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## **ORGANIZATION SUMMARY**

### **One Line:**

My Own Business, Inc. is a nonprofit provider of the most structured and comprehensive free educational coursework fostering successful small businesses.

### **One Paragraph:**

My Own Business, Inc. is a nonprofit provider of the most structured and comprehensive free educational coursework fostering successful small businesses. Course content is based on the distilled experience of business owners that have personally grown small businesses from the ground up. Through concise coverage of business principles, My Own Business succeeds in helping small business owners avoid the common pitfalls that cause enterprises to fail.

### **Longer Version:**

My Own Business, Inc. is a nonprofit provider of the most structured and comprehensive free educational coursework fostering successful small businesses. MOBI exists to support the vital social and economic contributions of small businesses by nurturing entrepreneurship and helping individuals build their own business.

The organization endeavors to provide current and aspiring business owners the basic foundations they need to build a stable small business. This is accomplished through a comprehensive curriculum that is constantly refined. Course content is based on the distilled experience of business owners that have personally grown small businesses from the ground up. Through concise coverage of business principles, My Own Business succeeds in helping small business owners avoid the common pitfalls that cause enterprises to fail.

Through helping entrepreneurs gain valuable knowledge, My Own Business seeks to build the foundation for successful business ventures, resulting in a continued high level of creation of new and small firms in all sectors of the economy by all segments of society. Social and economic benefit is achieved through supporting small businesses, which are a key driver of the economy. They represent more than 99 percent of all U.S employers, create 65 percent of net new jobs, and account for more than half of the nonfarm private GDP. Yet, half of all small businesses fail within 5 years, mostly due to easily avoidable mistakes. MOBI provides the education to prevent that and ensure stable growth.

My Own Business, Inc. founder Phil Holland launched the first My Own Business course in response to the 1992 riots in Los Angeles to share his expertise and experience in creating successful entrepreneurial ventures with the people whose neighborhoods most required rebuilding and local enterprise. Mr. Holland is the founder of YumYum Donut Shops, the largest independently held donut chain in the United States - and is the author of "How to Start a Business Without Quitting Your Job," (Ten Speed Press, 1992), And the Book-of-the-Month Club selection, "The Entrepreneur's Guide," (G.P. Putnam's Sons, 1984).



## **AN INTRODUCTION**

Entrepreneurs have immense power to turn our current financial turmoil into prosperity and growth. Resurgence in the global economy will be driven by small business owners. Small business owners are empowered by MOBI.

- Small businesses represent 99.7% of all employer firms in the U.S.
- They generate 60-80% of new jobs annually
- They contribute more than 50% of non-farm private GDP
- They employ over half of private sector workers
- **Yet, half of all small businesses fail within 5 years, mostly due to *easily avoidable mistakes***

My Own Business, Inc. (MOBI) was founded in 1992 and operates as a permanent 501(c)(3) public charity. We are dedicated to creating economic and social impact by leveraging the experience of successful entrepreneurs to help small business owners navigate the perils of early-stage growth. We aspire to maximum value-creation from the personal resources that each individual puts into his or her small business.



**Founder Phil Holland teaches the first class in Compton, CA**

Today, we are proud to be the most comprehensive educational resource for small business owners. In the classroom and online, our curriculum is built upon basic principles designed for start-up and growing enterprises, ranging from the corner store to the home-based business to the small volume manufacturer. The core MOBI student is a dynamic, creative, self-motivated entrepreneur, one who forms the backbone of any country's economy.

MOBI's long history of success would not have been possible without corporate and public partners such as the World Bank and Cisco Systems. We continue to seek partners whom we can add value to.



## **MISSION**

***My Own Business, Inc. exists to support the vital social and economic contributions of small businesses by nurturing entrepreneurship and helping individuals build their own business.***

MOBI does this by providing proprietary educational coursework that has been prepared by successful entrepreneurs and business owners.

MOBI is a permanent 501(c)(3) public charity. As a nonprofit developer and distributor of educational materials, it pursues the following goals:

- Address the particular needs of people who want to succeed in their own business
- Continually improve our electronic and print offerings, maintaining a dynamic curriculum that is always economically relevant
- Grow our network of collaborations worldwide



**A small business.**



## COMPANY BACKGROUND



In 1992, the Los Angeles riots devastated several neighborhoods in the city. Entrepreneur Phil Holland wanted to share his expertise in creating businesses with the people whose neighborhoods required rebuilding. The first free classes were held in Compton, CA. What started out as a one-man crusade grew into a non-profit organization called My Own Business, Inc. (MOBI), the most comprehensive educational resource for small business owners.

For 19 years, MOBI has supported the education of entrepreneurs and development of small businesses. Through references and efficient delivery, the course has reached tens of thousands of start-up and operating entrepreneurs, helping them create value through their own business. The MOBI website, [www.myownbusiness.org](http://www.myownbusiness.org), currently attracts almost *5 million unique visitors* every year.

- } 19 years of teaching entrepreneurs
- } 5,000,000 new visitors annually
- } Over 50 different languages

“The high-quality, interactive content from My Own Business (MOB) has been instrumental to the success of the SME Toolkit in each of our target markets across five continents.”

- **James D. Wolfensohn**  
**President, World Bank**

Since its launch in 1992, our material has been translated into over 50 different languages. It is actively used in over 30 countries in South America, Africa, Asia, North America and Europe. MOBI’s content is a crucial component of the World Bank’s SME Toolkit and is used extensively by the worldwide Cisco Entrepreneur Institute. Over the years it has garnered acclaim from MSNBC, the US Department of State, BusinessWeek, Entrepreneur Magazine, The New York Times, and more.



## **ABOUT THE COURSES**

As a permanent 501(c)(3) nonprofit public benefit charity, *My Own Business, Inc. exists to support the vital social and economic contributions of small businesses by nurturing entrepreneurship and helping individuals build their own business.* MOBI does this by providing proprietary educational coursework that has been prepared by successful entrepreneurs and business owners.

MOBI's course content is unique among peers:

(a) It is authored by “been there, done that” practicing entrepreneurs;

(b) It identifies and sequentially presents the business disciplines entrepreneurs need to understand;

(c) It identifies and emphasizes the common mistakes made in each discipline (keeping in mind that most businesses fail because they make avoidable mistakes);

(d) Course materials are applicable to any product or service business.

- } Offered in over 50 different languages
- } Complete assessment and accreditation
- } Easy access online or via CD
- } Supplemental textbook

### **Web Features:**

- } Streaming video content
- } Downloadable templates and strategy tools
- } Interactive forum for knowledge-sharing
- } Top 10 “Dos and Don'ts” for each topic
- } Comprehensive resource links

An important component of the coursework is its assessment and accreditation process. Students are tested and graded at the end of each module to ensure that they have internalized the key lessons they need to know for their business. Only with a perfect score can they advance to the next module. In addition, they must prove their learning on a comprehensive final exam to satisfy the requirements for a MOBI certificate. This maintains the quality of graduates and preserves the high standards set by MOBI for entrepreneurs risking their own assets in business.



## **FEEDBACK**

“... there I was working on a daily basis with nowhere to go until I learned from the My Own Business seminar all the basic tools I needed to reach success.”



Ezequiel Padilla  
Owner, Jugos Tropicales Mexican Restaurant  
Compton, CA



James D. Wolfensohn  
President  
The World Bank

“The high-quality, interactive content from My Own Business (MOB) has been instrumental to the success of the SME Toolkit in each of our target markets across five continents.”

"[We] adopted the My Own Business curriculum as the basis for our educational program. We based our selection on the clearly defined modules... the excellence of student and instructor materials, and the assistance available from your staff... Thank you for making this possible."








Don Gonneville  
President  
Disabled Veterans Business Alliance



## OUR PARTNERS

MOBI relies on strategic partnerships to multiply our impact. We continually seek mutually beneficial relationships which enhance the breadth and quality of our work, while adding value to our partners.

 <p><b>THE WORLD BANK</b></p>	<p>The World Bank has chosen to offer MOBI content worldwide as part of its SME Toolkit. They are also translating it into 7 different languages for wider distribution.</p>
	<p>Cisco Systems utilizes the MOBI Starting My Own Business course as a major component of the worldwide Cisco Entrepreneur Institute.</p>
	<p>Union Bank of California has been a long-time sponsor of MOBI with annual donations to support our efforts.</p>
	<p>Knobbe Martens Olsen &amp; Bear LLP provides pro bono legal services.</p>
	<p>The State of Mississippi, via the MDA, uses our content statewide as a primary source in its Entrepreneur Center.</p>



## **ABOUT THE FOUNDER**

Phil Holland has been an entrepreneur for 53 years. His businesses have included construction, commercial manufacturing, real estate development, restaurant franchising, retailing and shopping center management. His thorough understanding of business has been proven through successes with these varied and demanding challenges.



In 1970 he founded Yum Yum Donut Shops, Inc. with \$5,000 borrowed from a friend. It went on to become the largest chain of privately owned donut shops in the United States.

As a response to the Los Angeles Rodney King riots in 1992, Mr. Holland began conducting a free night course in Compton, California to encourage people to start new businesses as a way of rebuilding their lives and their community. The course was designed to help entrepreneurs avoid the common business mistakes that cause startups to fail. Eventually, a 501(c)(3) non-profit organization was formed, My Own Business, Inc. (MOBI). The goal was to help foster successful entrepreneurs worldwide through provision of educational content. Mr. Holland brought together a Board of Trustees consisting of business and professional experts who continually update and expand the course, available at [www.myownbusiness.org](http://www.myownbusiness.org). Mr. Holland serves as Chairman of the MOBI Board of Trustees.

### **ENTREPRENEURIAL HIGHLIGHTS**

- Designed, built and sold two “spec” homes in Los Angeles.
- National Doughnut Corporation. Manufactured commercial bakery machines. Company purchased by the Pillsbury Corporation in 1962.
- The Holland Company. A design-build firm specializing in small apartment buildings. Designed, financed, built and managed 162 apartment projects.
- Amigos Restaurants, Inc. Founded and franchised a chain of Mexican restaurants.
- Yum Yum Donut Shops, Inc. Eventually became the largest privately held chain of doughnut shops in the U.S.
- Green Isle Development Company. Developed and managed shopping centers in California and Utah..
- My Own Business, Inc. Founder and Chairman of a U.S. 501(c)(3) public charity fostering small business success.

### **PUBLISHED WORKS**

- The Entrepreneur’s Guide (G. P. Putnam’s Sons, 1984)
- How to Start a Business Without Quitting Your Job (Ten Speed Press, 1992.)
- The My Own Business, Inc. Handbook, 1992 – 2007. (My Own Business, Inc.).



*My Own Business, Inc. exists to support the vital social and economic contributions of small businesses by nurturing entrepreneurship and helping individuals build their own business.*

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## PICTURES AND LOGOS

Primary Logo:



Secondary Logo:



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