

# Character Reference Letter for JAHmere Webb

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July 4, 2025

The Honorable Judge Denise R. Ferrero

Hillsborough County Courthouse

800 E. Twiggs Street

Tampa, FL 33602

**RE: Character Reference for JAHmere Webb - The President Our Movement Needs**

Dear Judge Ferrero,

My name is Michael Mataluni, and I write to you not just as JAHmere Webb's business partner, but as someone whose life has been fundamentally transformed by his vision, his heart, and his unwavering belief that our worst moments can become our greatest platforms for change.

## The Day Everything Changed

When I met JAHmere on a Disney Cruise in 2023, I knew he was special but what came next I had no idea. What I found instead was a visionary who saw what I'd been searching for my entire entrepreneurial journey—the intersection where profound compassion and drive meets divine purpose, where personal transformation becomes systemic change.

You see, Your Honor, I've built successful businesses. Through my many business endeavors, including Bravëtto, I've generated over \$25 million in revenue helping companies find their "Blue Oceans." But JAHmere showed me something I'd missed: the greatest blue ocean isn't in market share or profit margins—it's in the untapped potential of human lives society has written off.

## The Vision That Became The Bridge Project

JAHmere didn't come to me with a business plan. He came with a broken heart for young people making the same mistakes he'd made, and a revolutionary insight: "The people trying to help

these kids don't understand them. They've never been where these kids are. That's why it doesn't work."

In that moment, The Bridge Project was born. Not from market research or focus groups, but from JAHmere's lived experience and his determination to be the mentor he wished he'd had. He saw what I, with all my business training, had missed—that authenticity is the currency of transformation.

Together, we built The Bridge Project on JAHmere's foundational insight:

- Youth need mentors who share their struggles, not just their aspirations
- Technology can scale personal transformation without losing human connection
- Every person labeled "career criminal" is actually an untapped transformation agent
- The bridge between incarceration and innovation runs through redemption

## **JAHmere as President: Why There's No Other Choice**

Your Honor, I need you to understand something critical: The Bridge Project cannot succeed without JAHmere Webb as its President. This isn't sentiment—it's strategic necessity. Here's why:

**Authentic Leadership:** When JAHmere speaks to at-risk youth, they listen. Not because he has degrees or titles, but because he has scars that match theirs and a transformation that gives them hope. I can build the technology, Jordan can open doors, but only JAHmere can look a young person in the eye and say, "I've been where you are, and there's another way."

**Visionary Insight:** Every major breakthrough in The Bridge Project has come from JAHmere's insights:

- The matching algorithm that pairs youth with mentors based on shared experiences
- The "Greatness Zone" integration that helps youth discover their gifts
- The community accountability model that creates belonging, not just compliance
- The economic empowerment pathway that transforms lives through opportunity

**Divine Synchronicity:** When Jay Forte's assessment revealed that JAHmere and he share nearly identical Greatness Zone profiles—a less than 0.1% probability—I knew we weren't building a business. We were participating in divine orchestration. JAHmere isn't just qualified to lead The Bridge Project; he was literally designed for it.

**Transformational Credibility:** Every day, I watch tech entrepreneurs try to solve social problems from the outside. They fail because credibility can't be purchased—it must be earned through lived experience. JAHmere's journey from incarceration to innovation isn't just his personal story; it's The Bridge Project's greatest asset.

## **The Inspiration JAHmere Has Become to Me**

Your Honor, I've walked 850 miles of the Appalachian Trail seeking clarity. I've fostered seven children with my wife Kristin, trying to make a difference. But nothing has inspired me more than watching JAHmere transform his deepest pain into purposeful action.

When my mother went to prison when I was 8, I learned that trauma either breaks you or builds you. JAHmere taught me a third option: trauma can become the raw material for building bridges others can cross. He's shown me that:

- Our wounds qualify us for our work
- Redemption isn't just personal—it's scalable
- The best businesses solve the problems that once destroyed us
- True leadership comes from serving those society overlooks

## **What We Lose If We Lose JAHmere**

If JAHmere goes to prison, we don't just lose a man—we lose:

- A president whose authenticity can't be replicated
- A bridge between two worlds that desperately need connection
- A living testimony that transformation is possible
- The credibility that makes The Bridge Project trustworthy to those who need it most
- The thousands of young lives who will never hear the message only he can deliver

But more than that, we lose the chance to show America that redemption isn't just a nice idea—it's a business model, a social innovation, and a path to systemic change.

## **My Commitment as Co-Founder**

Your Honor, I stake my reputation and resources on JAHmere Webb. As Co-Founder of The Bridge Project, I commit to:

- Providing daily accountability and support
- Ensuring he has every resource needed to succeed as President
- Building the infrastructure that scales his vision nationally
- Standing with him through every challenge ahead
- Documenting the transformation for others to replicate

This isn't charity—it's investment in the highest return asset I've ever encountered: human potential activated through divine purpose.

## **A Personal Plea**

Judge Ferrero, in my letter to Tony Dungy, I wrote about doors that mysteriously open in our darkest moments. When our car caught fire in 1990, a garage door opened and strangers appeared

to save us. I believe you represent another mysteriously opening door—not just for JAHmere, but for every young person who needs to see that transformation is possible.

The Bridge Project isn't asking you to ignore justice. We're asking you to expand it. To see that JAHmere Webb in prison serves no one, while JAHmere Webb as President of The Bridge Project serves thousands. To recognize that sometimes the greatest justice is giving someone the chance to transform their worst chapter into others' new beginnings.

## **The Future We're Building**

With JAHmere as President, The Bridge Project will:

- Transform 1,000 lives in Year 1
- Create 100 jobs for formerly incarcerated individuals
- Save taxpayers millions in incarceration costs
- Prove that redemption is scalable and profitable
- Establish the model for national criminal justice transformation

Without him, it's just another well-intentioned program that lacks the authenticity to create real change.

Your Honor, I've learned that God's math differs from ours. He multiplies fish and loaves. He turns garage fires into global companies. He transforms criminal charges into character witnesses. Today, He's asking us to transform a courtroom into a launching pad for national transformation.

JAHmere Webb isn't just my business partner or the President of The Bridge Project. He's my inspiration, my brother, and living proof that our worst moments can become our greatest qualifications for service.

I pray you see what I see: not a career criminal, but a career transformer. Not someone who needs to be warehoused, but someone who needs to be platformed. Not the end of JAHmere's story, but the beginning of thousands of redemption stories he'll help write.

With profound respect and unwavering belief,

**Michael Mataluni**

Founder & CEO, Bravëtto

Co-Founder, The Bridge Project

Foster Father to 7, Forever Changed by 1

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*"Sometimes the people who seem least qualified by the world's standards are most qualified by heaven's. JAHmere Webb is heaven's qualification for The Bridge Project's success."*

**P.S.** - The domain TransformationAgents.com was purchased on June 11, 2024, waiting months to identify JAHmere as the president of this movement. Some things are worth the wait. Some people are worth the risk. Some transformations are worth everything we have to give.