

2025-2028

CHESLINE *INC.*

IMPACT AND TRANSPARENCY REPORT

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ABOUT US

Chesline Inc. is the world's only green minority- and disability-owned global DEI company that uses DEI to help badass leaders who care 2-3x profits and impact through a solid two-fold DEI profit and impact strategy while helping QTBIPOC Queens, fam, and rainbow royalty from all over the world go from extreme and overwhelming generational debt, trauma, and poverty into healing, wealth creation, financial freedom, and flexible lifestyles.



OUR WHY

White corporate's DEI industry is a big calculated systemic failure; it headlines grand empty Motherhood statements and flatlines when accountability should kick in. So, at Chesline Inc., we're extremely keen on modeling, not only *how* to be truly ongoingly ethically transparent with the real state of advancement of our internal DEI work and accomplishments, but we're also super dedicated to sharing ungoogleable high-impact metrics of success that *no one else* is even close to *thinking* of using in our industry that actually make all the difference in the world between a big- and low-budget DEI initiative that's low-impact vs a cost-effective one that is simultaneously high-profit and high-impact. We're here to demonstrate how those who are smart and consistent with DEI can effectively outperform *any* competition by making them irrelevant and how we can easily create big-scale social impact that translates into 2 buckets: wealth-creation and saved lives as well as healthy standards of living and flexible lifestyles for the most unprotected QTBIPOC Queens and communities on Earth.

OUR MILESTONES & HISTORY

- launched an International DEI Summit in 2021 hosted in 7 different languages where, for months, we coached world leaders and their purpose-driven organizations across 3 continents on how to successfully implement DEI to 2-3x their current level of impact
- officially founded and incorporated our joint-stock digital company in 2022
- won 5 DEI awards and nominations in the last 3 years for our international contributions to the DEI space as world-leading champions
- launched our flagship low-cost mini training in 2024 that helps QTBIPOC fam, Queens, youth, and rainbow royalty from all over the world go from low-income, dead-end jobs, burnouts, and Karen bosses to high-income, freedom, and financial independence
- established 3 international partnerships with groundbreaking organizations: 1 with a leading Latinx Queer- and women activist nonprofit in Panama in 2024, one with a woman-owned social impact company in Mexico in 2022, and another one with an African-owned international DEI company in 2023
- 2024-2025, launched a series of free on-demand mini programs and resources to 100% support our most at-risk community members who currently live in extreme debt, trauma, and poverty
- preparing to expand the business into a nonprofit side as part of our 2025 business expansion plan to triple budget and human resources needed to impact 2-5x as many organizational clients and QTBIPOC communities worldwide (nonprofit to be incorporated in 2025)





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We're *good* with numbers

- co-led 1 never-before DEI President's task force
- co-led a historic Black Caucus
- supported 5-10 different University Departments in their DEI implementation plans
- worked with Concordia, McGill, and Ottawa Universities
- coached 150+ QTBIPOC entrepreneurs across 4 continents on DEI and business developments
- launched 10+ DEI programs in the past 5 years
- presented at 30+ international conferences and events in the last 3 years
- published groundbreaking award-winning research on DEI in 2024



What *sets* us apart in the DEI work we do

Our 2025-2028 core strategic objective is to leverage a new business and impact model where we will:

- incorporate a sister organization which will be our nonprofit side as a direct complement to the work currently conducted through our purpose-driven joint-stock global company

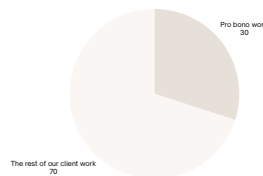
Through our new nonprofit, we'll be able to maximize resources through local, national, international (Government) grants, funding, and financing to subsidize the development and acceleration of our entirely free mini-DEI programs, continuing pro bono work, concierge consulting services, and capacity development for understaffed and under-resourced minority-owned and purpose-driven nonprofits doing groundbreaking work to support, protect, and empower the most unprotected and marginalized QTBIPOC femme, Queens, and rainbow royalty in our ecommunity through complementary support and services.

Beyond our nonprofit incorporation, our for-purpose and for-profit global DEI company is already maximizing its impact through:

- ongoing pro bono work delivered every month to support mission-driven minority-led organizations that are under-resourced
- free trainings, coaching, and events to provide our QTBIPOC community with on-demand support and assistance
- low-cost mini-trainings that deep-dives further into elements covered in our free program series
- conducting free ongoing consultation with our local and international QTBIPOC Queen community to test-drive new mini-programs and resources to answer their needs and identify new emerging needs or gaps

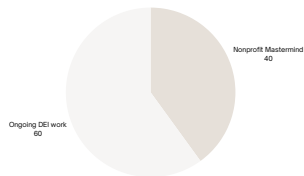
On our pro bono work.

PUTTING NUMBERS on our impact



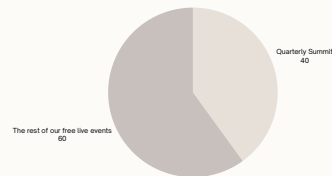
Pro Bono.

On average, our team commits 10-30% of our monthly working hours to pro bono work by coaching and supporting local and international minority-owned nonprofits and their marginalized purpose-driven leaders. The goal is to help them meet big needs, create systems, internal resources for them, provide capacity development support where needed, and provide adequate foundational training to their teams.



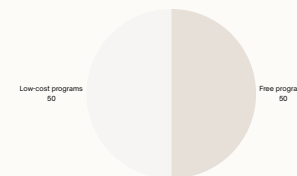
Nonprofit Mastermind.

Starting with late 2025, we're expanding our pro bono work, where instead of working with 1 organization at a time, we provide ongoing bimonthly support to a select roster of 10-20 pre-vetted purpose-driven nonprofits worldwide to support and coach them through their work, build strong strategic partnerships worldwide, allocate resources to their work, and help them meet big community needs that are currently underserved or unaccounted for.



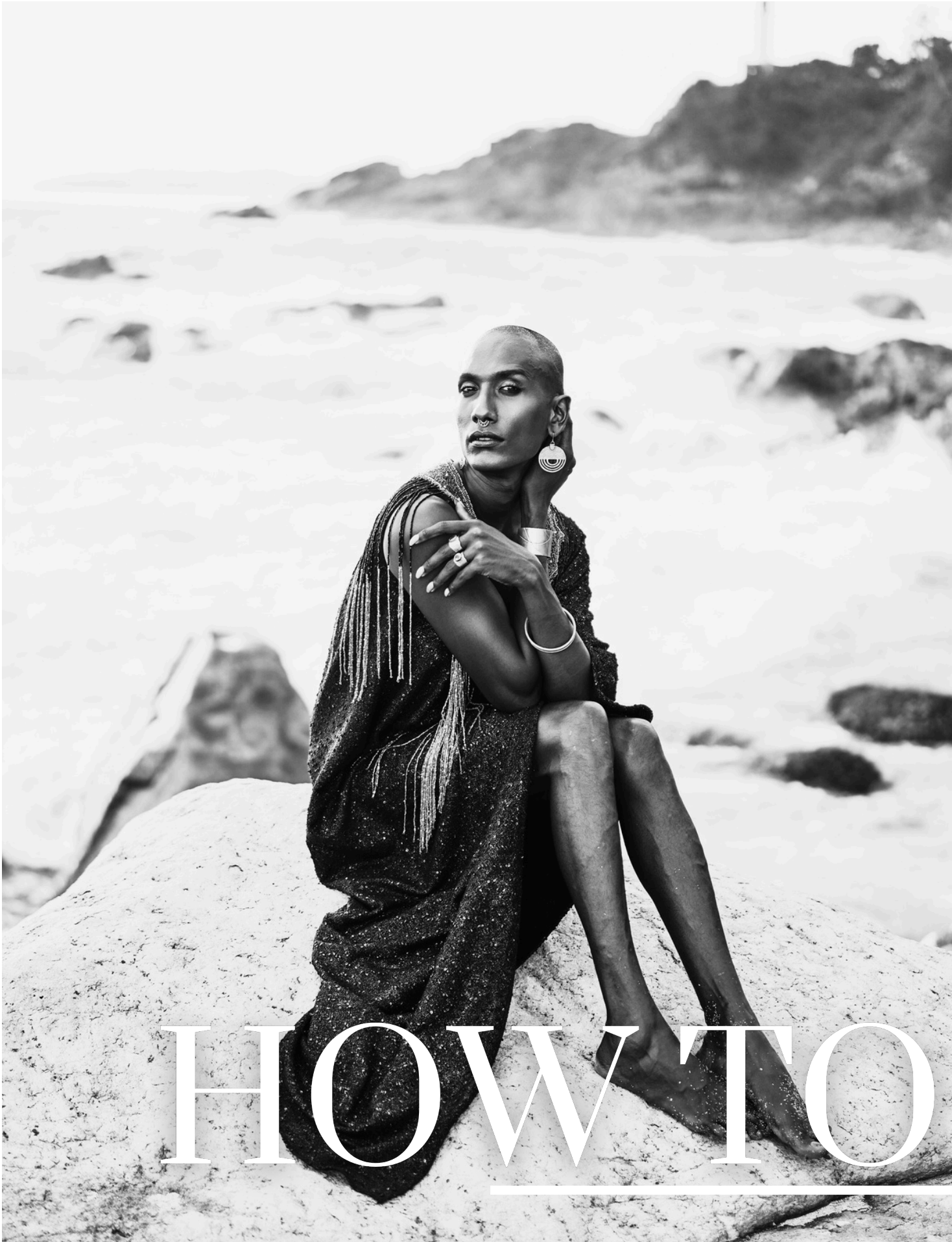
International Summit.

Starting with late 2025, we're hosting a completely free DEI International Summit that's being held every 2-3 months. It's a way to provide ongoing support, cutting-edge research, and great networking to the global professional DEI community of experts, leaders, and management by training them on some of our most groundbreaking solutions which they can't find anywhere else that speak to core biases, limitations, gaps, and bad practices that are rampant and often un- or under-addressed across their companies and organizations. Sessions will be hosted in 5 languages, namely: English, Italian, Spanish, French, and Haitian.



Free Programs.

As we are gearing up to incorporate our nonprofit, our team is currently already self-funding the creation of our completely free mini-program series which is there to support our QTBIPOC clients and community members who struggle with the most financial barriers. Post-incorporation, we'll be able to expand even further the range of support and services we offer at no charge at all to our community. We're aiming for a 50/50 balance; where half of our flagship mini-programs and mini-trainings are 100% free of charge against another 50% of them that are low-cost and offer great and flexible financially inclusive payment options. Our free mini-programs serve as a springboard to help our members be stable enough mentally and financially that they can now deep-dive into more advanced complementary support after the fact.



find balance between free and paid work

*and how to make your work financially
accessible even when you're charging for it*

The reality is, purpose-driven organizations that deliver paid products and services to QTBIPOC communities in need, automatically cut off access to their work and support to those in the most extreme and at-risk situations debt-, trauma-, and poverty-wise.

- That's why at Chesline Inc. we segment our work by tracking:
- how we set ourselves up to be as humanly accessible as we can to those in extreme situations in ways that complement the clients and members within our marginalized QTBIPOC community who, even though they're marginalized, still have enough leverage and privilege to afford our more accessibly priced mini-programs without incurring undue financial stress or debt

That's why we came up with our 50/50 financial accessibility model where half of our mini-resources and mini-programs are completely free of charge, and where the other half is reasonably priced at a fraction of the cost of its true value and made even more accessible through third-party extremely flexible payment option plans through payment processing providers like Klarna, Afterpay, and more.

Additionally, we justify our pricing by not only going for low-cost options and capping our pricing at maximum 10-25% of its true market value but by also focusing on ensuring that our flagship paid mini-programs help our (most) at-risk QTBIPOC clients and community members:

- learn life-saving financial literacy skills through our financial rehab mini-program series that help them develop the skills and autonomy they need to successfully go from extreme debt, trauma, and poverty to financial, mental, and emotional healing and stability that help them get ready for their next financial and mental growth level
- 2-3x their income progressively through our complementary free and low-cost job-hunting mini-program series



The

underlying premise for us at Chesline Inc. is that we introduce our most at-risk clients to paid low-cost mini-programs:

- 1) only when they are ready
- 2) and only when the mini-programs we coach them through help them easefully and/or effectively earn back the initial investment they've made into our mini-training straightway by using less than 5-15% of their new significantly high(er)-income which our mini-programs helped them generate and maintain in ways that minimize undue financial stress as much as possible.

We also offer a 100% money-back guarantee to clients where within the first week of purchase, granted they demonstrate that they've willfully followed the mini-program as appropriate and granted they've executed the mini-training as required; this acts as a testimony of good faith and a confirmation of how the results and/or proposed methodology just simply weren't aligned for them.

What's more, part of our ability to maximize and ensure the profitability of our competitively low-cost mini-programs, comes from the fact that we implement a strategic "smallest viable product" mind and a minimalist micro-content approach to program/product creation and delivery.

By only creating mini-trainings that are:

- accelerated
- short-form,
- on-demand, and
- delivered through the simplest formats

our team is able to work faster on their creation and delivery and then go on to implementing systems of complete and semi-automation that allow us to create and maximize passive income off of our mini-program series all while offering a select few complementary add-ons to our mini-trainings that boost our cross-sells and upsells as well. Because most (if not all) financial support and literacy the most at-risk marginalized needs cap very quickly at immediate relief, and because very few (if any) of them helped them effectively leave behind poverty, trauma, and debt, it means that we have little competition and that we are answering a real pressing need that has never been systemically met for and by them. That is also a great motivator, selling point, and added benefit to our whole financial accessibility pricing model.

IMPACT



Our company's unique DEI impact strategy

and what you can learn from it too

Too often in DEI, once the funding runs out, so does the impact and accountability. On top of that, most DEI programs provide relief support without lasting impact, so our Peoples' immediate needs may be met to a certain degree, but the root-cause of it still remains fundamentally untreated.

Because we don't want QTBIPOC communities to ever depend on a program getting refunded for them to consistently get what they need and deserve in order to get out of extreme and overwhelming generational debt, trauma, and poverty once and for all, at Chesline Inc., we've developed a unique impact model where we define impact by our ability to:

- support the most at-risk, unprotected, marginalized QTBIPOC Queens and rainbow royalty by making accessible to them what is historically only accessible to the most privileged people within their community and within White-dominant society

Usually, with DEI (community) programs offered to marginalized groups, the more at-risk the community members are, the more only relief support is provided, not lasting (post-program) transformation. And even though that is remarkable and indeed needed, this still keeps our most at-risk community members forever stuck in the same cycles, just with more support to hang on a little while longer but without any realistic prospects to completely overcome those big barriers enough to eradicate survivor mode completely from their lives.

Second, for every tool we create and for every support we provide, we ensure that we train them on how to responsibly grow and handle poverty-ending income. Money is the great equalizer and once tapped into, makes all (or if not most) historical barriers hyper-targeting our Peoples go down with a resounding domino effect.

Therefore, by helping our Peoples self-sufficiently achieve and sustain poverty-ending income and wealth, we help them achieve total self-sufficiency to address their other needs in a way that provides relief, empowerment, and impact well after the end of our mini-trainings. In our field, very few DEI programs focus on multi-generational wealth-creation, let alone for the most triply unprotected and marginalized QTBIPOC community members in our world.

That's what we call "scaling deep" with impact, aka:

- making sure that the least amount of (White) privilege is needed for our target clientele and community to be served,
- making sure that we continuously unlock new markets and develop new and unprecedented business growth opportunities by creating low-cost on-demand mini-trainings for the most financially challenged of the marginalized QTBIPOC Queens and fam in our international community network.

What's more, we help our clients and QTBIPOC fam become financially secure enough that they can now afford life-saving and life-affirming products and services that weren't accessible before and help drastically elevate the quality of their standard of living; this helps them access better-quality services that are entirely tailored to their growing needs as they go from financial survivors to first-gen wealth-creators.

Additionally, we maximize accessibility not just in our pricing or pro bono work, but just as importantly in the design and delivery of our mini-trainings. For instance, we only create and deliver micro-training that uses plain language, is free of technical jargon, is 100% actionable. We keep theory down to a minimum, have a "no-fluff" approach to training, and offer different complementary formats to our trainees from short-form training videos, close captions, training video transcripts, audio and video versions of each training, short cheat sheets that sum up and expand the video/audio training content through clear practical mini-step-by-steps, and bimonthly Masterminds where trainees can access additional ongoing live coaching for further assistance.



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OUR IMPACT

CHECKLIST

01

- Are you making your products/services only accessible to the most privileged leads and clients in your industry? Are you creating a continuum of ways and pricing strategies to create new markets (with those new high-potential clients and community members), maximize reach, and accessibility by hyper-targeting some of the most marginalized and at-risk clients that are a perfect fit for your products/services?
- What portion of your current offerings can be offered for free through complementary micro-trainings, micro-content, and/or micro-formats?
- What dedicated (bi)monthly or quarterly hours can you dedicated to pro bono work for minority-owned organizations working to protect and empower some of the most unprotected and marginalized community members in our midst?
- What micro-product/-service can you tailor to marginalized communities while through a low-cost pricing that leverages extremely flexible payment options through third-parties like Klarna, Afterpay, Affirm, etc.?



02

- Whenever you're delivering products/services to marginalized clients and communities, do you conduct a plain language review? Do you favor micro-training vs long-form? Do you offer the same product/service in different accessible formats (i.e. close captions, audio and video, transcripts, written summaries, etc.)?
- Are your products/services focused on addressing the root-cause of the biggest systemic barriers that hold marginalized communities back? Do you tangibly help communities self-sufficiently generate poverty-ending wealth? What do you do to ensure lasting post-service impact?
- How quickly (if at all) do you make yourself obsolete for marginalized communities? In other words, is your service/product efficient enough that your services are no longer needed past this point (or at least not at that same level)?
- How much of your products/services are free and truly accessible? What is the new quota you're aiming for to enforce maximum accessibility across all of your products/services?





HOW TO

literally change the world and save the most unexpected lives and allies with DEI

Too often, DEI work sticks to only preaching to the choir, but real impact, requires to not primarily or exclusively empower those who *already* believe in the cause, but to successfully touch the hearts and minds of Earth's most dangerous humans who use their power and (White) privilege to target our QTBIPOC community in order to cause us harm and endanger our lives and livelihood. Only then, can our impact be truly life-saving and have the power to *literally* change the world we live in.

With this in mind at Chesline Inc., we are creating a roster of special company projects that are purposed to deradicalize the biggest threats to DEI and QTBIPOC Peoples in order to make safety not just a psychological construct that we debate academically during performative high-level DEI trainings but a literal physical reality where being QTBIPOC in any given space doesn't automatically put a target on our back and puts us at risk of police brutality and/or hate crimes.

Our leading work on deradicalization focuses on:

- developing free in-house mini-resources and mini-programs as well as complementary ones through historic partnerships with deradicalization groups, nonprofits, associations and Government branches and programs

This will help us bring safety to our Peoples, bring down the hate crime index targeting us, and save lives all around. This part of our work focuses on:

- religious extremism
- White Supremacist cells
- anti-BIPOC racism
- and police brutality

Additionally, as a complement to that singular approach to world-changing through deradicalization, another unique aspect to our impact strategy at Chesline Inc. is how we create each mini-program, micro-training, and mini-resource, to help make sure that our community success is never limited to individual success stories but to collective ones. Too often, those of us who “make it” do so by selling out and disavowing who they are and where they come from. Historically, the “easy” way out for our QTBIPOC Queer fam is to assimilate ourselves, use our “passing privilege” (for those of us who have it), and try to fit in instead of truly belonging.

To make sure that we would never fall into that trap like so many others, all of our low-cost programs include:

- 3 free scholarships which each program-buyer can share with strangers and loved ones in need who want in on our program but can't financially afford it
- an unlimited number of major 30%-off discounts which each program-buyer can share within their community network to ensure that even those who can afford our low pricing still save on the best deal of their lives
- a strong financial therapy, literacy, and wealth-creation component to ensure that now that our Peoples have more, that they build the capacity to maintain, sustain, and grow it in the most easeful of ways
- a parting training Module that breaks down in easy actionable step-by-steps how to take their newfound wealth, freedom, success to more people in our community and easy and simple ways to make sure that their individual success story can impact and save so many more lives beyond their own

GREEN GLOBAL COMPANY

ECO-SUSTAINABILITY

ECO-SUSTAINABILITY

How we run a green global DEI company that's energy-positive

The way we run our company and the way we're setting up our nonprofit side, mutually empowers us to not only be carbon-neutral, but to be actually *energy-positive*, which is quite rare in business. That means that the way we run operations doesn't just merely mitigate or reduce greenhouse gas emissions, environmental pollution, and carbon-footprints, but actually produces more green energy that trumps whatever extremely minimal and incidental actual carbon footprint we do have as an organization.

Here are the different ways we are able to achieve that. By the way, the following examples are directly sourced and quoted from the amazing quick-read article: **"11 Ways To Be More Green With Your Online Business"**:

- we run a completely "paperless organization"
- we are fully remote and use "cloud computing solutions"
- we only use "green web hosting"
- we are minimalist, and use very little hardware, and whatever little of it we use is "energy-efficient" and mostly ENERGY STAR certified
- we use "energy-saving practices" (i.e. using energy-saving mode, "sleep mode", on our few compan devices, turning them off regularly, use "natural lighting" as much as possible, etc.)
- we limit in-person travel and when we do we use sustainable green travel options like train over plane, public transportation over cars, green Uber for "sustainable rides in hybrid or electric vehicles" (Uber)
- we deliver 100% "digital products and services" and offer a few paper options for our Amazon books for accessibility reasons
- we "offset carbon footprints"
- we partner with local and international green-conscious diverse suppliers
- we are setting up green company benefits for our future employees such as "subsidies for using public transportation or biking (for and off work)", "subsidies, rebates or discount programs for energy efficiency upgrades in employees' home", "paid volunteer time for ESG-related initiatives" (**"Ten Ways to Go Green With Your Employee Benefits"**), "charitable giving stipend", "environmental wellness programs" (**"7 Eco-Friendly Employee Perks"**), "carbon savings accounts", "digital declutter days", and "sustainability and activism sabbaticals" (**"6 Green Employee Benefits Companies Can Offer to Reduce Their Carbon Footprint"**)



Our next-level goals and targets for 2025–2026

More B2C Clients.

- serve a minimum of 1k new QTBIPOC clients by end of 2025 through our new mini-program launch to help QTBIPOC Queens and fam go from debt, trauma, and poverty to healing, high income, and freedom

More B2B Clients.

- secure 3-10 more midsize short-to-mid-term RFPs within the whole year by focusing on DEI-focused organizations with a strong mission to do good in the world

More Diverse Suppliers.

- work with one new minority-owned marketing firm to help promote our new accessible product suit to the most at-risk marginalized QTBIPOC communities worldwide

More DEI Certifications.

- join The Canadian Aboriginal and Minority Supplier Council halfway through 2025 and 1 other major DEI Certification in mid-2026



The end!
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Where to go *from* *there?*

At Chesline Inc., we're all about action, not ideation procrastination, and implementation over stale theory. So, one of the first impact-driven actionables you can promptly execute right now and moving forward is to:

- skim through our impact and transparency report again rela quick and flag to yourself all the top-of-mind things that stood out the most to you that you aren't currently doing as well as things that you may be doing at the moment but not in the same way or with the same depth of long-lasting impact
- look at our report, milestones, core targets, and deliverables and use them as reference and/or inspiration for your own team or organization and customize them as needed too

To take things to the next level, though, you can join our insider community at: www.chesline.com to access similar and complementary content, training, support, assistance, and so much more. You can also start working with our organization to turn our numbers, impact, into something real and concrete for your people. Just reach out to us at: www.chesline.com and/or at support@chesline.com. Either way, see you soon and welcome to our world and community!

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• **thanks for
reading** •



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