



IMPACT

GLOBAL

Background

We've combined four decades of expertise from diverse martial artists, FBI and police, research on survivors and perpetrators of violent crimes, neurological research, and effective communication techniques in developing our training system. Our program is designed to provide our students with realistic and useful verbal and physical skills.

Highlights

2022

10 Branches

150 Instructors Trained

Net Revenue = \$52K

2025

70 Branches

1050 Instructors Trained

Net Revenue = \$715K



Impact Thesis

Expanding the number of IMPACT Global branches, partnerships, 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.

Executive Team

Lisa Gaeta
Chief Executive Officer

Tom Rose
President

Jennifer Bunting
VP of Training & Development



Business Model

IMPACT, established in 1984, is the original and longest running full-force self-defense class in Southern California

- Establish branches, partnerships and satellites supported by centralized infrastructure to produce rapid scaling
- Leadership has global instructor training and business development experience
- Partnership with ESD Global generates training revenues and develops ESD Level 1 graduates to staff branches and satellites
- ESD Level 1 Graduates teach classes to attain hours for certification increasing IMPACT Global instructor capacity

Ask

\$400,000 Startup Seed Funding