

Instructions for Staff

FY22-FY27 First Yes Campaign Pitch Deck Template

The purpose of this deck is to provide the 4.0 Leadership Team members a starting point for building their own, customized pitch decks for funders. This deck is not itself a presentation, but a compilation of slides that teams may choose from and tailor to support and complement the message they are delivering to specific donors and audiences.

- Slides 2-4: Title Slides



Community-centered Education Innovation

The First Yes Campaign









Instructions for Staff

Meeting Outline / Agenda

The following slides are to be used to outline the order of the presentation and/or the meeting objectives.

- Slides 6-8: Agenda Slides



CONTENTS

01

About 4.0

02

The Problem

03

Our Approach

04

Our Impact

05

The Way Forward



AGENDA

- 01** Topic #1
- 02** Topic #2
- 03** Topic #3
- 04** Topic #4
- 05** Topic #5



OVERVIEW

01 Topic #1

02 Topic #2

03 Topic #3

04 Topic #4

05 Topic #5



Instructions for Staff

About 4.0

The following slides introduce who we are, what we aim to achieve, and what we do.

- Slides 10: Overview
- Slides 11: Our Mission
- Slides 12: Our Vision
- Slides 13: Who We Serve
- Slides 14-17: Our Programs



4.0 is the **largest national incubator** for proximate education innovators.

Every year, we recruit, connect, coach, and fund over 100 diverse founders who are working with their communities to build the education solutions of tomorrow.



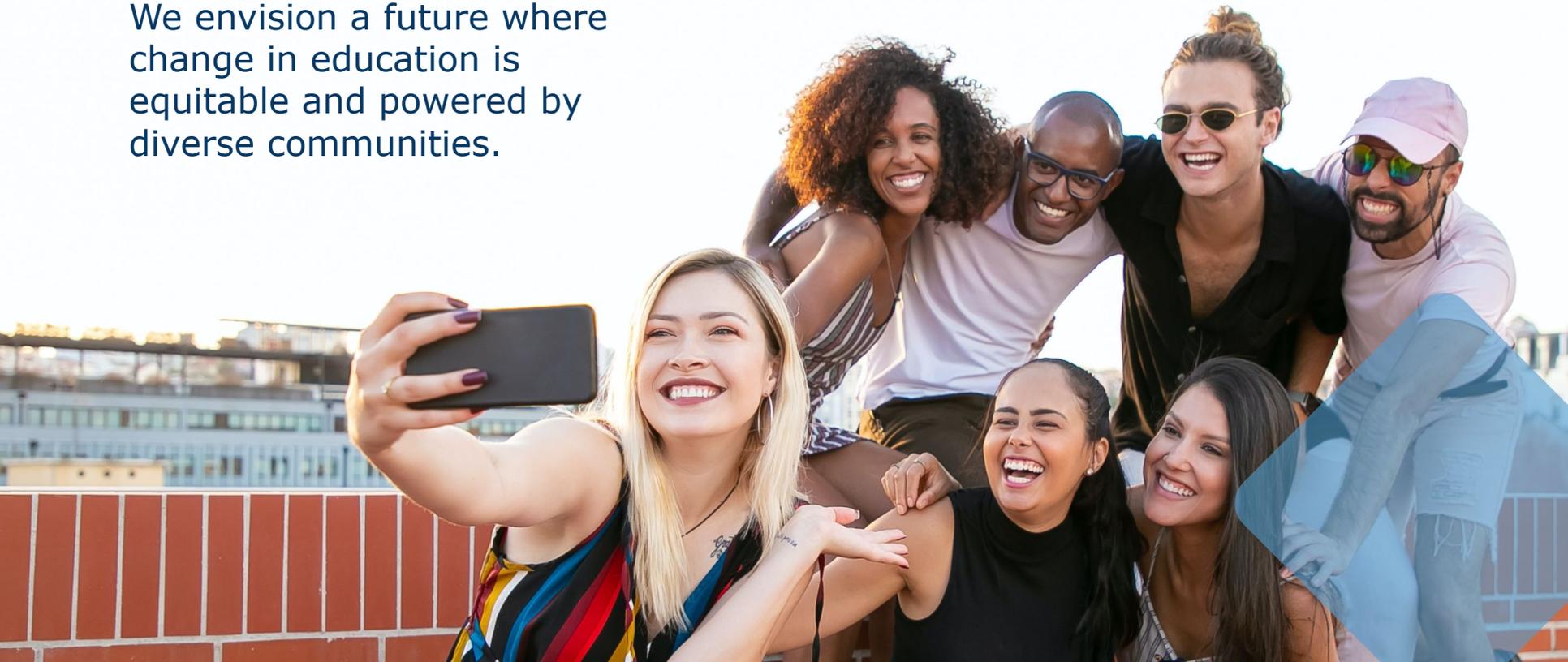
MISSION

We invest in education changemakers to bridge divides by facilitating entrepreneurial programs, experiences, and funding.



OUR VISION

We envision a future where change in education is equitable and powered by diverse communities.



WHO WE SERVE

We are a resource for proximate changemakers who have the experience, expertise, and resilience to implement change within their communities.



OUR PROGRAMS

We are equipping education changemakers with the **tools** and **connections** they need to succeed.

- ◆ Tiny Fellowship
- ◆ Angel Syndicate
- ◆ Alumni Pathways



Tiny Fellowship

The Tiny Fellowship offers participants an immersive and hands-on experience to explore and refine their concepts.

This program provides \$5,500 in seed funding as well as expert coaching and curriculum to help participants to further develop their solutions and create lasting impact in their communities.



Angel Syndicate

The Angel Syndicate is a program for BIPOC leaders and their allies who aspire to be the next generation of education philanthropists.

With a minimum investment of \$1,000, participants work together to collaboratively shape funding agendas, pool resources, and engage in a democratic giving process.



Alumni Pathways

Our alumni programming aims to nurture and cultivate the expertise of our alumni from both fellowship programs.

Through targeted professional development, community building, leadership advancement, and networking opportunities, Alumni Pathways equips 4.0 alumni with the resources to make a lasting impact in education.



Instructions for Staff

Defining the Problem

The following slides define the problem 4.0 works to address nationwide.

- Slides 19: Problem Statement
- Slides 20: National Context
- Slides 21-23: Problem Defined
- Slides 24: Regional/Local Context

The State of Education: National Context

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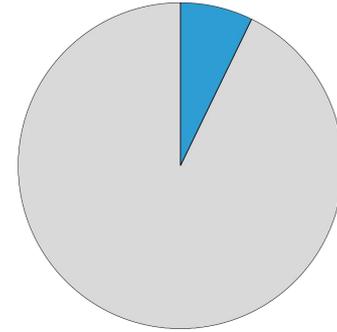
- Donec risus dolor porta venenatis
- Pharetra luctus felis
- Proin vel tellus in felis volutpat
- Molestie nec amet cum sociis

Lack of Representation in Decision Making

Despite making up 30% of the population, Black, Indigenous, and Latinx leaders only hold a small percentage of leadership roles in nonprofits and foundations.

As a result, the interventions to resolve education inequity are rarely designed by and with the community members themselves, making it less likely the solutions will effectively serve them.

Nonprofit Leadership Composition



90% White 10% Black, Indigenous, LatinX

Foundation Leadership Composition

Executives on Foundation Boards



Foundation Presidents



Staff Members



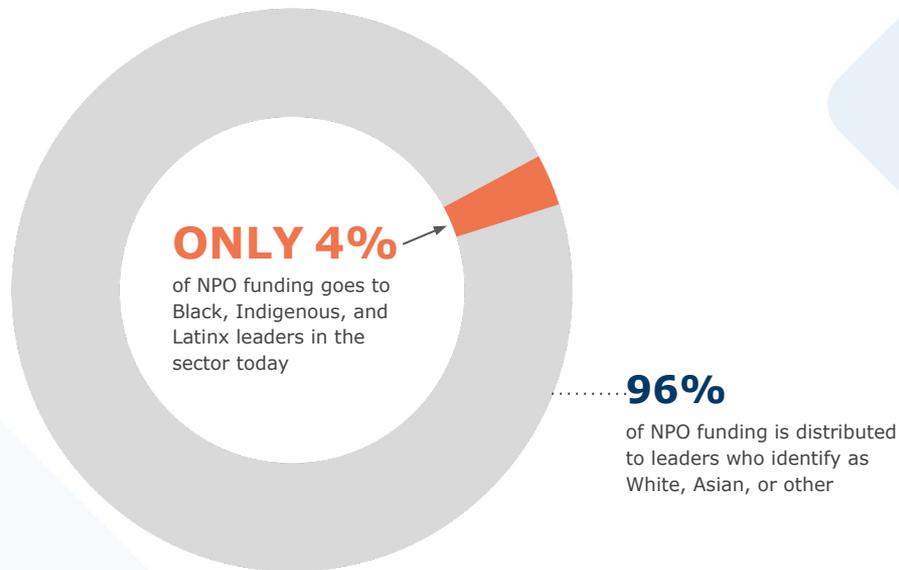
*Source: Insert data source here

Underinvestment in Proximate Leaders

The underfunding of minority-led organizations exacerbates the educational divide.

In our experience, leaders who are closest to the problem and the communities they serve have a good understanding of the issues and what it will take to address them. Providing funding to these leaders creates immense opportunities.

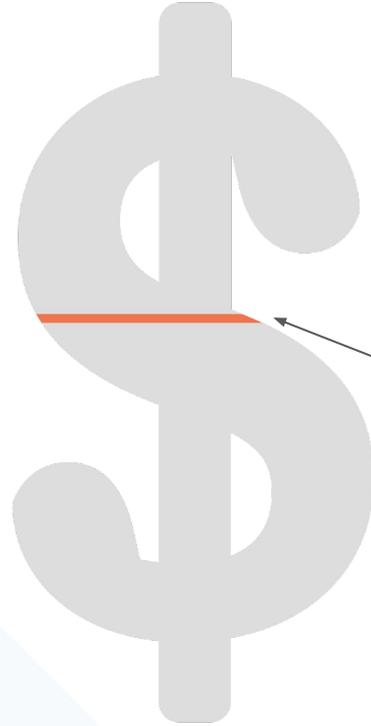
Annual Grants & Contributions Allocation to Nonprofits



*Source: Insert data source here

Centralization of Education Philanthropy

Conventional wisdom in education philanthropy is to make a few, later-stage investments rather than supporting a spectrum of potential solutions in their early stages. This approach means that funders systematically miss out on promising local entrepreneurial talent and efforts.



\$890 BILLION

of philanthropic capital is tied up in
Wall Street

\$6 BILLION

is deployed to K-12 education every
year by foundations

What this means for [insert city/region]

- Insert alarming localized education/philanthropy stat #1
- Insert alarming localized education/philanthropy stat #2
- Insert alarming localized education/philanthropy stat #3

Customize this slide to cater to the audience's funding priorities

Instructions for Staff

Our Model & Approach

The following slides provide an overview of our model and approach.

- Slides 26-27: Our Model
- Slides 28-29: Our Approach



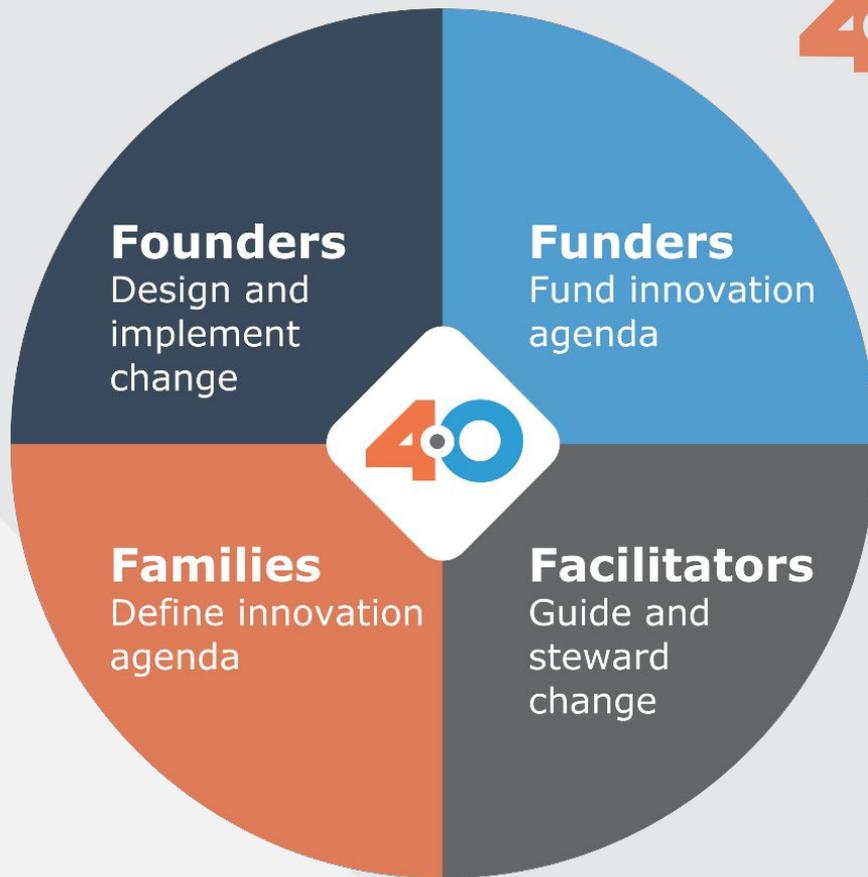
**All Changemakers
Have a **Seat at the
Table****





Our Model

4.0 is the Convener. We set the table for changemakers. Bringing these key players into the same space is a critical step in making great things happen!





Our Approach

We are committed to fostering bottom-up education innovation by providing aspiring entrepreneurs with the essential resources they need to develop program pilots and enhance their leadership capacity.

Coaching

Experienced 4.0 alumni are trained to coach and advise new Founders in the early stage of development.

Community

4.0 fosters a vibrant community of like-minded peers across the country who share a passion for creating a brighter future in education.



Curriculum

Our human-centered curriculum, designed by alumni and subject matter experts, equips 4.0 Founders with the tools and knowledge they need to test and scale their ideas through pilot programs.

Capital

4.0 aims to be the first check our Founders receive on their entrepreneurial journey. We invest capital directly in each fellow through grants, enabling them to test their ideas and bring their vision to life.

“

I had an idea, but was not certain that my idea would be considered an interest or need by members of my community...The 4.0 Fellowship has given me the dedicated space and framework to flush out the details for my venture. It has certainly forced me to connect with my community about their needs and challenged some assumptions that I've held about what those needs are.

Most importantly, it's given me the enthusiasm to continue and confidence that The Beacon School is a viable venture.

”



Shaquita Basileo
Founder, The Beacon School

Instructions for Staff

Our Results & Impact

The following slides provide an overview of our results and impact, as well as highlights some anecdotes that illustrate 4.0's impact.

- Slides 31-32: Our Results
- Slides 33-35: Impact Stories
- Slide 36: Regional/Local Impact



We are **funding**
the **change** we
want to see

Since 2010...

1,600+ Founders

accepted into 4.0 fellowships



1,400+ Ideas

Tested by 4.0 Founders
in their communities

TOP 10 CITIES

where our Founders reside

1. New Orleans, LA
2. New York City, NY
3. Atlanta, GA
4. Washington, D.C.
5. Bay Area, CA
6. Los Angeles, CA
7. Houston, TX
8. Denver, CO
9. Chicago, IL
10. Boston, MA



**9 Million
Students**

impacted by 4.0 Founder
ventures across the country

**\$10M VENTURE
CAPITAL DEPLOYED**

to education innovations led
by 4.0 Founders



15% of Fund III Founders addressed issues in STEM

STEM to the Future

Supports Black and Latinx youth as they develop solutions to real world problems such as climate change, public safety, and poverty. Youth develop creativity, problem solving, and collaboration skills as they see how a variety of STEAM pathways can be used to create the future they deserve.

XXX students participated in the pilot

XX% said they found the program beneficial



Customize this slide to cater to the audience's funding priorities



BridgeYear connects underserved youth to careers and educational pathways that provide economic stability and independence.

By focusing on underserved youth from low-income communities, BridgeYear is working to ensure all students graduate high school with a path to gainful employment and are aware of the myriad of successful careers that don't require a college degree.

Impact:

- Served 25,000+ youth
- Expanded from a team of 2 to 17
- Known as “The” Houston resource for exploring non-4 year options



Victoria Chen & Victoria Doan
Founders



M/ND R/GHT

Founded 2015

MindRight Health is a startup providing culturally responsive and trauma-informed mental health coaching to youth and young adults.

By leveraging technology, MindRight creates opportunities for systemic healing for youth of color. Today, they serve thousands of youth.

Impact

- 97% report users have better stress management
- 2018 Forbes 30 Under 30 honoree
- 1st Black female founder to raise \$1 million in venture capital in New Jersey



Ashley Edwards & Alina Liao

Founders



Our Impact in [Region/City]



[REGION/CITY NAME]

Funds Deployed
XXXX

Number of Fellows
XXXX

Top Solutions
XXXX

Recruitment Goal
XXXX

Customize this slide to cater to the audience's funding priorities

Instructions for Staff

Our Strategy

The following slides provide an overview for the strategy 4.0 will employ to meet its objectives.

- Slides 38-39: Strategy Overview
- Slides 40: Expected Outcomes
- Slides 41-43: Objectives



Our Goal

At 4.0, we are driven by a powerful mission: to invest in diverse education changemakers who have the potential to transform the educational landscape.

We firmly believe that by stimulating these innovators, we can bridge divides and create a more equitable education system.



Strategy Overview

4.0's Three Flagship Programs are designed to achieve significant outcomes that align with our vision for the future of education.

Over the next four years, we plan to double down on our commitment to our core values:

- ◆ Invest in talent
- ◆ Decentralize Governance
- ◆ Democratize Philanthropy

Outcomes by 2027

- 01** Train and equip 1900+ ed-entrepreneurs, connecting them with a robust national network of alumni and partners
- 02** Incubate and nurture 440+ leading-edge ventures
- 03** Directly invest \$3.45M+ in groundbreaking ideas





VALUE → INVEST IN TALENT

Stabilize 4.0's Tiny Fellowship and Grow our Alumni Programs

Our aim is to coach and support over **450+ new Tiny Fellowship Founders**, equipping them with the tools to grow as innovators. Through mentorship, guidance, and access to resources, we will help these education entrepreneurs develop their skills, expand their networks, and thrive as visionary leaders in the field of education. Additionally, we are committed to nurturing the growth of **over 1,000 alumni**, providing ongoing support and opportunities for continuous learning and professional development.



02

VALUE → DECENTRALIZE GOVERNANCE

Center families in the innovation incubation process

We envision incubating and vetting more than **400 learning innovations**, engaging families from the very beginning. We believe in the power of collaboration and community input, ensuring that the ideas we incubate are responsive to the needs and aspirations of the communities we serve. By involving families in the process, we foster a sense of ownership and ensure that the innovations we support are meaningful, impactful, and relevant.

03

VALUE → DEMOCRATIZE PHILANTHROPY

Cultivate a thriving community of education philanthropists

We will organize more people in more places to see themselves as philanthropists, pool their funds, and fund the future of education together without restrictions. A key aspect of our mission is to organize a network of **over 450 funders** who are committed to pooling their capital and investing in early-stage founders. By facilitating strategic partnerships and collaborations, we will leverage collective resources to provide the necessary funding for innovative education initiatives. This approach allows us to support promising projects and empower founders who are driving positive change in education.

Instructions for Staff

Making the Ask

The following slides invite champions, partners, and advocates to join us in our mission to invest in education innovation powered by diverse leaders and communities, sharing how they can contribute to help us meet our goals.

- Slides 45-46: Fundraising Target
- Slides 47: Local/Subject-specific Fundraising Target
- Slides 48: Strategic Investments
- Slides 48: Closing

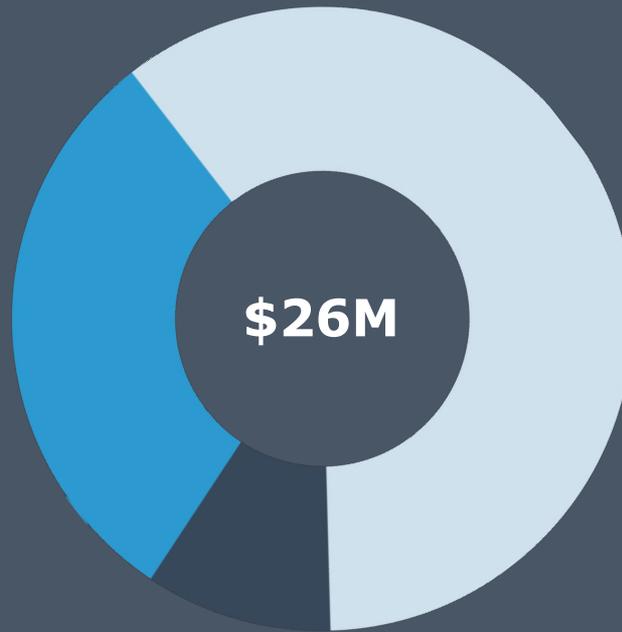


40

Invest in
education
innovation

Fundraising Target

We are raising \$24M over the next four years to support our mission.



◆ Renewals (30%) ◆ New commitments (10%) ◆ Current Funding Gap (60%)

Fundraising Target

We are raising \$XM to fuel our work in [region/subject matter]

We are seeking partners who are motivated to invest in early-stage innovations and the innovators behind them to change the education landscape of tomorrow.



◆ Renewals (XX%) ◆ New commitments (XX%) ◆ Current Funding Gap (XX%)

Strategic Investments

Stabilize 4.0's Tiny Fellowship and Grow our Alumni Programs

- Bolster alumni training
- Improve coaching stipends for alumni
- Expand curated networking events and engagement points for fellows and alumni

Center families in the innovation incubation process

- Allocate additional staff resources for increased engagement
- Do something else compelling with the money

Cultivate a thriving community of education philanthropists

- Invest in marketing and outreach activities
- Allocate additional resources to support increased engagement



A photograph of a woman with long black braids, wearing a tan top and a black and white patterned shawl, smiling broadly and pointing her finger towards a man in a light blue shirt. The man is seen from the side, smiling back. The background is dark and out of focus. The image is overlaid with a dark blue diagonal shape containing text.

**You Can
Be Someone's
First Yes**

With your support, we can continue to provide the opportunities and resources to **talented individuals** working towards making a lasting impact on **student success.**

Appendix: Additional Slides

OUR PROGRAMS

We are equipping education changemakers with the **tools** and **connections** they need to succeed.

Tiny Fellowship

Teams of families, founders, facilitators, and funders learn together to pilot early stage education innovations that address equity challenges in their communities

Angel Syndicate

Funders contribute \$1,000+ each and learn together to fund early stage education innovations by pooling funds with peers and making collective decisions

Alumni Pathways

Alumni from both fellowships grow expertise and apply mindsets, skills and relationships as education changemakers

What We Learned in the Prior Period

What We Learned	4.0's Solution	The Way Forward
4.0's Fund III Program Model was funder-centric	Decentralize governance	4.0 will center families in decision-making with diverse founders, facilitators, and funders as equal partners
4.0's alumni face barriers in the philanthropic ecosystem	Democratize philanthropy	4.0 will organize more people to see themselves as philanthropists
4.0's alumni need additional support beyond incubating their ventures	Invest in talent	4.0 will be a resource for alumni to support with leadership journey and venture sustainability

Our Model: The Four F's

Each year, fellows from all backgrounds join the 4.0 community when they begin our Fellowships. Through these programs, we nurture talent and ideas, forge long-lasting friendships, foster dynamic working relationships, and find the next generation of education leaders.

1	FOUNDERS	Each year, founders from all backgrounds join the 4.0 community when they begin our Fellowships.
2	FACILITATORS	Alumni return to become facilitators who coach, recruit, build curriculum and build community.
3	FUNDERS	We are designing avenues for funding to be abundant, transparent, and democratized in the earliest stages of development.
4	FAMILIES	Youth, caregivers, and educators define the success of our founders' pilots, and are co-owners in the process.

Our Approach

We are committed to fostering bottom-up education innovation by providing aspiring entrepreneurs with the essential resources they need to develop program pilots and enhance their leadership capacity.

Coaching

Experienced 4.0 alumni are trained to coach and advise new fellows in the early stage of development. These coaches help fellows navigate the early stage development challenges, analyze their learnings, and gain access to the resources they need to succeed.

Community

4.0 fosters a vibrant community of like-minded peers across the country who share a passion for creating a brighter future in education. This community serves as a support system, sustaining fellows through the traditionally isolating experience of entrepreneurship.

Curriculum

Our human-centered curriculum, designed by alumni and subject matter experts, equips 4.0 fellows with the tools and knowledge they need to test and scale their ideas through pilot programs. The curriculum also focuses on building leadership skills and business acumen.

Capital

Early-stage investment can be challenging for education entrepreneurs to secure. 4.0 aims to be the first check our fellows receive on their entrepreneurial journey. We invest capital directly in each fellow through grants, enabling them to test their ideas and bring their vision to life.

Our Impact in New Orleans



NEW ORLEANS

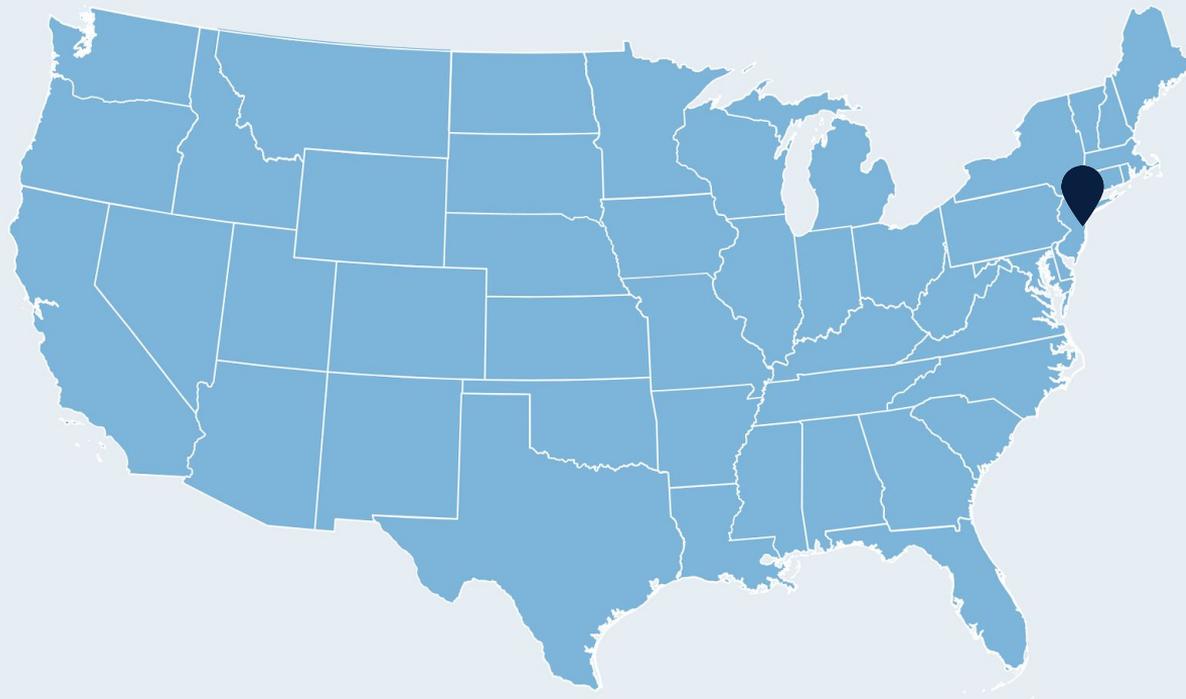
Funds Deployed
XXXX

Number of Fellows
XXXX

Top Solutions
XXXX

Recruitment Goal
XXXX

Our Impact in New York



NEW YORK CITY

Funds Deployed
XXXX

Number of Fellows
XXXX

Top Solutions
XXXX

Recruitment Goal
XXXX

Our Impact in Atlanta



ATLANTA

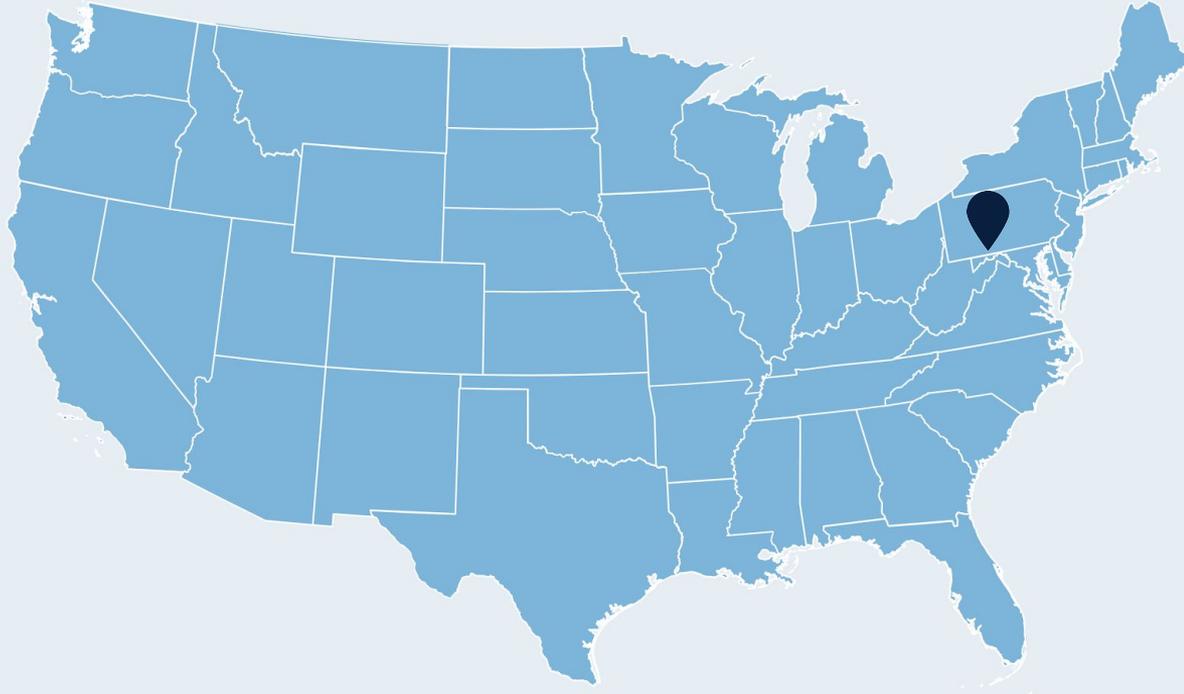
Funds Deployed
XXXX

Number of Fellows
XXXX

Top Solutions
XXXX

Recruitment Goal
XXXX

Our Impact in Washington D.C.



WASHINGTON D.C

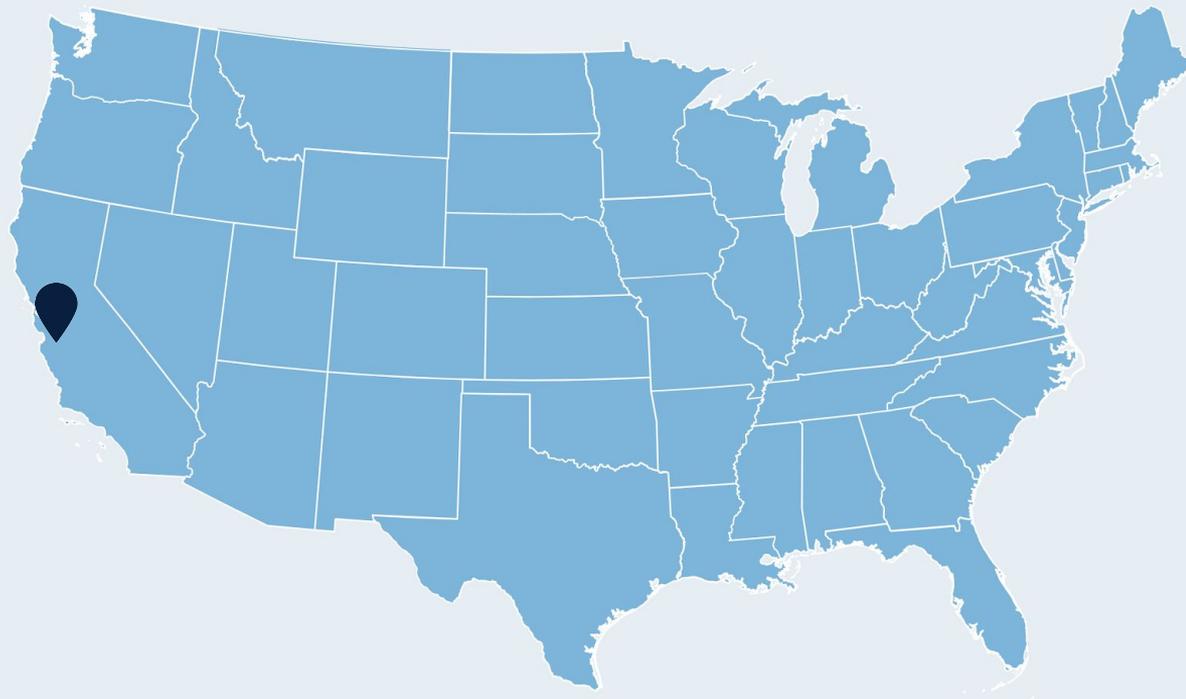
Funds Deployed
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Number of Fellows
XXXX

Top Solutions
XXXX

Recruitment Goal
XXXX

Our Impact in the Bay Area



BAY AREA

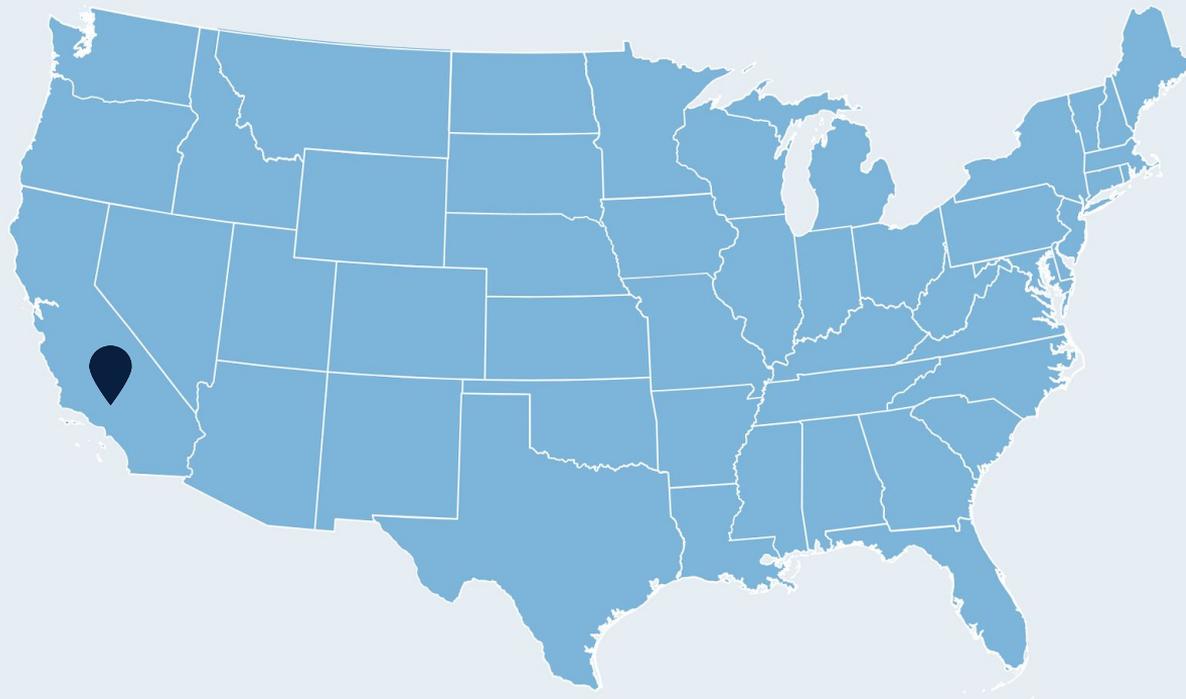
Funds Deployed
XXXX

Number of Fellows
XXXX

Top Solutions
XXXX

Recruitment Goal
XXXX

Our Impact in Los Angeles



LOS ANGELES

Funds Deployed
XXXX

Number of Fellows
XXXX

Top Solutions
XXXX

Recruitment Goal
XXXX

Our Impact in Houston



HOUSTON

Funds Deployed
XXXX

Number of Fellows
XXXX

Top Solutions
XXXX

Recruitment Goal
XXXX

Our Impact in Denver



DENVER

Funds Deployed
XXXX

Number of Fellows
XXXX

Top Solutions
XXXX

Recruitment Goal
XXXX

Our Impact in Chicago



CHICAGO

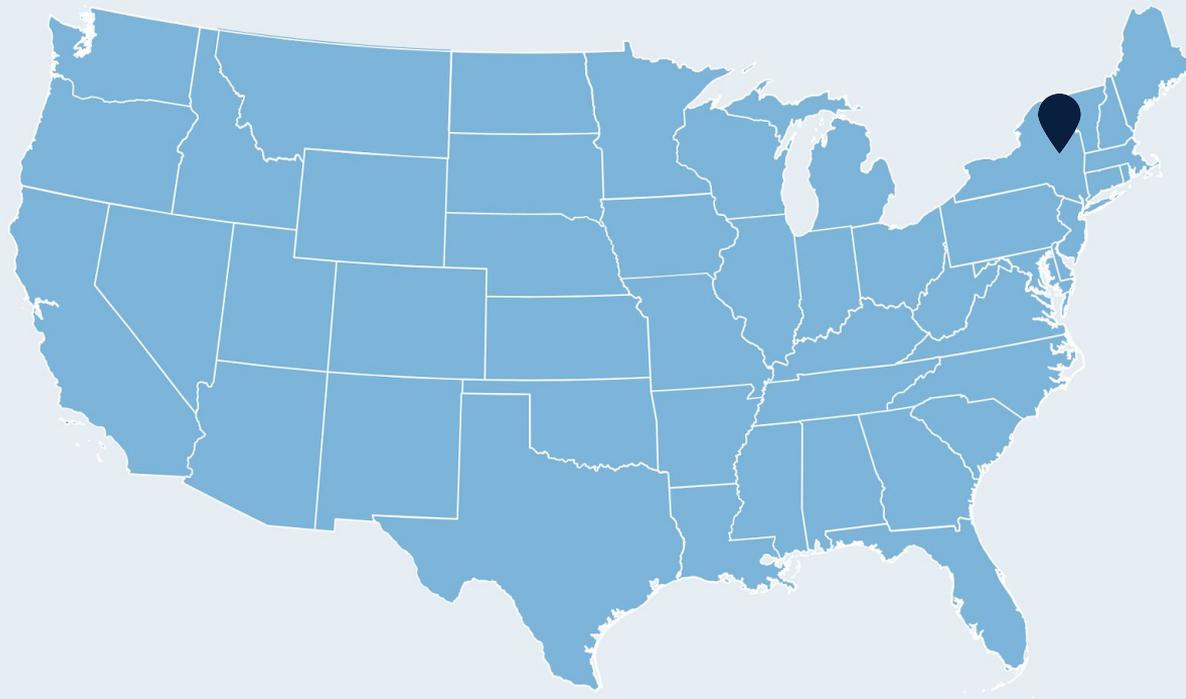
Funds Deployed
XXXX

Number of Fellows
XXXX

Top Solutions
XXXX

Recruitment Goal
XXXX

Our Impact in Boston



BOSTON

Funds Deployed
XXXX

Number of Fellows
XXXX

Top Solutions
XXXX

Recruitment Goal
XXXX

Appendix: Backgrounds & Layouts









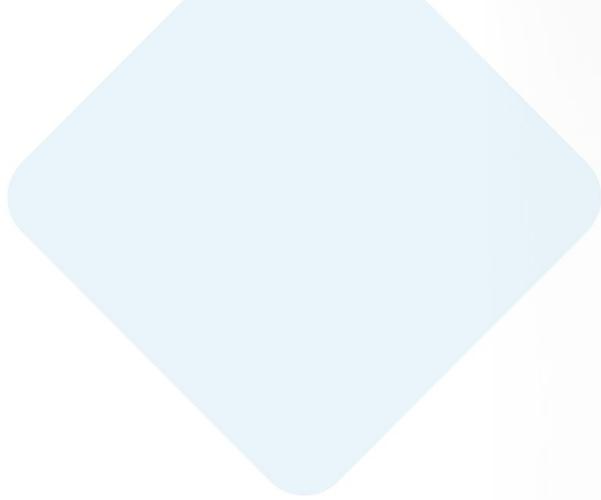














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Appendix: Design Elements

4.0 Colors

NAVY	BLUE	GRAY	ORANGE
80%	50%	50%	DO NOT TINT
20%	10%	10%	ACCENT COLOR ONLY

CMYK
83, 65, 43, 29
RGB
53, 74, 95
HEX
354A5F

CMYK
72, 23, 2, 0
RGB
49, 158, 212
HEX
319ED4

CMYK
61, 52, 49, 20
RGB
100, 101, 104
HEX
646568

CMYK
2, 67, 74, 0
RGB
238, 117, 78
HEX
EE754E



EXAMPLE

4.0 Design Elements

