

PODCASTING BUSINESS CENTER™

a 501c Startup-2-SmallBiz Market Exchange that brings Business Assets to You!



Tax ID: 88-2636443
MD Registration: D23137243

Fiscally Sponsored by
The Learners Lab Foundation



Podcasting Business Center (PBC)[™]

Did you know the IRS receives roughly 1,000,000 applications for tax exempt status each year? They gave us that number in 2018, which means 1M new entities join the small businesses market each year. Yet they tend to be denied access to Small Business Assets and Loan Products only because they are classified as tax exempt.

The only number that's important to know is this...
at least **1,000,000**
new tax-exempt businesses are formed every year.

*While all 501cs will be welcome, the **Podcasting Business Center (PBC)[™]** was deliberately created as a 501c SmallBiz-2-SmallBiz market to bring merchant, financial services, vendors, & tax/finance/investment training to 501c Startups, Entrepreneurs and tax-exempt small business reversing exclusion & access denials.*

The **501c StartUp-2-SmallBiz Xchange (SB2SB[™])** is a series of Podcast that introduce 501c startups & 501c small businesses to the markets they hope to serve, their 501c Small Biz Peers. It also connects them to **For-Profit Small Businesses** we hope will become suppliers to & customers of our 501c Startup/Tax-Exempt Small Biz Stakeholders.

The **501c Startup & Small Business Collective (501cSBC)[™]** are 501c Startups, Entrepreneurs, & Tax-Exempt Small Business Members of our Natl Chamber & ATESE Founders Association. They meet virtually and in weekly Podcasts to ID business issues & discuss how Federal, State, and Local politics & legislation **impact the business side** of organization that adversely effect their tax-exempt purpose so The Foundation and its parent, The Competence Group, LLC can develop interim resources and permanent work-around solutions.

The **Podcasting Business Center[™]** will first launch as a virtual business bazar, a mobile business bazar and then become a live face-to-face business Bazar once we secure headquarters. Launch for both the **501c SmallBiz-2-SmallBiz Xchange** and **501c Collective[™] Podcasts** is scheduled for 2023., and the **Mobile PBC[™]** by early 2024.

Podcasting Business Center (PBC)TM
 Tax ID 88-2636443
 Sponsored By
The Competence Group LLCTM & (Co-Sponsor TBD, Sponsorship Inquiries Being Accepted)



Podcasting Business Center (PBC)TM

The Podcasting Business Center (PBC)TM is the 501c Startup-2-Small Business Xchange of *The Learners Lab Foundation*. It began just volunteer business development services of The Foundations parent entity, The Competence Group, LLC. The Podcast component was began as biz-2-biz conversations and unsolicited communications that materialized in the course of volunteer work.

The PBCTM is a Podcast Studio that also houses a small business center & market exchange for 501cs. We will offer a credit union, a multi-day Startup-2-Small Business Bazar, bartering, direct lending programs, direct, 1-to-1 access to funding access, as well as training in finance, management & tax Administration led by tax-exempt professionals who live in this world.

The PBCTM is being fiscally sponsored by *The Learners Lab Foundation* and will operate from HQ Offices in Berlin, MD that include natl offices for our Natl Chamber, Founders Association & 501c Collective.

Podcast Name: Spotlight on 501c StartUps & Small Businesses
www.501cStartup2SmallBiz.Exchange
 Hosted by
 Exec Dir, Nat'l Chamber of Tax-Exempt Small Businesses (NCTSB)TM
 Exec Dir, Assn of Tax Exempt Startups & Entrepreneurs (ATESE)TM

Podcast Name: 501c Startup & Small Business Collective
www.501cStartup2SmallBiz.Exchange
 Hosted by
 Rotation of Leaders from 501c Startups & Registrants from within The CollectiveTM

PODCAST OPERATIONS:
Creative & Production Director
 Podcast Production & Communications Intern
 (a FIRM until filled by Office of Member Services Staff)

BUSINESS CENTER OPERATIONS:
The Competence Group, LLC
 Membership Operations Assistant (Fellow) | Production & Operations Services Team (Fellowships)
 PBCTM Librarian & Archivist

SPOTLIGHT ON 501c STARTUPS & SMALL BUSINESSES
 Primary Podcast Episodes & Special Features

501c SB²
501c STARTUP-2-STARTUP BUSINESS XCHNG

SB-2-SB²
501c SMALL BIZ-2 SMALL BUSINESS XCHNG

WHERE'S THE \$\$\$ - RIGHT HERE!!!!
 Thru TLLF, You've Got Direct Access & Partnership Connections!

Regular Programming Line Up
www.501cStartup2SmallBiz.Exchange
Weekly Prime Time Episodes

- **501c Spotlight:** Primary Podcast Introducing 501c Startups, Entrepreneurs & Tax Exempt Small Businesses up to 5 yrs old
- **Peer-On-Peer Spotlight:** Q&A Podcast btwn 501cs Startups & Peer 501c Small Businesses
- **Sponsors Korner:** Podcast hosted by PBC Sponsor & 501c Startup Stakeholders
- **Biz Korner Xchange:** Podcast introduces Small Biz Vendors/ Merchants wanting to serve 501cs Startups-Biz Market
- **501c Startup & Small Biz Collective:** Primary Podcast hosting a Panel of 501c Startups & Small Businesses who ID their business issues, how politics & legislations impact their business operations & articulated desired resources/solutions

Reoccurring Specials: Monthly/Quarterly/Annual

- Topic-based special on Topics Raised by 501c Startups/ Small Biz

501c Guest Host

- Hosted by a 501c Startup & 501c Small Biz Entrepreneurs
- Career Opportunities & Talent Needs. Hosted by a Non Profit Sponsor/Org

501c SB² Business Xchange - Weekly Events

On Site

- In-Person Peer-On-Peer Business & Bartering Exchange among 501c Startups, Entrepreneurs & other Peer 501c Small Businesses

Virtual

- Online Peer-On-Peer Business & Bartering Exchange between 501cs Startups, Entrepreneurs & 501c Small Business

SB² Business Xchange - Weekly Events

On Site

- In-Person OPEN Business & Bartering Exchange between 501cs Startups, Entrepreneurs & Vendors that Serve Small Business in general and 501c Startups/Small Business specifically

Virtual

- Online OPEN Business & Bartering Exchange between 501cs Startups, Entrepreneurs & Vendors that Serve Small Business in general and 501c Startups/Small Business specifically

Getting Funds in the Business Accounts of 501c Startups, Entrepreneurs & Tax-Exempt Small Businesses

Daily: M-Sat | Sun by Appt.

- Business Financing - CDFI Status Pending
- Credit Union - our 501c FCU Charter is Pending
- Funding; TLLF's Small \$1 Helping Hand Fund
- Financial Management
- Finance Administration & Education
- Grant Management & Administration,
- Tax Management & Administration
- Govt Contracting Prep & Training

Finance, Tax & Investment Management Training:

- Sponsor One-on-One/Seminar/Webinars
- TLLF Investment Mgmt Team: One-on-One
- Financial Management Firm: Training Programs for 501c Startups
- Finance Administration: Training Program
- Tax Account/Tax Firm: 501c Tax Management & Administration Training Programs



THE 501c STARTUP-2-SMALLBIZ XCHANGE THE 501c STARTUP & SMALLBIZ COLLECTIVE PODCAST SERIES

The 501c Startup2SmBiz Xchange introduces & connects 501c startups, entrepreneurs & tax-exempt small businesses to their 501c peers, for-profit small business vendor & suppliers, and the consumer/B2B markets they formed their missions to serve.

The 501c Startup/SmallBiz Collective holds forums with 501c startups, small businesses, and others to identify business issues and the impact of Politics & Legislation on the *business operations* side of achieving their missions/goals

Why our Podcast and the Business Center are a Win-Win

The **501c SmallBiz-2-SmallBiz Xchange™**, **The 501c Startup & Small Business Collective Podcast**, with the **Podcasting Business Center (PBC)™** are invaluable resources these Stakeholders need. **The Learners Lab Foundation's** has been restructuring from a fiscal sponsorship program into a national economic development enterprise to meet the demands of our peers. We are a market that is both unrecognized and ignored by everyone. So the added beauty of all this is that **there is no competition**. The **Podcast** and **PBC™** will establish connections to and between the operations, financial, and other small businesses assets 501c's require but are either denied access to or are priced out of reach. Our resources create assets and both create passive, direct, B2B, B2C, cross pollinated, indirect, incidental and investment income.

No air-time lip service here. Our work is & creates action => results => connections => more results = needs met!

The Foundation's B2B system is a government-like open-exchange procurement environment. We are also halfway thru our 4-year transition from a small fiscal sponsor into **a national, first-of-its-kind Economic Development entity serving 501c as Small Business Entities**. These Small Business are Stakeholders from the 501c idea-formation-incubator stage well into operation as a young tax-exempt small business following the IRS approval of their 501c status.

Yeah, you read that right – **Tax-Exempt Startups Are Small Businesses!** And we're making sure they treated that way. The **National Chamber Membership of 501c Small Businesses (NCTSB)** and the "**Association of Tax Exempt Startups & Entrepreneurs (ATESE)™**" for 501c Founders, are sister orgs. Each was established to promote recognition of 501c Startups as Small Business entities, to collect data on exclusionary practices, connect them with the business, executive level learning, and financial assets they require to succeed and the **PBC™** and **SB2SB™ Podcast** are examples of how we're getting it done. The Collective Articulates their issues so we can develop solutions.

The **PBC™** will be the 501c startup destination for connecting to Small Business Assets and building peer 501c Small Business relationships. Our **501c SmBiz-2-SmBiz Xchange & 501c Startup/SmBiz Collective Podcasts** are where it all starts and we loved to have you join us to make it happen! Thank you in advance for considering.



Episode Summaries

Regular Programming (Daily Each Week)

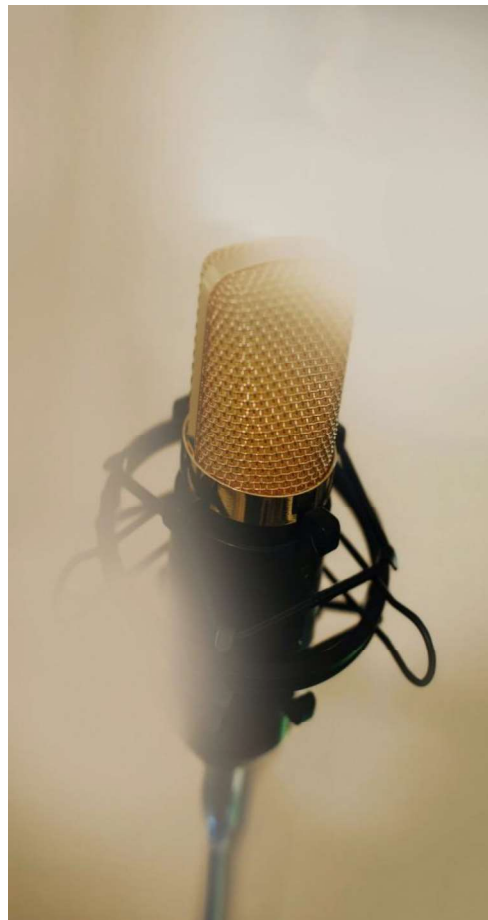
- **501c Spotlight:** Primary Podcast Introducing 501c Startups, Entrepreneurs & Young Tax Exempt Small Businesses from the Idea Stage thru Yr 5 Operation
- **Peer-On-Peer Spotlight:** Q&A Podcast btwn 501cs Startups & Peer 501c Small Businesses
- **Sponsors Korner:** Podcast hosted by PBC Sponsor & 501c Startup Stakeholders
- **Biz Korner Xchange:** Podcast introducing Small Business Vendors/Merchants wanting to serve 501cs Startups, Entrepreneurs & young 501c Businesses

Spotlight Startups In The Que:

- **Eliana's List** (Maryland)
- **Knowledge is Power University** (KipU) (Illinois)
- **Confidentiality Requested:** Eye Glass Program for Disabled Veterans (Maryland)

The 501c SmallBiz Collective: Politics, Legislation & 501c Business Operations (Weekly)

- **Business Operations Episodes:** Topics Request on Demand
- **The "Oh Sh###t Corner:** Political & Legislation that Impacts 501c Startups/Small Biz



Special Programming (Weekly/Monthly/Quarterly/Annual)

- **Special Topic Episodes:** Topics Request on Demand
- **Reoccurring Topics:** based special on Topics Raised by 501c Startups/Small Biz
- **501c Guest Host:** Membership Hour -- Rotating host from Chamber & Assn Membership
- **Reoccurring Episode:** hosted by a 501c Startup & 501c Small Biz Entrepreneurs
- **Reoccurring Episode:** Career Opportunities & Talent Needs. Hosted by a Non Profit Sponsor/Org

Guest Host Sponsors:

- **Costal Wealth Management:** Episode Sponsor
- **Org Confirming Schedule:** Government Contractor
- **Confidentiality Requested:** Eye Glass Delivery Program for Disabled Veterans (Maryland)

DETAIL

- **Schedule:** main episodes daily, weekly, hot topics, specials i.e. Peer-2-Peer Q&A are quarterly & other specials semi-annual
- **Frequency:** ea feature=1 day, special & hot topic=1 day ea, special guest=1 day wk
- **Length:** average episode 1-1.5 hrs, 2 max
- **Audience:** 501c Startups/entrepreneurs which grows by 1M a year, their customers, SmallBiz peers, SIC, other interested parties
- **Sponsors:** by Invitation or OPEN to Small Biz Offerors
- **Ads-Spoken:** 2 pre-rolls, 2 mid-rolls, 2-post rolls, 2 max + Sponsor/Partner(s), per episode
- **Ads-Product Placement:** Custom 2-3 4 mx *based on nature of episode, location shoot type, size/type & recording site, per show unless by invitation*
- **Ads – On Screen Name/Logo Display:** Reserved for PBC & Podcast Sponsor 2 max, per episode, some episode specific



Recording Sites

TLLF Retreat House Foundation Fundraiser Ctr & Studio Recording Studio

PBC & Membership HQ: Business Market Lending Ctr & 3rd Floor Recording Studios

LLC Retreat House: Parent HQ, Auction Fulfillment Ctr, & Podcast Recording Studio

Location Hosting Partners: Local Small Businesses Partner Dedicated Recording

Mobile Podcast & PBC Partner: Small Businesses Who Register their Brick-n-Mortar Location to Host an Episode Shoot

Mobile PBC Site: Off-Site PBC Event

MARKETS

Our Stakeholder market is totally unique. Not only does our 501c startups, entrepreneurs Customer base grow by 1M each year, but we help young tax-exempt small businesses, and our procurement environment is open,

So our Stakeholders include Partners, Sponsors, any Vendor, Supplier, or Merchant who registers as suppliers or list or post an ad in our business directories, register to list their product in our service portals, or for our product development clients, training incubator subscribers, Interns, Apprentices, Fellows & Academic Partners in our Mentor-Training Programs, Venue & Podcast Hosts, Fiscal Sponsorship Awardees, Technical Assistance Clients, Podcast & PBC Location Host Partners, and all our various Activity Registrants – more than you can shake a stick at because each will interact with multiple venues regardless of why they come to us.

And because our offerings cross supports each other, Sponsor & Partners have increased visibility into every other organization, program, and business assets throughout the Foundation Enterprise. So you are seen by all eyes -- Stakeholder & Vendor alike.

Our operations build partnerships which themselves automatically result in other connections, partnership B2B opportunities. You will be hard pressed to find ANY Sponsor, Partner or Ad Placement offering designed as a never-ending loop of potential cross-stakeholder sales relationships that themselves create exposure to cross-stakeholder sales relationships.

Though all 501cs will be welcome, the **Podcasting Business Center™** was deliberately established as a startup & small business-2-small business market exchange that brings business assets, merchant, financial, banking and lending services as well as tax administration & financial investment training directly to 501c Startups, Entrepreneurs and Tax-Exempt Small Businesses.

The **501c Startup2SmallBiz Podcast**, uses a series-based episodes to introduce 501c startups to the markets they intend to serve as well as their 501c & For-Profit Small Biz peers we hope become a supplier to & customer of. On the other hand, the **501c SmallBiz Collective** goes in the opposite direction. The Collective holds forums where 501c Startups/Small business discuss business issues & the adverse impact of politics & legislation on their ability to operate or achieve their mission/ We take that info and develop interim solutions. 501cs register to attend or host, snip-it & full segments will be published as a Podcast.

The **PBC™** will first launch a mobile business bazar and become a live face-to-face business Bazar once we secure headquarters. The PBC will become the 501c's destination for connecting to Small Business Assets and the building of peer 501c SmallBiz-2-SmallBiz relationships, locally and thru State & locality based branches nation wide.