

THE INCAMEI IMPACT ACADEMY

An after-school (or summer) program with the goal to build
the next generation of “conscious” entrepreneurs

powered by



ShareNest
U Get What U Share

Imagine... students with more...

Business
Expertise

Social
Responsibility

Social &
Emotional
Intelligence

Craving to
Change the
World



What we offer

Courses on impact entrepreneurship and emotional intelligence ("soft skills") with practical application building a social project (locally or internationally)

ALL VIRTUAL
(THEORY + PRACTICAL EXPERIENCE)

Program includes:

- 1) **Virtual Ecosystem for students to watch the courses and engage with the nonprofit organizations for their volunteer work**
- 2) **Forum for group discussions** to foster more innovation & learning among students during the program
- 3) **Platform to help us monitor the social impact** of all the activities related to the program (with graphs, reports, media gallery, and general summaries)
- 4) **Mentorship for students** to have a more personalized experience



The Technology

Education Portal, Marketplace, e C.R.M.

WE SIMPLIFY

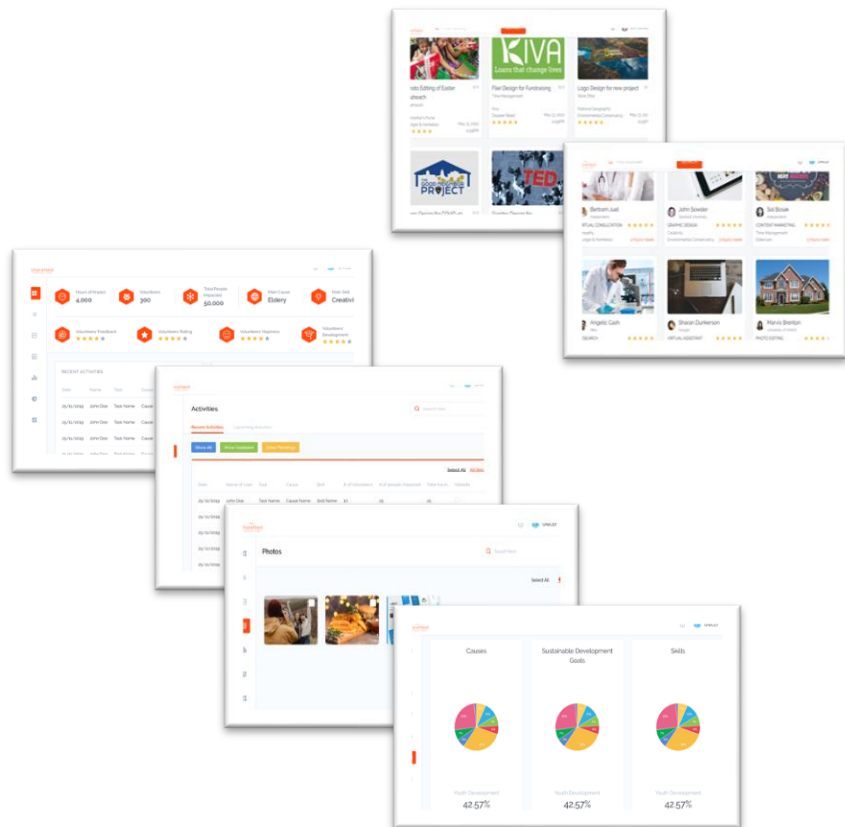
the **registration for courses, searching for volunteer work**, tracking these activities, and recording hours of each step of the program

WE UNITE

all **educational and social components** in one place

WE MAP

the work performed, **social impact and skills developed**, and we generate a very authentic **“resume”** for each student



Our Innovative Curriculum

(taught by active entrepreneurs, educators & guest speakers)

Becoming
the CEO
of my Life

From Self
Judgement
to Technology

From Shyness
to Social Media

From Fear
to Sales

8 courses of 1-month

(or "summer speed" of 7 weeks for entire program)

**2-4 hours of theory / 5-10 hours of practical experience per course
& daily mentorship available**

From Apathy
to Team &
Customer Care

From Anxiety
to Sustainability

From Greed
to Financial
Literacy

From Lazyness
to Innovation

Content of Classes

Becoming the CEO of my Life

- What is a business
- Types of businesses
- How & Why to start a business
- Basic pillars of any business
- Basic structure of a company (CEO, COO, CFO, CPO, etc...)
- Learning about the concept of internal company (dream, tradeoffs, emotions you need to improve, action plan)
- Mindset of an entrepreneur
- Deciding your added value, purpose, personal mission
- Fundamentals of researching
- Learning about focus groups & market validation
- **Create your "internal" company**
- **Research problems in the local community (or around the world)**
- **Create a solution for the problem and validate it**
- **Build a strategic plan for a social project**

From Shyness To Social Media

- Defining your good qualities and things you need to work on
- Learning to express your talents
- Connecting to your audience
- Basic of branding & story telling
- Back bone of digital marketing
- Power of social media
- Different social media channels (twitter, facebook, Instagram, tiktok, linkedin)
- Do and don't's of social media
- **Create your personal linkedin profile,**
- **Define a strong why, mission, and vision for a social project**
- **Create a name, logo, and slogan**
- **Build social project's social media strategy and initial posts**

From Self Judgement to Technology

- How thoughts affect your happiness
- Tools to have a positive mindset
- Breathing techniques / meditations as tool to quiet the mind & perform better
- Awakening creativity
- Fundamentals of website building
- Technology (no code, emerging techs (blockchain, AI, machine learning, web 3.0) – basic understanding and tradeoffs
- **Build website for a social project**

From Fear to Sales

- Confronting your fears
- Breathing techniques to overcome fear
- Power of positive affirmations
- Communication & public speaking techniques
- The art of negotiation
- Mastering a basic sales process
- Importance of networking
- Building powerful scripts
- **Cold calling (fundraising) for a social project**

Content of Classes

From Apathy to Team & Customer Care

- Importance of putting team members and customer first
- Understanding what empathy means
- How to build a life of respect, openness, care, and connection in your house and business
- Choosing the right environment and people for you to surround your self with
- Fundaments of interviewing
- Importance of having a strong business culture
- **Create your team's culture**
- **Listen to peers' presentations**
- **Give constructive feedback**
- **Recruit volunteers for a social project**

From Anxiety to Sustainability

- Tools to calm the mind
- Fundamentals of a sustainable life
- Importance of healthy habits
- Doing something you love once a day
- Basics of sustainability & ESG
- Examples of successful ESG strategies
- Understanding SMART Goals
- **Plan a daily routine**
- **Set SMART Goals for a social project**
- **Apply ESG on a social project**

From Greed to Financial Literacy

- History of money
- Not tying money to happiness/ but simply as a consequence of your hard work and living your passion
- Creating and keeping a budget
- Credit score and importance for your future
- Investing / saving your money
- **Create a personal financial plan/goal**
- **Do budgeting and bookkeeping for a social project**

From Lazyness to Innovation

- Effects of laziness in your mind & life
- Seed level of depression
- How to get your self excited every day
- Importance of exercising the body and mind
- The magic of reading and continuous education
- 4 types of innovation
- Design Thinking
- Lean Canva
- **Participate on innovation lab for a social project**

Academy's Coach & Mentor

Almost 10 years in Coaching

Helping young achievers, athletes, entrepreneurs, politicians, social innovators, startup founders, and successful professionals to thrive in life

Won NCAA (Division 2) National Championship

as the Assistant Coach for the Barry University men's tennis team

Passage in the Financial, Hospitality, Education, and Nonprofit Industries

Merrill Lynch (investment bank of Bank of America), Arbitral Financials (boutique investment agency), Club Med Academies (sports academy of the largest all-inclusive resort group) and Kabbalah Center (international nonprofit organization)

Entrepreneur, MBA & life-long learner

CEO & Founder of ShareNest, graduate from Purdue University, MBA in International Business & Finance, graduate certificate in Sustainability & Innovation from Harvard Extension, and a daily passionate reader & listener



Yosef Sigaud (a.k.a. Siggy)

Examples of Academy's Educators, Advisors, & Speakers



Guillermo Caro (a.k.a. Guille), is one of the most renown social innovator and creative strategist in the social impact space. With over 25 years of experience, Guille has implemented more than one hundred local, regional and global strategies of communication and campaigns for organizations like Giving Tuesday, Smile Train, Red Cross, Ashoka, Avina, Ronald Mc Donald, and many others.



André Maciel (a.k.a Gabiru), is an entrepreneur, designer and facilitator of group processes and collaborative networks. He is the co-founder of Impact Hub Belo Horizonte, a global network for impact driven entrepreneurs, has 15 years of experience on collaborative practices and on supporting startups and micro-entrepreneurs from idea to scale.



Greg Alpatov (a.k.a David), is a phenomenal salesman & consultant. With many years of experience in the field, David lead his former startup Plate.IQ, as the head of sales, to reach over \$100 million dollars in sales and almost achieve the prestigious status of being called an “Unicorn” company (valuated over \$1B dollars). He is currently the head of a fast-growing startup called SuperNormal.

What we deliver



How we add value

Developing more **socially-emotionally connected students** (fewer mental health issues among students)

Building a community of students with **more purpose, business expertise and awareness of their local problems**

Preparing students for the **“new normal” of the business world** (digital, technological, and with a lot of innovation)

Innovating in **extracurricular activities**

Bringing efficiency in the **traceability of social impact for students**

Offering a **platform** for students **to engage** (even virtually) **in constructive conversations** among **themselves and their local communities**



An excellent project for **STUDENTS** & the world



*****All activities are "linked" to the UN SDGs*****

Benefits

For students

Learn basic **business fundamentals**.

Find volunteer/ practical training opportunities easily and effortlessly.

Develop **higher levels of social and emotional intelligence**.

Be **more prepared to get a better paid job or start their own “conscious” business** in the future

For YOUR SCHOOL

Train our future leaders in business skills and emotional intelligence relevant in today's job market

Transform your **students into ambassadors for social good** in their local communities.

Create another **source of income**



The right choice for **OUR** **COMMUNITY**

Why?

- Because we want to **create a community** of **people and organizations that are more socially and emotionally connected with each other**
- **Because we want to live in a world where people are more fulfilled** because volunteering, solidarity, serving others is a way of living and a norm while doing business
- Because **our goal is to educate & train your students to become “conscious” leaders** and give them the best **opportunity to grow personally and professionally**



Let's CHANGE THE WORLD?

International Chrysalis

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