



E-Learning Investment Memo

Phase II - *Scaling Impact from 2025 to 2027 in the East African Community and Beyond*

SHIFT Enterprise Academy is seeking \$100,000 in funding to scale operations, enhance digital infrastructure, and establish revenue streams. Our focus remains on education, real estate, and diaspora engagement across East Africa and Texas. This is a friends and family round that will be followed by subsequent larger rounds of fundraising for investment into ventures and property.

This round of funding lasts from January 23, 2025 - February 28, 2025.

Key Documents Available Upon Request:

Wiring Instructions, Joinder Agreement, Term Sheet, Convertible Note

Prepared by: Ethan Brisby

Founder: SHIFT Enterprise Academy, Inc

Contact: ethan.brisby@shiftenterpriseacademy.com

+1 979 272 4145 (WhatsApp/Telegram)

Executive Statement

Since November 16, 2024, I have enjoyed home-cooked meals, unconditional family love, and plenty of college and pro football. These experiences have given me clarity and urgency as SHIFT enters 2025. The highlight of my trip to Texas was meeting my 20-month-old granddaughter, Royalty. She reinforces my goal of leaving a legacy.

With this in mind, to operate at full capacity while maintaining integrity as a social enterprise, SHIFT Enterprise Academy is offering five \$20,000 convertible notes maturing in 2 years to address strategic cash uses of \$67,020 during the 2025 calendar year.

Since establishing operations in Uganda in 2021, our impact in East Africa is verifiable. In 2024, three companies from our training academy—two in Uganda and one in Kenya—each secured over \$25,000 in funding. We also began due diligence and site visits for a \$41M, 125-acre mixed-use development called SHIFT Forward Centers. There is much good news to share.

However, we also face significant challenges, especially in working capital. Since SHIFT began in 2011, we have provided ‘no fee’ services to underserved communities primarily. I have funded our programming with earnings from my real estate career. In 2023 and 2024, I prioritized SHIFT’s well-being over my own by increasing programming while not closing any real estate deals.

With our growth, self-funding is no longer sustainable. With this in mind, 2025 is the year SHIFT Enterprise Academy is establishing steady revenue streams, effective sales, marketing, and branding. This requires hiring staff, securing office space, and improving digital infrastructure.

Looking ahead, Team SHIFT will become more intentional about engaging Texas’ HBCU community and African American business organizations to expand our existing customer base. Our flavorful new 2025 product line will allow us to continue serving ambitious enterprising minds through education and now land and property.

After an impactful 2024 #BestYearEver campaign our 2025 programming calendar is bullish towards those interested in traveling, doing business, or investing in East Africa. With increased operational capacity, SHIFT is poised for major growth over the next eight years leading into 2032 when I will pass the torch to the next visionary leader of this meaningful brand.

I have coined this phase of the ‘SHIFT Approach’ as Operation Immense Impact.

This memo serves as an update and an invitation to engage with SHIFT via a convertible loan note. A convertible note is an investment tool used by companies like SHIFT to raise funds. When the loan comes due, it can either be paid in full or converted into equity. In this instance, I am offering shares into our real estate apparatus, Brisby Development Services. This memo is designed to help you see the advantages of engaging with SHIFT as a lender through our convertible note program. An overview of Brisby Development Services is included in the supplemental documents.

SHIFT East Africa - Reflections, Challenges, and the Road Ahead

What has happened? SHIFT Enterprise Academy, a Texas based not for profit organization through its efforts and loyal ambassadors has reached over 5,000 ambitious minds in East Africa. We primarily analyse engagements through keynotes, classroom lectures, and digital marketing.

What do we expect to happen? We aim to gain 1,000 new paid learners from February 2025 - January 2026 by expanding existing partnerships, notably with the Africa Center for Economic Dialogue, Women's Entrepreneurship Forum Africa (WEFA), and Scholar Media. Our courses are now available as self-paced, hybrid, and paid one-on-one consultations based on membership status.

A key strategy for expanding our existing market share includes empowering more recent graduates and refugees with business skills, resources, and mentorship. SHIFT Enterprise Academy expects to be intentional about connecting the African diaspora to East Africa. Inspired by Ghana's \$1.9 billion "Year of Return," which attracted 760,000 visitors, SHIFT aims to create a similar movement at a smaller scale, while also supporting young entrepreneurs to enter new markets.

Why will we succeed? Entering year four of East African activity, we have completed five iterations of our signature learning cohorts. This is what's guiding our new programs and products. Our "Tours and Travel" membership caters to African Americans wanting to visit, do business, or invest in Africa. While institutional sales of our e-learning system and in-depth project consultations remain a potential growth area. Smaller ticket items (memberships, workshops) create steady cash flow.

What is the 2025 financial forecast? By increasing SHIFT Enterprise Academy's operational capacity to the targeted level described in our budget, a conservative gross sales revenue projection is \$457,700. A more optimistic projection for sales is \$1,615,650.

Key Findings implemented into 2025 forecast and strategy:

- Forward Center housing deposits and home sales could provide high-margin opportunities.
- Travel packages appeal to the diaspora and high-net-worth individuals.
- Lower uptake of high-ticket items such as housing and travel impacts total revenue.
- Institutional sales and in-depth project consultations have significant revenue potential.
- Smaller ticket items (memberships, workshops) create steady cash flow.

SHIFT will hire an Executive Assistant, Programs Manager, and Coordinator from our existing talent to boost operations, achieving full capacity within six weeks of closing our first convertible note with a Fractional Chief Operations Officer.

Our Promise - SHIFT Enterprise Academy, Inc is fully committed to the greater good of all involved. I will lead the recruitment of the team and collaborate only with the best and brightest minds who share SHIFT's core values of integrity, grit, and understanding. The company will uphold all fiduciary responsibilities to our financing community—whether they are first movers with SHIFT Enterprise Academy convertible notes or future partners in upcoming projects.

Who Is Listening? In 2024, SHIFT engaged deeply with no fewer than eight investors in preparation of our next phase of growth, including two East African impact investors and three American private investors. One investor has made weekly conversations a priority, while others stay updated through monthly and quarterly reports. With Phase I successfully completed and a proven ecosystem in place, we are now positioned to secure deals.

Why Does This Work Matters? SHIFT Enterprise Academy's work is essential because it directly impacts economic mobility and supports smart growth principles.

Key Steps Taken in Phase I - I relocated to East Africa, spending 25 months (2023-2024) on the ground to understand the region's opportunities and challenges for socioeconomic mobility. I've built trust with government officials, partners, and entrepreneurs while capturing the interest of hundreds of my American colleagues. During this time, we developed a viable digital product and ecosystem with SHIFT Enterprise Academy learning management system. The stage is set to fully mobilize Phase II of Operation Immense Impact, physical asset development.

We now have two for profit arms of the operation; EJB Enterprises, a Ugandan based company limited by shares, and Brisby Development Services (BDS), a Texas based firm. EJB will hold title to land and property we invest in Uganda while also serving as a tool to mobilize resources for our most promising early stage ventures. BDS is positioned to lead and consult on targeted land and property development projects including the SHIFT Forward Centers mixed use development. Finally, the East Africa Forward Fund will launch when the SHIFT Forward Center project receives all approvals to begin construction. We have set a target to be "shovel ready" by July 2025.

How to Engage:

There are three ways to get involved:

1. **Commit to a \$20,000 convertible note.** The cash uses for the funds are described below along with a financial project model and timeline. This unique, and forward thinking funding round is open now and closes once we secure five notes.
2. **Schedule a one-on-one meeting.** I am available to discuss any aspect of our work. The first meeting is complimentary; subsequent engagements require a fee unless a formal commitment is in place. <https://calendar.app.google/gLLebP6Lx7Hd93q17>
3. **Conduct your own research.** Don't just take my word for it—explore and validate our work independently.

Supplemental Information Available:

- [Financial Forecast: Cash Uses/Sources](#)
- ["15 Reflections from a Year of Transformation" \(2024 - 'Best Year Ever' Year in Review\)](#)
- [SHIFT Enterprise Academy 2025 Calendar, Courses, and Schedule](#)
- [SHIFT Ecosystem: EJB Enterprises, Brisby Development Services, East Africa Forward Fund](#)

→ [LMS \(E-Learning\) Explainer Video](#)

Analysis and Strategic Plan

Cost of living in Uganda allows for great flexibility in staff expenses, drastically decreasing operational costs. That and the online nature of our operations also helps to keep costs to run the business relatively low. To retain and grow market share, SHIFT Enterprise Academy will focus on the following key areas:

Unique Value Propositions:

- Offering personalized mentorship and coaching tailored to the needs of African entrepreneurs and the diaspora.
- Leveraging Monitoring, Evaluating, and Learning insights to continuously refine and adapt learning content.
- Establishing strategic partnerships with academic institutions and corporate entities to enhance credibility and reach.
- Providing exclusive networking opportunities for members through high-value events and investor connections.

Operational Capacity-Building Measures:

- **Staff Recruitment Timeline:**
 - Q1 2025: Hire Leadership Team (3) to coordinate and support operational efficiency.
 - Q2 2025: Onboard a dedicated marketing specialist to enhance outreach efforts.
 - Q3 2025: Expand the technical team to support the growing LMS infrastructure.
- **Training Programs:**
 - Monthly professional development workshops for staff to ensure continuous upskilling.
 - Leadership development initiatives to prepare mid-level staff for higher responsibilities.
- **Tech Infrastructure Upgrades:**
 - Implementation of advanced analytics tools to track engagement and optimize user experience.

- Upgrading server capacity and security measures to support increased user traffic.
- Integration of AI-driven personalization features in the LMS by mid-2025.