

CATHOLIC PROJECT FUND · STAKEHOLDER PROPOSAL



Mexico Digital Entrepreneurship Initiative

MDEI

Empowering 100,000 Students Through AI, Connectivity, Education, and Entrepreneurship

An Initiative of the Catholic Project Fund · July 2026

What We Will Cover

- › The Opportunity
- › Program Goals
- › The Student Package
- › Technology Ecosystem
- › Theory of Change
- › Implementation Roadmap
- › Governance & Leadership
- › Financial Model
- › Fundraising & Sponsorship
- › Risk Management
- › Monitoring & Impact
- › Sustainability & Vision
- › Mexico Deployment
- › Call to Action

Executive Summary

A twelve-month, \$240,000,000 initiative sponsored by the Catholic Project Fund to turn 100,000 students across Mexico into digital entrepreneurs — with hardware, connectivity, AI, payments, and training bundled into a single \$2,400 package per student.



- › Five integrated platforms — Jozie AI, Torvali, SCM Financials, Beezifi, YouLabs — give every student a full business infrastructure
- › A disciplined 12-month roadmap moves from governance through deployment, curriculum, and a Month-12 graduation showcase
- › Five sponsorship tiers scale from \$2,400 (one student) to \$24,000,000 (10,000 students, Global Partner)

The Opportunity

- › 45M+ people under 25 across Mexico — mobile-fluent and entrepreneurially minded
- › 1 in 3 households lacks reliable home internet access
- › Youth unemployment exceeds 18% in several target markets
- › AI has collapsed the cost of running a business — but only for those with a device, connectivity, and training
- › Device-only donation programs consistently underperform: fewer than 1 in 5 donated laptops remained in active use after 18 months in comparable efforts

Program Goals

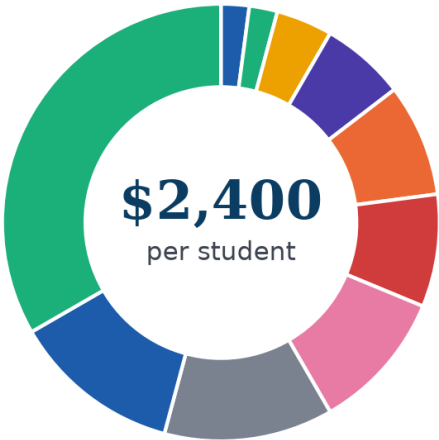
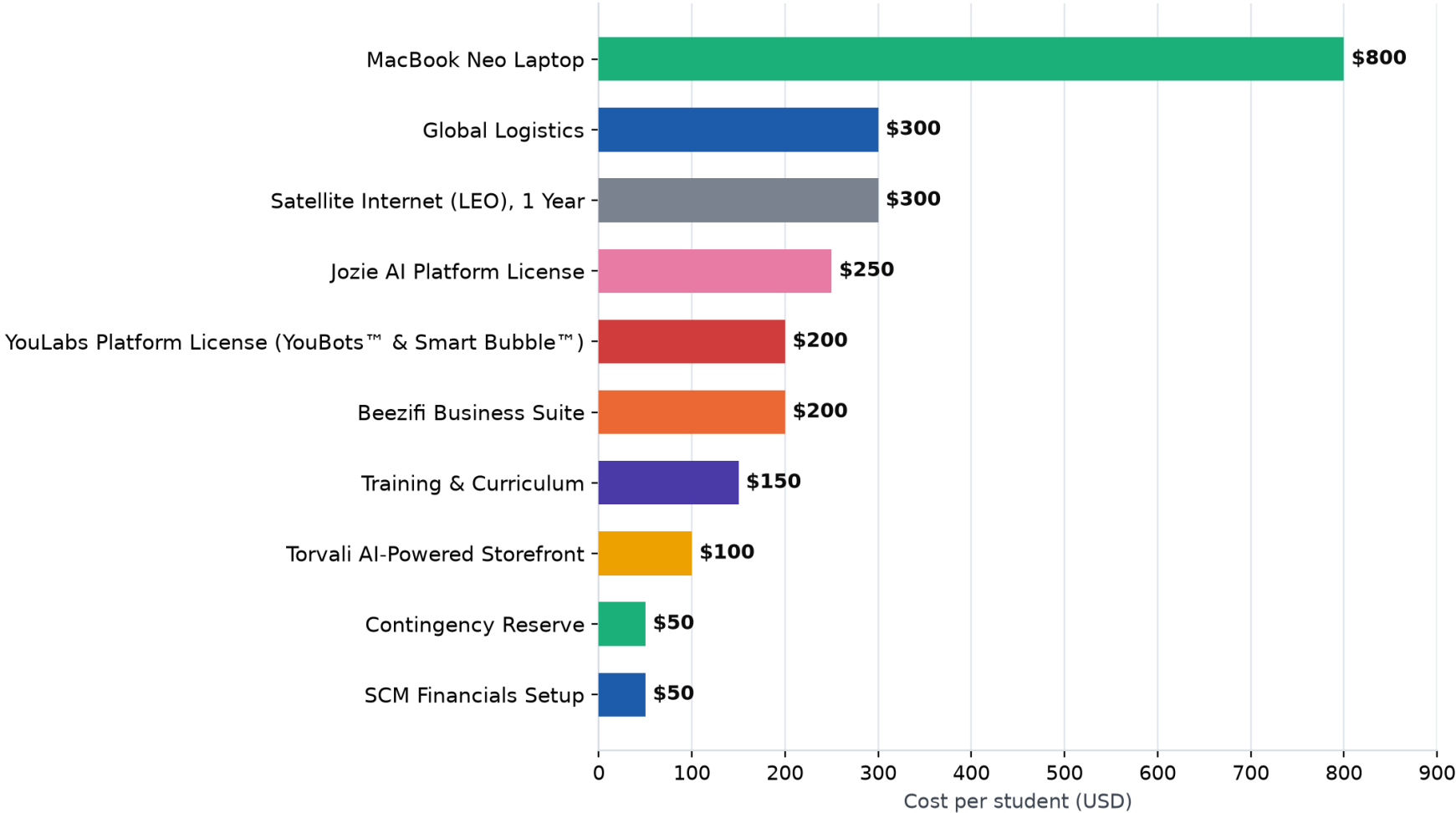
\$240,000,000 — 100,000 students × \$2,400. One transparent unit economic model.

Total funds raised	\$240,000,000
Students sponsored	100,000
Regions reached	8
Program duration	12 months
Student businesses launched	≥ 92,000 (92%)
Students with a first sale	≥ 78,000 (78%)

The Student Package

Student Sponsorship Package — \$2,400 Investment

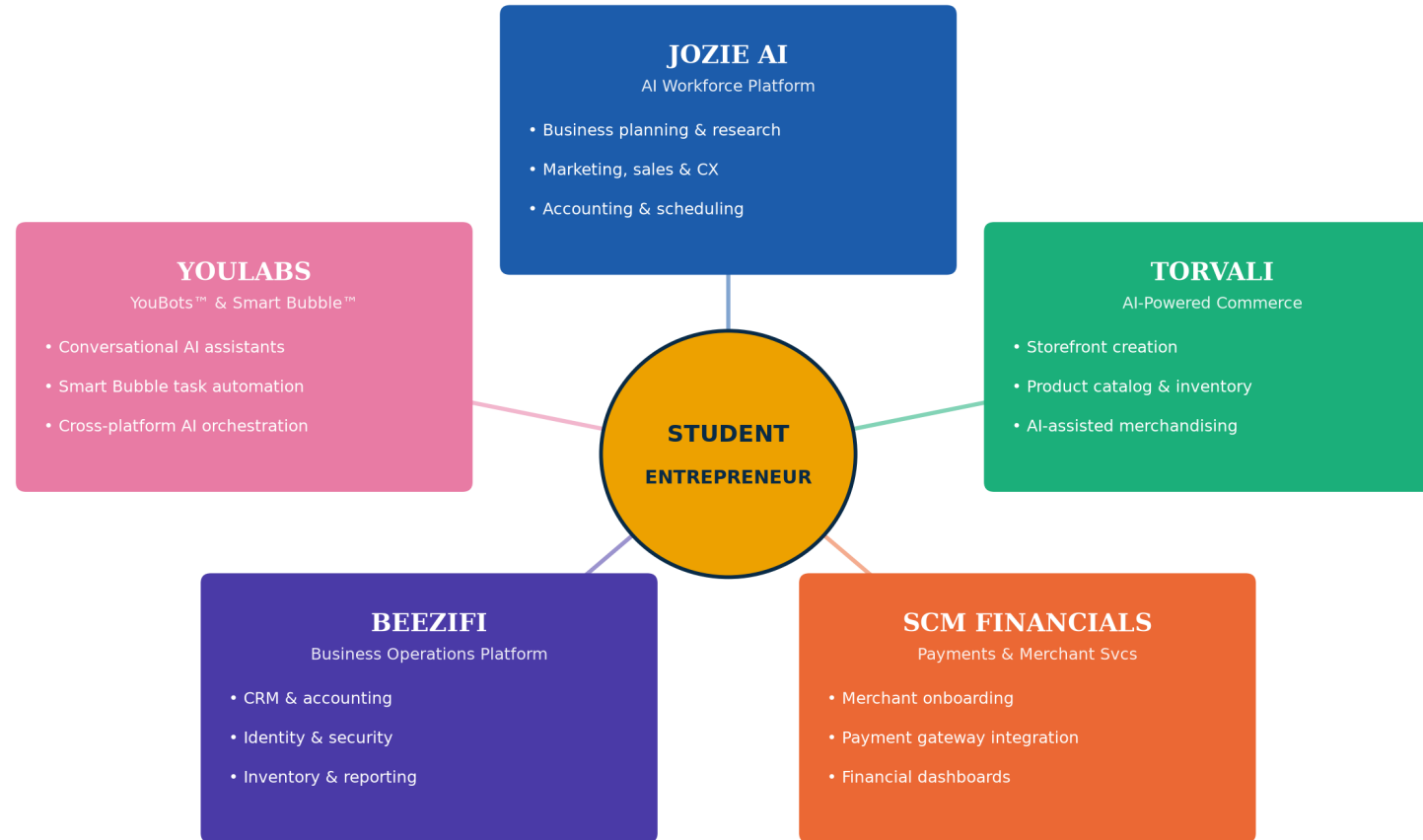
Hardware, connectivity, AI software, and training bundled per sponsored student



The MDEI Technology Ecosystem

MDEI Technology Ecosystem

Five integrated platforms turn one device into a complete business infrastructure



Jozie AI — The AI Workforce Platform

- › Business planning, marketing, accounting, sales & customer service
- › Research, financial analysis, email, scheduling, website creation
- › Assistants collaborate as one coordinated AI team

Jozie AI — A Collaborative AI Business Team



Each assistant specializes in one function; Jozie orchestrates them as a single always-on AI team so a student can run marketing, finance, and operations at once.

Torvali — AI-Powered Commerce

- › Storefront creation in under an hour, AI-assisted
- › Product catalog, inventory & order management
- › AI-assisted merchandising and plain-language analytics

SCM Financials — Payments & Merchant Services

- › Merchant onboarding built for first-time entrepreneurs
- › Card acceptance and regional digital wallets
- › Financial dashboards and settlement reporting

Beezifi — Business Operations Platform

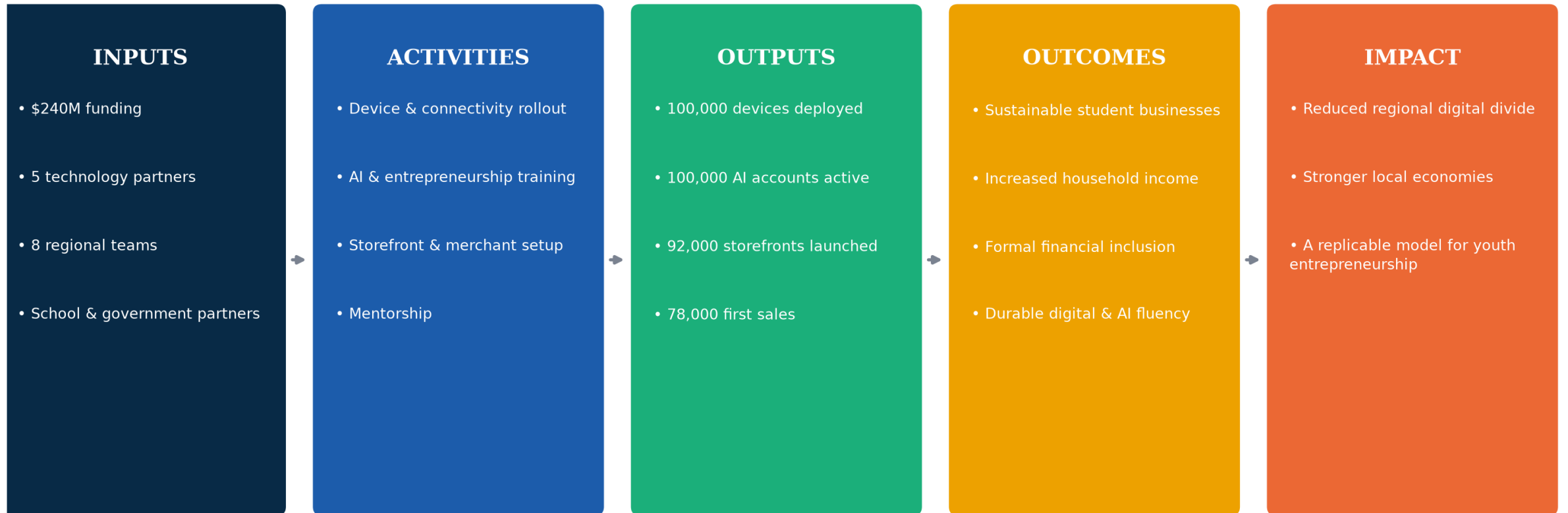
- › CRM, accounting, identity & security
- › Agreements, documents & inventory management
- › The operating backbone that keeps a business organized

YouLabs — YouBots™ & Smart Bubble™

- › YouBots™ — conversational AI tutoring assistants
- › Smart Bubble™ — immersive, scenario-based learning simulations
- › Powers the digital literacy, AI, and entrepreneurship curriculum

Theory of Change

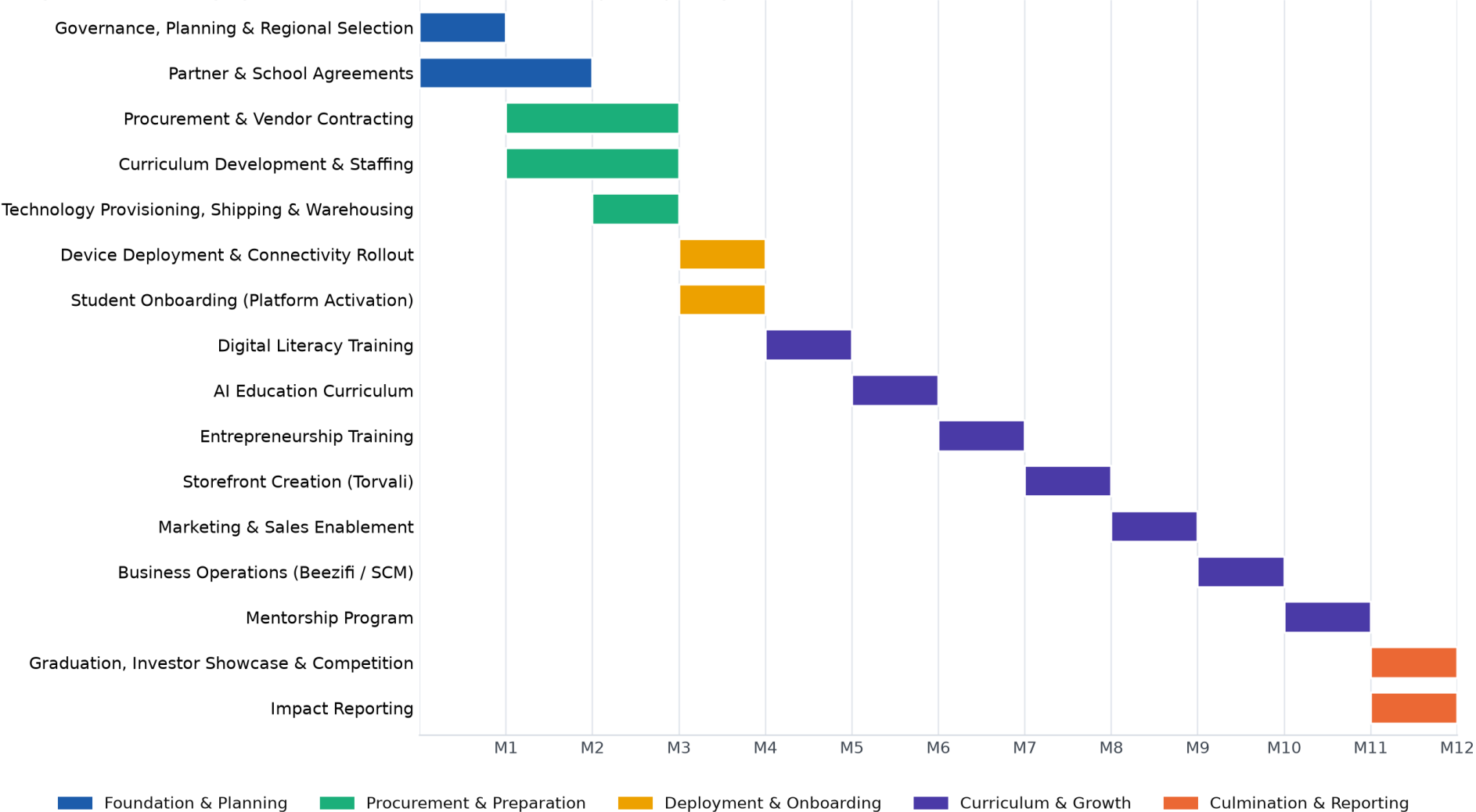
MDEI Theory of Change



12-Month Implementation Roadmap

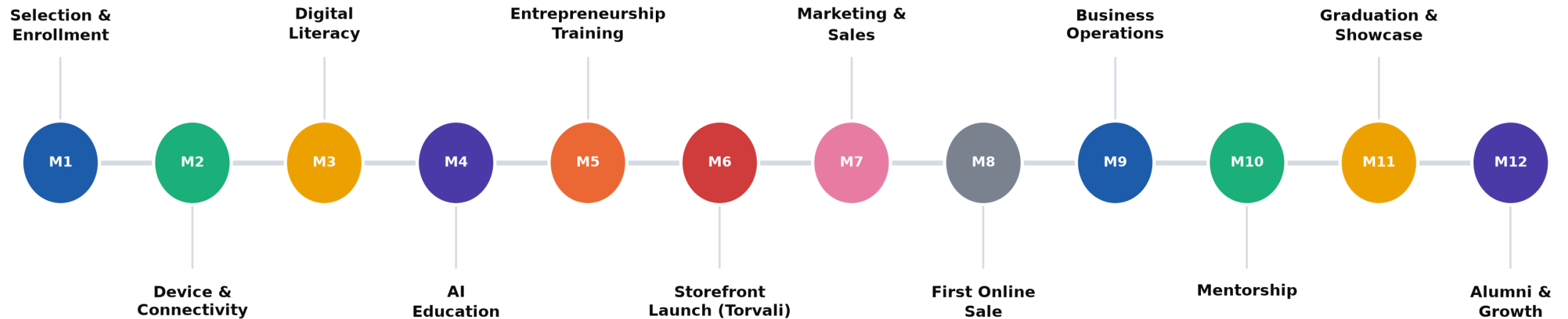
MDEI 12-Month Implementation Roadmap

Program launch through graduation, investor showcase, and impact reporting



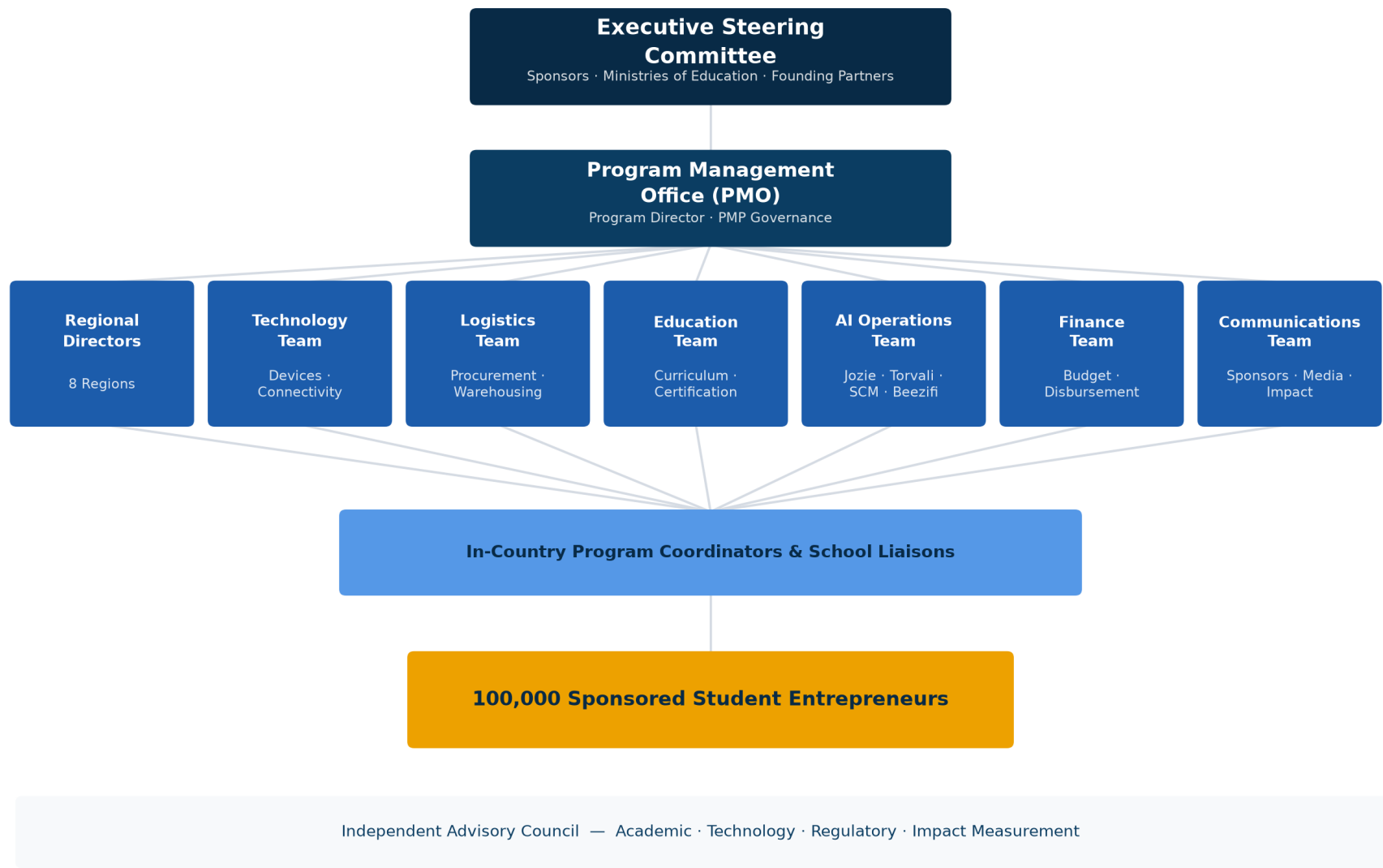
The Student Journey

The Student Journey — 12 Months From Enrollment to Alumni



Governance & Organizational Structure

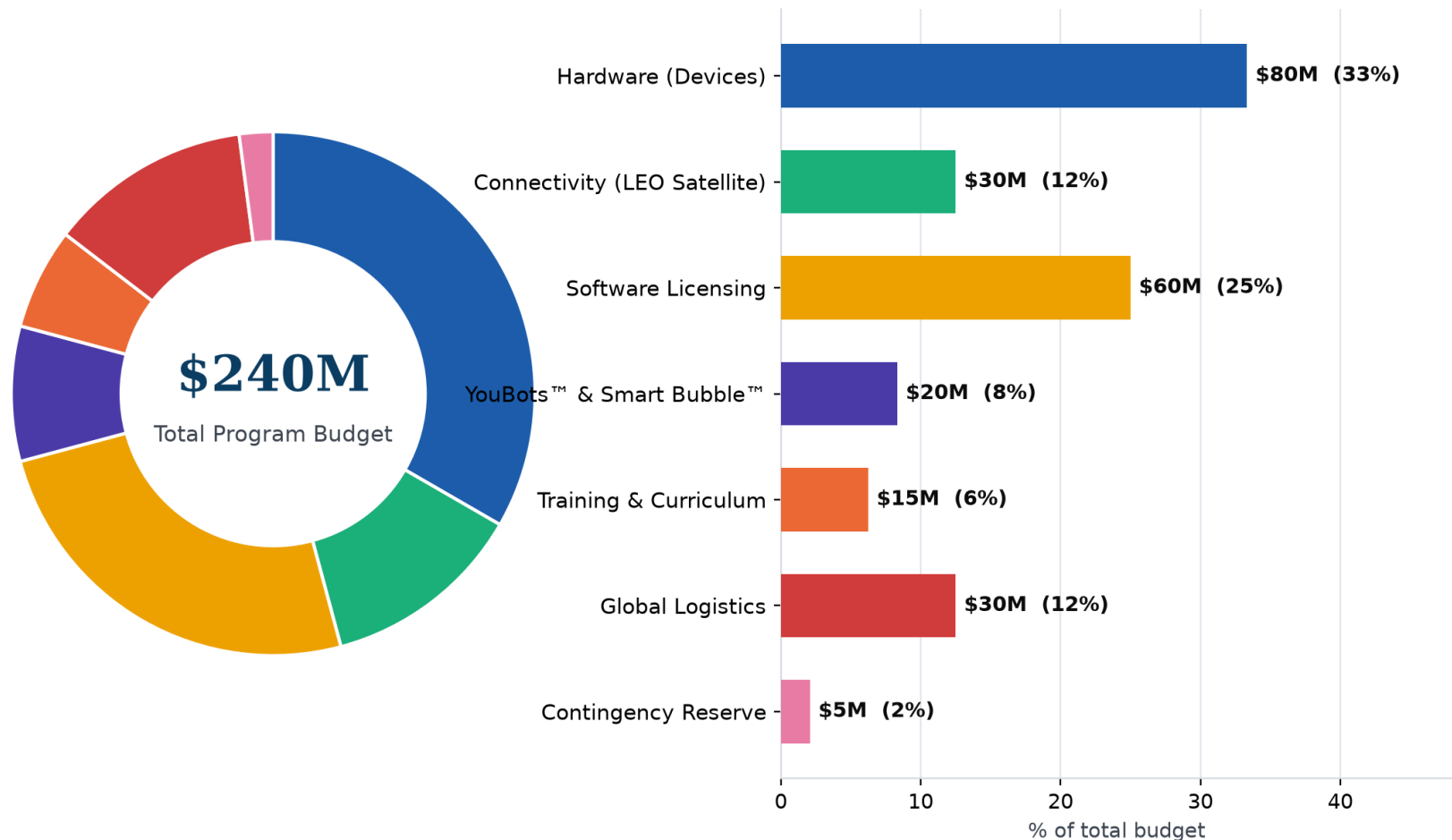
MDEI Governance & Organizational Structure



Program Budget — \$240,000,000

Program Budget Allocation — \$240,000,000

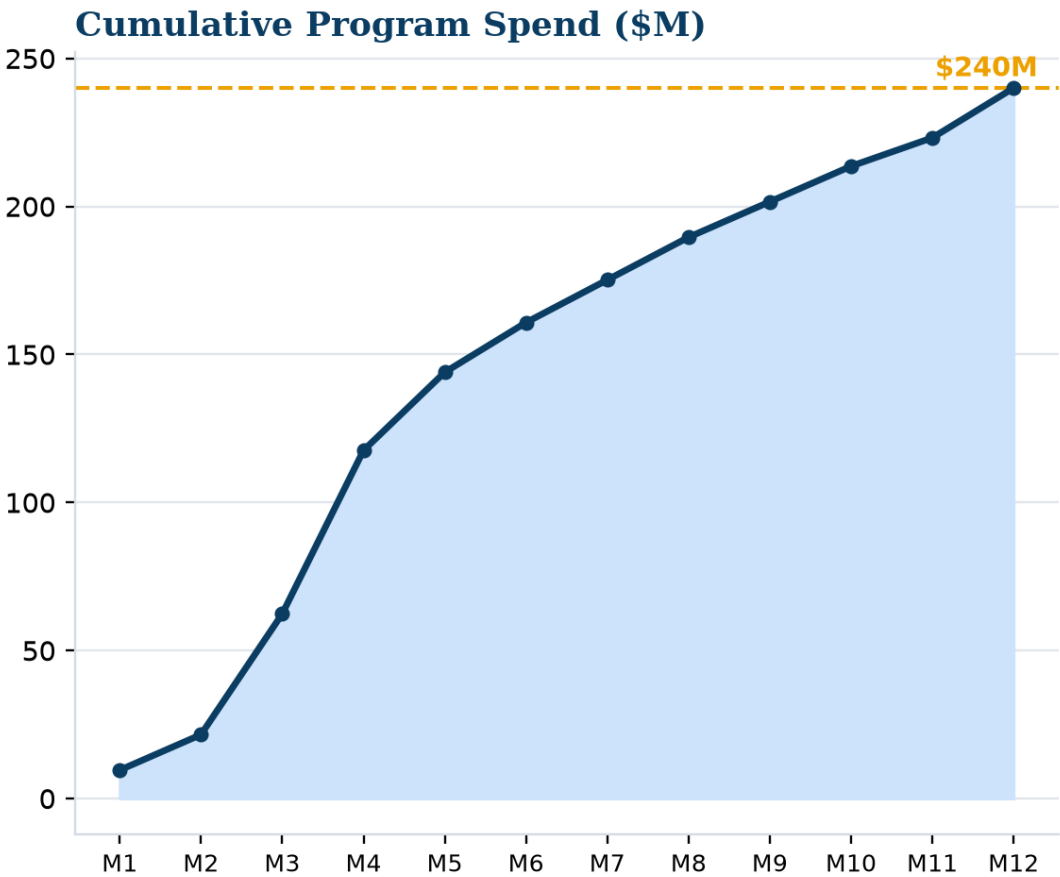
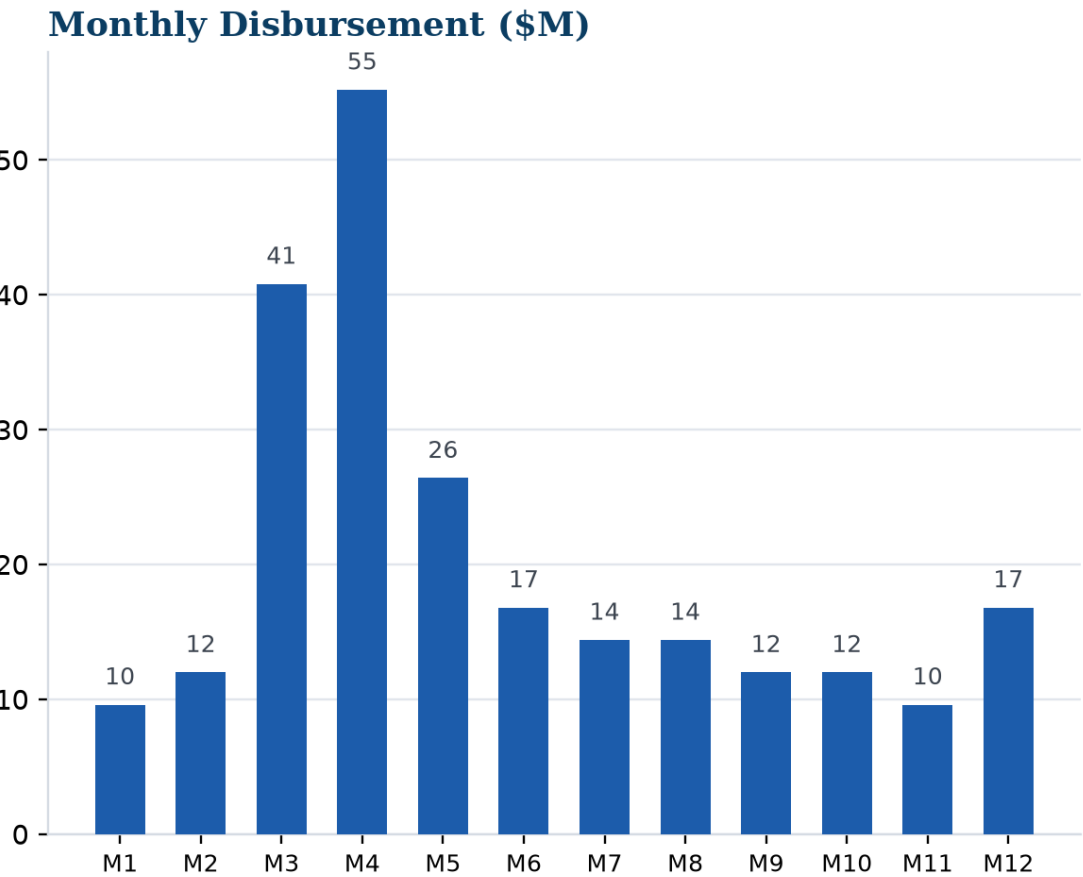
Category breakdown across the full 12-month implementation



Software Licensing covers Jozie AI, Torvali, SCM Financials, and Beezifi.

Cash Flow Projection

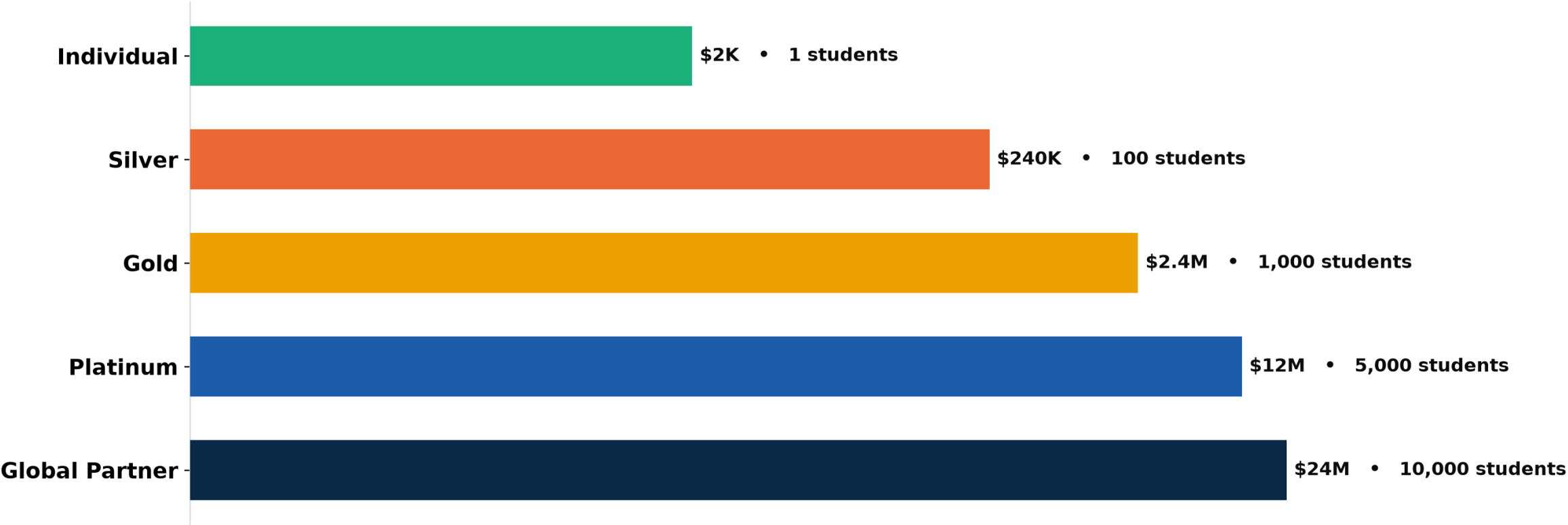
12-Month Cash Flow Projection



Sponsorship Tiers

Sponsorship Tiers

Five ways to partner with MDEI, from one student to a national cohort



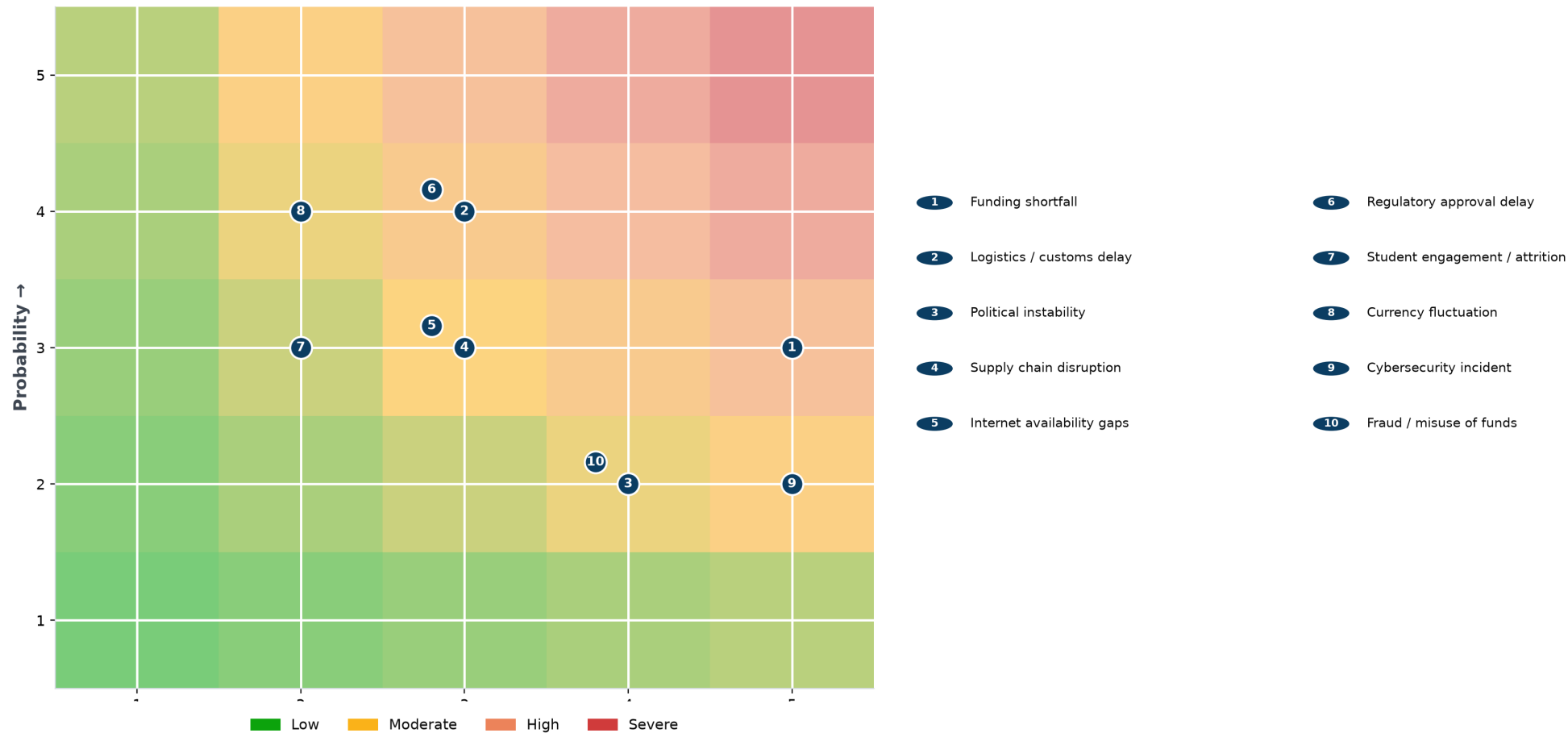
Sponsorship Benefits Matrix

Benefit	Global Partner	Platinum	Gold	Silver	Individual
Named recognition	✓	✓	✓	✓	—
Logo on annual report cover	✓	✓	—	—	—
Steering Committee seat	✓	—	—	—	—
Audited financials	✓	✓	✓	—	—
Quarterly program report	✓	✓	✓	✓	✓
Investor showcase invite	✓	✓	✓	✓	—

Enterprise Risk Matrix

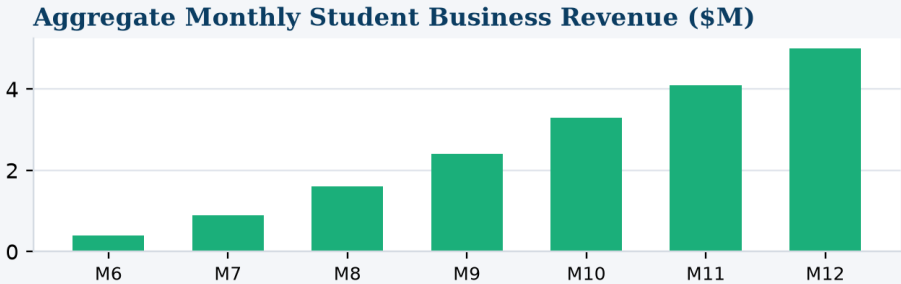
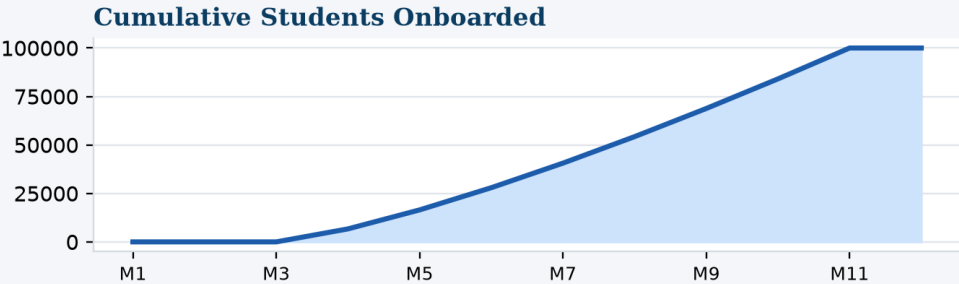
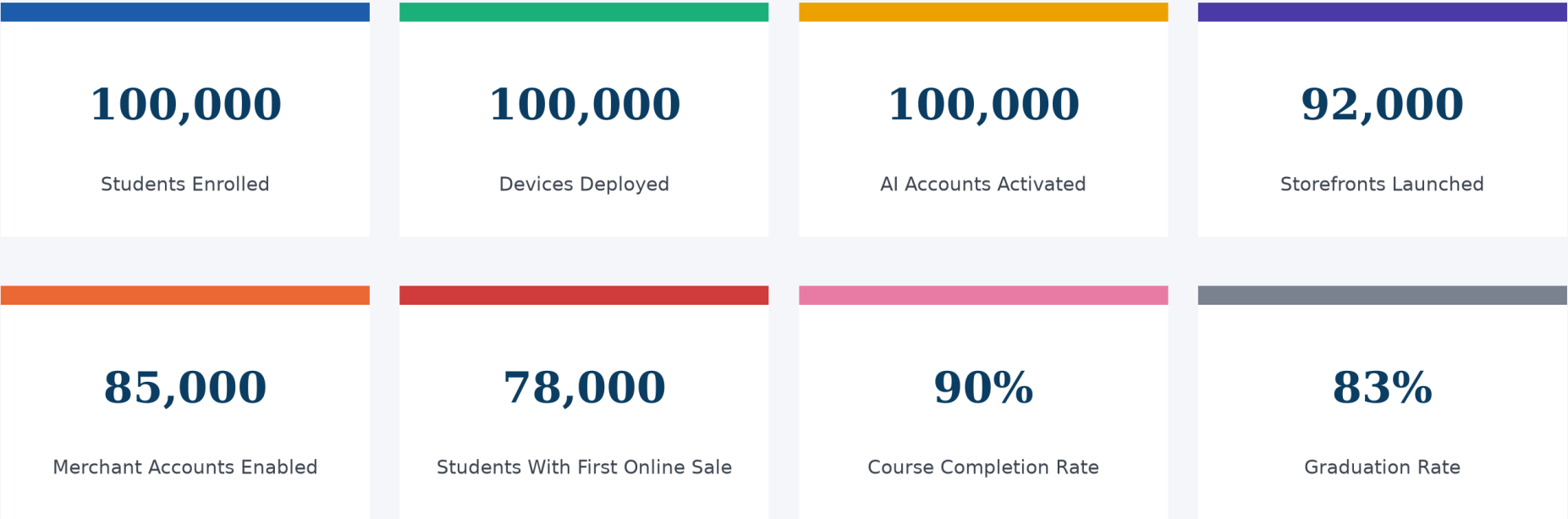
Enterprise Risk Matrix

Probability x impact positioning for top program risks (see risk register for detail)



Executive Impact Dashboard

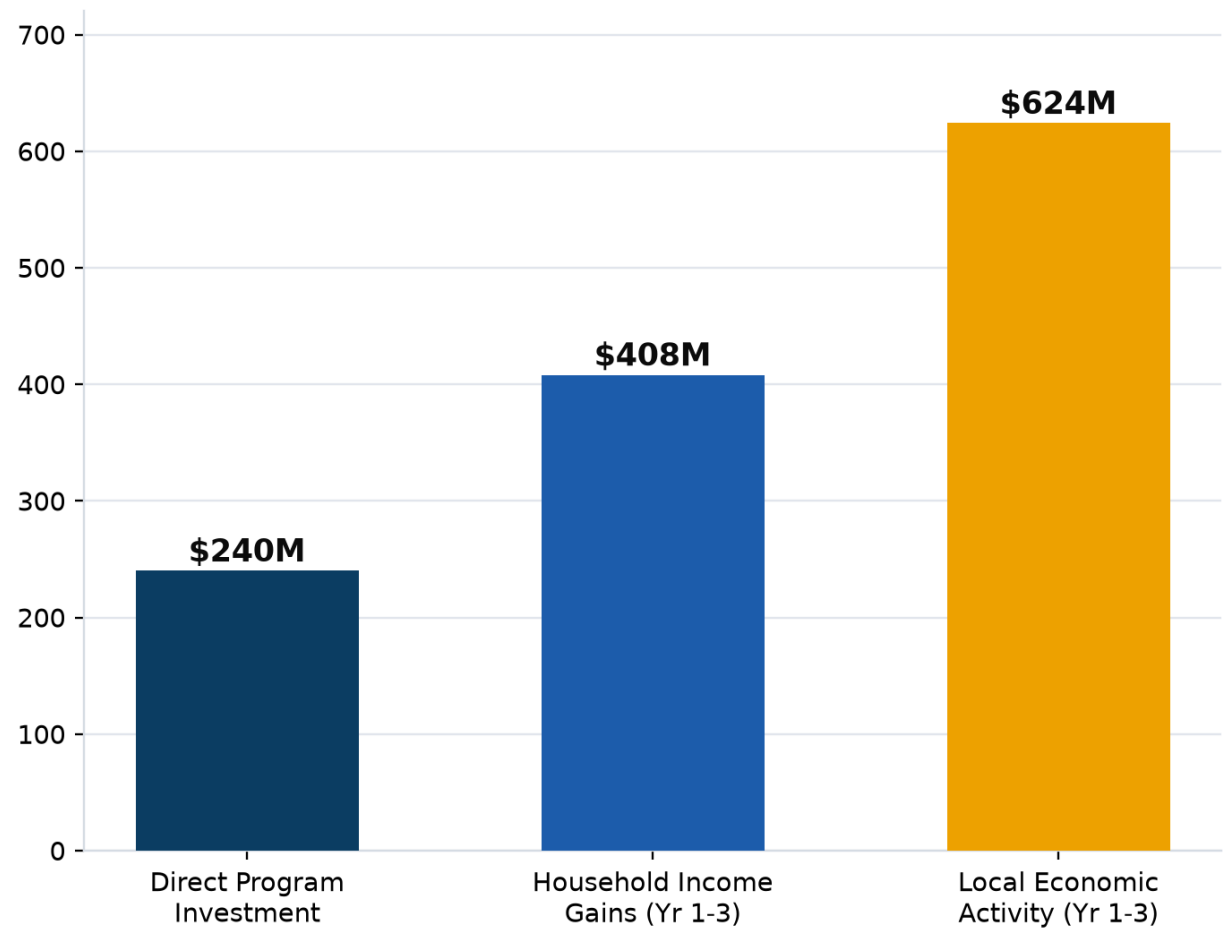
MDEI Executive Impact Dashboard — Illustrative Year-One Targets



Expected Impact

Projected Economic Impact

Illustrative multiplier effect of program investment on local economies



2.6x

Estimated economic multiplier by Year 3

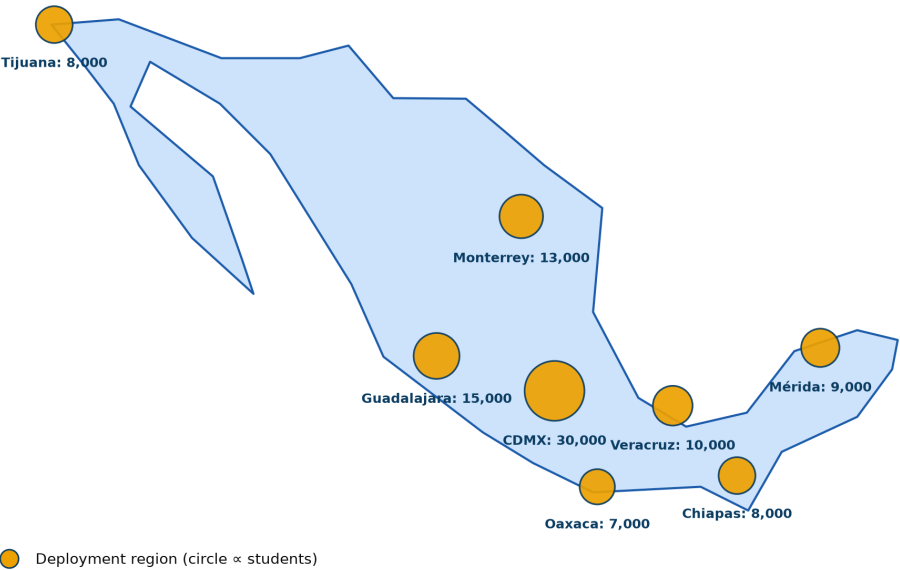
Sustainability Plan

- › Continued platform access — discounted alumni continuation pricing for Jozie, Torvali, SCM Financials, Beezifi & YouLabs
- › Local partnerships — chambers of commerce, microfinance institutions, and vocational bodies
- › Reinvestment & alumni network — graduates mentor and sponsor the next cohort
- › Mentorship & growth — Month 11 mentors commit to 6+ months of continued informal support

Mexico Deployment Plan

Greater Mexico City	30,000
Jalisco (Guadalajara)	15,000
Nuevo León (Monterrey)	13,000
Veracruz	10,000
Yucatán (Mérida)	9,000
Baja California	8,000
Chiapas	8,000
Oaxaca	7,000

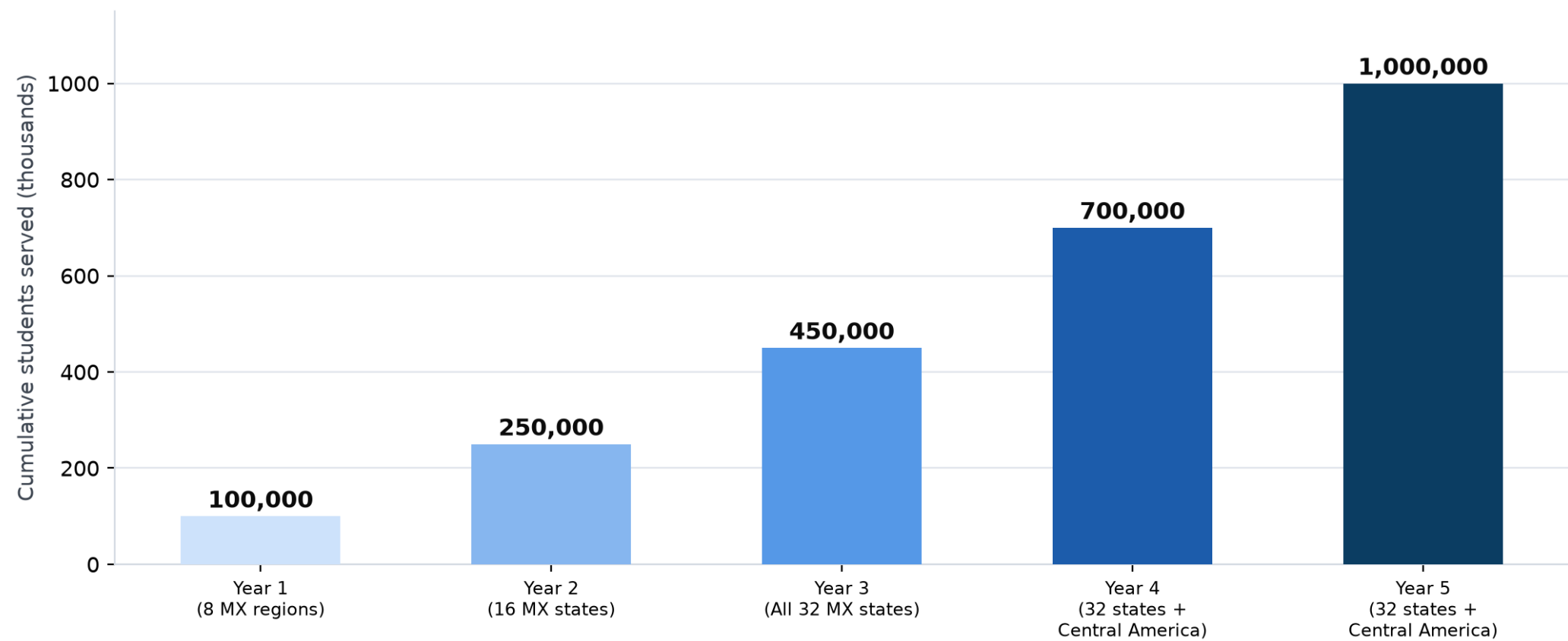
MDEI Year-One Mexico Deployment
Circle size indicates first-year sponsored-student allocation by region



A Five-Year Vision

A Five-Year Vision for National & Regional Scale

Illustrative cumulative reach if MDEI is renewed and expanded annually



Join Us

A transparent \$2,400 unit of investment that scales from a single sponsor to a \$24,000,000 Global Partner commitment — with quarterly reporting against every KPI in this presentation.

NEXT STEPS

- › Contact the Catholic Project Fund Partnerships Office to discuss tier and region preference
- › Execute a partnership agreement outlining terms and reporting cadence
- › Receive recognition placement and your first quarterly report after Month 1 governance close

Thank You

Catholic Project Fund Partnerships Office

Mexico Digital Entrepreneurship Initiative (MDEI) · July 2026