



The PFI Challenge

The Powerful Futures Initiative (PFI) empowers students by focusing on Academic Success, Financial Literacy, Personal Branding and their Entrepreneurial Aspirations. These essential skills will help them achieve their goals, gain confidence, and stand out in their chosen path. The PFI Challenge supports aspiring young business leaders in the areas of Sports and Entertainment, Branding and Media, Technology and AI, Merchandising and Storytelling with the PFI Difference-Making Core Values:

- The major goals of the PFI Challenge are to empower aspiring entrepreneurs from low-income communities and produce media content that tells their stories.
- The PFI Challenge will initially identify no more than five middle and high school and/or college students for Financial Literacy, Branding and Entrepreneurial Training and follow their stories.
- The PFI Challenge will pair seasoned business professionals with these potential young business leaders and provide them with opportunities for guidance, growth and mentoring
- The aspiration for the PFI Challenge is that produced media content about these young people will help transform the stories of other young people from low-income communities to that of success, resilience, growth and wealth.

PFI Challenge entrants will compete for scholarships, business funding and other financial incentives. All Challenge entrants will receive face-to-face training based on a PFI Financial Literacy and Entrepreneurial Development Curriculum that will cover important entrepreneurial, financial and branding subjects and provide them with the necessary tools to make concrete business plans and achieve tangible financial milestones. PFI Challenge Winners will each be awarded between \$1000.00-\$2500.00 in initial business venture funding by no later than May 10th 2025

The Proposed PFI Challenge Topics and Schedule:

- What is an Entrepreneur and/or an Entrepreneurial Team 02/19/2025
- What is a Business Venture Storyline 03/05/2025
- What is a Fundable Business Venture 03/19/2025
- Definition of Your Business Venture Brand 04/02/2025
- What is a Business Plan with a Budget 04/16/2025

All PFI Challenge Training will be conducted on Wednesdays at 6:30pm at Kranz Middle School in Dickinson ISD.

Challenge requirements:

- In person entrepreneur participation at all PFI Financial Literacy Training Workshops
- Maintain a minimum 3.0 GPA
- Allowing all training and activities to be recorded by the PFI media team
- Agreement to air individual Business Venture Stories on the PFI Challenge YouTube Channel
- Allowing individual Business Venture Stories to be a part of a future PFI Challenge documentary and movie franchise