



IMPACT GLOBAL LOS, ANGELES CALIFORNIA

United Nations Sustainable Development Goals

- Goal 5: Achieve gender equality and empower all women and girls.
- **Target 5.2:** Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation

Impact Thesis

- Expanding the Number of IMPACT Global Branches and Satellites to train and support Violence Prevention Instructors will increase Women's Employment and train more Women and Girls to protect themselves from Gender Based Violence.



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Problem

- Violence in all forms around the world is increasing.
- Violence Prevention and Personal Safety are elevated priorities for Corporations, Government, and other groups.
- United States and other countries are increasing budgets for violence prevention.
- Competitor models are not Empowerment-based and Trauma-informed

IMPACT Instructors are certified to teach:

- Recognizing the warning signs of violence
- Utilizing verbal techniques to address harassment
- Boundary setting and communication strategies
- Strategies for de-escalation, and bystander intervention
- Physical fighting techniques to escape from an assailant
- Grounding and emotional care practices for resiliency in work and at home



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Business Model

- IMPACT is the original and longest running self-defense class in Southern California with substantial experience training instructors globally.
- Partnership with ESD Global generates training revenues and develops ESD Level I graduates to staff branches and satellites.
- ESD Level I Graduates teach classes to attain hours for certification which provides IMPACT Global with instructor capacity at a reduced cost.
- Establish branches and satellites supported by centralized infrastructure for rapid scaling.



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Revenue Generating Activities

- Contractor for ESD Global – International Training Team
- Instructor Certification and Renewals
- Branch Development
- Partnerships
- Satellite Management Contracts

Business Scaling Strategy

- Canada and United States Training Team – 8 to 16 classes per year
- International Training Team – 6 to 12 classes per year
- Instructor Certification and Renewals – 4 x per year
- Branch Development – 10 to 20 new Branches per year
- Partnerships – 2 new per year
- Satellite Management Contracts – 4 new per year



IMPACT
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Leadership Team

Lisa Gaeta – CEO (Founder IMPACT Model)

Tom Rose – President

Jennifer Bunting – VP Training and Development

Highlights

2022

10 Branches

150 Instructors Trained

Net Revenue = \$52K

2025

70 Branches

1,050 Instructors Trained

Net Revenue = \$715K

Funding Request

\$400,00

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