

Executive Summary

The Jesiah Collective (TJC) is currently a sole proprietorship business that exists to enhance creativity, encourage self-discovery, and combat personal and professional burnout.

Company Information

TJC was formed after the author and owner Jesiah Ahlemeier Wiechman had acquired seven years of post-undergraduate interdisciplinary experience in design, administration, building, outreach, and freelance graphic design & photography. In 2014, While working as a manager for Gregg Fleishman Studio, a woodworking studio and art gallery just outside of Los Angeles, California, Jesiah formed TJC. TJC's business tax registration certificate allows TJC to provide creative services in compliance with Department of Finance state tax laws. Now that Jesiah is nearly finished with her Master of Social Work degree from USC, her direct connection to California will be complete, and she intends to move the ownership of the business to her present location in Minnesota in 2017, forming the business into an LLC.

Products & Services

TJC has four service offerings that include 1) Driving 2) Selling 3) Creating & 4) Sharing, and TJC works with populations that fit into one of two categories: Curious, Self-Directed Individuals or Social Advocacy Organizations.

Driving & Creating

Jesiah serves as an independent contractor for both the *Driving* and *Creating* arms of TJC. *Driving* includes partnering with any organization or individual who needs a large vehicle operated, and *Creating* includes a deliverable object that is either wooden, knit or a web-based infographic, logo, or website. TJC negotiates a fee-for-services-rendered per client given the

duration, complexity, and material fees of the particular project. Though in the past verbal agreements were often made, TJC is moving towards a written contract specifying terms and strategies for disagreements between TJC and the client. For an upcoming driving project, a Commercial Driver's License will need to be acquired, something Jesiah has been looking forward to getting for a few years now.

Challenges & Joys

Of the many projects that have been accomplished, two projects fell into difficulty due to lack of specificity of terms at the onset of the project. For one project, though a rate was established, the client did not like the way TJC approached the project and refused to pay one-third of the invoiced rate due to this discrepancy. A written contract would have provided TJC with greater leverage in pursuing legal action at this point. Instead TJC and the client parted ways on unsettled terms in which the client did not pay the invoiced amount and TJC lost the income for work provided.

Selling

In the *Selling* portion of the business, TLC works as an independent distributor selling products that have been adapted from Gregg Fleishman Studio designs or created with permissions from Gregg Fleishman. The products are sold to local Minnesota customers primarily via word-of-mouth marketing. This partnership has been in creation since 2011 and TJC spent 2016 developing metal & 3D-printed variations of the previously wooden products. TJC and Gregg Fleishman Studio are in the process of creating a contract stating specifics regarding licensing details, production quality, and income distribution. The hope is that the

majority of the income generated from the sales would be cross-distributed back into the *Sharing* section of TJC in order to provide free-to-low-cost burnout coaching to low-income families.

Challenges & Joys

Though a brilliant woodworker and mathematician, Gregg Fleishman is a challenging man with whom to negotiate a contract. TJC may need to hire a lawyer to help with the nuances of the verbiage for the contract between the two agencies. On the flipside of the coin, Gregg Fleishman's designs are one-of-a-kind creations that are advanced in both the worlds of plywood furniture design and sculptural design, so bringing the designs into a social work practice creates a uniqueness to any evidence-based practice that TJC may choose to offer.

Sharing

TJC has recently partnered with online capacity building organization SISGI Group -- which offers 501(c)3 fiscal sponsorship and organizational support for the *Sharing* portion of the business. With SISGI Group licenses, TJC has been developing an online learning course called [*The Road To Self-Discovery*](#). This course assists both organizations in achieving their goal of educating people through low-fee approaches. TJC currently owns and operates a small mobile trailer that is continuously being developed as a Mobile Learning Center. The goal is to eventually provide Mindfulness-Based Stress Reduction (MBSR) workshops to social advocacy organizations in order to help their employees of combat burnout.

Challenges & Joys

After two semesters of research about MBSR, Jesiah decided this semester to take an MBSR course as a participant in order to understand the course from that perspective. She has seen the noticeable benefits from being within the course and is eager to finish the course in

order to decide whether a certification is a better option for TJC or if hiring an MBSR provider makes more sense for the mobile workshops. This decision will likely be a financial one that comes down to whether or not a grant provider will be willing to cover the cost of an MBSR provider for non-profit social advocacy organizations that may not be able to afford such coaching services to their employees. Overtime TJC would like to build a relationship with insurance companies in order to offer participating employees incentives for participating.

Financial Information

Over the course of the past two years TJC has invested about \$5,000 towards purchasing the first Mobile Learning Center trailer, trailer materials, and wooden sculptural pieces. About 10% of that money was spent on research and development of the *Selling* items and TJC will see a profit from some of those sales in 2016. The hope is to keep boosting sales from 2017 onwards now that much of the research and development of the *Selling* items has been complete. TJC hopes to make \$8,000 in 2017 and \$15,000 by 2018 through income generated within all four arms of the organization.

Competition

The primary competition for TJC is within the *Sharing* section which will be offering MBSR workshops. Throughout the Twin Cities area a handful of organizations offer MBSR workshops to individuals, yet no organizational level MBSR offering could be found while researching online, so the hope is that offering MBSR at an organizational level will be well-received and successful. The *Creating* section of TJC stands apart from other creative organizations and do-it-yourselfers due to both the level of insight that Jesiah has when consulting with clients and the level of self-direction that TJC ensures for the client. The

collaborative nature of TJC will attract any client looking to be both understood during a transition and expressed in a personalized item created by TJC.

Future plans

Over the next five years TJC is on a path to expand partnerships and curricula as well as to build a larger *Tiny House, Tea House* that will be the long-term homebase for TJC services.

With the support of SISGI Group, TJC hopes to receive grant funding to purchase a Tiny House outright at approximately \$80,000 with goals to lower burnout rates within 80% of the 360 clients served annually. Jesiah hopes to be certified as an LISW within two years of MSW completion and start to provide fee-for-service burnout coaching to clients within the *Tiny House, Tea House* centering around eight evidence-based practices. TJC's ultimate goal is to spread more joy and beauty in a world often consumed by violence and overwhelm.