

bossup

RAP SNACKS FOUNDATION

DISTRIBUTION PROGRAM

A real-world experiential entrepreneurship program.

**EMPOWER
INSPIRE
ENCOURAGE**

IT'S DEEPER THAN RAP SNACKS



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THE RAP SNACKS FOUNDATION

ABOUT **BOSS UP**

Our Philosophy

We have a responsibility for modeling and teaching the skills and attitudes that each student will need to meet the challenges of our technological society. The staff member will work closely with parents to maintain open communication about the program, progress, and problems of each participant. The staff member is committed to setting and fostering a climate in which proper application of information has first priority; in which discipline and order are maintained through mutual respect; in which a sense of dignity and self-esteem is fostered; and in which everyone is encouraged to do their best. It is only through such efforts that education remains alive and meaningful. Learning distribution fosters this development by giving a foundation of industrial skills, consumer knowledge, and desirable attitudes necessary for happier and more effective living.

ABOUT **BOSS UP**

Scope of Distribution Technology

The Boss Up Distribution program is an initiative whereby participants will become familiar with distribution through varied hands-on activities involving the many different methods and processes of distribution. Beginners will find it easy to learn the process and how to manage profitable distribution routes. Proficiency in Transportation & Logistics will come as more experience is gained, and as participants become more conscious of human resources, routes, fuel and product costs which are important to the job at hand and to distribution.

Our future-distributors will utilize a wide range of processes ranging from warehouse and human resources management to wholesale and retail sales account supervision. Some of the activities will include social research: demographics, consumer trends, market research, marketing and industry trends.



Course Objectives

- Create an awareness of how products are developed, marketed and distributed to retail & consumers.
- Manage, operate and run a real distribution company in their communities.
- Experience inter-action among peers through the team work, collective work and responsibility required to successfully get products to their consumers.
- Examine attitudes and occupations in related career fields.
- Understand the relationship with industry and the “world of work”.
- Reinforcement of reading and math skills.
- Insure good work habits such as promptness, responsibility, cooperation, following directions, reading directions, and writing skills.
- Following the distribution and discussion of the Safety & Classroom rules, tests are given to all future-distributors. Participants must pass 2/3 of test questions before being permitted to manage inventory and distribution routes.



Course Objectives

- Instructor observation is used to evaluate participants proficiency in warehouse management, route and sales accounts supervision. Following each demonstration, each participant is required to immediately (or as soon as practicable) take the lead in such roles in a practice mode.
- Participants are evaluated by the following methods:
 - o Response to following directions
 - o Performance-work habits
 - o Business plan
 - o Final business aim
 - o Teacher/Instructor observation
 - o Safety test results – safe habits
 - o Warehouse inventory management & route supervision on daily, weekly, & end-of-program basis

ABOUT **BOSS UP**

Our Mission

To empower youth from under-resourced communities through enhanced, proactive, real world experiential programs filled with life skills education and the spirit of entrepreneurship that support the emotional, social and ethical development of students.

To inspire participants to become self-confident entrepreneurs through applied knowledge and hands-on learning.

To encourage critical and creative thinking, problem solving, decision-making, cooperative skills, ownership of, and responsibility for their financial futures and well-being.

ABOUT BOSS UP

Our Vision

Every Boss Up participant acquire the business and life skills required to turn their dream into a plan, activate it, and achieve the first goal of every entrepreneur which is to start their own business.

INITIATIVE.:



THE IMPACT



01



EDUCATION

When youths participate in entrepreneurship programs, interest in attending college increases 32%

32%

02



ASPIRATION

When youths participate in entrepreneurship programs, occupational aspiration increased 44%

44%

03



LEADERSHIP

When youths participate in entrepreneurship programs, leadership behavior increased 8.5%

8.5%

04



FUTURE

Jobs created by black entrepreneurs like the ones being created by the Boss Up program.

1 MIL.



LEADERSHIP



JAMES LINDSAY

Philadelphia native, James Lindsay, graduated from Cheney University with a Bachelor of Science degree in Marketing. He initially developed his marketing skills while serving as a manager in the consumer products industry for Johnson Products, an ethnic hair care company, and WarnerLambert. These experiences, and his desire to own a business, empowered him to start Rap Snacks, Inc. in 1994. The initial success of Rap Snacks helped solidify a co-marketing agreement with Universal Records. The deal consisted of advertising Universal's Artists on all Rap Snacks bags. Eventually the company grew into a five-million-dollar business selling mostly twenty-five cent bags of chips.

In 2001 Mr. Lindsay decided to expand his product line by purchasing a snack foods line called "Mr. G" snack foods. Mr. G was a locally owned Philly brand that was best known for its hot and barbeque cheddar flavored chips. In 2007, Mr. Lindsay launched Soulful Foods, Inc. The first product launched under Soulful Foods, Inc was a venture between Mr. Lindsay and Sylvia Woods, the "Queen of Soul Food". Mr. Lindsay has been in the consumer marketing industry over 17 years. In 2010, Mr. Lindsay continued to be an big influence in the music marketing industry; guiding platinum selling recording artist, Meek Mill by connecting his brand with corporate America and securing brand deals with companies such as, PUMA, Monster Energy Drink, and Ciroc. As well as partnering with Monster Headphones to help create the Monster's 24k Headphones. Mr. Lindsay also assisted Meek Mill in growing PUMA's business an additional 200 million over a five-year period. He's also worked with Master P and his family.

Over the past 12 years he has been featured on "CBS Morning Show", ABC's "The Jimmy Kimmel Show", BET, Fox News, People Magazine, The "Tavis Smiley" Show, Black Enterprise, Forbes, and Entrepreneur Magazine. He was also recognized by Business Philadelphia Magazine as "Top 100 People to Watch"

WISE INTELLIGENT

Wise Intelligent is an internationally known artist/activist, songwriter/producer and the front man of the critically acclaimed - legendary Hip-hop trio known to the world as the Poor Righteous Teachers – pioneers of “conscious” rap music. PRT are from Trenton New Jersey. The group released four incredible albums throughout their impactful career. Throughout his career Wise Intelligent has released a total of twelve studio albums and has collaborated and performed with world renowned artists such as: Lauryn Hill, Wyclef Jean, The Fugees, Mos Def, Public Enemy, KRS ONE, Ice Cube, Too Short, X Clan, Junior Reed, Ms. Jones, and many others.

Wise Intelligent has performed on several national and international tours covering all of the United States and Canada, South America, and Europe. Throughout all of Wise’s work, he has espoused the virtues of community service and activism as embodied in the struggle of poor people around the world. Growing up in any under-resourced community any place in the world is not an easy task - urban blight, joblessness, homelessness, racism, drugs and death are just a few of the obstacles too many youths must navigate to realize their full-potential. Wise has always been on the frontlines of the struggle to change this.

For nearly 25 years, Wise Intelligent has leveraged his recognition as a Hip Hop pioneer into activism, youth advocacy and program development. In 2007 Wise established IntelligentMINDZ – an inner-city tutoring initiative focused on youth academic performance and achievement. In 2009 Wise partnered with award winning film director Stacey Muhammad of WildSeed Films to launch IntelligentSEEDZ – a not-for-profit youth media organization teaching middle and high school children documentary film production, investigative journalism and how film can be used to promote social awareness and change. IntelligentSEEDZ were winners in the CDC/EPA national Lead Awareness PSA contest. Today Wise Intelligent is President/CEO of The Rap Snacks Foundation and Director of the Foundation’s Boss UP entrepreneurship initiative which focuses on community economic development in under-resourced communities.





BOSS UP

THANK YOU

We look forward to speaking.



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