



5 YEARS of Solutions + Impact

Location 744 E Wrrngtn Ave | Allentwn
 Latitude 40.421673 Longitude -79.994095
 Red Blue Voice (Crowdasaurus) | The Hrdwr Str Wrk Hrd Pgh | Academy pgh Wrk Hrd Digital



Work Hard Pittsburgh
 Equitable Entrepreneurship
 & Opportunity Realized

2017 Annual Report

RATIONALE

A just and equitable economy bravely presents opportunity to those who are least mobile. It challenges siloed networks of people who look and think the same to open up their bounty of resources. It demands bold action to address inevitable paradigm changes that, if left unchecked, will create class divides like the world has never known.

Work Hard Pittsburgh stands with our regional partners in advocacy for economic equity through the purposeful delivery of processes and systems that have measurable impact. We build safety nets, relationships, facilities, and mechanisms of job creation that level an unequal playing field. We do this work with a clear understanding of the consequences for the people we serve. We are a self-organizing cooperative of entrepreneurs and freelancers who live and work in an economy optimized for the status quo.

For us, the stakes are exceptionally high. Failure doesn't just resign our membership to the traditional workforce, it validates Capitalism 1.0, an extractive system that is demonstrably not interested in those it leaves behind.

The *Work Hard Pittsburgh Cooperative* and its member-owners are the region's best advocates and best chance to model competitive economic systems that distribute wealth in ways that are democratic and just.

What follows is a summary of where we've been and where we are headed. Thanks for reading.

OUR MISSION

Work Hard Pittsburgh is a cooperatively owned and operated business incubator that provides training, resources, sales support, and access to capital to its members.

Our mission is to make it easier for any entrepreneur to start, scale, and sustain a business venture. We adhere to the standard cooperative values of self-help, self-responsibility, democracy, equality, equity, and solidarity.

We are mindful of its position within the community and of our responsibility to advocate for people and systems that create a more just and equitable society.

INPUTS

- To date, \$1,150,438 of cash has been leveraged by *Work Hard Pittsburgh* and its affiliates in the form of revenue or investment
- Partners include *New Sun Rising*, *The Hillman Foundation*, *The Birmingham Foundation*, *Neighborhood Allies*, *The Pittsburgh Foundation*, and *Google Community Grants*

ENTREPRENEURSHIP COMMUNITY

- Regional freelancers launch Red Blue Voice (initially named Crowdasaurus), the nation's first crowdfunding platform for political advertisements **2011**
- Red Blue Voice crowdfunds the distribution of political ads during the presidential election resulting in millions of impressions **2012**
- Work Hard Pittsburgh (initially named The Hardware Store) a gathering space for gig economy and freelance workers launches **2013**
 - Crowdasaurus is accepted into Alpha Lab, a respected business incubator
 - Meta Mesh, LLC joins Work Hard Pittsburgh and starts building a democratized publicly-owned internet
 - In its first year of operation, Work Hard Pittsburgh creates \$40k in freelance jobs
 - Summer Pitchfest, the first of many community events, occurs
 - Monthly pro bono consulting sessions launch. Over 100 nonprofits, startups, and small business attend in the first year
- Work Hard Digital Services, a creative and technical agency staffed by members, launches **2014**
 - Epicast, an aggregator of regional podcasts, joins Work Hard Pittsburgh
 - Our first pro bono livestream of the Pittsburgh Creatives Conference occurs. We'll donate more than \$100,000 of livestreaming services over the next 3 years
- Community input is gathered for the development of a cooperatively-owned business incubator **2015**
 - Crowdasaurus ceases operation and the limits of West Coast-style entrepreneurship become apparent
 - CINTACS, an 8 person web development agency, joins Work Hard Pittsburgh
 - Black Forge Coffee, a member-operated heavy metal cafe, opens in our neighborhood
 - Farm Truck Foods runs a weekly Micro-grocery out of our space to mitigate the neighborhood's food desert
 - The 10 Minutes of Knowledge podcast joins Work Hard Pittsburgh and begins creating content focused on equity and inclusion
 - Google Analytics for Beginners training session is held
 - Community members provide mentors to Cue PGH, a small business development program organized by Chatham University
 - Ruby on Rails primer course is held
 - Cafe Con Leche annual celebration occurs in our space
 - Community members organize the first Startup Weekend Civic
 - Our community hosts Thrival panels and provides the livestream
 - Community members mentor at Give Camp hackathon and provide the livestream
 - Pittsburgh Tall, our program to deliver pro bono work to regional startups, nonprofits, and small businesses launches
 - Community members organize Startup Weekend
 - Adobe Cloud Basics training for nonprofits is held
- A Google Community Grant is awarded for youth programming **2016**
 - Twelve 5 Designs joins Work Hard Pittsburgh, bringing more web development capacity
- A Hillman Foundation grant is awarded to create Academy Pittsburgh, a web developer boot camp that provides condensed technical education
 - Academy Pittsburgh launches. Half of all future participants are from groups of people underrepresented in tech
 - A Neighborhood Allies Catalytic grant is awarded to develop a legal framework to govern the cooperatively organized business incubator
 - Academy Pittsburgh Session 2 begins
 - Twelve 5 Designs, a member-operated company posts 60k of revenue in 6 months
 - A Pittsburgh Foundation grant is awarded to test a youth web developer boot camp in City of Pittsburgh schools
 - Knockout JS Basics training is held
 - Governor Tom Wolf visits Work Hard Pittsburgh to better understand the value of our unique model for economic development
 - Community members host the Space App Challenge
 - Burning Bridges Comedy Festival is held in our space
 - Community members provide 12 websites and brand assets to Hill District small business owners via Cue PGH
 - Free legal consulting for members begins
 - Intro to Node JS training is held
 - Community members organize the first Game Jam hackathon
 - Weekly use of facilities by neighborhood bible study begins
 - Codepen Basics training is held
 - Community members host and coordinate Give Camp
 - Regional political leaders including US Rep. Mike Doyle, US Sen. Wayne Fontana, Allegheny County Executive Rich Fitzgerald, and Mayor Bill Peduto gather to learn about and support our unique model
- Work Hard Pittsburgh officially becomes a member-owned cooperative **2017**
 - Meta Mesh is awarded over \$100k in grants, provides bandwidth to 10k residents, and covers 50k sq. ft. of Pittsburgh with free WiFi
 - Academy Pittsburgh Session 3 begins
 - Black Forge coffee breaks even and hires its second employee
 - Work Hard Digital Services purchases CINTACS and absorbs its clients
 - Epicasts publishes its 5,000th podcast episode
 - Academy Pittsburgh Session 4 begins
 - Allegheny County's Community Infrastructure and Tourism Fund awards our nonprofit partner a grant to purchase the commercial real estate occupied by the cooperative
 - 1/2 of all Steel City Codefest participants are graduates of Academy Pittsburgh
 - Github Basics training is held
 - Wix for Beginners training is held
 - Community members host and coordinate Give Camp
 - Hilltopolis, our celebration of music, charity, and community raises \$6,500 dollars and brings 1,000 people to a hilltop park overlooking the City of Pittsburgh
 - Academy Pittsburgh Session 5 begins
 - Academy Pittsburgh Session 6, our first evening session, begins
 - Capacity and support provided to COG PGH, a neighborhood group replicating our cooperative model **2018**

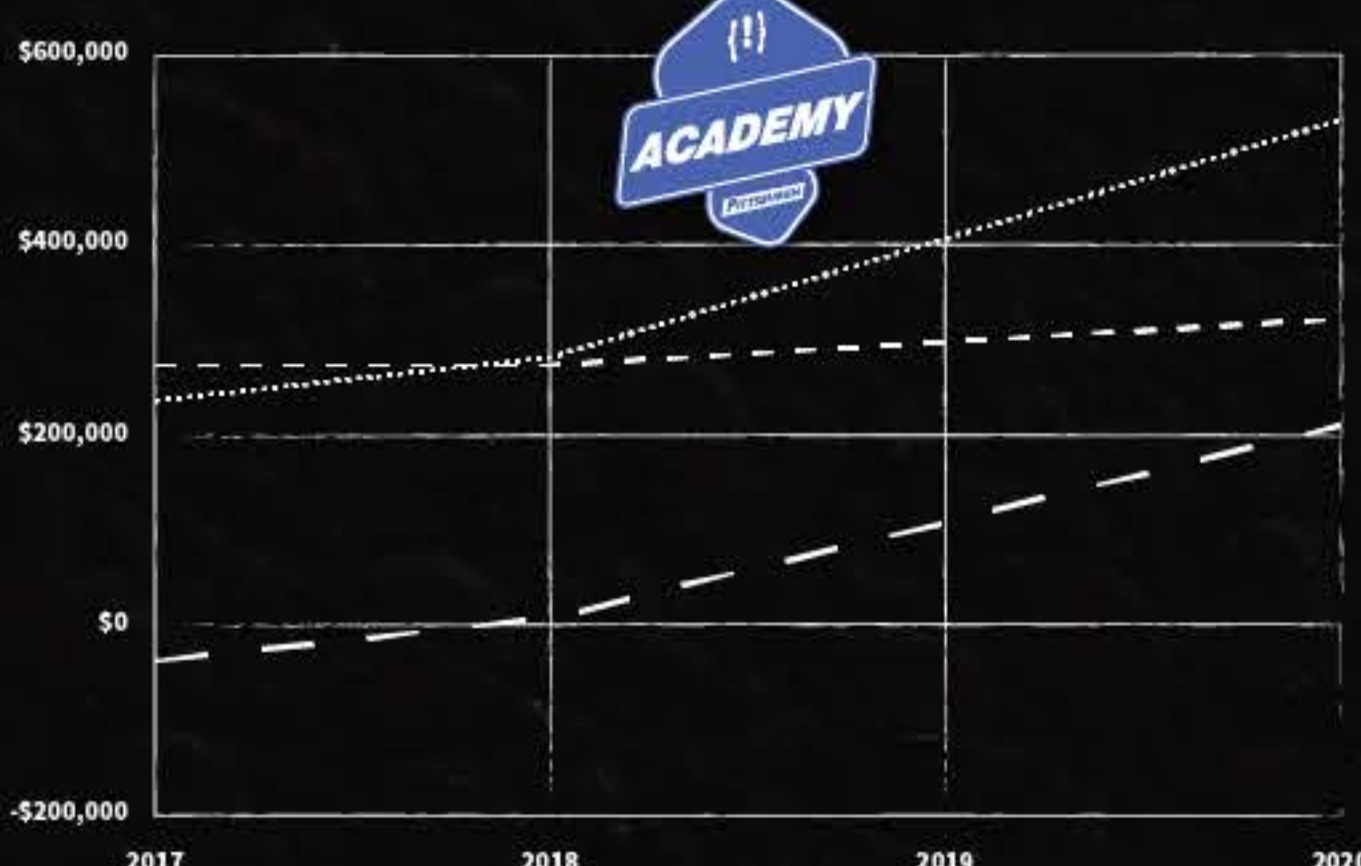
OUTPUTS & OUTCOMES

- \$60,000 of 0% interest loans made to member-owned companies
- Dozens of neighborhood groups and nonprofits use our facilities for free around 100 times every year
- Hilltopolis contributed \$6,500 to the Hilltop nonprofit, The Brashear Kids
- The cooperative and its affiliates have donated \$900k of deliverables like brand assets, webpages, and social media campaigns to the region's nonprofits, small businesses, and startups
- We've donated \$30,585 as sponsorships to events and programs that help people find economic advantage
- Each year an average of 15,000 people visit Work Hard Pittsburgh, translating into to real impact for the Allentown small business district

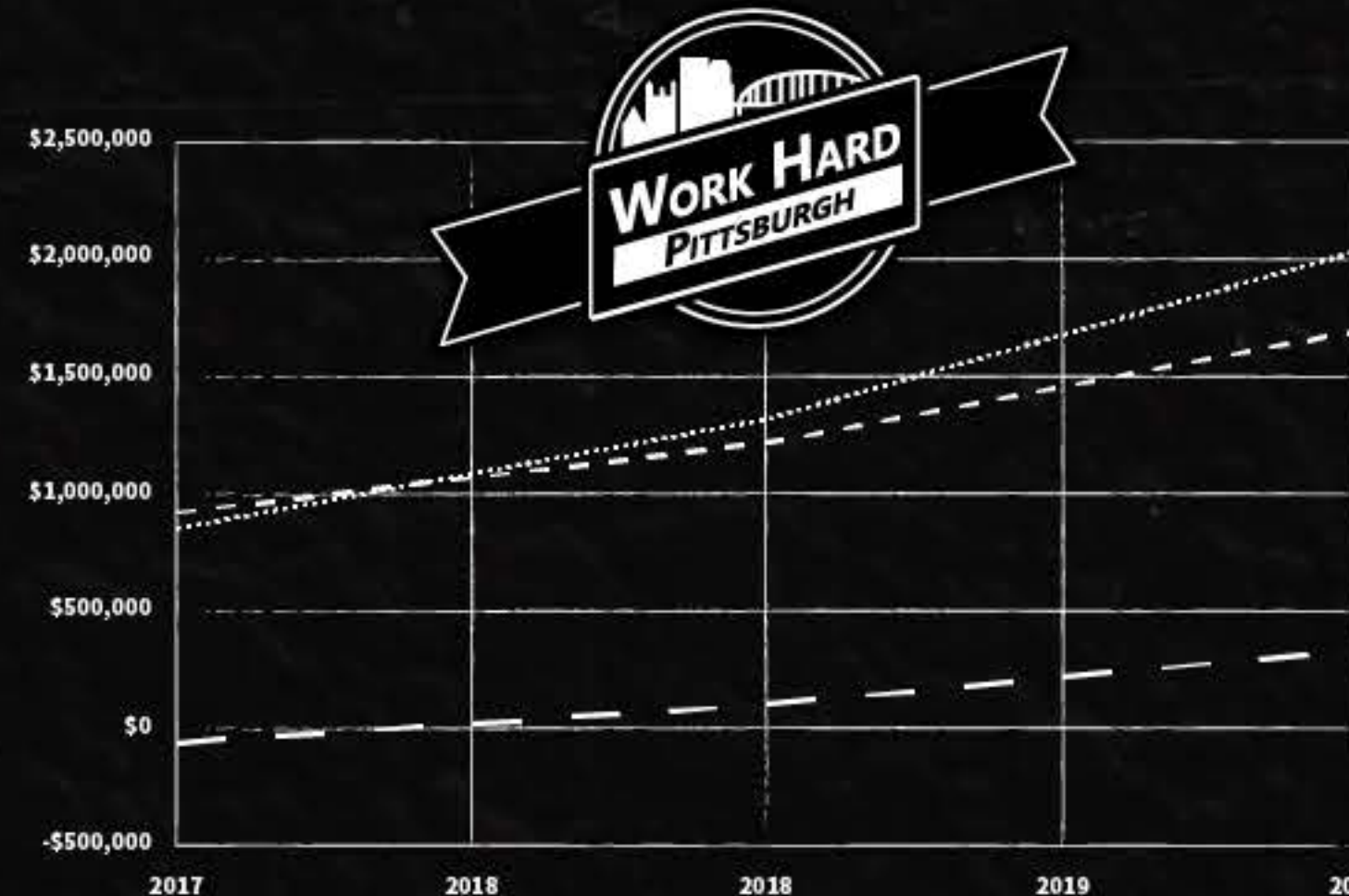
Academy PGH, LLC | Equity Stake @ 30%

Technical Training & Staffing Agency

- 73% of graduates from the first 3 sessions have full time jobs
- 65% of those jobs are in the technology sector
- The average starting salary of those jobs is \$57k
- The net economic gain for the region is \$2.2M
- 1/2 of the graduates are from demographic groups underrepresented in the tech sector



The Work Hard Pittsburgh Cooperative



Cooperative Holdings, LLC | Equity Stake @ 100%

Commercial Real Estate Company

Work Hard Digital, LLC | Equity Stake @ 60%

Creative & Technical Agency

- To date, over \$700k of 1099 contract jobs have been pushed to our members
- 80% of member-owned companies that we contract are still doing business due in large part to predictable income the agency provides
- This year, freelancers and cooperative members will donate 2,350 hours of service work to small businesses, startups, and nonprofits

