

## Mobilizing for Nationwide Recovery and the Next Industrial Revolution

The Peake Fellowship and Peake Fellowship Network platform strengthens small & local businesses and their local associations by upskilling their leaders with new collaboration and commerce capabilities. *“The Peake Fellowship’s job is to become the nation’s largest mobilization of upskilling to coach small & local businesses to succeed in a Networked AI & Big Data-driven world.”* says Harvard Business School’s Len Schlesinger, who as President of Babson College served as an advisor and key academic partner for the Goldman Sachs 10,000 Small Businesses program.

The Peake Fellowship’s combined approach aligns thousands of recent graduates, returning veterans, and military spouses as well as millions of small & local businesses. The Peake Fellowship Support Team, guided by Len Schlesinger in his role as Platform Development Team Business Metrics Strategy Lead, built a Service Learning platform that measures revenue growth and jobs created in each business that the Peake Fellowship and Peake Fellowship Network platform supports.

**Over the next four years, the Peake Fellowship’s full mobilization will create \$16 billion in net new U.S. small & local business revenue (or retained small & local business revenue that would have been lost). The Peake Fellowship Team estimates that this new revenue will cumulatively create or save 160,000 jobs during that period (based on an estimate of each \$100,000 in revenue generating one job).**

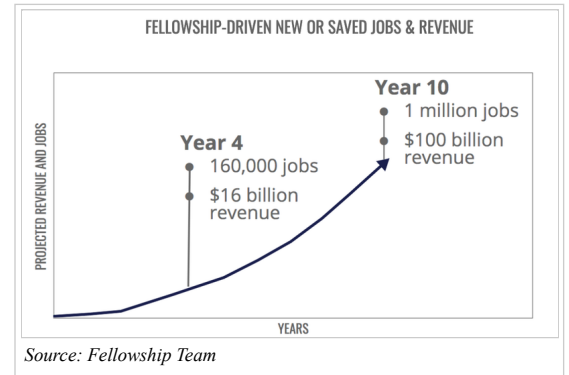
Over ten years, the Peake Fellowship aims to create more than **\$100 billion in net new revenue for small & local businesses and over 1 million net new or saved jobs in that process.**

For the 50 states and five U.S. territories, the Fellows Service helps local businesses succeed in a world of Amazon & Alibaba. Without the Peake Fellowship Program and Peake Fellowship Network platform, small & local businesses often find themselves overwhelmed by AI & Big Data-driven global competitors who offer more for less with the personalization once a unique feature of a neighborhood store. This was true well before the shuttering of small & local businesses from Post-COVID.

Meanwhile, recent college graduates, returning veterans, and military spouses increasingly hold a passion for their small & local businesses according to multiple studies (e.g., Sezzle Gen Z survey (<https://footwearnews.com/2020/business/retail/sezzle-survey-gen-z-shop-locally-post-covid-1203004321/>)). They grew up learning their way around collaboration technology despite the absence of training on tech for commerce. Many of them face a COVID-exacerbated year of flux after graduation or transition out of the military when instead they could be matched with organizations that would engage their current and potential skills to help local businesses grow.

Against that backdrop, the U.S. has over 8,000 local chambers of commerce which have yet to be engaged as conduits between recent graduates, returning veterans, military spouses, and local businesses. In partnership with the chambers, the Fellows Service upskills the recent graduates, returning veterans, and military spouses through a one-year Applied Learning & Teaching experience that, in turn, upskills small & local businesses for growth. The Peake Fellowship’s Sustainable & Inclusive Growth-driven approach connects to each of the 120,000+ communities across the U.S.

Each Fellow coaches multiple businesses brought together through the local chambers and is provided with training that is enabled by a Networked AI & Big Data-based platform. Fellows complete their year with a range of 60+ field-based certifications in *Outreach & Engagement, Ecommerce, Operations, and Cybersecurity*. The Peake Fellowship Program and Peake Fellowship Network platform’s systems measure the gains by each small & local business and their communities. Fellows fast-track post-fellowship careers based on their portfolio of local impact. The Peake Fellowship ensures that its training and platform meet the needs of both Fellows and small & local businesses across 1,000+ market categories. In doing so, the Peake Fellowship’s Community Commerce mobilization strengthens each area served and levels the playing field for small & local businesses.



# IMPACT OF THE NEW FELLOWSHIP PROGRAM

| "AS IS" STATE   | UNDER-ENGAGED RESOURCES   | CATALYSTS FOR CHANGE   | FUTURE STATE   | IMPACT & METRICS  |
|---|---|--|--|---|
| <p><b>Small &amp; Local Businesses Lack Skills to Compete w/ Networked AI &amp; Big Data-driven Rivals</b></p> <p>Pre-COVID, the U.S. relied on 30 million local businesses to create &gt;60% of all new jobs.</p> <p><b>Intelligent automation</b> could have already replaced 18% of U.S. job functions.</p> <p><b>Transaction complexity &amp; compliance</b> requires systems to manage new processes &amp; cybersecurity (e.g., Big supply chains already require 110 cyber controls).</p> <p><b>Digital progress</b> threatens the future of local businesses.</p> <ul style="list-style-type: none"> <li>• Amazon already won <b>50%</b> of total U.S. B2C <b>Pre-COVID</b>:</li> <li>• <b>74%</b> of local businesses didn't do ecommerce.</li> <li>• <b>23%</b> of local businesses didn't even use social media.</li> </ul> | <p><b>U.S. College Recent Graduates, Returning Veterans, and Military Spouses</b></p> <p>Recent grads and returning veterans have the skills to support local businesses (e.g., they're power social media users), but <b>43% of U.S. recent graduates aren't in jobs after graduation that require a four year degree.</b></p> <p><i>Recent grads, returning vets, military spouses, and local businesses could beneficially engage each other to connect 20,000+ U.S. communities via:</i></p> <ul style="list-style-type: none"> <li>• <i>Historically Black Colleges &amp; Universities</i></li> <li>• <i>Hispanic-Serving Institutions</i></li> <li>• <i>Tribal Colleges &amp; Universities</i></li> <li>• <i>Regional Colleges &amp; Universities</i></li> <li>• <i>National Colleges &amp; Universities</i></li> </ul> | <p><b>Sustainable &amp; Inclusive Growth-driven Intergenerational Applied Learning</b></p> <p>The Service Learning-based leadership program provides a systemic way for:</p> <ul style="list-style-type: none"> <li>• <b>Fellows</b> to upskill local businesses</li> <li>• <b>Business leaders</b> to mentor Fellows on market &amp; company-specific issues</li> </ul> <p>This 1-year career springboard is powered by Networked AI &amp; Big Data in conjunction with local chambers &amp; other business associations.</p> <p><b>Fellowship Service &amp; open source platform for mass scale upskilling in:</b></p> <ul style="list-style-type: none"> <li>• Outreach &amp; Engagement</li> <li>• Ecommerce</li> <li>• Operations</li> <li>• Cybersecurity</li> </ul> | <p><b>Fellows along with Small &amp; Local Business Leaders Upskill to Compete in a Networked AI &amp; Big Data-based World</b></p> <p><b>Successful grassroots Fellowship Network and a disciplined innovation process for next generation leadership...</b></p> <p><b>Driving Sustainable &amp; Inclusive Growth</b></p> | <ul style="list-style-type: none"> <li>✓ Systemic adult upskilling</li> <li>✓ Engaged recent grads, returning veterans, &amp; military spouses</li> <li>✓ New &amp; retained jobs</li> <li>✓ Expanded Community Commerce participation, revenue, &amp; profit</li> <li>✓ Differentiated products &amp; services, jointly innovated across local &amp; global businesses</li> <li>✓ More sustainable <i>glocal</i> community supply chains</li> <li>✓ Stronger connections created in good times that also help in disasters</li> <li>✓ Reinforced health &amp; safety on revitalized Main Streets</li> <li>✓ Strengthened local business cybersecurity</li> </ul> |

Source: Fellowship Team