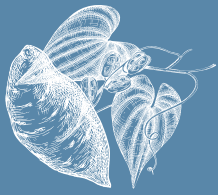


2024



**EVER UVI
COMMUNITY**

**DECOLONIZING BUSINESS EDUCATION
AND COMMUNITY PROGRAMMING FOR STUDENTS,
ENTREPRENEURS + THE BUSINESS COMMUNITY**

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FOR THE STORY KEEPERS

“At the end of
these ongoing
expressions
of love
and productive
relationships
of mutual attraction
all life flourished

an evolutionary
eco-diversity
a genealogical order
a world of relatives

an interconnected
dna sequence

a phylogenetic
family tree

and we are

the younger siblings
subordinate to all that
preceded us

all of us
returning
to common
ancestor

stardust
shining in the bones
of our bodies”

- excerpt from *Tagaloo* by Karlo Mila



MESSAGE FROM THE FOUNDER

"In a world where marketers compete for relevance and struggle to replicate the magnetism and loyalty of our cultural connectivity...

Now, is when we lean in."

Shown here:
Clarinda Tivoli

"In my culture, (Oceanic - Polynesian and Melanesian) and many indigenous cultures, our genealogy is very important to us. It is a concept, however, that is often distorted through a colonial lens - one that speaks of biology, DNA, paternity, family trees, and lineage tied to land/asset ownership, inheritance - validated or invalidated by specific biological proofs.

We (the indigenous) understand the rocks to be our ancestors. The ocean, the wind, the mountains, the earth. That is not our "biological paternity" - but it is in fact who and what we are birthed from, and of.

The Hawaiian goddess Haumea, birthed from various parts of her body, and many Pasifika deities were birthed or emerged from "non-human" elements, like blood clots, and top knots. I believe that just as Haumea births from many places, we too, are birthed from diverse sources. **Au gone ni...** We are the children of environments, people, relationships, tragedies, traumas, joys, triumphs, lessons. These form a major part of our origins - and these, too, are our ancestors.

Our roots here connect us, and in a world where marketers compete for relevance and struggle to

replicate the magnetism and loyalty of our cultural connectivity, it's crucial that we embrace and amplify our cultural ties and ancestral kinships. Now, is when we lean in.

In times of difficulty, amid the great hardships experienced locally, globally, individually, and collectively, we turn to our ancestors. We listen to their wisdom, learn from them, and honor them by carrying their insights into our futures.

This is our genealogical work.

In 2024, our educational programming extends richly beyond crafting a new narrative for a business rebrand. It transcends capitalizing on an origin story for high-converting product copy. It's about recognizing that we, like stars, are made of the same cosmic elements.

My 5-year-old watched a science documentary recently and exclaimed, "We are stars, mum!" He cannot keep the wonder of that realization to himself, and neither should we.

When we know where we're from - our origins - embracing the enchantment that defines our essence, and recognizing its medicinal value, drives us to share from *this* place, not only within the realms of our business but also with our broader world.

For our Ever Uvi Community in 2024: May we honor our roots, learn from our ancestors, and weave our genealogies for a stronger, more sustainable and healthy indigenous future, together."

Clarinda Tivoli

Founder + Course Convenor

"Our stories are within us. You'll find them encoded in genealogies, embedded in our hearts, imprinted in our minds. They migrate with the tongues that tell them, flourish in the presence of orators and gossips and are readily transported to the arenas of lotu and aiga, where they open and close wallets, elevate and deprave souls, win and lose wars."

- excerpt from *Our stories are within us*
by Serie Barford



THE EVER UVI EDUCATIONAL MODEL

In Fiji, the uvi (yam) is regarded as a "noble crop". The entire calendar revolves around the root crop - with names of months referring to fishing and flowering seasons, correlating with uvi growth and harvest. The year's climax, in February, begins with the uvi harvest that is presented as "first fruits" to the chief.

Ever Uvi is a symbol of the all-year-round, environmental and interpersonal reorientation required in liberation of past and current impacts of colonization. How we do this in our business community, as an ongoing, regular practice, has a significant impact on our economies, and our greater world.

Our programming now offers:

- Educational courses and activities **every month on membership**
- The **autonomy** to determine your own education pathway (join, pause or cancel, and opt in for select course material or programs, with no grand time or financial commitment), and
- Opportunity for liberatory business practice, on a **regular ongoing** basis - a vital commitment in decolonization work.

Members can expect a business support structure that molds to their needs. Whether seeking independent study, regular 1:1 consultation, or collaborative group discussion - **Ever Uvi orients entirely to serve you** + your rooted work: your most noble crop.

Depicted (left):
Uvi (yam), the noble crop

Great Pasifika Teachers in our Reorientation (below, left to right):
Merata Mita, Papa Mau Piailug, Haunani Kay-Trask





KORO

**community
membership**

Koro is the Fijian word for "village." Traditionally, a koro's design and function is deliberate and purposefully precise. In Ever Uvi, we are dedicated to embodying this level of intentionality and foresight. Our commitment goes beyond just addressing educational needs. With intentionally-crafted programming, we unite a global collective that shares our unique values, fostering a deeply enriching and nourishing network of support.



KABASI

**courses
membership**

Kabasi is the Fijian term for "compass." As Pasifika people, our ancestors were master navigators, utilizing their intricate knowledge and profound relationship with stars, ocean, wind, and all life that surrounded them. These concepts of direction, purpose, and resourcefulness, in harmony with the natural elements, are values woven into the fabric of all our business classes, courses, and consultations.

patreon.com/everuvi

EVER UVI MEMBERSHIP FEATURES



Ever Uvi Community Membership

Access to the online platform with Mighty Networks (24/7 access to community feed, events, and connect with other members, students, alumni and patrons)



Tala Time - Live Group Support

Facilitated by Clarinda, enjoy hour long live talk story sessions with our members as we navigate the month's topic, explore prompts, and dive deep in open Q&A and timely discussions.



Solevaka - Live Coworking

Enjoy our hour-long quiet, spacious virtual container that brings intentional presence and focus to all participants.



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1:1 Support Hours

Whether 15 min check ins or 2-hr consultations - enjoy an open calendar to schedule in your 1:1 business support and directional needs with Clarinda.



Educational Programming [Monthly Courses]

Gain access to extensive lessons, course material and resources. Monthly programming is intentionally designed for your ongoing decolonizing and liberatory business growth.



STORYKEEPERS accelerator mini series

Nonmembers: USD \$650

Members: Included for all members seasonally. Check schedules for their availability.

From fragments of seemingly unimportant tidbits, to a proven profitable business model: witness and learn the unique process of transforming one's own simple story into a working, high leverage business model.

Explore the concept of Story Keeping, an introduction to Emotional Momentum, and learn from volunteers on hotseat, unfolding their stories in real-time. This is a series of three classes, approximately 1.5 hours each.



MATRIARCHAL MARKETING workshop

Nonmembers: USD \$300

Members: Included for all members seasonally. Check schedules for their availability.

This three hour workshop unpacks and challenges common marketing & sales strategies, exploring specifically how to build businesses using ancestral knowledge of trade, influence, networks, and regeneration. Some favorite topics include:

- Decolonizing Sales Language and the Roots of Control, Violence and Supremacy Inherent in Sales and Marketing, and
- The "Anti-Close": An Indigenous Art of Fostering Healthy, Independent Decision-Making.

COURSES IN EVER UVI*



DB101: Decolonizing Business

Course Material Feed Members Events Ch

- 1. Intro to Decolonizing Business: Land, Power + Responsibility
- 2. Indigenous Economics: Trade, Technology and Innovation
- 3. Harmful Sales + Marketing Practice: History to Today
- 4. Marketing + Relationship Pt 1: Place, Land and Consent
- 5. Marketing + Relationship Pt 2: Position and "Indigenous Storywork"
- 6. Decolonization as Business Practice: Working Models + Business Steward Talanoa
- 7. Decolonization as Business Practice Pt 2: Working Models + Business Steward Talanoa
- 8. Opposing Capitalism: Profit, Sustainability and Longevity

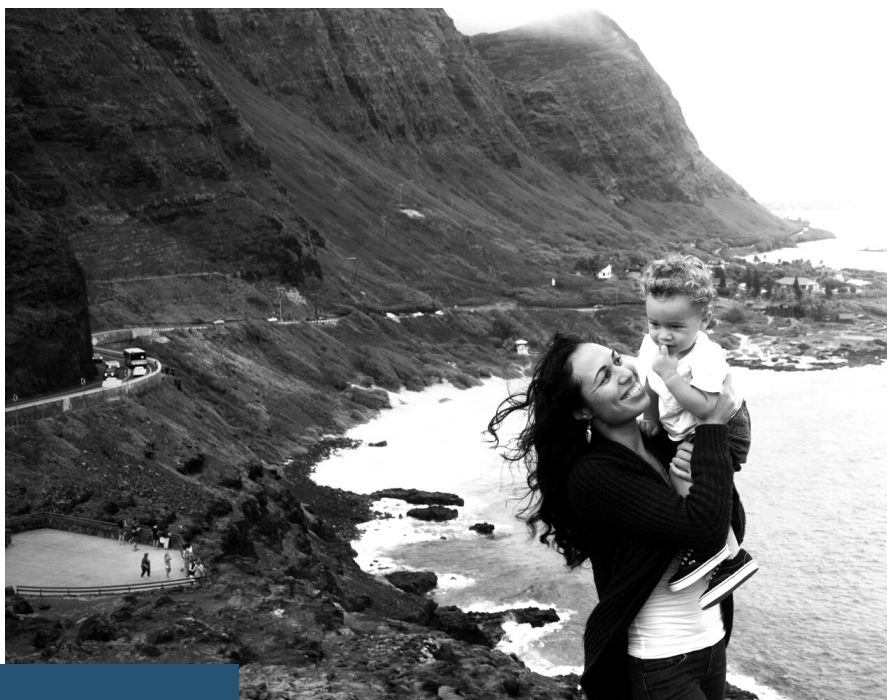


DECOLONIZING BUSINESS UNIT 101

Nonmembers: USD \$3000

Members: Included only for Kabasi Members

In this eight week course students form a healthy disruptive and constructive attitude towards harmful business practice and nonconsensual sales and marketing tactics. The course goes further to explore sustainable business practice through historical and culturally relevant research (including experiences shared by guest speakers in business, namely Joy KMT, Jamee Pineda, Thea Monyee and Nai'a Lewis). Students learn to innovate by learning proven, efficient and sustainable business practices.



Matriarchal Business Online Course

Feed Course Material Members Events Ch

- 1. Sustainable Foundations [48:59]
- 2. Unpacking Unconscious Competence (Part 1) [55:27]
- 3. Unpacking Unconscious Competence (Part 2) [1:02:46]
- 4. Making Sense of the Unpacking (Emotional Momentum) [1:00:05]
- 5. Voids & Sales Stories (Phase 3 & 4) [1:11:59]
- 6. Expert in the Problem (Phase 2) [36:04]
- 7. Matriarchal Origin Story (Phase 1) [51:16]
- 8. Inevitable Offers (Phase 5) [57:54 + 49:59]
- 9. Presentation Assembly Process + GUIDELINES FOR ALL PHASES [27:40]
- 10. Influencing Influencers (and Growing Healthy Communities) [1:05:32]

MATRIARCHAL BUSINESS ONLINE COURSE

Nonmembers: USD \$6000

Members: Included only for Kabasi Members

This is a four month long intensive course that has very specific objectives. Students unpack their own stories and content, and from that, create and present highly educational, emotionally moving and profitable presentations and messages. The highlight of this course is learning and implementing "Emotional Momentum": a framework for moving people to action through story, no matter the context, media or platform.

09

* All courses, material and resources will be made available in varying formats, throughout the year. E.g. Lesson 3+4 of the DB 101 course might be made available as our topic calls for it in September. Always pay attention to the monthly schedules that will outline intended course content.

MONTHLY PROGRAMS

VULA I SEVU: FEBRUARY

Monthly schedules will be posted mid-month (at the latest) prior to the beginning of programming. These will be posted to the Ever Uvi Community platform, and to subscribers on our email event notification list.

Here is our weekly schedule for February 2024:

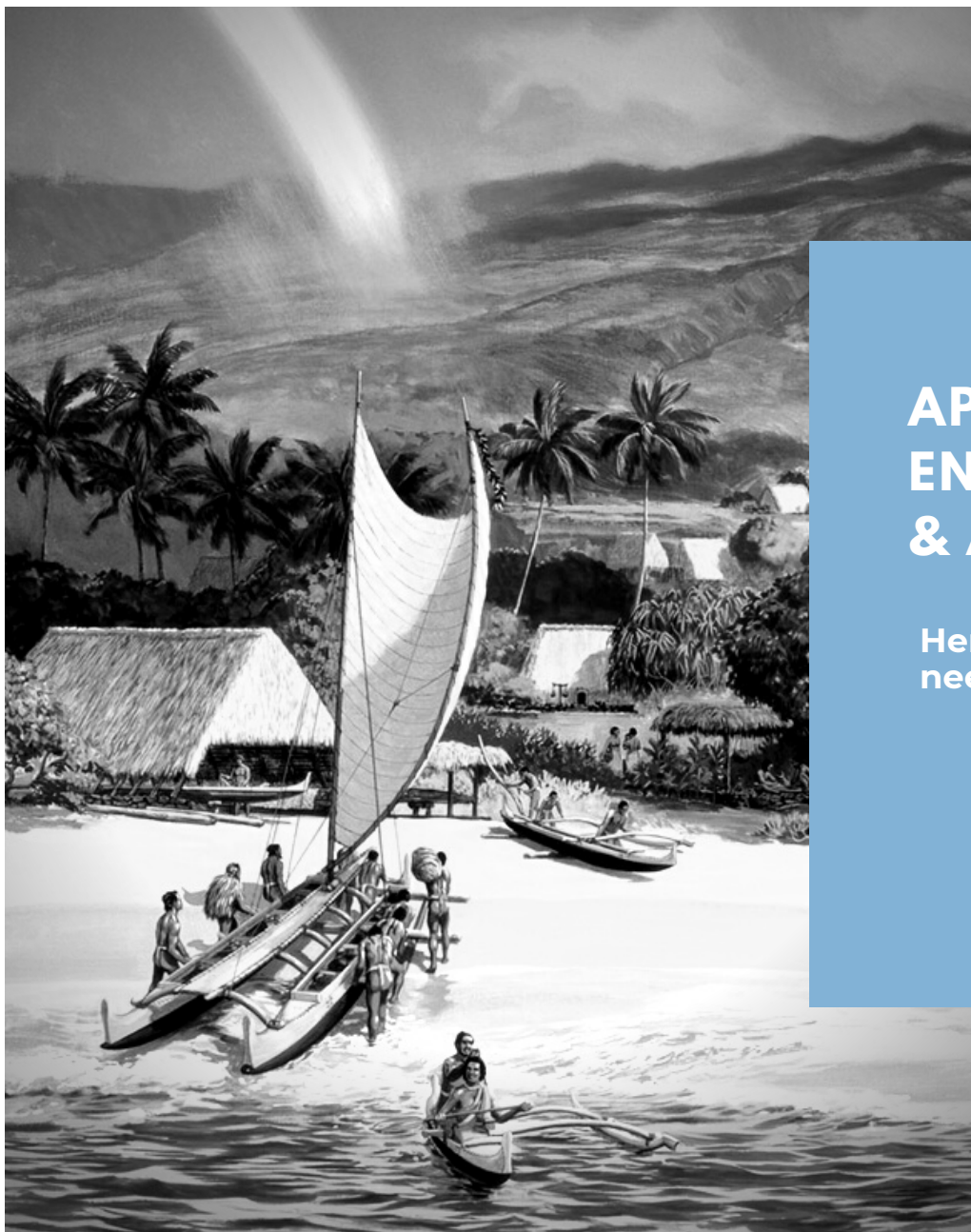
EVER UVI
COMMUNITY
course topic for **February:**
“roots work”

Guided with a combination of weekly intensive prompts/coursework, co-working, group *tala time* + 1:1 as-needed support sessions, we dig deep into your work - **exploring your message and your unique story** to uncover mana-ful, **rooted relevance** in your marketing messaging.

Check out the February weekly schedule:

mon	tue	wed	thu
support hours*	courses day*	solevaka co-working	tala time
9a-1p HT schedule 1:1 consultations with Clarinda, as often as you need. *available for Kabasi (Course) members. Booking is FCFS.	“roots work” *for Kabasi (Course) members. New lessons + prompts will be posted every Tuesday.	12p - 1p HT OPEN TO ALL Koro (community) and Kabasi (course) members.	11a-12p HT as a group, we discuss the topics of the week, and dive into open Q+A and story time. OPEN TO ALL Koro (community) and Kabasi (course) members.

Kabasi is limited to 10 members. For membership info, visit patreon.com/everuvi



APPLICATIONS, ENROLLMENT & ACCESS

Here's what you
need to know.

Artwork: *Kā'anapali 200 Years Ago*
- Herb Kawainui Kāne

KORO x KABASI

Although all of our events, community activities and features are accessible on our online platform, the process of accessing Koro and Kabasi features are slightly different - so please read carefully.

ACCESSING KORO

If you wish to access Koro member features, simply become a patron at any tier: patreon.com/everuvi. Once you've become a patron, you must follow the link to our Mighty Networks platform (where the online community lives): everuvi.mn.co. Set up your profile, familiarize yourself on the platform, and RSVP for events!

***Note:** DO NOT request access to the community without becoming a patron first. You will not be accepted.

ACCESSING KABASI

If you wish to access Kabasi member features, you must first fill out a simple application form. Here is the process:

HOW TO APPLY FOR KABASI MEMBERSHIP

1. Fill out this simple Application form for Kabasi Membership: bit.ly/kabasi
This should take only 5 minutes to complete.
2. Await acceptance. You will receive a response within 48 hours to your email address.
3. Once acceptance has been received, follow the instructions in the email to become a patron (or increase your tier) through Patreon.
4. Head to everuvi.mn.co (Patreon will lead you there also) to where you can set up your profile in the online community. You will then be invited into a separate Kabasi group, where you can access private Support Hours links, and Course Material and information.

MEMBERSHIP FEES

SLIDING SCALES FOR ECONOMIC JUSTICE

On our [Patreon](#) page you will notice different payment tiers for both Koro and Kabasi membership. This is our way of providing accessibility to folx in a variety of financial circumstances.

The benefit of using Patreon is that members have the autonomy to alter (increase, decrease, pause, delete or re-enroll) their tiers/membership on their own. The sliding scale open up that accessibility, also providing a more consistent quality of support, no matter what financial fluctuations you might experience, throughout the natural process of business growth and changing life circumstances.

Accommodating for this is an important part of providing robust, intentional support and resources to the business community in an accessible and liberatory way.

*Sliding scale wording below adapted from Worts + Cunning: wortsandcunning.com/blog/sliding-scale



TRUE COST

Kabasi \$500 / mth | Koro \$30 / mth

These are the true (highest) costs of 3 tiers on a sliding scale. This tier reflects the true cost of this access/programming. It is the cost that would be charged to all members in the absence of a sliding scale. If you have access to financial security, own property or have personal savings, you would not traditionally qualify for sliding scale services. If you are able to pay for "wants" and spend little time worried about securing necessities in your life, you have economic privilege and power in our community. This price is for you.



MIDDLE COST

Kabasi \$250 / mth | Koro \$20 / mth

This is the "middle cost" of 3 tiers on a sliding scale. This tier reflects our acknowledgement that paying the full cost would prevent some folks from being able to access/participate, but who do not honestly find themselves reflected in either descriptions for the highest (true) cost or the lowest. If you are struggling to conquer debt or build savings or move away from paycheck to paycheck living but have access to steady income and are not spending most of your time thinking about meeting basic needs such as food, shelter, medical care, child care, etc., you belong here. If you, however, can ask others for financial support, such as family members, partners, or friends, please consider using those personal resources before you use the resources of the sliding scale and limit opportunities for others.



BOTTOM COST

Kabasi \$100 / mth | Koro \$10 / mth

This is the "low cost" of 3 tiers on a sliding scale. This tier represents our honest acknowledgment that there are folks whose economic circumstances would prevent them from being a part of educational access/programming if there was not a deliberate opportunity made for them to access services at a cost that is reflective of their economic realities. If you struggle to maintain access to needs, such as health care, housing, food, child care, and/or are living paycheck to paycheck, or are in significant debt, this tier is for you - and you probably deserve a community that honors your price as equal an economic offering as the person who can pay the highest tier.

FAQs

1

Q. Can I become a member at any time through the year, or at any time of the month?

Yes, absolutely. If you sign up on the 17th of the month, for example, you can access all the course material and programming from earlier in that month, and previous months too. Patreon will not charge you again until the 17th of the following month, should you wish to continue on.

2

Q. Why the shift to a “loose structure” (month-to-month courses) vs the prior traditional multi-month-long course model of education?

There are many reasons for this shift! In decolonization and liberation work, we must always be open to change, and remain ever critical of what serves, and doesn't serve us. This open education model makes business and marketing knowledge and support far more accessible than it has been made before in our community, without compromising our operational needs. This makes education and support readily available more often, removes barriers of exclusivity, and functions to move with the needs of our community on a consistent and regular basis.

3

Q. Deep diving into my own story work feels like an “edge”...it feels uncomfortable. Is this normal?

Absolutely, and you're in great company. There is much to say on this - feelings of vulnerability, fear of visibility, fear of unknowns as well as knowns are among that. However, what I will highlight is the importance of being supported in this uncovering journey. You may not need accountability, to be told how to plan or what marketing strategies to employ - but even still: doing this while navigating your own story is truly an unpredictable, disruptive and overwhelming minefield. If nothing else, be reassured that if you have an inkling that you need to deep dive into your story, and that it is something to be shared - you are among rare and exquisite company. You would not have these fears and discomforts if there wasn't anything significantly medicinal, impactful and healing for your community to be uncovered. In Ever Uvi, story work is foundational, and we center support for those courageous enough to engage in it.

MEMBER REFLECTIONS

I am learning the true value of my work, where it is needed and why it is important that I get paid for my contribution and the means I need to sustain myself in this work.

Phelicia Okon Magnusson



It helped me fully realize that there is success and profit to be found in doing business in a way that not only does no harm, but spreads positive seeds in your community. It confirmed my intuitive knowings about how I want to run my own business.

- **Graciela Rasor**

Clarinda captured so much of what I've felt about marketing (the ickiness, the manipulation, the disregard for humanity) with clear, compelling, thoughtfully researched and experienced language, then offered an inspiring, sustainable path out.

- **Kate Raykovich**

I wanted to take more of a community organizers' approach but not until [this course] have I realized what that really looks like! And that I could be so excited about "marketing" aka serving & educating!

Justina Grayman



I feel so much more expansive than I ever thought was possible, and I find my Self living through the work I aim to create with my community.

Ryookyung Kim



This course is helping me to craft offerings that are relevant to my communities during multiple pandemics and to build my client base in a way that is generative to my goals.

Jamee Pineda



I'm learning that just because capitalism hasn't yet figured out how valuable I / my work is, doesn't mean my community hasn't.

Vance Brown

