# WHAT ONCE WAS (WOW)
# BLACK EMPLOYEE STORIES

# WOW: Black History Workshop

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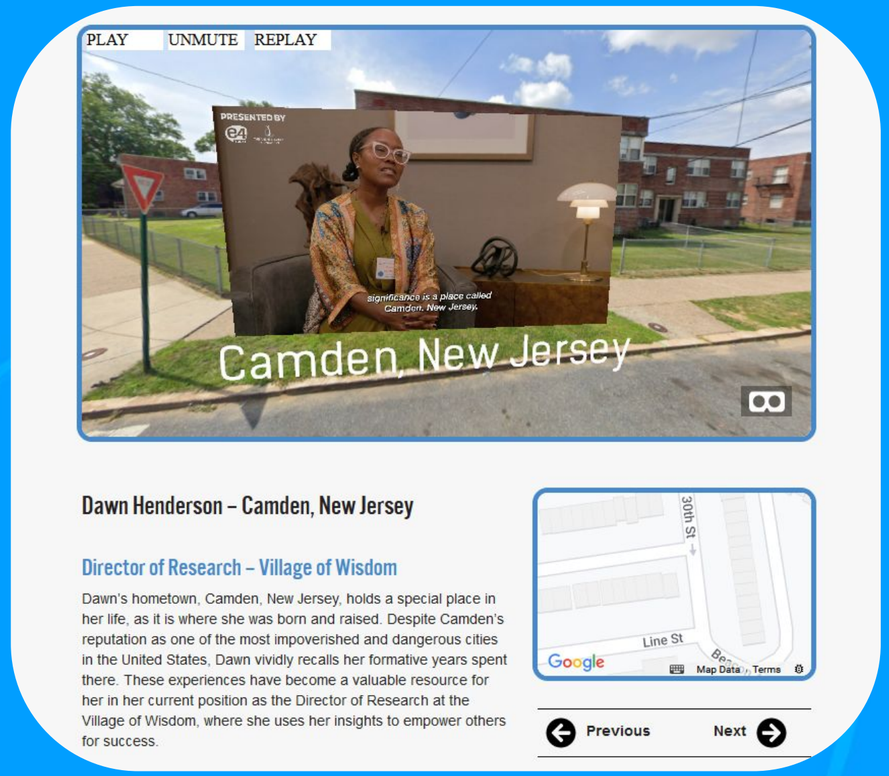



Click above to view example

- **Celebrate your Black employees' successes.**
- We work with them to **identify places of significance and capture those memories through photos and video interviews.**
- We **publish their stories on the WOW platform** and social media to be shared with the world.
- **Gain insights** into what motivates your team members and **showcase your workplace culture.**
- **Explore historic East Austin** using XR tools.

e4 YOUTH

# WOW: Black History Workshop

# HOW IT WORKS

- Choose up to **5 employees** to be showcased.
- Have them fill out this brief questionnaire about their **Places of Significance**.
- Our crew conducts **10 minute video interviews** with each employee.
- **Stories are unveiled on WOW platform at an in person event** with an employee panel discussion and demos of the WOW platform.
- Content is shared as part of a social media campaign.

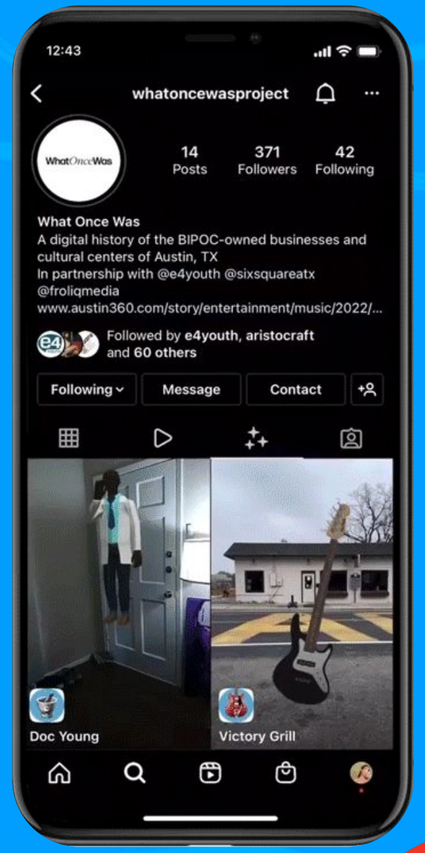
e4 YOUTH

# What is WOW?

# WHAT ONCE WAS (WOW)

- A location-based Mixed Reality (VR/AR) storytelling engine featuring content created by our students.
- Builds community through storytelling and Web 3.0 technologies.
- In Person and remote tours of historic locations.
- Users earn NFT badges and receive perks/discounts from local merchants.

WOW
What Once Was



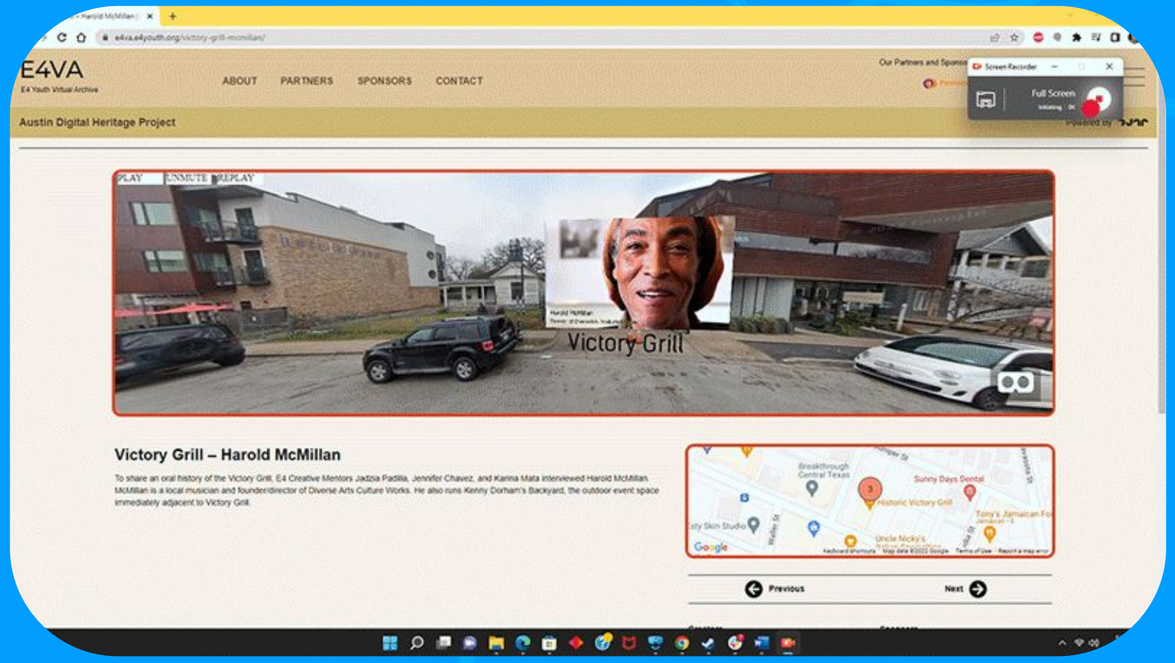

AR Example

e4 YOUTH

# Why WOW?

# WHAT ONCE WAS (WOW)

- BIPOC communities tell their stories.
- College-aged BIPOC youth are employed and upskilling into high growth careers.
- K - 12 BIPOC youth gain cultural awareness and develop digital skills.
- Newcomers gain historical context and engage with neighborhoods in more equitable ways.




VR Example

# About E4 Youth

E4 Youth is 501(c)(3) nonprofit organization and technology startup that builds pipelines of creative and tech related talent. We **Engage, Empower, Educate** and **Employ** the youth of color an equitable future demands by ensuring that they are **Seen, Heard** and **HIRED**.

# Key Programs

**Creative Leadership Academy** - College-aged youth build community as they receive ongoing training and employment opportunities working directly with E4 Youth and our partners.

**Get Creative Enrichment Clubs** - Weekly in- or after-school program where our CLA Creative Mentors work with high school students to develop portfolios showcasing their creative and employability skills.

**What Once Was (WOW) -** a location-based Mixed Reality storytelling platform that facilitates in person and remote tours of cities along with digital skill building curriculum and support services for K - 8 schools and service providers.