

Dream Capital

A Rank & File Creative program

Program referral and partnership proposal

Dream Capital is a practical business education and coaching program for people affected by incarceration who want to explore self-employment. It supports people preparing for release and those rebuilding their lives in the community, with delivery adapted to the setting and the referring organization's requirements.

Rank & File Creative is seeking referral and delivery partners for an initial group. The proposed format is one full-day intensive each month, followed by two private 90-minute coaching sessions for every participant who completes the intensive. The aim is to help participants assess a business idea and leave with realistic next steps.

The partnership opportunity

We invite correctional education teams, reintegration organizations and community service providers to discuss referring participants or hosting a group. Rank & File Creative would deliver the business curriculum and private coaching; the partner would help identify suitable participants and coordinate access and participant support.

Dates, location, group size, delivery costs and funding arrangements would be agreed before referrals open. Delivery in custody would require approval from the relevant institution.

Who the program is for

Participants may have an early business idea, an existing skill they want to turn into income, or an interest in learning whether self-employment is a suitable option. Previous business experience is not required.

- Interest in building a lawful business or exploring self-employment.
- Willingness to participate in group activities and follow agreed expectations.
- Ability to attend the intensive and private sessions, with appropriate access arrangements.

Referral conversations should identify literacy, language, disability and other support needs. Rank & File Creative and the partner would agree on suitable adjustments before confirming a place.

What participants work towards

Participants work towards a clear description of their business idea and intended customer, an initial sales and marketing approach, a basic estimate of start-up costs, and a personal action plan. These are learning goals; attendance does not guarantee a business launch, income or funding.

The learning experience

The full-day intensive introduces six subjects through plain-language teaching, practical examples, discussion and guided worksheets. It provides a starting point for business planning; the private sessions allow participants to apply the learning to their own circumstances.

Topic	Practical focus
Sales	Identify a customer need, explain an offer clearly, practise a sales conversation and consider basic pricing.
Marketing	Choose an audience, develop a simple message and explore affordable ways to reach potential customers.
Networking	Practise introductions, identify useful business contacts and plan professional follow-up.
AI and current technology	Explore tools for research, planning and administration; check accuracy and protect personal information. Use printed examples where devices or internet access are restricted.
Business planning	Define the offer, customer and delivery method; estimate start-up costs and identify registration, licensing or professional advice needs.
Grants and funding awareness	Learn to assess eligibility, distinguish grants from loans and prepare basic application information. Grant availability and approval are not guaranteed.

Two private coaching sessions

Session one Business structure and priorities

A 90-minute session to review the participant's idea, intended customer, resources and immediate barriers. The participant and coach identify practical priorities and questions that need further research or specialist advice.

Session two Action plan and next steps

A 90-minute session to refine the business outline and develop a manageable action plan. This may include testing demand, preparing a simple budget, improving an offer or connecting with an appropriate business support service.

Every participant who completes the intensive is offered both sessions. Scheduling and delivery arrangements would be agreed with the participant and partner, including any restrictions on access or communication.

Accessible delivery

Materials would use clear language and manageable exercises. A full-day community session would include breaks. Where institutional routines prevent a continuous day, an equivalent schedule would need to be agreed before delivery. No participant would be expected to disclose their offence or personal history during a business exercise.

How the partnership would work

Referral and enrolment

The partner identifies interested participants and discusses the program with them. With participant consent, the partner shares the minimum information needed to assess fit, arrange access and identify support needs. Rank & File Creative then confirms availability and the agreed delivery arrangements.

Delivery and follow-through

Participants attend the intensive and complete the guided exercises. Those who finish are offered their two private coaching sessions. Where an absence results from an institutional interruption, transfer or another access barrier, Rank & File Creative and the partner would discuss a practical completion arrangement.

Rank & File Creative would provide the curriculum, learning materials, facilitation and private coaching. The partner would nominate a contact, coordinate referrals and help arrange access, space and any agreed participant supports. These responsibilities would be confirmed in writing before delivery.

Arrangements to confirm before launch

- Dates, cohort size, location, session length and the coaching timetable.
- Who will pay for delivery, the agreed fee and what that fee includes; any participant charges must be clear before enrolment.
- Space, approved equipment, printed materials and any internet restrictions.
- Institutional approval, facilitator screening, supervision and security requirements where applicable.
- Accessibility, transportation, meals and other participant supports where needed.
- Consent, privacy, attendance reporting, cancellations and responsibility for participant concerns.

Measuring the first group

A proposed pilot review would track referrals, attendance, completion of the intensive, coaching sessions used and business outlines or action plans completed. Short participant feedback would help improve delivery. Any later follow-up would require agreement and consent; reports to partners should use aggregate information wherever possible.

Program scope

Dream Capital provides education and business coaching. The name does not imply a cash award, loan or investment. The program does not promise funding or replace legal, tax, accounting or regulated professional advice. Questions outside the program's scope would be referred to appropriate services.

The next conversation

We would welcome a short meeting to discuss your participants' needs, how Dream Capital could complement your services and whether an initial group would be a good fit. The first step is to agree on the delivery setting, referral process, responsibilities and funding approach.

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