

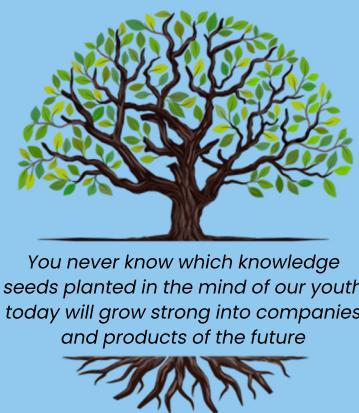
# EXECUTIVE SUMMARY

## The Problem

1. **Financial Literacy** - Kids rarely receive adequate financial literacy training in traditional schools. This leaves them ill prepared for financial goal setting and living an intentional life by design. Parents lack financial literacy education themselves and therefore have a hard time guiding their own children. This leaves the entire family in a position to be reactive to financial hardships instead of proactive to advanced financial planning.
2. **Communication and Family Bonding** - Families are not spending as much quality time together as they could and there is a disconnect in communication between family members.
3. **Grit** - Parents often want to protect their kids from adversity so they often don't face many forms of adversity until adulthood.

## The Proposed Solution

1. Create positive change and innovation in the early learning of financial literacy. There are so many fun and interactive games and live experiences that can build a foundation of financial literacy. Through youth mentorship and awareness kids can gather together to see each others successes and lift the lid of possibilities in their own mind. We seek to provide the tools for families to create passive assets together to earn residual income for generations to come.
2. Using LightspeedVT Unite the Road Less Traveled Inc. will join 1000 families together for an interactive journey to broaden financial awareness in kids and adults. Often times adults seek to reprogram their money mindset. We propose through our program that the initial early programming of a financial foundation can be taught to the developing generation. By instilling a general knowledge and basic understand of money we want to teach earned vs passive income with the aim to create lifetime assets and residual income. Business concepts can be taught using kid friendly activities. These activities are designed to be fun and open lines of communication between family members.
3. Grit can be a learned skill. We advocate for controlled environments for testing the youth so they can build resilience. Mental health of entrepreneurs is important and this organization believes that entrepreneurs can learn valuable skills to keep a strong mental stamina. The entrepreneur journey is unlikely to give less obstacles however our next generation can be more equipped to navigate these obstacles.



## The Opportunity

A full year interactive Entrepreneur Experience for siblings and parents to bond during family entrepreneurship tasks that contribute money towards the ultimate goal of attending a live in person event with world class speakers on the Carnival Paradise Cruise January 16-20 2025.

## The Value

Families will interact together creating core memories. Our subconscious is powerful and the programming that we each have is impacting us all throughout the 24 hours we each live. Entrepreneurship activities can change the way we think and dream at night.

We aim to plant seeds of knowledge into families minds through the great minds of self development. Through kid friendly editing we can share the concepts of Napoleon Hill, Dale Carnegie, Jim Rohn and many others mixed with ancient philosophical teachings of Aristotle.

There are many financial concepts that the average American is unaware even exists. Our goal is to educate and empower each individual to decide for themselves which financial path they want to take in life. There is beauty in simplicity for some who make that choice. There is beauty in enjoying the journey of risk taking and all the ups and downs of starting a business.

The Family EntrepreneurSHIP Experience Unites families together to explore the journey of entrepreneurship. We also promote giving back to non profit groups that are doing amazing things for social impact around the globe.

