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

OUR MISSION
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

11,400+ STUDENTS SERVED IN ALL PROGRAMS SINCE 2012

INTENSIVE IMMERSION

978,400+ INSTRUCTIONAL HOURS

550 INTENSIVE IMMERSION PROGRAM GENIUSES REVEALED

9,870 STUDENTS EXPOSED TO CAREER OPPORTUNITIES

COMMUNITY PARTNER + CATALYST PROGRAMS

93% STUDENT RETENTION

YOUTH EDUCATORS

ADDITIONAL OUTCOMES

99% HIGH SCHOOL GRADUATION

95% POST-SECONDARY EDUCATION MATRICULATION

9,870 STUDENTS EXPOSED TO CAREER OPPORTUNITIES

UPATED 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

Primary service population:
- Secondary school
- Students of color
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

[List of logos and names]
Dynamic global programming engaging young people at the intersection of sports and technology

HOSTING PARTNERS

- OAKLAND & SAN FRANCISCO
  - California
  - 2016 - Present

- LONDON
  - England
  - 2018 - Present

- JOHANNESBURG
  - South Africa
  - 2019

- DETROIT
  - Michigan
  - 2020

- LONDON
  - England
  - 2023 - Present
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
## INTERNATIONAL TECH SLAMS // GLOBAL REACH

<table>
<thead>
<tr>
<th>YEAR</th>
<th>LOCATION</th>
<th># SERVED</th>
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<tbody>
<tr>
<td>2018</td>
<td>London, England</td>
<td>190</td>
</tr>
<tr>
<td>2020</td>
<td>Live Virtual Activations across four countries</td>
<td>415</td>
</tr>
<tr>
<td>2021</td>
<td>Live Virtual Activations across four countries</td>
<td>140</td>
</tr>
<tr>
<td>2023</td>
<td>London, England</td>
<td>250</td>
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#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, Senegal]

- 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
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.
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

<table>
<thead>
<tr>
<th>Level of Support</th>
<th>Visionary $100,000</th>
<th>Accelerator $50,000</th>
<th>Trailblazer $25,000</th>
<th>Pathfinder $10,000</th>
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</thead>
<tbody>
<tr>
<td>Logo on Partner Page</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Logo on Event Page</td>
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<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Logo on Official Event Banner</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Acknowledgement During Event</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Visual Slide During Event</td>
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<td>x</td>
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<tr>
<td>Recognition in E-Newsletter</td>
<td>Logo + Feature</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
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<tr>
<td>Weekly Social Media Recognition</td>
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<td>Event Press Release Mention</td>
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<td>20-Second/Ad Video During Event</td>
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</table>

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.
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
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.

<table>
<thead>
<tr>
<th></th>
<th>AIR</th>
<th>LODGING</th>
<th>MEALS &amp; INCIDENTALS</th>
<th>PROGRAM EVENTS</th>
<th>TOTAL</th>
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</thead>
<tbody>
<tr>
<td><strong>DIAMBARS</strong></td>
<td>$30,000</td>
<td>$20,000</td>
<td>$5,000</td>
<td>$5,000</td>
<td>$60,000</td>
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<tr>
<td><strong>(SENEGAL)</strong></td>
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<tr>
<td><strong>LEAP</strong></td>
<td>$30,000</td>
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<td>$10,000</td>
<td>$10,000</td>
<td>$80,000</td>
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<tr>
<td><strong>(SOUTH AFRICA)</strong></td>
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</table>

**Tech Slam UK**
- $110,000

**Brothers Code**
- (Tech Exposure Events Across All National Sites)
- $150,000

**Grand Total**
- $400,000
The Hidden Genius Project would deploy licenses for the *Genius Lab* platform to our partners, in accordance with the cost model below.

<table>
<thead>
<tr>
<th>License Type</th>
<th># of Licenses</th>
<th>Cost Per Unit</th>
<th>Total Cost</th>
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<tbody>
<tr>
<td>DIAMBARS (Senegal)</td>
<td>100</td>
<td>$500</td>
<td>$50,000</td>
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<tr>
<td>LEAP SCHOOLS (South Africa)</td>
<td>500</td>
<td>$500</td>
<td>$250,000</td>
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<tr>
<td>CURRICULUM LICENSE AGREEMENTS</td>
<td></td>
<td></td>
<td>$300,000</td>
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