

# PITCH DECK

Analogy Global Communications  
PEOPLE | BUSINESS | GROWTH

SOCIAL SCIENCE

## SYSTEMIC RACISM ISSUES & TRENDS

*Presented by: The Reset Community*



## CULTURE

The Black culture is defined by sorrow, loss, crime and slavery

## INFRASTRUCTURE

Infrastructures in marginalized communities are typically in ruins and underserved.

## HOUSING

Historically, Black culture has been misrepresented in identity, experience poor living conditions as well discrimination in housing.

# PROBLEM

HERE ARE CURRENT TRENDING  
ISSUES



# THE UTOPIA



## REDEFINE

The wrong identity can have subliminal and conscious mental health effects

## REBUILD

Negative stereotypes can hinder growth and development affecting the way one lives, treat their environment and interactions with people and nature.

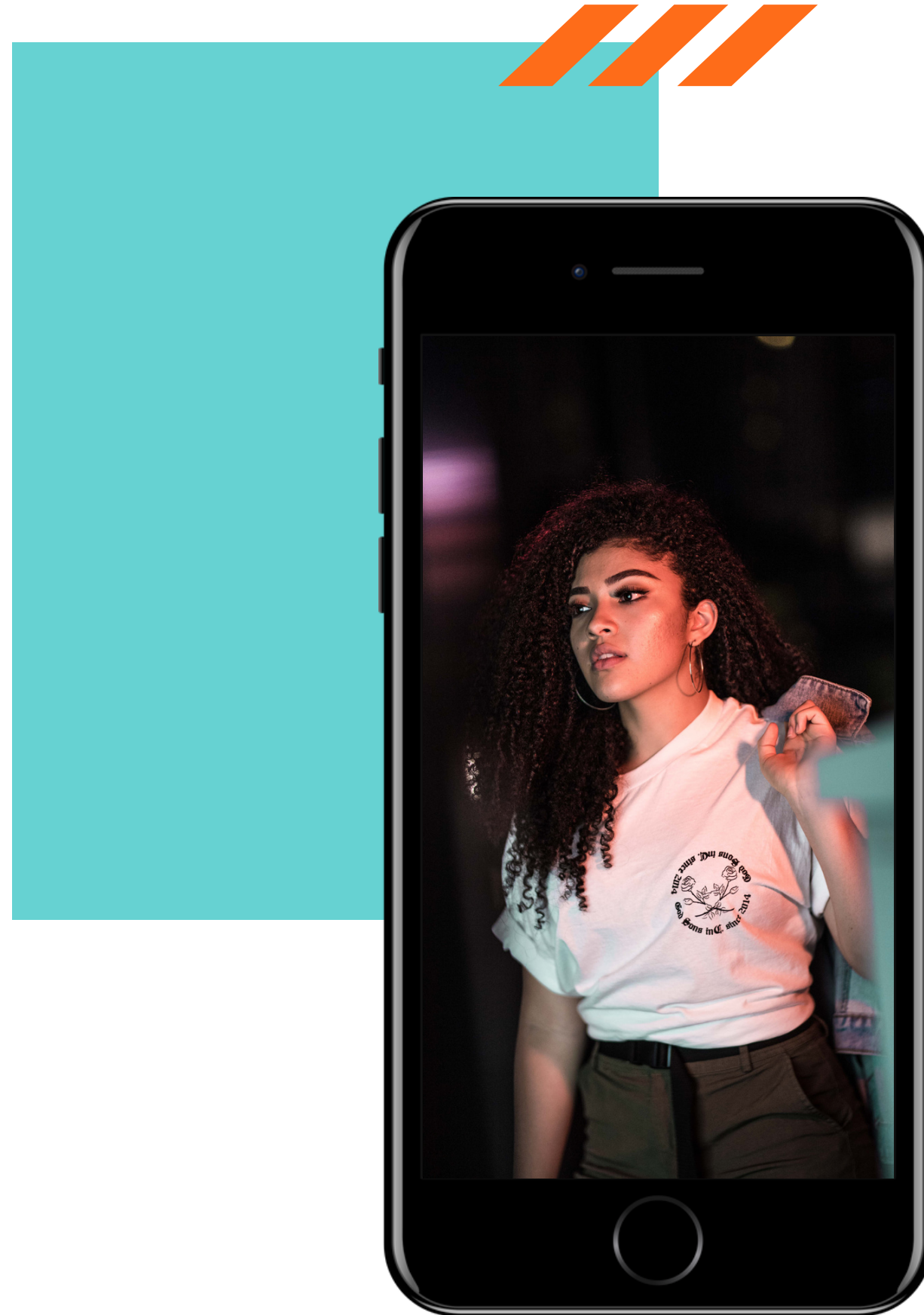
## REIMAGINE

A mistaken identity lived out as real is "absurdity" according to Thomas Hobbes. Redefining our narratives in a culture reset in The Great Reset is essential



Here are three solutions to problems we observed and want to solve

**SOCIAL  
INNOVATION |  
CULTURAL  
DISRUPTION**



We are Analogy Global  
Communications. A  
Toronto based solutions  
company for the  
advancement of people,  
business and growth



## **LAUNCH**

2018



## **RESEARCH**

2018-2021



## **THE RESET COMMUNITY**

2021

# **BIRTH OF OPPORTUNITY**

In 2018, we launched the Canadian Urban Prosperity Framework. A regenerative ecosystem solution. The world was not ready for race based solutions with SDG and ESG initiatives. We then conducted further research into race relations, consumerism and data analytics with hopes for solutions to social issues using social innovation and started The Reset Community. A sustainable solution initiative to reset the cultural narrative.





# TIMING



## PROBLEM 1

History and its narrative in "Black" culture.

## PROBLEM 2

Lack of equitable social and economic advancements based on identity solutions.





## ORGANIZATIONS

Businesses, medias and organizations operating in the ambiguous identity

## CONSUMERS

Consumers who want to grow sustainable and in truth of identity.

# TARGET MARKET



We know the value of  
catering to young and  
growing minds.



Total Available Market  
(TAM)



Serviceable Available  
Market (SAM)



Serviceable Obtainable  
Market (SOM)

Cultural collaborations are the  
next big innovation!

**SIZE OF THE  
MARKET**





## **DIRECT COMPETITORS**

### **BLACK NORTH INITIATIVE**



BASED ON AMBIGUOUS IDENTITY  
NO LONG TERM IDENTITY SOLUTIONS

## **INDIRECT COMPETITORS**



### **ORGANIZATIONS**

ORGANIZATIONS THAT PROMOTE THE  
AMBIGUOUS IDENTITY|NARRATIVE  
THAT LEADS TO MENTAL HEALTH AND  
SOCIAL ISSUES



## **COMPETITIVE ADVANTAGES**

### **RESEARCH**

15 years of research in social engineering.

### **FIELD STUDIES**

Over 7 years of field study in various communities.

### **EXPERIENCE**

Over 15 years experience in politics, media and community relations.

### **PASSION**

Being passionate allows for an unlimited supply of ideas and strategies.



# CULTURAL COLLABORATION

Through unique cultural collaboration that creates cultural disruption we are going to be positioned ahead of competitors.

# PUBLIC RELATIONS

Strategic public relations strategies that are similar to the United Nations recommendations.

# SUSTAINABLE

By implementing sustainable solutions and ethical based technologies, we can outdo competitors.

COMPETITIVE  
ADVANTAGES







Our company shall operate on membership, partnerships, mergers and acquisitions.

Through our strategic regenerative eco-systemic there is a win/win for all involved.

By integrating customers into a hybrid sales funnel, we can increase customers retention rate.

## **MARKET SIZE**

The TAM is \$1.3 Trillion and growing.  
The methods created is going to be data driven with identity solutions.

# THE TEAM



**KERRY ANN THOMAS**

Founder | Creator



**JOHN A. FORNAH**

Community Project Manager



**BRENDA SMITH**

Co-founder

# FUTURE ROADMAP

These are our next steps and goals? We require human and financial capital. We are raising \$100 Million support from investors. It is going to get us to implement our ground breaking business model. Including a research and development facility to create technologies of the future and analyse social behaviour and trends. It is going to connect the tools required for an effective PR strategy and brand mind-share.



**PR STRATEGY**

Q1 2022



**MARKET  
ANALYSIS**

Q2 2022



**EXPANSION**

Q3 2022



**R & D**

Q4 2022







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