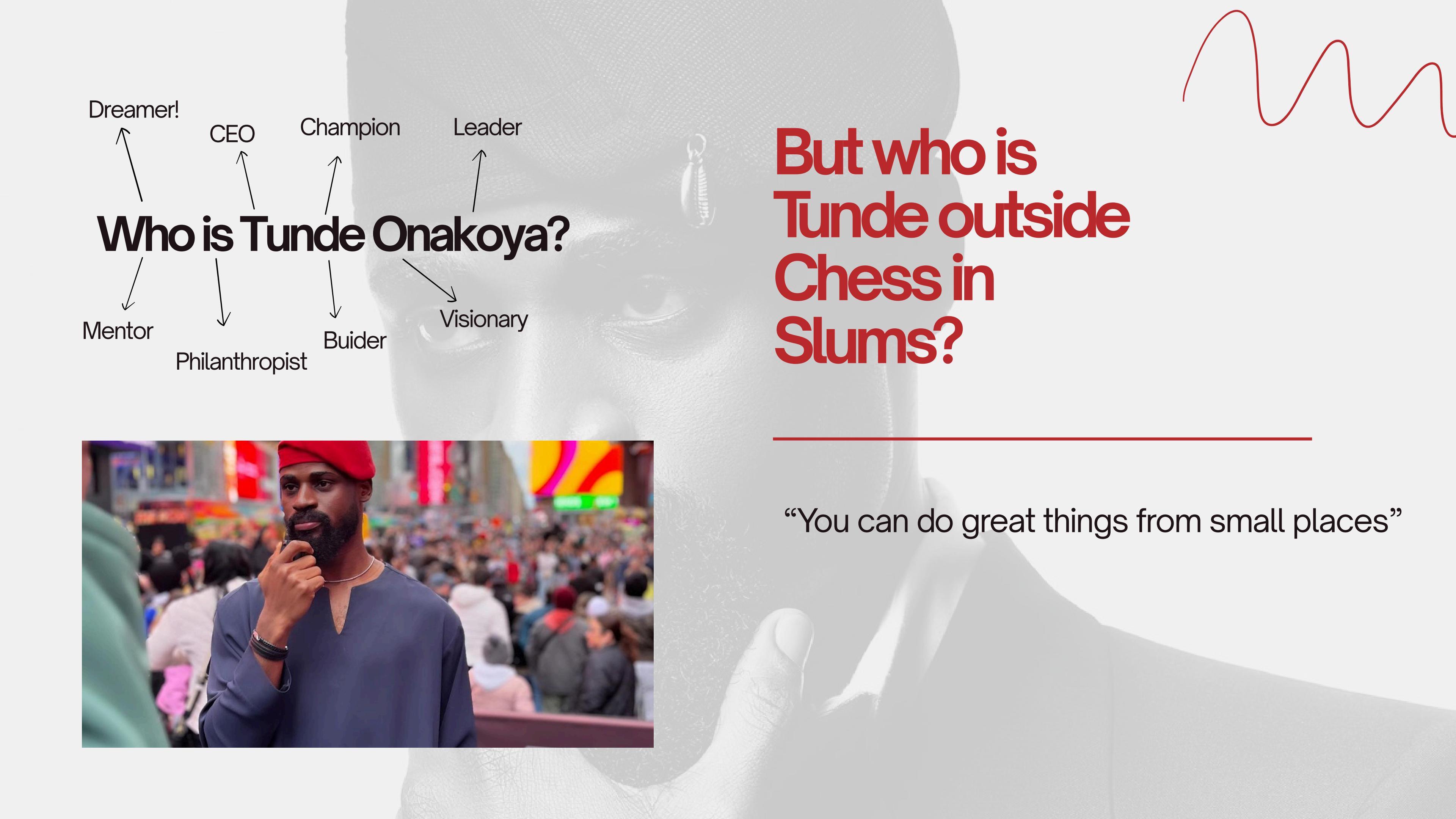

Tunde Onakoya



Who is Tunde Onakoya?

Dreamer!

CEO

Champion

Leader

Visionary

Builder

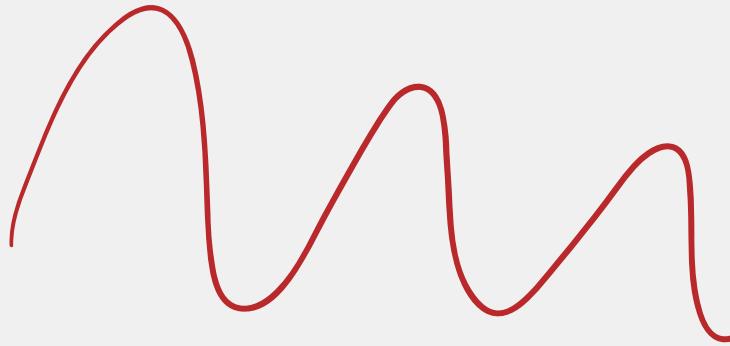
Philanthropist

Mentor

**But who is
Tunde outside
Chess in
Slums?**



“You can do great things from small places”





Open Squares

The Visibility Gap

What's happening on the ground deserves a home on the web.

The Narrative Gap

Every chess piece on the board, in your hands has a story - and the world hasn't heard them all yet.

The Donor Connection Gap

People fund what they can feel, and we need to make them feel every move.

The Legacy Gap

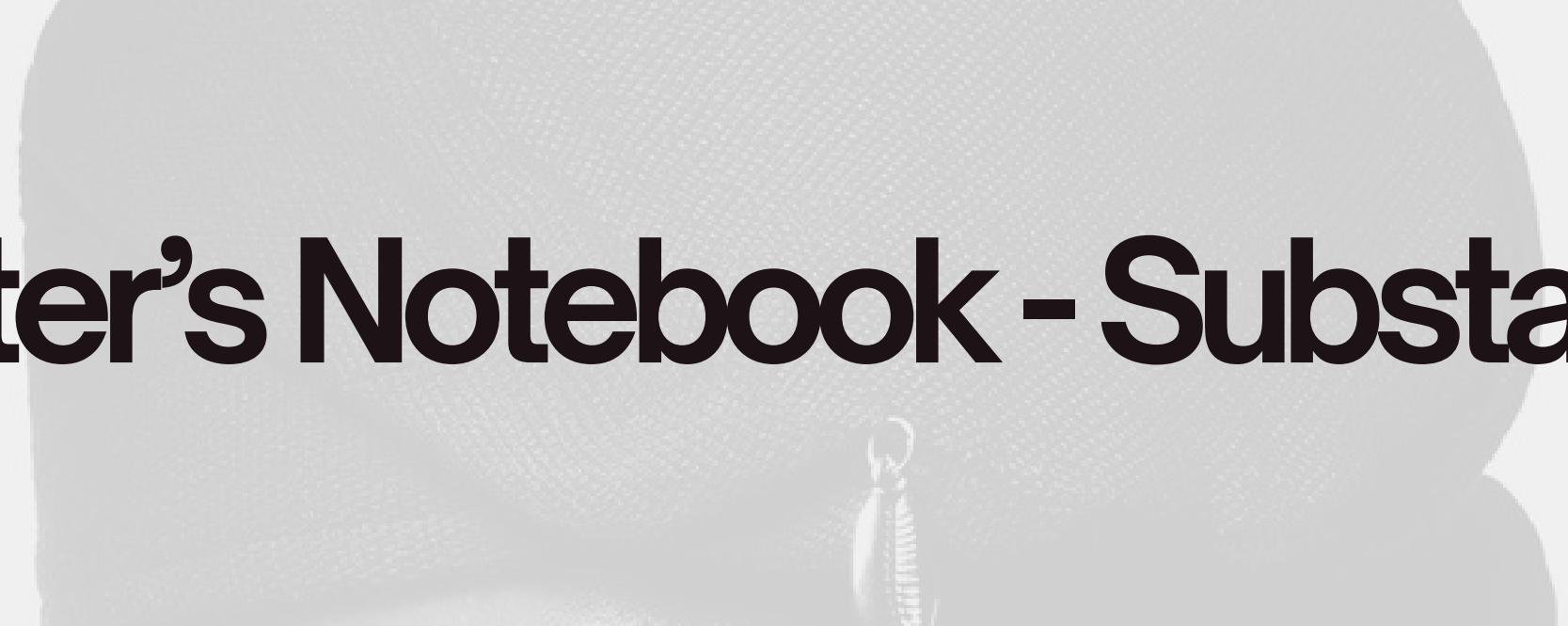
The world has seen your work, it's time they hear your mind.

Game Plan

Chess in
'the slums'

PLATFORM	PURPOSE	FORMAT	FREQUENCY
Substack	Depth and Storytelling	Long-form stories, letters, features	Weekly
LinkedIn	Visibility and Credibility	Short reflections, quotes, wins, reposts	2-3x weekly

The Master's Notebook - Substack



Letters From Tunde

Ordinary lives, extraordinary impact.

The Chess Master's Board

Tunde's personal notes on purpose and faith.

Just a Pawn

Give the world a front-row seat to Tunde's mind, his mission, and his humanity.

Goal

Weekly reflections on life, leadership, and chess.

Goal: Increase engagement, attract partnerships, and showcase authentic leadership.



The LinkedIn Play

Two Boards - One Game

Substack → LinkedIn → Audience → Support → New Story → Substack.



Substack tells the story.
LinkedIn spreads the story.
Together, they sustain the mission.

Execution Timeline

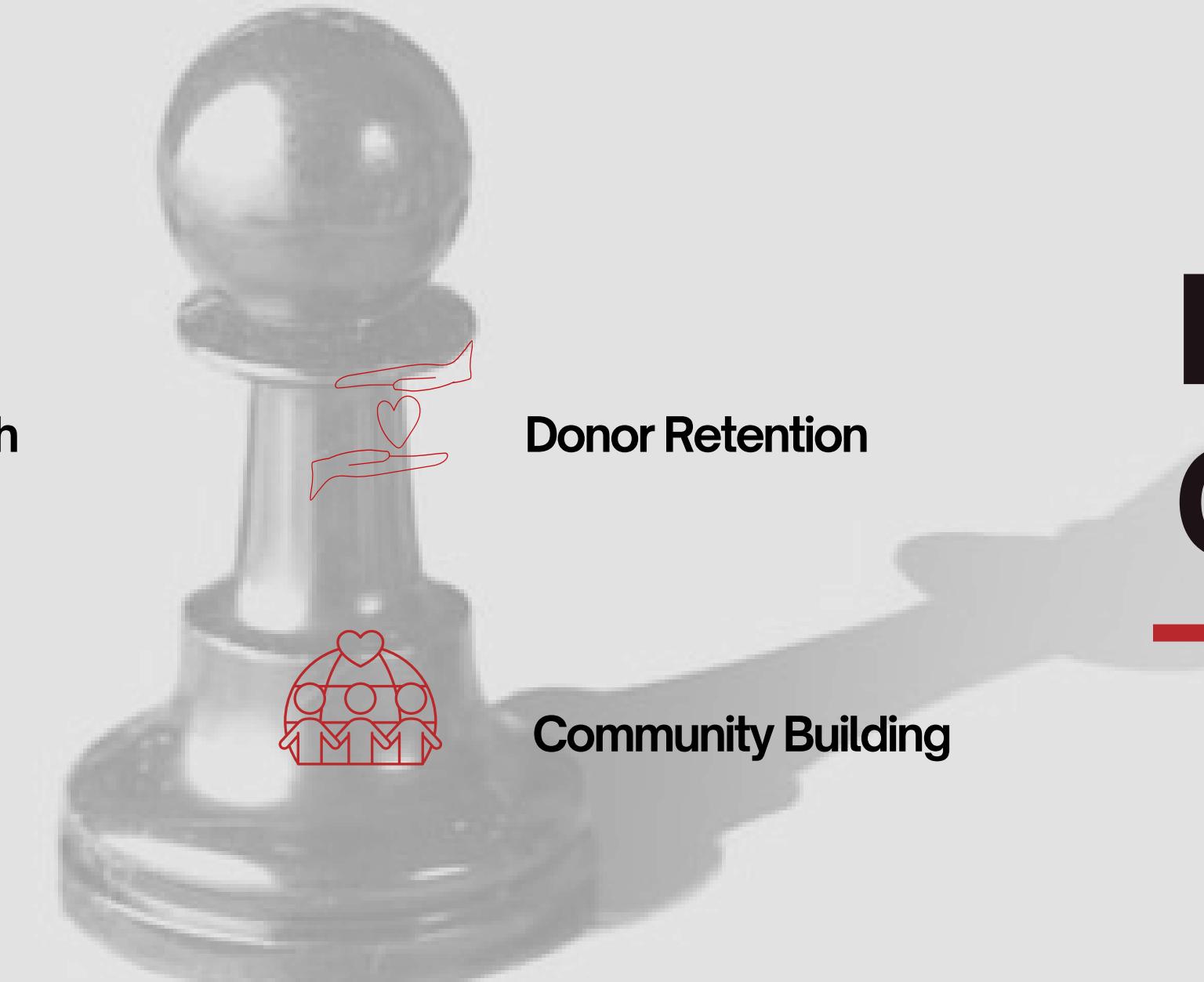
PHASE	DURATION	FOCUS
PHASE 1: Setup & Launch	Week 1 - 4	Branding, Substack setup, initial story releases
PHASE 2: Engagement	Month 2	LinkedIn rhythm, Substack–LinkedIn cross-promotion
PHASE 3: Optimization	Month 3	Analytics, community feedback, donor engagement



Increased Global Reach



Legacy Building



Donor Retention

Community Building

Expected Outcomes



Checkmate!

The next move is yours.



Presented by Ruth Oritse