



Urban Development Center

An Economic Development Partnership Between Doran Jones and Per Scholas



Executive Summary

- **REACH**

- 46M Americans still live in poverty. Average annual wage of pre-enrolled PS student: \$6,000. Average annual wage post-graduation: \$28,000. Collectively, PS grads earn over \$160M a year. Effective poverty alleviation strategy.
- ~USD 30bn Software Testing Services market to grow at a CAGR of 16.91 percent over the period 2013-2018.

- **OPPORTUNITY**

- Growing labor demands, improve quality, reduce overseas costs, and reshore jobs to the US that are currently held in Eastern Europe and Southeast Asia.
- Software testing training pilot (STEP) in 2013 between Barclays and Per Scholas was successful and led to industry interest in scaling the model.

- **IMPACT**

- A partnership between a software testing employer (Doran Jones) and a nonprofit training partner (Per Scholas), each focusing on their core competency can bring the US market for software testing to scale within a 2-3 year period.
- The business demand forecasts a UDC team of ~**500** within 12-18 months – a **\$15mm+** injection into part of the local economy that has suffered from underinvestment.

Per Scholas

- Per Scholas is a nonprofit organization, committed to breaking the cycle of poverty by providing education, technology and economic opportunities to individuals, families, and communities
- Founded in 1995, Per Scholas uses technology to address the skills gap and offers employers in the IT community qualified talent to grow their businesses
- Per Scholas has trained ~4,800 adults (18+) for IT professions in the Bronx and Brooklyn, NY; Columbus and Cincinnati, OH; and now the National Capital Region in Silver Spring, MD
- 2010: Random assignment (“gold standard”) evaluation
- 2012: Named to Social Impact Exchange [S&I100](#), a national index of the top 100 proven, high-impact nonprofits
- 2014: [Featured by the White House](#) as “[what works](#)” in fighting long-term unemployment and creating [#OpportunityForAll](#)

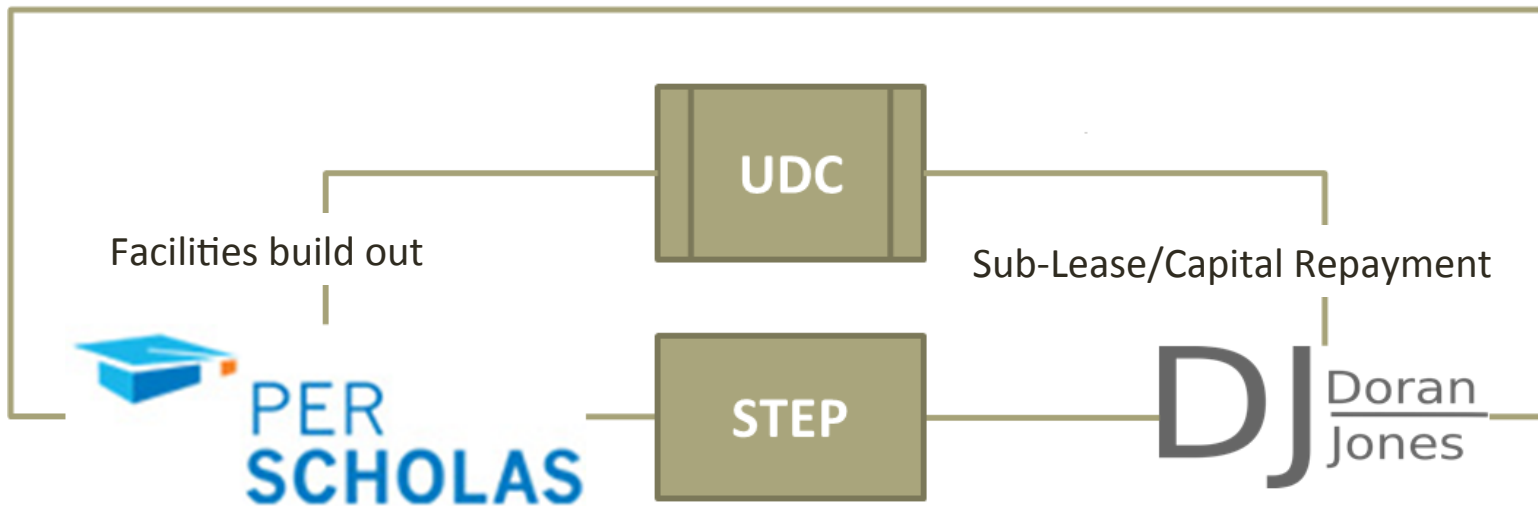
Doran Jones

- Started in June 2010, Doran Jones is a consultancy provider to many of the world's Fortune 500 institutions
- World-class management team with proficiency in all aspects of software development and testing
- Consultancy services focused on software engineering skills and value-driven software testing and development
- Clients include multi-national banks, media companies, and internet firms
- Backed by a board with a track record in financial services and community investment
- Working with White House Workforce Development and Accelerated Learning Program Taskforce



The UDC Partnership

•25% of profit share



- Recruit and train over 150 local residents for software testing jobs in first year
- Continue to train software testers for projected growth
- Hire 80% of UDC staff from local community
- Guaranteed salary and benefits program for graduates
- Providing graduates with a career path not limited to UDC



UDC Value Proposition

	Doran Jones	Traditional near/offshore vendors
EXPERTISE	Focus purely on development and testing with world-renowned senior team.	Have consistently under-delivered on quality.
APPROACH	Agile/Context-driven. Getting to testing faster. Highly Collaborative.	Highly scripted testing and operationally heavy.
RECRUITMENT	Industry experts, experienced leads, combined with STEP graduates	Testing tends to be a stepping stone to a Development role. Testing teams experience high attrition rates.
ATTRITION	Career development with advancement opportunity for all hires. Mentoring scheme with senior testers.	Significant challenge for vendors with staff both moving into 'better' roles internally and externally
LOGISTICS	20 minutes from Manhattan/ LGA.	Significant time zone challenges
COST	Competitive with Far East Asia, Eastern Europe and built to the same security and quality specifications.	Lack of quality and attrition contributes to significant total cost.
SUSTAINABILITY	Investing in local business, contributing to sustainable business model in urban US community. Bringing tens of millions of dollars into under-developed areas	N/A

Way Forward

Objective: Launch three UDCs in next 24 months

- Each site requires approximately \$1.5mm in capital investment
 - Have New York UDC fully operational by Spring, 2015
 - Have Tampa UDC fully operational by Summer, 2015
 - Have third UDC (leading cities include Columbus, OH, Dallas, TX, and Atlanta, GA) fully operational by Spring , 2016
- Client partnership for UDC projects
 - Collaborate with Corporate Social Responsibility programs
 - Communicate the success story / case study
 - Expand service offerings beyond software testing
- Leverage relationships with local government and business
 - Create a “UDC Working Group” and host a summit

Thank You!