

Real Skills. Real Work. Real Futures.

Preparing young people before opportunity arrives.

A career entrepreneurship, AI literacy, work-based learning, and future-ready life skills model for schools, nonprofits, corporate partners, and community funders.

28+ Students Engaged Across active program formats	18 Businesses Launched Student-initiated ventures
82% Activation Rate Deliverables + portfolios completed	100% Real-World Projects Learning tied to applied work

REALCHILL EDUCATION

Empower. Educate. Entertain.

Internal evidence: RealChill Education materials, Real Skills. Real Work. Real Futures. PDF, pp. 1, 6, 7.

Students Are Being Asked To Build Futures Without Infrastructure.

The market is asking for proof, technology fluency, emotional intelligence, and work experience earlier than traditional systems usually provide.

WHAT IS MISSING Career clarity before choosing pathways Professional portfolios before internships AI and digital confidence before graduation Real client experience before the first job Mentors, networks, and adult-world practice Financial and life skills for independence	WHAT STUDENTS FEEL Teenagers are not just asking “What should I be?” They are asking whether they can afford the training, keep up with AI, and prove they can do the work.
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External signals from teens

33% Skill concern Teens concerned they lack sufficient skills for career goals.	36% Affordability concern Teens concerned they cannot afford training or skills programs.
56% Real-world experience Teens say on-the-job experience is more beneficial than higher education.	49% AI + tech value Teens say AI/tech learning is more valuable than a traditional degree.

External validation: Junior Achievement/Citizens 2024 Teens and Higher Education Survey.

The Economy Is Rewriting The Skill Set.

RealChill Education sits where future-of-work demand, digital skills, career readiness, and work-based learning are all converging.

39% Core skills shifting Employers expect 39% of workers’ core skills to change by 2030.	92% Jobs require digital skills U.S. job ads requiring digital or likely digital skills.
23% Earnings premium Jobs requiring one digital skill pay more on average than jobs requiring none.	8 Career readiness competencies NACE names career & self-development, communication, critical thinking, teamwork, technology and more.

The validated demand is clear: digital fluency, adaptive thinking, communication, teamwork, professionalism, and career self-development are no longer “extras.” They are the infrastructure of employability.

Sources: World Economic Forum Future of Jobs Report 2025; National Skills Coalition 2023; NACE Career Readiness Competencies 2024.

Georgia Is Already Moving Toward Work-Based Learning.

The state’s direction confirms the demand for school-connected, employer-connected, skills-backed programming.

97.9% CTAE graduation rate Statewide CTAE concentrator graduation rate reported from SY24.
96.7% Postsecondary placement Within six months of graduation for CTAE concentrators.
\$144M+ Student wages Earned by Georgia WBL students in SY24.

Why RealChill Fits The Moment

- ✓ Designed as a proposed locally approved elective, specials program, after-school model, or work-based learning partner — not a claim of state approval.
- ✓ Built for college and career readiness through portfolios, presentations, employer exposure, and project-based learning.
- ✓ Compatible with Georgia’s push toward enrollment, employment, enlistment, and entrepreneurship.
- ✓ Creates a bridge between school learning and paid or supervised real-world experience.

Georgia’s WBL direction confirms the value of extensive, paid, pathway-connected work experience. RealChill gives schools a practical partner model to prepare students before placement.

Sources: GaDOE CTAE Advantage dashboard; GaDOE Work-Based Learning Diploma reporting, 2026; public summaries citing GaDOE.

RealChill Education Turns Learning Into Proof.

Every student experience produces a skill, a portfolio asset, a career pathway, or a real professional presentation.

Career Clarity Students identify strengths, interests, roles, and pathways through the 11-Animal Career Framework.	Real Client Work Students complete supervised deliverables connected to real organizations and community partners.
Portfolio Development Every cohort produces visible proof: audits, campaigns, pitch decks, case studies, profiles, and demo presentations.	Mentorship + Access Industry instructors, entrepreneurs, creators, tradespeople, and professionals bring the economy into the room.

“Not a worksheet. Not a simulation. A professional experience in real time.”

Internal validation: RealChill Education, Real Skills. Real Work. Real Futures., pp. 4 and 7.

Preparation Should Not Depend On Privilege.

RealChill Education was created by an educator and creative strategist who saw the same gap repeatedly: talented young people with ambition, but not enough access to the tools, guidance, and proof modern opportunity requires.

MISSION To prepare young people with career clarity, digital confidence, entrepreneurship, AI literacy, emotional intelligence, financial readiness, and professional proof before opportunity arrives.
VISION To build a scalable career-readiness ecosystem where schools, businesses, funders, and communities work together to help students build, lead, adapt, and own.
FOUNDER STORY Founded by Amani N. Mansur, known by students as Ms. A — educator, author, creative strategist, and founder of RealChill Marketing. The model grows from a simple belief: young people should not have to wait until adulthood to discover what they are capable of.

Internal validation: RealChill Education materials and founder story pages.

Three Entry Points. One Career Infrastructure.

Schools, nonprofits, funders, and employers can engage at the level that matches their readiness.

REALCHILL SCHOLARS — SCHOOL-BASED Career exploration, entrepreneurship, marketing, digital literacy, and project-based learning delivered during the school day or as a school-aligned program.
REALCHILL EDUCATION COHORT — IMMERSIVE A four-week professional immersion where students complete real client projects, build portfolios, and present at Demo Day.
FUTURE-READY LABS — EXPANDING Specialized labs in AI, digital footprint, entrepreneurship, finance, creative technology, emotional intelligence, and life skills.

Internal validation: RealChill Education program model materials.

Six Pillars Built For The Whole Student.

The curriculum develops career skill, digital skill, income skill, emotional readiness, and life readiness together.

SELF Emotional intelligence, regulation, communication, confidence, time management.	DIGITAL AI literacy, digital identity, online safety, productivity systems, responsible prompt use.
CREATE Marketing, content creation, storytelling, branding, design, social media.	BUILD Entrepreneurship, project management, sales, customer experience, business basics.
LIVE Modern home economics: budgeting, nutrition, organization, routines, responsibility.	EARN + OWN Recession-resistant careers, freelancing, interviewing, portfolios, ownership pathways.

The RealChill advantage: students build a skill stack — communication + digital tools + business thinking + life readiness — instead of relying on one narrow career skill.

Internal validation: RealChill Future Forward Curriculum framework.

Career Entrepreneurship & Pitching.

A Georgia-ready course concept for schools seeking applied career readiness, entrepreneurship, AI literacy, and work-based learning preparation.

COURSE PURPOSE Students learn how to identify a career pathway, study a real market problem, design a value proposition, use AI responsibly, build a simple business or project plan, create a professional portfolio, and pitch their work to an audience.
IDEAL FORMAT Semester elective or locally approved course Specials rotation or enrichment block After-school cohort or summer intensive WBL preparation / employer-connected pilot Nonprofit, school, or community partner delivery

Positioning

A practical bridge between CTAE, college & career readiness, entrepreneurship, digital literacy, and work-based learning preparation.

Proposed local course concept; final course coding, credit, and approval remain with the participating school or district.

A Semester That Ends With A Public Pitch.

The course moves from identity and skill discovery into research, creation, business building, and presentation.

Weeks	Unit	Student Output
1–2	Career Identity + Future of Work	Career map, strengths profile, AI readiness baseline
3–4	Digital Presence + Professional Brand	Digital footprint audit, professional profile, personal brand statement
5–6	Marketing + Customer Understanding	Audience map, simple campaign concept, content sample
7–8	AI Literacy + Prompting	Responsible AI workflow, research prompt bank, productivity system
9–10	Entrepreneurship + Value Proposition	Problem/solution statement, offer concept, pricing logic
11–12	Financial + Life Readiness	Budget, starter cost model, cash-flow basics, home/life system
13–14	Project Management + Client Communication	Task board, meeting notes, timeline, communication practice
15–16	Portfolio + Case Study	Portfolio draft, results narrative, resume/profile refinement
17–18	Pitch + Demo Day	Pitch deck, live presentation, reflection, next-step pathway

Curriculum sequence built from the RealChill Future Forward six-pillar model and existing cohort progression.

Skills Students Can Name, Show, And Carry Forward.

RealChill badges document applied competencies; external certifications can be layered in where schools or partners approve them.

REALCHILL SKILL BADGES AI Prompting Foundations Career Entrepreneurship Professional Pitching Digital Brand Foundations Project Management Basics Financial Readiness Client Communication
EXTERNAL CERTIFICATION PREP Google career/digital tools exposure Canva design fundamentals Microsoft/Google productivity tools Industry-specific credential preparation as partnerships develop
EMPLOYER-RECOGNIZED EVIDENCE Portfolio artifacts Project timeline and task board Mock interview and resume/profile Case study Pitch score and presentation recording Real-client deliverables

Credential strategy: RealChill-owned badges plus optional third-party certification preparation subject to partner availability and approval.

Recession-Resistant Skills + Future-Ready Roles.

RealChill does not only prepare students for one job title. It helps them build adaptable skill stacks that travel across industries.

Digital + AI AI assistant, content coordinator, social media assistant, digital organizer, CRM/data support.	Entrepreneurship Founder, freelancer, service provider, student business owner, pitch competitor.
Marketing + Media Brand assistant, creator strategist, campaign assistant, photographer/editor, copywriter.	Business Operations Project coordinator, client success assistant, admin ops, sales support, scheduling.
Skilled Trades + Services HVAC, electrical, plumbing, logistics, hospitality, facilities — paired with digital and customer skills.	Finance + Life Skills Budgeting, basic bookkeeping, credit readiness, pricing, savings, money decisions.

“The goal is not one perfect career choice. The goal is a student who can learn, adapt, communicate, build, and earn.”

External validation: WEF 2025 top skills; Georgia WBL high-demand career emphasis; National Skills Coalition digital skills demand.

A Scalable Education Model With Multiple Revenue Paths.

The model is designed so no single funder controls the mission and every stakeholder receives measurable value.

Schools + Districts Local elective, specials, after-school, summer bridge, WBL-prep, or career-readiness pilot contracts.	Corporate Sponsors Cohort underwriting, technology donations, industry instructors, paid internships, and Demo Day sponsorship.
Foundations + Grants Youth development, workforce readiness, digital equity, entrepreneurship, financial literacy, and community development funding.	Curriculum + Licensing Future facilitator certification, program toolkit licensing, school implementation guides, and partner training.
Community + Donors Sponsor-a-student, fund-a-week, fund-a-cohort, transportation, meals, tools, and stipends.	Employer Partners Real projects, workplace tours, mentorship, job shadowing, apprenticeships, internships, and talent pipelines.

Sustainability strategy: blend earned revenue, sponsorship, grants, and school partnerships so the program can scale without becoming dependent on one institution.

Internal validation: RealChill funding philosophy and diversified nonprofit revenue engine materials.

Designed To Meet Schools Where They Already Are.

RealChill can begin small, prove outcomes, and expand into deeper school and employer-connected pathways.

1. PILOT 4- to 8-week specials, advisory, after-school, or summer pilot focused on career entrepreneurship and pitching.
2. EVIDENCE Pre/post assessments, attendance, deliverables, portfolios, student reflections, parent/community feedback.
3. PARTNERSHIP Align with CTAE, counseling, work-based learning coordinators, community schools, nonprofits, and corporate partners.
4. EXPAND Semester elective, district partner model, WBL-prep program, industry instructor network, or licensed curriculum package.

The pitch to schools: RealChill does not compete with academics. It gives academic learning a professional destination.

External validation: Georgia CTAE and WBL models emphasize pathways, employer connection, and real-world experience.

Every Partner Should See What Changed.

The program is designed for visible proof, not vague inspiration.

Student Growth Career clarity assessment, confidence survey, emotional readiness, attendance, participation.	Skill Evidence Completed badges, portfolio artifacts, pitch scores, communication rubrics, digital fluency checks.
Work-Based Outcomes Employer exposure, job shadowing, project completion, internship interviews, WBL alignment.	Community Value Student businesses, client deliverables, volunteer hours, partner engagement, Demo Day attendance.
School Value CTAE support, family engagement, student voice, retention and belonging narratives.	Funder Value Cohort report, impact dashboard, student stories, sponsor visibility, workforce-pipeline outcomes.

Measurement model based on RealChill portfolio, Demo Day and activation-rate approach.

Funding Builds The Infrastructure Students Cannot Access Alone.

Capital funds curriculum, instructors, student access, technology, transportation, Demo Day, and measurable implementation.

\$250K

Minimum viable launch

Core cohort delivery, instructor compensation, student materials, basic evaluation.

\$500K

Institutional launch

Program delivery, Demo Day production, technology, transportation, CRM and impact reporting.

\$750K

Accelerated expansion

Multi-site growth, university partners, alumni network, licensing, instructor certification.

Use of Funds

- ✓ Instructor/facilitator pay
- ✓ Curriculum + workbook expansion
- ✓ Student technology + tools
- ✓ Transportation + meals
- ✓ Demo Day + showcases
- ✓ Impact reporting + CRM
- ✓ Compliance + partner readiness

Internal validation: RealChill launch campaign and use-of-funds framework.

Every Partner Has A Clear Role In The Ecosystem.

The model scales through a three-way exchange: students receive skills and proof; schools receive structured programming; partners receive measurable community and workforce impact.

Sponsor A Student \$1,000 funds a student’s full 4-week cohort experience, materials, mentorship, and Demo Day.	Fund A Cohort \$10,000+ underwrites a student group, project support, showcase production, and reporting.
Become An Industry Instructor Professionals teach what the work actually looks like and help students see real career options.	Provide Real Projects Organizations give students supervised work that becomes portfolio proof and community value.
Open Paid Pathways Employers create internships, job shadowing, worksite visits, or entry-level project opportunities.	Bring RealChill To School Schools pilot the program as an elective, specials block, after-school model, or WBL-prep partner.

Internal validation: RealChill Exchange Model and partnership opportunity framework.

THE CLOSE

The Future Is Already Here. Access Is The Gap.

RealChill Education gives students what the economy is already demanding: AI literacy, career clarity, emotional intelligence, financial readiness, entrepreneurship, portfolios, communication, and real-world practice.

NEXT STEP

Sponsor a student

Fund a cohort

Pilot in a school

Become an industry instructor

Open a real project pathway

Skills over survival. Ownership over waiting.

realchilleducation.org

External Data Used To Confirm The Need.

Selected third-party sources support the demand for career-ready, AI-literate, digitally fluent, work-based, entrepreneurship-centered curriculum.

World Economic Forum — Future of Jobs Report 2025 Employers expect 39% of workers’ core skills to change by 2030; analytical thinking, resilience, flexibility, leadership, and social influence remain critical.
National Skills Coalition — Closing the Digital Skill Divide, 2023 92% of U.S. job ads require digital or likely digital skills; jobs requiring at least one digital skill pay 23% more on average.
Junior Achievement + Citizens — 2024 Teens and Higher Education Survey Teens report concerns about affordability and skill preparation, while many value on-the-job experience and AI/technology learning.
NACE — Career Readiness Competencies, 2024 Eight competencies include career & self-development, communication, critical thinking, equity & inclusion, leadership, professionalism, teamwork, and technology.
Georgia Department of Education — CTAE + WBL Georgia CTAE and work-based learning data reinforce the value of pathway-connected experience, career preparation, and employer engagement.

RealChill’s proposition is not built on a trend. It is built at the intersection of validated labor-market demand, Georgia’s career-readiness direction, and student demand for practical proof of skill.