

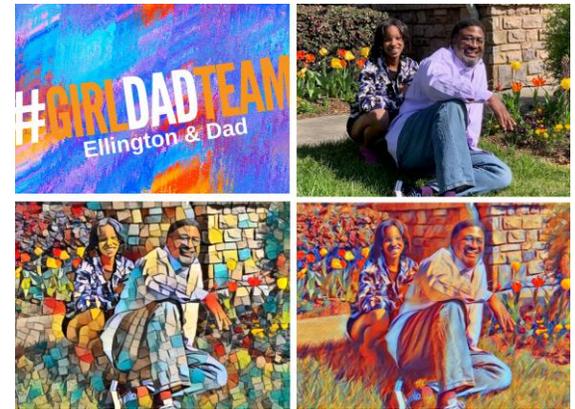
For Immediate Release

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Recapturing the Lost Year

Daughter & Dad Duo Seek to Reignite the Educational Spark to Dream BIG

Farad Ali, President and Chief Executive Officer of Asociar, LLC (a technology company), discovered the pandemic was having an unintentional learning impact upon his bright and talented young daughter, Ellington. She was once fully engaged in school and excited to attend classes; Ali found Ellington becoming less connected and focused about her educational experience while schooling from home. School was more of a chore than a fun and educational experience as it was the year prior to COVID. He had to do something to help her and other youth recapture that educational spark and spur them to dream big.

Through research, Ali discovered that it just was not his child, but other families, that were experiencing the same dilemma. Thus, the #GirlDadTeam was formed. The *daughter & dad duo* helped to develop and expand the Moguls-In-Training Workbook. Created by Planet Mogul, the workbook engages young students in industry specific learning experiences designed to recapture their imagination. The #GirlDadTeam's goal is to provide 10 million books worldwide over the next 12 months to underserved students in the U. S. and abroad through a collaboration with corporations, retailers, non-profit organizations, entrepreneurs and Amazon in a *buy-one-donate-one* initiative.

"Before the pandemic, 72% of Hispanic and Black fourth and eight graders were not proficient in reading and math and now it has cost our children a year's worth of learning at a time when their minds are most susceptible to new ideas and concepts," said Ali. "As an African-American father and community advocate, when I saw first-hand what this virtual education was not doing, I wanted to take action to help educators and other parents do something to recapture the lost learning."

The 74-page workbook was developed in collaboration with educators, corporate business executives and entrepreneurs like Ali. It provides real-world information and concepts designed to help students LEARN + INNOVATE + EARN. With plenty of idea challenges throughout the workbook, students learn and enjoy while navigating through the colorful lessons. The book features a Life Journey Map to assist students in visualizing their life goals plus 17 spotlighted industries. Each industry lesson contains statistics on economic value, an engaging student activity (innovative design, product development, entrepreneurial thinking) and a "money matters" learning exercise (figuring profitability, computing potential revenues, etc.).

The workbook also provides lessons on leadership (forming a Board of Directors/Advisors) and career guides (skills utilized by the industry). The book features an Entrepreneurship Center complete with lessons on "how to pitch your business," designing a logo and more.

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Because so many students' parents have lost jobs and means to support their family, the daddy and daughter team developed the Learn + Earn program. Students can submit ideas for retailers and be chosen to have their products featured. The students will be required to take classes on how to run a business and earn profits.

Because so many parents did not know how to help their children in school, the daughter and dad team developed the Mogul Academy. Ali worked with educators to provide standardized lesson plans and the Mogul Academy also features additional resources, activities and executives of color from each industry – *students can't be what they can't see.*

"The emphasis on Science, Technology, Engineering and Math (STEM) in the Moguls-in-Training workbook is on purpose," adds Ali. "STEM and Arts are the top essential skills needed to develop a diverse workforce pipeline, drive entrepreneurship, create tomorrow's leaders and understand the principals of giving back. We know young students, especially in middle school, just need to be introduced to various alternatives for what their future can look like. I want young students around the world to have a chance to expand their thinking and be all that they can be, and I understand that won't happen if we don't take action **now** to ignite a spark in their learning experience."

When Ellington was asked what she and her friends thought about the #GirlDadTeam and Moguls-in-Training experience she responded, "It's fun! I like working with my Dad. He has always encouraged me about owning my own business and the workbook is filled with lots of ideas and videos with real-life businesspeople that look like me. They talk about business and industries that I didn't know existed."

With all the disengagement in remote learning and the impact of the pandemic, the #GirlDadTeam and the Moguls-in-Training Workbook seek to make an exponential difference in young student learning. Peter Drucker said, 'the best way to predict the future is to create it.' The goal is to ignite that single spark that creates a whole new world of thinking and doing for these students.

Ignite the spark for our students to Dream BIG!

The Moguls-in-Training Workbook can be purchased on Amazon. When you buy one – donate one, you will determine what state/country you want to donate the books to.

\$1.00 from each book sold will be donated to youth development organizations.

For retailers wanting to participate in the Learn + Earn program, please contact Farad and Ellington at farad@asociar1.com

For more information and/or interviews with Farad and Ellington:

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About Asociar

Founded in 2012, Asociar is listed as the #1 Black-owned business in North Texas by the Dallas Business Journal. The company has evolved into a leading technology transformation company empowering the connected world. Asociar is committed to creating a technology-driven and diverse ecosystem across a wide range of industries and enterprises that brings smarter solutions and people to businesses, communities and the world for today and tomorrow's challenges.

For further information about Asociar visit asociar1.com or contact Farad Ali at farad@asociar1.com.