



The 10k Independents Project

The 10K Independents Project shares a vision for a plan to help 10,000 Philadelphians become sustainably self-employed over the next decade.

Sustainable self-employment means a person can provide for themselves and family, invest in the future, and contribute to their community.

This plan can help **mitigate poverty, close persistent wealth gaps and start us on a path to greater public safety** by contributing good, sustainable jobs for all. The 10K Independents roadmap forges a path to thriving self-employment.

- ★ **We inspire people to explore diverse paths to a good career.** We celebrate thousands of already successful Independents in our city and build community. We welcome more people to participate in the future of work.
- ★ **We help small business owners thrive** by connecting them with the right people and organizations at the right moment. We curate the most valuable business-building resources from across different industries. We also fuel local innovation with powerful, ongoing collaborations.

10K Independents plan will create tens of thousands of jobs. Public data estimates 2,000 (20%) of Independents choose to eventually be employers. If 2,000 Independents create a conservative average of 20 opportunities, 40,000 jobs will be created over the coming decade. **This is grassroots job growth!**

10K Independents unifies the diverse and rapidly growing Independent workforce, even as **we are practically invisible to leaders and institutions.**

- ★ Presently, only W2 workers count towards job figures. People who file 1099s (or other non-W2 forms) do not count as a “real job” - even though it is *common* to earn more than \$100k per year as an Independent.
- ★ It is complicated for Independents to complete essential tasks like pay taxes & get a mortgage. Policies, workflows and forms often exclude us entirely.
- ★ Independents are distinct from both misclassified “gig work” and risky startups fueled by venture capital. Both have significant built-in racial, gender and socio-economic biases that are very real barriers.





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- ★ The Independent mindset will extend our local “brick and mortar” shops to “internet-enabled” businesses to **more revenue** with **less overhead**. These “tiny” businesses regularly serve a large, global customer base.

10K Independents’ issues are no longer fringe or future issues. The COVID-19 pandemic pushed so many burned out employees to an Independent work life as a viable and preferred option. More people than ever want the freedom to create the lives they want. However, our financial, legal and healthcare institutions are not keeping pace with the rapid change. **Why does this matter?**

10K Independents believes opportunity is too concentrated in the hands of corporations who influence policy about basic needs, quality jobs and reliable internet. This is harmful to everyone, but especially to Black and brown communities who are disproportionately affected.

10K Independents wants things to change. We know government gears and Philadelphia civic culture turn slowly, so we’re starting simple. We want all leaders to know us and understand our realities as Independents. While we are barely counted or considered, we have a large and growing economic impact.

Our Asks

10K Independents is asking all candidates to demonstrate collaborative leadership during *and* after their campaign. Here is how:

- ★ Join 10K Independents on-line and in-person to share our stories and help fellow leaders and citizens see the Independent path as a “real job”.
- ★ Learn about the many time-tested and proven resources that empower people to launch and grow a unique small business.
- ★ Collaborate with the talent in our network to create solutions for Independents. We need better tax policy and processes, easier paths to legal operation and more access to affordable loans of all kinds.

10K Independents leaders and members collaborate in our neighborhoods and professionally. We want to collaborate on citywide solutions. **Let’s work together to fully realize a safe and thriving city.**



Learn more at <https://10k.city/> or email Team@10K.city