

## Chicks With Class

Unique Workshops to help girls reach their full potential

www.chickswithclass.com



ChickWithClass says that for all Females, which I believe played a huge part in my struggles, including your personal self-confidence, academic achievement and your understanding of the world. We're the confidence that has made us so powerful. We help girls just like us see how important it is to reach their full potential.

Happy Jordan-Raines Founder @ ChickWithClass

ABOUT | CONTACT | DONATIONS | PRESS & MEDIA

### Why you may want to support us...

- Operating for 23 years, Impact is doubling each year with over 10,000 girls enrolled in class
- Over 200k to date, which has doubled every year since 2016
- School Curricula Implemented in over 30 schools, working with 15+ school districts to reach thousands of girls each year
- First and Only Public Benefit Corp in Texas as a Girls Empowerment Company. Unprecedented revenue share to major stakeholders
- 90% of participant self-esteem and confidence increased from pre- and post-workshop
- Convert 88% of participants from workshop program (8 to 9 months long on average)

### Our Team

www.chickswithclass.com

Happy Jordan-Raines



Founder  
Co-lead of our industry with CSR Engagement Company Effluent for donor organizations through grant opportunities.

Travis Rains



CEO / President  
Founder of The Economics & Rights and Chivalry. Free content company which also aims to empower girls through STEEM and social skills education.

### Is this news?



### Downloads

Download our [Press Kit](#) or [FAQ](#)

## 7 in 10 girls believe they are not good enough. We're changing that.

Low self-esteem affects how young girls feel about their future careers with only 4 in 10 believing they are good enough. They will be successful women in the future.

Before, parents reported confidence and self-esteem issues in their girls. When I found my own, I was able to reach my full potential. But it wasn't easy.

### I started Chicks With Class and created workshops to help other girls reach their full potential.

And after 23 years, we're seeing our post-workshop scores of our participants have soared. They're full of confidence and self-esteem.



### The girls love us, 98% of participants from our workshops end up enrolling in a longer program for 7 months on average.

We would be happy to see how and where you can help us reach our goal. Reach out to us at [info@chickswithclass.com](mailto:info@chickswithclass.com)



### Today, we are the first and only Public Benefit Corp in Texas as a girls empowerment company.



### This is a \$3 billion market.

The United States has approximately an 800 million Tween (ages 10-13). According to statistics, 80% of tweens are insecure. They don't see themselves as the best they can be. We're working to make our company will only grow from here. There are untapped opportunities of this market to reach out to for our girls' empowerment.



### Our workshops come in 3 forms

The goal is to empower and increase positive body image self-worth, and overall self-esteem through the following means:



### Entertainment Center



### School Curriculum



### Youth Conference

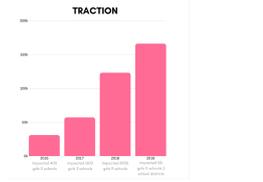
ChickWithClass has been an industry leader in youth empowerment since 2011. We have an annual youth conference held in December 2016 with the audience full of love with our mission. There is still a great need for our girls' empowerment.





## Revenue

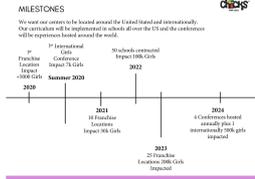
We've doubled our revenue and impact each year since we began offering our services in 2018.



## Milestones

We want our centers to be located around the United States and internationally. Our curriculum will be implemented in schools all over the US and the conference will be implemented around the world.

Note: the events below are forward looking milestones that we have not yet achieved, and cannot guarantee that we will achieve.



## Join us today

For 3 years, we proved our concept. We took any revenue generated and put it right back into the business for marketing and impact purposes. We bootstrapped our way from 0 to 2018 in revenue including a 2nd winning from a Social Enterprise targeted girls competition. Now, we're asking for your help to expand Chicks with Cleos. Join our journey and invest today!



It's just the beginning



## Investor Q&A

**What does your company do?**  
We help girls reach their full potential through unique workshops taught at our centers, conferences, and school programs. The centers are where we host workshops ranging from etiquette, public speaking and confidence building sessions. We also have a girl empowered meal line that makes confidence and self-esteem a habit statement. The workshops we developed are also taught in schools and our girls conferences.

**Where will your company be in 5 years?**  
In 5 years, I want to have franchised locations throughout the United States and internationally. I also want to launch our school programs in schools across the United States. Our company will positively impact over 200,000 girls by the year 2025. Our Girls conference will be held in cities every month with our large international conference once a year.

**Why did you choose this idea?**  
Growing up, I had low self-esteem, which I believe played a huge part in my struggles—including test preparation, self-doubt, low academic achievement and even contemplating suicide. Gaining my confidence led me to reaching my potential. We help girls just like me who have important and worth it to reach their own full potential.

**Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago?**  
We are at a place in our society when the world is recognizing how powerful women are. The time to empower our young girls is now. By developing our girls we are helping shape them into the women who will ultimately make the world a better place. Social Impact and Social Entrepreneurship are also becoming more and more popular among investors because people want to not just fund their investments. Using commercial strategies to solve social issues provides benefits for both stakeholders and shareholders. Companies such as mine have always been in the "non-profit" sector. With the new industry of social enterprises, it allows me to enter into the market and create a new industry for my type of company.

**What is your proudest accomplishment?**  
My proudest accomplishment has been the positive impact the company has had on over 100,000 girls. Our ability to consistently create new and innovative ways to reach our target audience has been unmatched by any competitor.

**How far along are you? What's your biggest obstacle?**  
We have had our Center in operation for 4 1/2 years, the school curriculum has been implemented in over 30 schools and our conferences have successfully impacted girls nationwide. Our biggest obstacle is due to positive cash flow and marketing budgets. Through we are breaking even with revenues we don't have enough funds to market and reach more customers. After we acquire the capital needed, we will be able to perform the necessary marketing which will, in turn, bring in the customers.

**Who are your competitors? Who is the biggest threat?**  
We don't have direct competitors at this time in our industry. We are the only "for-profit" entity with our offerings. There are non-profit organizations that offer mentoring programs for girls as well as schools offering workshops towards boosting low self-esteem. Indirect competitors would be Non-profits like Girls Inc or Girl Scouts because those are the only alternatives for my market. The biggest threat are negative observations and effects of having low self-esteem.

**What do you understand that your competitors don't?**  
If we did have direct competitors, we would say they don't understand the need to reach our target audience creatively.

**How will you make money?**  
I will generate revenue through the franchise center fees and royalties, the school curriculum and girls conferences. The franchise fees are \$25k per year. Our school curriculum centers range anywhere from \$1k to \$2k per school. Our girls conferences bring in anywhere from 20k-40k in revenue.

**What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed?**  
The biggest risk we face right now is the fact we are first to market. Our company concept is something that has been proven to work because we have revenue to prove the demand. Failing isn't an option for our company due to the amount of different revenue streams we can bring in because if one stream fails it would be able to offset another marketing. In order for us to succeed, we need the investment necessary to expand and market efficiently.

**What do you need the most help with?**  
I need assistance with company guidance. Due to the various streams of revenue and impact we find it difficult to focus on just one area. I would want assistance in analyzing the area that has the highest potential of growth. My revenue and impact.

**What would you do with the money you raise?**  
The money we raise would be used for marketing purposes and expansion. We would want to spend the capital on radio, tv and print advertisements. This will bring in the customers we need to expand and obtain the lead needed to build a bigger facility. This will also lead to us franchising the franchise system. We hope we have a great moment with an even more impactful brand we just need our target audience to be aware of our presence.