

CONFIDENTIAL

# Develop Empower Smart And Mighty Youths

## Business plan

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# Executive Summary

## Opportunity

### Problem

Haiti faces highest illiteracy rate in the western hemisphere. Illiteracy is one of the major problems that keeps the cycle of poverty in Haiti. According to the U.S. Agency for International Development (USAID) only 61 percent of the adult population is literate. In the rural communities, the problems worsen. The education system faces a lack of government oversight and shortage of qualified teachers to teach students.

In rural communities, 21 percent of children of official primary school ages are out of school. For the Haitians who started school, nearly half of them will drop out before advancing to sixth grade according to World Bank. They drop out due to lack of opportunities and finances as the dropout students seek to help their families work or farm.

Additionally, poor nutrition has led pregnant women, infants and children to malnutrition that explains the 2017 infant mortality rate in Haiti to 53.9 deaths per 1,000 live births. According to USAID, 22 percent of children under 5 years suffer from chronic malnutrition.

These data are of concern and we need action on several fronts to improve the socioeconomic status of the rural communities in Haiti.

### Solution

Develop Empower Smart And Might Youths (DESAMY) Inc. that is a non-profit organization headquartered in the United States of America is founded to bring social change in the life of underprivileged youths and assist pregnant women and infants at risk of malnutrition in rural communities of Haiti.

DESAMY seeks to foster a positive change in the Haitian society with its two main programs, Cultivate Talents and YUMYUM.

Cultivate Talents aims to deliberately develop youths through the transfer of knowledge including annual seminar and webinar for educators, back-to-school relief, computers lab and tutoring services for disadvantaged students.

YUMYUM a supplemental nutrition program that works towards reducing child mortality by targeting pregnant women and children 5 years old and below who are at risks of malnutrition by providing medical assistance, nutritional education and food assistance.

These programs will target first people living in the rural areas where the services are needed the most. Through DESAMY initiatives, we deliberately develop future leaders and form productive citizens in



whatever career path they choose to follow. We focus towards providing local youths access to quality education so that they become innovative thinkers who will build their community and invest in nation building.

### **Market**

Our center in Terrier-Rouge is well situated to serve two core groups: students, youths, pregnant women and families who leave in the surrounding areas. Our research suggests that our office is located in low-traffic area for the safety of our clients with the only computer lab in the community, we expect to serve over 1,200 potential clients. The low accessibility of computers and no library and after-school programs for the general public draw more clients to our services. we see a great opportunity to expand our services.

### **Competition**

In the area of responsibility, there are two non-profit organizations that don't offer the same services as DESAMY. DESAMY is mission-driven organization that wants to change lives and grow stronger by bridging the gap between people and organizations that affect change. If there is an emergence of any organization in that domain of service, we will primarily establish collaborative relationship to support the community.

### **Why Us?**

DESAMY is customer-centric organization that provides the educational services that meet the needs of the underprivileged children. Our efforts identified the demand of the children through our assessments and put in place measures to match their needs.

Our founder, Rose Francois, lives to serve others. While in graduate school for mental health counseling with Mary University in 2017, Rose went to work for the Village Family Service Center for her internship and discovered her passion to help those in needs. While traveling through Haiti, Rose met young boys and girls of school age out of school because their parents could no longer pay for their education. In her path, she came across infants and children suffering from malnutrition. With the lack of government assistance, the children cycle back to poverty. Eventually, Rose formed a team of professionals, pitched her vision and mission to bring social change. They surveyed the market and opened DESAMY to serve underserved children. Together, Rose and her team have come up with a fresh concept, an ambitious but achievable plan to create social and economic change.