



# AFTER SCHOOL HUSTLE

**A youth education program for Berlin.  
Founded in 2017.**

Brochure v12  
13 September 2018

# Our mission is to shape and inspire the next generation of leaders in Berlin

## Confidence as a source of well-being

The ability to master challenges through development of the self is a fundamental source of well-being. We believe that an optimistic attitude towards life needs to be reinforced. The purpose of After School Hustle is the creation of opportunities for such reinforcement for teenagers.

After School Hustle was founded in 2017 and is registered as a non-profit in Germany.

[afterschoolhustle.org](http://afterschoolhustle.org)

Since March 2018 we also offer sports classes under the name After School Muscle.

[afterschoolmuscle.org](http://afterschoolmuscle.org)

## Free workshops for high-school kids

After School Hustle provides free skill-building workshops for teenagers in Berlin. Led by accomplished professionals in their respective fields, these workshops do not only equip the participants with the necessary foundation to develop skills, but also illuminate where persistence can take them. Funding for the program comes entirely from private donors and all coaches are volunteers.

## We need your financial support

In 2018, the program has moved beyond the trial stage. Our goal is to produce at least 50 day-long workshops this year and add additional programming (such as sports) around them. Currently we have a creative workshop every Saturday, which forms the backbone of our offering.

To make this possible, we need financial support. Rather than competing for government funds with other organizations, we want to open new sources of education financing by convincing individuals and corporations to become donors.

# **We are a charity producing educational experiences for teenagers**

Our goal is audacious. We are building an additional pillar of education offerings for teenagers. The aim is to make After School Hustle a reference for young people who are looking for more opportunities to learn and grow. We want to form an efficient and innovative organization that continues to develop new curricula and creates a community.

## **Production of classes as our core activity**

Classes are the place where people come together, inspire each other and develop skills and confidence. Our purpose is to positively impact the lives of young people: To show them that most skills can be developed through guided work, irrespective of what somebody might consider the limitations of their talent. And to open perspectives into various fields of productive engagement. An informed career choice is best achieved through exposure to different biographies. Hence our coaches are not regular teachers, but professionals in their fields.

## **A strong team with diverse perspectives**

After School Hustle is a network of supporters. At its center is Pawel Mordel, who initiated the program and is the sole legal representative of the organization. Raised in the socio-economically challenged neighborhood of Staaken in West-Berlin, he has a very personal appreciation for after school programs. A graduate of Yale School of Management with years of experience around tech start-ups and marketing agencies, he is dedicated to bringing After School Hustle to its full potential over the next decade.

## **Registered as a non-profit in Germany**

Since November 2017, After School Hustle is registered as a non-profit corporation in Germany: "gemeinnützige Unternehmergeellschaft (haftungsbeschränkt)".

# Education is one of the most important fields for social entrepreneurship

What people experience in their youth has a big impact on the rest of their lives. Being ambitious, confident, gentle and curious are character traits that need to be encouraged early on.

By exposing young people to new fields and teaching them basic skills, we instill in them motivation and self-confidence, so that they will continue learning and growing even on their own.

## Life-long learning

The labor market rewards people who can adapt and are not hesitant to learn new skills if necessary. Young people need to be empowered with self-confidence and curiosity in order to succeed in employment or their own ventures.

## Inspirational biographies

Education opportunities are unevenly distributed, even if school is free and of high quality. Being able to reach goals in life presupposes that these goals can be envisioned. Many teenagers lack awareness of possible trajectories in life. They do not have an understanding of the payoffs from the work that they are asked to do.

## Appreciation of productivity and character

There is more to a productive and satisfying life than skills or even the ability to learn them. Character – meaning which values and codes one adheres to – is highly important as well. After School Hustle exposes young people to a setting where beautiful things are being produced through creativity and dedication. Mutual respect and an attitude of support create the context in which young people can feel confident and safe to strive to grow.

**After School Hustle is building a new pillar of educational opportunities for teenagers. We are shaping and inspiring the next generation of leaders in Berlin – from and for all slices of society.**

## A wide range of topics

We want to inspire an optimistic outlook on life and a desire to learn. The contents of the classes are almost incidental. However, three broad domains are suitable for our approach: Design, publishing, health and nutrition.

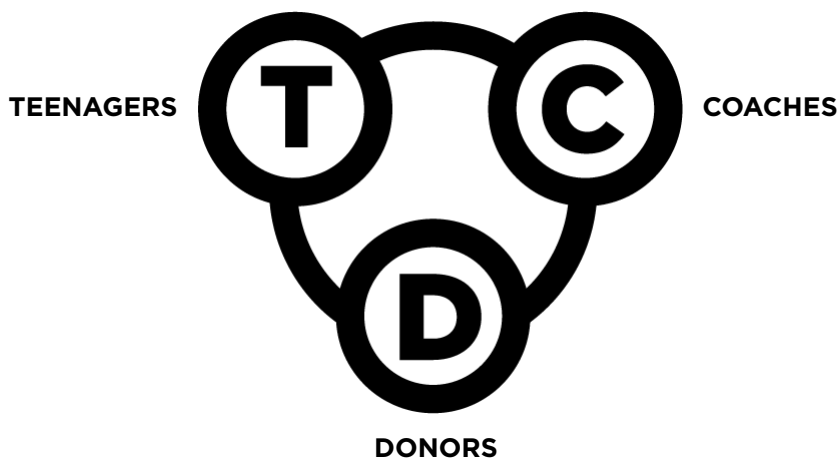
## Short distance between effort and meaningful results

Our classes are designed from the inside out. They are self-contained and allow the participants to quickly see first results. The contents are tailored to the desired experience during the workshop, flipping the standard approach.

# Innovative ways of designing education programs have become possible

Instead of building a company in the traditional sense, we are establishing a platform. After School Hustle is coordinating teenagers, coaches and donors to create education experiences.

## Three sides of the platform



Although the progressive deployment of software will enable us to operate at a larger scale, the platform aspect is based around human relationships. We are building a community of learners and coaches in real life.

## Knowledge build-up and efficiency gains

Beyond efficiency gains through automation of processes over time, the cost per class will fall due to experience as well.

We are building a curriculum of classes, some of which can be re-used, even by different coaches. Although they are not employees, our experience shows that coaches are willing to teach repeatedly. This means less preparation time and less administration per class.

The potentially most significant saving will occur in customer acquisition. Repeat participation and word-of-mouth are highly relevant. To reach new teenagers we rely on schools and other programs, tapping into established relationships. Over time this distribution network will become stronger, meaning less effort required to ensure that young people are aware our offer.

## Starting with weekends

Currently we are focusing on Saturdays, offering a class every week. This has the additional benefit that we can use unoccupied office space, which reduces our costs.

## More ambitious classes

With ever more efficient customer acquisition, attention can shift to developing more original classes and other formats. Topics such as entrepreneurship, music production and artificial intelligence are already in development.

## Quick turnaround

Having a database of contacts means that classes can be designed and promoted in an agile fashion. They do not have to be planned in long cycles.

# The impact we can have in Berlin alone makes us a highly relevant program

Berlin has about 160 thousand students in high school (not counting special needs kids). As geography is a limiting factor for a program that requires interactions in real life, we focus on the central districts. Mitte and Friedrichshain-Kreuzberg together have around 23 thousand relevant teenagers.

## Broad target group based purely on age

After School Hustle wants to be a program for everybody. Our classes are free and we provide all materials as well as lunches. Yet we are not limited to a specific target audience based on socioeconomic or ethnic variables. All teenagers need and deserve support to develop their characters and explore possible futures. We want to create an inclusive space where people from different communities come together.

Nonetheless, certain kids might need more encouragement to participate. Therefore we will continue to make efforts to reach underrepresented groups of kids.

## Coaches as customers

Teenagers are not our only customers. Coaches need to be considered as well. Berlin provides enough skilled individuals who are interested in giving classes without remuneration. For them, teaching is a creative and exciting activity. They want to be part of a team that is doing good things for the community. They might have busy schedules, but they are able to find time for things that give them purpose in life.

## Replication beyond Berlin

Not every city is suitable due to availability of coaches. But it seems plausible to expand the program to a places like Hamburg, München or Köln. This would roughly double the addressable market. Even more interesting would be an expansion to other major European cities, resulting in an increase of the addressable market by an order of magnitude.

# We continue to find strong support for our concept in all of its aspects

To test the demand among young people we started with a trial of four classes in the fall of 2017. Since January 2018, we have a class every Saturday. In March 2018 we added a sports program under the name After School Muscle.

## From first trials to basic maturity

The results continue to be very promising. We are able to create awareness of the program and generate sufficient attendance. This is no easy feat, considering that our audience are teenagers.

Those who attended were overwhelmingly satisfied. In fact, almost half of our students attended more than one class. The verbal and written feedback we collected was entirely positive.

This leads us to believe that we are on the right track. There is a need for After School Hustle among teenagers. And those are the people at the core of our mission.

## Engaged coaches

All the coaches involved so far want to give more classes. We are continuously being approached by people who express interest in teaching classes. The coaches are unpaid, so we evidently provide an offer that is satisfying for them in a different and perhaps deeper sense.

## Early fundraising success

Donors are the third side of our platform. We turned to them after the successful trial classes. As of 14 November 2017, After School Hustle is incorporated in Germany as a non-profit (“gemeinnützige Unternehmergeellschaft”). Hence we can receive donations that are tax-deductible and cannot be appropriated for personal gain.

As of September 2018, we have raised around 10,000€ from more than 50 individuals and some corporations.

### SNAPSHOT OF INDICATORS AS OF 13 SEPTEMBER 2018

Number of classes

26

Number of teenagers reached (who took at least one class)

128

Average class size

8.2

Classes taken per teenager

1.7

Teenagers who came to more than one class

34%

*All numbers excluding our sports program.*

# You have the opportunity to support us and be part of an education innovation

A platform needs growth on all of its sides to prosper. We are always looking for ways to reach more teenagers and involve more coaches.

Currently we are focusing on raising donations to finance the program in 2018 and beyond. To make this possible, dedicated staff is necessary.

## Donations from individuals

After School Hustle is registered as a non-profit in Germany. Donations are tax-deductible. Both our website and our Facebook page provide easy methods for donating.

Every amount makes us stronger. As a new program, we would particularly appreciate somebody to come in as a partner and support us in a deeper way. We are currently looking to find three such individuals to provide basic financing and to be part of our board.

## Donations from corporations

As a local program dealing with education – one of the most attractive topics in the non-profit space – we can engage in mutually beneficial relationships with corporations. After School Hustle is an innovative program with audacious goals. Supporting it can provide a strong message to employees and other stakeholders.

Several types of arrangements are possible, from fixed donations with or without a pre-defined purpose, to joint marketing efforts.

### Contact

Pawel Mordel  
pawel@afterschoolhustle.org  
+49 175 325 65 19

After School Hustle gUG  
Münzstraße 5  
10178 Berlin

[afterschoolhustle.org](http://afterschoolhustle.org)