



**THE
HIDDEN
GENIUS
PROJECT**

**AFRICAN
DIASPORA
INNOVATION &
CAREER
PATHWAYS
DEVELOPMENT
TECH SLAM 2024**



OUR MISSION

The Hidden Genius Project trains and mentors Black male youth in technology creation, entrepreneurship, and leadership skills to transform their lives and communities.



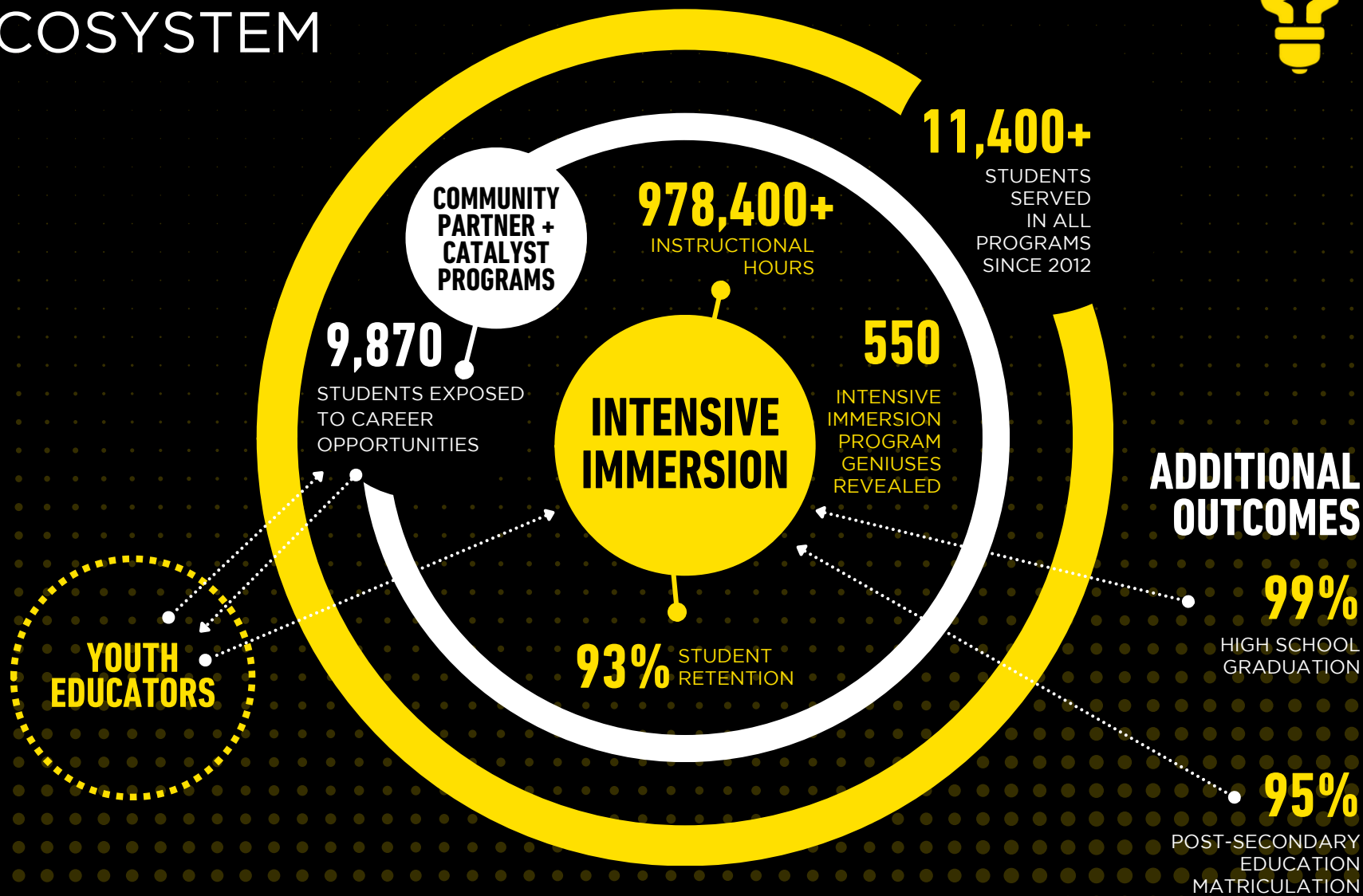


OUR VISION

The Hidden Genius Project's vision is to be a global leader in Black male youth development, as well as the leading incubator of dynamic young Black male entrepreneurs and technologists.



THE HIDDEN GENIUS PROJECT PROGRAM ECOSYSTEM



UPDATED APRIL 2024

The Hidden Genius Project intends to collaborate with multiple African-based education and social impact-driven non-governmental organizations to deliver dynamic STEM education programming in Senegal and South Africa designed to introduce young people of color to myriad technology career pathways. Simultaneously, we aim to develop longer-term infrastructure and capacity for our African partners to train their young people as effective innovators and stewards with respect to artificial intelligence (AI) and other emerging technologies.



THE OPPORTUNITY

As The Hidden Genius Project collaborates with **Diambars** (Senegal, South Africa) and **LEAP Science and Maths Schools** (South Africa) to expand access to technology-driven opportunities, the programming partnership lends itself to elevating the visibility of sponsors and other supporting partners.

Additionally, incorporating a programmatic component offers a unique opportunity to fuel innovation among and strengthen engagement with high-potential young people on the African continent.



VISION FOR IMPACT

We envision our programmatic collaboration in three phases:

- **Phase One:** Deliver short-term exposure programming to youth in Senegal (**Diambars FC Academy**) and South Africa (**LEAP Science & Maths Schools**), highlighting intersections between sports and technology
- **Phase Two:** With the short-term programming as the model and catalyst, provide capacity-building and technical assistance to educators and youth leaders within African partner organizations, who will facilitate sustained programming for young people going forward
- **Phase Three:** Issue licenses for African partners to utilize Genius Lab curriculum towards sustained computer science and entrepreneurship pathways skill development for the youth they serve






TECH SLAM

INTERNATIONAL PROGRAM SERIES

TECH SLAM // What is it?

- Highly collaborative STEM education event centered on sports and tech
 - Rich array of partners, including community-based orgs (TEAM, Inc.), tech companies, and sports organizations
 - Collaboration with locally-based community organizations on single-day tech skills and pathways workshops
- 
- A photograph of two young Black men wearing bright yellow t-shirts. They are both looking down intently at a device, likely a smartphone or tablet, which is held by the man on the right. The background is dark with a pattern of small, glowing yellow dots.

Primary service population:

- Secondary school
- Students of color



TECH SLAM // Why do it?

Build community and capacity among people of color in broader communities

Opportunity to deliver dynamic national/international programming

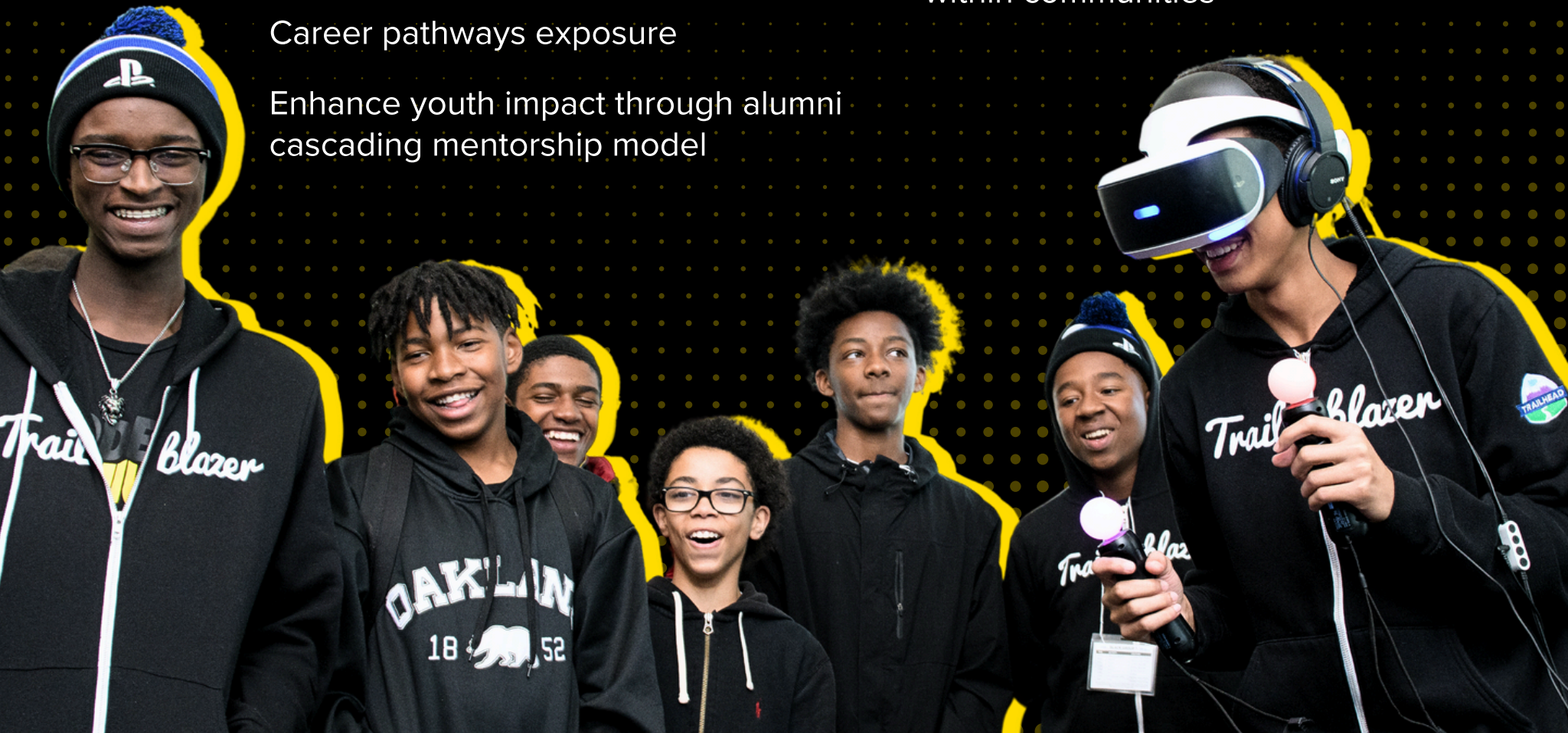
Career pathways exposure

Enhance youth impact through alumni cascading mentorship model

Dynamic volunteer engagement

Amplify ESG/CSR efforts

Brand and/or product visibility within communities



WHY THE HIDDEN GENIUS PROJECT?

1

Drive Meaningful Change

Drive support and awareness towards empowering Black male youth communities with opportunities to learn, develop skills, and for new experiences

Transform their lives and communities

Build the future of technology and innovation

Drive funding through recurring donations

2

Marketing and Brand

Awareness Lift: drive outside awareness relative to competitors and sponsors

National Media Coverage organically and paid through news publications, social media, and TV

Recruitment: provide opportunities for Black Male Youth communities

Attract and reach new demographics

3

Emotional Resonance

Drive positive sentiment

Shift the tone of the conversation from productivity led to purpose led

Inspire people and organizations and drive conversations

Social following lift

Build trust with your brand

4

Network

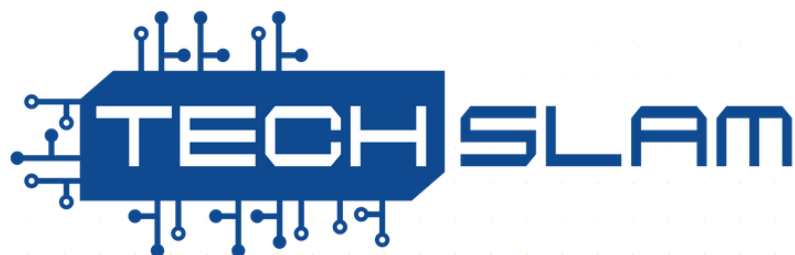
Access to new contacts, potential business partners and customers that align on similar values

Build stronger and more resilient communities

Create programs that compliment our initiatives in training and mentoring these communities like several of our partners have done

WHO WE'VE PARTNERED WITH





Dynamic global programming engaging young people
at the intersection of sports and technology

ANCHOR PARTNER

TECH EXPOSURE & ACCESS THROUGH MENTORING

TEAM

HOSTING PARTNERS



**OAKLAND & SAN FRANCISCO
CALIFORNIA**
2016 - Present



FOUNDATION

**LONDON
ENGLAND**
2018 - Present



**JOHANNESBURG
SOUTH AFRICA**
2019



**DETROIT
MICHIGAN**
2020



**LONDON
ENGLAND**
2023 - Present

INTERNATIONAL TECH SLAMS // EXPOSURE



Chelsea Foundation and The Hidden Genius Project Team Up to Host Tech Slam UK

Sports, tech and pathways': Chicago Tech Slam introduces skills for Future Careers

United Airlines X The Hidden Genius Project

Genius Takes Flight, a short documentary

This is Sponsor X: Smartsheet Initiative

FOX 2
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KVUEabc

02 CBS NEWS
CHICAGO



INTERNATIONAL TECH SLAMS // GLOBAL REACH

YEAR	LOCATION	# SERVED
2018	London, England	190
2019	London, England + Johannesburg, South Africa	730
2020	Live Virtual Activations across four countries	415
2021	Live Virtual Activations across four countries	140
2023	London, England	250



#GENIUSTAKESFLIGHT



DIAMBARs SPORTS + TECH ACTIVATION // JUNE 2024

- Core partners collaborate to deliver comprehensive STEM programming to young learners (ages 13-18) at Diambars Academy [Saly, Sengal]
- Dynamic exposure opportunities combining artificial intelligence (A.I.), robotics, and gaming to expose young people to career pathways connecting sports and technology
- Staff and Alumni Youth Educators facilitate capacity-building workshops for Diambars educators to sustain programming going forward
- The Hidden Genius Project team and Diambars youth learners collaborate on service learning model to deliver sports + STEM activities to young people in local schools and communities beyond Diambars



LEAP SCIENCE AND MATHS SCHOOLS + TECH ACTIVATION // FALL 2024

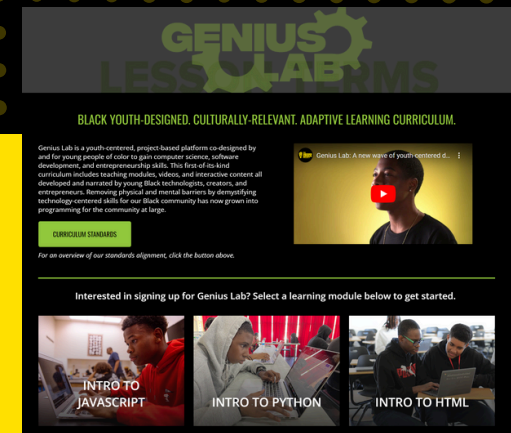
- Core partners collaborate to deliver comprehensive STEM programming to high school learners at STEM Science and Maths Schools campuses throughout South Africa (including Cape Town)
- Dynamic exposure opportunities combining artificial intelligence (A.I.), robotics, and gaming expose young people to career pathways connecting sports and technology
- Staff and Alumni Youth Educators facilitate capacity-building workshops for LEAP educators and young student leaders to sustain programming going forward
- The Hidden Genius Project team and LEAP collaborate to deliver computer science lessons, leveraging Genius Lab platform





GENIUS LAB CURRICULUM PLATFORM

- Online platform featuring content developed and curated by Black male youth, Geniuses of The Hidden Genius Project
- Designed to engage learners at any level to propel them to make meaning of and explore potential pathways related to computer science and entrepreneurship
- Adaptive online learning technology to shape a more meaningful and personalized experience
- Platform licenses empower partners to deliver sustained programming



SPONSORSHIP LEVELS

LEVEL OF SUPPORT	VISIONARY \$100,000	ACCCELERATOR \$50,000	TRAILBLAZER \$25,000	PATHFINDER \$10,000
LOGO ON PARTNER PAGE	X	X	X	X
LOGO ON EVENT PAGE	X	X	X	X
LOGO ON OFFICIAL EVENT BANNER	X	X	X	X
ACKNOWLEDGEMENT DURING EVENT	X	X	X	X
VISUAL SLIDE DURING EVENT	X	X	X	
RECOGNITION IN E-NEWSLETTER	LOGO + FEATURE	LOGO	LOGO	
WEEKLY SOCIAL MEDIA RECOGNITION	X	X		
EVENT PRESS RELEASE MENTION	X	X		
20-SECOND/AD VIDEO DURING EVENT	X			

Sponsorship includes acknowledgement for Tech Slam, Brothers Code and End of Summer Celebrations across all sites.

ADDITIONAL 2024 SPONSORSHIP OPPORTUNITIES

SEPTEMBER // END OF SUMMER CELEBRATION

Bay Area • Los Angeles • Detroit • Atlanta • Chicago • Baltimore

OCTOBER // TECH SLAM UK

London, England

DECEMBER // BROTHERS CODE

Bay Area • Los Angeles • Detroit • Atlanta • Chicago • Baltimore

Click the links above to learn more about our other programs,
and email contact@hiddengeniusproject.org for details to sponsor.

TECH SLAM UK // OCTOBER 2024

- Core partners collaborate to deliver comprehensive STEM programming to local young people (emphasis on youth of color)
- Dynamic exposure opportunities combining aviation and STEM to expose young people to sports career path and STEM to expose young people to sports career pathways centered on technology
- Chelsea FC Foundation, Tottenham FC Foundation, Brentford FC Foundation (and other local partners) recruit participants





AFRICAN STEM INNOVATION ACTIVATIONS

The Hidden Genius Project seeks to obtain sponsorship to support our African activations and other Catalyst Programming (across the UK and US). Budget projections for programming activations are listed below.

	AIR	LODGING	MEALS & INCIDENTALS	PROGRAM EVENTS	TOTAL
DIAMBARS (SENEGAL)	\$30,000	\$20,000	\$5,000	\$5,000	\$60,000
LEAP (SOUTH AFRICA)	\$30,000	\$30,000	\$10,000	\$10,000	\$80,000

TECH SLAM UK	\$110,000
BROTHERS CODE (TECH EXPOSURE EVENTS ACROSS ALL NATIONAL SITES)	\$150,000
GRAND TOTAL	\$400,000



CURRICULUM LICENSE PARTNERSHIP

DIAMBARS | LEAP SCHOOLS

The Hidden Genius Project would deploy licenses for the *Genius Lab* platform to our partners, in accordance with the cost model below

	# OF LICENSES	COST PER UNIT	TOTAL COST
DIAMBARS (SENEGAL)	100	\$500	\$50,000
LEAP SCHOOLS (SOUTH AFRICA)	500	\$500	\$250,000
CURRICULUM LICENSE AGREEMENTS			\$300,000



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#REVEALINGGENIUS