TMB Global News Network

Business Plan

&

Proposal

for

African Diaspora Institute ADI

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HQ

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Introduction:

The Michigan Banner (TMB) began in 2002 when, upon casually opening a community newspaper serving Saginaw, Michigan, TMB leaders quickly recognized the outpouring of needs in the community. Immediately upon acquiring market research that evidenced these needs, TMB began intently serving the I-75 corridor of underserved communities in and beyond Saginaw. Over time, Michigan embraced regional developments that could serve many marginalized populations.

Through their continued growth and expansive market research, TMB identified the powerful magnetism of publications that embraced multi-generational and diverse ethnic groups under one genre. TMB organically created a bridge to connect its readership, which included loyal followers, driven advertisers, and vested stakeholders interested in growing diverse and culturally significant demographics. TMB fostered essential relationship networking between public and private sectors, creating a safe space for all community stakeholders to empower themselves, residents, and businesses across Michigan with informative, inspirational, and thought-provoking news stories, interviews, and knowledge that holds rich cultural and historical relevance.

Expanding TMB Global's Reach and Impact:

Nearly 23 years later, with the blessings of its founder Jerome Buckley and the vision of former Ombudsman Elaine Gregory-McKenzie, TMB and its network of field experts expanded its global footprint by forging partnerships with visionaries, creative thinkers, international tech companies, and experts. These collaborations have resulted in the development of proprietary software programs that effectively manage data and algorithms to outpace competition. Renowned for their robust Geofencing and Branding tools, these partnerships enhance the precision and reach of TMB Global's marketing strategies.

Mission and Strategic Goals:

With over 50 years of combined experience in: Non-profit and Community Engagement, Outreach, International education, marketing, IT, Finance, and Project Management, our core mission is to expand our global reach and networking capabilities worldwide. TMB Global remains committed to addressing the needs of underserved communities, often overlooked and labeled as "non-producing populations." Through a strategically philanthropic approach, TMB Global aims to implement ethical developments in these communities locally, nationally, and internationally.

Formation of The Michigan Banner Global Foundation (TMBGF):

To further its mission, TMB Global has formed The Michigan Banner Global Foundation (TMBGF), a non-profit organization dedicated to serving the global diaspora. TMB Global News Network will spearhead projects and programs related to the Global Metaverse.

The African Diaspora Institute (ADI):

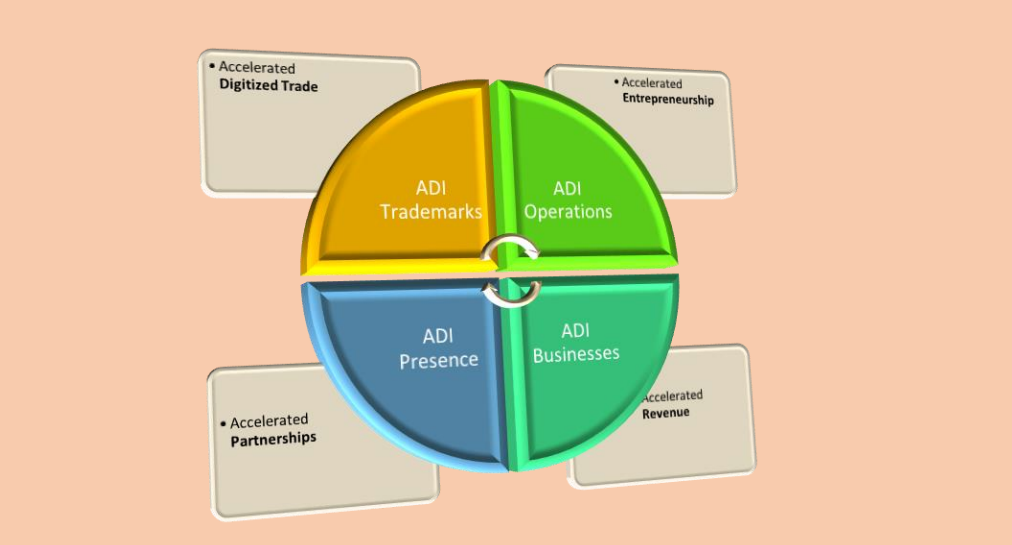
All facility operations, including the design and construction of the African Diaspora Institute (ADI), formerly known as the African Diaspora Cultural Center, will be managed by TMBGF.

The leadership decided to rename the center to better reflect its unique trademarks, operations, and role as a business accelerator through digitized trade delegations, entrepreneurship, and international partnerships.

Key Areas of Focus:

1. Social Equity
2. Education
3. Artificial Intelligence (AI)
4. Economic Growth/Sustainability
5. Tourism
6. Infrastructure & Green Development
7. Women Empowerment
8. Health Awareness
9. Food Safety
10. Climate Change & Global Business & Trade Opportunities

The Uniqueness of ADI



TMB Global's vision is to speak with one voice, working collectively to address great challenges in healthcare, education, AI training, digital literacy, and Blockchain Management. The goal is to create generational wealth through sustainable business development, tourism, and in the Metaverse.

Ultimately, with its Brick-and-Mortar building, the African Diaspora Institute (ADI) physically located in South Africa (with familial connections in the United States), the brand will continually expand further through well-established supply chains, trade delegations, digitized culture and entertainment networks, and tourism on a global scale. By focusing on these strategies, TMB Global aims to lead in creating inclusive and equitable global economies, which indeed provides a pathway for a brighter future for all.

TMB Global is leveraging the metaverse to create a virtual ecosystem that supports economic growth and provides innovative opportunities for interaction and development as follows:

- Virtual Destination Exploration and Gamification,
- TMB Global can create immersions during different times of the year,
- Enhanced Marketing and Engagement,
- Create virtual replicas of tourist destinations, allowing potential visitors to explore and experience locations before physically traveling
- Interactive 3D models of landmarks, streets, and cultural hotspots
- Virtual tours guided by AI avatars or real tour guides
- Seasonal previews to showcase destination
- Interactive storytelling experiences that highlight the history and culture of locations
- Immersive advertising that allows users to "step into" promotional content creation

Job Training and Certification Programs:

These programs are designed to equip individuals with the skills needed for the evolving job market, particularly in metaverse-related job training and certifications. The African Diaspora Institute (ADI): serves as a hub for TMB Global's initiatives, fostering connections between Africa and the United States. It focuses on promoting virtual destination and exploration.

By working together to promote literacy and the preservation of Black culture, TMB Global seeks to build stronger, more inclusive communities that are empowered to celebrate their diversity and honor the rich history and heritage by the collective shared human experience.

Data-Driven Personalization:

By leveraging data collected in the metaverse, TMB Global can offer hyper-personalized experiences, of Predictive recommendations based on user behavior and preferences in virtual environments. Which will also feature dynamic pricing and package customization tailored to individual customer profiles.

TMB Global can create a more engaging, interactive, and personalized experience for its customers, potentially increasing brand loyalty and driving sales. The metaverse offers a unique opportunity to blend the excitement of travel planning with the immersive capabilities of virtual reality, setting TMB Global apart in the competitive tourism industry.

- Facilitating business-to-business (B2B) expansions in both regions
- Workforce Preparation, to support economic growth
- Next generation AI-related jobs
- Technical and vocational careers
- Trade-centered employment opportunities
- Sustainable and Equitable Growth
- Implement philanthropic goals effectively

Data-driven personalization in the metaverse can be monetized through several strategies:

Hyper-personalized experiences: Offer tailored virtual environments and interactions based on user data, charging premium rates for these customized experiences.

Predictive recommendations: Utilize AI algorithms to analyze user behavior and preferences, suggesting relevant products, services, or experiences within the metaverse. Monetize through commission on purchases or subscription fees for advanced recommendation features.

Dynamic pricing: Implement AI-powered dynamic pricing models that adjust prices in real-time based on demand, user behavior, and market conditions. This optimizes revenue by setting the most competitive and profitable prices for virtual goods and services.

Package customization: Create personalized bundles or packages of virtual items, experiences, or services tailored to individual customer profiles. Charge higher prices for these custom packages compared to standard offering.

Targeted advertising: Use collected data to deliver highly relevant ads within the metaverse, charging advertisers premium rates for precise audience targeting3.

Subscription tiers: Offer different levels of personalization and features based on subscription tiers, encouraging users to upgrade for more advanced personalization options3.

Data insights: Monetize aggregated, anonymized user data by selling insights to businesses interested in metaverse consumer behavior and trends.

By implementing these strategies, TMB Global can create multiple revenue streams while enhancing user experiences through data-driven personalization in the metaverse.

Therefore, by highlighting the above specific areas, TMB Global differentiates itself as an expert in fostering connections between Africa and African American cultures while promoting economic development. This vertical strategy allows TMB Global to become the go-to organization for initiatives related to cultural preservation, economic empowerment, and sustainable growth and investment within the African diaspora.

By combining cultural literacy, economic development, and technological innovation, TMB Global seeks to create a comprehensive approach to community empowerment and global cooperation, with a particular focus on the holistic approach to the African Diaspora with our "One Tribe" development vision.

Executive Summary

For nearly 25 years, The Michigan Banner (TMB) has delivered positive news and engaged its readers with community opportunities, fostering collaboration over competition. TMB has effectively utilized federal, state, and local funding to support numerous programs.

Recognizing the complexities of crowdfunding, TMB identified the need to guide vetted non-profit organizations to available funds. In response, the TMBG Foundation developed platforms to generate revenue while promoting Black literature, culture, and education. This initiative aims to increase global commerce between Africans and Black Americans, highlighting the similarities and opportunities between these communities.

TMBGF is establishing physical locations in Metro Detroit and South Africa to preserve and archive Black literature and cultural items. These will be curated and toured throughout a network of affiliate sites and cultural legacy centers, forming the foundation for future endeavors. By preserving authentic Black heritage, TMB aims to protect South Africa's natural history and cross-cultural existence among African descendants worldwide.

Keeping Black Literature Lit

One of TMBG Foundation's premier projects this year is a global campaign to catalog Black literature, ensuring its legacy for future generations. The First Amendment guarantees the right to speak, publish, and read freely, advocating for an inclusive and accurate history in schools. The platform fosters community-to-community (C2C) dialogue with experts, promoting open conversations about America's history.

Construction Plan: A 100,000 sq ft Building with Multiple Facilities – Location, Detroit, MI

TMB proudly introduces the African Diaspora Institute - a state-of-the-art multipurpose facility inside ADI, also known as The Legacy Center. This center celebrates the rich history, culture, and achievements of the African American community, merging cutting-edge design with a deep sense of heritage. It will serve as a hub for education, entertainment, and empowerment, celebrating global diversities.

The Legacy Center will be a monument to African American and African world history. The expansive space will feature interactive displays and curated collections, inviting visitors to explore the rich tapestry of their heritage and legacy. Below details some of the exhibits.

Futuristic Entrance

Visitors will feel as if they've stepped into the future upon entering The Legacy Center through a captivating, technologically advanced entrance. The design pays homage to African art and symbols, seamlessly blending traditional motifs with modern aesthetics. This awe-inspiring entrance sets the tone for the immersive experience that awaits within.

Amphitheater

The Legacy Center's grand amphitheater stands as a testament to the power of storytelling. With world-class acoustics and seating, it serves as a platform for captivating performances, lectures, and live events that celebrate African American history and cultural expressions. From renowned speakers to vibrant theatrical productions, this space embraces the spirit of unity and inspiration.

Conference Rooms

The African American Legacy Community Center features six sophisticated conference rooms equipped with cutting-edge technology. These spaces are perfect for hosting engaging discussions, workshops, and symposiums that delve into African American history, social progress, and economic empowerment. Each room is designed to facilitate collaboration, the exchange of ideas, and nurturing future leaders.

Movie Theater

Every guest deserves to experience the magic of the big screen in The Legacy Center's meticulously designed movie theater. With state-of-the-art sound and projection systems, it offers an immersive cinematic experience for showcasing powerful documentaries, thought-provoking films, and stories that highlight African American achievements, struggles, and triumphs.

Community & Ghost Kitchen

The Legacy Center will provide an ultramodern community kitchen for businesses and entrepreneurs to test their food products for market scalability. It will also serve as a place for people to gather, cook, and share meals while learning new culinary skills. Available to schools, churches, health centers, and other workplaces, it supports catering, luxury dining, skill training, and communal social events. The Community and Ghost Kitchen will play a crucial role in promoting community engagement, food distribution, job creation, economic growth, and sustainability.

Wedding Venue

The facility will offer multiple transformative spaces for large-scale events or intimate ceremonies. Weddings at The Legacy Center can be either indoors or outdoors. TMB will offer a variety of venue packages and customized amenities that deliver an exceptional first-class experience to guests and hosts alike.

Business Video Conference Center Rental Space

The business video conference center rental space will feature Lifesize, crystal-clear HD video screens for professional meetings and Zoom presentations. Clients will have access to streamlined video application conferencing software that integrates seamlessly with existing networks.

ADI Detroit Talent Search Auditions

Detroit is renowned for its cultural dominance in music, having influenced international jazz, blues, soul, gospel, country, hip-hop, and rap artists through its legendary Hitsville, USA – The Motown Sound Brand. The Legacy Center will revive the music scene in Metro Detroit with its Talent Search Platform. By partnering with a marketing team and notable music record label, it will feature Detroit's musical heritage and spotlight emerging talents.

Detroit School Competitions

The Legacy Center will offer the perfect place and accommodations for various competitions, including sports, science projects, and fashion and hair shows. ADI is proud to be a venue where schools, colleges, and universities can showcase science projects, oratorical demonstrations, AI modeling, drone building, and world-class STEM presentations and skills.

The Blue Souk Detroit

The Blue Souk will capture the authentic international and cultural flavor of Metro Detroit, known as “The City of International Culture.” Like the souks of Asia, North Africa, and the Middle East, The Blue Souk Detroit will be a maze of exotic shops, cleverly designed to mesmerize visitors. It will embody multilateral heritage, integrating cosmopolitan and old-world goods such as spices, gold, diamonds, carpets, music, and fine works of art—all in one place. Visitors can experience and enjoy the rustic and exotic charm of a true authentic Souk, with all its amenities and diverse range of products. It's a place to relax and unwind, and enjoy a unique blend of traditional market charm and a modern shopping convenience.

The African American Legacy Community Center

The African American Legacy Community Center stands as a testament to the triumphs, struggles, and indomitable spirit of the African American community. With its forward-thinking design, advanced amenities, and a focus on education, empowerment, and cultural celebration, it serves as a beacon of inspiration and a gathering place for all who wish to honor and embrace the African American legacy.

Cyber-Education & Safety Online Gamification System: Predevelopment Budget – $1.5M

Webscouts TFX goal is to provide best practice skills development and cyber-education training to 6th grade through 12th grade learners. The goal is to have this program part of the National Security program needed to help kids fight what they can't see and win.

1. **Curriculum Development**:
    - Develop age-appropriate content for different grade levels.
    - Include practical exercises, simulations, and real-life case studies.
2. **Training and Workshops**:
    - Conduct regular training sessions and workshops.
    - Engage experts from cybersecurity fields to provide insights and guidance.
3. **Community Engagement**:
    - Create an online platform for students to interact, share knowledge, and report issues.
    - Foster a sense of responsibility, accountability and a feeling of belonging.
4. **Assessment and Feedback**:
    - Regularly assess the effectiveness of the program through surveys and feedback.
    - Continuously update the curriculum based on new threats and feedback.

By equipping young learners with the necessary skills and knowledge, WSTF-X can significantly contribute to creating a safer online environment that prepares next generation learners to decode meaning from language and behavior patterns used to perpetrate threats. By analyzing pre-and post-training scores, Webscouts can pinpoint areas where users excel and where they might need additional support, ultimately helping kids navigate the web more safely and with added confidence.

Implementing such a system can truly empower young learners and parents to navigate the web more effectively and take back their power to have fun online.

The impact of the African Diaspora Institute (ADI) on the community, especially in terms of job creation and overall community well-being, would be substantial and multifaceted. Here's a detailed look at the potential benefits:

Economic Impact

- ADI would create about 230 jobs, from construction and operational roles, to educational and administrative positions. This would significantly reduce local unemployment rates.
- Increased Incomes: With more employment opportunities, residents would experience higher incomes, improving their overall quality of life and contributing to the local economy.
- Local Businesses: ADI's presence could stimulate the growth of local businesses, from retail to service industries, by increasing demand and economic growth potential.

Educational Benefits

- Skill Development: ADI would offer training programs and workshops, equipping individuals with valuable skills that can enhance their employability and career prospects.
- Educational Resources: The institute would provide access to a wealth of knowledge through libraries, lectures, and other educational resources, fostering a culture of lifelong learning.
- Youth Engagement: Programs tailored for young people would nurture their talents, promote cultural pride, and encourage them to pursue higher education and careers in diverse fields.

Cultural and Social Impact

- Cultural Preservation: By focusing on preserving and celebrating African and African American heritage, ADI would foster a sense of pride and identity among community members.
- Community Cohesion: ADI would serve as a gathering place where people from various backgrounds can come together, strengthening community ties and promoting social inclusion.
- Cultural Events: Hosting cultural events, exhibitions, and performances would attract visitors from outside the community, fostering cross-cultural understanding and appreciation.

Health and Well-being

- Health Awareness: Health programs and initiatives would raise awareness about important health issues, promoting healthier lifestyles and improving community well-being.
- Mental Health: By providing a supportive environment and resources, ADI could help address mental health issues and reduce stigma, contributing to overall mental well-being.

Sustainability and Environmental Impact

- Sustainable Practices: ADI's focus on green development and sustainability promotes environmentally friendly practices, contributing to a healthier environment.

Global Reach

- International Partnerships: Through its global network, ADI would foster international collaborations, bringing in new ideas, investments, and opportunities for both local and international business to explore.

Example Scenario – ADI Metro Detroit & Lincoln Park Social and Economic Benefits:

Imagine a resident of Lincoln Park, who, due to ADI's job training programs, secures a job in the institute's administrative department. This new role not only provides financial stability but also gives them a sense of purpose and belonging. Their children attend educational programs at ADI, gaining insights into their cultural heritage and fostering a strong sense of identity and pride.

With ADI's presence, local businesses thrive due to increased foot traffic, and the community as a whole enjoys a higher standard of living, healthier lifestyles, and a vibrant cultural scene.

By bringing together education, culture, and economic growth, ADI would serve as a catalyst for transforming the community, creating lasting benefits for current and future generations.

Adding a "Waste to Energy" strategic recycling plant alongside a modular housing manufacturing facility can have profound benefits for the community and the state of Michigan:

Environmental Impact Sustainable Waste Management: The recycling plant converts waste into usable energy, reducing landfill waste and lowering greenhouse gas emissions. This contributes to a cleaner environment and supports near net-zero green development.

Renewable Energy Production: The energy generated from waste can be used to power homes, businesses, and the modular housing facility itself, reducing reliance on fossil fuels and promoting renewable energy sources.

Economic Benefits Job Creation: Both the recycling plant and the modular housing facility will create numerous jobs, from construction and operation to administrative roles, significantly boosting local employment.

Economic Growth: The influx of new businesses and increased economic activity can stimulate local economies, attracting further investment and development.

Cost Savings: Generating energy from waste can lower energy costs for the community and the manufacturing facility, leading to more affordable housing options.

Addressing Housing Shortages: Affordable Housing: The modular housing facility will produce cost-effective homes, addressing the severe housing shortage in Michigan. This will make homeownership more accessible to low- and middle-income families.

Rapid Construction: Modular homes can be built and assembled quickly, providing timely solutions to housing crises and reducing the backlog of housing needs.

Community and Social Impact: Enhanced Infrastructure: The presence of these facilities will lead to improved infrastructure, such as roads, utilities, and public services, benefiting the entire community.

Community Engagement: These projects can foster a sense of community pride and engagement by involving local residents in sustainable practices and development efforts.

Health and Well-being: Reducing waste and generating clean energy can lead to improved air quality and overall environmental health, contributing to the well-being of the community.

Example Scenario:

Imagine a community in Detroit, MI where the new "Waste to Energy" plant and modular housing facility are fully operational. Local residents benefit from new job opportunities, leading to lower unemployment rates and higher household incomes. The energy generated from waste powers homes and businesses, reducing energy costs and environmental impact. Affordable, high-quality modular homes become available, addressing housing shortages and providing comfortable living spaces for families. The community enjoys improved infrastructure and public services, and residents take pride in their involvement in sustainable practices. Overall, these projects foster a vibrant, prosperous, and environmentally conscious community.

Community Cohesion: Affordable and accessible housing can help create a more inclusive and cohesive community, where people from various backgrounds can live together harmoniously. Overall, a modular housing manufacturing plan in Detroit, MI could bring significant economic, social, and environmental benefits to the community.

Walkability: A major design feature for the Detroit Project is the plan to create a holistic approach to living in walkable communities. The basic concept is that people should be able to walk to work; walk to school and most needs should be within walking distance of residential houses. Everything should be in a 10-minute walking distance.

Connectivity Factor: Likewise, connectivity will be a crucial factor in the project design to ensure the basic concept of walkability. As much as possible the project will build in plans to for interconnectivity regarding its streets which ease traffic concerns and provide the citizen's roads to walk from one place to another without traffic, designed with tree lined streets to provide shade for pedestrians as they walk from one place to another. By integrating these innovative projects, Detroit can become a model for sustainable development, economic growth, and community well-being, setting a precedent for other communities to follow.

The International Arts Biennel – Metro Detroit and South Africa

Revenue Projection

The First International Arts Biennial will contribute to the branding and cultural identity of Detroit. It has the potential to attract tourists and new residents. We predict hosting the international arts event will see a sustained increase in cultural tourism, which continues to fuel the local economy long after the event has concluded. In essence, the economic impact of art festivals is multifaceted, contributing significantly to both immediate revenue generation and long-term local market growth. Through these events, the art world not only celebrates creativity but also fosters economic development, education, community and global enrichment.

The projected revenue for the 5-day Biennial Africa event is estimated at $38,938,053. This figure is based on the economic impact of a similar event, the 2023 Arts Biennial in Dubai, which generated AED 143 million (equivalent to $38,938,053.10 USD).

Economic Impact

The International Arts Biennial is expected to have a substantial economic impact through various channels:

1. Direct Revenue:
    - Ticket sales
    - Vendor fees
    - Sponsorships
2. Indirect Revenue:
    - Accommodations for attendees
    - Dining and restaurant sales
    - Local shopping and retail

3. Local Market Stimulation:
    - Platform for local artisans and craftsmen
    - Continuous funding stream for artists
4. Tourism Boost:
    - Increased international visitors
    - Promotion of American and South African culture and heritage
5. Long-term Benefits:
    - Enhanced global recognition Metro Detroit and for South African art
    - Potential for recurring economic benefits in future editions

Location Advantages: Metro Detroit TBD

The ADI-South Africa location in Sunninghill, Sandton, offers several advantages:

- Proximity to major businesses (PriceWaterhouseCoopers, Eskom, Acer)
- Access to N1 freeway
- Nearby commercial areas (Sunninghill Village)
- 20,000 square meters (215,278.21 square feet) of space
- Cost: $1M

These factors contribute to increased visibility and potential foot traffic for the event and ADI's ongoing operations.

Unique Selling Proposition

The Biennial Africa aims to differentiate itself by:

- Focusing on post-pandemic artists
- Celebrating diverse global talent
- Connecting art, commerce, and community building
- Offering a unique blend of services and amenities not available in the region

By leveraging these factors and the projected revenue, the International Arts Biennial for both Detroit and Africa has the potential to significantly impact the local economy and establish itself as a major international arts event.

Revenue stream $40M yearly, or every two or three years as planned.

Unemployment Challenges in South Africa

As of the latest reports in 2024, South Africa faces a significant unemployment crisis, with the unemployment rate standing at approximately **34%**. This figure includes a staggering **63%** youth unemployment rate, highlighting the urgent need for effective interventions that can provide sustainable employment opportunities.

Economic Challenges: The persistent high unemployment rate contributes to poverty and social instability; **Skills Gap**: There is a notable mismatch between the skills possessed by job seekers and those demanded by employers; **Economic Inequality**: The wealth gap continues to widen, disproportionately affecting marginalized communities.

Cross-functional Job Creation:

One of the primary goals and objectives of ADI is to create jobs across various sectors. By establishing a physical presence in South Africa, ADI will generate direct and indirect employment opportunities.

Projected Job Creation: ADI aims to create approximately **266 jobs** directly within its operations, with additional indirect jobs arising from local partnerships and community programs.

Diverse Job Types: Positions will span various fields including education, IT, cultural management, and administration.

Skills Development and Training Programs – ADI Global Platform: ADI will implement comprehensive skills development initiatives, designed to equip Learners with relevant skills for today's job market. These jobs maybe be obtained locally or internationally US Collaborative partnerships.

Vocational Training: Programs focused on technical skills relevant to local industries will be offered.

Digital Literacy Programs: Training in digital skills, including content creation and IT support, will prepare participants for roles in the growing tech sector.

Metaverse Training: Courses aimed at developing skills in emerging technologies such as virtual reality and augmented reality will be introduced.

Methods and Strategies used: These strategies collectively aim to create a robust job market, reduce unemployment, and foster economic growth in South Africa. By focusing on skill development, entrepreneurship, and sustainable development, ADI helps build a more prosperous and resilient community. To accomplish our objectives, TMB Global will implement the following strategies:

THE AFRICAN DIASPORA INSTITUTE (ADI) IN SOUTH AFRICA EMPLOYS SEVERAL STRATEGIES TO CREATE JOBS AND FOSTER ECONOMIC GROWTH:

1. Skill Development Programs

ADI offers various training and educational programs aimed at equipping individuals with the skills needed for employment. These programs focus on both traditional and emerging industries, ensuring that participants are prepared for the job market.

2. Entrepreneurship Support

ADI provides support for aspiring entrepreneurs through mentorship, access to funding, and business development resources. This helps individuals start and grow their own businesses, creating job opportunities for themselves and others.

3. Public Employment Programs

ADI collaborates with local governments to implement public employment programs that create temporary jobs in infrastructure development, environmental conservation, and community services. These programs provide immediate employment while also building skills and experience for long-term job prospects.

4. Partnerships with Local Businesses

ADI works closely with local businesses to create job opportunities. This includes job placement services, internships, and apprenticeships that help bridge the gap between education and employment.

5. Cultural and Creative Industries

ADI promotes job creation in the cultural and creative sectors by supporting artists, musicians, and cultural practitioners. This includes organizing events, exhibitions, and performances that generate employment and stimulate economic activity.

6. Youth Engagement

ADI focuses on engaging young people through programs that provide vocational training, job readiness workshops, and career counseling. This helps prepare the youth for the workforce and reduces youth unemployment.

7. Sustainable Development Projects

ADI initiates projects that promote sustainable development, such as business development, digital energy initiatives, and waste management programs. These projects not only create jobs but also contribute to environmental sustainability.

8. International Partnerships

ADI leverages its global network to attract investment and create job opportunities. By partnering with international organizations and businesses, ADI brings new ideas, resources, and employment opportunities to the local community.

The Blue Souk South Africa - Economic Impact:

Souk Features:

The Blue Souk in South Africa offers a unique blend of traditional market charm and modern shopping convenience, attracting visitors with its rustic and exotic ambiance. This vibrant marketplace not only provides a delightful shopping experience but also contributes significantly to the local economy with visitor's experiencing:

- **Gold and Jewelry Shops**: A plethora of gold and silver shops, showcasing finely crafted jewelry, precious stones, and Bedouin diamonds.
- **Textile and Carpet Stores**: Beautiful Persian carpets, kilims, and traditional hand-woven textiles.
- **Handicraft and Artisan Shops**: Exquisite handcrafted items, including pottery, ceramics, and traditional coffee pots.
- **Fashion and Clothing Boutiques**: A range of clothing brands, offering both traditional and contemporary styles.
- **Curio and Souvenir Shops**: Unique trinkets, keepsakes, and souvenirs that capture the essence of the rich cultures of Metro Detroit.
- **Fine tea and coffee**: The Blue Souk are a delightful place to indulge in traditional tea and coffee, offering a rich experience that blends cultural heritage with modern tastes.
- **Food & Fun:** The Blue Souk SA will be known for its rich cultural diversity, and offers to the world its tantalizing array of international cuisine; dance and famous for the unexpected.

ADI Sunninghill, Gauteng Province, South Africa:

After evaluating multiple potential sites, we have identified Sunninghill in the Sandton area of Gauteng, South Africa, as an ideal location. This area offers a unique blend of residential and commercial amenities, providing a vibrant and conducive environment for our initiatives.

Strategic Objectives ADI South Africa:

By focusing on these areas, TMB Global Foundation, through ADI, objectives are to make a lasting, positive impact on the communities we serve, driving progress and fostering a better future for all.

The African Diaspora Institute (ADI) is set to play a transformative role in South Africa by addressing economic challenges, particularly high unemployment rates, through cultural preservation, education, and job creation programs. This document carefully describes the potential economic impact of ADI will

Economic Growth

The establishment of ADI is expected to have a ripple effect on the local economy.

- Increased Local Spending: As new jobs are created, disposable income within the community will rise, leading to increased spending on goods and services.
- Enhanced Business Opportunities: Local businesses will benefit from partnerships with ADI, creating a more vibrant economic ecosystem.

Impact on Unemployed South Africans

Direct Benefits:

The most immediate impact of ADI will be its ability to provide jobs and training for unemployed individuals.

- Employment Opportunities: With direct job creation efforts, many unemployed individuals will find stable employment.
- Skill Acquisition: Participants in training programs will gain valuable skills that enhance their employability in various sectors.

Long-Term Benefits:

The long-term benefits of ADI's initiatives extend beyond immediate job creation.

- Sustainable Employment: By equipping individuals with relevant skills, ADI aims to reduce long-term unemployment rates.
- Community Resilience: Empowered communities are better equipped to address economic challenges independently.

Unemployment Impact:

The African Diaspora Institute (ADI) has the potential to significantly impact the South African economy by addressing high unemployment rates through job creation, skills development, and community empowerment. With an estimated unemployment rate of 34% and a youth unemployment rate of 63%, the need for effective solutions is critical. By fostering an environment of learning and opportunity, ADI not only aims to improve individual lives but also contribute to broader economic growth and stability within South Africa.

Strategic Partnerships

- Collaborations with universities and research organizations for independent evaluations;
- Implement a structured approach for planning, monitoring, evaluating, and improving the process
- ADI aims to:
    - Enhance accountability
    - Create a lasting legacy aligned with TMB Global's vision
    - Empower marginalized populations across the African diaspora
    - Effectively measure impact on cultural preservation, education, and economic empowerment

Social Impact and Education Upskills Training:

AI and digital technology can significantly benefit the 40.6% or more of eligible learners in South Africans.

We encourage all to take full advantage of this global learning opportunity, by providing greater accessibility for professional development services, specialty courses and education workshop specifically designed to address the gaps in skills demand and accessibility to: digital literacy, agribusiness, and economic growth opportunities, particularly in remote areas by using the TMB Global App.

The immediate benefit and social impact to the Gauteng community, is to make TMB Global upskills online digital Integration and Communication Technologies training program accessible and affordable to all.

ADI's core training will notably focus on key gender quality issues, but will empower all users to overcome barriers like distance and limited mobility, while also creating new avenues to achieve entrepreneurship, global education and skill development, to secure career advancement, in a competitive digital job market.

ADI Online Program Competitive Analysis:

We identified three competitors in South Africa by analyzing specific elements below, that might be considered as gaps in their overall online teaching structure and marketing strategy. They include: unique curriculum focus, niche market focus, instructional teaching style, student engagement techniques, accessibility and flexibility, community build, and assessment and evaluation processes.

Key Target Areas to Consider - Curriculum and Niche Market Focus:

- ADI online program has a niche curriculum that focuses on specialized custom courses that are researched-based and addresses specific skills gap in technology and digital literacy.

Integrated Blended Learning Communities:

- Competitors do not use blended-learning techniques; they primarily use lectures. Our international facilitators use a blend of videos and interactive activities, that incorporates innovative teaching methods, like simulations, gamification, and or real-world case studies.
- They do not incorporate Student-led Learning Communities, and strategies that promote student success.

Student Engagement Techniques:

- Student engagement is a key component of student success. The facilitating interaction and communication between students and instructors consist of live Q&A sessions, peer review, and collaborative group presentations with one-on-one assistance if required.

Accessibility and flexibility:

- ADI Institute provides flexible learning options like self-paced modules, different learning formats (audio, video, text), and accessibility to future courses and job placement services opportunities.

ADI Institute ROI

In today's competitive job market, IT certifications are crucial for staying ahead as technology evolves rapidly. They validate specialized expertise in areas like networking, cybersecurity, AI, and cloud computing, enhancing skills and opening doors to better career opportunities, higher pay, and faster advancement.

ADI Institute will focus on training students 16-45 years of age in obtaining certifications in CompTIA. CompTIA has sixteen IT certifications that test different knowledge standards – from entry-level to expert. ADI Institute will also offer certificates to help strengthen the local and global economy:

The goal is to provide upskills training for student success, and for students to have accessibility to gainful employment.

- Subject students will receive the first certificate free of charge in Year 1, creating a deficit.
- Students returning for additional certification will incur a charge, once gainfully employed.
- Certificates are **"stackable certifications"** the more certifications earned, the higher the skill level and demand for higher salaries become.
- The numbers below also take into consideration, working with corporations of training of their employees.

Example of expected ROI below.

	Student Enrollment	**IT Certifications per student $1,500US**	**Postsecondary Online per student $8,000US**	**Total**
Year 1	2000	-$3,000,000		
Year 2	2000	$3,000,000	$16,000,000	$19,000,000
Year 3	3000	$4,500,000	$24,000,000	$28,000,000
Year 4	5000	$7,500,000	$40,000,000	$47,500,000
Year 5	6000	$9,000,000	$48,000,000	$57,000,000
Year 6	8000	$12,000,000	$64,000,000	$76,000,000
TOTAL	24,000	$33,000,000	$192,000,000	$225,000,000

ADI Institute initially will offer four different types of training certifications:

- IT
- Multi-Media & Digital Communication
- Agri-business
- Business Tourism

Sustainability of Economic Benefits:

The Role of the African Diaspora Institute (ADI)

The African Diaspora Institute (ADI) will create a lasting impact on the South African economy by creating critical path ways to education, addressing unemployment with marketable skills, Job creation, and employment local and nationally in various certification programs that uplifts the importance of preservation of authentic culture, education equity, community and business development are equally important to sustain long-term tin the framework work While initial funding and investments are crucial for launching the ADI, it is equally important to establish a framework for sustaining economic benefits over the long term.

This document further clarifies and outlines how ADI South Africa, and in the US, through strategic planning and community engagement will support continuous development initiatives that meet long-term sustainability and economic growth strategic planning.

Strategies for Sustaining Economic Benefits

1. **Diversified Funding Sources**

To ensure ongoing financial sustainability, ADI will pursue a variety of funding sources beyond initial investments. The ADI in South Africa and in the USA through the properties' usage will create commerce associated with rentals, entertainment and various other venues to generate sustainable economic growth and real income.

- **Grants and Donations**: ADI will actively seek grants from governmental and non-governmental organizations focused on economic development and cultural preservation.
- **Corporate Partnerships**: Establishing partnerships with businesses can provide additional funding and resources while creating opportunities for corporate social responsibility initiatives.
- **Revenue-Generating Programs**: Implementing programs that generate income, such as workshops, training sessions, and cultural events, will create a self-sustaining financial model.

2. **Community Engagement and Empowerment**

Engaging the local community is essential for building support and ensuring that ADI's initiatives are relevant and beneficial.

- Local Collaborations: Partnering with local organizations, schools, and community groups can enhance program reach and effectiveness.
- Feedback Mechanisms: Establishing channels for community feedback will allow ADI to adapt its programs to meet evolving needs, thereby ensuring continued relevance and support.
- Volunteer Programs: Encouraging community involvement through volunteer opportunities can foster a sense of ownership and investment in the institute's success.

3. **Skills Development Programs**

Investing in skills development is crucial for empowering individuals and fostering long-term economic growth.

- Vocational Training: Offering vocational training programs tailored to local job market demands will equip participants with practical skills that enhance employability.
- Digital Literacy Initiatives: Providing training in digital skills will prepare individuals for jobs in the growing tech sector, addressing the skills gap prevalent in South Africa.
- Entrepreneurship Support: By offering resources and mentorship for aspiring entrepreneurs, ADI can stimulate local economic activity and job creation.

Economic Impact on Unemployed South Africans

Job Creation

The establishment of ADI is expected to create numerous job opportunities directly within its operations as well as indirectly through community engagement.

- **Direct Employment**: With an estimated creation of approximately 53 jobs within ADI itself, many unemployed individuals will gain stable employment.
- **Indirect Employment**: Local businesses may benefit from increased demand for goods and services as new employees spend their income in the community.

Reduction of Unemployment Rates

By providing targeted training programs and job opportunities, ADI aims to contribute significantly to reducing South Africa's high unemployment rates.

- **Youth Employment Initiatives**: Special focus on youth training programs can address the alarming youth unemployment rate of approximately 63%, equipping young people with skills needed in the job market.
- **Long-Term Employment Solutions**: By fostering entrepreneurship among participants, ADI can create sustainable job opportunities that extend beyond initial employment phases.

Economic Empowerment

Through its initiatives, ADI will empower individuals economically, leading to broader community benefits.

- **Increased Disposable Income**: As individuals gain employment or start businesses, their disposable income will rise, stimulating local economies through increased spending.
- **Community Resilience**: Empowered communities are better equipped to address economic challenges independently, reducing reliance on external aid.

Marketing Research South Africa:

The Gauteng Province was chosen to host the ADI Institute, because of its rich multiracial and diverse demographics and centralized business commerce. Highly urbanized, the province contains the country's largest cosmopolitan city, Johannesburg. Gauteng is notably the wealthiest province in South Africa and is considered its financial hub. The financial activity is mostly concentrated in Johannesburg. However, the county seat and administrative capital is in Pretoria.

Despite being the smallest province by area, it has the highest population of any South African province, with 24.3% of the total South African population. Gauteng provides an excellent cross-cultural community for guiding social economic change particularly in education and training opportunities, and investment.

Education Status:

- 8.4% of residents 20 years and over no formal schooling 8.4%
- 11.2% have had some primary schooling 11.2%
- 5.5% have completed only primary school 5.5%
- 34.3% have had some high education 34.3%
- 28.0% have finished high school only 28.0%
- 12.6% have an education beyond a high school diploma 12.6%
- Overall, 40.6% of residents have completed high school 40.6%

Current Economic Challenges:

South Africa faces significant economic challenges, including high unemployment rates, particularly among youth. As of 2024, the unemployment rate stands at approximately **34%**, with youth unemployment reaching **63%**. This environment presents both challenges and opportunities for ADI to address these issues through targeted programs.

Target Market Identification:

- **Demographics**: The primary target market includes unemployed individuals, particularly youth aged 18-35, who are seeking employment opportunities and skills development.
- **Community Engagement**: Engaging local communities will be crucial for understanding their specific needs and tailoring programs accordingly.

Key Areas of Focus:

1. **Skills Development**: There is a pressing need for vocational training and digital literacy programs to equip individuals with relevant skills.
2. **Cultural Awareness**: Programs that promote cultural heritage and community identity can foster a sense of belonging and pride among participants.
3. **Entrepreneurship Opportunities**: Supporting small businesses and entrepreneurship can stimulate local economies and create job opportunities.

Methodology for Market Research:

4. **Surveys and Interviews**: Conducting surveys and interviews with community members, local businesses, and stakeholders to gather qualitative data on needs and preferences.
5. **Data Analysis**: Utilizing existing economic data from government reports, academic studies, and industry analyses to understand market trends.
6. **Focus Groups**: Organizing focus groups with potential beneficiaries to gain insights into their challenges and aspirations.

Competitive Analysis - Key Competitors-

The competitive landscape for ADI includes various organizations that operate in similar domains of cultural preservation, education, and economic empowerment. Notable competitors include:

- The Nelson Mandela Foundation: Focus: Cultural preservation and education.
  Strengths: Strong brand recognition and established partnerships.
  Weaknesses: Limited focus on vocational training compared to ADI's comprehensive approach.
- The African Cultural Heritage Trust: Focus: Promoting African culture through arts and education.
  Strengths: Extensive network of artists and cultural practitioners.
  Weaknesses: Primarily focused on arts; lacks a strong vocational training component.
- Local NGOs and Community Organizations: Focus: Various social issues including unemployment and education.
  Strengths: Deep community ties and understanding of local needs.
  Weaknesses: Often limited resources compared to larger organizations like ADI.

SWOT Analysis for ADI:

Conducting a SWOT analysis helps identify ADI's strengths, weaknesses, opportunities, and threats in the current market landscape.

Strengths	**Weaknesses**
Strong vision for cultural preservation	New entrant in a competitive space
Diverse program offerings (vocational training, cultural events)	Limited initial funding compared to established organizations
Partnerships with international entities	Need for brand recognition
Opportunities	**Threats**
High demand for skills development programs	Competition from established organizations
Growing interest in cultural heritage among youth	Economic instability affecting funding availability
Potential partnerships with local businesses	Changes in government policies affecting NGOs

Regulatory and Legal Considerations for the African Diaspora Institute (ADI) in South Africa

The establishment of the African Diaspora Institute (ADI) in South Africa represents a significant commitment to cultural preservation, education, and economic empowerment. However, navigating the regulatory and legal landscape is crucial for ensuring compliance and sustainability over the institute's 10-year plan. This document outlines the key regulatory considerations, legal frameworks, and strategic approaches that ADI will adopt to operate effectively within South Africa.

Regulatory Framework-

1. **Non-Profit Organization (NPO) Registration**

To operate as a non-profit entity in South Africa, ADI must register with the Department of Social Development. This involves:

- **Application Process**: Submitting required documentation, including a constitution, financial statements, and details of board members.
- **Compliance with NPO Act**: Adhering to the Nonprofit Organizations Act of 1997, which governs the registration and operation of NPOs in South Africa.

2. **Tax Exemption Status**

Obtaining tax-exempt status is essential for maximizing funding and donations.

- **Section 18A Status**: ADI will apply for Section 18A status under the Income Tax Act, allowing donors to receive tax deductions for contributions made to the institute.
- **Compliance with SARS**: Ensuring compliance with the South African Revenue Service (SARS) regulations regarding tax-exempt organizations.

3. **Employment Laws**

As ADI plans to hire staff, compliance with labor laws is critical.

- **Basic Conditions of Employment Act**: Adhering to regulations regarding working hours, leave entitlements, and termination procedures.
- **Labor Relations Act**: Ensuring fair labor practices and establishing mechanisms for dispute resolution.

4. **Health and Safety Regulations:** ADI must comply with health and safety regulations to ensure a safe environment for employees and visitors.

- **Occupational Health and Safety Act**: Implementing safety protocols in line with this act to protect staff and participants during training programs and events.

5. Intellectual Property Rights: Protecting intellectual property (IP) is vital for safeguarding ADI's programs and materials.

- **Copyright Registration**: Registering educational materials, publications, and digital content to prevent unauthorized use.
- **Trademark Registration**: Securing trademarks for ADI's branding elements to establish a unique identity in the market.

Legal Considerations

1. **Contractual Agreements:** Establishing clear contractual agreements with partners, suppliers, and employees will mitigate risks associated with misunderstandings or disputes.

- **Partnership Agreements**: Drafting formal agreements outlining roles, responsibilities, and expectations for collaborations with other organizations.
- **Service Contracts**: Creating contracts for service providers involved in training programs or facility management.

2. **Compliance Monitoring:** Regular monitoring of compliance with legal requirements will be essential for maintaining operational integrity.

- **Internal Audits**: Conducting periodic audits to assess compliance with financial regulations, labor laws, and health standards.
- **Legal Counsel**: Engaging legal experts familiar with South African law to provide ongoing guidance on regulatory changes.

3. **Community Engagement Policies:** Developing policies that encourage community participation while respecting local customs and practices will foster goodwill.

- **Community Advisory Board**: Establishing a board comprising local community leaders to provide input on ADI's initiatives and ensure alignment with community needs.

4. Data Protection Compliance - With the increasing importance of data privacy, ADI must comply with data protection regulations.

- **Protection of Personal Information Act (POPIA)**: Implementing measures to safeguard personal information collected from participants in training programs or events.

Strategic Approaches for Implementation:

1. Building Relationships with Regulatory Bodies

Establishing strong relationships with relevant government departments will facilitate smoother operations.

- Regular Engagement: Engaging with officials from the Department of Social Development and SARS to stay informed about regulatory changes.
- Participation in Forums: Joining forums or networks of NPOs to share best practices and gain insights into compliance strategies.

2. Capacity Building: Investing in capacity building for staff will enhance understanding of regulatory requirements**.**

- Training Programs: Conducting workshops on legal compliance, financial management, and governance for board members and staff.

3. Sustainability Planning: Developing a sustainability plan that outlines funding strategies will ensure long-term viability.

- Diverse Funding Sources: Identifying multiple funding sources such as grants, donations, corporate sponsorships, and revenue-generating activities.

Establish Potential Partnerships:

- The Nelson Mandela Foundation:
  Description: Focuses on promoting Nelson Mandela's legacy through education and social justice initiatives. Alignment with ADI Vision: Shares a commitment to cultural preservation and community empowerment.
- The African Cultural Heritage Trust:

  Description: Promotes African culture through arts education and community engagement projects. Alignment with ADI Vision: Supports cultural preservation initiatives that resonate with ADI's mission.
- The Black Sash:

  Description: Advocates for social justice through community mobilization and legal support services. Alignment with ADI Vision: Focuses on empowering marginalized communities, aligning closely with ADI's goals.

- United Nations Educational Scientific Cultural Organization (UNESCO).
  Description: It supports education, employment, health, ICT and a holistic transformation for all of Africa. Alignment with the ADI Vision: Promotes transformational education, cultural heritage preservation, capacity building with an all-inclusive approach on community development and suitability.
- The South African Red Cross Society

  Description: Provides humanitarian assistance through health services, disaster relief, and community development programs. Alignment with ADI Vision: Shares a commitment to improving lives through community-focused initiatives.

- The Desmond Tutu Peace Centre

  Description: Promotes peace-building initiatives through education, dialogue, and community engagement. Alignment with ADI Vision: Supports cultural literacy and social cohesion aligned with ADI's objectives.

Navigating the Regulatory Landscape:

Navigating the Regulatory Landscape is crucial for the successful establishment of the African Diaspora Institute (ADI) in South Africa. By adhering to legal requirements related to NPO registration, tax exemption status, employment laws, health regulations, intellectual property rights, contractual agreements, compliance monitoring, community engagement policies, and data protection laws, ADI can create a robust operational framework that supports its long-term vision. Furthermore, by identifying potential partnerships with established non-profit organizations that share similar goals of cultural preservation and economic empowerment, ADI can enhance its impact within communities while fostering collaboration that aligns with its mission over its projected ten-year plan.

TMB Global's Sustainable Impact:

The African Diaspora Institute (ADI), under the umbrella of TMB Global, is committed to creating a sustainable impact through its various programs designed to Champion cultural preservation, education, and economic growth, which means empowerment. And to effectively measure the success of these initiatives and ensure continuous improvement, a robust Monitoring and Evaluation (M&E) framework is essential.

WITHIN THIS DOCUMENT, IT OUTLINES THE PERFORMANCE METRICS AND STRATEGIC EVALUATION FEEDBACK PLATFORM THAT WILL GUIDE ADI IN ASSESSING ITS IMPACT OVER TIME.

Mixed-Method Approach

- Utilizes both quantitative (numerical) and qualitative (narrative) data collection methods
- Expands evidence base and enhances credibility of findings
- Illustrates results using percentages, graphs, tables, and charts

Data Collection Techniques

- Observations
- Questionnaires
- Surveys
- Focus groups
- Subject Matter Experts
- Years of experience in monitoring and evaluation

Key Principles

- Seamless delivery of services, programs, and practices
- Promotion of communication, mutual respect, and stakeholder engagement
- Focus on organizational effectiveness, quality, continuous improvement, and sustainability

Evaluation Goals

- Assess and measure initiative effectiveness
- Identify areas of waste
- Determine opportunities for improvement
- Ensure program relevance and effectiveness is fully implemented

Stakeholder Engagement

- Incorporates feedback loops from community stakeholders
- Fosters sustainable growth plans in destinated communities

Concluding Summary:

The African Diaspora Institute's "One Tribe" Vision

The African Diaspora Institute (ADI) embodies the "One Tribe" vision, is to strive for global equity, inclusion, and dignity across the African continent and beyond. Our unified voice and collective efforts aim to address major challenges and seize opportunities in the following areas, (but not limited to):

Key Focus Areas

1. **Healthcare**: Enhancing healthcare systems and services to ensure accessible and quality healthcare for all.
2. **Education**: Providing comprehensive educational programs that promote lifelong learning and empower individuals with knowledge and skills.
3. **AI Training and Upskilling**: Equipping individuals with cutting-edge AI knowledge and skills to stay competitive in the global market.
4. **Digital Literacy**: Promoting digital literacy to bridge the digital divide and ensure everyone can participate in the digital economy.
5. **Blockchain Management**: Implementing blockchain solutions to improve transparency, security, and efficiency in various sectors.

Vision and Goals

- **Global Equity**: Ensuring fair treatment, opportunities, and advancement for all individuals, regardless of background.
- **Global Inclusion**: Creating an inclusive environment where diverse voices are heard and valued.
- **Global Dignity**: Upholding the dignity and respect of all individuals through our actions and initiatives.
- **Sustainable Business Development**: Supports sustainable business practices that generate wealth and opportunities for future generations.
- **Tourism**: Leveraging tourism to promote cultural exchange, economic growth, and global understanding.
- **Metaverse**: Explores new opportunities in the metaverse that create innovative and immersive experiences that challenges the status quo, by bringing people and different ideas together to promote positive change and sustainable future economic growth.

By focusing on these areas and more, ADI aims to create a future where every individual can thrive and contribute to a prosperous and inclusive society. Our commitment to this vision will collectively use this knowledge to drive positive change and unlock greater opportunities to inspire regular South Africans to start building generational wealth for a prosperous and independent future.