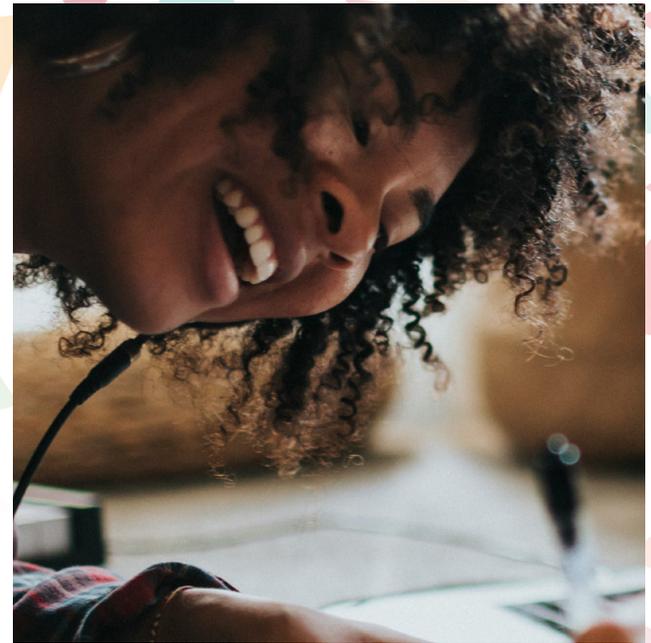




The PFI Accelerator

A Youth Empowerment Initiative



The Background

In August of 2022, Fr. Steven S. Kirk and other local community leaders sat down with the leadership of the school district in Dickinson, TX. The purpose of the meeting was to discuss Fr. Kirk's commitment to transforming the lives of young people who were economically disadvantaged and/or at risk. These were young people, whom, without the right intervention,



(Photo: TexAgs.com)

were headed for jails, institutions or death. As a former drug dealer, gang leader and bounty hunter with an extensive criminal background, this Episcopal Priest knew what he was talking about.

The first young man brought to Fr. Kirk was a Five Star dual sport athlete, Patrick Williams Jr. (PJ). PJ received a full scholarship to attend Texas A&M University and \$100,000.00 in Name Image and Likeness (NIL) support. During the fall of 2022, PJ was suspended from Texas A&M for drug use. Over the Christmas break that same year, he was arrested near his home and charged with possession with intent to distribute. He was expelled from Texas A&M University. The Powerful Futures Initiative (PFI) was born.

"...Fr. Kirk and the leadership of the PFI are respected in the community and have consistently demonstrated integrity, character, and the will to make greater contributions to the DISD. I am confident their work now with the PFI Accelerator will help develop young entrepreneurs in the Dickinson Community who will be future difference makers..."

—Assistant Dickinson ISD School Superintendent Robert Coob



The Need

PJ's story illustrates how diverse underserved communities lack positive and legal wealth creation opportunities and strategies.

Youth in these areas lack the financial literacy and structured guidance for building profitable and sustainable brands and businesses.

This in turn leads to continued economic disparities, untapped and sometimes wasted potential, and even incarceration.

This problem is exacerbated by a lack of dedicated local programs specifically designed for brand and cause-related youth business support and development.

"...I am writing in support of the Powerful Futures Initiative (PFI). They are committed to and working with young people and families in the areas of wealth creation and financial literacy. They have done an outstanding job in this area..."

—Senior Pastor Dr. Lewis Little, Mt. Carmel Baptist Church Dickinson



The Answer

NIL Community Centers of Influence (COI):

NIL Community Centers of Influence (COIs) will provide NIL financial education and brand development skills. They will teach students, and especially young athletes, to understand their value as brands, not just talent. COIs will combine financial literacy with Name Image and Likeness (NIL) Strategies for brand and entrepreneurial growth.

COIs will drive educational outcomes and revenue potential with redemptive storytelling to extend the impact of these stories across communities and the nation.

COIs will cultivate a pipeline of cause-related youth brands and youth-led businesses. COIs will develop entrepreneurial skills for young people that empower them to turn their personal stories into brand assets and long-term structures for creating and maintaining lasting wealth.

COIs will attract investments and investors to help develop these youth brands.

“...I have the highest hopes for supporting the PFI Accelerator, the PFI Challenge, and their potential to develop the young people of Dickinson into a successful generation of future entrepreneurs. We are confident that the PFI Accelerator and the PFI Challenge, along with the training and expertise, will create opportunities for these young entrepreneurs to become assets to both their families and the broader Dickinson community...”

—Senior Pastor Diedra Walters, Faith United Methodist Church Dickinson



Unfolding Futures

We have worked with nearly 400 young people in the last three years around sports, technology, entertainment, and media. Here are a few of their stories.



(Photo: Brian Perroni, 547Sports)

Patrick "PJ" Williams Jr.

Today, PJ is proof of our program's influence and a symbol of the work yet to be done. PJ is a starting guard on the nationally ranked Southern Methodist University (SMU) Football Team and an honor student. He now has his own LLC and a Nonprofit that is helping the PFI Cause-related Accelerator to develop our NIL Financial Literacy Curriculum for the young people of our program and across the country. At the same time, we are still working with PJ to establish a vehicle for his Intellectual Property and on how to monetize it through licensing it to companies and individuals who can help him scale it. We are working with him to focus on equity in his NIL Deals and not just collecting a paycheck. PJ is committed to the PFI leveraging his NIL Brand to fund and train future cause-related entrepreneurs like himself.

He is in his senior year as a SMU Mustang and is preparing to go in the 1st round of the next NFL Draft. This is a list of some of the cause-related entrepreneurs PJ is committed to leveraging his NIL Brand and Story to support.

Gilbert

Gilbert is an 18yr old Hispanic on the spectrum. He will graduate from Dickinson High School in the Class of 2025 with honors and plans to attend Texas A&M University majoring in Mechanical Engineering. Gilbert is creating an Esports League called Esports + 1 for all kids but especially young tech-savvy kids with learning challenges from economically disadvantaged backgrounds. For Gilbert, "...it's about creating A Brighter World for all Young People..." Leading Esport brands have reported 10x returns over a 5-7year time horizon or doubling their ROI through sponsorships and market growth. Through strategic platform partnerships, key social media placement events and paid advertising, Gilbert is confident that his Esports + 1 league can achieve the threshold of no less than 6x ROI in 5 years. He believes the potential earnings of Esports + 1 is between \$750,000.00-\$1,000,000.00 annually by year 3.



The PFI Accelerator has been invited by Houston Independent School District (ISD) to establish the 1st NIL Community Center of Influence (COI) at the Historic Phillis Wheatley High School in the well-known 5th Ward of Houston. Four additional ISDs in the Greater Houston Area currently have on the table bringing the PFI Cause-related Accelerator and the NIL COI to their communities.



Unfolding Futures

Gisele



Gisele is 19yr old Hispanic and a recent graduate of Dickinson High School. Her family migrated to the United States 25 years ago from Honduras carrying with them all their worldly possessions. Gisele is an honors graduate with a concentration in Media Studies. Gisele is collaborating with other young media graduates to launch Media 4.0 to serve the media needs of small businesses while creating short films that inspire young people to pursue their dreams against all odds. For Gisele its about "...creating a world where young media producers rock..." Media experts suggest a media investor might aim for an annual ROI of 20% or higher on their investment over a 3 to 5year period. Gisele's Marketing Plan is to use Advertising, Sponsorship, and Digital Events to reach the Media 4.0 goal of an annual ROI of 20% in a 5-year period. She puts the potential earnings of Media 4.0 at between \$500,000.00-\$575,000.00 annually by year 4.

Corey



Corey is a 15yr old 9th grade African- American dual sports athlete. He likes math and clothing. Corey has been suspended from school twice and arrested once. Corey is working to one day own a chain of clothing stores with the "... most down gear while donating clothing to young people in homeless shelters..." For Corey, it's about creating a new brand image for the Next Generation of Young Black Athletes. Financial resources indicate that in the clothing business a 50-60% gross profit margin, a 10-20% operating margin and/or a 5-10% net margin are reasonably attainable over a four-year time horizon. Corey's view is that his niche market of combining culture and athletics with "... the play of digital marketing, such as email campaigns, and efficient management of his inventory to control costs will help him increase the likelihood of his Next Gen Clothing achieving profitability in this timeframe." Corey sees the potential earnings of Next Gen Clothing at \$675,000.00 annually by year 3.

Jy'Rha



Jy'Rha is a 14yr old 9th grade honor student, gymnast, dancer, model, actress and entrepreneur. She is the founder of the Nonprofit "...Unmasking the Model..." Jy'Rha's focus is on showing and empowering young women, particularly young women of color, to aspire to be the most beautiful, talented and successful women on the planet despite the odds against them. Jy' Rha is of a darker hue and was once told "...she was too dark (black) to be beautiful..." Though her business is structured as a Nonprofit, Jy'Rha believes she has a robust revenue generating model that will enhance her bottom-line and net-profit margin. Jy'Rha's perspective on revenue generation includes: merchandise sales, workshop fees, grants, corporate sponsorships, photography and runway packages and service fees such as charging for training, portfolio development, or casting services. She is unabashed in her belief "...that with a \$60,000.00 investment or grant she can be at net profit margin of between 25% to 35% in 5 years or less..." Ja'Rah places the potential earnings of Unmasking the Model at \$1.2 Million annually by year 3.



The Management Team



Fr. Steven S. Kirk, M.Div: Executive Director Powerful Futures Initiative

Father Kirk has a lifetime of pastorship and professional experience in fundraising, project stewardship and startup of management with communities and churches across the United States



Paul Skyers, MBA: Business Development Specialist

Paul has been at the helm of Chasser Associates, a management consultancy, for the past 21 years



James V. Temple, MBA, CCM: Operations Manager

James “Jim” Temple has over 30 years experience in banking operations, accounting operations and treasury management



Kathleen A. Garland, PhD: Strategic Relations Consultant

Kathleen, whose career spans industry, government, and academia, provides unique expertise in the area of social, environmental and financial elements of a successful green business

The Powerful Futures Initiative (PFI) is a nonprofit organization registered in the State of Texas and recognized as tax-exempt under Section 501(c)(3) of the Internal Revenue Code

