12 (14%)	42 (13%)

Average annual household income across all five programs is \$32,278, with average fixed monthly expenses of \$1,934 representing roughly 72% of the average monthly household income of \$2,690 across all programs. Program five applicants' reported fixed monthly expenses (\$1,711) represent the highest percentage of monthly household income (\$1,907) at 90%; program five applicants' reported annual household income is more than \$8,000 less than the next-lowest program average of \$30,464 for program 3.

Table 6: Self-reported household income and monthly expenses of eligible applicants

Measure	Aug-Oct 2020	Jan-Mar 2021	May-Jul 2021	Aug-Oct 2021	Jan-Mar 2022	All programs
Household income – annual	\$30,714	\$33,969	\$43,358	\$30,464	\$22,884	\$32,278
Household income - monthly	\$2,560	\$2,831	\$3,613	\$2,539	\$1,907	\$2,690
Fixed monthly expenses*	\$2,056	\$1,954	\$1,875	\$2,076	\$1,711	\$1,934

* Fixed monthly expenses include housing, childcare, food, transport and healthcare

Section 2: Graduate Profile

Since the program's launch, One and All has graduated 99 entrepreneurs, with 23 in program 5 alone. The distribution of graduate ages follows a similar pattern to age distribution among all applicants, with 30-39 representing the most common age range (41%) and 21-29 and 40-49 second- and third-most common at (24% and 21%, respectively). Refer to [Appendix B](#) for a visual representation of Section 2 data.

Table 7: Age distribution of program graduates

Age Category	Aug-Oct 2020	Jan-Mar 2021	May-Jul 2021	Aug-Oct 2021	Jan-Mar 2022	All programs
18-20	0 (0%)	0 (0)	2 (11%)	0 (0%)	1 (4%)	3 (3%)
21-29	5 (29%)	5 (22%)	4 (24%)	6 (32%)	4 (17%)	24 (24%)
30-39	6 (35%)	14 (61%)	3 (18%)	5 (26%)	12 (53%)	40 (41%)
40-49	4 (24%)	0 (0%)	5 (29%)	7 (37%)	5 (22%)	21 (21%)
50-59	2 (12%)	3 (13%)	3 (18%)	1 (5%)	1 (4%)	10 (10%)
60+	0 (0%)	1 (4%)	0 (0%)	0 (0%)	0 (0%)	1 (1%)

Marital status among graduates also closely mirrors that of applicants, with each subcategory's total distribution across all programs within one percentage point of applicant profile percentages. Therefore, a majority of graduates are single and never married (48%), and the second most common marital status is married or in a domestic partnership (31%).

Table 8: Marital status of program graduates

Marital Status	Aug-Oct 2020	Jan-Mar 2021	May-Jul 2021	Aug-Oct 2021	Jan-Mar 2022	All programs
Single	8 (47%)	11 (48%)	6 (35%)	9 (47%)	13 (57%)	47 (48%)
Married	5 (29%)	7 (30%)	7 (41%)	6 (32%)	6 (26%)	31 (31%)
Divorced	3 (18%)	3 (13%)	3 (18%)	2 (11%)	3 (13%)	14 (14%)
Separated	1 (6%)	2 (9%)	1 (6%)	1 (5%)	1 (4%)	6 (6%)
Widowed	0 (0%)	0 (0%)	0 (0%)	1 (5%)	0 (0%)	1 (1%)

Educational level among program graduates again closely mirrors the distribution of educational level across total applicants, with a majority of program graduates having some college but no degree (44%), and second-most common educational levels being high school diploma or equivalent and bachelor's degree (15% each).

Table 9: Educational level of program graduates

Education	Aug-Oct 2020	Jan-Mar 2021	May-Jul 2021	Aug-Oct 2021	Jan-Mar 2022	All programs
No schooling	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Up to 8 th grade	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Some high school, no diploma	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
High school diploma or equivalent	0 (0%)	2 (9%)	5 (29%)	4 (21%)	4 (17%)	15 (15%)
Trade school certificate	2 (12%)	0 (0%)	1 (6%)	2 (11%)	2 (9%)	7 (7%)
Some college, no degree	5 (29%)	9 (39%)	10 (59%)	8 (42%)	11 (48%)	43 (44%)
Associate degree	3 (18%)	3 (13%)	0 (0%)	5 (26%)	3 (13%)	14 (14%)
Bachelor's degree	6 (35%)	5 (22%)	1 (6%)	0 (0%)	3 (13%)	15 (15%)
Master's degree	1 (6%)	3 (13%)	0 (0%)	0 (0%)	0 (0%)	4 (4%)
Doctorate degree	0 (0%)	1 (4%)	0 (0%)	0 (0%)	0 (0%)	1 (1%)

Similar to total applicant pool, a significant majority of program graduates identify as BIPOC and/or a woman (80% and 77%, respectively), with a steady increase of BIPOC graduates from 71% in program one to an initiative maximum of 91% in program five. Additional measures of underrepresentation including refugees, immigrants, person with a disabilities, LGBTQ+, returning citizens and veterans have been captured for graduates across all five programs, with these percentages in line with the proportion of applications received since LEAP started capturing these metrics in programs four and five.

Table 10: Historically underrepresented demographics among program graduates†

Demographic	Aug-Oct 2020	Jan-Mar 2021	May-Jul 2021	Aug-Oct 2021	Jan-Mar 2022	All programs
BIPOC	12 (71%)	16 (70%)	13 (76%)	17 (89%)	21 (91%)	79 (80%)
Women	9 (53%)	20 (87%)	13 (76%)	16 (84%)	18 (78%)	76 (77%)
Refugee	2 (12%)	0 (0%)	0 (0%)	1 (5%)	1 (4%)	4 (4%)
Immigrant	2 (12%)	2 (9%)	3 (18%)	0 (0%)	3 (13%)	10 (10%)
Person with a disability	2 (12%)	4 (17%)	2 (12%)	3 (16%)	2 (9%)	13 (13%)
LGBTQ+	0 (0%)	1 (4%)	1 (6%)	1 (5%)	2 (9%)	5 (5%)
Returning citizen	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Veteran	0 (0%)	0 (0%)	0 (0%)	2 (11%)	0 (0%)	2 (2%)

† Percentages across columns may equal more than 100% due to applicants identifying with more than one demographic.

Again mirroring applicant profile trends, most graduates identify solely as African American/Black, with the greatest proportion of African American/Black graduates in program five (61%), at 13% more than the next-highest per-program percentage of program two (48%).

Similarly to applicants, neither Hawaiian Native/Pacific Islander nor Native American/Alaska Native were selected as a singular racial identity among graduates, but were represented two and three times, respectively, among those who identified as Multiracial.

Table 11: Self-reported race identification among program graduates

Demographic	Aug-Oct 2020	Jan-Mar 2021	May-Jul 2021	Aug-Oct 2021	Jan-Mar 2022	All programs
African American / Black	8 (47%)	11 (48%)	6 (35%)	9 (47%)	14 (61%)	48 (49%)
Asian American / Asian	4 (24%)	1 (4%)	1 (6%)	0 (0%)	0 (0%)	6 (6%)
Native American / Alaska Native	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Hawaiian Native/Pacific Islander	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Hispanic / Latino	0 (0%)	3 (13%)	3 (18%)	4 (21%)	1 (4%)	11 (11%)
Middle Eastern / North African	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (9%)	2 (2%)
White	5 (29%)	6 (26%)	2 (12%)	1 (5%)	2 (9%)	16 (16%)
Multiracial / Two or more selected	0 (0%)	2 (9%)	5 (29%)	5 (27%)	4 (17%)	16 (16%)

Most (56%) graduates' business locations fall within either a Historically Underutilized Business (HUB) Zone (39%), Opportunity Zone (5%) or both a HUB Zone and Opportunity Zone (12%). This represents a healthy utilization by graduates of historically underfunded and underutilized locations, bringing fresh ideas and businesses to areas of greatest need in the greater Lansing community, from people who are existing members of these communities.

Table 12: Business location, HUB Zones and Opportunity Zones

Location	Aug-Oct 2020	Jan-Mar 2021	May-Jul 2021	Aug-Oct 2021	Jan-Mar 2022	All programs
HUB Zone only	4 (24%)	8 (35%)	8 (47%)	5 (26%)	14 (61%)	39 (39%)
Opportunity Zone only	1 (6%)	3 (13%)	1 (6%)	0 (0%)	0 (0%)	5 (5%)
Both HUB Zone & Opportunity Zone	2 (12%)	1 (4%)	1 (6%)	7 (37%)	1 (4%)	12 (12%)

The most common industry for graduate businesses is Retail Trade (25%), with Other Services—which captures most service-based businesses such as salons and auto shops—as second-most common (20%). Accommodation and Food Services (9%), Arts, Entertainment and Recreation

(8%) and Health Care and Social Assistance (8%) round out the third-most common tier at almost 10% representation apiece across all programs.

Table 13: Business industry

Industry	Aug-Oct 2020	Jan-Mar 2021	May-Jul 2021	Aug-Oct 2021	Jan-Mar 2022	All programs
Accommodation and Food Services	3 (18%)	1 (5%)	2 (12%)	1 (5%)	2 (9%)	9 (9%)
Administrative and Support	0 (0%)	2 (9%)	1 (6%)	1 (5%)	0 (0%)	4 (4%)
Agriculture, Forestry, Fishing and Hunting	0 (0%)	1 (5%)	0 (0%)	0 (0%)	0 (0%)	1 (1%)
Arts, Entertainment and Recreation	1 (6%)	2 (9%)	0 (0%)	0 (0%)	5 (20%)	8 (8%)
Construction	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (9%)	2 (2%)
Educational Services	1 (6%)	0 (0%)	1 (6%)	1 (5%)	0 (0%)	3 (3%)
Health Care and Social Assistance	0 (0%)	4 (18%)	1 (6%)	2 (10%)	1 (5%)	8 (8%)
Information	3 (18%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	3 (3%)
Not Set	1 (6%)	0 (0%)	3 (17%)	3 (16%)	3 (11%)	10 (10%)
Other Services (except Public Administration)	3 (18%)	2 (9%)	6 (32%)	5 (27%)	4 (18%)	20 (20%)
Professional, Scientific, Technical Services	1 (6%)	1 (5%)	0 (0%)	2 (10%)	1 (5%)	5 (5%)
Retail Trade	4 (22%)	9 (40%)	3 (17%)	4 (22%)	4 (18%)	24 (25%)
Wholesale Trade	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (5%)	1 (1%)

Section 3: Program Impact

Following graduation, average household incomes for each program have risen. Even the reported reduction of annual household income from the six months to one year post-graduation for program one was still nearly \$10,000 more than at the time of application.

Additionally, the ratio of fixed monthly expenses to monthly household incomes consistently improves following graduation. The most dramatic example of this is the change from program start to six months post-graduation for program 3, which represents a 41% reduction from expenses requiring 102% of reported monthly income to requiring just 61%. Refer to [Appendix C](#) for a visual representation of Section 3 data.

Table 14: Household income trends among program graduates

Program	Income at program start	6 months after program	1 year after program	1.5 years after program
Aug-Oct 2020	\$26,765 / year \$2,230 / month	\$43,333 / year \$3,611 / month	\$36,364 / year \$3,030 / month	\$43,738 / year \$3,645 / month
Jan-Mar 2021	\$26,696 / year \$2,225 / month	\$35,280 / year \$2,940 / month	\$37,600 / year \$3,133 / month	-
May-Jul 2021	\$35,588 / year \$2,966 / month	\$41,133 / year \$3,428 / month	-	-
Aug-Oct 2021	\$22,301 / year \$1,858 / month	\$36,073 / year \$3,006 / month	-	-
Jan-Mar 2022	\$21,310 / year \$1,776 / month	-	-	-

Table 15: Fixed monthly income to monthly household income ratio trends among program graduates

Program	Expenses at program start	6 months after program	1 year after program	1.5 years after program
Aug-Oct 2020	\$2,029 (91%*)	\$2,496 (69%)	\$1,754 (58%)	\$2,675 (73%)
Jan-Mar 2021	\$1,595 (72%)	\$1,762 (60%)	\$2,173 (69%)	-
May-Jul 2021	\$2,079 (70%)	\$2,055 (60%)	-	-
Aug-Oct 2021	\$1,888 (102%)	\$1,832 (61%)	-	-
Jan-Mar 2022	\$1,906 (107%)	-	-	-

* Percentage of monthly household income needed to cover fixed monthly expenses

In response to participant feedback that program load was inhibiting curriculum retention and leading to unsustainable stress levels, LEAP strategically restructured curriculum to include fewer required webinars and opted to design the eight-week program journey to culminate in a completed business plan. This allowed participants adequate opportunity to more meaningfully absorb mandatory curriculum and maintain a clear focus around an end product essential to continued business growth and sustainability beyond the One and All program’s duration.

Additionally, a reduction in rigid program requirements gave participants in program five more flexibility to explore additional curriculum related to their own specific business needs and interests. Despite a 19% reduction in mandatory webinars from program 3 to program 5, program 5 graduates’ total workshops attended only reduced by 14%, indicating a 5% increase in non-mandatory curriculum engaged once the adjustment was made.

Table 16: Curriculum completion among program graduates

Measure	Aug-Oct 2020	Jan-Mar 2021	May-Jul 2021	Aug-Oct 2021	Jan-Mar 2022	All programs
Coaching sessions attended	70	100	64	74	85	393
Workshops attended	111	391	303	378	260	1,443

Most program graduates (45%) enter their time with One and All with an already-established legal entity, and 57% of those who enter with unformed entities file for formation either during the program or after graduation (24% of all graduates).

Table 17: Business formations among program graduates

Business legal status	Aug-Oct 2020	Jan-Mar 2021	May-Jul 2021	Aug-Oct 2021	Jan-Mar 2022	All programs
Existing business pre-program	10 (59%)	14 (61%)	9 (53%)	9 (47%)	15 (66%)	44 (45%)
Post-graduation company formation	4 (23%)	7 (30%)	3 (18%)	6 (32%)	4 (17%)	24 (24%)
Not yet formed	3 (18%)	2 (9%)	5 (29%)	4 (21%)	4 (17%)	18 (18%)

While the Lansing region is less capitalized to support follow-on funding compared to many other communities, graduates have received \$382,523 in follow-on funding from non-state sources after graduation.

Additionally, graduates have received SBDC services valuing \$24,700 at no cost to them. These services critically help bridge the gap for entrepreneurs whose financial position keeps them from investing cash in their business to the same level that they can invest their passion. Many services rendered are related to accounting and website development, two of the most crucial things for a startup to be able to grow roots at an early stage and eventually expand.

Table 18: Capital formation among program graduates

Capital source	Aug-Oct 2020	Jan-Mar 2021	May-Jul 2021	Aug-Oct 2021	Jan-Mar 2022	All programs
One and All program	\$42,500	\$57,500	\$42,500	\$47,500	\$57,500	\$247,500
Follow-on investment from non-State sources	\$319,800	\$56,525	\$6,000	-	\$198	\$382,523
Cash value of additional SBDC services	\$5,200	\$8,000	-	\$11,500	-	\$24,700

Brick and Mortar Openings

One and All graduates of all programs have celebrated brick and mortar and marketplace openings and expansions, with at least two additional storefronts soon-to-be-opened.

Program one’s Deardra Westfall (Nature’s 92) and program four’s Shebeeka Hughes (Cocobella) are both among Downtown Lansing Inc’s Middle Village Micro Market 2022 vendor showcase, a year-long cohort style engagement that offers additional business coaching and rotating space for entrepreneurs whose capacity is beyond strictly home-based but is perhaps not yet ready for a singular storefront of their own. Additionally, Westfall was recently named as the Michigan Western District’s only certified sea moss business, a critical step in her ability to expand product offerings and in setting her business apart with unique regional offerings.

Program two’s Mona David (Kolele Energy), Tiffany Nordé (Dancing with the Nordés) and Aurelia Cisneros (Release!) have also opened their own storefronts. David’s storefront in the Lansing Mall is poised to play a role in the Delta Township shopping center’s revitalization, offering unique wellness options inspired by her home country of Namibia. Nordé’s Rock the Block Studio brings unique fitness and social opportunities to the flourishing and growing REO Town neighborhood. Cisneros’s Release! kickboxing studio brings a creative fitness experience to DeWitt.

Both program four’s Anna Escobedo (Better Than Urs Designs) and Lorin Cumberbatch (Skin Studio 211) have opened storefronts in Delta Township, with Escobedo offering frequent pop-up shops for other entrepreneurs to gain exposure and share their products and services at her location and Cumberbatch able to expand her existing business and offer space for rent to other local estheticians and wellness providers.

At least two other graduates are nearing brick-and-mortar openings—program three’s Deanna Ray-Brown (Everything is Cheesecake), whose business is growing beyond its existing food truck to a traditional retail storefront, and program five’s Alisha Parks (Bundles Ah Beauty), whose salon is set to open sometime this spring.

Conclusion

Beyond the quantitative success presented in these data, One and All has also produced a level of qualitative success among its graduates that is just as impactful. One and All is a premier example of the [Harvard Business Review’s](#) concept of “scaling deep,” or empowering entrepreneurs to leverage existing resources and relationship to scale their ventures deeply and slowly. This type of growth embeds small-business owners within their local ecosystem, producing lasting local relationships through which graduates can feed on and contribute to greater Lansing’s rich entrepreneurial ecosystem.

We are already seeing the fruits of this labor through One and All graduates’ willingness and passion to help each other succeed, whether it is Anna Escobedo’s use of her own brick and mortar location to give other entrepreneurs a platform to grow their ventures, or program two’s Najeema Thomas (YouShine Events and Consulting) partnering with various local organizations on events like last summer’s Afterglow Market series to create more opportunities for entrepreneurs to connect with potential clients.

Scaling deep addresses urgent, local problems uniquely, innovatively and, most crucially, sustainably; the slow, steady growth of businesses growing roots deep into their existing ecosystem is less immediately visible compared to the exponential, rapid growth of “unicorn” startups, but ultimately impacts its home ecosystem more profoundly because businesses with deep roots stay to nourish the communities that built them.

These successes will multiply for years and decades to come, and feed directly into the state of Michigan’s renewed commitment to supporting small-business owners and entrepreneurs as a critical component of economic development. Where large-scale, international attraction projects like the recently-announced GM Ultium battery plant represent bricks in the wall of Michigan’s economy, the deeply-scaled small-business owners and entrepreneurs of programs like One and All are the mortar: the glue that holds communities like Lansing together.

These entrepreneurs seal unseen cracks and have the adaptability and flexibility to permeate everywhere between those bricks to ensure all people are touched by our region’s prosperity. The mortar of entrepreneurship is the reason the bricks of large-scale development can be a wall at all. Most crucially, programs like One and All, which focus on historically underrepresented demographics and financially disadvantaged people, help connect our communities’ most vulnerable with the resources they need for an equitable shot at success so future generations can look to them and say, “maybe I can do it, too.”

Appendix A: Charts and Graphs, Applicant Profile

Figure 1.a: Age distribution of eligible applicants by program

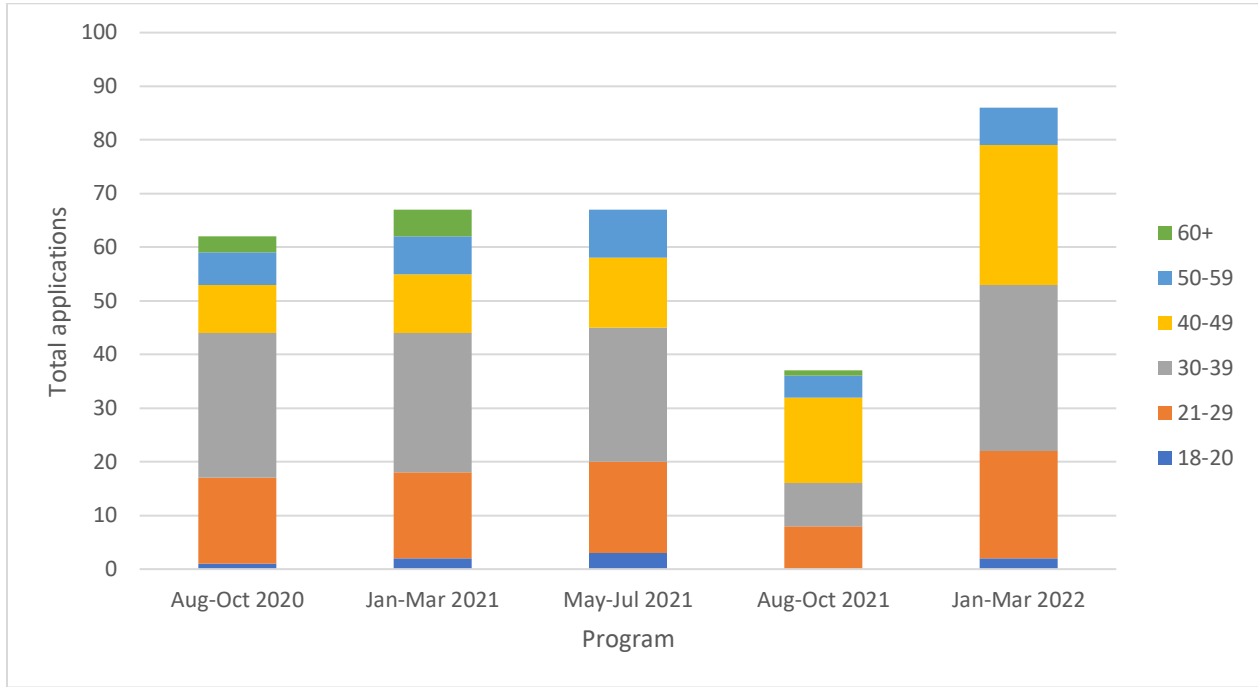


Figure 1.b: Age distribution by category, all programs

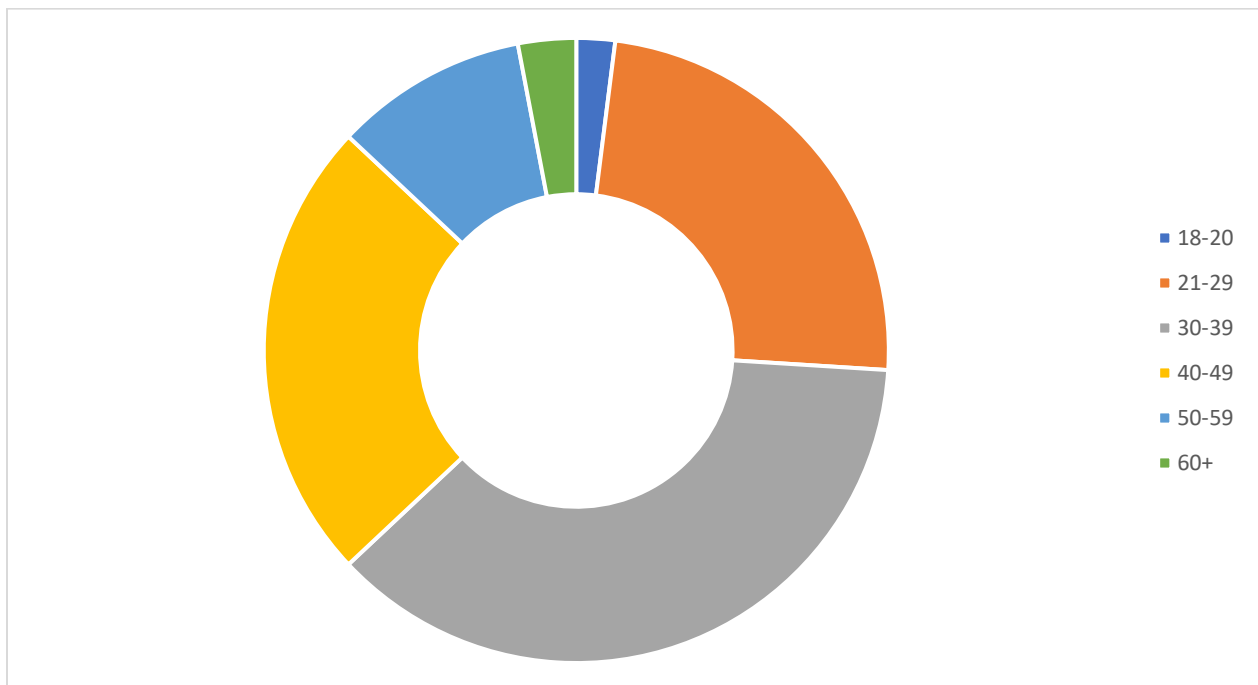


Figure 2.a: Marital status of eligible applicants by program

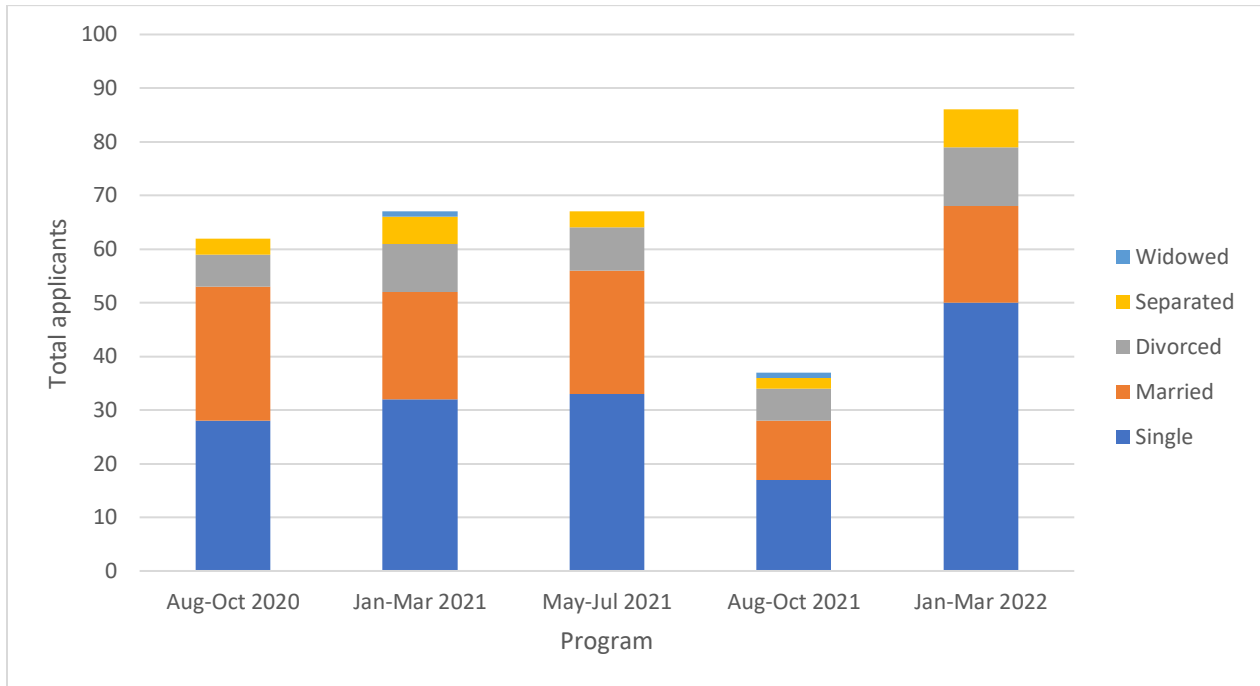


Figure 2.b: Marital status distribution by category, all programs

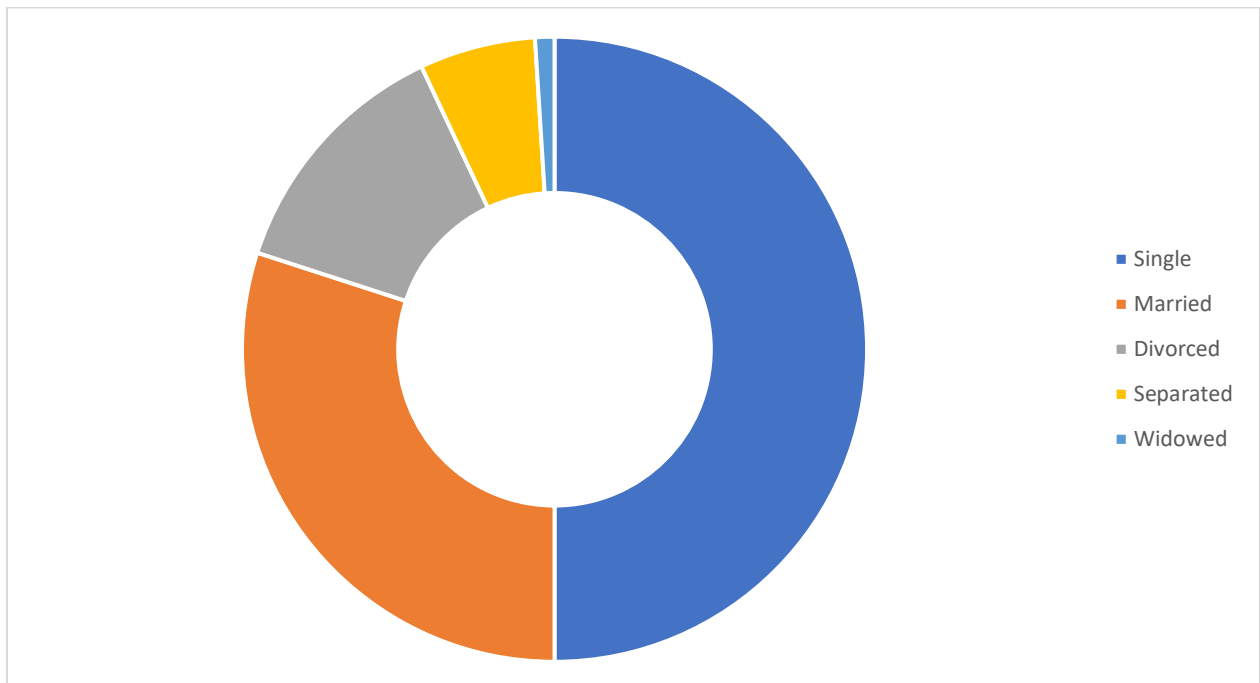


Figure 3.a: Educational level of eligible applicants by program

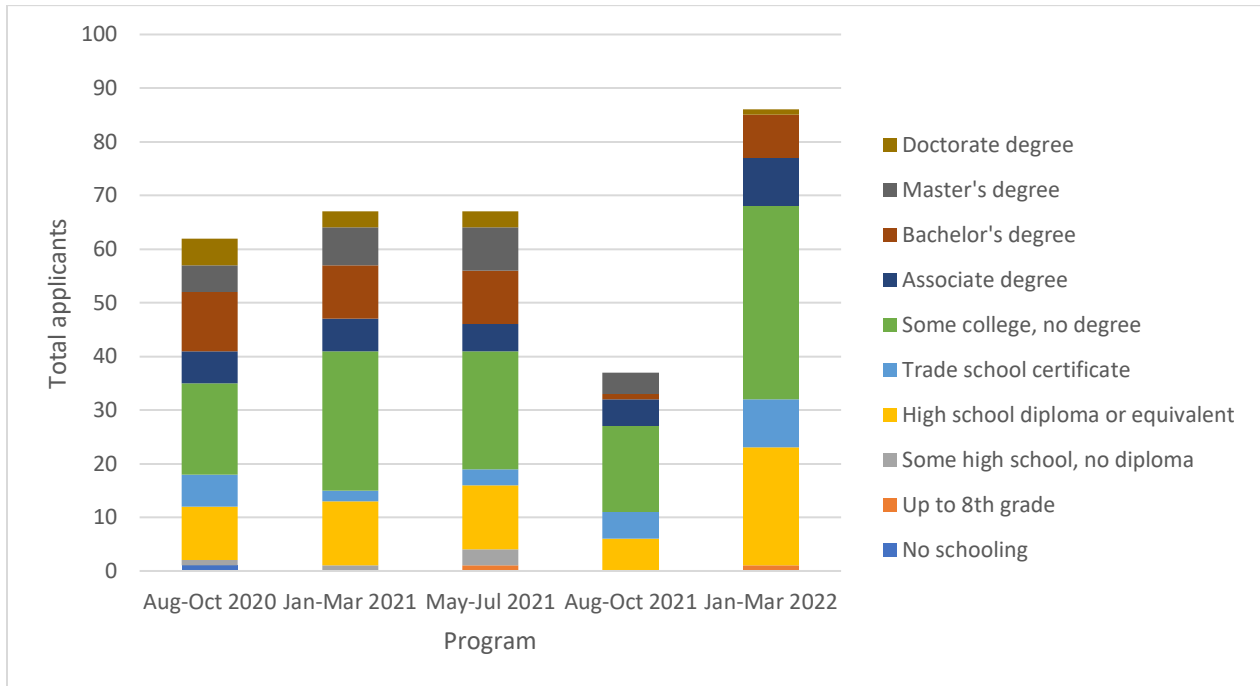


Figure 3.b: Educational level of eligible applicants by category, all programs

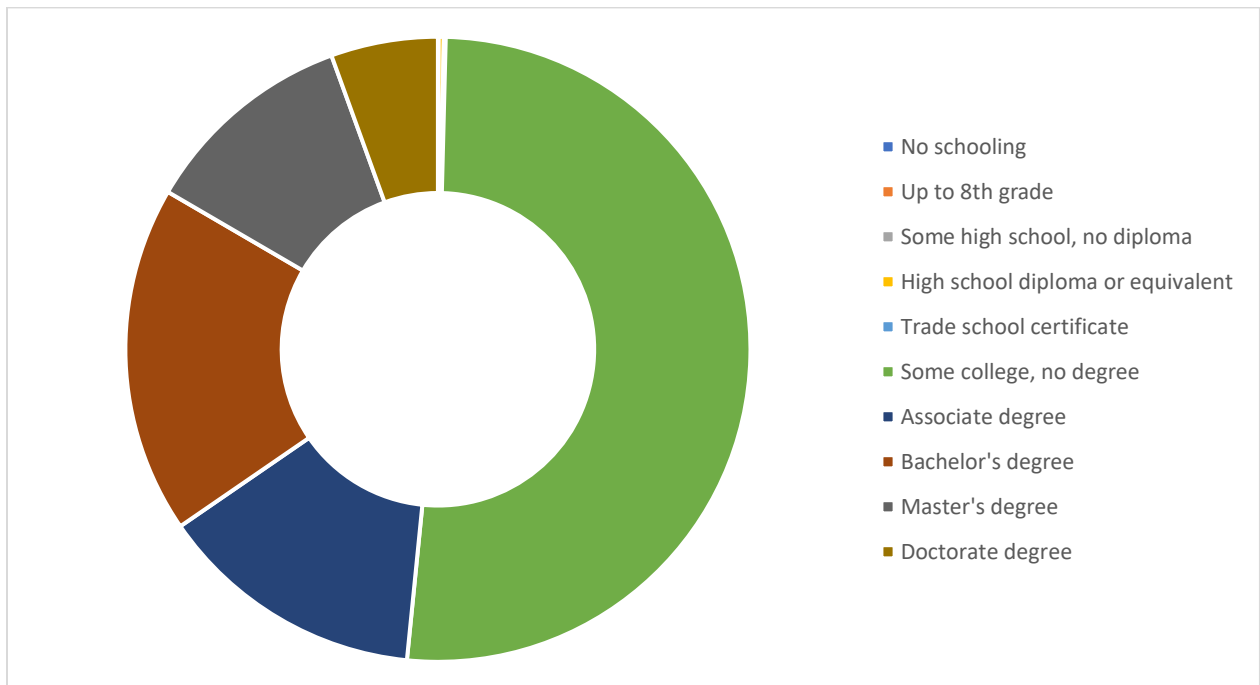


Figure 5: Self-reported race identification among eligible applicants

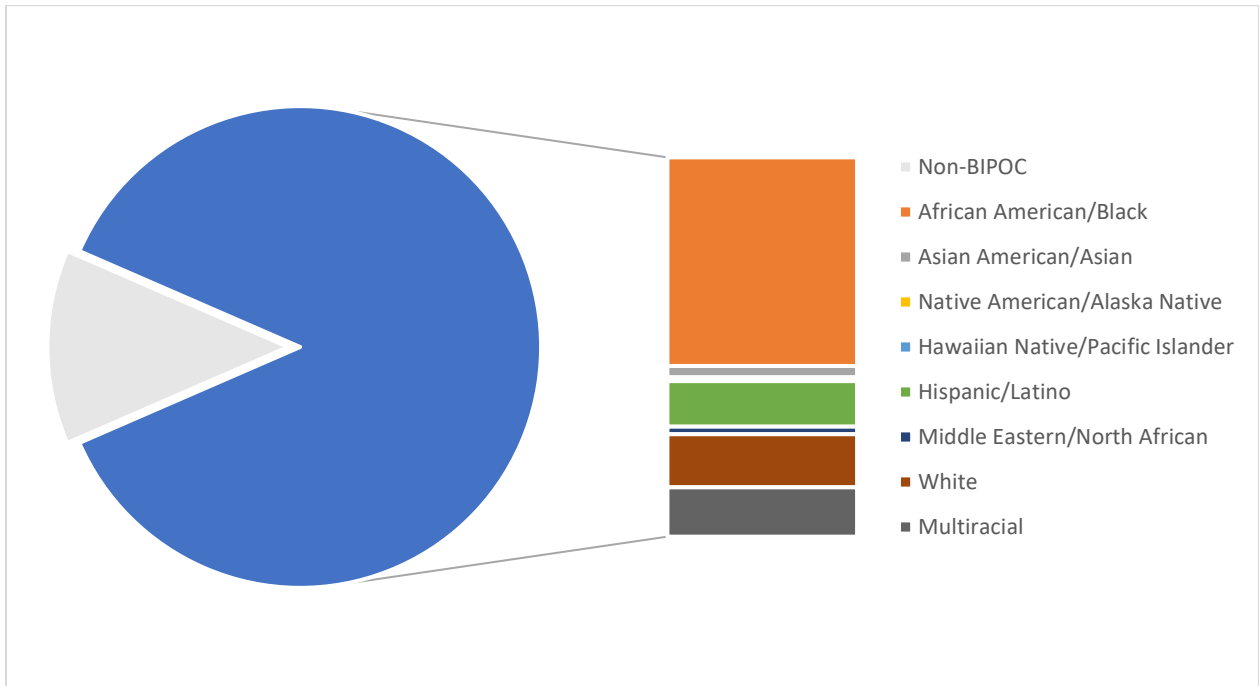
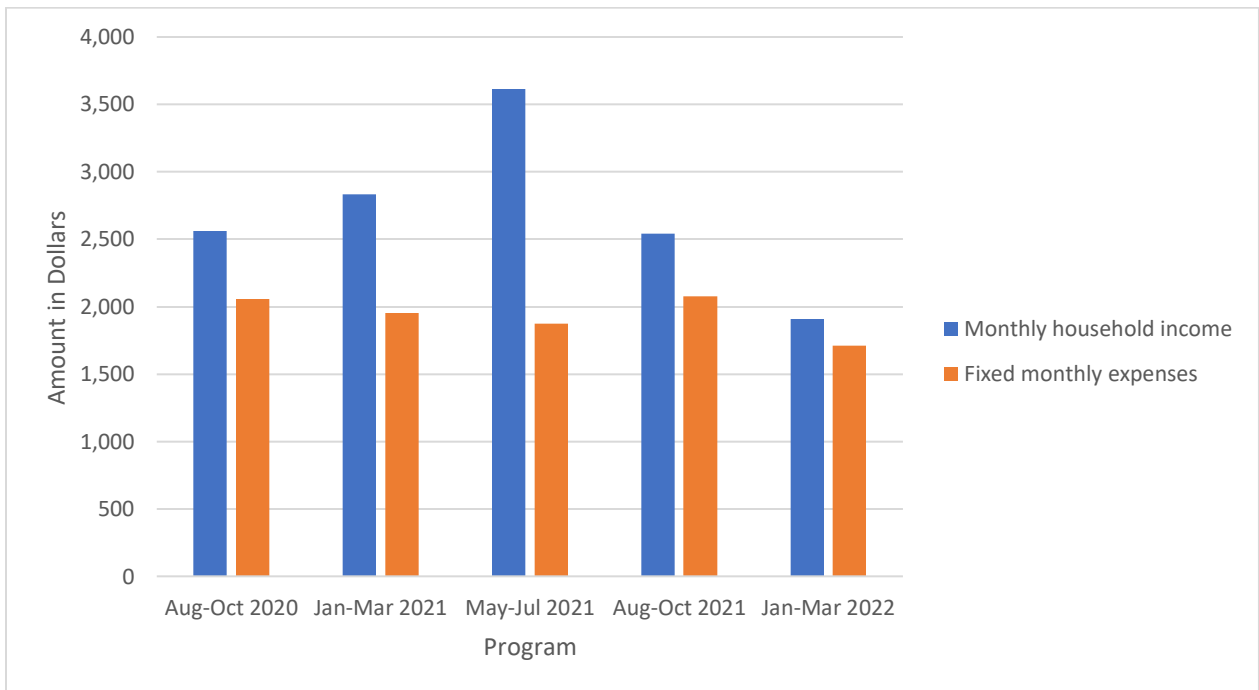


Figure 6: Fixed monthly expenses compared to monthly income of eligible applicants



Appendix B: Charts and Graphs, Graduate Profile

Figure 7.a: Age distribution of graduates by program

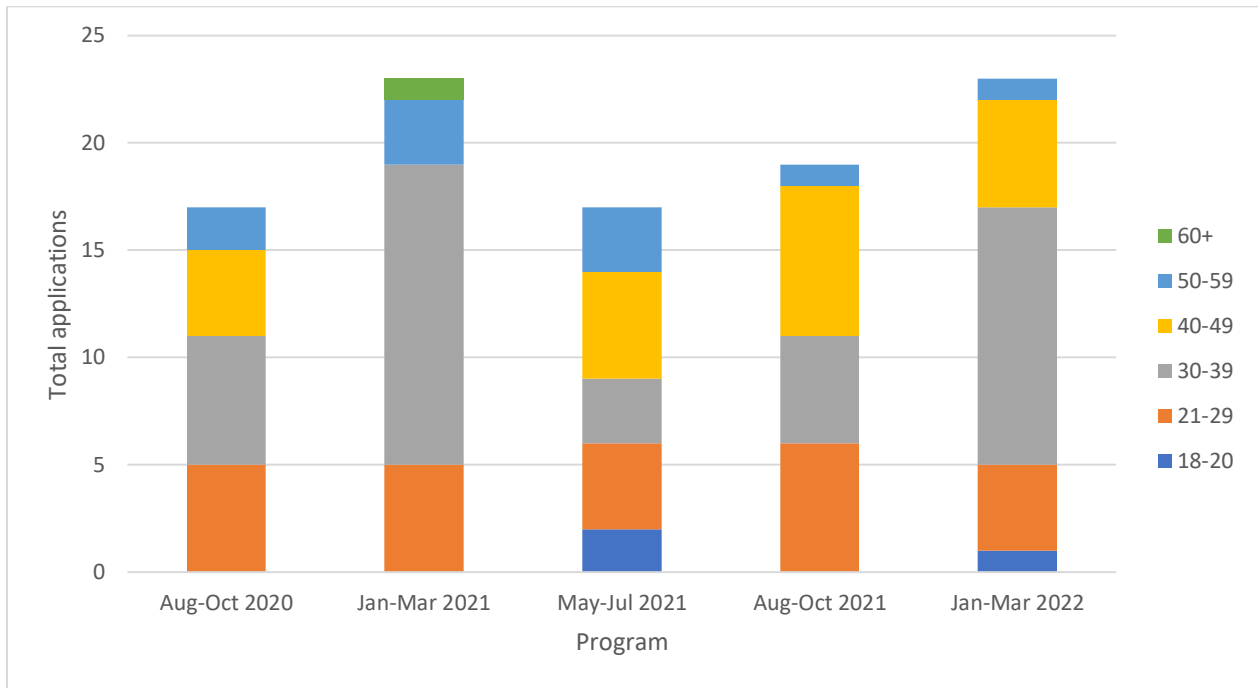


Figure 7.b: Age distribution by category, all programs

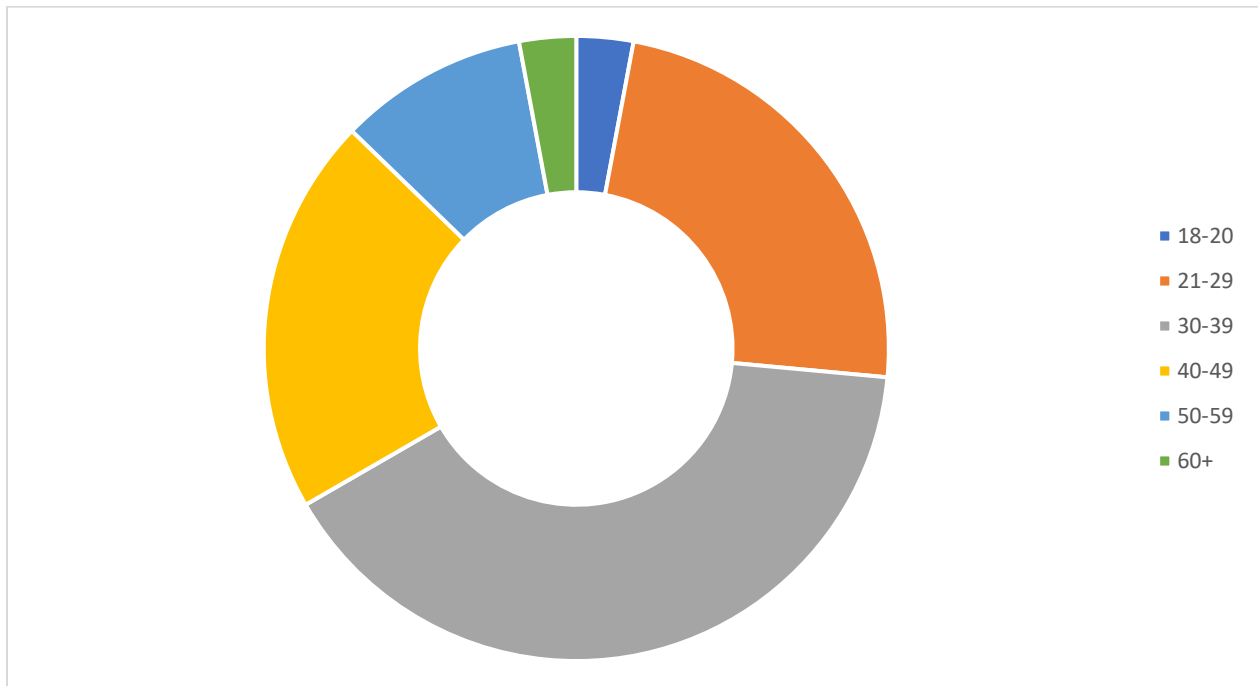


Figure 8.a: Marital status of graduates by program

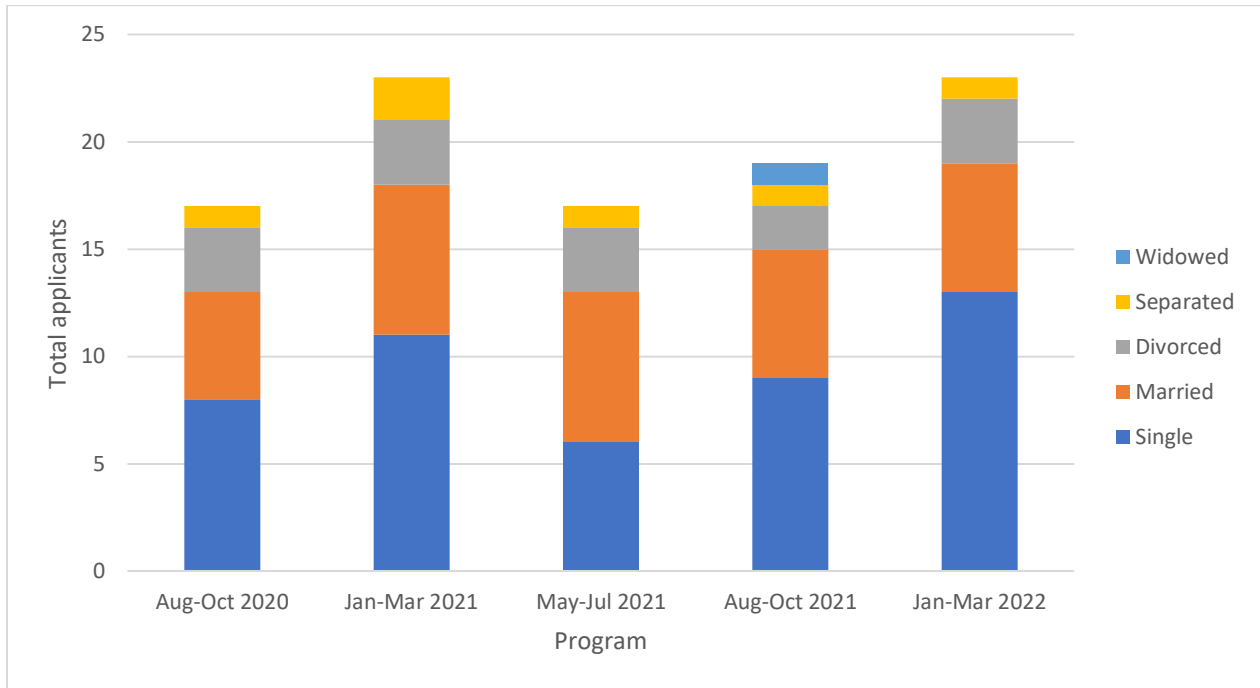


Figure 8.b: Marital status distribution by category, all programs

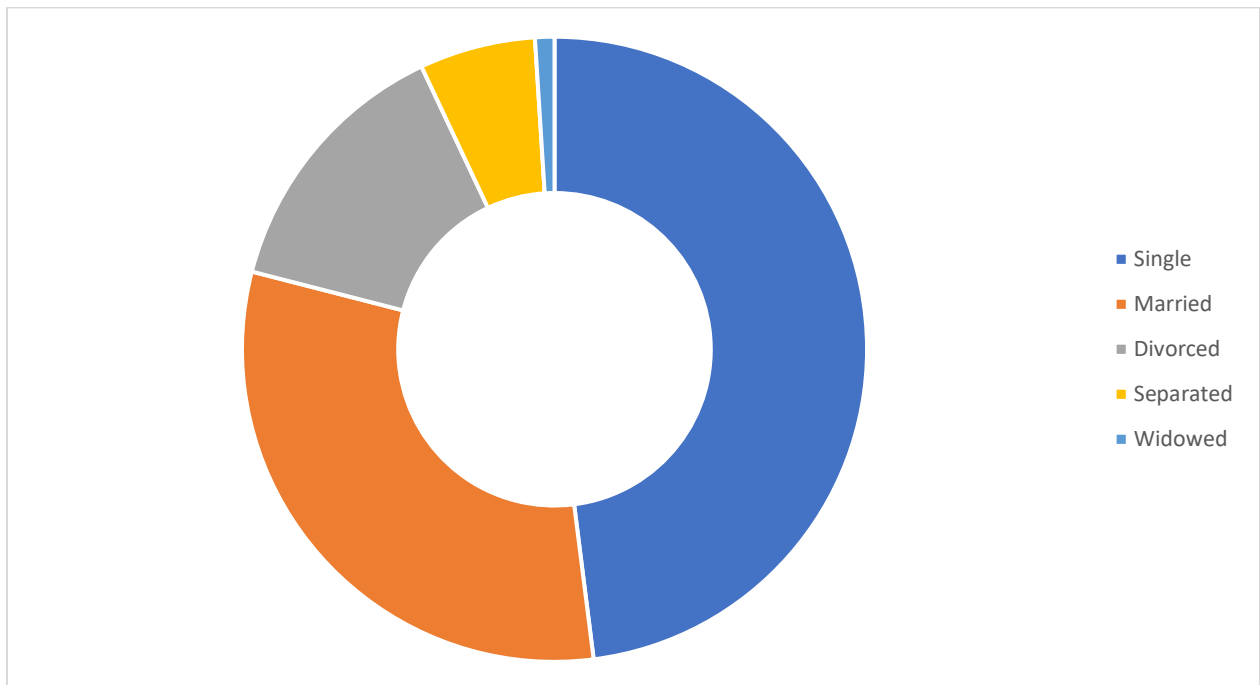


Figure 9.a: Educational level of graduates by program

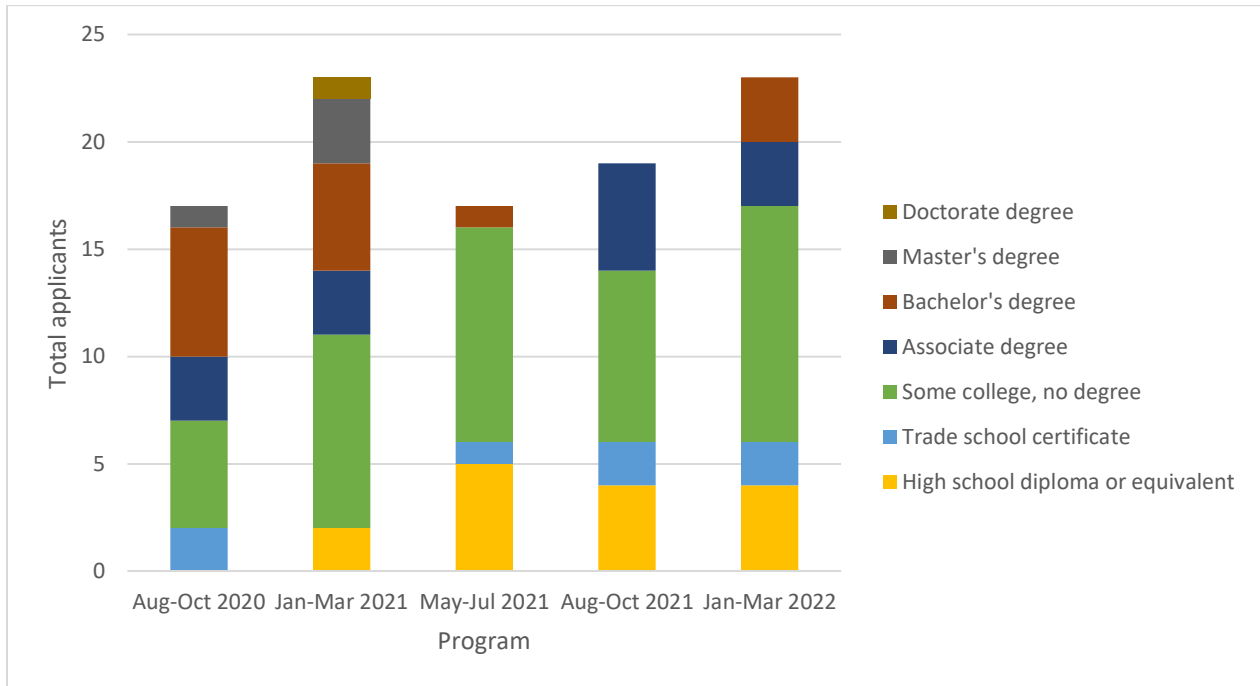


Figure 9.b: Educational level of eligible applicants by category, all programs

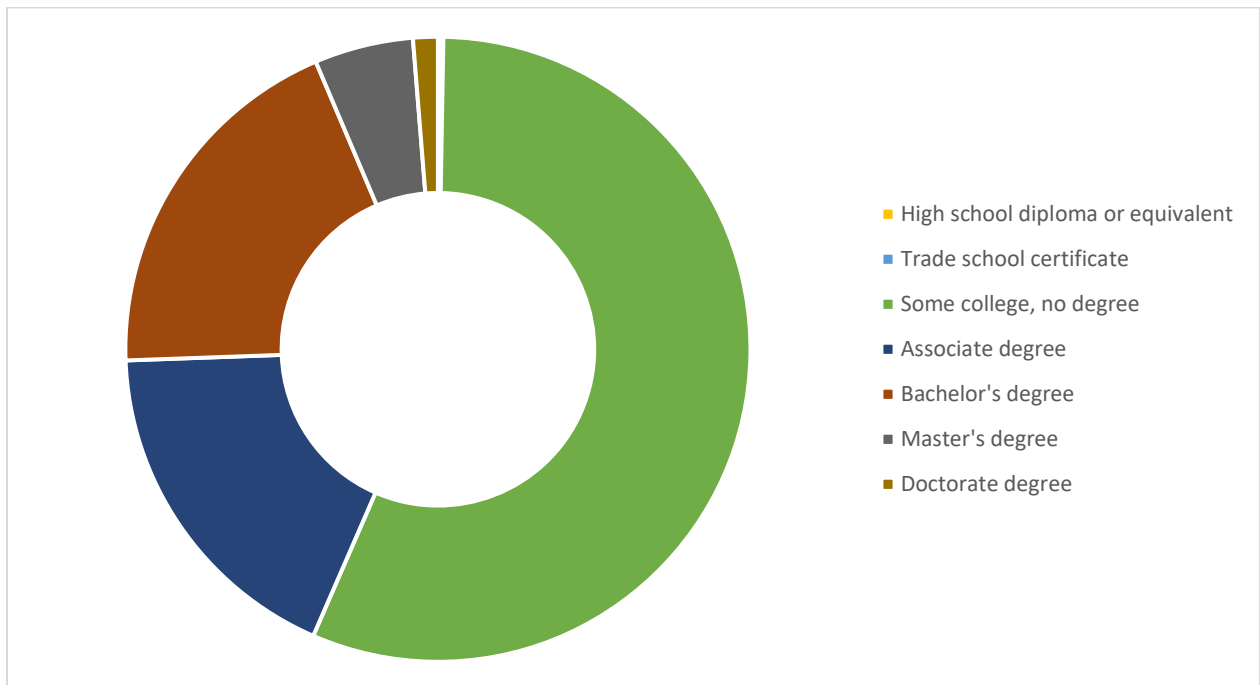


Figure 10: Self-reported race identification among program graduates

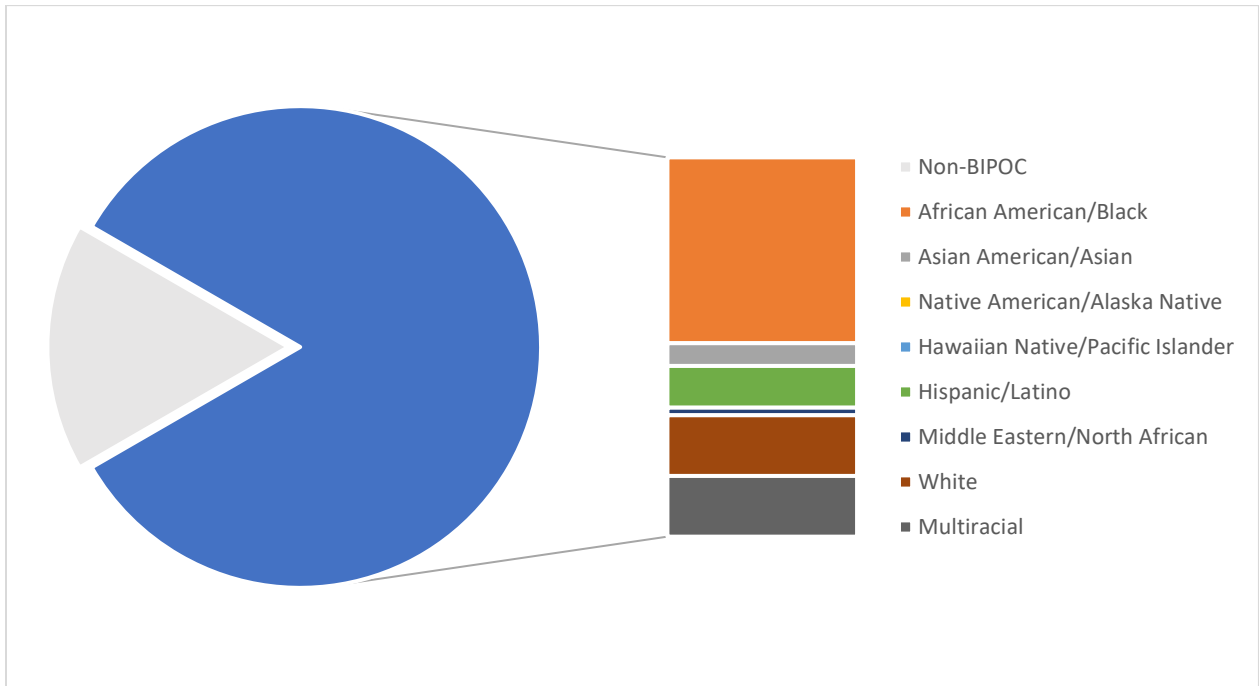
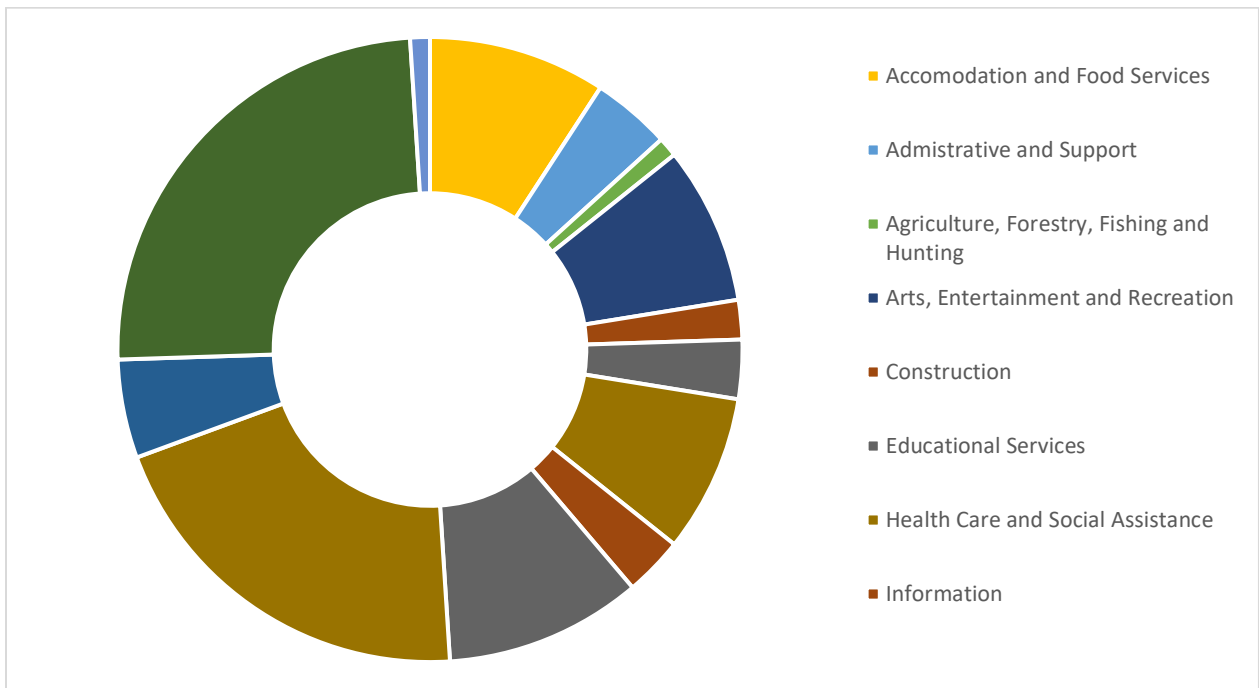


Figure 13: Business industry



Appendix C: Charts and Graphs, Program Impact

Figure 14: Household income trends among program graduates

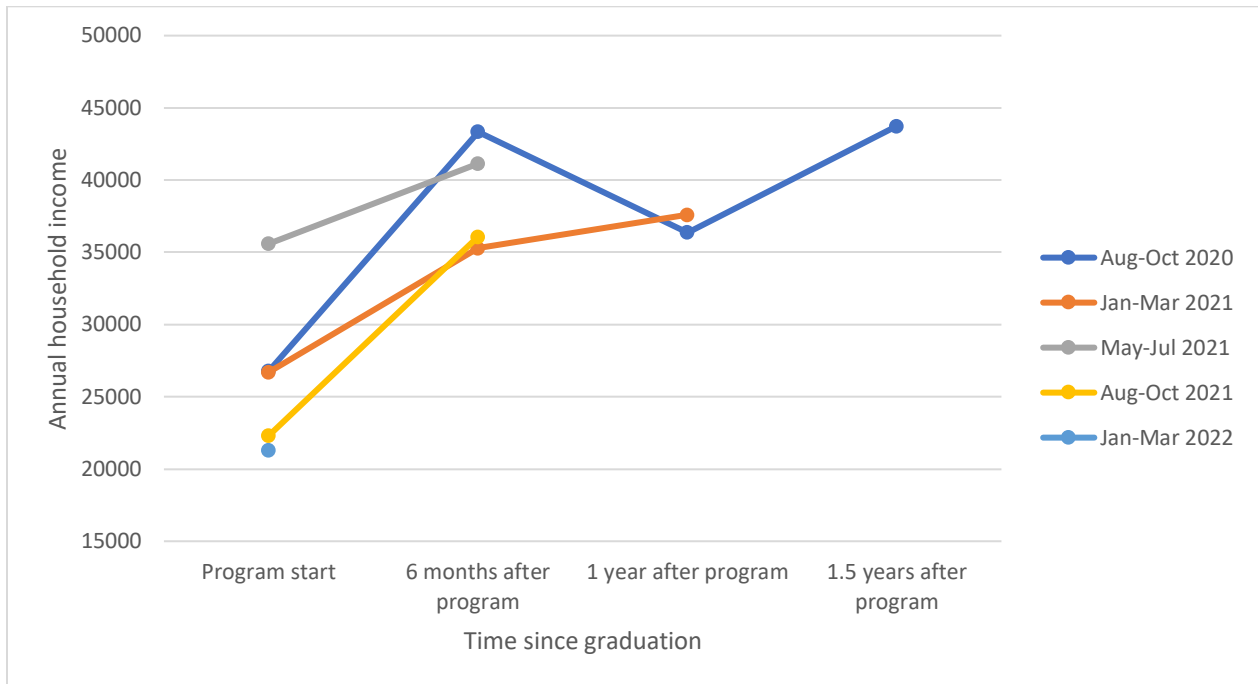
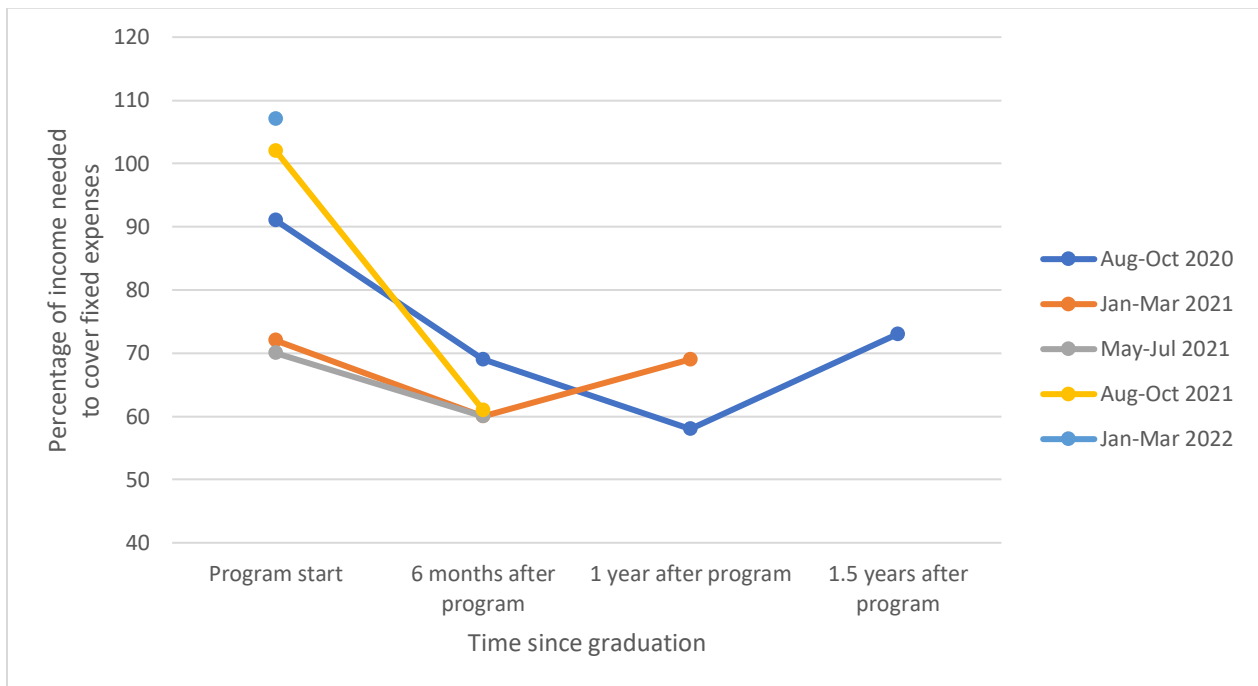


Figure 15: Monthly income to expense ratio trends among program graduates



Appendix D: Media Coverage

[\[ARTICLE\] A new chapter](#)

Lansing City Pulse | April 14, 2022

[\[ARTICLE\] What Grand River Avenue businesses think about the 18-month MDOT construction project](#)

Lansing State Journal | April 11, 2022

[\[PRESS RELEASE\] LEAP's One and All Inclusive Entrepreneurship Initiative Celebrates 23 Graduates for Program 5—January-March 2022](#)

LEAP Newsroom | March 31, 2022

[\[ARTICLE\] Pandemic side hustle transformed into small business for Black web developer](#)

Lansing State Journal | March 30, 2022

[\[ARTICLE\] 'I'm going to make my stamp here': Lansing Micro Market welcomes six new businesses](#)

The State News | March 28, 2022

[\[ARTICLE\] Student view: Creating a space for all](#)

MSU James Madison College | March 17, 2022

[\[ARTICLE\] 7 shops open in downtown Lansing micro-market. Here's what's new at Middle Village.](#)

Lansing State Journal | March 15, 2022

[\[PODCAST\] Michigan Business Beat | Katlyn Cardoso, Pure Lansing LEAP One and All](#)

Michigan Business Network | February 11, 2022

[\[PODCAST\] "Red Bike" Puts A New Spin On Delivery In Lansing](#)

Michigan Reimagined | February 8, 2022

[\[ARTICLE\] New Black-owned businesses are thriving in Lansing. Here are 6 of their stories](#)

Lansing State Journal | February 5, 2022

[\[PRESS RELEASE\] LEAP's One and All Inclusive Entrepreneurship Initiative Welcomes 23 New Entrepreneurs to Fifth Program](#)

LEAP Newsroom | January 24, 2022

[\[PODCAST\] LEAP's One and All Entrepreneur Assistance Program](#)

Michigan Reimagined | December 23, 2021

[\[ARTICLE\] ‘Rock the Block’ dance company gets REO Town space after months outdoors](#)
Lansing State Journal | December 4, 2021

[\[ARTICLE\] Here are five Greater Lansing entrepreneurs to watch in 2022](#)
Lansing State Journal | December 1, 2021

[\[PRESS RELEASE\] LEAP’s One and All Inclusive Entrepreneurship Initiative Celebrates 19 Graduates in Class of October 2021 Program](#)
LEAP Newsroom | November 29, 2021

[\[PRESS RELEASE\] LEAP Receives Top International Excellence in Economic Development Awards from the International Economic Development Council](#)
LEAP Newsroom | October 8, 2021