

# THE CHALLENGE

Increase Gen Z engagement with the A100 List

*"You have to be polished. There's no room for failure. There's no room for imperfections."*

*"Teachers expect you to fit a certain stereotype, and if you're not, then you're a disappointment."*

- Pew Survey on the Model Minority Stereotype





# OUR GOALS

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Demonstrate that success isn't perfection and counteract the model minority stereotype.



Show Asian Pacific Gen Z that the A100 are relatable role models who represent their values and visions of success.





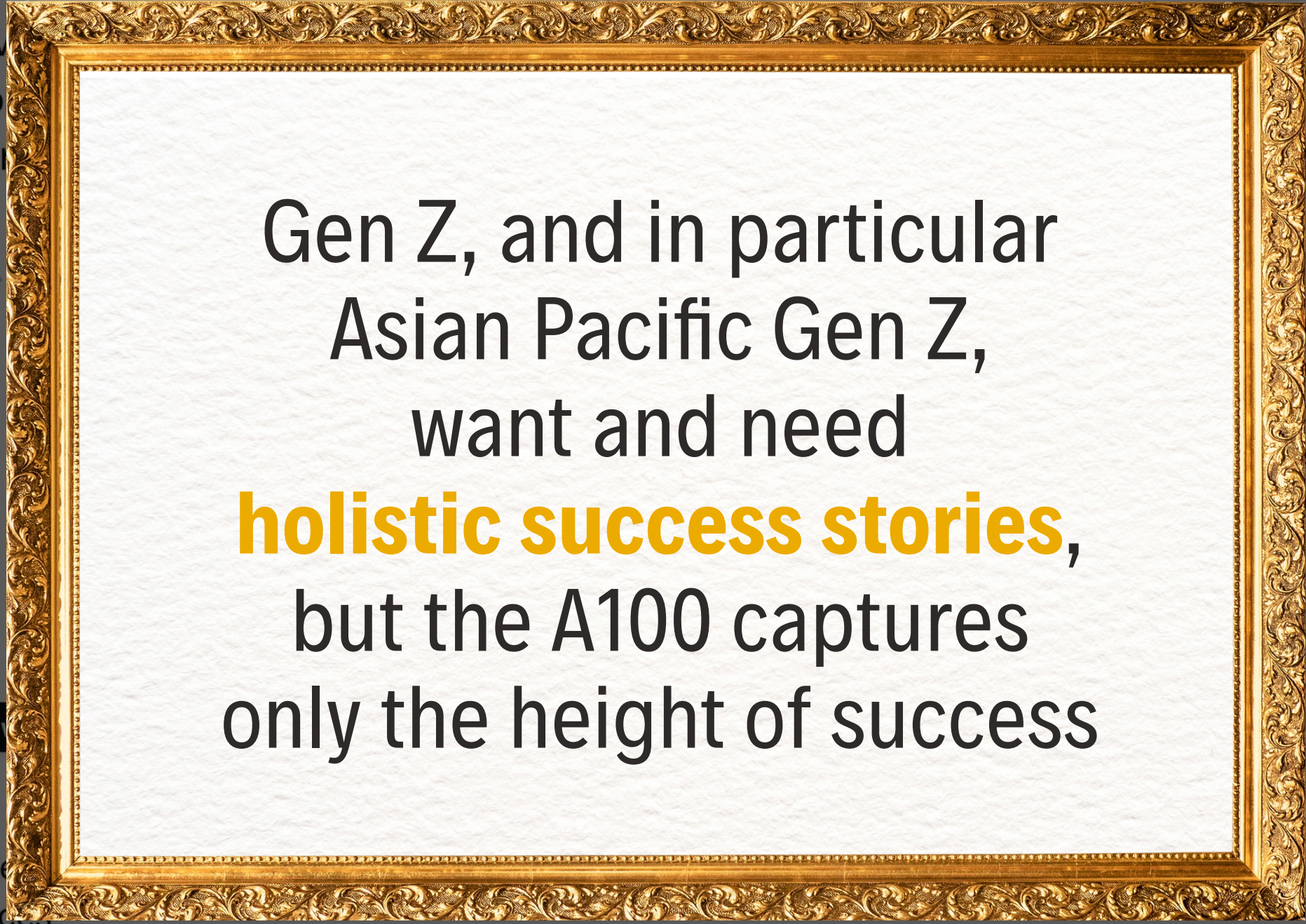
**Bobby Reiley**  
@robertfr69

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I'd love to see "What if Superman was a passing 'model minority' immigrant and what would the pressure of that do to him?" within Action Comics itself.

absolutely loathe the positive stereotypes people make towards Asians. I know some mean well, but they ultimately enforce the "model minority" MYTH and highly pressure and stress Asians to perform well.

The model minority myth was not a benefit. It created a pressure cooker environment for Asian people that forced them to overachieve to be considered a failure. Even "positive stereotypes" are damaging to minorities.



**Angus Dorney**  
@dorns2

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Fascinating idea from #CareerTrackers panelist that indigenous interns/grads feel pressure to be "model minority" without "freedom to fail". So important we provide freedom to fail safely and learn for all!!

5:13 AM · 1/31/19 From Earth

**Courtney Smith**  
@Courtne72753679

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It's unfortunate that the model minority idea was created, not only does it hurt other races but more importantly it hurts the race it's trying to "help or bring up" The model minority idea puts immense pressure on Asian individuals which leads to mental health issues #SOCL214

10:45 AM · 3/15/21 From Earth

Same. It was a typical case of Asian kid feeling pressure to be perfect.

6:18 PM · 1/5/21 From Earth

**Bob l'éponge**  
@cinethot

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feel like there's an unnecessary pressure for any upcoming films made by Asian Americans to be perfect ?? With this sudden surge of visibility there's an expectation that everything we make has to be perfect in order for there to be a future in seeing more asian rep:

12:31 PM · 2/28/19 From Earth

**MALLU GANG**  
@mallu\_gang

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Things we need a mallu podcast to address - inherent racism in our community exacerbated by the model minority mindset perpetuated by white america - pressure to be perfect - cultural identity issues from growing up in America but being treated as a foreigner

6:56 PM · 5/29/20 From Earth

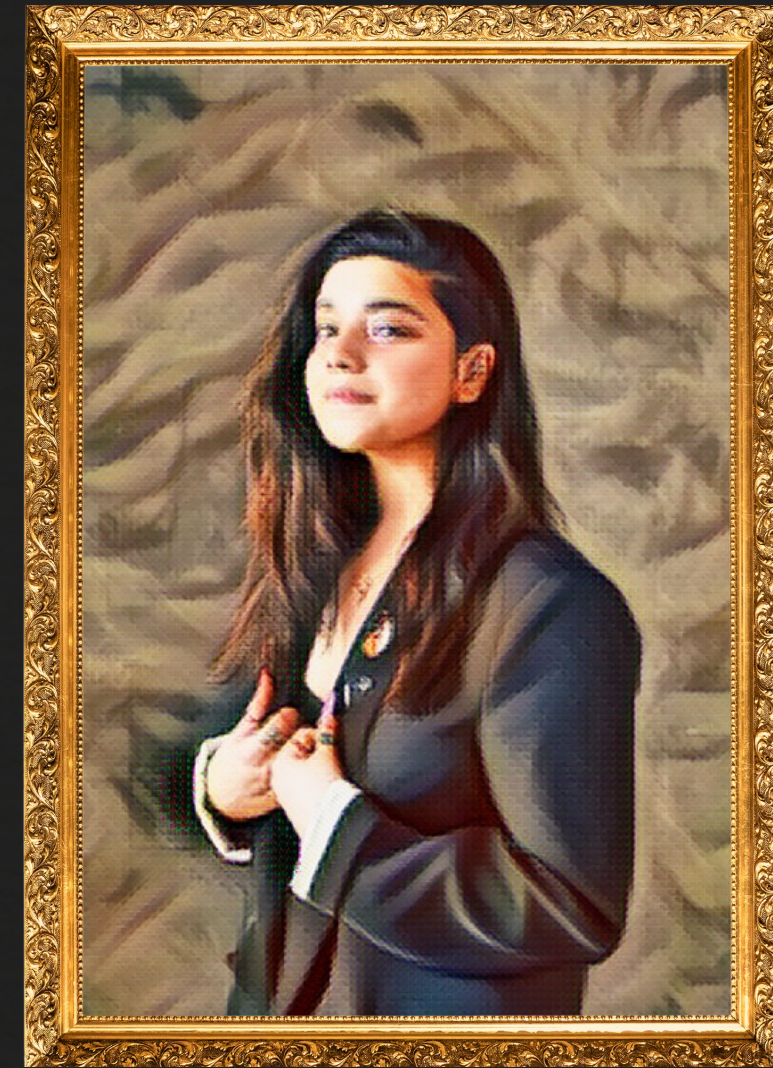




Introducing

# THE HALL OF FAILURE

We'll spotlight the **past failures of the A100** to break down the misconception that success means perfection and give our audience the confidence to take their own risks.






# ONE EPIC **FAIL** TO INSPIRE COUNTLESS MORE

**GOLD HOUSE** Powering Stories ▾ Powering Businesses ▾ Powering Recognition ▾ Powering Unity ▾

A100 List Honorees & Judges Hall of **Failure**


## Hall of **Failure**

Through their failures, this year's A100 honorees demonstrate what they have in common: resilience in spite of obstacles, missteps, and detours. Even though they span communities, industries, and continents, together they are bridging the gap—between what people expect of us, what we have overcome, and who we can become.




**Ali Wong**  
Comedian, Writer & Actress

Ali Wong's career began with a resounding boo at a local open mic night. Instead of shrinking back, she used the boo as fuel, dissecting bombed joke after bombed joke and channeling the experience into a razor-sharp wit and fearless streak.



**Eric S. Yuan**  
CEO, Zoom

Eric Yuan decided to come to the U.S. in the mid-'90s because of the internet, which he knew was the wave of the future. The first time he applied for a U.S. visa, he was rejected. He continued to apply again and again over the course of two years – finally receiving his visa on the ninth try.



**Naomi Osaka**  
Tennis Champion

Naomi Osaka's much-anticipated return to grand slam tennis in 2024 was short-lived as the former world No. 1 lost her opening-round match at the Australian Open. In press conferences, she has spoken openly about the challenges of balancing motherhood with competitive tennis.





# THE LAUNCH

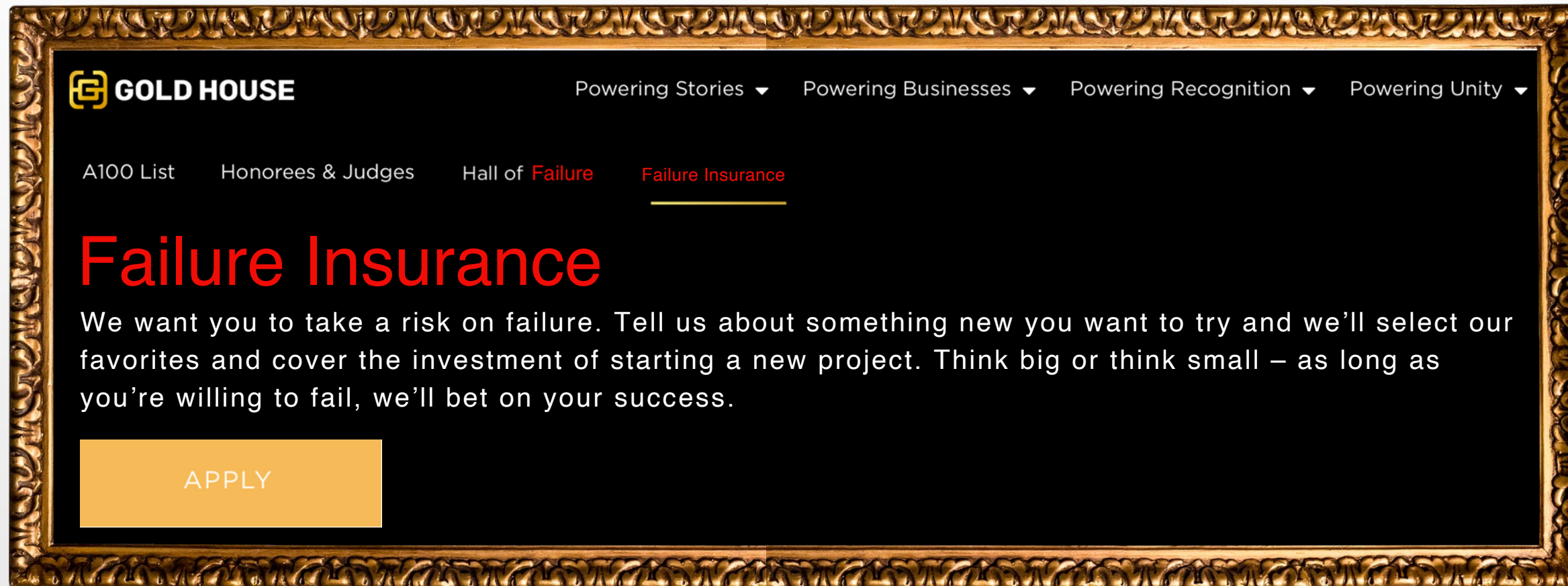
Instead of promoting their latest win... the A100 will share their own stories of failure





# FAILURE INSURANCE

Coverage for those who have nothing to lose... and everything to gain.



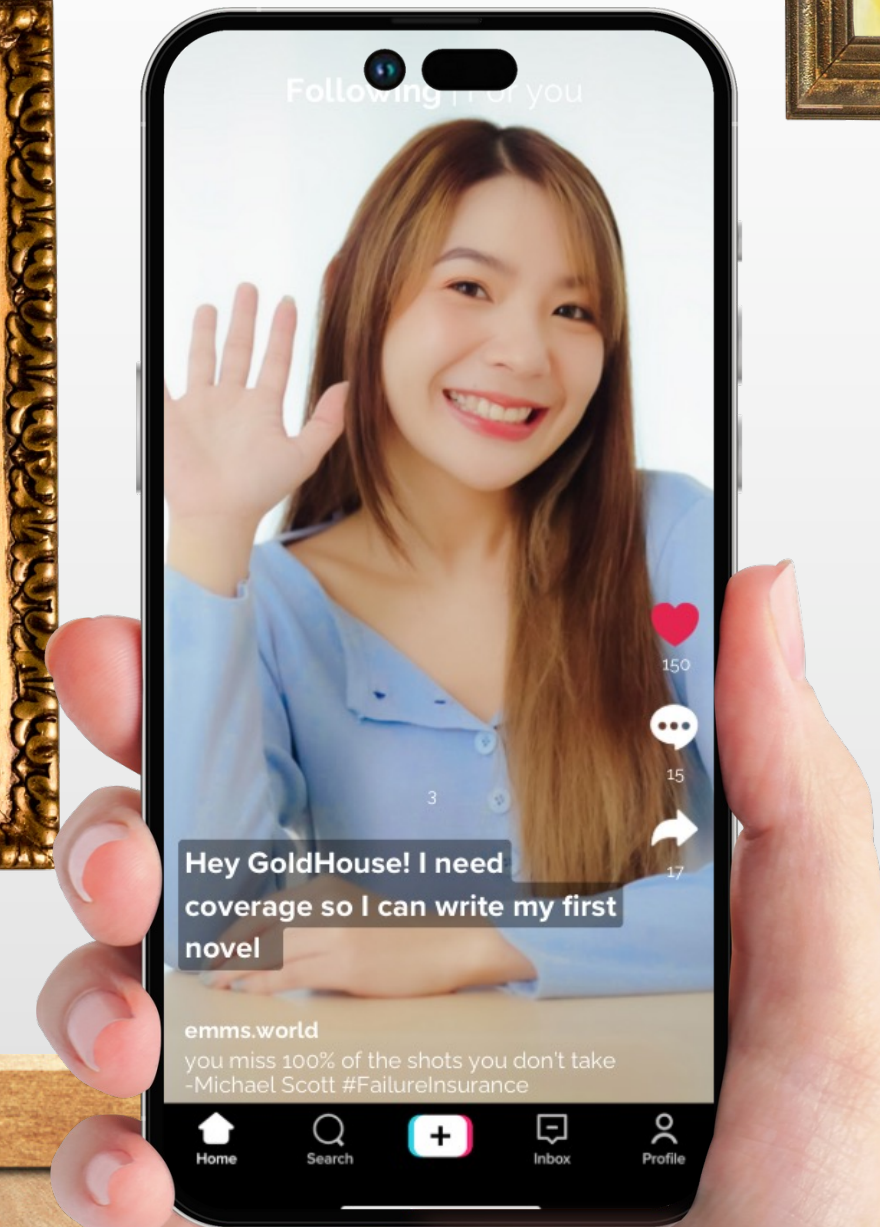
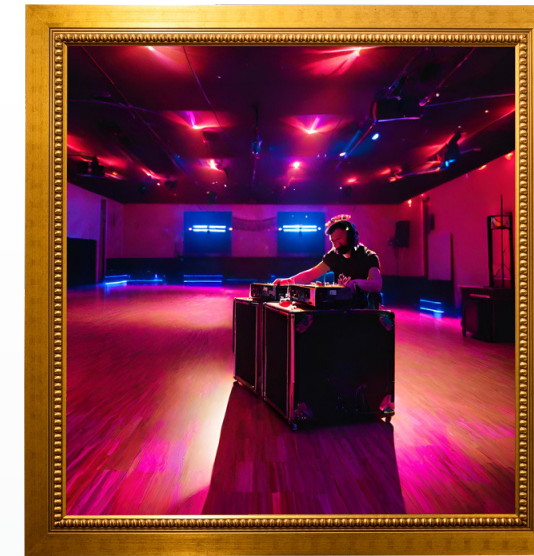
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A100 List Honorees & Judges Hall of Failure Failure Insurance

## Failure Insurance

We want you to take a risk on failure. Tell us about something new you want to try and we'll select our favorites and cover the investment of starting a new project. Think big or think small – as long as you're willing to fail, we'll bet on your success.

APPLY



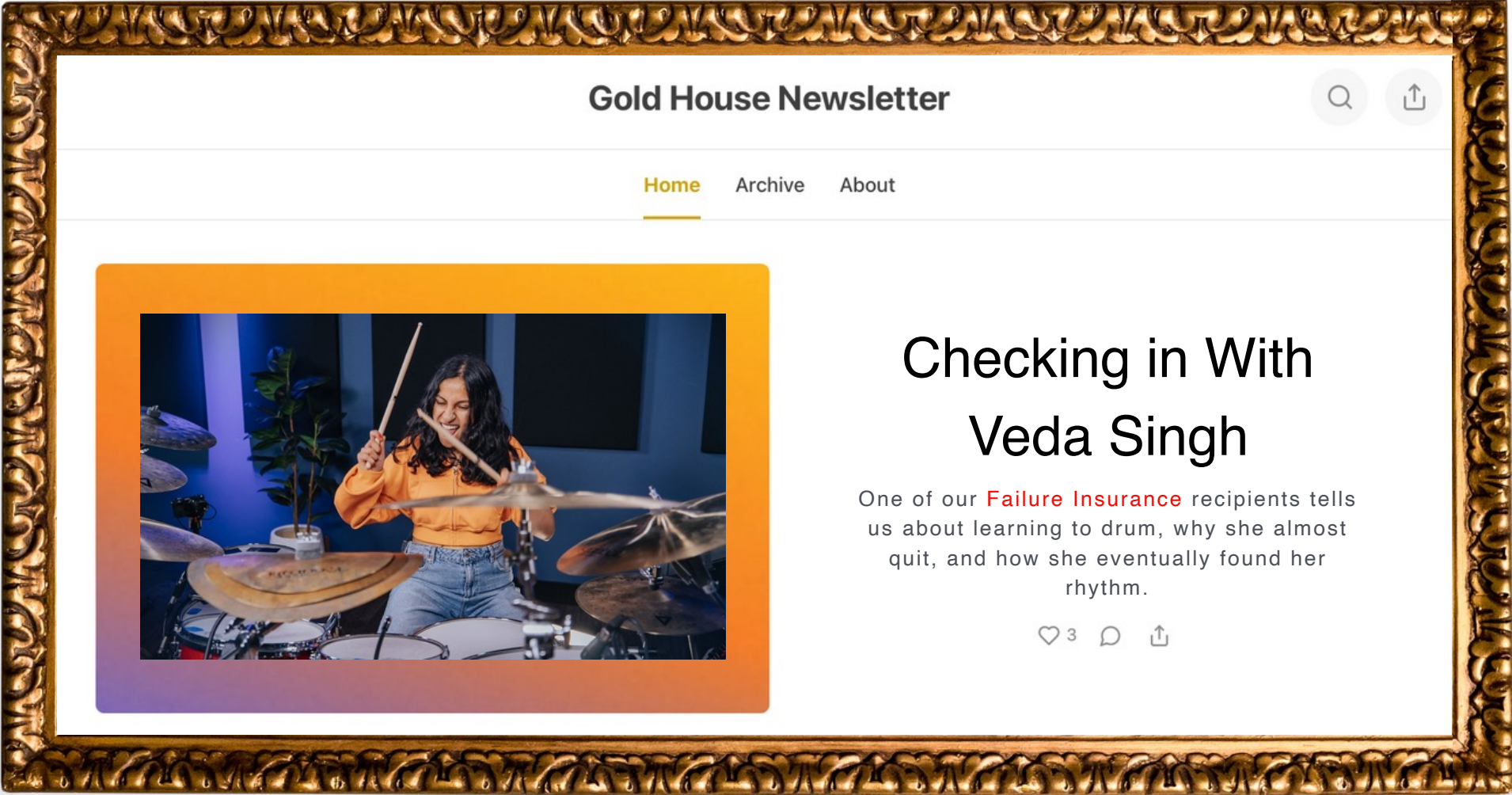


# KEEPING FAILURE ALIVE

The Sponsor



The Storyteller





# BUDGET AND TIMELINE

**The Launch**  
**AUG 2024**

Hall of **Failure** website takeover, talent, media launch, and press push; **Failure Insurance** applications open

**500K**

**Applications**  
**SEP 2024**

**Failure Insurance** application submissions continue and reviews begin

**50K**

**Insurance**  
**OCT 2024**

**Failure Insurance** awardees announced, sponsorship begins

**400K**

**Follow-Ups**  
**DEC 2024**

Awardees featured in the **Gold House** Newsletter

**50K**

# KPIs

**75M**

**Earned and social impressions**

**250K**

**Website clicks**

**10K**

**Mentions of the A100 List**

**15K**

**Successful failures AKA new subscribers**





# WHY IT WORKS



**FAST COMPANY**  
**'FailureTok': All About the Trend Taking Over TikTok**



**Elite DAILY**  
**Turns Out Failure Can Be Inspiring. Just Ask Your Favorite Olympians**



**Forbes**  
**Is Failure the Key to Success? Gold House and C-Suite Execs Think So**

