

# 20X Initiative

By Talents of Endearment

Creating infinite human business opportunities to the world in 20 years!





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Crowdsource ideas, discover  
opportunities, collaborate  
building, and showcase  
unexpected innovations!

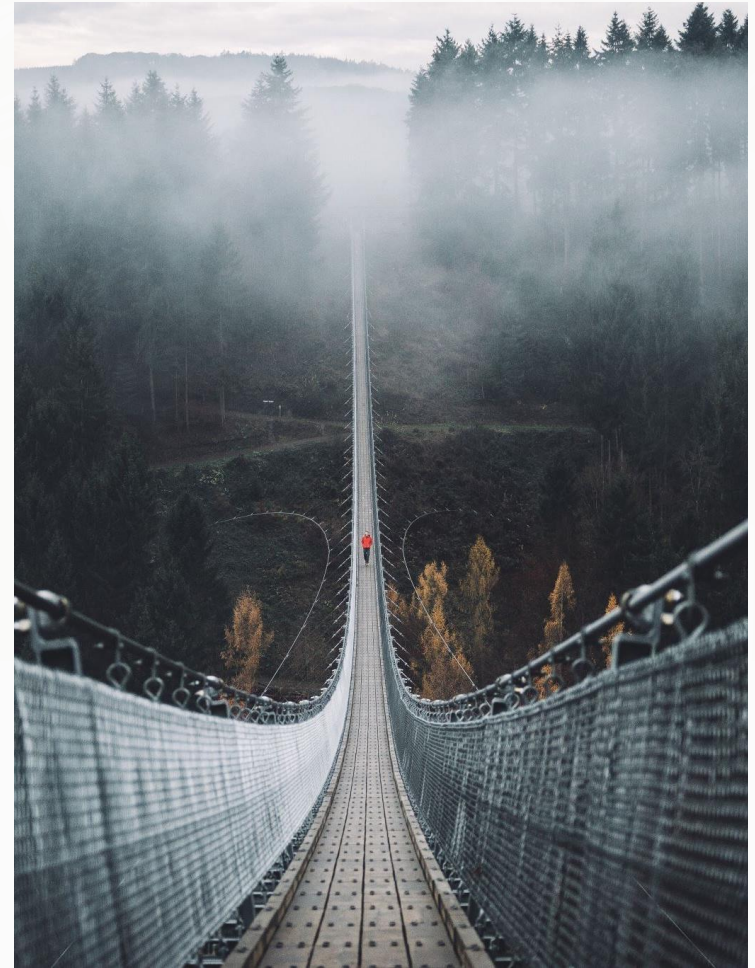
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You can!



# Who we are!

- **Talents of Endearment (TE)** is a sub-brand of Identity Branding Forum.
- **TE** is a smart versatile platform that help solve businesses challenges through youths experiential learning.
- **TE** help create relevancy between youths and business through future opportunities.
- **TE** also offer markets reach and real time validated data of opportunities and innovative solutions.
- Visit [www.talentsofendearment.com](http://www.talentsofendearment.com)



# What is 20X?

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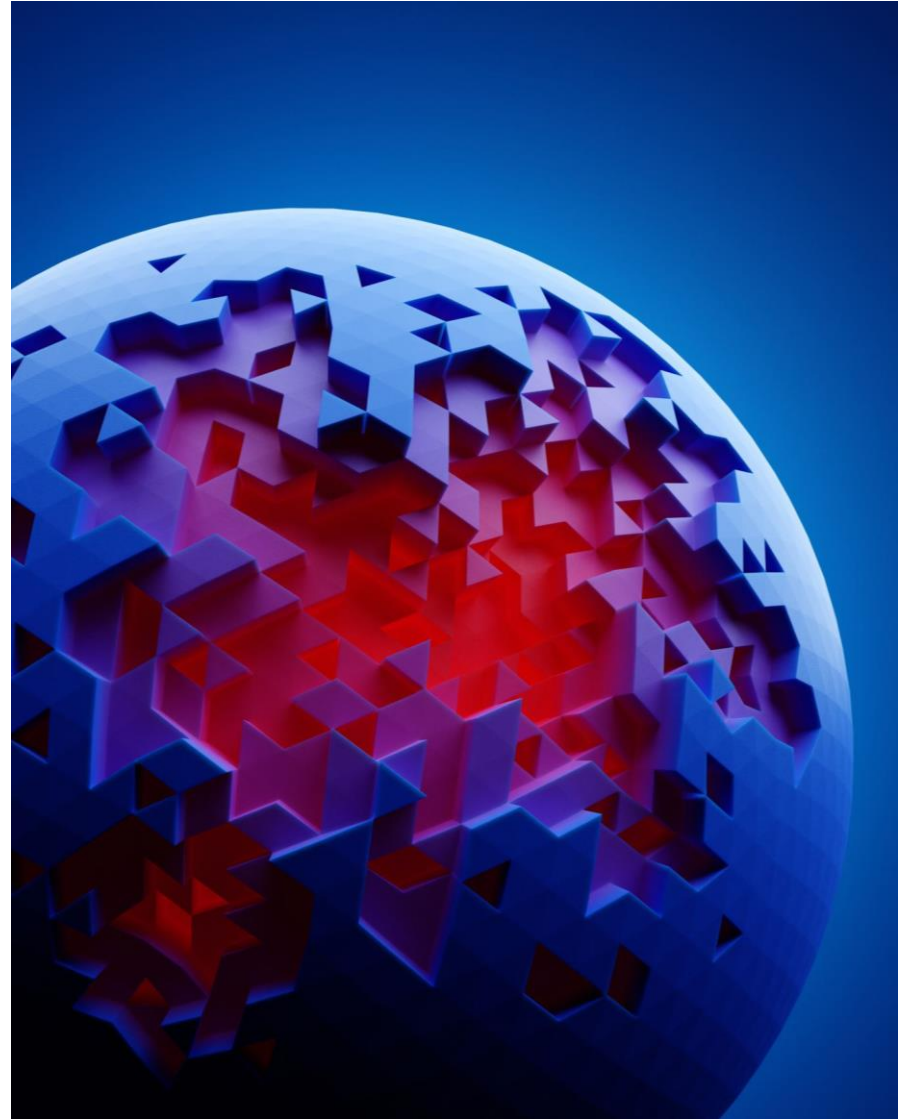
- Talents of Endearment 20X is a competition-based initiative designed to create worldwide youths' talents (15 – 25 years old) capable of building for the world infinite opportunities in 20 years
- The aim is to transform global youths' dreams to future realities for humanity and business to thrive everywhere; no-one gets left behind.



# Annual Themes

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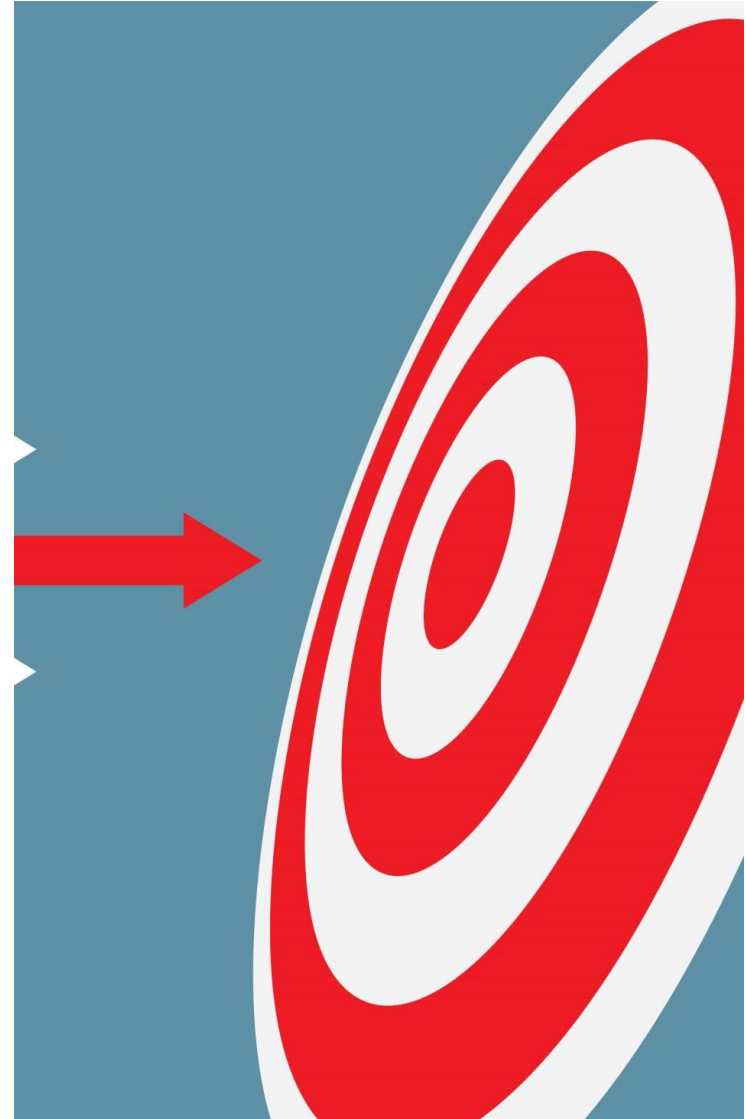
- Because it is unique, 20X will provide the world different themes every year to be a part of solving most pressing global challenges through the newly discovered unexpected business opportunities and out of box ideas created by participating youths from around the world.
- Youths may join annually to participate in the different themes planned every year.
- The theme for 2023 is "Sustainability".



# Year-round Competitions!

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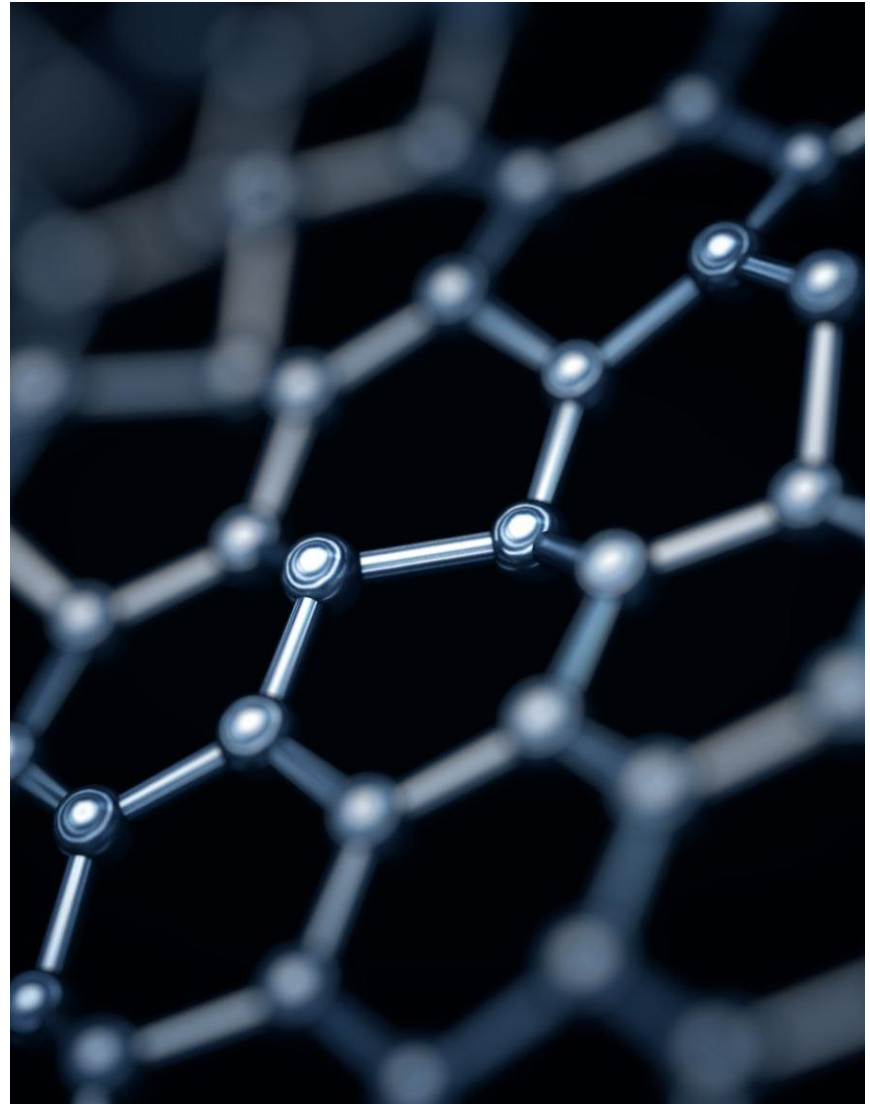
- youths are able to join 20X either individually or through partner institutions and sponsoring businesses anytime and from anywhere in the world to compete monthly and annually.
- The competitions aim to promote winning youths' discoveries, locally, regionally, and internationally.



# Global Demand for 20X!

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- Expected global demand for youths' employment is 3.8 billion people:
  - 800 million unemployed youth (15-25 years old) worldwide.
  - 1 billion+ youth worldwide will enter the labor market in the next 10 years – rate of market demand increase 14.6% annually.
  - Over 2 billion jobs will disappear by 2030.
  - Almost 90% of demand is in Asia and Africa.
- Talents of Endearment 20X objective is to capture a small share of this fast-growing global demand (with the bigger share in Asia and Africa) by helping 1% of the global youths' population to discover future jobs and startups opportunities.





# 20X Address Youths Global Challenges!

20X address universal challenges faced by youth almost everywhere -

- 20X help youths validate themselves for the future of work and business through real-life projects experience to become employable
- Participating youths get lifetime career support to find help whenever it is needed.

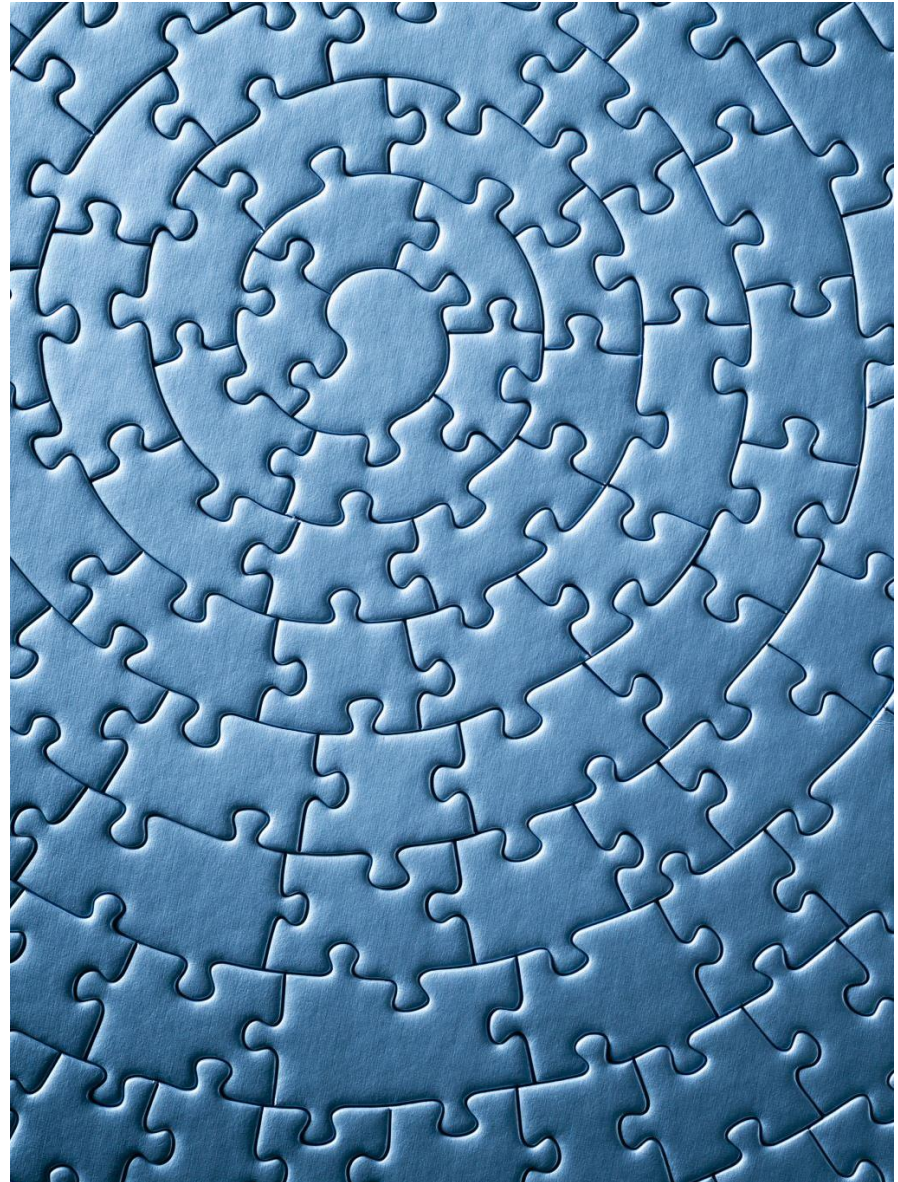




# Value to youths!

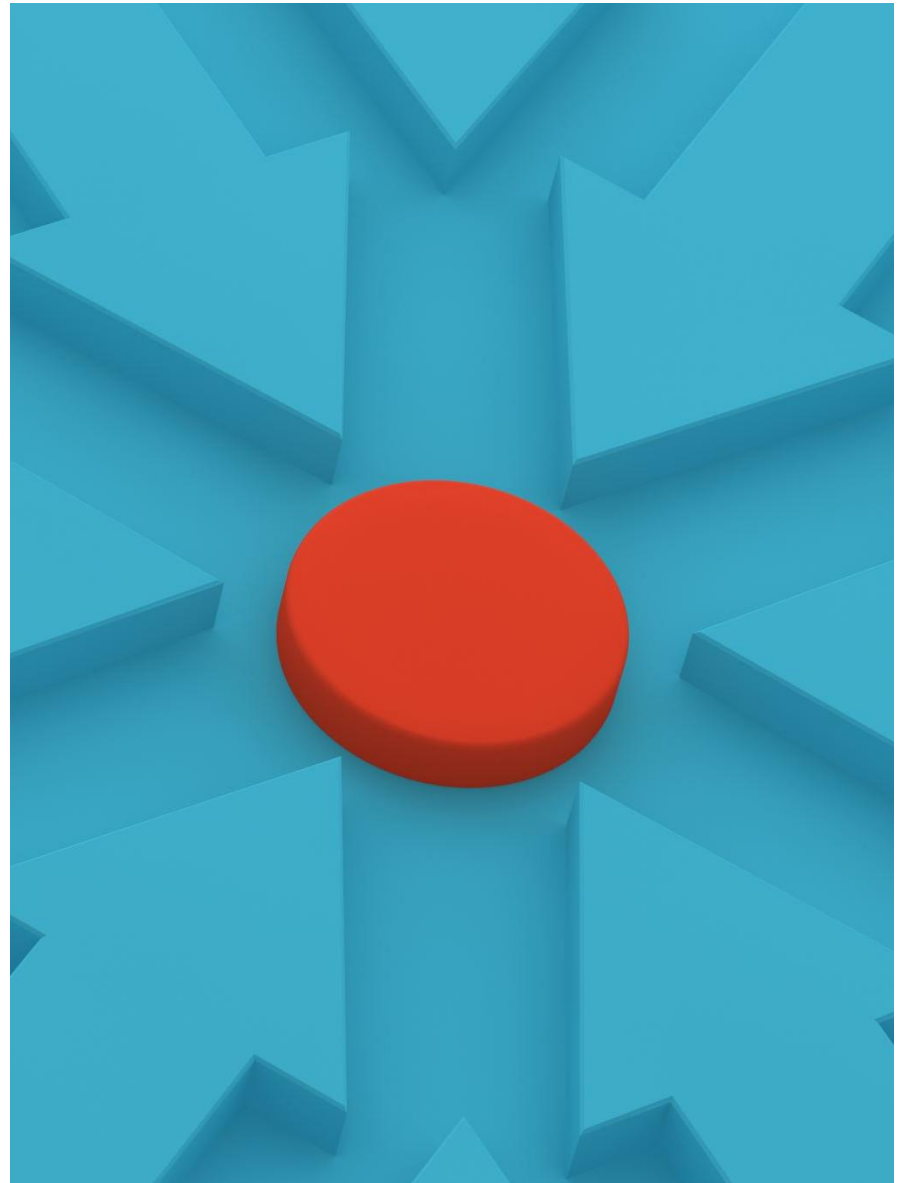
Through **20X** online activities and global community support, youths will discover the art of:

- Building relationships.
- Connecting to people and discover their needs.
- Creating engagement opportunities to build business fresh ideas.
- Changing people's lives for the better.
- Transforming people' dreams to reality.
- Creating a long-lasting value relationship to become appealing to the community and to business.



# Why 20X!

- Designed by experts with youths' level of experience and needs in mind.
- Simple 3-dynamic-experiential-learning-modules to help trainees customize their learning experience and create live case projects - helping them discover the right-thing-to-do-next and create unexpected future opportunities.
- Trainees will have mentors support to get guidance whenever they need it, never without experts' support during the program.
- Trainees will be brought together from around the world through a unique collaborative platform to share and discuss ideas.
- After the program end, trainees get lifetime online community support to get help whenever they need it throughout their career.



# What will youths learn!

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Through **Talents of Endearment**  
**20X** youths will discover how to:

- Stay motivated and productive.
- Connect and engage with people and develop booming relationships.
- Develop entrepreneurial talents to build the future of their dreams and start their own businesses.
- Become desirable with desirable ideas.
- Discover, build, and compete with their branded ideas to shine.
- Start the careers of their choice.

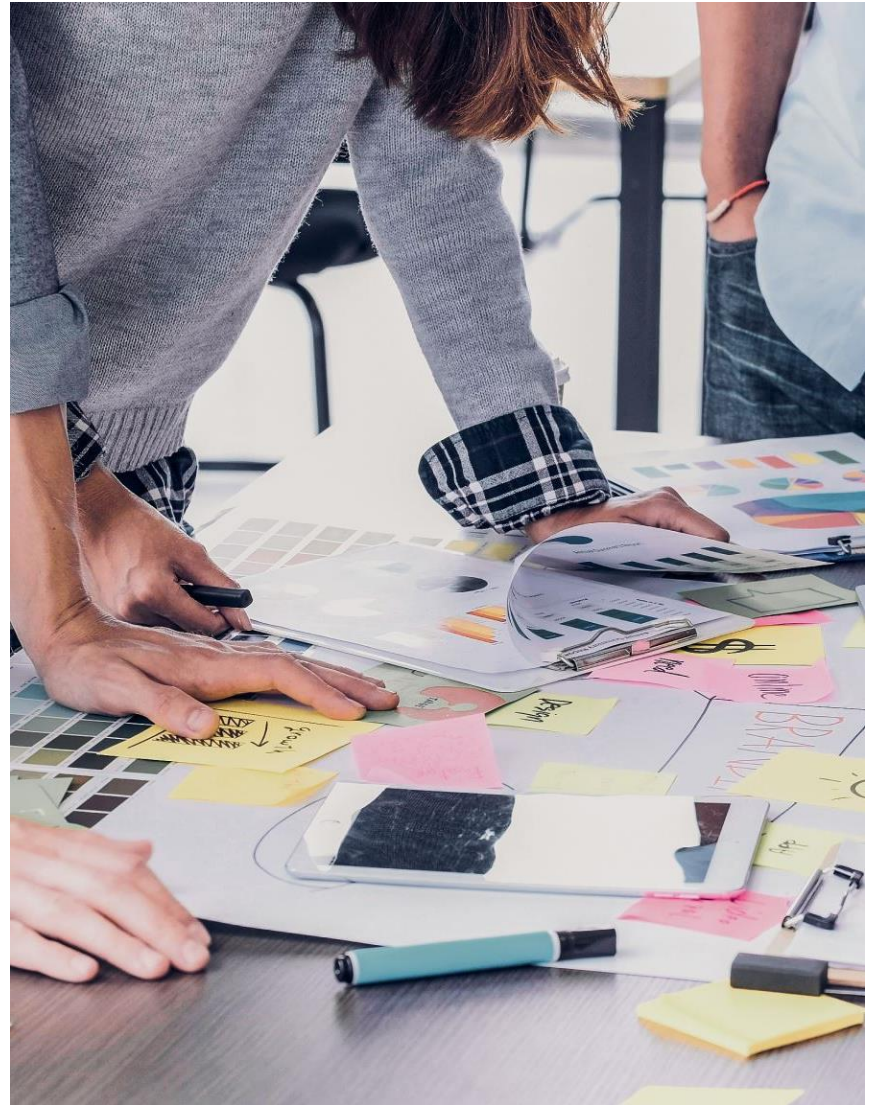




# Process - How it works!

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1. Youths subscribe to join **20X**.
2. Complete the required self-paced modules within 30 days.
3. Recorded video of final project presentations submitted to coaches for review and approval monthly.
4. Approved final projects for the month will be submitted to a judging panel to select the 3-best projects of the month.
5. Monthly awards will be granted for the best 3-winners of the month.
6. Finally, on the second Wednesday of January of every year, the best voted projects throughout the year will be submitted to an international judging panel to select the best 3-projects of the year.
7. Yearly awards will be granted for the best 3-winners of the year.

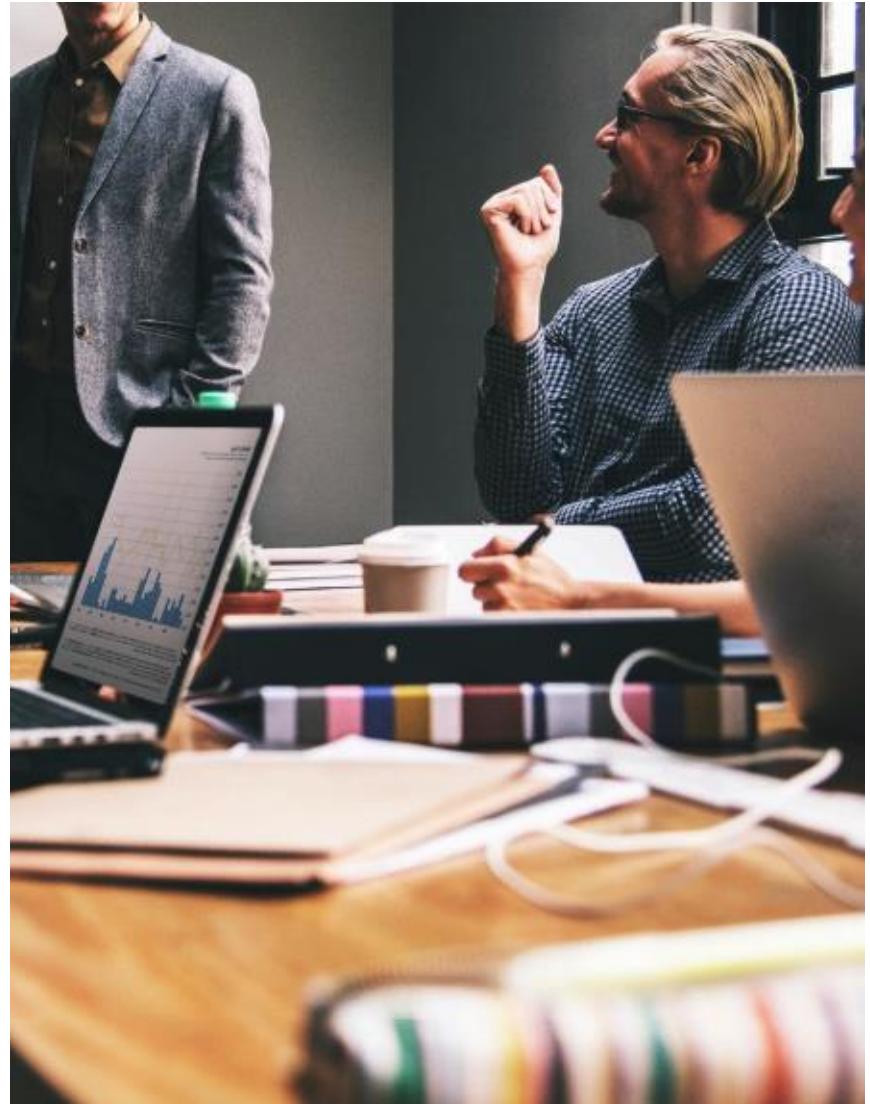


# Judging Panels

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The monthly and annual judging panels will consist of thirteen members carefully selected from around the world that will include:

- Three members from industries/business.
- Three members from universities.
- Three members from reference points (i.e., NGOs, international organizations).
- Three members from funding/sponsoring companies.
- One member from a well-known auditing company.

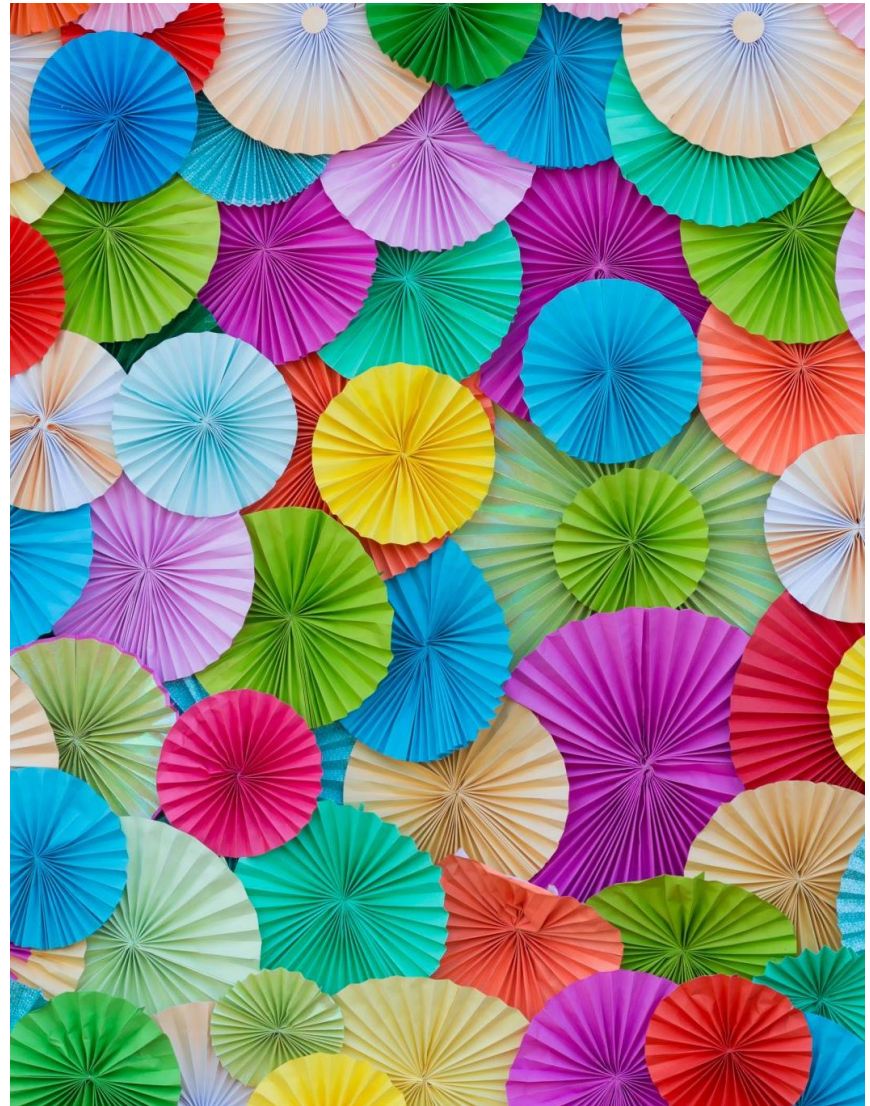




# With 20X, everybody is a winner!

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1. Lucky Winners - Youths who wins, will receive support packages to help them start their own businesses for their discovered ideas.
2. Unlucky Winners - Youths who do not win the competitions, would have learned how to build relationships, discover and build-brand ideas.

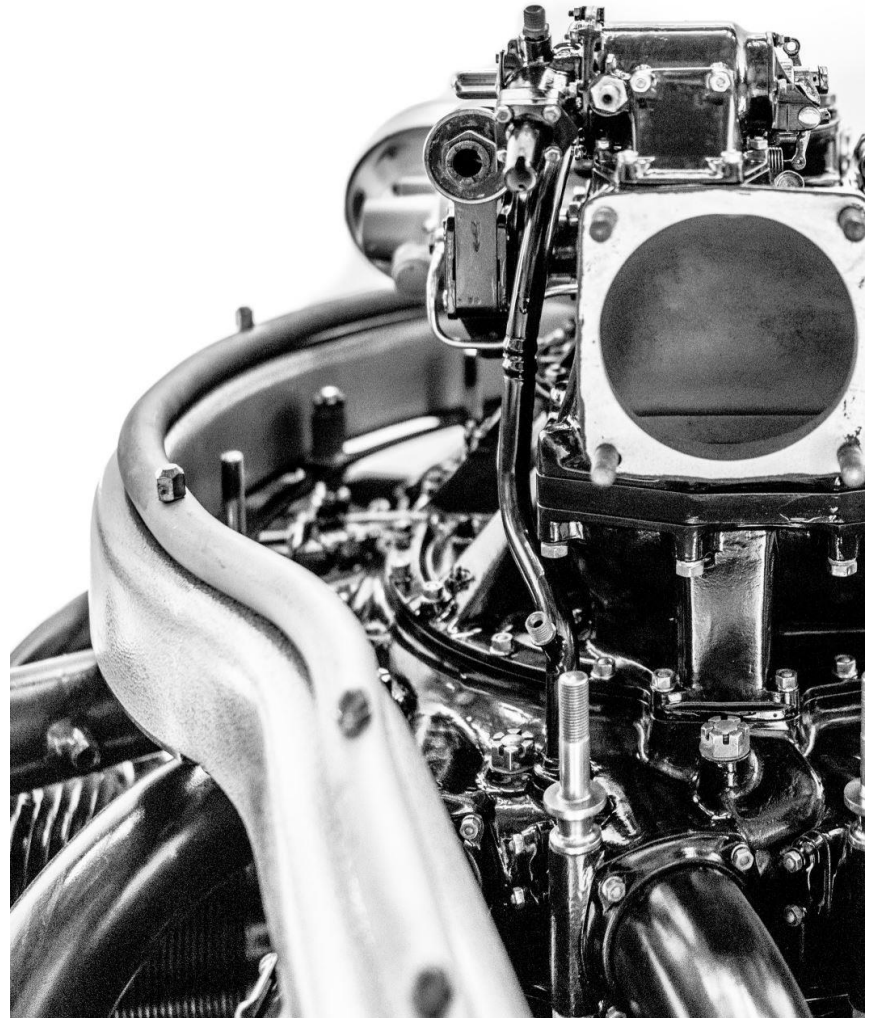




# Target Market Exposure

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- Targeting the participating nations at 2023 planned COP28 summit in UAE.



\$49 per person

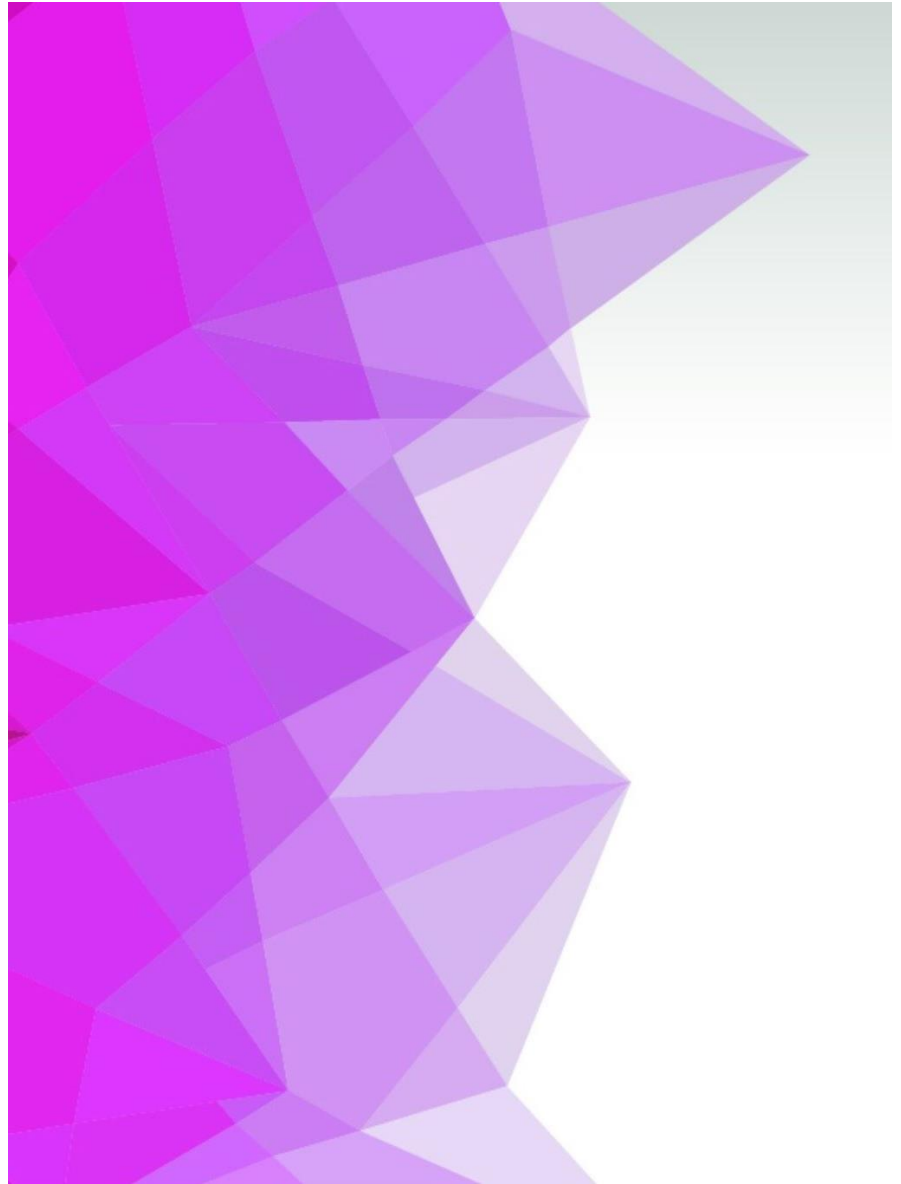
Making it affordable to youths  
and partners around the world.

20X Fees



# Legacy!

20X is a legacy for humanity  
to grow by the power of  
youths around the world!



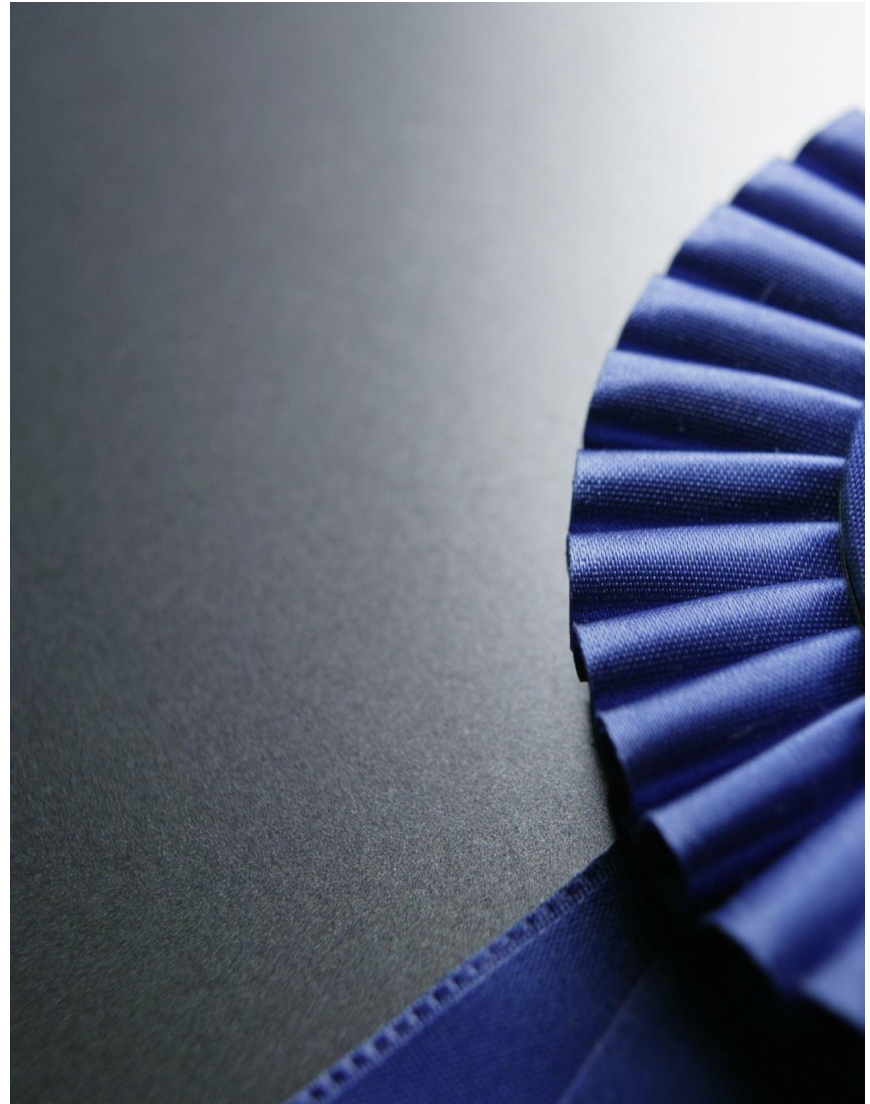


# Customized Sponsorships Benefits!

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**20X** dynamic sponsorship packages are customized to accommodate sponsor's own interest, which may include the following values:

- Sponsorship of youths to participate (from UAE, regionally, and/or from any country you choose from around the world).
- Sponsorship of a sustainability project of your interest.
- Local, regional and/or global exposure.
- Company logo exposure.
- Company and contact person details exposure.
- Company business brief exposure.
- Company's website link exposure.
- Recognition award at annual ceremony (Appreciation certificate and Shield).
- Nominate a person to the judging panels.
- Financial gifts to winners in sponsor name.
- Advertising page on 20X websites.
- Name appearance through prints and email campaigns.

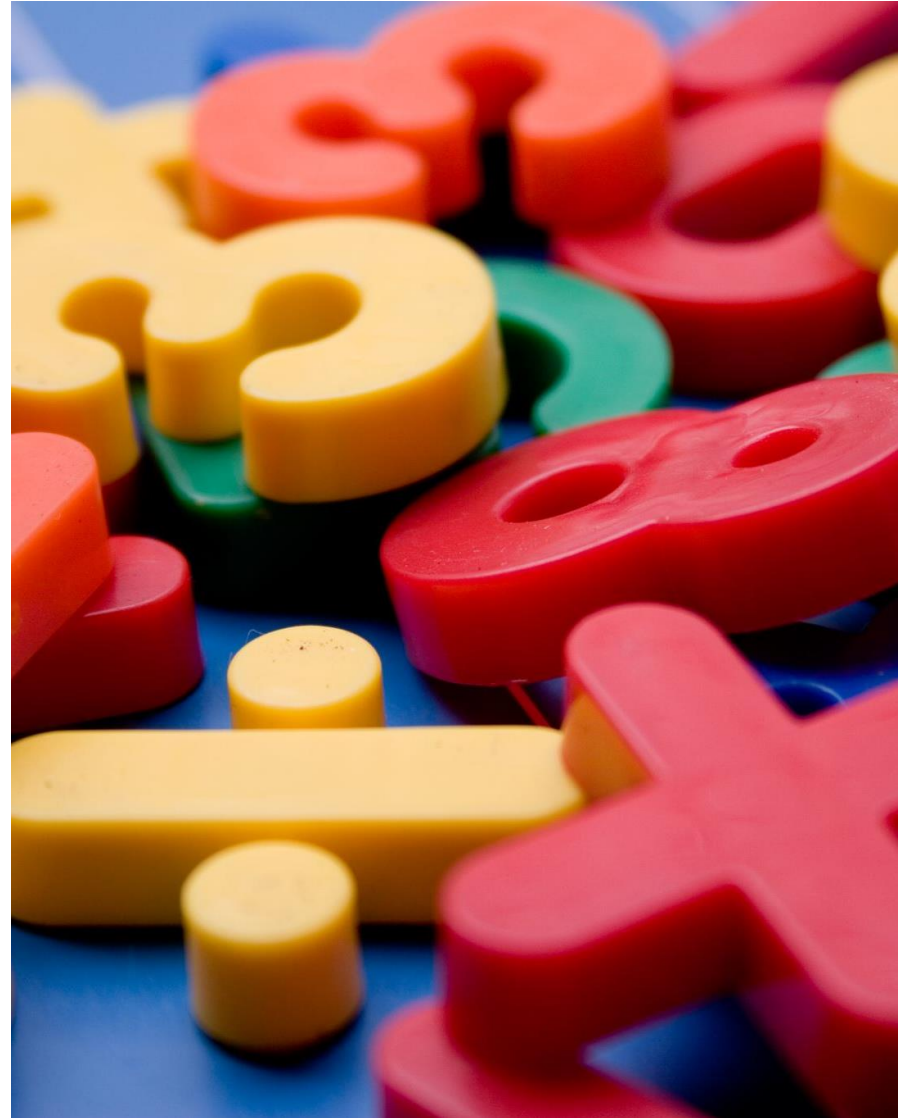


# Become a 20X Partner!

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We love to partner with:

- Ministries of Education and Higher Education
- Education commissions
- Ministries of Labor
- Ministries of Youth
- Youth organizations
- Universities
- High schools
- Labor organizations
- NGOs
- Media



# For details

Visit: <https://talentsofendearment.com/20x>

Write: [info@talentsofendearment.com](mailto:info@talentsofendearment.com)

Call/WhatsApp: +971 50 381 5868





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# The Future Is 20X

