

Victorious Living Foundation
in association with
**Ascendant Strategy Group &
The Tallahassee St. Maarten Foundation**
present:

The Elite Entrepreneurship Series

Giving Our Youth, and Adults A Second Chance
While Empowering and Stimulating Seasoned Entrepreneurs
To Be More Effective & Innovative In Business!



A growing number of youth are unmotivated and unchallenged in school and life in general, seen through their truancy; juvenile delinquency; lack of motivation to do their school work; school drop outs; drug and alcohol use; and a growing number of reported suicidal ideation reported by counselors, teachers and youth workers.

Victorious Living Foundation has a growing waiting list of mentees referred through their schools, parents, court of guardianship etc. In addition, our work in the community with boys and young men idly sitting on the blocks reveal that many feel that no opportunities for advancement exist for them. Therefore, they rob, steal, commit petty crimes and even more serious felonies; others unfortunately become crime victims and even participate in murder. Moreover, this issue with youth violence and delinquency is global; therefore our project meets a universal need.

We have begun job shadowing/mentorship on a small scale with our mentees by partnering with the Sunrise Rotary Club, and this is going well thus far. To reach more youth however, beyond our mentees, who have been disenfranchised and not in any organized groups, it is imperative that we launch "Second Chance."

WHY THIS PROJECT

We need to reach and empower our youth and adults and give them a second chance!

Therefore we want to officially launch our "Second Chance" program whereby we provide viable alternatives and opportunities for these youth through sustainable community partnerships whereby we connect youth we reach on the streets; those who are focused, as well as those in our mentorship program; with participating businesses who we feature in the community and through the media as "Youth-friendly businesses."

In a quasi-survey conducted among youth on St. Martin, at least 52% of youth desire to own their own businesses. Moreover, many of these youth who hang idly on the block also have strong entrepreneurial desires. With their involvement in bad company however, they utilize these skills to sell drugs and engage in other illicit activities. This phenomenon is further reinforced as many youth feel marginalized and disconnected from the adult/business world, and have been stigmatized in many ways that they "are not capable of accomplishing anything." As this cycle continues, it becomes a self-fulfilling prophecy and many of these youth end up being statistics in our jails through crime, violence and delinquency.

Recognizing the incredible potential that exists among our youth, through interacting with those on the "block" as well as those who may be more focused in and/or out of school, Victorious Living Foundation has embarked upon our "Second Chance" project in conjunction with a number of partners including the Tallahassee St. Maarten Foundation.

The project consists of the following elements and reaches the target groups mentioned below:

A coordinator for the program is hired and trains a minimum of five youth workers to engage youth on the blocks to assess their needs and desire to participate in our entrepreneurship program.

A minimum of five youth workers are contracted for approximately two months to conduct interviews and assess the needs of our first target group- youth on the blocks (various districts) and enroll those who choose to participate in the program.

After being recruited, these youth (14-30 years / up to 50) will be provided a minimum of 10 individual and group counseling and coaching sessions in interpersonal development, life skills, social etiquette and financial management.

After successfully attaining the necessary skills, the youth will be matched with participating local business persons and companies who have decided to participate in our "Second Chance" project in the areas of their interests. This mentorship match would then equip the participants to see the ins and outs of what it takes to run a business successfully.

From the target groups, and sales of products, a generation of at least \$25,000.00 is expected which will go back into a revolving fund to help finance entrepreneurial ventures of the target group that meet preset criteria of sustainability, viability, seriousness, determination and expertise.

Victorious Living has the necessary commitment to sustaining this project beyond the year funding period.

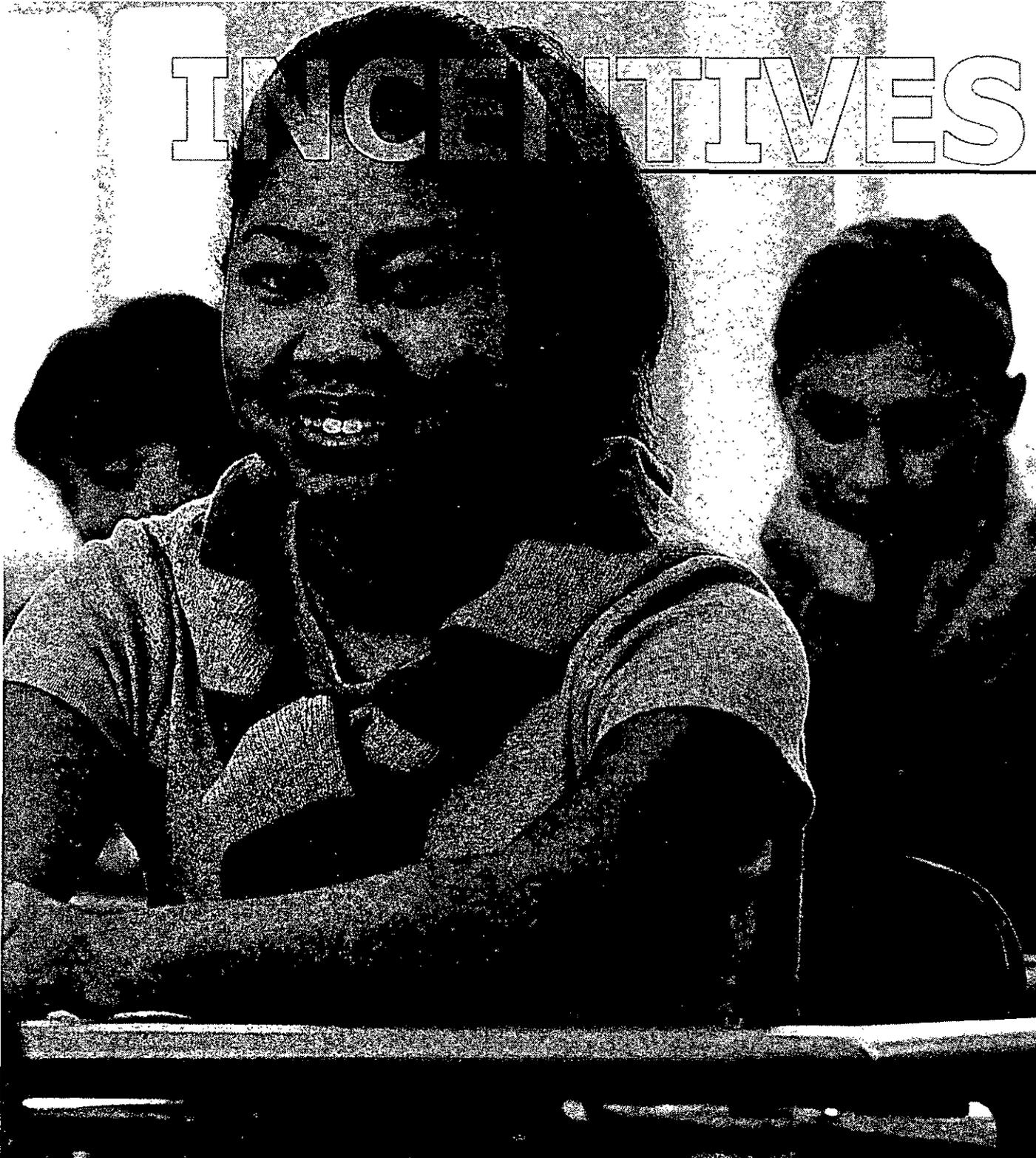
By year 2, we will develop and diversify a resource development strategy to obtain future funding from private donors, foundations, corporations, and government grants. Local grant writing teams will be formed and trained to implement the resource development strategy.

A percentage of the sale of products created by target groups will be placed in a revolving fund for future entrepreneurs.

In addition to activities, community partnerships and the utilization of our internet cafe, computer classes, our fully accredited online life coaching school, and counseling services are all means of generating funds to sustain the project.

HOW DOES IT WORK

INCENTIVES



At the conclusion of each session, attendees will be allowed to write an essay on "why I want to be the apprentice for [session teacher name inserted]." One winner will be selected within one week of the departure of each presenter. The winner will win:

1. An entrepreneur one-on-one planning conference call with the presenter;
2. A business plan analysis conference call with Ascendant Strategy Group (www.ascendantstrategy.net),
3. Ephren Taylor's E-Book "How to Start a Company with Zero Dollars," and a signed copy of a book or CD from the presenter.
4. For St. Martin's most "Elite Entrepreneur" \$500 + a 4 month virtual apprenticeship with Ascendant Strategy Group and a 2 month virtual apprenticeship with the presenter of their choice will be awarded.
5. At the conclusion of the Apprenticeship the *Elite Entrepreneur* will have his/her web site developed.
6. Every participant with one or fewer absences from the entire program will receive an Elite Entrepreneur Course Certificate which allows him/her to have 20% off of ^{page} the presenter's products and is valid for the rest of his/her lives.
7. Internships and/or apprenticeships will also be developed with participating local ^{Attachment #} businesses that embrace the philosophy of the Elite Entrepreneur Series.

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THE IMPRESSIVE LINE-UP OF ELITE ENTREPRENEURS

EPHREN TAYLOR



WHO IS HE? Ephren Taylor is CEO of City Capital Corporation (Other: CTCC) where he is responsible for the strategic positioning and overall profitability of a multi-million dollar corporation recognized by the Wall Street Journal as one of the "Top 100 Socially Conscious Corporations in the United States." Named by The Michigan Chronicle as one of the top "ten people making a global difference," at 26 years old Ephren W. Taylor II is currently the youngest African-American CEO of any publicly traded company in United States history. Taylor began his career with his first business venture as a videogame developer and built a multi-million dollar technology company, GoFerretGo.com by the age of 17.

WHAT MAKES HIM AN ELITE ENTREPRENEUR?

- Created a video game at age 12 and became a millionaire by 17;
- Has raised over 50 million dollars in investment capital for his companies;
- Has taken 3 companies public on the stock market;
- Has appeared on Montel Williams, ABC's 20/20, CNN, and is a Wall Street Journal Best Selling Author.

WHO IS HE? Currently, the Arthur Wylie brand is one of the hottest celebrity entrepreneur brands in the country. His ventures started out of his dorm room and he gained millionaire status by the time he was 26. Wylie is the founder and CEO of Wylie Enterprises, Inc., where he oversees \$450 million in assets, transactions, insurance, intellectual properties and real estate. His current projects are in film development, speaking engagements, celebrity events, book and CD publishing and real estate ventures internationally.



ARTHUR WYLIE

WHAT MAKES HIM AN ELITE ENTREPRENEUR?

- Negotiated a five film deal for NY Times Best Selling Author Omar Tyree;
- Created a 450 million dollar enterprise from his college dorm room;
- Sold his company off to a successful financial institution.



ERIC SNOW

WHO IS HE? Now officially retired after his 14th NBA season (the 4th with his hometown Cleveland Cavaliers); Eric is serving as an analyst for Turner Sports' NBA TV. He has been one of the league's models of consistency both on and off the court.

Eric's wife DeShawn, who is featured on Bravo TV's Real Housewives of Atlanta, is founder and CEO of their lifestyle consulting company (www.6StarLifeStyle.com). DeShawn has also been quite active with her own community vision and founded the DeShawn Snow Foundation (www.deshawnsnowfoundation.org), of which Eric is a board member. The DeShawn Snow Foundation focuses on empowering young mothers and girls.

WHAT MAKES HIM AN ELITE ENTREPRENEUR?

- Fast, Fluid, and Flexible decision making as done during his career as an NBA point guard;
- Created successful businesses during his playing career.



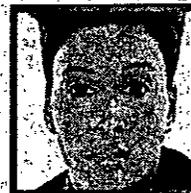
LOUIS LAUTMAN

WHO IS HE? Louis Lautman is the Executive Producer of the Young Entrepreneur Society Film or "The Y.E.S. Movie." Originally from New Jersey, Louis got his start in professional sales by knocking on 50 doors a day in New York City. Louis has made over 10,000 cold calls in person and on the telephone. He has been a top sales rep, sales manager and sales trainer for the last 12 years. He has given over 1,000 presentations, workshops and seminars.

WHAT MAKES HIM AN ELITE ENTREPRENEUR?

- Only person ever to bring together 30 people who became millionaires by age 30 and create a powerful documentary around it (The Y.E.S. Movie);
- He arguably has more knowledge on what makes young entrepreneurs successful than anyone else in the world;
- He is a sales mastermind.

WHO IS SHE? At the age of seventeen, Sirena Moore, a self motivated, highly ambitious teenage mother entered the corporate world by working for industry leaders such as Willard, Morgan Stanley Dean Witter, Advest and Palm Inc. Her objectives were to obtain the skills necessary to fulfill her dream of becoming an entrepreneur. In 2002, at the age of 21 years old her dream became a reality. She joined with her father Theodore Moore, Sr. to form Elohim Cleaning Contractors Inc., a full service construction cleaning firm that provides a wide range of services to general contractors and construction management firms throughout the Tri-State area (Phila-NJ-DE). Ms. Moore has utilized her financial planning; marketing; organizational; and managerial skills, acquired from past employment experiences, to successfully grow a multi-million dollar business in under five years.



SIRENA MOORE

WHAT MAKES HER AN ELITE ENTREPRENEUR?

- Created multimillion dollar company within 5 years while caring for her two daughters in her early 20's;
- Always keeps her faith first.

THE IMPRESSIVE LINE-UP OF ELITE ENTREPRENEURS

OMAR TYREE



WHO IS HE? Omar Tyree, a New York Times best-selling author, a 2001 NAACP Image Award recipient for Outstanding Literature in Fiction, and a 2006 Phillis Wheatley Literary Award winner for Body of Work in Urban Fiction, has published 18 books and has over 8 million readers worldwide.

With a degree in Print Journalism from Howard University in 1991, Tyree has been recognized as one of the most renowned contemporary writers in the African-American community. He is also an informed and passionate speaker on various community-related and intellectual topics. Now entering the world of feature films, business lectures, and urban children's books, Tyree is a tireless creator and visionary of few limitations.

WHAT MAKES HIM AN ELITE ENTREPRENEUR?

- Created own publishing company, led to him signing a seven figure book deal with Simon & Schuster;
- Has a five film deal for feature motion pictures;
- Robust speaker; utilizes public speaking to sell products.

WHO IS HE? Neal Lemlein began his film marketing career with the advertising agency, Doyle Dane Bernbach, where his first project was "Star Wars." As Senior Vice President, Marketing and Media Services, at Twentieth Century Fox, he was responsible for the development and execution of all of the studio's theatrical media-marketing campaigns. Signed by D'arcy Masius Benton and Bowles to found the agency's entertainment division, he brought Paramount Pictures and NBC Television into the fold, generating billings of more than \$100 million in less than twelve months.



NEAL LEMLEIN

WHAT MAKES HIM AN ELITE ENTREPRENEUR?

- Former VP for Twentieth Century Fox and Universal Studios;
- One of the greatest film industry marketers of all time;
- CEO of Around The Bend Media (www.aroundthebendmedia.com) specializing in film financing, film marketing, and executive production;
- Currently has a slate of ten films for release over the next 5 years.



22 CHRIS CHESTNUT

WHO IS HE? One of the most accomplished young attorneys in the country, Chestnut founded Chestnut Law Firm, LLC, based in Gainesville, FL with the motto "Pursuing Justice...Because You Deserve It." Simply stated by Chestnut, "We help the people who need help the most."

Under his leadership, the firm has participated in multi-million dollar civil trials alongside his mentor, famed civil litigator Willie Gary; won millions of dollars in settlements for their clients; and successfully argued an \$800 million dollar class action settlement against Big Tobacco.

WHAT MAKES HIM AN ELITE ENTREPRENEUR?

- Created multimillion dollar law firm by age 30;
- Was recognized by President Barack Obama as one of the top emerging leaders in the country.



FENORRIS PEARSON

WHO IS HE? This former VP of two fortune 50 companies before the age of 40 (Dell and Motorola) is an entrepreneur, innovator and human capital expert. Fenorris Pearson is currently the CEO of Global Consumer Innovation, Inc (www.globalconsumerinnovation.com). He and his innovation team define the next 'big idea' and produce consumer products and services that disrupt the competitive landscape and generate revenue through billion dollar concepts.

WHAT MAKES HIM AN ELITE ENTREPRENEUR?

- He had a six figure contract within the first week of starting his business;
- Finds the right talent, has on his team former key players from AT&T, Bellsouth, 3M, Merrill Lynch, Deloitte, and Paramount;
- Has relationships with corporate executives, venture capitalists, athletes, and celebrities.

WHO IS HE? Noted as one of the Top Twenty-Five Most Influential People in the Capital City of Florida by the Tallahassee Democrat Editorial Board; Alexander was the youngest person to receive this recognition:

Alexander is a former Student Body President/ University Trustee of Florida A&M University. He also spearheaded efforts to establish the Florida Access and Diversity Commission that recommended to the Florida Legislature a 38.6 million plan to increase Need Based Aid for students seeking higher education. He is the Community & External Affairs Aide to the Honorable Tallahassee Mayor John R. Marks, III.



RAMON ALEXANDER

WHAT MAKES HIM AN ELITE ENTREPRENEUR?

- President & CEO of Clutch Strategies, a cutting edge full service Personal Management Consulting Firm providing strategic management in the areas of Philanthropy Development/Foundation Management, Brand Management, and Governmental/Campaign Consulting;
- Worked with such high profile clients including NFL Pro Bowl Cornerback Antonio Cromartie, Recording Artist & Producer Ashanti Floyd, Pivotal Point Enterprises, and Distinguished Young Gentlemen of America, Inc;
- Manages the day-to-day operation of the Florida Student Association.

OUTLINE OF THE ELITE ENTREPRENEUR SERIES

First Month: Kick-off event two day Elite Entrepreneur Symposium featuring:

- Ephren Taylor, Louis Lautman, Neal Lemlein, Sirena Moore, Ramon Alexander, and Eric Snow
- A nominal fee of \$20.00 charged and we cater to between 850-1000 persons

Second Month: Live visit – Chris Chestnut – Superior Startup

Third Month: Teleseminar – Ephren Taylor – Financing Your Business Part 1

Fourth Month: Arthur Wylie – Product U (Sales & Marketing)

Fifth Month: Sirena Moore – Knowing Your Entrepreneurial Calling

Sixth Month: Live visit – Fenorris Pearson – Time for Innovation

Seventh Month: Teleseminar – Ephren Taylor – Financing Your Business Part 2

Eighth Month: Live visit – Omar Tyree – The Equation For Entrepreneurs

BENEFITS



- Creative and innovative ideas provided to entrepreneurs looking to improve their bottom line.
- Networking opportunities with local, regional and international entrepreneurs.
- Birth of New Entrepreneurs
- Stimulation of our local economy.

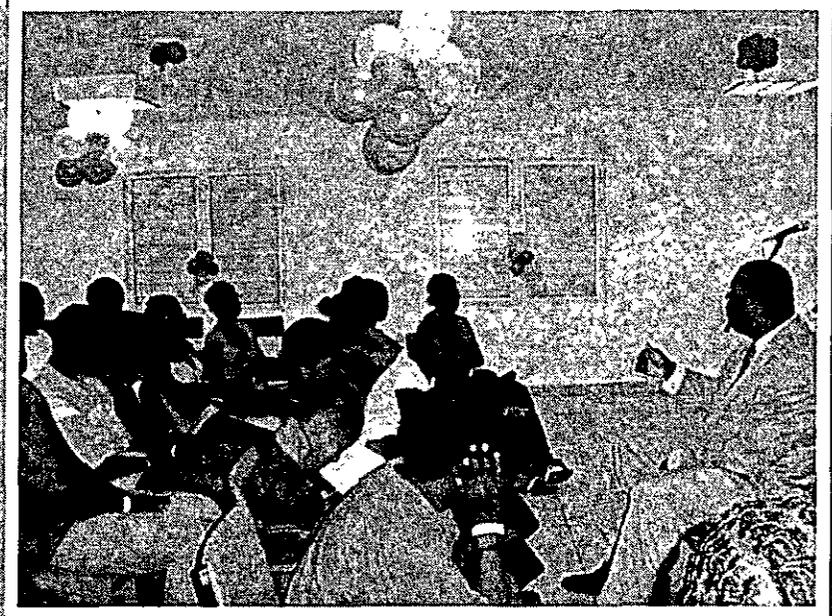
- Reduction in the criminal element among our youth through mentorship and training opportunities.
- New Products and services introduced into the market.
- Potential investors in the community.
- Regional tourism as a result of the series of conferences over the period of the project.

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PARTNER WITH US!

together let's make a difference...



Members of Y2X, VLF's mentorship program, Family & Friends Network™, The former commissioner of Sports and Youth at the time, M. Buncamper Molanus, PSVE Academy student volunteers with VLF, VIF director, and members of the Tallahassee St. Maarten Foundation during the launch of Xtreme Youth Fest 2009 at the VLF Healing Restoration & Training Center on Back Street, Philipsburg.

Fenorris Pearson of Global Innovations impacting youth on St. Maarten during VLF's youth wing, Y2X's Xtreme Youth Fest 2009.

I PLEDGE MY SUPPORT TO ASSISTING OUR YOUTH
AND OUR COMMUNITY BY CONTRIBUTING TO ONE OF THE
following choices:

- A one-time investment of \$100.00
- A monthly investment of \$100.00
- A one-time investment of \$200.00
- A monthly investment of \$200.00
- A one-time investment of \$500.00
- A monthly investment of \$500.00
- A one-time investment of \$1,000.00
- A monthly investment of \$1,000.00
- A one-time investment of \$2,000.00
- A monthly investment of \$2,000.00
- A one-time investment of \$5,000.00
- A monthly investment of \$5,000.00
- A one-time investment of \$10,000.00
- A monthly investment of \$10,000.00
- A one-time investment of \$25,000.00
- A monthly investment of \$25,000.00
- A one-time investment of \$50,000.00
- A monthly investment of \$50,000.00

SIGNED: _____

DATE: _____



**PARTNERSHIP
PLEDGE**