



# Power of XYZ



## Highlights

Power of XYZ, Inc. is a multimedia and communications company with:

- An emphasis on the power of storytelling through various creative paths.
- A goal to create awareness, build community bridges and further the movement of violence prevention (VP).
- A unique approach to helping clients discover and tell their stories in an empowering way.
- An understanding of the language and values of the global Empowerment Self Defense movement.
- An array of client services including branding, social media and web content creation, social media management, marketing, events management, and communications strategy.

## Impact Thesis

To make branding, media and marketing accessible to the global Empowerment Self Defense and violence prevention communities in order for them to more fluidly expand awareness of ESD and violence prevention strategies, serve more people in their communities with ESD training, and to create additional income for growth and expansion

## Executive Team

- Sarah McArthur, CEO
- Michael Scott, CCO
- Jennifer Cusentino, Operations Consultant

## Business Model

Power of XYZ, Inc. works with both individuals and businesses internationally in the fields of violence prevention, empowerment, and wellness. Offering multiple media-focused services to expand their reach and messaging allows clients an opportunity to illustrate their world-changing work in a rich visual and technically competitive format.

## Ask

- \$70,000 for 2022 Violence Prevention Education Production