

PITCH DECK

E!MPOWERED GEMS



ABOUT US

GEMS is an initiative driven by volunteers. We are a mix of full-time professionals, homemakers and business owners who are active and is passionate about sharing the benefits of wholistic wellness. We dedicate a part of our time and effort amidst our hectic schedule and responsibilities to bring forward meaningful and beneficial activities for the community. We take pride in our motto "Leave No Women Behind"



What is G.E.M.S: GEMS Empowering Me Series?

GEMS is a series of fun and easy challenges across different elements, especially tailored to simulate life's obstacles. GEMS hopes to EMPOWER participants with essential parallel life skills, help to identify and remove any mental obstacles, bring clarity and complete with renewed confidence in themselves and their ability to make decisions and conquer life's challenges. Participants will learn to enhance their spiritual practice, develop a heightened self-awareness and expand their comfort zone. All activities will be conducted as a group to foster social support with command opportunities to develop leadership skills.

“LIFE AT ITS BEST IS A SERIES OF CHALLENGES. A
BIG ENOUGH CHALLENGE WILL BRING OUT
STRENGTH AND ABILITIES YOU NEVER KNEW YOU
HAD. TAKE ON CHALLENGES AND YOU WILL BRING
YOURSELF TO LIFE.”

PROBLEM

SOCIAL NEEDS

Social gap in personal skills development and employment opportunities by underprivileged women.

Lack of continuous social support for the vulnerable group

CUSTOMERS

Inability to afford recreational activities, therapeutic services and products for self-development and to enhance wellness

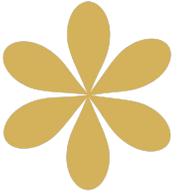
COSTS

Existing services catered to only those with high income





SOLUTION



CLOSE THE GAP

Social mission is to equip and empower disadvantaged and underprivileged women with life skills and tools to mould them into better individuals.

Holistic training approach encompassing the basic elements of wellness – emotional, spiritual, mental & intellect, health & physical, social & environmental and financial.

A network of support to nurture and create leaders and be beneficial contributors to society.

Offer affordable and equal services, products and services for all women

BUSINESS OVERVIEW



AFFORDABLE

Affordable for women
from all income levels
without prejudice



SUSTAINABLE

Products and services
are evergreen and
popular among women



TESTED

Benefits are
scientifically proven to
enhance wellness



HOLISTIC

Services and training
encompasses all
elements



BENEFITS

Stronger foundation of working community

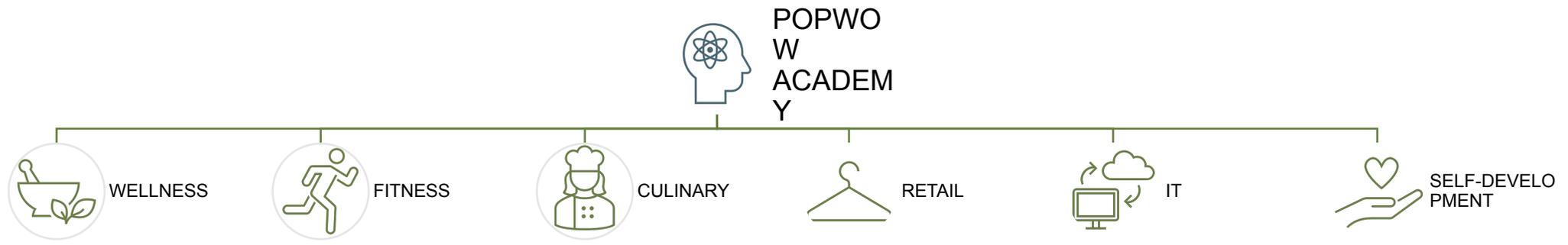
Breaking the cycle of poverty

Nurture leaders to empower others

Enhance social support towards a better society



POPWOW CLUB & ACADEMY



POPWOW CLUB

SPA

GYM

RESTAURAN
T

OUTLETS

SERVICES

COURSES



POPWOW ACADEMY



WELLNESS

- Massage therapist
- Facial Therapist
- Hair Stylist
- Manicurist
- Cupping Therapist
- Nutritionist



FITNESS

- Fitness Coach
- Instructor
- Swim Coach
- Outdoor Specialist



CULINARY

- Cooks
- Bakers
- Baristas
- Kitchen Helpers
- Waitresses



RETAIL

- Retail Assistant
- Stocktakers



IT

- Programmers
- Website developers
- Media design



SELF-DEVELOPMENT

- Compulsory program
- Counselling
- Tuition
- Basic needs



SOCIAL TOOLKIT

EMPLOYMENT OPPORTUNITIES

EDUCATION

SKILL DEVELOPMENT

BASIC HUMAN NEEDS

ECONOMIC TOOLS & SERVICES

HEALTH/SOCIAL CARE PRODUCTS & SERVICES

MENTAL HEALTH & WELLBEING

CAPACITY BUILDING FOR ORGANISATIONS IN
SOCIAL SECTOR

THANK YOU

20XX

