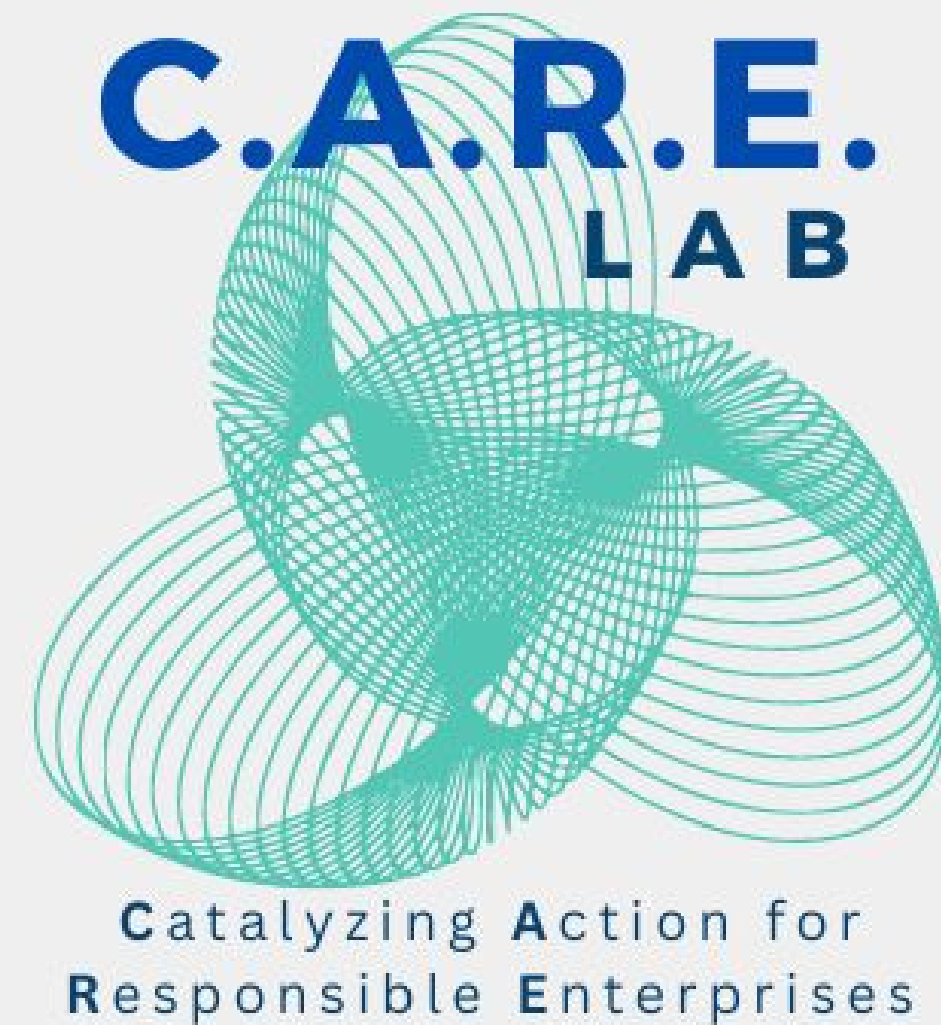




# First Mover... Ahead of the Curve

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***Emerging Leaders don't just adapt, they Advance!***

3-15-24

# Problem

Bridge the **Gap** between GenZ Values/Skills  
and Business Needs

## GenZ Cares About

- **Upskill** to be 21st Century Future-Ready
- **Leverage** AI for accelerating solutions
- **Harmonize** profit & purpose

Align

## Business Impact

- **Conscious Culture** aligns teams to drive innovation
- **Accountable Metrics** propels performance
- **Regenerative Investment** restores environment
- **Equitable Impact** drives inclusivity & productivity

# Solution CARELAB

**VISION** empower student change-makers via immersive workshops to drive sustainable impact

**SUCCESS FORMULA** Accelerating Sustainable Impact = (AI) x (Human Skills + Sustainability + Social Impact + Entrepreneurship)

**Format:** 2-week Hybrid Workshop (40 hrs.)

Live Zoom- Mon, Wed, Fri (4 hrs/day = 12 hrs/week)

In-person capstone pitch event weekend (2 days)

**Participation:** Live Zoom required; recording upon request

**Price:** \$2,500

**Course Information:** [www.catalyzerlab.com/carelab](http://www.catalyzerlab.com/carelab)

# CARE Student Experience...

## Be Future Ready

- **Unlearning** outdated assumptions
- **Harmonizing** purpose and values with profit
- **Integrating** global perspectives
- **Accelerating** via AI adoption and impact
- **Navigating** cross-boundary solutions
- **Impacting** ALL stakeholders

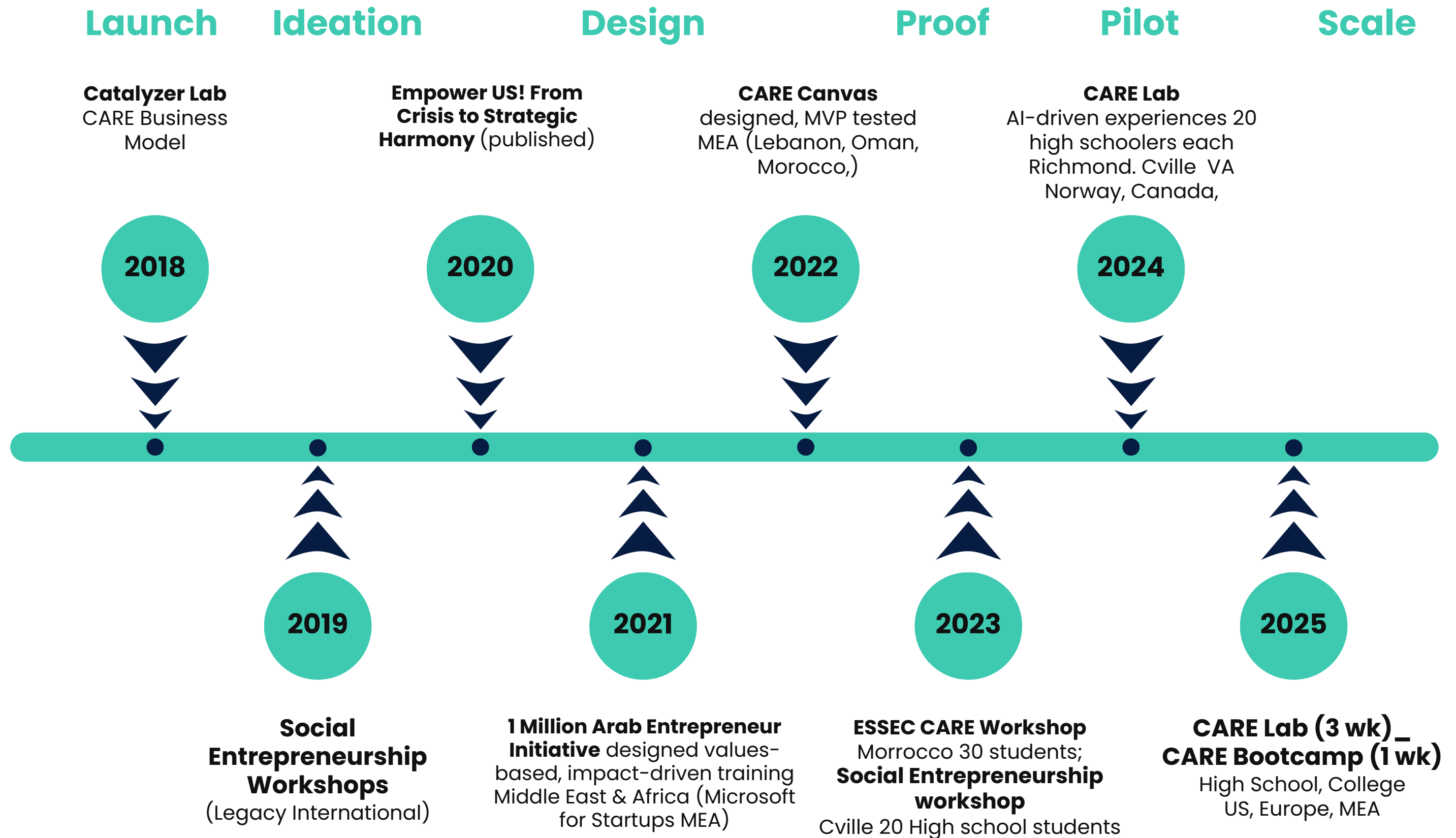


# Catalyzer Lab

*Values Driven Transformation*

- **CARE Lab**, an initiative of Catalyzer Lab, dba Entwine LLC founded 2005 Ira Kaufman PhD- transformation strategist, coach, author.
- <https://catalyzerlab.com/team/> ... Global, Intergenerational, Transformative, Future-ready.
- transforms emerging and current leaders to upskill values-based, impact-driven teams and create CARE business models that CARE... optimizing Profit through Purpose.
- Ira Kaufman [ira@catalyzerlab.com](mailto:ira@catalyzerlab.com) (540) 875-8510

# CARE Lab 8-year Timeline





# C.A.R.E. PRINCIPLES

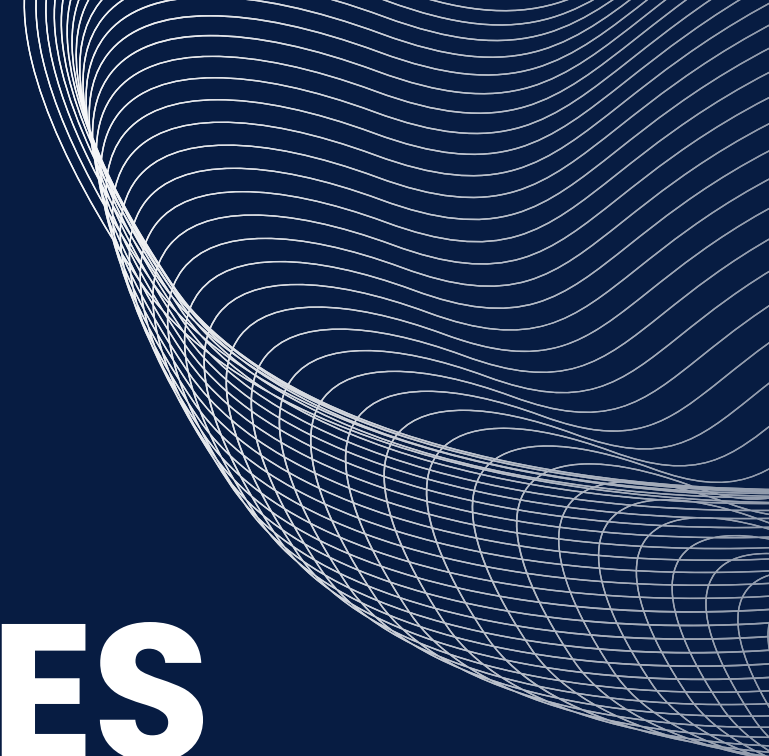
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**Conscious** purposeful, authentic mindset

**Accountable** measurable stakeholder metrics

**Regenerative** builds sustaining, resilient systems

**Equitable** drives inclusive opportunity & impact



# CARE Lab Student Impact...

- **Unlearn Outdated Assumptions:** *"It pushed me to question my beliefs. I had an epiphany about my impact on the environment."* K.A.
- **Build Confidence:** *"I've become more confident about my goal as a future leader, caring about their needs and becoming active in positive change."* A.M.
- **Develop Critical Thinking:** *"Became open to the idea that sustainability and profit are necessary for a business to survive."* J.G.
- **Make a Difference:** *"Your lab is a real gold mine. It really changed my outlook on life."* A.S.

## Business School Tested

ESSEC Business School, Morocco, 9/23

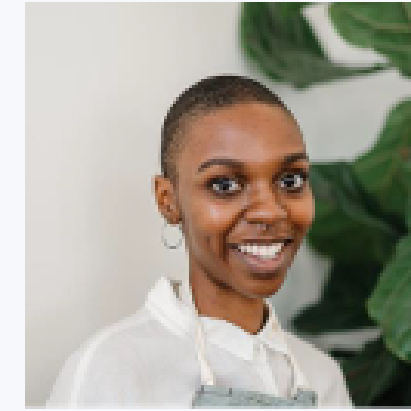






# CARE Lab Curriculum

AI-driven, 21 Power Skills



## Transform

1 wk- 12 hr

### 01 *Future Readiness*

- *Self Awareness (values, dated beliefs)*
- *Active Listening*
- *Sustainable Entrepreneurship*
- *What is C.A.R.E.?*
- *CARE Mindset*
- *Humanized AI 101: The Lens*

### 02 *Harmonize Purpose & Profit*

- *Emotional Intelligence*
- *Smart Goals*
- *CARE TX Formula/ Catalysis*
- *AI-driven Sustainability*

### 03 *Innovation through AI*

- *AI /Creative Problem-solving*
- *Human-centered Design*
- *Sustainability (Energy, waste, supply chain)*

## Design

2 wk- 12 hrs

### 04 *AI Tools- Design CARE Venture*

- *Activate CARE Canvas*
- *Prompt AI Engineering*
  - *What people care about*
  - *Design cross-boundary solutions*
  - *Efficiently design structure*
  - *Target outreach*
- *Templates (Pitch Deck, Video)*
  - *Future-proof intention/case*
  - *Market fit/Customer discovery*

### 05 *Lead Sustainable Venture*

- *Imagining Implications*
- *Collaboration, Ethics*
- *Social impact practices*

### 06 *Build Sustainable Venture*

- *Align CARE with Impact*
- *Performance accountability*
- *Stakeholder Impact*

## Impact Capstone

Mentored weekend- 16 hrs

### 07 *Work Fitness Sprint*

- *Work ethic*
- *Time management*
- *Brand reputation*
- *Professional presentation*

### 08 *Build CARE Venture*

- *Purpose Strategy, Impact sub-canvases*

### 09 *Pitch CARE Venture*

- *AI-powered Deck/Video*

### 10 *Evaluate Performance*

- *Expert feedback*
- *Evaluate CARE Criteria*
- *Participant feedback survey*
- *Certificate*


**Power skills in *italics bold***

**First Mover!**

**Challenging critical thinking to be holistic**

**Integrating human skills in education**

**Leveraging AI to propel sustainable impact**

		University Leadership Programs			Summer Enrichment
		Tufts Leadership for Social Change	Georgetown Entrepreneurship Academy	MIT Entrepreneurship Bootcamp	Summer camps/institutes Coursera Community pre-college
Venues	Hybrid 60% zoom-40% in-person	Virtual	Virtual	In-person residential	In-person zoom
Duration	3 weeks	2 weeks	2 weeks	1 week	
Values-based, impact	☑	☑			
Skills Building	Integrated Experiential 21 Power Skills	Social Engagement	Hands-on Entrepreneurship	Hands-on Entrepreneurship	Siloed courses
Team building	☑	☑	☑	☑	
Leadership/critical thinking	☑	☑	☑		
Soft (EI, listening, empathy)	☑				☑
Sustainability, Social Impact	☑	☑		☑	
Entrepreneurship	☑		☑	☑	☑
AI-driven	☑				☑
Outcome Pitch	AI-generated CARE Canvas video,	Action plan	Business plan	Innovation Framework	Academic
Network Peers	☑	☑	☑	☑	
College App certificate	☑	1 Tufts credit	☑	☑	
Cost per week	\$620	\$1,900	\$2,000	\$6,500	Per credit

# OUR Team of Global Practitioners

**Make the Difference... Transformative, Experiential,  
Impactful**



Ira Kaufman  
**Catalytic Leadership**



Bala Mulloth  
**Social  
Entrepreneurship**



Penny Stein  
**Authentic Teams**



Steve Holdych  
**Human-Centered AI**



Muhamed Catic  
**Standards for  
Sustainability**



Aissa Azzouzi  
**Purposeful Impact**



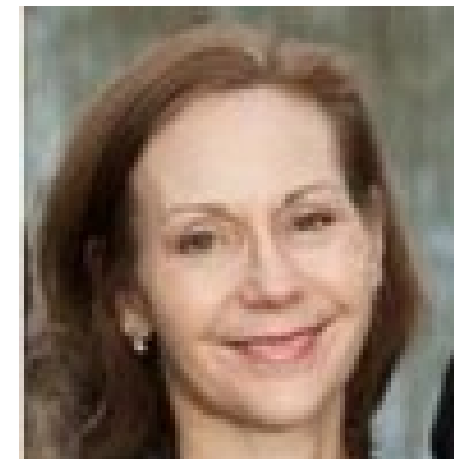
Mohamed Ba-Om  
**Data Analytics,  
Systems Modeling**



Lindsay Harper  
**Sustainability,  
Justice**



Snjezana Slabek  
**Human Design  
Innovation**



Linda Heeschen  
**Development**

# CARE Next Gen Design Team

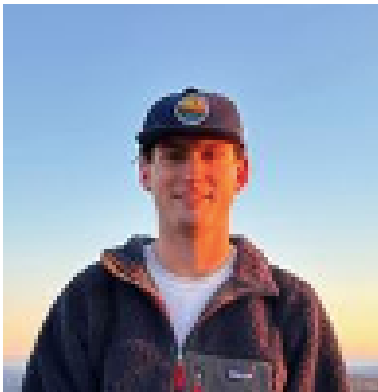
*Values-based, Impact driven Changemakers*



Avery Bruen  
**Social  
Entrepreneur**



Brooke Blankenship  
**Purposeful  
Design**



Cam Holdych  
**Human-Centered AI**



Emad Davis  
**Full Stack  
Software  
Developer**



Grace Waswa  
**Transformative  
Leader**



Osama El Saleh  
**Sustainable  
Incubation**

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# Ignite Next Gen by Supporting...

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- **Global workshop experts**
- **Local social entrepreneur mentors**
- **Two summer interns**
- **Scholarships to ensure accessibility and inclusivity**
- **Launch two AI-driven CARE Lab workshops**

\$500	" <b>Sustainability Spark</b> " igniting the passion for sustainability in young minds
\$1,500	" <b>Sustainability Champion</b> " (2) empowering college interns to drive change
\$2,000	" <b>CARE Catalyst</b> " (10) scholarships for NextGen sustainability leaders
\$5,000	" <b>Environmental Visionaries</b> " investing in the practice of sustainability
\$10,000	" <b>Planetary Change Maker</b> " (2) launching the charge toward sustainability
\$30,000	" <b>Education Disrupter</b> " AI-Power Competencies Development

Total Budget for 2 workshops (Richmond & Charlottesville) = \$80K

Contact Linda Heeschen (434) 466-8432 or Ira Kaufman (540) 875-8510