The purpose of this offering is to raise the financial capital to maximize Skysthelimit.org’s impact on leveling the playing field for underrepresented young entrepreneurs in a scalable, sustainable way. After 3+ years of software development and program design, we are ready to scale our direct services for young entrepreneurs and our corporate partnerships and to build new revenue channels.

**STRATEGIC OBJECTIVES THROUGH 2023:**

1. **Refine Model, Document Impact, and 50x Growth**
   As we transition out of our pilot phase in 2020 and into our growth phase, our platform and program must drive predictable, replicable results for our entrepreneurs in a scalable way.

2. **Expand Business Partnerships**
   A key to Skysthelimit.org's success is to continue to meet a market need, in particular from corporations, for skills-based volunteering opportunities, driving skilled volunteer support for our entrepreneurs as well as funding for Skysthelimit.org.

3. **Create Earned Income Model**
   We have identified demand from NGOs who want to license Skysthelimit.org's platform to manage their own entrepreneurship mentoring programs. We have whitelabeled our platform for nonprofits in Nigeria, South Africa, the Caribbean, and UK. We aim to expand this B2B SaaS offering from our existing group to drive annually recurring revenue while empowering more nonprofits to digitize and scale their programs.

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Units represent a perpetual interest in the social benefits of Skysthelimit.org’s work. That interest is strictly philanthropic, with no provision for cash returns. Skysthelimit.org may, at its discretion, increase the offering of units. Skysthelimit.org is also known as Youth Business USA. We are a 501(c)(3) nonprofit, EIN # 27-4333255.
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Summary of the Problem

We need to create 600 million jobs globally to employ the next generation. Most net new jobs come from small businesses, but the next generation of business owners faces unprecedented obstacles.

The number of people under 30 who own businesses has collapsed to a 24 year low. Only 3.6% of households headed by adults younger than 30 own businesses—compared to 10.6% in 1989 and 6.1% in 2010 (Federal Reserve). America’s prosperity in the 21st century is threatened by economic inequality, an underskilled labor force, the erosion of community bonds, and an outdated education system. For our nation to continue to prosper, we need to invest in the next generation of innovators and entrepreneurs who drive our society forward.

While the entrepreneurs who are starting high tech companies have access to elite universities, accelerator programs, and venture capital, they represent less than 5% of entrepreneurs, and are disproportionately white and wealthy when they start. There are millions of other young

“Increasing opportunities and exposure to innovation for poor, women, black, and Latino youth could quadruple the number of innovators in the US.”

—Equality of Opportunity Project

There is a massive opportunity to connect these two groups...

11 million+
underrepresented young adults in the US want to start their own business, but cite a lack of role models & know-how as top obstacles. (Young Invincibles)

10 million+
business professionals are interested in skills-based volunteering, but only half of all companies offer skills-based opportunities. (LinkedIn Research, CECP)
entrepreneurs starting businesses that form the backbone of our communities. These entrepreneurs aren’t lauded in the media or given flashy awards. They are busy building our homes, clothing us, feeding us, and providing many of the goods and services we all rely on every day.

Meanwhile, our education system and society at large do a poor job of teaching business and financial skills, putting most aspiring young entrepreneurs at a significant disadvantage. As higher education becomes increasingly unaffordable and inadequate, we must develop other ways of removing obstacles to business ownership, so that today’s young entrepreneurs can build the products, services, technology, and jobs our society needs to thrive.

Summary of the Opportunity

Over 60% of Black and Latino young people say they want to start a business, but three of the top obstacles they cite are: lack of knowing how to run a small business, lack of financing, and lack of role models to show them the way (Young Invincibles). According to the Kauffman Foundation, underrepresentation in the entrepreneurial ecosystem means the United States is missing out on millions of businesses and tens of millions of jobs that are not being created, but could be. Empowering this generation of underrepresented young entrepreneurs is more than a moral imperative: it is an economic necessity.

At the same time, there are over 10 million professionals who want to volunteer, using their hard-earned skills to help others succeed. There are over 11 million young adult aspiring entrepreneurs in the United States from communities underrepresented in entrepreneurship who lack the support they need to start and grow. By connecting these two groups, we can build millions of mentoring relationships, empowering young entrepreneurs with the skills, access to capital, connections, and know-how they need to build businesses.

The future of work looks different. The US Census projections for 2045 estimate that minorities will be the source of all of the growth in the nation’s youth and working age population, most of the growth in its voters, and much of the growth in its consumers and tax base. Self-employment via contract and gig work is on the rise, with nearly half of the workforce projected to be effectively “hidden entrepreneurs” in the next decade. Minority young entrepreneurs are the future of this country, and the ones who can create the businesses we need. The time to prepare our young adults for this tectonic demographic and labor market shift is now, as these changes are happening at unprecedented speed.

We cannot wait for postsecondary education to adapt. We have an enormous untapped resource: the time and talents of professionals across the world. By modernizing the oldest form of education—mentoring and tutoring via one-on-one relationships—these volunteers can transform the opportunities our entrepreneurs have access to. And it can all start with a match made on Skysthelimit.org.

Summary of Our Solution

A major opportunity exists to support aspiring young entrepreneurs at scale. Skysthelimit.org is working to address this opportunity. We are a tech nonprofit with a mission to empower underrepresented young adult entrepreneurs, primarily through effective one-on-one support from our community. Our work will build new businesses, create jobs, and generate wealth for tens of thousands of underrepresented young entrepreneurs—wealth that we all will benefit from.

Skysthelimit.org is uniquely positioned to deliver services at scale to underrepresented young entrepreneurs through our digital platform. We provide our entrepreneurs with the skills, connections, and support needed to chase their business dreams. We focus on three direct services to young entrepreneurs via our digital platform: business mentoring & advising, entrepreneurship training, and startup grants.

Our core mentoring service recruits, onboards, screens, trains, matches, supports, and evaluates young
entrepreneurs and volunteer business mentors on Skysthelimit.org’s custom web app platform. Our young adult-adapted entrepreneurship elearning, called the Pathway to Business Ownership, provides training, resources, and tools to help entrepreneurs work with volunteers to build their businesses. Finally, our Friends & Family Fund provides small startup grants to help our entrepreneurs launch and grow their businesses.

We are laser-focused on building a scalable, effective solution pathway for the next generation of entrepreneurs. By focusing on underrepresented entrepreneurs ages 18 to 29, we can tailor our services to their unique strengths and needs as the first generation of business owners who are digital natives. Major corporate funders such as Accenture and eBay have contributed over $4m in grants to support Skysthelimit.org and the creation of the platform. Our team of 15+ software developers and designers has spent nearly three years designing, building, and iterating on the user experience of our platform. Skysthelimit.org is run by an accomplished team of entrepreneurs, technologists, educators, and community builders who have raised over $75 million for business and philanthropic ventures.

Our Vision for the Future

Every young adult will have the opportunity to reach their full potential. The sheer size of this problem demands a proportional response. Our global vision and scalable technology sets us apart from most nonprofit services.

Skysthelimit.org is one of the fastest growing entrepreneurship programs in the country for underrepresented young adult entrepreneurs. With nearly 1,000 new signups each month in 2018, roughly 80% of our entrepreneurs are people of color, 70% are women, and nearly three quarters are low-income at the time they join our program. Our community of over 20,000+ young entrepreneurs is pursuing business ideas across sectors and geographies in nearly 50 states. Our entrepreneurs are building everything from clothing brands to landscaping companies, from in-home beauty services to food trucks. While the vast majority of them are at the early stages, looking for help launching, we also support entrepreneurs to sustain and grow their businesses. On a national level, Skysthelimit.org helps these young entrepreneurs identify business goals and define success as they pursue their business dreams.

And, we are in the early stages of growing our community of entrepreneurs in other countries, such as the UK, Canada, and beyond to global emerging economies. This presents our US-based entrepreneurs with opportunities to connect with and learn about foreign markets, negotiate business-to-business deals, and expand the horizons of their businesses.

Our focus on a largely ignored segment of entrepreneurs — young, underrepresented, and building modern small businesses — drives our sense of urgency. Our access to real-time data and the reach of our platform means we can analyze, find, design, and deploy improvements to our services quickly and globally. These improvements can increase the rate at which young people start businesses and the success rate of those businesses. And the multiplier-effect of our work to empower millions of young entrepreneurs is the tens of million of jobs their businesses can create, employing their peers and other generations. By investing in the young dreams of our entrepreneurs today, we can build a better future.

To achieve our vision of a more equitable future, Skysthelimit.org has launched a $14 million campaign to fund our impact strategies during this early phase of our nonprofit’s growth. We have identified three strategic priorities:

1. Refine Model, Document Impact, and 50x Growth
2. Expand Business Partnerships
3. Create Earned Income Model
For underrepresented young entrepreneurs, obstacles to entrepreneurship are everywhere. It’s a constant challenge to find role models, training, and seed money. Every day, these young people are working other jobs, saving up, bootstrapping, and looking for help online in order to launch or grow their business, but the deck is stacked against them. This is especially true if you lack strong ties to a startup community.

The main problem they face is that the circumstances they are born into, including geography, race, and class, determine their likelihood of success. Today, their best option is to use Google as their guide, but of course, they aren’t sure what information to trust, and a lot of the information out there is at best, impractical, and at worst, predatory. Without guidance and support, their likelihood of startup success is low, and underemployment will only get worse over time.

**The need to address the economic challenges young adults face has never been greater.** According to the Small Business Administration, new businesses create roughly two thirds of all net new jobs, yet half as many new businesses are being created now as a generation ago. According to the International Labour Organisation (ILO), over the next decade, about 600 million new productive jobs will be required for young people globally. In the US, 18 to 29 year olds have the highest underemployment rate since World War II, and the number of college grads working minimum wage jobs is at its highest rate ever (BLS, US Census). Despite their talent, passion, and commitment, the opportunities these young people need to succeed are scarcer than ever. Minority young adults are particularly affected; they are disproportionately unemployed, underemployed, and underrepresented in business ownership. And this costs our society tremendously - lost jobs, lost tax revenue, lost Einsteins. We must turn job seekers into job creators to address these issues.
**OUR THEORY OF CHANGE**

**CORE ACTIVITIES**
- **Primary:** One-on-one advising & mentoring
- **Secondary:** Training and education
- **Secondary:** Funding opportunities

**OUTPUTS**
- Social Capital: one-on-one support & professional relationships create:
  - Skills, knowledge, and entrepreneurial mindsets
  - Connections to new networks & resources
  - Access to new business opportunities

**IMPACT**
- New businesses
- New jobs
- Innovative products and services
- Increased employability
- Increased lifetime earnings

While many programs across the country focus on helping underserved young adults get a job or into college, very few programs exist for helping them start their own businesses. By 2020, more than 40% of workers, most of them young adults, will effectively be entrepreneurs — whether they are self-employed freelancers, Gig Economy workers or Main Street small business owners.

At Skysthelimit.org, we believe that the key to these aspiring entrepreneurs reaching their full potential is connecting them to the right support from the right people, at the right time in their entrepreneurial journey.

Our entrepreneurs come from diverse backgrounds and are working hard to make their business ideas a reality — whether they want to be their own boss, invent something new, make money, or make a difference in the world. They are building all kinds of businesses — from clothing lines to catering companies, food trucks to consulting companies, hair stylists to mechanics, entertainment artists to graphic designers. Whether or not they’ve gone to college, whether or not they have to work other jobs on the side — all of our entrepreneurs are chasing their dreams.

Here’s what our organization does to help them succeed:
- **The right support:** Classroom-based or online training is a one-size-fits-all approach that fails many learners. That’s why our support is one-on-one, and uses a structured, tested entrepreneurship methodology to help our entrepreneurs achieve their business goals.
- **The right people:** We leverage experienced professionals as business advisors and mentors to deliver this personalized support. Our volunteer advisors and mentors have diverse backgrounds and strong skills — some run small businesses, others work with global corporations such as Accenture, Google, eBay and Lyft.
- **The right time:** Through our digital platform, qualified entrepreneurs can quickly connect to a community of advisors, mentors, and other entrepreneurs to help them solve their most pressing problems. When our entrepreneurs are ready, we also connect them to risk-tolerant funding opportunities.

This combination of support leads to young entrepreneurs developing new skills, broadening their network, accessing more of the right resources — and ultimately achieving their business goals. When more young entrepreneurs in our communities achieve their business goals, their new businesses create assets for themselves and good jobs for others. Their products and services clothe, house, transport, clean, and feed us all. They build and shape the very fabric of our communities.
OUR FOCUS

While other entrepreneur development organizations teach kids, or serve the general adult population of entrepreneurs, we are uniquely focused on the subset of entrepreneurs faced with the most obstacles, and holding the most potential — **underrepresented young adult entrepreneurs ages 18 - 29**.

Skysthelimit.org combines a tested digital platform with our teams’ deep experience to strengthen underrepresented young entrepreneurs’ **social capital**. Our primary focus is on increasing entrepreneurs’ social capital through meaningful, one-one-one connections facilitated by our digital platform. At the same time, we also provide tech-enabled entrepreneurship training and startup grants designed to remove barriers to business ownership — and at this time, all of these resources are available to entrepreneurs at no cost.

There are many ways our volunteer community can support young entrepreneurs and develop their social capital. Examples of the type of support our community provides are:

- Listening, creating a "safe zone" for judgement-free brainstorming
- Providing feedback, reviewing business plans, profiles, pitches etc. and offering tips
- Identifying opportunities and obstacles to shorten their path to success
- Offering emotional support, building confidence, morale, and inspiration
- Providing expert advice (e.g., strategy, financial consulting, etc.)
- Networking, facilitating relevant introductions
- Donating a skill (i.e., building part of a website, creating a logo, etc.)
- Mentoring, providing long term support across all areas of their business

WHY SOCIAL CAPITAL?

We know that communities with greater social capital see more startup success. In other words, opportunity is a product of social capital. A report by the United States Senate's Joint Economic Committee’s Social Capital Project concludes that social capital produces opportunity and combats inequality.
Our community focuses on young underrepresented young entrepreneurs and their supporters. By “young” we mean 18 - 29 years old, and by “underrepresented,” we mean those who are statistically underrepresented in traditional entrepreneurship, including women, people of color, low-income earners, those formerly incarcerated or formerly in foster care, immigrants, and members of the LGBTQ+ community. Our entrepreneurs are motivated, passionate and mostly first-time entrepreneurs in the early stages of building a business, working on it as they can.

20,000+ young entrepreneurs and volunteers nationally and globally
18 to 29 years old at the time they join

report low income

identify as people of color

are women

KAITLYN MAYCUMBER
KB Brows and Lashes | Beauty Bar

Kaitlyn started KB Brows and Lashes to help clients feel good in the skin they’re in. With the help of Skythestlimit.org and our partners, she’s currently working to expand to a full-service beauty bar, specializing in eyebrow shaping/waxing and bringing West Coast beauty to upstate New York.

Kaitlyn has been busy! She completed a microblading course, got new branding, and created a lash cleanser line to upsell to clients and to sell online. In February 2019, she pitched and won that month’s Friends & Family grant, and she recently moved her business out of her home and into a new space to expand her service offerings. She also completed an Entrepreneurship Certification and is up for an additional grant of $20,000 through Elevate Elmira.

“It’s seriously more than just the money! I didn’t have much support. This was really important to me and I’m glad I was able to do it. Thank you from the bottom of my heart. You helped more than you know!”

— Kaitlyn Maycumber
WHAT SETS US APART

OUR PLATFORM

Additionally, our team has a proven ability to leverage emerging technologies to accomplish our mission, and Skysthelimit.org’s innovative digital platform powers the delivery of key services to young entrepreneurs and volunteers. Skysthelimit.org uses Agile Development and Lean Startup methodologies to continuously ideate, build, evaluate, learn, and improve our platform and services.

Advantages of our digital-first approach:

- **Scale & network effects:** Our platform empowers our organization to serve exponentially more entrepreneurs and volunteers. Thousands of new program participants could start simultaneously in just minutes across the country. A key advantage of digital platforms like ours is “network effects” — a phenomena whereby the bigger a social network becomes, the more valuable it is to each participant in that network. The more entrepreneurs and volunteers available to match on the platform, the higher the likelihood that they find the right match. We’re unlike traditional, brick-and-mortar nonprofit programs where growing the number of participants in the program detracts from the quality of services provided to beneficiaries. For us, growing the number of entrepreneurs and volunteers in our program actually increases the quality of the services we provide, increasing our impact.

- **Modern experience, speed, and control:** Entrepreneur and volunteer users increasingly want to access services through their mobile, laptop, or tablet devices. Skysthelimit.org’s platform delivers a modern, high-quality, and compelling user experience that attracts and retains our community members. Our intuitive user interface and digital design gives our users the flexibility to decide when and how they access our program services from anywhere. This also means that the impact of our services is not limited to working hours; our entrepreneurs can quickly get support when they need it.

- **Highly efficient:** Our tech-enabled program team can focus on what matters for young entrepreneurs and volunteers, while many of the activities necessary for the operation of an effective mentoring program are automated through the platform. This reduces the cost to deliver services to young entrepreneurs, increasing the social return on investment for donors and funders.

- **AI-driven quality mentor and member matching:** In collaboration with Accenture’s AI Labs, we have
developed machine learning to power our match recommendation algorithm. We’ve combined our team’s expertise in making mentoring matches that work with artificial intelligence. A key step in building matches that work is helping entrepreneurs and volunteers discover one another. We use the data in our users’ profiles and analytics from the platform to train our algorithm to suggest matches that have correlated with successful past matches. And the more data our machine learning algorithm gets, the better the recommendations will become on our platform. While this is the first application of machine learning on our platform, as we collect more data about what drives entrepreneurial success, we will continue to leverage it in pursuit of impact.

- **Blockchain-based transparency and gamification:** In partnership with Accenture’s Blockchain Labs, Skysthelimit.org developed a custom blockchain token and voting system, built on IBM’s Hyperledger Fabric. Members of Skysthelimit.org use these blockchain-based tokens to vote on entrepreneurs they think should receive a startup grant. Each funding round, the entrepreneur(s) with the most votes receive a grant. Entrepreneurs and volunteers can earn these tokens by making meaningful contributions to the community, or achieving milestones in their businesses. Skysthelimit.org’s blockchain is a highly innovative solution that shows the public the flow of all tokens and votes, backed by blockchain’s inherent cryptographic security. This unprecedented transparency engenders trust in Skysthelimit.org’s program and community.

- **Real-time data & insights:** The platform gives our program team incredibly detailed information on individual entrepreneurs and volunteers, including where they are in their journey with our program. Our technology provides insights into the mentoring process in detail that would not be possible without it. This data makes it easy for our team to rapidly learn and improve the experience for our program participants.

- **Just-in-time reminders:** As our platform is constantly aware of our members’ actions, matches, etc., we can nudge and remind our entrepreneurs & volunteers to take actions in line with mentoring best practices. These important reminders increase the transfer of skills, connections, and social capital to our entrepreneurs, improving their chances of business success.
WHAT SETS US APART

Core Platform Features

The following core Skysthelimt.org platform features enable the advantages and innovations described above. All features are built and deployed unless otherwise noted.

- **Sign-up Feature**: Entrepreneurs and volunteers can start with our program by creating an account on the platform, from anywhere at anytime. In Q4 2019, we plan to add Single Sign On (SSO) so that new users can use their Google or Facebook credentials to sign in to their account on our platform.

- **Guided Landing Page Feature**: A detailed, engaging landing page guides entrepreneurs & volunteers through their experience in the platform and program each time they log back in.

- **User Onboarding Feature**: Entrepreneurs & volunteers create their profiles in a seamless, easy-to-complete experience that collects 30+ points of data to help our program team - and the community — understand who they are and what they are looking for in the program.

- **Profile Feature**: A more detailed profile page for each member of the Skysthelimt.org community allows members to get to know each other in unique ways, helping start connections that lead to meaningful matches.

- **Machine Learning Recommendations Feature**: Our platform uses the information from entrepreneurs’ & volunteers’ profiles to recommend connections using artificial intelligence through our machine learning algorithm, helping the right people match to increase entrepreneur success.

- **In-app Messaging Feature**: In-app messaging gives entrepreneurs and volunteers the chance to exchange messages, ask questions, and get to know each other before starting a mentoring relationship. And once that relationship starts, this messaging center helps community members coordinate their collaborations. And it gives our program team vital data about the health of their match.

- **Guided Matching Feature**: Our structured yet flexible matching system guides members of the community through the process of building a relationship - from messaging, to an introductory meeting, to committing to a collaboration together, and managing that relationship. This research-backed method mimics how humans naturally form productive, new professional working relationships.

- **Match Management Feature**: We provide entrepreneurs & volunteers the tools they need to manage each of their matches on the platform, including platform features for: agenda planning, meeting notes, business goal tracking, and a log of all activity in the collaboration. (Planned Q3 2019)

- **Ratings Feature**: Entrepreneurs and volunteers can privately rate their satisfaction with each match. These ratings allow our program team to easily track the health of the mentoring relationships formed in our program. (Planned Q4 2019)

- **Business Milestones Feature**: Our platform uses gamification to encourage entrepreneurs and volunteers to focus on the goal of building a business. By giving entrepreneurs the ability to earn badges on their profile for achieving key business milestones, such as: developing new products or services, launching a new business, gaining revenue, raising money, and creating jobs, we help them identify next steps, stay motivated, and track and share their progress with supporters. Additionally, entrepreneurs can tag other volunteers and entrepreneurs who helped them achieve these milestones, publicly acknowledging the support.

***Blockchain-based transparency and gamification***

Members of Skysthelimt.org use these blockchain-based tokens to vote on entrepreneurs they think should receive a startup grant. Each round, the entrepreneur(s) with the most votes receive a grant.
they have received and incentivizing future positive actions. (Planned Q4 2019)

- **Notifications Feature:** Our platform sends the right, personalized, automated messages — via email and SMS — based on program participants’ actions to guide them towards success in the program and in their business.

- **Admin Panel & Analytics Feature:** Our team can easily view, control, and manage new users and existing ones. All our community’s data is in one place, giving our organization unparalleled, real-time insights into our program, community, and impact.

- **Blockchain-based Token System:** Our innovative custom blockchain on the Hyperledger Fabric issues, records, publicly displays, and tracks a unique “social impact token” for entrepreneurs, volunteers, and donors on Skysthelimit.org. This system solves for two common issues in philanthropy — transparency and impact. The public can view all movements of these cryptographically-secured tokens on our blockchain ledger and the community can see which entrepreneurs receive funding through their donations.

**OUR OPERATIONS**

The Skysthelimit.org team leverages the aforementioned technology enhanced with human interaction to deliver impact for underrepresented young entrepreneurs. The following describes these core activities:

**Outreach and recruitment program:** Skysthelimit.org employs a sophisticated digital marketing strategy, including:

- **Search Engine Marketing (SEM)** - Our team engages in researching, copywriting, running, and analyzing ads on Google AdWords, leveraging Skysthelimit.org’s $10,000/month advertising grant from Google.
- **Digital advertising** - We also engage in researching, designing, creating, running, and analyzing ads across multiple platforms, from Facebook and Instagram to LinkedIn.
- **Social media** - Through active content creation and engagement with followers across multiple social platforms, we leverage social media channels to build awareness of our services among underrepresented young adult entrepreneurs.
- **PR** - We write articles and build press relationships to position ourselves for publication on leading news sites to raise the profile of underrepresented young entrepreneurs and the opportunity to support them.
- **Blog** - Our content team engages in researching, writing, and posting creative, educational, and engaging written blog content on our website and others through guest posts. We anticipate collaborating with partners to identify topics, policies, and issues that partners can help promote across multiple platforms.
- **Newsletter** - We produce monthly e-newsletters to inspire our community, increase participation, and to encourage growth via word-of-mouth.

**OUR PROGRAMMATIC EDGE**

1. **RECRUIT**
   We built a sophisticated digital marketing operation resulting in nearly 1,000 signups/month

2. **ONBOARD**
   Our team selects and trains entrepreneurs & volunteers in our research-backed methodologies.

3. **MATCH**
   Our machine learning algorithm recommends matches and our program team facilitates new connections

4. **SUPPORT**
   Our program team delivers consultative, one-on-one and group support to our community, and evaluates our impact.
**WHAT SETS US APART**

*Business mentoring program:* Skysthelimit.org employs a sophisticated digital marketing strategy, including:

a. **Screening** - Our platform-based onboarding provides rich data for our team to curate a high-quality community of entrepreneurs & volunteers. Each full member passes a 12-point selection process by our Program team, which prioritizes selection for underrepresented entrepreneurs. We hone our selection criteria and screening processes through an iterative process to improve the quality of both entrepreneur and volunteer members of the community.

b. **Orientation Training** - We provide research-backed training in mentoring best-practices, based on the work of the Center for Evidence-Based Mentoring at University of Massachusetts. Our entrepreneurs learn how to recruit and retain mentors in our program, developing essential professional teamwork and communications skill sets. We offer our volunteers Diversity, Equity, and Inclusion trainings focused on growth mindset, perspective-taking, and inclusive communications. Our entrepreneurship trainings also expose our community to leading business practices, such as the Lean Startup, Effectuation, and Bootstrapping methodologies. We continue to test and expand the channels by which we deliver our orientation trainings - from webinars, to video, to in-person workshops.

c. **Matching** - In collaboration with Accenture's AI Labs, we continue to develop a machine learning algorithm to recommend the best matches between entrepreneurs and volunteers. Our innovative, platform-based matching experience mimics the way that people develop professional relationships naturally.

d. **Support** - Using user data from the platform, behavioral analytics, and our in-app rating system, our team can intelligently support matches at scale, driving a great experience for the community. We care deeply about the members in our community. We go above and beyond to meet our entrepreneurs’ & volunteers’ needs, from one-on-one consultations, to phone and email support, to developing reusable resources & tools that address their needs.

e. **Evaluation** - Through our platform’s analytics and 20+ point milestone tracking system, we collect nuanced, longitudinal impact data on the outcomes of our program for young entrepreneurs. This data drives real-time learnings for our team on how best to support our entrepreneurs, empowering us to quickly design and deploy solutions - from creating new learning content to building new features on the platform.

*Entrepreneurship elearning content creation & delivery program:* Building on our successful elearning curriculum, called Pathway to Business Ownership, we use human-centered design principles, research, and feedback from our community to constantly improve our resources. We create trainings, guides, and tools to empower our entrepreneurs and volunteers.

a. **Research** - Skysthelimit.org’s team conducts in-depth research into the business topics most needed by our young entrepreneurs, through interviews, surveys, Google keyword research, and other analytics tools.

b. **Digital content creation** - We write highly educational articles on key topics in entrepreneurship, from customer segmentation, to business planning, to making sales.

c. **Video and visual content creation** - As data shows young adults increasingly consume educational content via video, particularly on YouTube, we design and produce educational videos to supplement the written educational articles mentioned previously.

d. **Delivery** - Our team uses Search Engine Optimization (SEO) best practices to meta-tag all content, increasing the ease by which entrepreneurs discover learning content. All of our content is delivered through Skysthelimit.org’s digital Learning Portal. We use a variety of digital marketing channels to increase the number of young entrepreneurs who access our content.

“I have gotten so much satisfaction from seeing someone else grow. It’s been really inspirational. It’s also inspiring to me to think about other businesses, it helps me with my own business.”

—Sylvia Lewis | Volunteer and VP at Sigray
e. **Integration with business mentoring program** - Skysthelimit.org has produced hundreds of hours of entrepreneurship training, resources, and guides on our Pathway to Business Ownership learning site. We are exploring the promising early results from blended learning models to eventually design an integration of our learning with our mentoring program. In this way, entrepreneurs and volunteers can leverage the entrepreneurship resources more effectively in their collaboration, providing structure and guidance to deepen the impact of and facilitate new matches.

**Startup grants program:** Our small business grants program empowers and incentivizes outstanding young underrepresented entrepreneurs through:

a. **Eligibility Selection** - Skysthelimit.org’s program team uses data from the platform and feedback from mentors to identify the young entrepreneurs most likely to successfully build their business, making them eligible for the startup grants program.

b. **Funding preparation** - Eligible young entrepreneurs create a “Campaign” on Skysthelimit.org’s profile, detailing their business idea, budget, etc. that is publicly viewable online.

c. **Community voting** - Young entrepreneurs who complete their Campaigns are then eligible to receive votes from the Skysthelimit.org community of other entrepreneurs, volunteers, and donors. Members use blockchain-based tokens to vote on whichever campaign they think is best, and each funding round, the entrepreneur(s) with the most votes receive a startup grant.

d. **Grants** - The winning entrepreneur(s) of each funding round sign a grant agreement to use the funds for their business and receive a check in the mail.

**Partnerships program:** Our Partnerships team builds valuable partnerships with corporations, SMEs, and Chambers of Commerce. This program drives corporations to sponsor Skysthelimit.org and our Next-Gen 10,000 initiative, engaging companies’ employees to volunteer as business advisors & mentors for entrepreneurs on our platform. They also facilitate the creation of entrepreneurship content with partner companies’ executives and experts. We are supported by the US Chamber of Commerce’s Strategic Alliances and Outreach team, which is lead by STL’s board member, Rick Wade, as part of our Next-Gen 10,000 initiative, a multi-sector alliance to support underrepresented young entrepreneurs

**Skysthelimit.org’s Pathway to Business Ownership**

Our learning content consists of digital trainings, guides, and tools to empower our entrepreneurs and volunteers.
Our Corporate Partnerships Program workstreams include:

a. **Identify the right prospects** - Our Partnerships team conducts detailed prospect research into businesses, particularly Fortune 1000 corporations, using digital, referral, and networking methods.

b. **Discover prospects’ needs** - We leverage our board of directors, advisors, and network to get introductions to the right people at prospective companies. Our first meetings reveal how prospects think about their company’s problems and priorities. This information helps us identify potential win-win opportunities for Skysthelimit.org’s Corporate Sponsorship program.

c. **Help prospects evaluate Skysthelimit.org’s solution** - Our team meets via phone, video chat, or in-person with prospect leadership to present how Skysthelimit.org can address their needs. This includes an assessment of the value of our solution for the prospect, what alternative solutions they may be exploring, and specifically what metrics they use to define success.

d. **Cultivate high-opportunity prospects** - For prospects that are a great fit, our team goes the extra mile to identify, recruit, and work with an internal champion at the company, including cultivating an initial group of volunteers. Internal champions often join our board or advisory board and help us recruit other internal advocates that drive our day-to-day work with our business partners. For example, early on in the development of our key partnership with Accenture, one of Accenture’s Managing Directors joined Skysthelimit.org’s board of directors and was instrumental in developing a successful collaboration.

e. **Negotiate an agreement** - With the right stakeholders at each company, we negotiate a Memorandum of Understanding or contract that considers our timeline, a financial contribution from our partner, roles & responsibilities, and clearly stated goals & KPIs.

f. **Onboard new partners** - Working with identified partner stakeholders, we develop an internal communications plan to engage their employees in Skysthelimit.org’s volunteering program.

g. **Impact Sprints** - Our Partnerships team programmatically works with partner stakeholders to recruit skilled professionals from their organization to act as volunteer business advisors & mentors for young entrepreneurs on Skysthelimit.org’s platform. Monthly coordination meetings, tracking, and outreach activities (aka “Impact Sprints”) drive new volunteers, support existing volunteers, and celebrate the impact that individual volunteers have on young entrepreneurs’ businesses.

h. **Provide excellent customer service** - Through a keen understanding of partner stakeholders’ needs, active communication, and quick turnaround on deliverables, our Partnerships team ensures an excellent experience that drives results. From monthly meetings, to inspirational stories, to detailed impact metrics, to in-person events, we do what it takes to be valuable to our partners.

Additional projects to boost entrepreneur revenues: The following projects, resources permitting, will be undertaken to increase entrepreneurs’ chances of achieving $1m in annual revenues:

a. **Access to new markets for young entrepreneurs** - A program to develop sales opportunities for our entrepreneurs, such as developing relationships with Urban Outfitters to broker the sales of our entrepreneurs’ clothing lines in their retail outlets, or negotiating supplier/vending contracts with corporate partners who hire/purchase $x million a year from Skysthelimit.org’s entrepreneurs.

b. **Skysthelimit.org Digital Marketplace** - A project to drive the sales of Skysthelimit.org’s entrepreneurs’ products & services through a digital storefront, increasing the revenue of their companies.

c. **Free business products for young entrepreneurs** - A program to offer free or reduced-price products or services typically needed to create businesses, such as Shopify ecommerce websites, Quickbooks accounting software, VistaPrint for business printing, Square for payments processing, Swag.com for business apparel, Google for business apps, Slack for team communications, etc.
OUR TEAM & OUR PARTNERS

NICOLAS CARY
Co-Founder and Chairman
Nic leads our Board of Directors, strategic partnerships, and digital strategy for the Skysthelimit.org platform. He is also the Co-founder and Vice Chairman of Blockchain.com, a financial technology company with over 40 million users of its digital platform. Nic has raised over $70 million in venture funding from top global investors, like Google Ventures and Sir Richard Branson. He was named “European Digital Leader of the Year” in 2015, and the World Economic Forum recognized Blockchain as a 2016 Technology Pioneer. Nic is the Founding Commissioner of the Blockchain Commission for Sustainable Development and the author of The Future is Decentralized.

BO GHIRARDELLI
Co-Founder and CEO
Bo knows that talent is everywhere, but opportunity isn’t. He leads the organization and day-to-day operations, from product development and design, to partnerships, program, marketing, and fundraising. He has committed the last 7 years and his own money to this mission, and hopes to enable as many entrepreneurs as possible to become business owners, while maintaining financial sustainability for the org. Bo has started two for profit and two nonprofit organizations that collectively employ over 50 people.

BOARD MEMBERS INCLUDE

FABIO ROSATI
Board of Directors
Former CEO of Upwork.com (Nasdaq: UPWK), with over $1B in annual billings.

RICK WADE
Board of Directors
VP of Strategic Alliances at US Chamber of Commerce, former Senior Adviser to President Obama.

JOHN DOWNIE
Board of Directors
Partner at Accenture, led Accenture’s $5b+ Resources operating group.

AUBREY FLYNN
Board of Directors
Chief Digital Officer, SVP at Sean Combs Enterprises.
WHAT SETS US APART

Outcomes for Young Entrepreneurs: Social Capital

- **Connections & Access**: new relationships across industries, geographies, and areas of expertise unlock new business opportunities, build awareness, and increase access to capital.
- **Skills Development**: hard skill development (e.g. financial management, product design, branding, marketing, etc.) & soft skill development (e.g. communications, problem solving, collaboration, leadership, etc.)
- **Knowledge**: deeper understanding of entrepreneurship methodologies, business areas, and entrepreneurial mindset development.
- **Confidence**: knowing that people you trust have your back makes our entrepreneurs more willing to try, fail, learn, and keep going.

PILOT PROGRAM IMPACT ON YOUNG ENTREPRENEURS

In addition to accelerating the development of new businesses and jobs created by underrepresented young entrepreneurs, our program has the potential to improve employability and life outcomes through practical business experiences and increased social capital. To date, we have achieved the following:

- **9,000+ trained**
- **150+ businesses created**
- **250+ jobs created**

MEDIA MENTIONS

“Mentors can be great. I highly recommend them. It’s obviously great for the young entrepreneurs, but I think it’s great for the professionals as well because we all learn from younger people. It helps us keep young ourselves. It’s a lot of fun, and we should give back a little bit as well. There’s an awful lot of good reasons for doing it.”

—Sir Richard Branson | Skysthelimit.org Promotional Video

“Organizations such as Youth Business USA in Oakland... are operating innovative programs that work with young adults on business fundamentals, financing, critical-thinking, team building, business plan development, and other skills that are essential to starting, sustaining, and working in small businesses.”

—Spotlight on Poverty and Diversity | spotlightonpoverty.org

“Accenture helped YBI affiliate Youth Business USA (YBUS) develop the Skysthelimit.org platform... to help connect budding entrepreneurs with the resources, skills, training and mentoring they need to achieve their goals. Mentors provide in-person and virtual support, networking connections and help on topics ranging from accounting to web design. YBUS has built businesses such as a cake-decorating company, a clothing brand and a consultancy that brings custom justice training to organizations.”

—Corporate Citizen Report 2017 | accenture.com
STRATEGIC PLAN: PHASE 1 | GETTING THINGS RIGHT

Access to the right support from the right people at the right time for young entrepreneurs leads to better outcomes for themselves and their businesses.

Strategic Priority 1:
Refining the Model and Growing

As a fast-growing tech nonprofit in the early stages, in addition to ensuring financial sustainability and growth, we must lay a firm foundation for scalable impact over the next five years. Our platform and program must drive predictable, replicable results for our entrepreneurs in a scalable way.

Model: Skysthelimit.org’s core business mentoring service is a two-sided marketplace between entrepreneurs and volunteer supporters. Demand for support from young entrepreneurs must be balanced with supply of support from peers and experienced volunteer business men and women. On the one hand, balancing this supply is a key operational challenge. On the other hand, our highly-scalable platform approach means that we can adapt quickly to the needs of our community to address excess demand or supply - and as the community grows, balancing becomes easier. Our technology and operations teams drive the right new people to the community and ensure that those community members get the structure and support they need to effectively work together in the mentoring program. We must continue to develop our platform technology and operations to maximize the impact of our mentoring program on our young entrepreneurs’ chances of success with their enterprises.

Projects in-progress or in-planning to drive impact:

- Entrepreneurship Academy: development of LMS, entrepreneur cohorts, bootcamps, and certifications
- Entrepreneur-in-Residence (EIRs): addition of experienced, skilled entrepreneurs to provide one-on-one business coaching and skills development training for entrepreneurs
- Small group learning opportunities through virtual workshops and webinars
- Video tutorials responding to young entrepreneur FAQ
- Development of Impact Investment Fund

Impact: Access to the right support from the right people at the right time for young entrepreneurs leads to better outcomes for themselves and their businesses. We will continue to ensure that this support drives meaningful outcomes for our young entrepreneurs—developing their social capital, their skills & knowledge, and their access to real business opportunities. We will also continue to document how these outcomes create impact: the new businesses launched, sustained, or grown, as well as the jobs created, the funding raised, and the revenue generated by these businesses.

STL will continue to develop operational excellence in its Technology, Program, and Partnerships teams to drive growth and impact in our mentoring program.
**Strategic Priority 2: Expand Business Partnerships**

A key to Skysthelimit.org’s success is to continue to meet a market need, in particular from corporations, for skills-based volunteering opportunities, Diversity & Inclusion initiatives, and innovative workforce development solutions. Over 80% of Skysthelimit.org’s initial philanthropic funding has come from businesses — Fortune 500 corporations and smaller firms alike. Philanthropic capital is crucial to supporting our work while we build a more sustainable business model. An important component of this sustainable model is our Corporate Sponsorships program, which meets a real demand from multiple areas of business:

- **Corporate Social Responsibility (CSR) Department:** Many CSR initiatives focus on workforce development solutions, from developing a more skilled pool of talent to increasing the number of diverse suppliers. Skysthelimit.org uniquely cross-cuts a number of compelling issues: workforce development, youth, entrepreneurship, tech for good, mentoring, gender equality, diversity and inclusion, and more.

- **HR Department:** According to an important study by Deloitte, offering skills-based volunteering opportunities to employees significantly increases employee retention and engagement. Skysthelimit.org has engaged over 200 Accenture volunteers, with excellent satisfaction and results. Increasingly, HR departments are building diversity and inclusion initiatives. According to the Harvard Business Review, researchers have found that mandatory diversity training results in a decrease in actual diversity at the management level. Skysthelimit.org’s mentoring program solves for this by offering employees a voluntary way to practice a wide variety of leadership skills with the additional benefit of learning about and practicing inclusivity and communicating with a community of young entrepreneurs of different ages, ethnicities, and backgrounds. And another study by Deloitte found that when employees believe their company is strongly committed to inclusivity, there is an 80% uptick in innovation.

- **Marketing Department:** When businesses support Skysthelimit.org and are recognized publicly, it contributes to their image as a responsible corporate citizen to their customers, employees, and residents. They also elevate their company’s identity and increase their brand exposure among a community of 19,000+ entrepreneurs and business professionals from leading companies.

Skysthelimit.org’s model taps directly into the latent social capital of volunteer professionals and business owners, of which there are hundreds of millions globally. Expanding our business partnerships accomplishes multiple goals at the same time, primarily: 1) increasing the number of skilled volunteers in our program and 2) increasing funding for our organization.

Skysthelimit.org’s Partnerships team will continue to identify, cultivate, and develop deep relationships with businesses that have needs our organization can address.

**Strategic Priority 3: Create Earned Income Model**

A team of experts from Accenture conducted a full market analysis into the viability of driving earned revenue through Skysthelimit.org’s software and services. Two key models with significant potential were identified: a B2C model in which Skysthelimit.org offers premium services for a fee, and; a B2B model in which other organizations license the platform software for their own mentoring programs.

- **B2C Model:** In the B2C model, Skysthelimit.org can potentially provide premium platform features and services to volunteers and entrepreneurs for a subscription fee. Typically, this business model works best at scale in software companies. Thus, we anticipate developing this model later in our strategic plan, targeting 2021 for further exploration.

- **B2B Model:** In the B2B model, nonprofits can recruit, manage, and support their own branded community of volunteers and entrepreneurs by delivering the same high-quality online experience that Skysthelimit.org’s own community receives. As Skysthelimit.org operates our own mentoring program, we have deep insight into the problems that business mentoring programs encounter and a competitive advantage in our product design. We have prioritized the B2B Software-as-a-Service (SaaS) annual subscription business model because it has high margins, little competition, and helps other nonprofits accomplish our mission. In 2018, Skysthelimit.org began pilots with nonprofits in Nigeria, the Caribbean, South Africa, and the UK to deploy our software there to support their business mentoring programs.

With the support of a team of Accenture experts, we have developed a phased approach to developing our earned income model.

**Stage 1, from 2019 to 2021:** With a focus on the B2B model, we will finish building a compelling set of features that meet the needs of our nonprofit customers. While we have also identified a market opportunity to license our platform to colleges and universities to facilitate alumni-student
relationships, we believe our platform’s value proposition is stronger for operating nonprofits, and nonprofits typically have a shorter sales cycle. We will finish creating legal contracts, pricing strategy, and service terms for customers. We will also create a Sales team and lay the foundation of a software sales operation. The Sales team will manage the following workstreams, with support from the Technology team:

- **Identify the right prospects**: our team conducts detailed prospect research into entrepreneur-serving nonprofits in the US and Canada using digital, referral, and networking methods, including purchasing lists.

- **Discover prospects’ needs**: we use inbound and outbound marketing strategies and our network to get meetings with the right people at prospective companies. Our first meetings reveal how prospects think about their business mentoring programs’ obstacles and goals.

- **Help prospects evaluate Skysthelimit.org’s solution**: the information we gathered in discovery helps us talk about how Skysthelimit.org’s platform can specifically address those obstacles and goals. Our team meets via phone, video chat, or in-person with prospect leadership to present how Skysthelimit.org can address their fundraising and program needs. This includes an assessment of the value of our solution for the prospect, what alternative solutions they may be exploring, and specifically what metrics they use to define success.

- **Negotiate an agreement**: with the right stakeholders at each company, we negotiate a custom-priced contract based on the anticipated value of our software solution to the nonprofit. The contract considers timeline, roles & responsibilities, legal obligations, data and privacy, and usage.

- **Onboard new customers**: working with our customer’s program team, our Technology and Sales teams will train our customers, gather customized data and collateral (like the partner’s logo), and launch their own branded version of our software so that their entrepreneurs and volunteers can get started.

- **Provide excellent customer service**: through a keen understanding of our customers’ needs, active communication, and quick turnaround on any software bugs or incidents, our Sales and Technology teams will ensure an excellent experience. From monthly conference calls to creating valuable new platform features, we will retain and grow our customer base.

**Stage 2, from 2022-23**: After establishing a firm base of licensing customers that make a significant contribution to our general operating expenses, we will explore international markets for the offering. We will also prioritize experimenting with our B2C model, depending on the scale of our community and the anticipated impact of charging for a premium set of features and/or services on Skysthelimit.org’s platform. We anticipate driving up to $1.5 million a year in recurring earned revenue by 2023.
## IMPACT PROJECTIONS

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<tr>
<th></th>
<th>In 2019</th>
<th>In 2020</th>
<th>In 2021</th>
<th>In 2022</th>
<th>In 2023</th>
<th>TOTAL</th>
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<tr>
<td>Number trained</td>
<td>63,000</td>
<td>95,550</td>
<td>143,325</td>
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<td>New entrepreneurs and</td>
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<td>volunteers on platform</td>
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<td>New businesses launched</td>
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<td>180</td>
<td>410</td>
<td>760</td>
<td>1,080</td>
<td>2,490</td>
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<td>or grown</td>
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<td>Jobs Created</td>
<td>87</td>
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<td>595</td>
<td>1,102</td>
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## BUDGET PROJECTIONS

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<td>Leadership</td>
<td>$870,000</td>
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<td>Program</td>
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<td>Includes VP, Site Directors, Managers, &amp; Associates</td>
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<td>Technology</td>
<td>$4,960,000</td>
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<tr>
<td>Includes 13 developers, 2 designers, &amp; infrastructure</td>
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<tr>
<td>Fundraising &amp; Partnerships</td>
<td>$870,000</td>
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<tr>
<td>Includes Director &amp; Fundraising Events</td>
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<td>Grants for Startups</td>
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<td>Includes Grants &amp; Financial Manager</td>
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<tr>
<td>Marketing</td>
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<tr>
<td>Includes Director, Community Manager, Ads</td>
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<tr>
<td>Global Expansion</td>
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<td>Includes Country Directors</td>
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<td>B2B SaaS Sales</td>
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<td>Admin &amp; Other</td>
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<td>Benefits, Etc.</td>
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CASE STUDIES

TYRONE BOTELHO & TIFFANY HOANG
Co-Founders of Circle Up Education

At a young age, Tyrone Botelho was placed in Oakland’s foster care system, where he was exposed to Restorative Justice conflict resolution and community-building practices that greatly impacted his life. He was rotated through 13 different group homes before he aged out of the system. Tyrone went on to work low-wage jobs for years until he decided to launch a business to help other people experience the transformative effects of Restorative Justice.

Tyrone and his co-founder, Tiffany Hoang, approached Skysthelimit.org to help them build Circle Up Education, an educational consultancy that helps organizations implement Restorative Justice practices. Through the program, they received training in modern entrepreneurship methodologies, mentoring, and one-on-one coaching, including with an experienced executive who ultimately helped them secure their first $100,000+ contract with the City of Oakland. Skysthelimit.org’s business mentoring program matched Tyrone and Tiffany with over a dozen advisors and supporters during a three-year period, helping them create their business plan, write proposals, run digital marketing campaigns, hire their first employees, and more.

Circle Up Education has over $1 million in revenue, employs over five people, and has had significant contracts with the City of San Francisco, UC Berkeley, Oakland Unified School District, City of Hayward, and other major institutions.

“This program and organization helped make our business dreams become a profitable reality. We don’t know where we would be without them.”

—Tyrone Botello, Co-founder
CASE STUDIES

BRIANNA WILLIAMS
Founder of Catrina's Popcorn | catrinaspopcorn.com

Brianna joined Skysthelimit.org in 2015. Brianna was born to be an entrepreneur. By the age of twelve she had sold various products, from donut holes to pens, and even ice cream. As a teen, her life took an unexpected turn when she was trafficked by an exploiter throughout California. She escaped in 2012 and has since dedicated her life to educating other ladies about the warning signs of human trafficking.

“My dream is to empower young people and victims of trafficking by showing them no matter what you have experienced, you can always overcome it. I am living proof.” — Brianna

When Brianna first came to Skysthelimit.org, she was eager to start a business of some kind. She spent many hours over six months at the white board with her business advisor thinking through different business ideas and clarifying her direction before she decided to carry on her family’s legendary popcorn recipe and launch Catrina’s Popcorn.

“It was really helpful to get Bo’s support thinking through my business ideas. It helped me clarify my goals and settle on a direction for my business.” — Brianna

She was then introduced to Skysthelimit.org volunteers, Sylvia and Michael, who were excited to find an opportunity where they could work together as a couple to help others by offering their own experience as entrepreneurs. The three of them started their journey together working on the marketing and packaging for Catrina’s Popcorn. They then moved on to her pricing and sales strategy as Brianna prepared to launch her first line of corn.

“One of the things that Sylvia and Michael have really helped me with is putting a dollar value on my time — time is money.” — Brianna

Brianna launched her business selling bags of popcorn at a Skysthelimit.org holiday fair in 2016. She has sold tens of thousands of dollars of popcorn, and is working on a business proposal for another business idea — building business kits for kids and survivors of human trafficking to build their own businesses.

“This is one of the hardest things I’ve done. I wasn’t sure where to go and the mentorship has been super helpful. They have also become life mentors. They have provided incredible emotional support to me through some tough times.” — Brianna

Sylvia and Michael continue to work with Brianna when she needs business help, or just to meet over a meal and share life’s ups and downs.

“I have gotten so much satisfaction from seeing someone else grow. It’s been really inspirational. It’s also inspiring to me to think about other businesses - it helps me with my own business.” — Sylvia

In 2018, Brianna received a business grant for $2,500 from Skysthelimit.org’s Friends and Family Fund to help her grow her business, as she aims to get her popcorn into stores, such as Whole Foods. Brianna’s business employs more than four people now, and she has big plans for the future!
CONTACT

We invite you to consider and discuss this opportunity to make a philanthropic investment in the future of thousands of underrepresented young adult entrepreneurs.

Bo Ghirardelli, Co-founder and CEO, Skysthelimit.org
510-379-8952 | bo@skysthelimit.org