

THE EQUALITY EQUATION



Vision

Persistent racial disparities in healthcare, wealth, employment, housing, income, wages, and poverty all contribute to greater economic and physical susceptibility to the coronavirus. Rho, Brown, and Fremstad (2020) conducted an important study of six economic sectors that are considered essential. These industries kept America open during the COVID-19 pandemic.

In response to the pervasive socio-economic challenges for our country, Equality Equation will coordinate collaborative investment towards the social and economic development of America's marginalized populations.

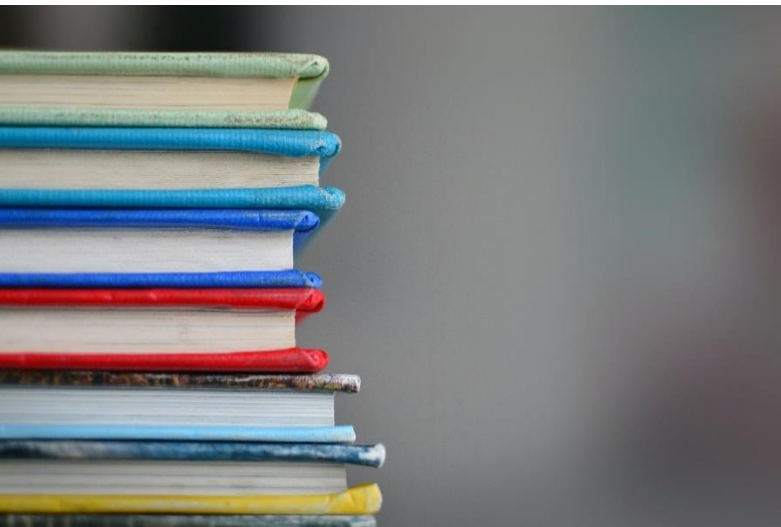
Equality Equation, inspired by Principals Elizabeth and Pless Jones, will develop curricula and expand vocational educational programs for Baltimore City Schools and public housing residents, in addition to supporting the Baltimore Mayor's Office of Employee Development's Train Up program. The organization will also develop and construct three large-scale facilities to deliver on key community initiatives: a \$33 million workforce development training facility in northeast Baltimore, a \$49 million health center and healthcare training facility at Virginia Union University, and a \$137 million education and sports complex in Greensville County, VA. Underserved populations will be provided with workforce development training in efforts to cultivate a pool of skilled labor for in-demand occupations with some of the nation's biggest employers.

Currently operating in Washington, D.C. and Baltimore, MD, the next wave of funding will support construction of a larger facility in Baltimore and expansion to Richmond, VA, in partnership with Virginia Union University.

Equality Equation

Equality Equation facilitates the cooperation needed between government, private industry, non-profits, and investors to collectively mitigate the wealth disparity and provide access to the American Dream for all citizens. The projects anchor distressed communities with health and wellness centers, workforce development training centers, and sports and recreational centers designed to retain legacy citizens.

From education comes employment. Therefore, success to us is measured by employment, career advancement, and family-sustaining wages. Equality Equation is currently operating in Washington, D.C. and Baltimore, MD, where they have trained almost 200 citizens that all have interviewed for jobs. 95% have obtained employment in the skillset they were trained for. An agreement has been secured to expand into Richmond, VA, in partnership with Virginia Union University, a historically black university.



From education comes employment



CHALLENGE

U.S. employers have growing concerns over the knowledge deficit created as Baby Boomers retire. Many employers offer incentives to seasoned employees in an attempt to retain the most skilled workers to remain in the workforce beyond retirement eligibility. Others are scrambling to ramp up training programs and increase recruiting efforts amidst a changing demographic.

In 2016 U.S. Department of Labor Statistics rates for workers in the 25-to-54-year age groups were lower than in 1996. Participation rates for 2026 are projected to stagnate, resulting in about the same rates for this group as they were in 2016. Among younger age groups, participation rates in the labor force have steadily declined since 1996. The participation rate for workers in the 16-to-19-year age group is projected to be 31.7 percent in 2026, compared with 52.3 percent in 1996.

The demise of vocational education at the high school level has bred a skills shortage in middle-skill positions across multiple industries (i.e., manufacturing, construction, hospitality, culinary, medical). Subsequently, a wealth of career opportunities exists for both under-employed college grads and high school students looking for direct pathways to interesting, lucrative careers.

SOLUTION

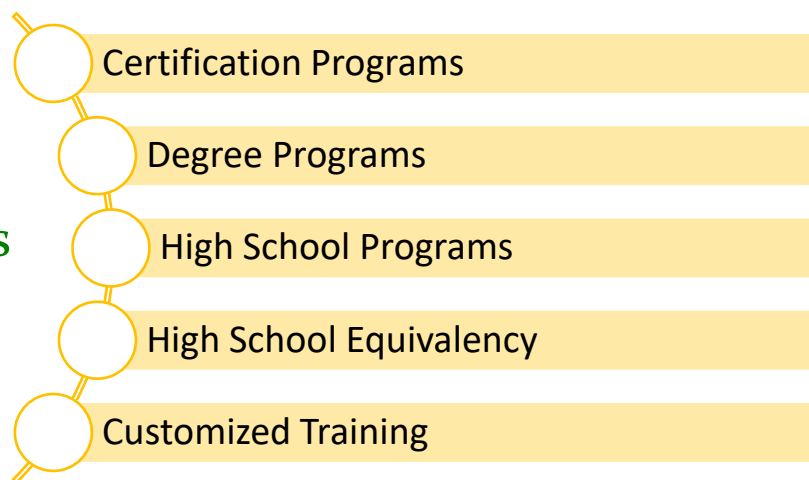


Equality Equation Education programs are expertly customized hybrids of post-secondary education curricula and workforce training programs designed to effectuate liveable wages and spur socio-economic development.

Our operations facilitate economic, political, and social equality while stimulating economic development for distressed communities. This is accomplished by delivering high-quality education and workforce development opportunities which benefit disadvantaged individuals, communities, educational institutions, government, non-profit organizations, private industry, and investors.

The economic sustainability of the operation is driven by tuition fees, resources provided by government to mitigate the cost of tuition for disadvantaged citizens at post-secondary institutions, state funding provided for public school education, and commercially leased space.

Programs cover
five core segments
of education



COMPETITION

There are no current operators that do exactly what Equality Equation does. The model was developed and driven by Elizabeth Jones, a national expert, that bridged education programming for 200 federal institutions. While traditional channels would offer the most significant threat, these are the same channels currently unable to address the needs for the people who need our help. The system is broken for those who need it most.

The system is
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Key partnerships with local authorities, community leaders, businesses, and educational institutions would make it difficult for another organization to enter into existing markets and deliver a program that competes with Equality Equation in a meaningful way. Additionally, momentum gained in expansion and demonstrable successes will support future growth based on being experts in this offering.

PLAN

Short-term goals include expansion in both existing geographies, as well as branching out to new areas. In northeast Baltimore, we are building out a facility to train 1,600 students annually. While this represents a significant increase, the program will still only serve around 3% of those that are in need of educational programming in Baltimore. A partnership with Virginia Union University has been established ahead of planned program development in Richmond, VA, and feasibility studies for a new high school and a regional sports complex have been conducted for and in partnership with the Greensville County government.

Looking ahead to the longer-term roadmap, efforts to continue geographic expansion will run in parallel with capacity increases for existing markets to better serve the demand. One project is the purchase of land and re-development of St. Paul’s College, a 985-acre historically black college that closed in 2013. Equality Equation will shape this campus into a vocational education and manufacturing facility that provides supplies and services to 24 historically black colleges within a five-hour radius. This facility will also host national post-season tournaments for historically black college and university (HBCU) athletics.

TEAM

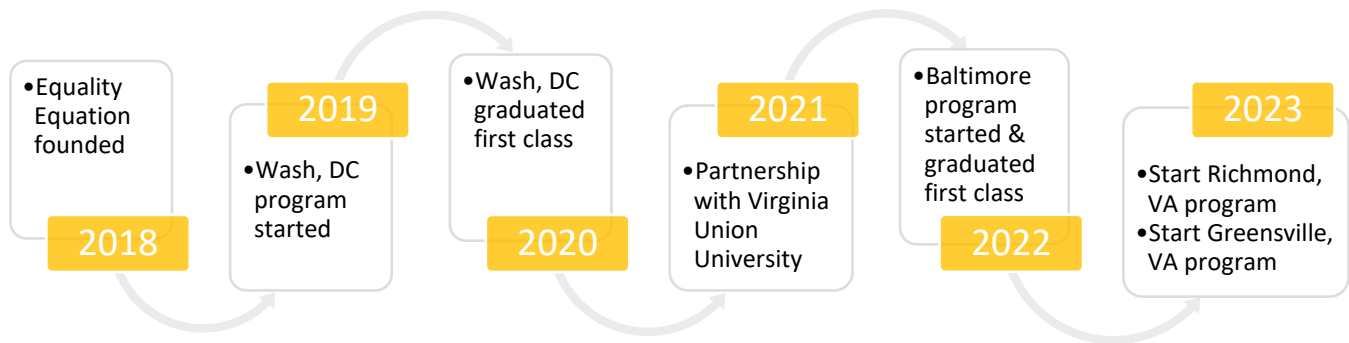
The leadership team at Equality Equation demonstrates decades of deep expertise in education, proven track records of creating educational and apprentice programs for underserved populations, and strong community networks.

<p>PLESS JONES</p> <p>Co-Founder & Chief Executive Officer</p> <p>More than 20 years in construction; activist for equality</p>	<p>ELIZABETH JONES</p> <p>Co-Founder & Chief Operating Officer</p> <p>National government leadership & private industry systems expertise</p>	<p>MICHAEL BURRESS</p> <p>Executive Director of Education</p> <p>Developer and instructor for apprenticeships</p> <p>Led educational program, national recognition</p>	<p>BRIAN WAGAMAN</p> <p>Education Specialist</p> <p>17 years as a teacher</p> <p>Educational program designer and advocate</p>
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MILESTONES



Equality Equation Community Development Corporation was established in 2018. After the program started in Washington, D.C. in December 2019, the first class completed just months later in 2020. Efforts have progressed across multiple other cities with Baltimore, MD graduating the first class in 2022. Additional partnerships in Virginia - Richmond and Greenville County – are progressing with programs moving forward in 2023.



FINANCIALS

Equality Equation currently has 825 students on an annual basis, funded at \$8,500 per student. It is estimated that the program will achieve at least 8% more students each year. This will result in approximately 1,600 students annually within 10 years, drawing in \$13.6 million in revenue.

Operating Statements	Year 1	Year 2	Year 3	Year 4	Year 5
Number of Students	825	990	1,188	1,426	1,711
Revenue					
Revenue	7,012,500	8,415,000	10,098,000	12,117,600	14,541,120
Cost of Goods Sold	-2,002,800	-2,403,360	-2,884,032	-3,460,838	-4,153,006
Net Income	5,009,700	6,011,640	7,213,968	8,656,762	10,388,114
Operating Expenses					
Staff	0	0	0	0	0
Operations (systems, travel, legal, etc)	2,175,628	2,200,648	2,225,955	2,251,554	2,277,447
Sales and Marketing	0	0	0	0	0
Total Operating Expenses	2,175,628	2,200,648	2,225,955	2,251,554	2,277,447
Pre-Tax Income	2,834,072	3,810,992	4,988,013	6,405,208	8,110,667



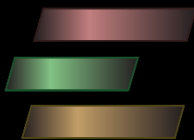
CONCLUSIONS

Principal Pless Jones requires \$33,000,000 to further develop Equality Equation, building out a purpose-designed facility in Baltimore, MD as a priority.

This critical program will directly address educational needs and job skills for underserved communities in line with both local and national initiatives. Equality Equation will deliver necessary increases in skilled labor while offering the opportunity for people to achieve workforce readiness, with the capabilities to excel in their chosen profession. It is fundamentally the chance to change lives.



5th Avenue Capital
Private Funding from \$10M to \$2B



**THE
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EQUATION**

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