



FiWi Links

Pitch Deck



The Team

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How many
Jamaicans
will remain?



Our Vision

Our vision is to see Jamaicans thriving in Jamaica. This begins with the mindsets of our youths! Through collaborations with schools and different industry successes, we can change that narrative. Up up you mighty nation!

Solution



Our solution seeks to prevent this problem (brain drain). Our goal is to assist Jamaicans (no matter their level of education) having gainful employment a yard. Our platform FiWi Links will connect our youth with Jamaicans who are doing well here, providing mentorship, training and direct opportunities. We want to start with changing their mindsets. Jamaicans who have done it and are doing it can inspire the future inna Jamrock!



Overview of Problems

- Students are not given job security
- Students are looking to foreign opportunities to be successful
- Students despite doing well, many will not attain meaningful jobs/ careers
- Students that are not top performers will be at the bottom in job selection.
- Students are not able to readily find mentors.
- Mentors that are willing to give their time, resources and expertise are not easily connected to students.

Key Area - Mindset/Mentality

Everything comes back to our mentality/mindset. But what feeds this? It's the information, the experiences, the stories.

The Usain Bolts ,the Shelly-Ann Frasers , the Sheryl Lee Ralph's, the Marlon James, the Sean Paul's- we hear their success stories and think if they did it so can we. Granted a few of us will be like oh it's never been done before, I'll be the first. Many of us emulate what we see.

Ever wonder why the news depresses you when you constantly watch it? But as soon as you watch it less, life feels a little lighter. It goes back to how we feed our minds. Negativity is loud

Positivity is not loud enough. We need our kids, students to know that they can because we did. And FiWi Links will be one of the helping hands in the village that takes us there.

Overview of Solutions and Features

- Create a platform to connect students with Jamaican mentors who are have the success they seek
- Platform will be a website in its initial phase
- Students, Schools, and mentors will register for access
- Students will connect with mentors by being matched with them (via career or personality paths)
- Mentors will also provide direct training and opportunities where possible
- It takes generally 3-4 weeks to reprogram the subconscious mind and decrease limiting beliefs so mentors will work with mentees 1-12 months





The Tech Aspect - Website, App

One of the great benefits of Technology is that we can be present without being in the same space. Our website will allow mentors and mentees to be matched based on their career goals, personality and things they want to change about their lives. We are starting with a website because it is more feasible cost-wise and then we'll launch into an app.

Success begets Success!

FiWi Links Website - Zoom Trainings

An example of a professional in their normal work space guiding the student. The professional will be from various business sectors.





Costing

- Costing for this platform will cost between \$4000-\$15000 USD
- The platform will initially need marketing
 - Marketing to Schools, students and business professionals
- The platform main funding will be in the initial stages. After it is, built there will be little expense in maintaining it.
- The platform will generate income from registration
 - Income will also be generated from ads

TIME FRAME:

Our goal is to have this website in 3 months for it to be fully functional , tested and ready to be launched in schools.



Feasibility

- Target Demographic

Initial research has shown that there are a number of students that are looking into going overseas and a platform such as this will give them a new outlook into a meaningful career in Jamaica.

Initial research have identified professionals in their various fields who have attained success here in Jamaica and are willing to be a mentor. These are individuals that have stayed in Jamaica and want to. Speaking to a few entrepreneurs ourselves, they would love to give back in this way.



What We Need

- Funding for Website and Marketing
- Access to high-level networks
- Word of Mouth Marketing
- Prayer (Because we do believe in praying about what we do consistently especially when this platform will impact many)



The Impact



We operate a Jamaican-themed YouTube channel and many Jamaicans from the diaspora have stated that they would love to return home if the income was right. They love dis yah likkle and tallawah island and would prefer to make it their home and travel/visit abroad. But, survival is the backbone of life. People not only just wat to survive, they want to thrive. Suppose they didn't have to migrate? Shifting that narrative will benefit our communities, counties, the entire nation. We need to change the narrative that thriving here is impossible or near to it through people who stay here and bloom.



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“Success is not a result. Success is a mindset.”

- Meir Ezra



<p>“Failure is an opportunity to grow”</p> <h2>GROWTH MINDSET</h2> <p>“I can learn to do anything I want”</p> <p>“Challenges help me to grow”</p> <p>“My effort and attitude determine my abilities”</p> <p>“Feedback is constructive”</p> <p>“I am inspired by the success of others”</p> <p>“I like to try new things”</p>	<p>“Failure is the limit of my abilities”</p> <h2>FIXED MINDSET</h2> <p>“I’m either good at it or I’m not”</p> <p>“My abilities are unchanging”</p> <p>“I don’t like to be challenged”</p> <p>“I can either do it, or I can’t”</p> <p>“My potential is predetermined”</p> <p>“When I’m frustrated, I give up”</p> <p>“Feedback and criticism are personal”</p> <p>“I stick to what I know”</p>
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Thank you so much for your time and consideration!

