



UNSTOPPABLE

— WORLD

Investor Deck

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The Mental Health Crisis in Agriculture

The global agricultural sector has been recognised as the sector with the highest rates of suicide. According to the CDC, 85 out of 100 thousand people die by suicide each year in comparison to other sectors whereby loss of life to suicide is at 14 per every 100 thousand. There are multiple reasons for this statistic including social, economic, isolation and out of date narratives to name a few.

This statistic alone demonstrates the urgent need for practical support in resilience and the multiple angles in which this can be unlocked - which Unstoppable provides through its resilience tours.

Unstoppable World: Resilience Tours

Unstoppable leads immersive Resilience Tours that transform mental health narratives by providing direct access to industry experts and thought leaders.

Our global journeys—spanning every continent—blend individual growth with community-driven change. These tours are led by professionals, including experts similar to Nuffield Scholars, ensuring authentic and impactful experiences designed to build resilience.





**Mental health in
agriculture is not
just a local issue;
it's a global crisis.**

— PJ Odendaal, NSCH
Founder of Unstoppable



Proof of Concept

Why Step Into The Unknown When You Can Stay In The Boardroom?

Over 50 participants from three continents have completed tours similar to Unstoppable's vision, proving that stepping out of the everyday workshop space and into the unknown fosters vulnerability and resilience.

THE IMPACTS IN A NUTSHELL

- Conservation settings provide powerful metaphors for resilience and overcoming adversity.
 - Participants report transformative breakthroughs that cannot be achieved in traditional formats.
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WHY THE RESILIENCE TOURS MATTER

What happens beyond the boardroom defines the future. Immersive tours provide the space for transformative growth, creating lasting change and equipping participants with tools they carry into their personal and professional lives.

This is how Unstoppable creates resilience.

This is how we keep our farmers farming.



“My experience with the trip was nothing short of transformative. Immersing myself in the landscapes and challenges of Zimbabwe provided a once-in-a-lifetime chance to break away from the routines of daily life and dive deeply into learning and self-discovery. Being in an unfamiliar setting with a group of like-minded individuals created an environment for reflection, collaboration, and growth. It wasn’t just about exploring agriculture in a different context, it was about broadening perspectives, building resilience, and forming connections that challenged and expanded my thinking. The trip’s intensity and diversity made its lessons unforgettable, leaving a profound impact on both my professional outlook and personal growth.”

– Munro Hardy, Director of Cape Adieu

Who We Serve & Why It Matters

Unstoppable's Resilience Tours are designed for a diverse audience, primarily within the agricultural sector:

Our tours foster transformative experiences, empowering participants to return to their communities with tools to lead and inspire others.



FARMERS & AGRICULTURE WORKERS

Facing a unique and diverse range of extreme pressure - from financial stress and policy challenges to drought and isolation, individuals gain essential mental health support and resilience skills.



COMMUNITY CHANGE-MAKERS

Individuals committed to driving positive change in their communities.



CORPORATE SPONSORS

Companies seeking to invest in resilience and mental health for their teams or supporting aligned community initiatives.

The Solution

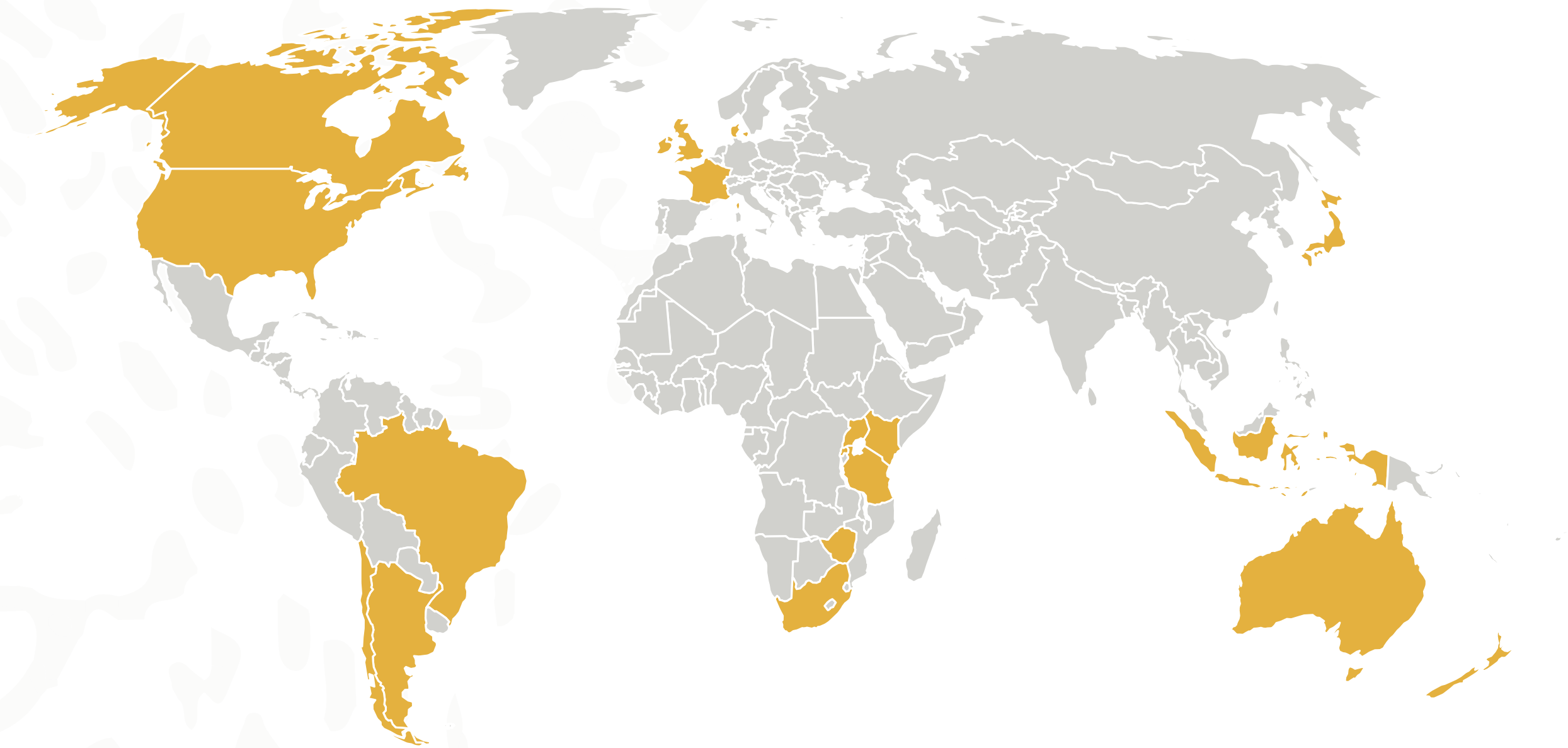
– WHAT A RESILIENCE TOUR LOOKS LIKE

Each tour integrates adventure,
personal growth and
community impact:

Leadership and Resilience Workshops:
Expert-led sessions focused on resilience,
leadership, and mental health.

Sustainable Agricultural Practices:
Engagement with regenerative farming and
resilience practices in each region.

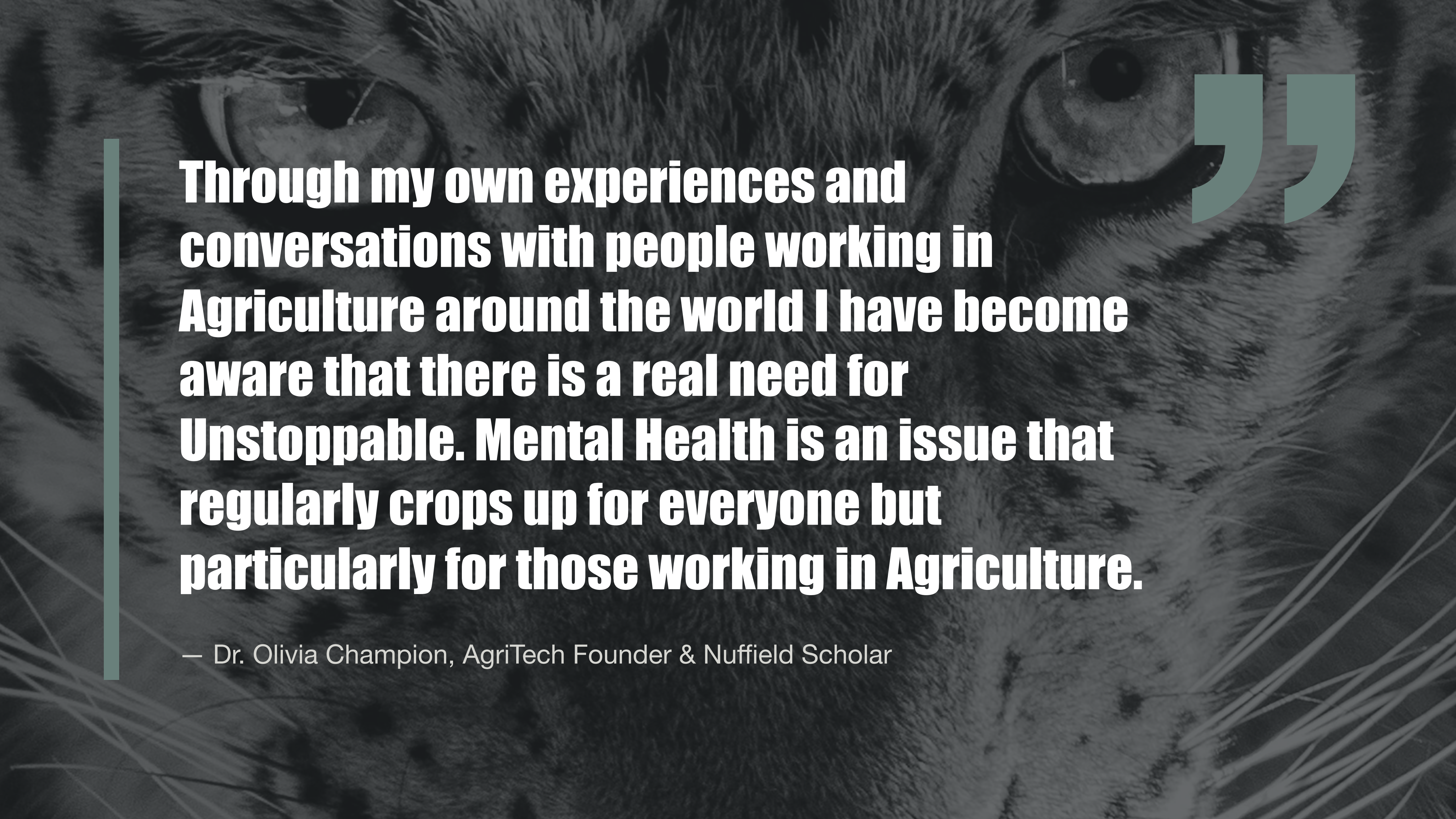
Conservation and Experiences: Immersion
into a world foreign to what we know
creates a space for participants to become
vulnerable and in turn creates an
atmosphere for change.



Our tours empower participants to create lasting change in their own lives and in the lives of their communities who access new knowledge and skills.

"The Unstoppable program combines mental health and leadership support uniquely suited to agriculture. It gives farmers the tools they need to continue working despite the challenges they face."

— Claire Taylor, Farming & Resilience Advocate



Through my own experiences and conversations with people working in Agriculture around the world I have become aware that there is a real need for Unstoppable. Mental Health is an issue that regularly crops up for everyone but particularly for those working in Agriculture.

— Dr. Olivia Champion, AgriTech Founder & Nuffield Scholar

The Team

Founded by PJ Odendaal, the Unstoppable team includes a growing network of professionals in mental health, agriculture, and leadership development and global champions who support resilience-building initiatives.

Our partnerships with organisations like Dapper, Sabre Business World and others ensure high-quality, impactful experiences for each tour location.

“The Unstoppable programme offers a practical, science-based approach to wellbeing, giving vulnerable individuals in agriculture hope and support for a better future.”

— Adam Williams, Farm Manager & Nuffield Scholar



Marketing and Branding ROI

Operating as Unstoppable World, we emphasise resilience-building for the agricultural sector. Key partnerships ensure mission success and offer extensive brand value. By supporting a global movement to address mental health in agriculture, sponsors receive:

Through our participants' community impact, sponsors benefit from Unstoppable's international network.

INTERNATIONAL NETWORK ACCESS

Connect with thought leaders & influencers, expanding brand reach.

CORPORATE SOCIAL RESPONSIBILITY BENEFITS

Unstoppable provides complete reports for partners and possible tax benefits.

GLOBAL BRAND VISIBILITY

Presence at major industry conferences and receive media exposure in agriculture, mental health, & leadership journals.



Every day we delay, another farmer faces an impossible choice. These aren't just statistics—they're families, legacies, and our food security hanging in the balance.

Your partnership today doesn't just support farmers; it prevents a crisis tomorrow. We have the solution. We need your commitment.

Let's keep our farmers farming.



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