

OVERVIEW

BRAND YOUTHTH GLOBAL

A single purpose-driven entrepreneur
has the potential to change the world.

Imagine what a community of them can do.

A diverse group of young entrepreneurs, including men and women of various ethnicities, are gathered together in a celebratory mood. They are holding up trophies and stacks of money, suggesting a successful business venture or competition. The background is a shimmering gold wall, and the overall atmosphere is one of achievement and community.



This is
Brand **YOUTH**

Build. Activate. Deliver.

are the core objectives of the Brand YOUTH movement.

Build

Our annual entrepreneurial awards ceremony assembles purpose-driven entrepreneurs and inducts them into the Brand YOUTH community

Activate

Each member of the community discovers their individual strengths and their collective potential through meaningful conversations and interactions.

Deliver

The combined potential of the Brand YOUTH community delivers value to society through a number of transformative movements.

Who Are We?



We are a community of **purpose-driven entrepreneurs**, who deliver value individually through our ventures and collectively through transformative movements.

BRAND YOUth

'Emerging Through Generations'



What is our Mission?

Our mission is to elevate mindsets and empower individuals for sustainable socio-economic upliftment.

What is our Vision?

We envision a Guyana that is empowered and prosperous from mindsets to outcomes.

The Board



Eldon Marks



Tamika Henry



Ayana McCalman



Rosh Khan



Selwyn Collins



Joshua Ramdehol

It is important to build cultural, generational, and socioeconomic bridges, and to encourage young people to make a habit of EXCELLENCE, INTEGRITY, SELF IMPROVEMENT, and EMPOWERING each other.

Guyana's future lies in putting country first and placing a high value in each other.



*I see young Guyanese **purpose-driven** entrepreneurs today, and it strengthens me. They are creative, community minded, committed, and resourceful. This attitude of getting things done and their action oriented mindset convinced me that there is a way to help eradicate **the poverty mindset** and develop Guyana for ALL its citizens.*

*Leveraging the collective potential of the **purpose-driven** entrepreneur to solve some of society's problems became the mission.*

Our objective is to build a community of these like minded young people, activate their potential, and deliver the value of that potential to society in the form of transformative movements.

A single purpose-driven entrepreneur can change the world. Imagine what a community of them can do.

This is Brand YOUTH!

Selwyn Collins

Chairman and CEO

How Do We Work?



We Build

We Build the Brand YOUth community by attracting purpose-driven entrepreneurs.

- Assemble purpose-driven entrepreneurs through our annual entrepreneurial awards ceremony.
- Induct them into the Brand YOUth community.
- Develop an entrepreneurship ecosystem.
- Promote the abundance mindset.
- Build a pipeline of young leaders.
- Create an environment in which a wide spectrum of ideas and innovation can flourish.
- Develop an academy to educate and prepare young entrepreneurs for success.

We Activate

We activate potential, discover alignments and latent abilities and help the continued discovery of purpose.

- Encourage members to discover their individual strengths and their collective potential through meaningful conversations and interactions.
- Decide upon a course of action to solve our current problems.



We Deliver

We deliver value to society through transformative movements as a collective, and individually, as activated change-agents.

- We leverage the collective potential of the community to create value and social impact.
- The combined potential of the Brand YOUTH community delivers value to society through a number of transformative movements.



Our Values

Our organization is governed by six values:



- 1 Build the Brand YOUth community by attracting the purpose-driven entrepreneurs through our annual forty under forty entrepreneurial awards.
- 2 Activate their potential and assign them to projects.
- 3 Deliver value to the society.



Past Movements

Guyana's future lies in putting country first and placing a high value in each other.

- **Emerging Through Generations**
January 19, 2018: Women's empowerment.
- **Now Press For Progress**
March 8, 2018: International Women's Day conference.
- **Inaugural Forty Under Forty Entrepreneurial Awards**
April 25, 2019.
- **Honouring the Memory of Mrs. Allison Butters Grant**
April 27, 2019.
- **Town Hall Panel Discussion**
April 28, 2019.
- **Inaugural Tax Forum**
November 9, 2019.

Why did we set out to do this?

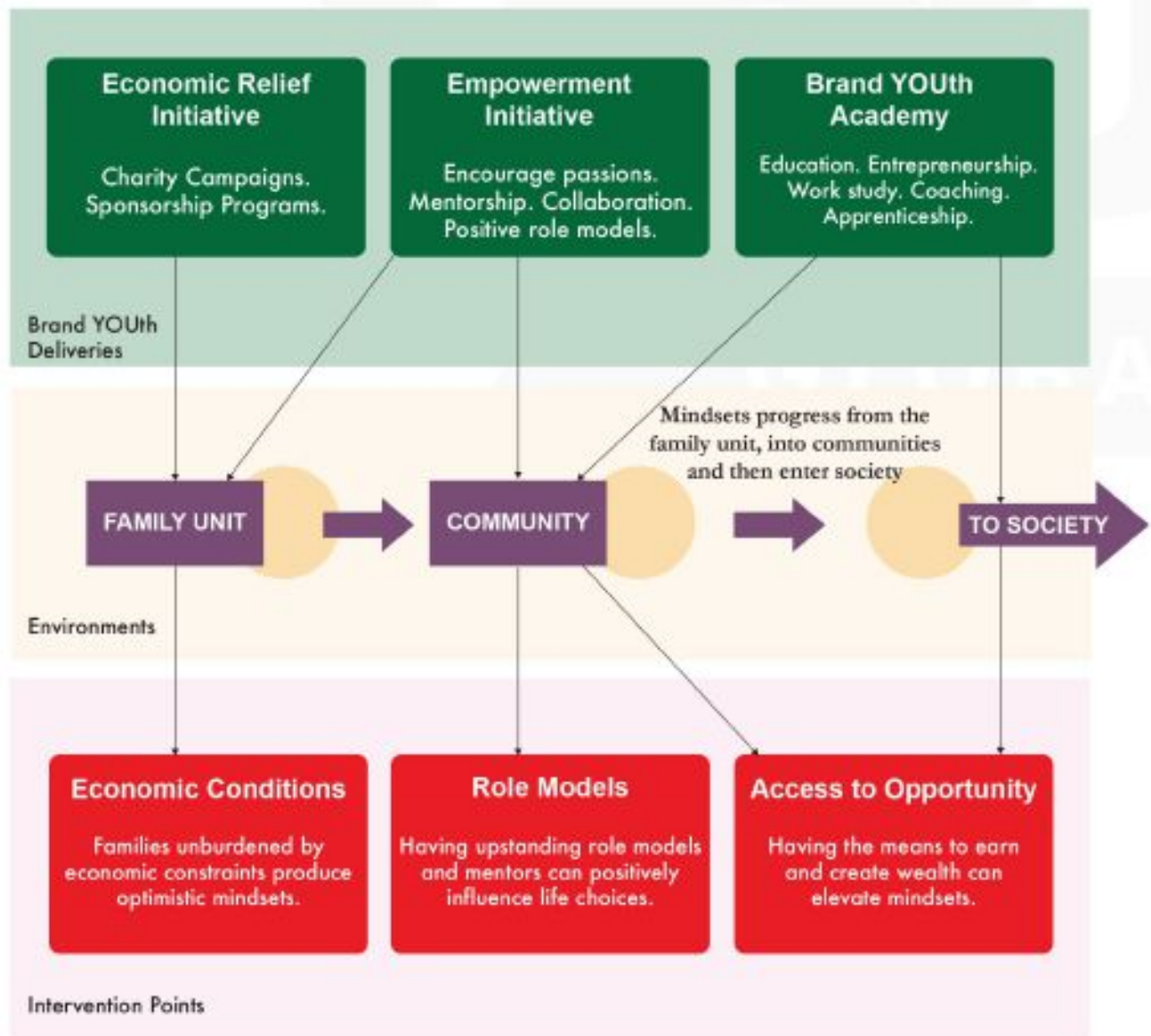
It is simple. If this country is to rise to its full potential, our nation will need all hands on deck.



Impact Strategy

Brand YOUth’s Economic Relief Initiative, Empowerment Initiative and the Brand YOUth Academy target mindsets, livelihoods, communities, and society through three intervention points – economic conditions, role models and access to opportunity.

The Brand YOUth Impact Strategy Model Shaping Mindsets for a Better Society



ECONOMIC RELIEF INITIATIVE

Charity Campaigns. Sponsorship Programs.

Target those who are unable to access opportunities and can't earn a decent living to provide for their families. Inject economic relief to protect families from certain economic details. Protecting children from economic details can make a positive difference in their confidence and self-esteem.

EMPOWERMENT INITIATIVE

Encourage passions. Collaboration. Inject positive role models. Mentorship. Target families who lack the skills to engage, earn, and capitalize on opportunities.

Capitalize on Brand YOUTH's entrepreneurial prowess to create benefactors out of beneficiaries. Create opportunities through community-level entrepreneurial endeavors.

BRAND YOUTH ACADEMY

Education. Entrepreneurship. Work Study. Coaching. Apprenticeship.

Elevate mindsets by preparing young people for the job market, to be better citizens and leaders in their communities, and to become purpose-driven entrepreneurs.

Developing the Brand YOUTH Community

In a nutshell, the Brand YOUTH platform is designed to attract purpose-driven entrepreneurs and leverage their individual abilities and potential to build and strengthen our community.

Through brainstorming engagements and other types of interactions, we will create an environment in which creativity, ideas, and innovation can flourish.

This is ideal for the Brand YOUTH and each entrepreneur to grow and prosper.



**What we want most
of all is to push an
innovation-based economic
agenda to help bring
an end to poverty in Guyana.**

GLOBAL

- **We want to make a positive difference** – *leverage our intellectual capital to develop communities and help solve community issues.*
- **We want a One Guyana** – *economic growth that benefits all Guyanese.*
- **We want to encourage entrepreneurs to impact deprived communities.**
- **We want to change laws that affect youth entrepreneurship and other business.**
- **We want to change the culture and how people behave towards wealth.**
- **We want a strong community of entrepreneurs with an abundance and ‘country first’ mindset.**
- **We want young entrepreneurs to succeed and become positive change-agents.**
- **We want to create a ‘Safe Space to Empower Youth Entrepreneurs to Make Impact.’**

One Guyana

It is important that we find ways to build cultural, generational and socioeconomic bridges; to encourage young people to make a habit of excellence, integrity, self improvement and empowering each other.

Guyana's future lies in a people who value each other and our country highly: a united people who act to achieve the success we seek.

Leave no one behind

Brand YOUth is committed to building a platform upon which a solution to the culture of polarization, poverty, and racism can be agreed upon and implemented. We are building a culture of inclusiveness.

Imagine a Guyana

Imagine a Guyana where young people are motivated to interact with those who look different to them, worship differently, and have different beliefs.

Imagine a Nation whose young people are determined to make a difference and committed to excellence, community, and country.

Imagine if they had more resources, or were taught and encouraged to be more resourceful. Let's encourage them to reject "cannot-ism," pessimism and racism.

Our Community



Our Community



BRANDyou™

IntellectStorm





"Constantly, it must be asked, 'what are the skills required here and now to build Guyana's future?' "

~ Evie Kanhai-Gurchuran

"The ideas of a single person can revolutionize the advancement of civilization. There is a certain dynamic that rewards that value."

~ Eldon Marks

Entrepreneurship is all about spotting opportunities and developing appropriate solutions that people appreciate and are willing to profitably reward you for.

~ Vishnu Doerga

"Look around you. Ask: what does Guyana need? Find that need. Fill that need. Remember to empower others along the way. Don't chase money: money is the by product of the value that we create. Business must be about profits but profits must have a purpose."

~ Rosh Khan

"When we come together in unity for the benefit of all, greatness finds us."

~ Selwyn Collins

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