

IGNITING CURIOSITY WORLDWIDE

We are a 501c3 NGO based in the United States. We encourage learning with an innovative approach to education to Ignite Curiosity in students by reshaping the pedagogical model to empower students and get out of their way as they find their own path in life. We have a tried & true philosophy known as The SMILE Method™ with our activities and keynote speakers to mold the educators and participants into leaders of a new era of learning and entrepreneurship.

We have expertise in a Global market of training millions of students and have trained key leaders in Pakistan for over 15 years. Tao Learning curates environments to be peaceful, flexible, and all-encompassing with tools in place for self-motivated students to explore. Nobody wants to sit in small desks and get lectured, but on the flipside - teachers do not want to work with students who lack motivation.

We provide solutions to these challenges with a fun and invigorating approach to bridge American culture, the STEAM education community, and Pakistan leaders in pedagogy for schools and for business development.

OUR IMPACT

We have built social networks on education for schools and Universities around the world that are currently used by millions. Our expertise in IT, Community Development, and Cultural Immersion create a unique blend for learners. Going a step further, we have industry partners in Fortune 500s who consult us on exactly what they are looking for to make sure students are equipped to leave training programs and get involved directly into the world market.

This 5-Day Summit covers topics ranging from literacy in Agriculture, Arts, Sciences, Motivation, and Pedagogical methods needed with today's students. We lead the leaders of society to success by providing them knowledge, tools, and resources to shift communities into new chapters of life – one student at a time.

KEYNOTE SPEAKERS

MR. MATTHEW HACKNEY – GLOBAL THOUGHT LEADER

New York, USA Resident: President of The Tao Learning Institute



Mr. Hackney sees shifts in culture, then create systems and strategies for desired societal outcomes. He is the Founder and President of the Tao Learning Institute and the creator of The SMILE Method™ - the latest trend in Pedagogical strategy.

Mr. Hackney has helped shape Pakistan communities over the past 15 years by bridging education, entrepreneurship, and corporate development between Pakistan and the United States.

MR. TAIMUR REHMAN – POETIC MINDFULNESS

Islamabad, PK Resident: of Cincinnati, OH USA Research Associate



Mr. Taimur Rehman is an Urdu Literature and Poetry Narrator from Pakistan. He has performed at South Asian Literature Festival London, TEDx Change, TEDx Islamabad, TEDxNUST, TEDxMultan, Islamabad Literature Festival, Children's Literature Festival, Teachers Literature Festival, Faisalabad Literature Festival, Open Islamabad, Jashn-e-Urdu Dubai and many other places. In his own words, “Technology is my profession and Urdu Literature is my addiction.”

MS. DONNA LAZARESCU – AUTHOR: THE FOCUS CHEF

New York, USA Resident: Influencer & Social Director of The Tao Learning Institute



A Director on the Board in the Tao Learning Institute and author of The Focus Chef, Ms. Lazarescu has a Master's in Industrial Organizational Psychology. As a consultant she increases morale in the workplace by revising training procedures, leadership, human resources, management and human behavior. Ms. Lazarescu grew up in Romania and migrated to Orange County, CA USA where she found success as an entrepreneur in the arts. Her story is inspiring and motivating to women worldwide.

KEYNOTE SPEAKERS CONTINUED

MR. ZAIN RAZA – AUTHOR: IGNITING CURIOSITY

Islamabad, PK Resident: Vice President of The Tao Learning Institute



Vice President of Tao Learning and author of Igniting Curiosity, Mr. Raza is a well-known Futurist. A native of Jhang, Pakistan, he used unique learning methods to socially engineer his career to go from a poor rural child to an International Businessman with clients worldwide. He shares insight into his early childhood development and corporate training so educators can learn how to work with rural children and create the same success in them that he experienced.

YOGI HAIDER – THOUGHT LEADER

Islamabad, PK Resident: Chairman at Yoga Pakistan



Mr. Haider is a dedicated & enthusiastic yogi working to bring a positive change in the society through practicing yoga. He is the founder of WON (Way of Nature) and Yoga Pakistan. He conducts workshops, lectures, and seminars on yoga in different cities of Pakistan and supervises personal and group classes of yoga, and also provide distance learning courses & therapies for many illnesses.

MR. SAM CHAUDHRY – INTERNATIONAL DIGITAL DEVELOPMENT

Islamabad, PK Resident: Creative Director at Crumpix Studios



Mr. Chaudhry has over 10 years leading dozens of teams while shaping international corporations through tone, storytelling, brand identity, and artistic direction.

He is an award-winning visionary, a futurist and a shaman of design with a specialty in fiscal identity and enterprise brand strategy with clients in Hong Kong, Dubai, Europe, and primarily USA.

SMILE NETWORK DIGITAL SPEAKERS

MS. ASMA AKBAR – HUMAN RIGHTS ACTIVIST & ENTREPRENEUR **Toronto, CA Resident: Karachi Pakistan Native & Executive Assistant to CFO, Canada**



Asma started her career in collaboration with our organization over 10 years ago and our training taught her marketing, business administration, and entrepreneurship. She capitalized on her knowledge to migrate overseas and do international business. She will join us to share insight into her journey and to provide cultural awareness to the people of Pakistan.

DR. A. DAVIS HUFFMAN – PROFESSOR OF COMMUNICATION **Georgia, USA Resident: Program Director at University of Brewton-Parker College**



For over 15 years, Dr. Huffman has coached with leadership firms and taught communication courses internationally in locations such as China, Botswana, and Italy.

Dr. Huffman most recently has been the Program Director at Brewton-Parker College, GA USA where she generates ideas and continues to pursue a life of learning, coaching, innovating, storytelling, collaborating, and serving her local and global communities.

DR. JACLYN WALISA MCALEES – BIOLOGIST & AUTHOR **Ohio, USA Resident: Research Associate at University of Cincinnati**



Dr. McAlees's research for the past decade has focused on the molecular mechanisms underlying the development of disease. Her deep study of brain chemistry brings insight to the education community as she lectures on how to Ignite Curiosity and create new synapsis in the brain through profound cognitive behaviors.

She has lead research teams at the University of Cincinnati, OH USA and her work has been published in multiple journals on neurology.

IGNITING CURIOSITY SCHEDULE

Oct 7: Day 1 – Rose Gardens

Escape to Zen™

Mindful Meditation & Poetry with Mr. Taimur Rehman
Igniting Curiosity: Impact Yoga with Mr. Yogi Haider
Interactivity: Mindful Gardening with Rose Garden Botanist

Oct 8: Day 2 – Serena Hotel

Hive Mentality

Lecture: The Power of Focus by Ms. Donna Lazarescu
Igniting Curiosity: Hacking Education by Mr. Zain Raza
Demonstration: Hive Session with Mr. Sam Chaudhry
Impact Learning: Join the SMILE Network

Oct 9: Day 3 – Serena Hotel

The SMILE Method™

Lecture: Making STEAM Cool by Mr. Zain Raza
Video Conference: Igniting Curiosity with Dr. Jaclyn McAlees
Igniting Curiosity: Choreography Challenge with Mr. Matthew Hackney
Interactivity: Ballroom Dance Showcase

Oct 10: Day 4 – Serena Hotel

© 7 Steps to Perfection

Lecture: Achieving Perfection by Mr. Matthew Hackney
Interactive Video Conference: Tao Perfection with Dr. A. Davis Huffman
Video Conference: Dream Discovery with Ms. Asma Akbar
Interactivity: Bridge with an Internship

Oct 11: Day 5 – Margalla Hills

© Summit of Success

Lecture: Belief Management by Mr. Matthew Hackney
Igniting Curiosity: Leadership
Interactivity: Margalla Hills Hiking Trail

DAY 1

ESCAPE TO ZEN

We are starting out our Summit at the beautiful Rose & Jasmine Gardens in Islamabad where the Poetic Professor, Mr Taimur Rehman will guide everyone into a peaceful celebration of life and understanding of inner peace and prosperity.

We believe firmly in the power of silence. The power of emptiness. The power of solitude. Mr. Rehman uses poetic literature, mindfulness, and clarity of the mind to create harmonious experiences where people can find inner healing simply by immersing into flower gardens, impactful agriculture, and letting the soil teach us about life.

It is here that we will remind participants that the wealthy enjoy the garden. We will have a mindful meditation practice where participants are taught to go in nature and quiet the mind, yet also to take up a practice that is impactful to the environment. The blend of peacefulness and environmental impacting activities gives a great sense of satisfaction and education for the participants.

Activity: Mindful Meditation & Poetry with Mr. Taimur Rehman

In this activity, participants will be asked to close their mind, quiet their breath, and come into harmony with nature. Mr. Rehman will speak Urdu Poetry and share the power of words with the participants with a beautiful backdrop of the Rose Gardens. Too often, educators spend time on STEM subjects and forget the need to focus on the spirit of the student. Before we delve into deeper subjects, we remind educators that mindfulness leads to success in all other areas.

Igniting Curiosity: Impact Yoga with Yogi Haider

The Chairman of Yoga Pakistan, Mr. Yogi Haider will lead a meditative session into various asanas while intertwining an appreciation for nature and flora. He will focus on opening the minds of the participants to the health benefits of Ayurveda, movement, and flow. Participants will interact with one another to introduce themselves and network in the grass after they finish their yoga session.

Mr. Haider will remind students of the power of community and social interaction to achieve our dreams for the self and for the community.

Interactivity: Mindful Gardening with Rose Garden Botanist

As time goes on, we will face a challenge in agriculture to feed the growing population of Pakistan. The appreciation for agriculture and flora here at the Summit will be a key component that will have a ripple effect across the communities the beneficiaries touch.

Botanists from the Rose & Jasmine Gardens will walk participants through proper soil care, tools to use, and educate on the importance of Gardens that should be constructed in rural communities.

The final activity of the day will be a peaceful self-guided walk through the gardens where participants will be given a Podcast and paperback book on Self-Help health tactics. They will be taught to multi-task between education and floral meditation while in the garden. We use the peaceful surroundings to relax their mind, while using the Podcast to stimulate the mind in Literacy. In this fashion, they can learn to appreciate the need for strong agriculture and realize they can study and grow their mind while servicing the community. This is a powerful realization that can help hold the community together in prosperity for many years to come.



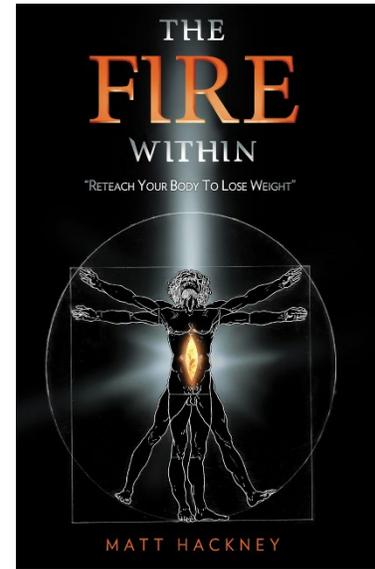
*Rose & Jasmine Garden
Islamabad*

Multi-Tasking in Mindfulness: The Fire Within by Mr. Matthew Hackney

Mr. Hackney has been a life coach to celebrities and professional athletes in the United States for over 15 years. He will be on-location in the Rose Garden and hand out signed books to the participants while also giving them access to an online podcast if they prefer to garden while listening to the self-help material.

Mr. Hackney will join in the gardening session and host answers and questions with the community on their life goals while providing inspiration into a mindful lifestyle.

He will touch upon stories of the book that depict strong shifts in perspective that led to health and happiness for his previous students.



Listening to The Fire Within: Fuel, Oxygen, and Spark

The book outlines how to properly increase our metabolism by eating small and frequent meals. It then goes over healthy meal planning habits and teaches the basic fundamentals of cross-training in exercise. Besides stressing proper eating instructions, The Fire Within also allows the readers to maximize their own body's ability to metabolize food at the optimal rate. While moderate exercise can help, the secret to The Fire Within is maintaining the "internal fire" through the concepts of - fuel, oxygen, and spark. Breaking down these three simple ideas, Mr. Hackney enables any reader to understand the concepts and make necessary changes to improve personal health.

Listening to The Fire Within: Introduction

Forward by Mr. Hackney: I call this "The Fire Within" because I really do believe we have a furnace in our bodies which is fueled by what we eat, how we exercise, and how we think. It can be seen scientifically by measuring our blood pressure, heart rate, and metabolic rate. The flame can be felt in another physically by holding on to their palm to actually feel how warm they are - I address this in Chapter 1. It can also be felt within ourselves as our energy level increases. Within just a few short weeks on my program you will become ravenous when you wake, you will no longer need 10 layers of clothing in the office, and you will have energy for days. These are all signs of the strong flame I help create in individuals.

DAY 2

HIVE MENTALITY

At the Serena Hotel, we will walk participants through the ability to reverse the roles in life to allow the inexperienced to experience. To allow the student to teach. Forget schedules, forget deadlines, and focus on the side of learning, creativity, and development where you embrace mistakes, blend cultures, and thrive together. In partnership with an Award-Winning Creative Agency CTO



with an internationally known Creative Director & who have built beautiful startups and redefined numerous Fortune 500s, Founder and President of Tao Learning, Matthew Hackney shares insight into a new wave of entrepreneurship and work modalities that businesses are looking for in candidates. He shares insight into Silicon Valley and the culture of the American Hive Mentality that creates synergy employers seek worldwide.

Lecture: The Power of Focus by Donna Lazarescu

We discuss a recipe for success centric on focusing. Ms Lazarescu, author of The Focus Chef, personifies culinary arts that are completely applicable to the world of business and life development.

This pedagogical method allows Pakistani students to mesh well with western society when joining the workforce. It also lightens the atmosphere of the workplace and has proven to blend the equality by embracing the existing skillsets of women and minorities.



Hive Mentality teaches how to focus on one aspect of business to create specialists instead of generalists and to rely on the entire community for success and growth.

Igniting Curiosity: Hacking Education with Mr. Zain Raza

Having no formal education, but still achieving greatness in life is not the norm. Mr. Raza teaches how to promote students to accept work in order to be motivated to comprehend knowledge. He touches upon new concepts such as FlipSchools, Cloud Learning, and Social Engineering your success.

Mr. Raza shares insight into literacy in work terminology and takes a backwards approach to finally come to the beginning of the education process. When we work backwards like such, students have a clear end goal and full understanding of why they are learning to begin with.



Demonstration: Hive Session with Mr. Sam Chaudhry

In this demo, Mr. Chaudhry and his creative agency will take the stage and share just how amazing Hive Mentality. They will showcase a live conference with a real American client, then delegate tasks to the team virtually once the call ends.

The software used is easy enough for one person and can scale for enterprise-level teams. On stage, Mr. Chaudhry's staff will project their experience to a large screen and showcase the various elements that hold the hive together.



U.S. Wellness Brand Identity & Creative Strategy by Mr. Chaudhry's Agency

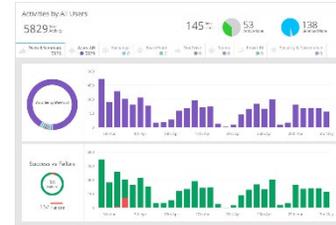
Impact Learning: Join the SMILE Network



Partnered with Microsoft, we utilize Office 365 to give Educators a sample understanding of what Hive Mentality looks like. They immerse into a real-world technology experience in small groups while learning tools such as Sharepoint, MS Teams, Azure, MS Flow, and how to collaborate with basic Office tools such as Word and Excel.

What's Included:

- Access to Office 365
- Classroom Access to Audit Coursework
- Hive of International Educators for Collaboration



SMILE Network Statistics

The Microsoft Office 365 ecosystem is free for non-profits and institutions of education. This training provides real-world access to a live virtual classroom to build confidence in utilizing the software in their own classrooms.

After this day is complete, participants will be equipped to create their own partnerships with Microsoft or continue on our platform as they continue to learn and discover with us.



FOCUS HIVE

DAY 3

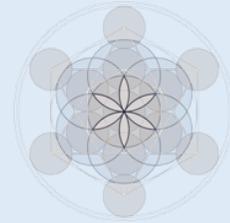
THE SMILE METHOD™

THE SMILE METHOD™ was developed for people from all walks of life, with the goal of igniting curiosity in literacy and education across the globe. This Method utilizes mindful philosophies, virtual tracking tools, and teaching techniques for global success in educating individuals on a large scale. The method is malleable yet stable, making it easy to apply to a vast range of demographics: from pre-school children to educators, young adults to parents, and even full-time business professionals to retired seniors.

Learn with a SMILE - Self-Motivated Impact Learning Environment. In this method, students go through a 5-step process to encourage themselves, ignite their own curiosity, find inner passions, collaborate with like-minded individuals who share similar goals and who are discovering the same subjects, and finally to engage in community development to share wisdom back with those who need it most.

Lecture: Making STEAM Cool by Mr. Zain Raza

STEAM is an educational approach to learning that uses the top fields needed in the workforce as access points for guiding student inquiry, dialogue, and critical thinking. Mr. Raza touches on these topics while discussing Sacred Sciences, ancient history, and Vibrational patterns seen in life. By blending vibrational energy with learning, we excite the student into exploring the subjects more on their own.



Activity: Sacred Arts in Science by Mr. Zain Raza



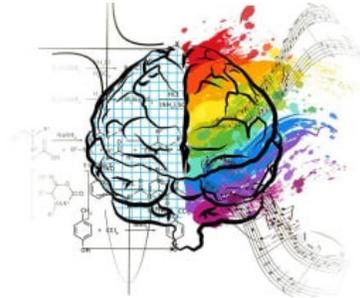
Mr. Raza walks the audience backwards from a rocket ship design all the way to the basic fundamentals of STEAM subjects. He discusses the metal alloys, chemical engineering, and platonics needed for successfully building sound rocket ships.

Afterwards, he walks the audience through the Sacred Science seen in the process so they may understand why learning STEAM subjects are so crucial if we are to ever take our civilization into areas of the galaxy unknown.

Video Conference: Igniting Curiosity with Dr. Jaclyn McAlees

A cognitive approach to opening the mind, with lead brain expert Dr. McAlees where we look at the energetic balances of the mind. She taps into deep questions such as: Why do we study? What excites us? What is passion? Dr. McAlees then delves into theory of creativity and focus for future generations and how the SMILE Method™ can cure depression, anxiety, and provide career opportunities.

We use MRIs to study the difference between students who are exposed to STEM vs STEAM. We then discuss the importance of EQ vs IQ intelligence with statistics and research for our theories.



Interactivity: Ballroom Dance Gala

We have a night of dancing where professional ballroom dancers take the stage and perform a beautiful tango. Participants are encouraged to dance with each other to network and to practice the lessons they've learned throughout the day. We teach a lesson of Sacred Arts followed by a social dance to apply the skills and see the differences in how each of our colleagues think and dissect movement: whether with their left brain or their right..



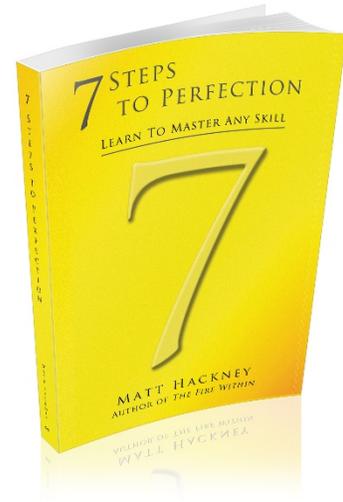
Profession Ballroom Dancers: Mr. Matthew Hackney & Ms. Crystal Stone

DAY 4

7 STEPS TO PERFECTION

Learn literally any skill with ease as with our signature seven easy steps to follow on Perfection. Author & President of Tao Learning, Matthew Hackney is an entrepreneur and renaissance man who has mastered many skills, including ballroom dancing, book publishing, martial arts, stocks & investments, weight loss, modeling, and many more. This method gives the 7 principle steps Mr. Hackney teaches his students. It is a great companion to anyone is utilizing the Hive Mentality in their workflow.

During this day, we teach students and educators the importance of using Minimal Viable Products (MVP) to achieve success. We also discuss prestigious Japanese strategies for business management such as KanBan, Kaizen, Hoshin, Heijunka, and Jidoka.



Lecture: Achieving Perfection by Mr. Matthew Hackney

A Professor of Communications, Dr. Huffman shares insight with the audience into the Emotional connection we have with failure, mistakes, effort, and perfection. Her lecture is based on the material found in the 7 Steps to Perfection book, as written by Tao Learning founder, Matthew Hackney.

Knowing the steps to perfection create a harmonious journey that allow students to focus on the present instead of having emotional attachments to the results or previous failures.

Interactive Video Conference: Tao Perfection with Dr. A. Davis Huffman

The duality of the masculine and feminine energies are divided in the workforce. With a new understanding of Japanese business philosophy comes the power of the divine gender. Dr. Huffman shares statistics and applicable concepts for leaders to incorporate gender equality into their workplace and education models as she instills confidence that duality is a step forward.

She intertwines the yin and yang concepts to enlighten the audience, captivate the creative spirit of social taboos, and to discuss new ways to interact in a balanced Hive.

Interactivity: Bridging with Internships

We have industry partners in Pakistan and USA who are ready to offer internships to any student who passes our preliminary training. Students may join the Hive and pass basic coursework and then get access to Internships in STEAM fields of their choice. Using the SMILE Method™, they may login whenever they want and commit as much or little time as they desire to their learning experience..

Creative Internship Opportunities

- Digital Design Agencies
- Computer Programming
- Advertising & Creative Agencies
- Robotics & Space Design



Intern Joining a Remote Coding Session

We train educators how to use innovative software and cloud technology to give students access to internships aboard to stay competitive in a global market.

Our Corporate Partners in Education

We have over 15 years experience connecting educators, students, and corporations. Our unique approach to education lightens the burden upon our Corporate Partners and allows for remote opportunities around the world. We can host over 500,000 students while monitoring their success by crowd-sourcing interactivity. This is a new wave of collaboration and we are frontiers in the journey.

PARTNERS



TAOMGT.



DAY 5

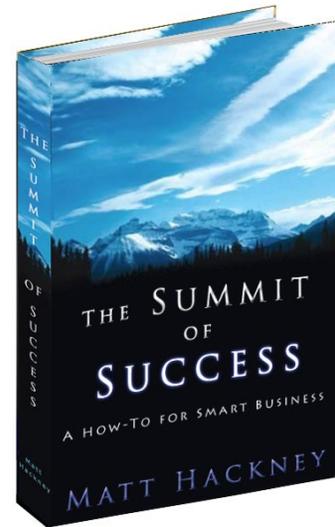
THE SUMMIT OF SUCCESS

The journey to leadership can be learned as a recipe of climbing a mountain, as outlined in the book written by Tao Learning founder, Mr. Matthew Hackney. We will have an entire day discussing leadership techniques, strategies, and discussing the material within the book.

Each participant will receive a copy along with guidance on the usage of this in the classroom and in leadership settings.

We go over techniques for higher administration to delegate to mid-level managers and how to shift focus so students and staff are self-motivated.

This day will start out at the base of a mountain with the lecture given atop the summit along with a Barbecue luncheon.



Lecture: Belief Management by Mr. Matthew Hackney

Mr. Hackney goes over the importance of having faith in others with his Belief Management system. The Power of Belief in others to succeed sets the tone in this Leadership technique that Mr. Hackney has used over 15 years to build an international Enterprise. He will touch upon the successes of multiple Pakistan business owners who he has groomed from a young age to now be entrepreneurs all across the nation. His students are now prominent businesses owners in Lahore, Karachi, Islamabad and rural areas. They own companies ranging from IT firms, Creative Agencies, Media Production Companies, Textile Manufacturing, and more.

To believe in yourself and your community is the highest responsibility of a manager.

Igniting Curiosity: Leadership

We encourage others on a quest to the summit and discuss the importance of leading by example. We share insight into the difference between a boss and a leader to instill hands-on guidance of projects. This method turns managers into role models and allows employees and students to better immerse into Hive-like environments.

We discuss the importance of utilizing this philosophy from a young age and teach mothers and family members how they can apply this with young children and seniors as well.

Interactivity: Margalla Hills Hiking Trail

We will take the entire group on a trek up Trail 3 in Islamabad to remind how important it is to utilize the physical body on our journey to enlightenment. We will set an example for physical exertion that leaders should instill in their students and classrooms.

This excursion helps build character, resolve, and resilience to the elements – all qualities needed in strong leaders. This also helps quiet the mind. We see a distinct lack in physical effort put forth by the general population and small hikes like this with a lecture upon arrival of the summit sets a tone for a great activity the participants can take with them back to their own classes. We starts from the Margalla road sector F-6 and lead participants up to the Viewpoint with a 45 minute hike.

After the beautiful Viewpoint, we will continue on for another easy-going 60 mins and reach the Pir Sohawa, where we will dine at La Montana. In totality, it will be approximately one hour thirty minute walk.

Grant Recognition

Upon summiting the trail, we will inform participants about the procedure to participate in the Small Grant Program and hand out information on the grants with follow-up information on how to interact with us.

The awards will be based on the attendees ranking of participation and attendance to all days and activities along with their reception of the knowledge given.

Upon completing activities, participants will be expected to return to their respective home districts and to start embracing the SMILE Network to give us metrics in choosing the appropriate grant recipients.



Trail 3: Summit of Success

TAO LEARNING: SMALL GRANT PROGRAM

OVERVIEW

We will create a grant program that allows participants to select an area of focus based on the passions they have that align with our summit in one of the areas outlined below.

Sub-Grant Opportunities

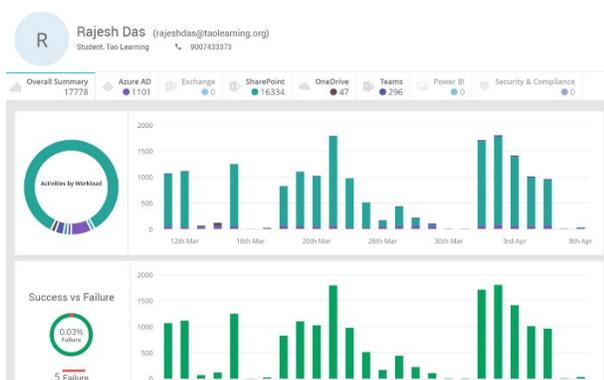
- Mindful Gardening: Impactful Agriculture
- Ballroom Dance: Social Dance & Etiquette Events
- Igniting Curiosity: Making STEAM Cool with the SMILE Method™

All recipients will be asked to go into their home districts and teach the SMILE Method™ to locals through one of the above categories. They will also have the locals join the SMILE Network where we can monitor their understanding of the software remotely and help further our impact into rural areas by utilizing Hive Mentality on our virtual platform.

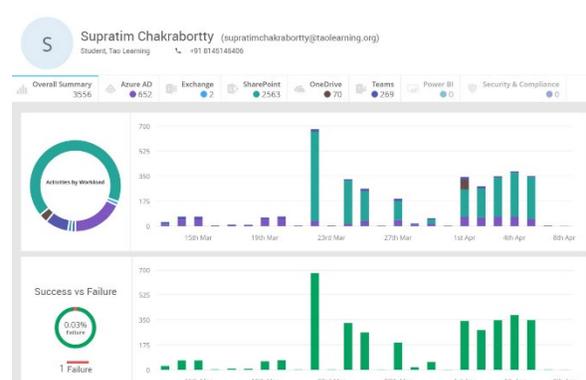
Participants will email us Grant Proposals 2 weeks after the completion of our Summit. We will use a combination of: participation in the Summit, participation in the SMILE Network, and the quality of their Grant Proposal to determine who shall receive the Small Grant Awards and we ensure programs are 10 weeks to 6 months in length and wire the awardees thereafter with proper financial reporting as we do so.

Monitoring: The SMILE Network

We have a custom dashboard that denotes participation in the SMILE Network where we can train participants in areas they are struggling while also monitoring their participation and success in administrative tasks.



Participant with Normal Participation



Participant with Minimal Participation

IGNITE CURIOSITY PROGRAM IMPACT

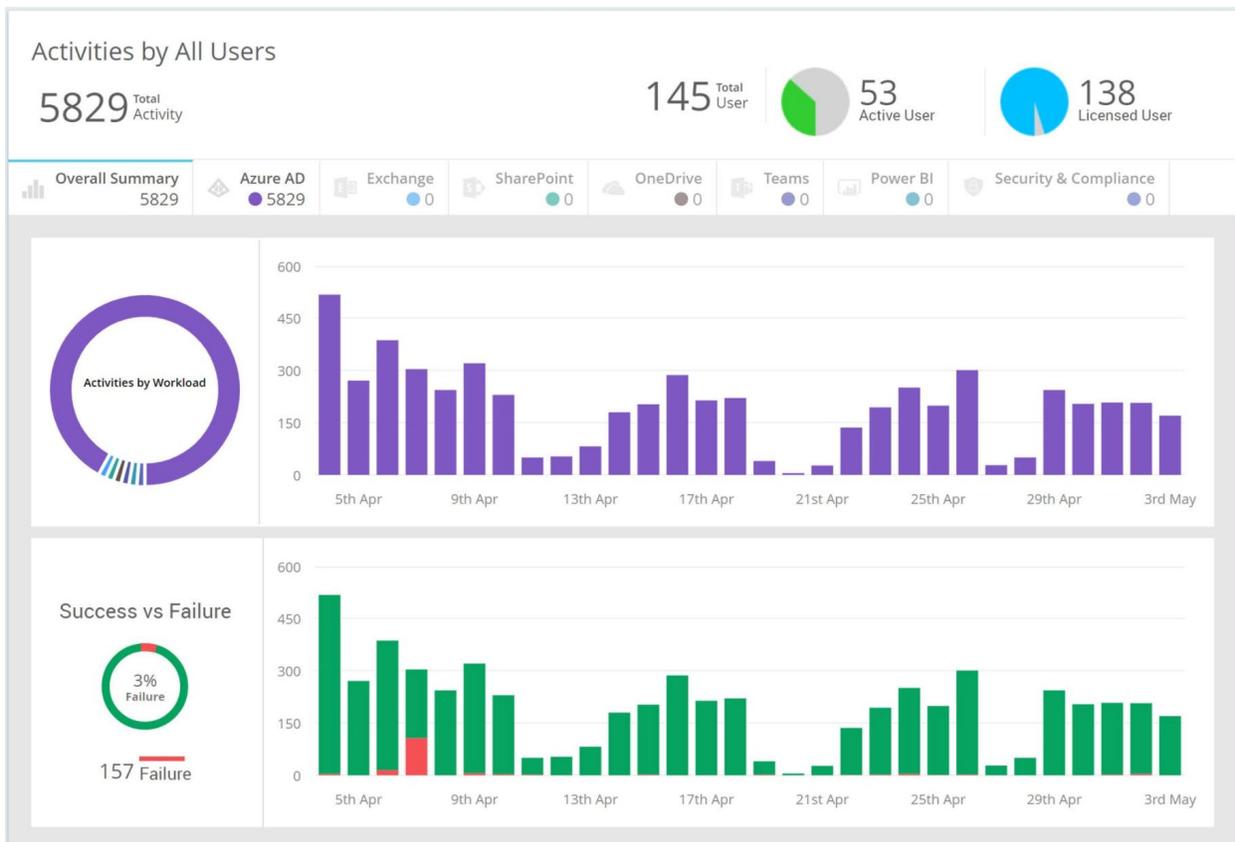
OUTPUT OF PROGRAMS

The Grant Program will Ignite Curiosity and create a buzz around the country to get involved in education and entrepreneurship and community development.

It is here that we will be able to monitor and impact the entire Nation of Pakistan by keeping in touch with each community leader online and providing them with the leadership resources needed for their success. Our system is able to handle over 500,000 participants with our partnership with Microsoft.

Monitoring: The SMILE Network

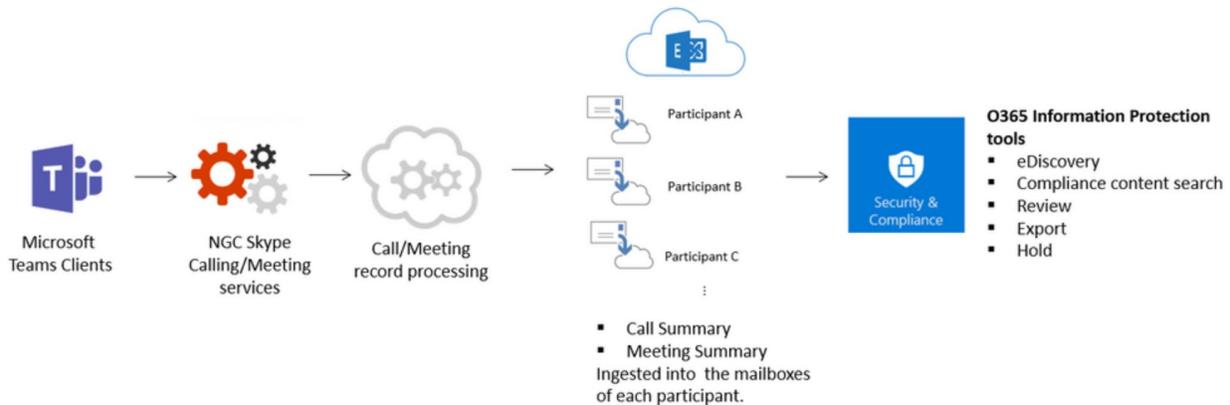
Our custom tracking software, known as SMILE Scores can also track the participation and implementation in each community as shown below.



National Participation of all Members

eDiscovery: Advanced Communications Insight

We will utilize Microsoft's O365 eDiscovery platform to setup automated rules on communications to ensure the SMILE Network is being utilized for positive change and impact in the rural communities we touch. We will provide automated reporting to the PAS on select keywords the PAS desires us to monitor.



Outcome: Community Leadership Development & Small Grants Program

Those who join our summit will be moved to explore the Digital Tools they have been exposed to and will implement the business and leadership strategies we teach throughout their communities.

The participants and Sub-Grantees will create a grassroots movement into strong entrepreneurship strategies, utilize Hive Mentality, utilize Zen workflow methods, and Ignite their Curiosity as a result.

A grassroots movement using the tools along with registration onto the free SMILE Network will be a direct outcome where community leaders, organizers, and their delegates will utilize the software and tools in increasing numbers throughout the two years following the implementation of this strategy. The campaign has the capacity to go well beyond the initial 2-years as the organizations grow, shift their perspectives, and create the ability to fund their involvement in such tools. Their entrepreneurial efforts, businesses, and communities shall grow as well as a direct outcome of this program.

AMERICAN INVOLVEMENT

At our core, we are a US-Based NGO with the majority of the Board Members represented by US Citizens. We have also partnered with recognized Doctors at Universities such as West Virginia University, University of Cincinnati, University of Ohio, and University of Brewton-Parker.



Mr. Matthew Hackney



Ms. Donna Lazarescu



Dr. A. Davis Huffman



Dr. Jaclyn McAlees

Our organization is proud to share American values, culture, and insight into the world of education, business, and community development. Two of our Board of Directors from the US will be attending the Summit and playing a key role in the development of this program.

One of our partners, Tao Mgt has already worked with Pakistan over 15 years and has empowered children and minorities to become entrepreneurs or to join the workforce. This Grant Program can further the efforts made by their organization as we can send successful graduates of our training to their organization for potential job offers and connections into the US Economy.

Cultural Immersion

The Hive mentality on the SMILE Network blends cultures from all over the world with the majority of our participants being American. We maintain this cultural majority to help promote healthy thinking, curiosity, and a social structure that is conducive to a happy and healthy society. Participants will interact with dozens of Americans on the network and it is our goal to have them continue this as a lifestyle where these Americans become their friends, colleagues, educators, and employers in the future.

The American doctors involved have educational programs and internship research programs they encourage unskilled workers overseas to get involved in. This informal program allows children, minorities, mothers and many others to each watch the doctors work online, collaborate with them in social chats, or even participate in the draft projects conducted on the SMILE Network. This empowers 3rd World countries to gain confidence and realize their work can be relevant in the US Economy – which will lead to stronger ties and association with both countries.

LOCATIONS

We have connected with over 50 influencers or leaders from the areas of Gilgit-Baltistan, the former FATA, and tribal areas of south Punjab, rural Sindh, and AJK. We then have industry partners in Islamabad, Lahore, and Karachi who are eager to see the rural areas have success. Our locations will be fluid as we will continue to use social media tools to request more Pakistani residents watch the videos from the Summit and then join our online network.

In this fashion, a grassroots movement will occur where the impact of the program will spread to all corners of the country. Even so, we will still make a conscious effort to initially bring on the minorities and under-represented areas of the country as outlined above to ensure proper impact in those areas.

ADVERTISING CAMPAIGN & SOCIAL MEDIA

We will utilize a traditional Advertising Campaign which will include:

<ul style="list-style-type: none">❖ Billboards❖ Social Media Ads❖ Google Ads❖ Media Walls❖ Banners	<ul style="list-style-type: none">❖ Tote Bags❖ T-Shirts❖ Lanyards❖ Hats❖ Pens
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We will be running a traditional campaign 6-weeks before the start of the Summit with Social Media Ads, Billboards, and hashtag campaigns to excite the participants of the upcoming event.

At the start of the event, participants will receive a Tote Bag filled with Swag. This Tote Bag will represent the US Flag along with our Ignite Curiosity theme. It will include a shirt, lanyard, hat, and pen.

After the completion of the Summit, we will continue a \$1,000 per month Google Ads campaign throughout the country to keep the interest going for the program. This Google Ads campaign will continue the entire 2-years of the program and will be Non-Federal Share funded.