

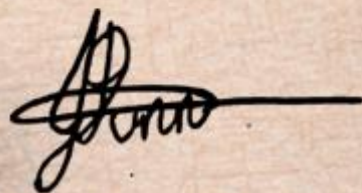
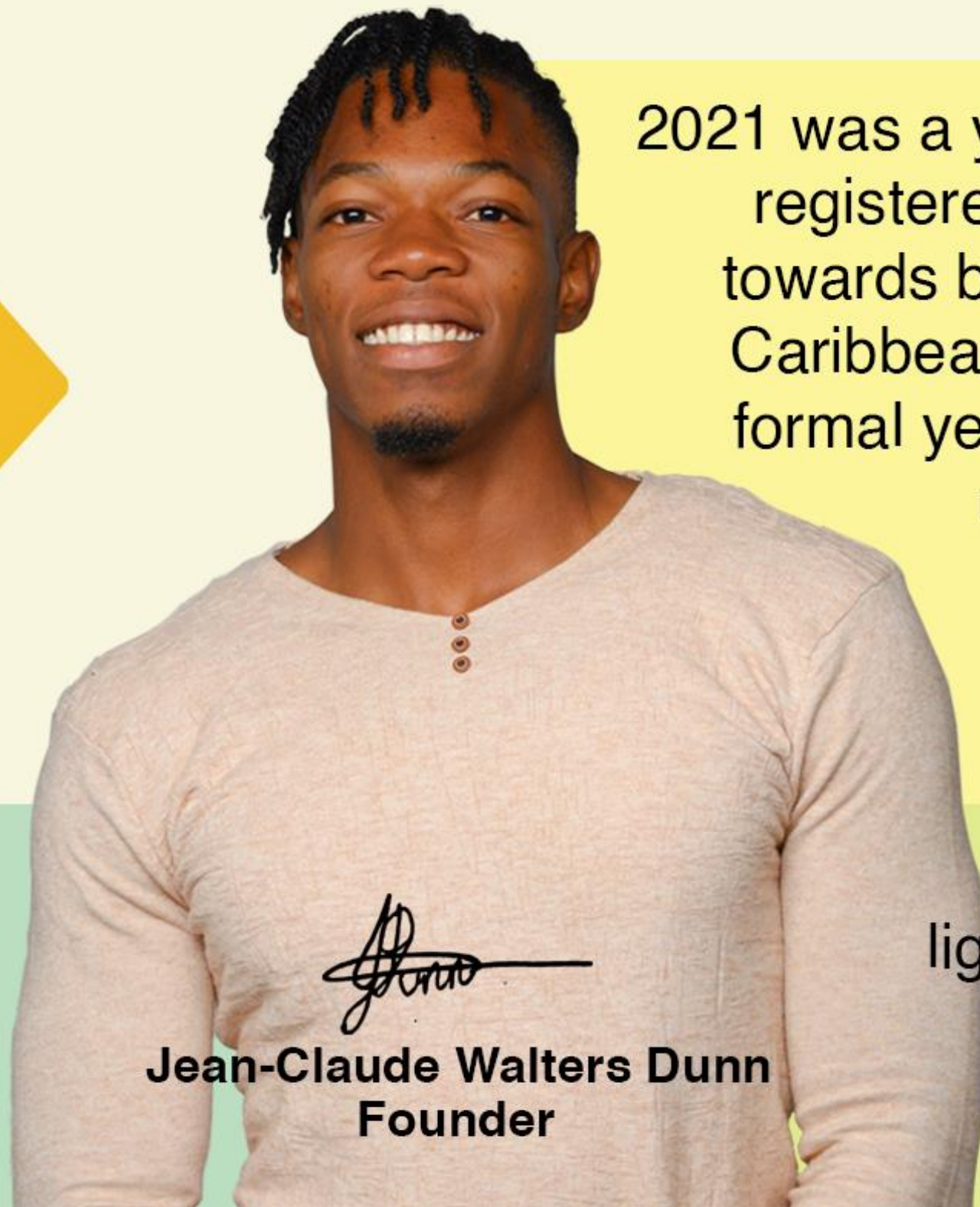


ZRISE




2021
Annual Report

Founder's Message



Jean-Claude Walters Dunn
Founder

2021 was a year of tremendous growth and evolution. ZRISE was formally registered on the 28th of September, 2021 and we have made strides towards building a sustainable company dedicated to the growth of the Caribbean's Cultural and Creative Industries (CCI). Within this our first formal year of operations, we have secured partnerships that have put us under the gaze of major investors and financial institutions, both regionally and internationally. We have leveraged data from our community to inform the drafting of legislations geared towards strengthening the creative sector of Jamaica and all the interdependent industries. ZRISE is actively positioning itself as an innovative force that will bring new light to the Caribbean CCIs. The future is optimistic and we look forward to the continued support of everyone who has joined us on this Journey.



Our Purpose

Vision

We envision creating a centralized ecosystem of digital tools to promote the integrated growth of the Caribbean's Cultural and Creative sector.

Mission

Connect creators with the knowledge, network and skills to build sustainable creative careers.

Core Values

Be Authentic • Create with Heart • Break Barriers

Performance Highlights

Official Launch

Z-link Early Access

Platform Development

Landing Page
Prototype

Business Incubation

RevUp Caribbean
TechBeach Retreat

About the Company

We nurture the ecosystem of Caribbean creators

ZRISE started as a movement by creatives to empower creatives. Today, this movement has evolved into a company dedicated to nurturing the ecosystem of Caribbean creators through different digital platforms. To date, we have launched two (2) platforms towards this end.



The Journey is a web series empowering creators on how to Manage, Market & Monetize creativity



Z-link

Z-link is a marketplace where brands can connect and collaborate with the ideal Caribbean creatives for any campaign.

The Launch



Z-link

ZRISE to launch AI - powered platform to connect the Ecosystem of Caribbean Creators

From left: Jean-Claude Walters Dunn (Founder) engages Alexia James - Trinidadian globally recognized digital strategist - and Bonito Thompson - Jamaican digital artist & NFT creator - about how Caribbean creators can earn using NFTs.






The launch saw the opening of the early access program for Z-link along with discussions around the different ways for Caribbean creators to monetize their creativity. This included dialogue about NFTs and other digital trends

ZRISE launches platform for Caribbean creators to earn directly from content creation

full story on sleekjamaica.com #SLEEKJaMedia #SLEEKNews

Business Incubation

THE GLEANER, WEDNESDAY, MAY 11, 2022 | www.jamaica-gleaner.com | ADVERTISEMENT C11



RevUp
CARIBBEAN
"Caribbean's First Virtual Business Incubator"



ZRISE
**Teaching young people how to
Manage, Market, and Monetise
their Creativity**

Founded on the principle that more needs to be done to support the cultural and creative sectors, ZRISE is set on creating digital solutions for Caribbean creators. Arguably one of the most sustainable and lucrative industries for developing nations such as Jamaica, unleashing the growth potential of creatives can make significant contributions to economic development. It was with this mindset that ZRISE Founder and Head of Marketing, Jean-Claude Walters Dunn, sought to utilise Jamaica's rich cultural heritage which is appreciated globally, and help move concepts from paper to an online platform.

Jean-Claude Walters Dunn
ZRISE Founder and
Head of Marketing

ZRISE is a member of RevUp Caribbean's first cohort of startups. The team benefitted from 5-months of rigorous training and mentorship from local and international business experts about the disciplines required to successfully scale a startup.



Sandra Glasgow
Angel Investor & Business Mentor



Maria Marengo
World Business Angel Investment Forum Mentor



ZRISE is a member of the TBR Lab's startup accelerator program. TechBeach Retreat (TBR) is the Caribbean's premier technology ecosystem that connects startups to investors and opportunities for scale. The program provides lifelong mentorship and guidance to startups in their program.

JUNE 23, 2022

Spotlight on Startups: New Startups Making Waves in Unconventional...

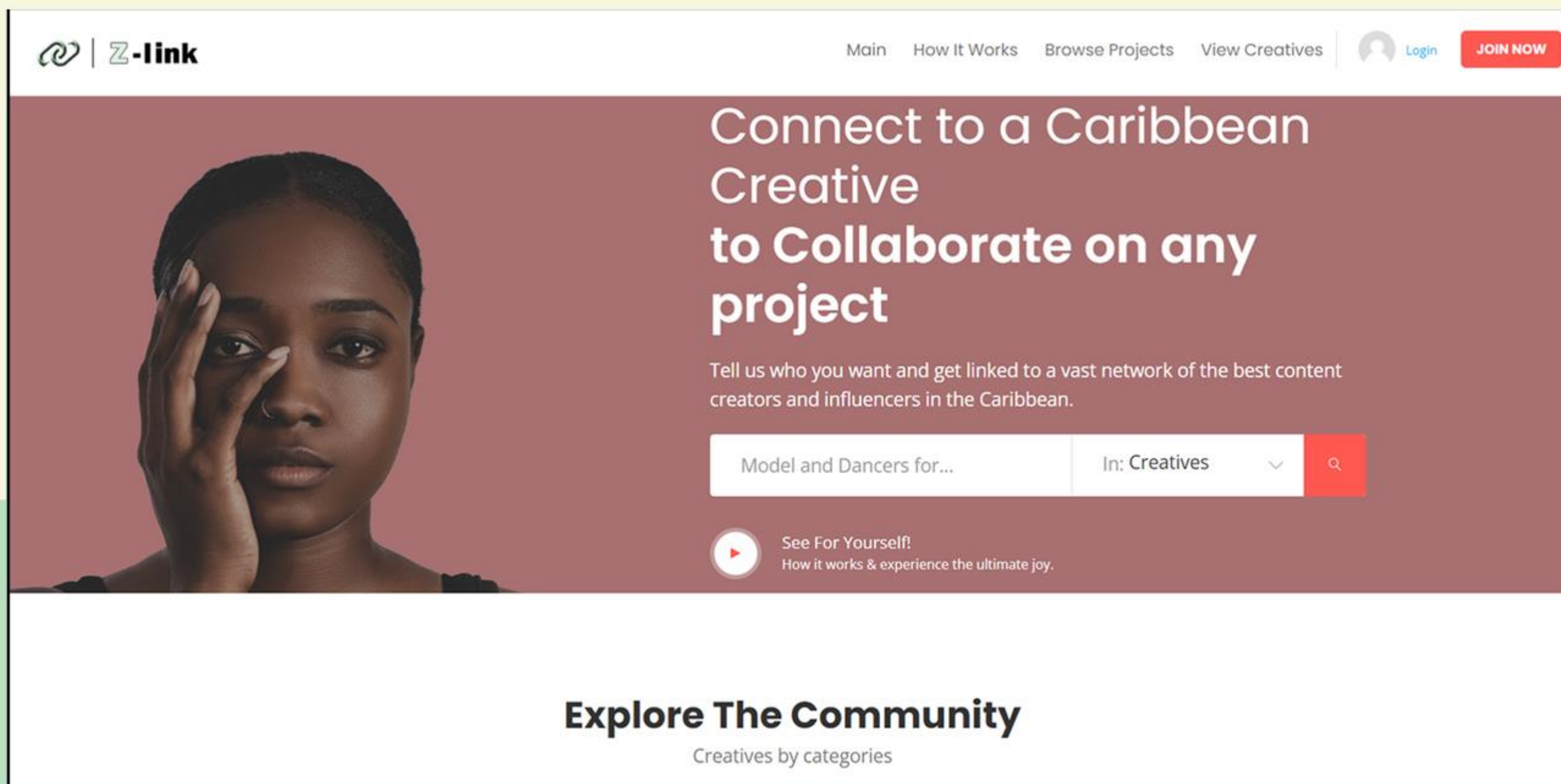


Every successful startup begins with a problem that needs to be solved. Some issues are glaringly obvious, while others go...

[Read More >](#)

Platform Development

Screenshot of the homepage of the first build of the Z-link platform. From this page a user can select a category of creatives, such as models or dancers, to search.



SEARCH
CATEGORIES

The screenshot displays a search interface with two filter panels on the left and a list of creative profiles on the right. The 'Categories' panel includes a search bar and checkboxes for 'Content Creators' (checked), 'Fashion Models', 'Digital Media/News Outlets', 'Visual Arts And Design', and 'Performing Arts'. The 'Location' panel includes a search bar and checkboxes for 'Jamaica' (checked), 'Trinidad & Tobago', 'Barbados', 'Bahamas', and 'St Lucia'. The main content area is titled 'Showing most compatible Creatives' and features a 'Clear All Filter' button and a row of filter tags: 'Model', 'Instagram', 'Fashion', 'Jamaica', and 'Actor'. Two profiles are visible: 1) Jean-Claude Walters Dunn, an 'Artist & Model' with a 9.5/10.0 compatibility rating, \$70.00/hr, and tags for 'Fashion', 'Visual Artist', 'Instagram', 'Culture', 'Model', and 'Micro-Influencer'. 2) Trae-Ana Wilkins, a 'Host & Model' with a 9.0/10.0 compatibility rating, \$80.00/hr, and tags for 'Instagram', 'Host', 'Media Personality', 'Model', 'Fashion', and 'Jamaica'. A third profile, Ulato Sam, is partially visible at the bottom.

SELECT
BEST MATCH



Screenshot of a page displaying results based on compatibility ratings and relevance. Users can narrow results by location, category and other parameters.

Client Feedback

SHOW ALL



Bliss- Afro
Fashion Model For Afrocentric Clothing Brand
\$\$ Intermediate | Jamaica | In Progress



Videohive Studio
Actor For Video Advertisement
\$\$ Intermediate | Jamaica | Dec 2020 | ★★★★★

"Mr Dunn is simply an excellent creative to collaborate with for your brand"



Kingston Creative
Mural Artist For Crimestop Campaign
\$\$\$ Professional | Jamaica | Jun 2020 | ★★★★★

"Jean-Claude is a creative professional at the core and is very easy to work with"

LOAD MORE



Visual Artist, Fashion Model, Cultural Enthusiast.

\$70.00 / hr | Jamaica | Save

Jean-Claude Walters Dunn is a Jamaican with a passion for the culture and the creative arts. He is a graduate of the prestigious Wolmer's Boys' High School and is currently pursuing a BSc in Marketing.

I am a young art enthusiast, visual artist, graphic designer and youth advocate who takes pleasure in learning and interacting with people from different backgrounds. I strive for continual growth and improvement and take pride in gaining knowledge

Read More

Jean-Claude Walters Dunn

9.5/10.00 Compatibility Rating
Z-linked since May 30, 2020

Report User

Digital Media Platforms



3

Ongoing Projects

25

Completed Projects

2

Cancelled Projects

25k

Collaboration Hours

* By clicking collaborate, the creative will be notified that you want to connect.

COLLABORATE

Users can also find further details about creators inclusive of statistics, ratings and reviews about collaboration history, social reach and social engagement. Furthermore, creators are able to add pictures, and details about values, styles and interests to customize their display profiles.

Leadership Team



Jean-Claude Walters Dunn

(Founder, Head of Marketing)

Jean-Claude is the Founder of ZRISE. He is a content creator, visual artist with an avid interest in the cultural and creative industries of the Caribbean. He holds certifications in project management, video production, social media management and is actively studying for a BSc. in Marketing. He also has an aptitude for website design, graphic design, video editing and other media related disciplines.



Trae-Ana Wilkins

(Human Resources & Community Manager)

Trae-Ana serves primarily as the manager for the ZRISE community and is the hostess of *'The Journey'* - the web-series. As a model and a published author -along with her other creative pursuits - Trae-Ana is an active member of the creative sector. She holds certifications in customer service and is currently pursuing a BA in Journalism. Trae-Ana is an advocate for persons with disabilities and has a passion for female empowerment .



Shemar Grant

(Head of Media Production)

Shemar is a cinematographer and multimedia producer with 5+ active years in the media industry. He has done extensive work with companies such as the Jamaica Stock Exchange and has a media portfolio of productions spanning from music videos, video adverts, and so much more. His primary responsibility includes coordinating and managing the media production components of ZRISE projects.



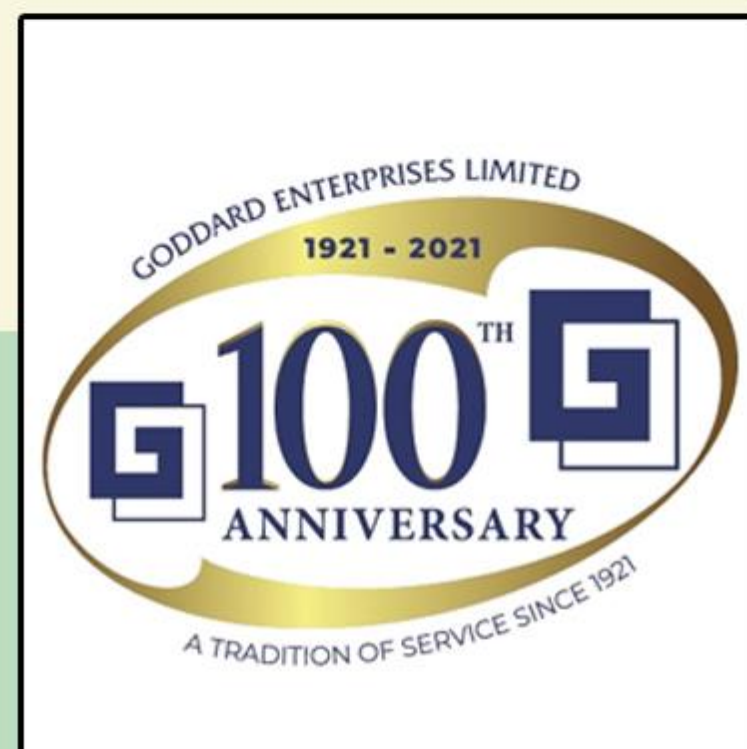
Tamarnie Tavares

(Head of Administration)

Tamarnie holds a BSc. in Operations Management and Management Studies. With experience in project management and as a past promotions supervisor, Tamarinie is well equipped to manage her responsibilities of filing and documenting key information about the operations of ZRISE. She also brings her keen insights and skills to the project management capabilities of the company.

Key Partnerships

The growth and evolution of ZRISE was possible due to the guidance and support of some key organizations, whether through invaluable mentorship, the provision of financial grants or the provision of services in kind. We are grateful and we look forward to the continued support as we continue on our Journey.



#Forward

ZRISE will continue to move **#FORWARD**. The key milestones for gauging our progress include:

- Release 1st functional MVP of Z-link
- Create Board of Directors/ Advisory Board
- Begin revenue generation through Z-link platform



 **ZRISE**

Connecting the Ecosystem
of Caribbean Creators

www.zrise.co

**ZRISE gears up to raise Angel Investment
to build its Creator Marketplace for
the Caribbean Region**

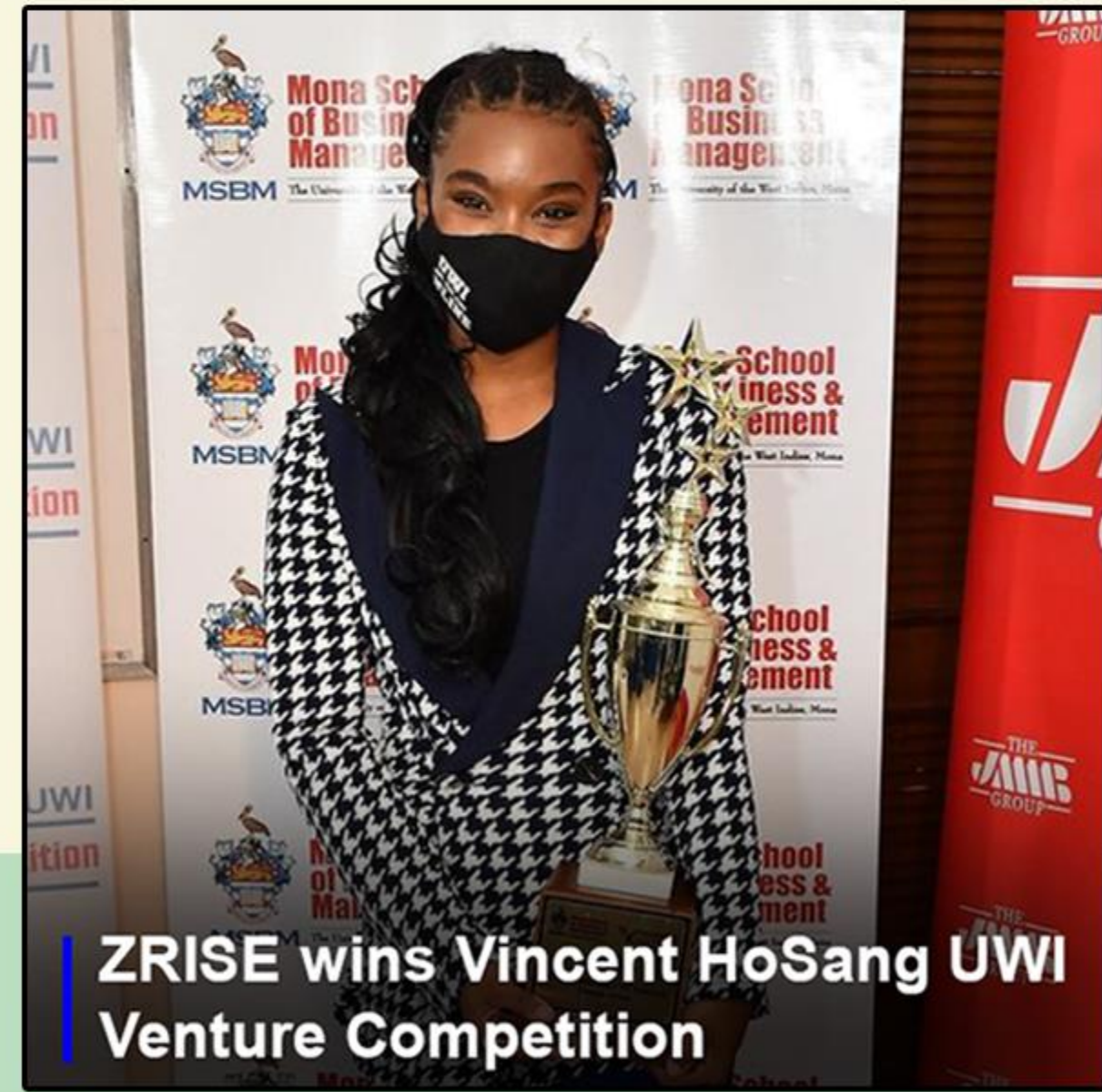
Highlights from our Journey



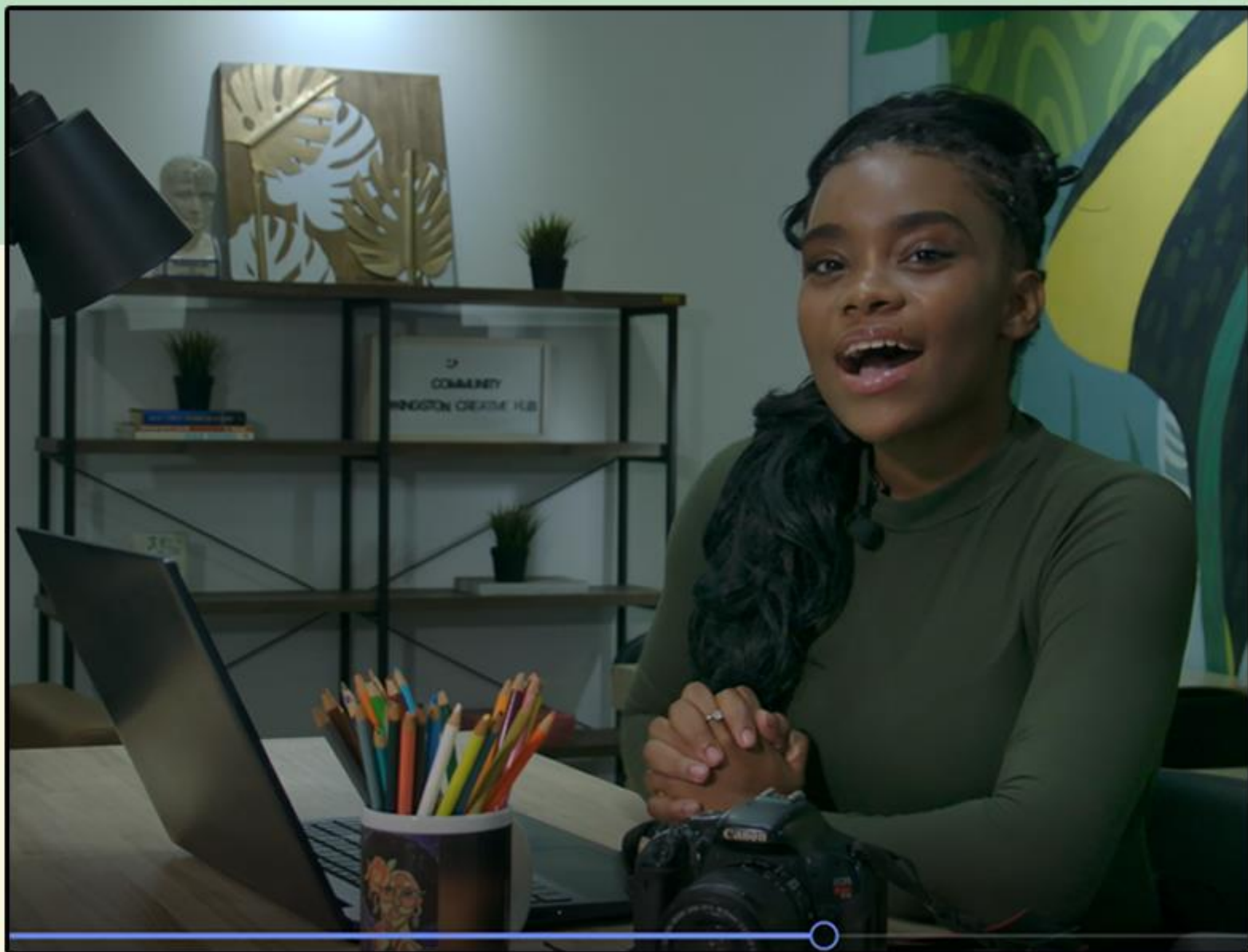
ZRISE wins Optimist International Entrepreneurship Pitch Competition



ZRISE, 1/10 winners in the regional GEL 100th Anniversary Entrepreneurship Competition



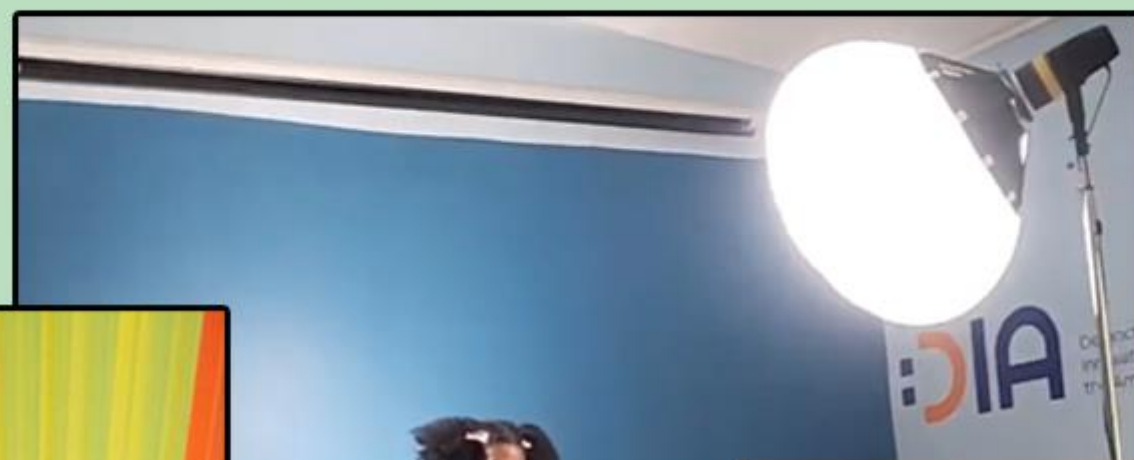
ZRISE wins Vincent HoSang UWI Venture Competition



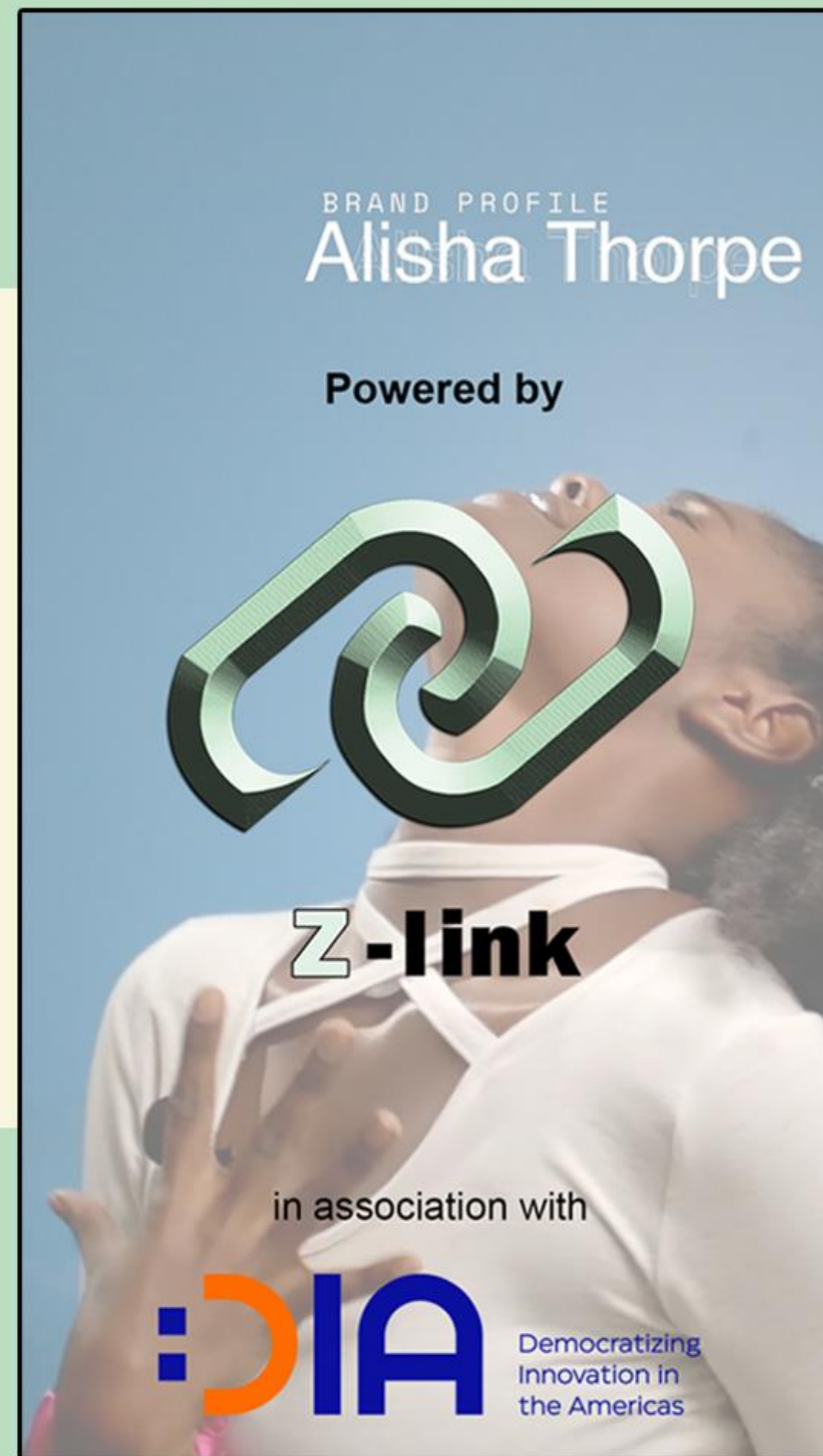
A screen grab of Trae-Ana Wilkins in the production of promotional content for ZRISE.



Highlights from the official launch ceremony of ZRISE. The hostess, Tamoy Campbell - Miss Kingston and St Andrew Festival Queen 2021- interacts with the virtual audience and moderates a panel discussion.



In association with the DIA Lab, ZRISE works with Alisha Thorpe - a Jamaican model and content creator - to produce a brand profile through Z-link's early access program.





ZRISE partners with the Office of the Political Ombudsman of Jamaica on their book launch digital media campaign.





More highlights from the collaboration between ZRISE and the Office of the Political Ombudsman of Jamaica for the launch campaign of 'Jamaica Strong and Free' - a civic education handbook.

Financial Statement

IAN WALTERS, CA, ACCA
Chartered Accountants

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Kingston 5
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Fax: (876) 754 - 8537
E-mail: ianwaltersco933@gmail.com

Reviewers Report

To the Directors of Walters Dunn Holdings Limited T/A ZRISE.

We have reviewed the accompanying statement of financial position and notes to the statement of financial position as at September 30, 2022. This financial statement is the responsibility of the company's management. Our responsibility is to issue a report on this financial statement based on our review.

We conducted our review in accordance with the International Standards on Auditing applicable to review engagements. This Standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statement is free of material misstatements. A review is limited primarily to enquiries of the company's personnel and analytical procedures applied to financial data and thus provides less assurance than an audit. We have not performed an audit and, accordingly, we do not express an audit opinion.

Based on our review, nothing has come to our attention that causes us to believe that the accompanying financial statement does not give a true and fair view in accordance with International Financial Reporting Standards for Small and Medium Sized entities.


Ian Walters
Chartered Accountants

October 12, 2022

IAN WALTERS, CA, ACCA

WALTERS DUNN HOLDINGS LIMITED
T/A ZRISE
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SEPTEMBER 30, 2022

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WALTERS DUNN HOLDINGS LIMITED
T/A ZRISE
STATEMENT OF FINANCIAL POSITION
SEPTEMBER 30, 2022

	<u>Note</u>	<u>2022</u> \$
ASSETS		
Non-Current Assets		
Property Plant and Equipment	3	238,000
Intangible Assets	4	378,123
		<u>616,123</u>
Deferred Expenditure		1,109,835
Current Assets		
Director's Current account		100,000
Investments	5	300,169
		<u>400,169</u>
Total Assets		<u><u>2,126,127</u></u>
EQUITY AND LIABILITIES:		
Equity		
Share Capital	6	100,000
Grant Capital	7	1,500,500
		<u>1,600,500</u>
Non-Current Liabilities		
Director's Loan	8	525,627
		<u>525,627</u>
Total Equity and Liabilities		<u><u>2,126,127</u></u>

Approved and signed by the directors on October 12, 2022


.....
Jean-Claude Walters Dunn
Managing Director


.....
Collette Walters Smith
Director

The accompanying notes form an integral part of the financial statement.

WALTERS DUNN HOLDINGS LIMITED
T/A ZRISE
NOTES TO THE FINANCIAL STATEMENT
SEPTEMBER 30, 2022

1. Identification and Principal Activity

Walters Dunn Holdings Limited is a limited liability company duly incorporated under the Jamaica Companies Act 2004. Walters Dunn Holdings Limited is 'trading as' Zrise. The trading name 'Zrise' is registered under the Registration of Business Names Act. The registered office of the company is situated at 14 Retirement Crescent, Kingston 5. The primary activities of the company are business management, consultancy, media production and the provision of creative services.

2. Summary of Significant Accounting Policies:

(a) Statement of Compliance and Basis of Preparation

The financial statement is prepared in accordance with International Financial Reporting Standards for Small and Medium Sized Entities (IFRS for SMEs) and their interpretations adopted by the International Accounting Standards Board (IASB) and comply with the provisions of the Companies Act.

The financial statement is presented in Jamaican dollars (J\$) which is the functional currency of the company. This financial statement has been prepared in accordance with the International Financial Reporting Standards (IFRS) for SMEs and has been prepared under the historical cost convention.

(b) Property, Plant and Equipment

Property, plant and equipment are stated as historical cost.

Depreciation

No depreciation has been provided.

(c) Cash and Cash Equivalents:

Cash and cash equivalents are carried in the statement of financial position at cost.

3. Property, Plant and Equipment

This includes digital media tools and equipment.

WALTERS DUNN HOLDINGS LIMITED
T/A ZRISE
NOTES TO FINANCIAL STATEMENT
SEPTEMBER 30, 2022

4. Intangible Assets

Intangible assest represent cost of domain acquisition and web platform development.

5. Investment

Investment represents the acquisition of digital art on the Blockchain.

6. Share Capital

Authorised, Issued and Fully Paid.
100,000 Ordinary shares @ no par value.

7. Grant Capital

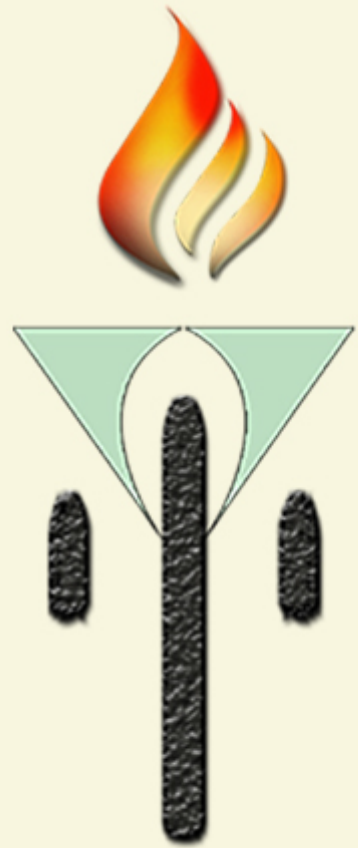
This represents seed capital received from the Optimist International Entrepreneurship Pitch Competition, the DIA Lab, Goddard Enterprises Limited Entrepreneurship competition and the UWI Vincent Hosung Venture Competition.

8. Director's Loan

This represents advances made to the company by the principal shareholder. It is unsecured and interest free.

WALTERS DUNN HOLDINGS LIMITED
T/A ZRISE
SCHEDULE OF DEFERRED EXPENDITURE
SEPTEMBER 30, 2022

	<u>2,022</u>
	\$
ADMINISTRATIVE AND GENERAL:	
Office supplies	173,248
Travel and subsistency	176,097
Telephone	25,191
Advertising and marketing	127,439
Co-working space	10,900
Project management	306,760
Staff development	214,000
Web platform maintenance	71,200
Bank charges	5,000
	<u><u>1,109,835</u></u>



ZRISE



2021 Annual Report

www.zrise.co