

AI & the Future of My Industry: Grantmaking, Youth Impact, and Sneaker Resale

By: Brandon Kwok



Motivation & Story

- From sneaker reseller -> youth impact mission
- Shoes are one of the first things people notice about a kid, worn-out shoes often become a target for bullying and embarrassment
- Noble.Kickz Foundation rewards grades + service
- AI helps identify need, impact, and opportunities



Why This Matters

- Confidence strongly influences academic performance
- New shoes change how students enter the classroom
- Incentives build long-term positive habits
- AI connects youth impact, entrepreneurship, and data analysis



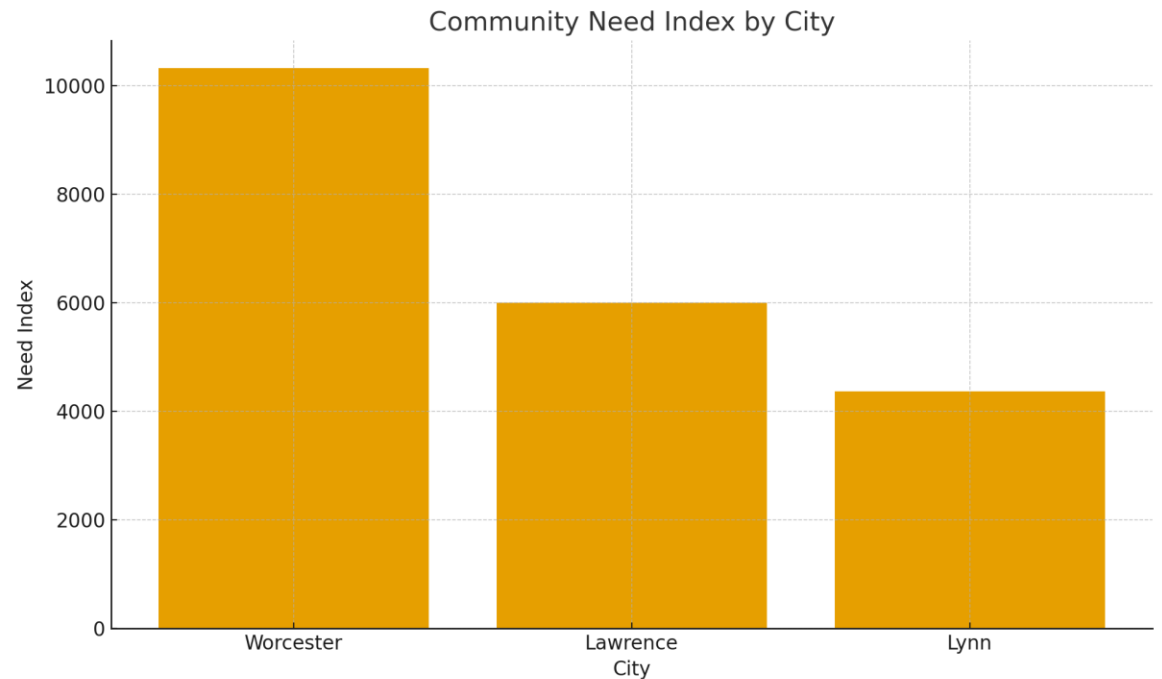
Industry Overview

- Youth nonprofits (NAICS 813219) sit in a \$557B annual giving ecosystem
- Sneaker resale projected to exceed \$14B by 2032
- AI drives pricing, authentication, and trend forecasting
- MA cities show 19 – 24% childhood poverty → need for targeted support
- Industries tie directly into my interests and mission



Visualization: Community Need Index

- Worcester shows **highest need**, followed by Lawrence.
- Lynn has moderate but meaningful need.
- Data highlights where support is currently underserved.
- AI can optimize targeting to maximize impact



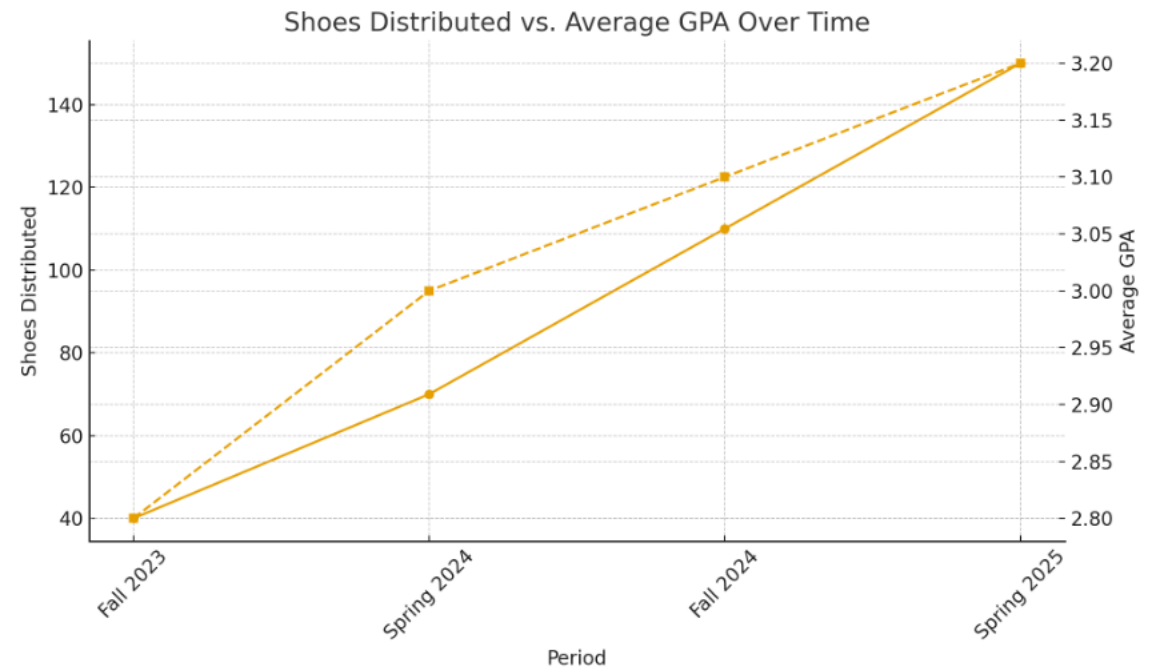
GenAI's Impact on These Industries

- Workers: Automation shifts roles → higher demand for AI/data literacy
- Firms: Lower logistics & pricing costs; stronger competitive advantage
- Risks: Algorithmic bias, displacement, privacy issues
- Opportunities: Targeting models, impact forecasting, youth pathways in AI



Visualization: Shoes Distributed vs. GPA

- Shoe distribution and GPA both rise from Fall 2023 → Spring 2025.
- GPA improves from **2.8** → **3.2** during program expansion.
- Suggests incentives may support stronger academic engagement.
- AI can help identify which schools/students respond most



Personal Opportunity: The Roles That Fit Me

- Program Data Coordinator
- Community Engagement Manager
- Operations/Program Manager
- Youth Program Coordinator
- President



My Skill Gaps (6-12 Month Plan)

- Strengthen Python + data visualization
- Develop predictive models for targeting + impact
- Improve AI-assisted grant writing
- Automate workflows (Asana, Jira, Monday.com)



Reflection: What Surprised Me

- AI made complex data tasks accessible
- Visualizations clarified my nonprofit strategy
- Industry data showed how scalable my idea is
- AI empowers small organizations, not just big companies



What Now Feels Possible

- Scaling Noble.Kickz Foundation across MA cities
- Building full outcome-tracking dashboards
- Securing more donors through AI personalization
- Creating a website



Conclusion

- AI strengthens every part of the nonprofit + sneaker ecosystem
- Enables smarter targeting and evaluation
- Improves logistics + donor engagement
- Supports sustainable growth for Noble.Kickz



Thank You!

