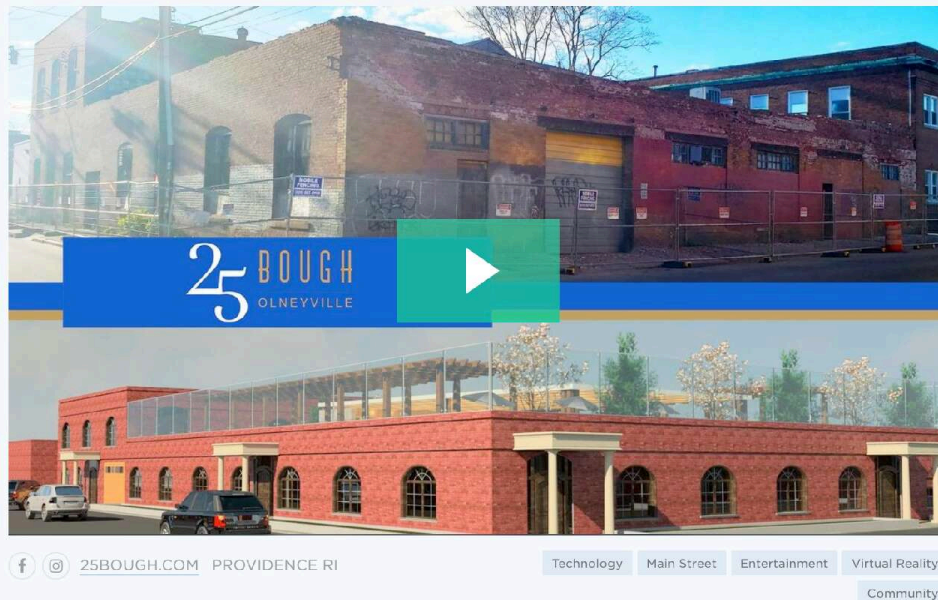


# Invest in 25 Bough Street

Transform a vacant building in the heart of the city to empower the community!



## Why you may want to invest in us...

- 1 Teach financial literacy, STEAM, health & wellness, career and self awareness to under served youth
- 2 Drive year-round programmatic initiatives for young girls and women empowerment overall.
- 3 Create an accelerator and incubator for innovators, entrepreneurs &freelancers of the future.
- 4 Provide a place for the celebration of culturally, diverse life events in a diverse city!
- 5 Introduce an XR Lab of mixed, virtual and augmented reality to the city and state.
- 6 Large, diverse and underrepresented market demand, hungry for the solutions that will be offered.
- 7 Campaign perk of naming rights on a plaque to be placed in the building with investments of \$2k and more
- 8 We hope (but not guarantee) to yield an avg, annual net profit of \$254k maturing to \$885k annual net profit w/10 yrs

## Why investors ❤️ us

WE'VE RAISED \$53,177 SINCE OUR FOUNDING



*Idrees is a great Visionary, but also a Do-er. He will set the vision, mission, and objectives for the 25 Bough Street state-of-the-art facility to serve the community at large. He will also roll his sleeves and make it happen with his own effort and strategically use his leadership to have others embrace and*



own effort and strategically use his leadership to have others embrace and support the vision and mission. I have known Idrees since high school, over 30

years, and he has consistently demonstrated excellence, talent, leadership, discipline, charisma, perseverance, optimism and enthusiasm. I have seen him set a goal and accomplish it over and over again. Thus, I expect nothing differently with this endeavor. He will put all his energy into this endeavor to...  
[read more](#)

**Maria Garcia Ireland** ☆

[SEE MORE](#)

## Our team



### **Idrees Lanre Ajakaiye**

Founder and Visionary, 25 Bough Street

*MBA, Boston University A social entrepreneur devoted to positively impacting the lives of youth & the community with innovation. Lanre is a brand architect with over a decade of experience in real estate, Fortune 50, start-ups and non-profits.*



### **Marcy Reyes**

Advisor (Financial Literacy & Career)

*Education: Master of Science (M.S.), Finance, General Adjunct Professor, Rhode Island College. Executive Director, Financial Literacy Youth Initiative (FLYi)*



### **Shomari Husband**

Advisor (Financial Literacy & Career Awareness)

*Education: MBA, University of Rhode Island & CPA.*

[SEE MORE](#)

## In the news



### **Interview: Lanre Ajakaiye of 25 Bough Street | News Break**

Lanre Ajakaiye drives around the neighborhood where he grew up in the Olneyville section of Providence for a tour that is half nostalgic, half hopeful of its resurgence.

January 24, 2021 @ newsbreak.com

[SEE MORE](#)

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# The 25 Bough Street will transform an abandoned building into a community source of empowerment for underserved youth, women and the community!

See what 25 Bough will do for the community in 3D!

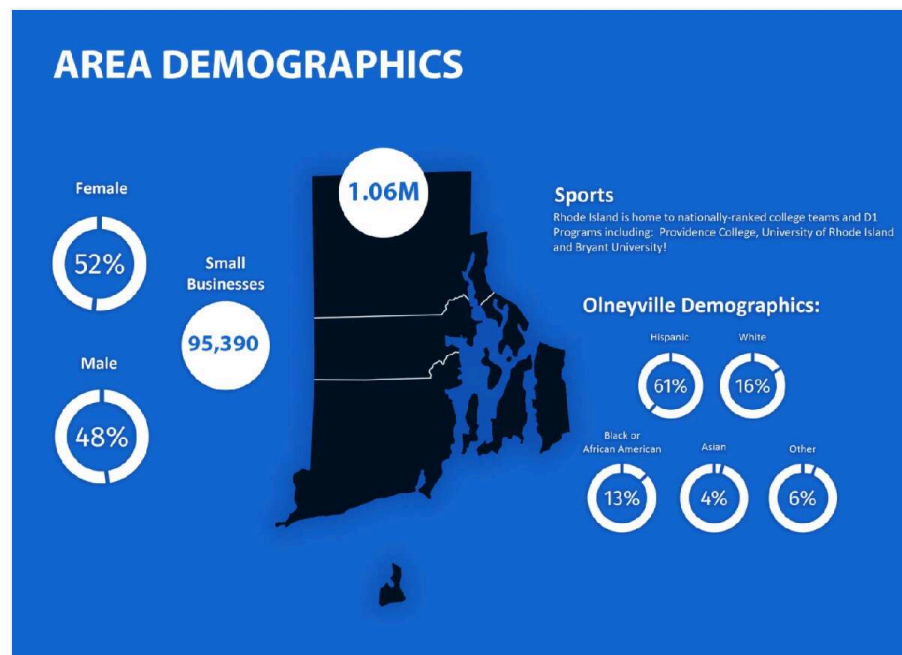
### 25 Bough Street addresses the following:

**Lack of diverse spaces catering to city demographics:** In a city and state which is brimming with culture, Providence, Rhode Island is substantially **lacking** diverse spaces. In Olneyville, most event facilities, and banquet halls have inflexible catering and little cultural fluency.

**Gaps in statewide education including Providence, Rhode Island:** When Johns Hopkins released a report about the state capital's public schools this summer, each line was more damning than the last.... The report went so far as to say there was "little visible student learning" happening in classrooms at all. (John Hopkins, 2019)

**Health & Wellness, Economics and Social:** Life expectancy in central Providence neighborhoods is about 9 years less than that of residents from more socioeconomically advantaged neighborhoods of Providence. 50% of the factors that determine health have to do with economic and social conditions (State of Rhode Island, Department of Health, 2018)

**Business & Employment:** Central Providence has much higher unemployment rates than the city and state averages (State of Rhode Island, Department of Health, 2018)



**With large-and growing-ethnic populations throughout the northeast, there is significant demand for a facility that can host these diverse groups in ways that understand their culture and needs.**



## SOLUTION

This project is driven by a desire to increase youth success, women empowerment, and accessibility to high-quality event spaces for diverse populations.



The mission for 25 Bough Street is to combine **profitability** with **support** for education, career advancement, and mental, physical, and financial wellness for youth, women, and historically underserved communities across **different but integrated uses**.



**The Multi-Purpose Function Hall will allow organizations and entities within 25 Bough to run programmatic efforts to groups as many as 250+.**

The event space will also usher in the celebration of many life events catering to rich traditions in a city brimming with culture but short on places to celebrate. This includes:

- Birthday Parties
- Quinceaneras
- Small Format Weddings
- Corporate Events
- Entrepreneurial Pop-Ups
- More!



**Children are the future.**

That's why our **Futures Hub** will create brighter futures by equipping kids with the skills they need to thrive. It will power youth with critical, foundational information across six holistic zones of concentration including:

1. Financial Empowerment
2. STEM (Science, Technology, Engineering & Mathematics)
3. Safety Zone
4. Health & Wellness
5. Career Awareness for Workforce Advancement
6. Self Awareness

Some of the non-profit organizations which will be within the 25 Bough Futures Hub to drive this focus will include FLYI (the Financial Literacy Youth Initiative), Winner's Circle teaching Augmented, Virtual and Mixed Reality, The Impowerment Group teaching coding and programming, and R.I.S.E Women's Leadership conducting programming initiatives for women empowerment - specifically young women.



Our Co-Working Space will provide office space to drive and accelerate the entrepreneurs of today and the future.

The space will represent the diverse community that surrounds it, welcoming Black, Indigenous, LatinX, and People of Color to a safe space driving innovation, collaboration, and entrepreneurship. There is currently **no other space in Providence with the same focus!**



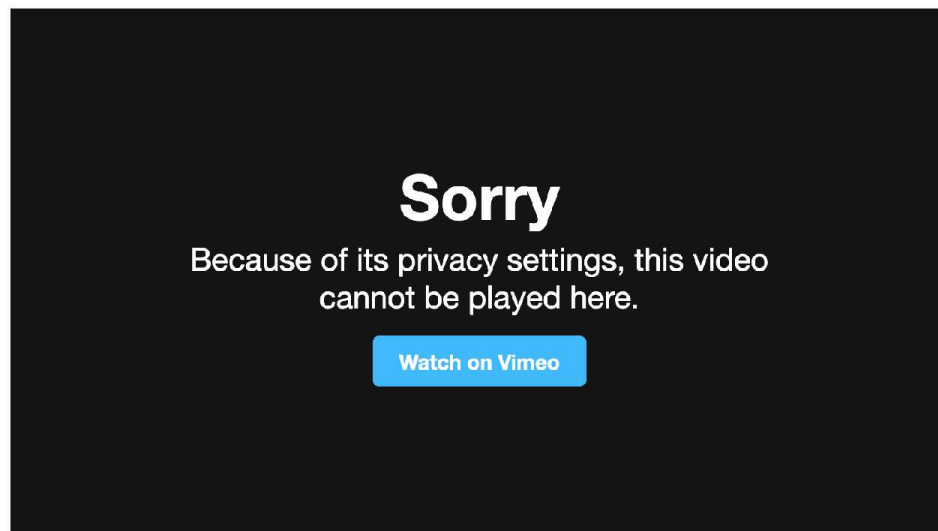
The Athletics Skills space will offer multi-sport skills training to advance speed, agility, quickness, and hand-eye coordination for athletes of all ages to build core strength, vertical, speed, and overall athleticism.

The facility will have cables, plyometrics stations, Vertimax and other basketball shooting machines to develop premier student athletes. It perfectly caters to a growing youth sports market and integrates 25 Bough as a destination for the entire family!



25 Bough will have retail space with a total area of 1,002 sq ft.

Retailers and businesses must be aligned to the mission of 25 Bough across financial empowerment, health & wellness, youth education, self and career awareness, women empowerment, and the overall community.



Our Heritage & Cultural Experience (to be named later) will be an interactive, immersive space dedicated to culture, heritage, and the history of Black, African, Indigenous Peoples, LatinX, Cape Verdean, and more. It will cover the evolution, intersection, and integration from the past until the present day.

The experience will draw people to the city and state as its own destination with the ability to captivate a wide range of audiences –especially the young. We envision it as a destination! Best of all, the experiences will be able to be programmed and changed throughout the year.



25 Bough will house the headquarters of the 501(c)(3) R.I.S.E. Women's Leadership Conference (RISEWLC.com). R.I.S.E. already has and will continue its successful event at the convention center. With 25 Bough, R.I.S.E. will be able to utilize 25 Bough for year-round programs and initiatives for young women and girls.

R.I.S.E is an incredible event of women empowerment bringing together women from diverse backgrounds, industries, and ages. Your support of this project will allow for programmatic efforts to be done at 25 Bough year-round.







Idrees "Lanre" Ajakaiye is a Providence native and current resident who intimately understands the needs of the city because he spent most of his life calling it "home". His parents, West African immigrants, first landed in this area before buying their first home in a different section of the same city. The founder has fond memories as a youth playing baseball in the same area Babe Ruth once played for The Providence Grays.

Lanre went on to graduate from nationally ranked Classical High School, the University of Rhode Island as an undergrad and received his Master's degree in International Marketing from Boston University. Additionally, he is an alumnus of Leadership Rhode Island, NUII 2017 where he was voted Class speaker by classmates and Director of the Team Providence Travel (Boys) leading youth from 5th to 8th grade. A stipulation of his program is you must take a financial literacy course he worked with community partners, The Financial Literacy Youth Initiative on.

Lanre is known for being a community leader and social entrepreneur dedicated to driving initiatives that impact youth, women, and the community overall. He has 20+ years of delivering success across start-ups, non-profits and Fortune 50 firms. He recently received recognition as '2021 Who To Watch.'

## Floor Plan:





### Street Plan:





Connecting Community Impact & Profitability:

This financial information constitutes forward-looking projections that are subject to significant risks and uncertainties. These projections are not guaranteed and investors are cautioned not to place undue reliance on them.

# FINANCIALS

NET INCOME PROJECTIONS [2022-2031]:

2022	\$154k
2023	\$225k
2024	\$385k
2025	\$437k
2026	\$538k
2027	\$592k
2028	\$656k
2029	\$722k
2030	\$776k
2031	\$824k

GROSS PROFIT AVERAGE REVENUE [ 2022- 2031 ]

- Multi-Purpose Functional Hall: \$219k
- Heritage & Cultural Experience - Interactive Museum Rental \$50,002
- Coworking Rental Income \$20,988
- Athletics Skills Facility \$385,946
- Rental: Office Space (3) \$18,079
- Rental: Rentable Conference Room \$6,816
- Rental: Retail Café \$11,081
- Membership Revenue - 25 Bough/ Gym \$173,411

Be part of something bigger than you and help us shape, transform, and celebrate the lives of youth, women, and the community!

Click Here: [25 Bough Street](#)

# Investor Q&A

What does your company do? ▾

– COLLAPSE ALL

The vision is to redevelop 25 Bough Street - currently a blighted, unused space of 15,194 sq ft - to an in demand public space enjoyed by and empowering the community. The project is supported by revenue generating use cases which address gaps and deliver positive, social impact.

Where will your company be in 5 years? ▾

In five years, 25 Bough Street will positively impact the lives of thousands of youth, women and the community with critical skills and tools needed to be competitive in a global future. It will be where youth and the community are being trained in STEM, financial literacy and career awareness. The development will accelerate the next generation of entrepreneurs and innovators in a place where they can also celebrate a host of life events.

### **Why did you choose this idea?** ▾

Being a native of Providence, Rhode Island, and the city's Olneyville neighborhood where 25 Bough is located, I am acutely aware of the city and state needs across the populations that it will serve. Those populations include Black, African, Latinx, Cape Verdean and more. As the Director of a youth sports team, I speak to youth, their parents and the community on a daily and weekly basis. I've experienced the needs and see them first hand from a direct vantage point. I also live in the community which I look to serve and help empower.

### **How far along are you? What's your biggest obstacle?** ▾

The project is far ahead. The building has been acquired and the project has been visited by the Mayor of Providence as recently as the week of November 6th 2020. The Associate Dean of R.I.S.D (the Rhode Island School of Design) and Professors at Brown University have agreed to advise on the project. Architectural work and site survey have been completed by Lacuna design. 3D renderings and visualizations are in process.. Since the city is aware of and supports the project, the biggest obstacle - like many entrepreneurs face - will be raising capital. However, we anticipate that we will be able to secure funding from some or all of the following sources in addition to this offering: grants, corporate sponsorships, foundations grants, SBA 504 loan, a loan from the City of Providence (through a loan program and fund for entrepreneurs), State of Rhode Island funding for buildings located in historic areas, and/or other institutional financing.

### **Who competes with you? What do you understand that they don't?** ▾

Our competition includes establishments who are outside of the city of Providence. Our facility is closer in proximity. In the immediate area, there is no comparable building and facility. The other options are in neighboring cities and a drive away.

Additionally, 25 Bough will be more flexible to community members allowing them to bring food from their own cultures at their events. Cultural observance will be our hallmark in a city where over 60% of residents are part of communities of color including: Latinx, African American and African.

Finally, we will benefit from the shortages of rental spaces since our competitors are often booked for months in advance. We will become the first choice in a selection which needs more availability to serve demand.

### **How will you make money?** ▾

25 Bough Street will present six integrated use cases which will be positioned towards family and community and which will fuel revenue and/or solve critical skills and knowledge gaps in the community. Those use cases are Education & STEM, Women's Empowerment, Co-Working Space, Multi-purpose Function Hall, Athletic Skills Facility, and Heritage and Cultural Experience Interactive Museum. We will also rent conference space and space to local companies, including R.I.S.E. Women's Leadership Conference.

Our revenue streams are as follows:

Multipurpose function hall  
Heritage & Cultural Experience Interactive Museum rental  
Coworking rental income  
Athletic Skills Facility  
Office space rental for three businesses  
Conference room rental  
Cafe Rental  
Gym membership revenue

### **What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed?** ▾

At present, the biggest risk to the 25 Bough Street development is a pandemic which slows down and halts gatherings. The risks are the continuance of the pandemic which would continue to discourage large gatherings. However, the recent promising news of vaccines with 90% success makes us optimistic since our development will not be complete until 2022.

### **What is the entire amount needed to complete the 25 Bough Street development?** ▾

\$1.6M is the estimated total development cost to realize the 25 Bough Street development. Please note: Hard Costs including: Materials and labor, General Contractor/Subcontractor fees as well as Soft Costs for Interior build out/finishes, Inspections, Security, telephone, cabling, millwork, etc can vary the final development cost.

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