



Gaby Casanas | CEO and Founder

CAMP UNBEATABLES

A MULTI-SPORTS, LIFE SKILLS TRAINING AND EDUCATIONAL CAMP PROGRAM

From a very young age, I worked in Venezuela, my country of origin, in the world of sports camps for children. Due to the critical situation of the country, I decided to emigrate to the United States to pursue a safer and a better quality of life.

With my degree in Psychology, I came to the US where I obtained my Masters Degree in Family Therapy as well as different certifications in the field of human's behavior. Upon graduation, I began my private practice as a psychologist, life coach, and clinical hypnotherapist, and it was at that moment when I realized the growing need to create extensive programs that equip children and their families with effective tools that will help them cope with all the challenges

that modern life imposes. Then, I decided to leave my practice to dedicate myself to creating programs for children that combine the physical and sports aspects of camps with a professional and unique system of social and emotional learning, also known as life skills. So, what better way to broadcast these programs than to offer them during the more than 600 free hours that children have during the year in their school breaks?

I spent a full year researching how kids learn these life skills faster and more effectively and how to apply them to camp programs, and it was then when the concept of Camp Unbeatables emerged.

I started by doing a pilot test in a camp with 25 children in the condominium where I used to live, basically with the kids of my friends. And, without having to say much more, 15 years later, we have worked with more than 10,000 children in South Florida.

"BUILDING UNBEATABLE KIDS, FAMILIES AND FUTURES"



Through a unique blend of the virtual and real worlds, a powerful reinforcement and motivation system, and a robust program of physical activities and sports, the children who attend Camp Unbeatables learn how to be happier and more successful in life, in a fun and entertaining way.

As a main part of our virtual-real program, we have created a group of animated superheroes (The Unbeatables), whose "super powers" lie in the fact that they have "the formula" to be successful and happy in life. This formula is passed on to the children who attend our programs through virtual presentations on a comprehensive array of topics such as: fitness, nutrition, wellness, social skills, family improvement, school success, basics in finances, earth conservation, career exploration, inner emotional balance, among others.

Those who facilitate these presentations are our camp counselors, who are young student-athletes, who serve as "real-life" role models for the children. With our program, we strive to move kids away from the exaggerated technological trend, which is one of the main causes of so much



psycho-emotional imbalance in our youth, as well as in many adults.

Speaking of adults, as a complementary part of our program, we have created "The Unbeatables Academy". It consists of an online platform of courses, articles and blogs for parents; understanding that in the world we live in, being a parent requires constant help, training and being up to date with the techniques and rules that effectively work to raise well rounded individuals.

So, after all this vast and successful trajectory, we are proud to announce that we have launched our franchise!

We are ready to replicate and expand our program by adding more contributors to our mission of creating spaces where children can: feel comfortable while having certain structure; be accepted while respecting others, are reinforced but not spoiled; make real friends for life, learn to love sports but without insane competition and, acquired effective tools to deal with life challenges while keeping their joy.

Camp Unbeatables franchise is perfect for those who are looking for: 1) a more meaningful life since they will be empowering the new generations with the skills that are necessary and truly matter 2) own a business in a recession-proof area, such as child care and education; 3) be their own boss while having the backup and support of a proven successful business model 3) run a profitable business that allows time flexibility since it is carried out only seasonally throughout the year.

What more can be asked for? It's Unbeatable!

