

TECHFLUENCERS™ · BEYOND THE GAME (WITH AI)

After Football, Now What? Engineering Athletic Genius For The AI Economy

BeSkilled Academy transforms an NFL veteran, Super Bowl champions, and a DJ into **Techfluencers™** — joining investors, executives, and innovators at the 3rd Annual Dinner & DealFlow during CES 2027.

ATLANTA, GA / SCOTTSDALE, AZ — Every year, thousands of professional football players face the end of their playing careers. While physical careers have expiration dates, elite athletic attributes — tactical mastery, rapid decision-making under pressure, and relentless discipline — do not.

BeSkilled Academy is changing that trajectory with Beyond The Game (With AI) — a high-impact, 30-hour AI literacy and workforce transformation protocol created by futurist and entrepreneur Mike Johns. The initiative converts raw athletic instinct into strategic digital leadership, equipping former athletes and creative visionaries with certified BeSkilled AI literacy to command the modern digital economy as official Techfluencers™.

"Athletes spend decades perfecting physical execution, but their true edge has always been cognitive. We give them the enterprise AI capabilities to lead as Techfluencers™ driving crucial conversations across technology, human performance, mental health, wellness, and football."

— MIKE JOHNS, FOUNDER, BESKILLED AMERICA

INSIDE THE 30-HOUR CURRICULUM

Across 20 intensive virtual sprints, participants advanced from foundational AI literacy to high-leverage operational execution using enterprise platforms including ChatGPT, Perplexity, and Copilot.

- ▶ **Introduction to AI** — foundations, macro-trends, industry impact
- ▶ **Prompting Mastery** — structured prompting, context frameworks, Prompt Engineering 2.0
- ▶ **iCreate Tools of Mass Production** — AI video, audio/music, visual graphics
- ▶ **The Creator Economy** — scalable, sustainable content engines
- ▶ **Responsible AI & Ethics** — algorithmic integrity, bias, digital governance
- ▶ **Workflows & Autonomous Agents** — enterprise email agent operations

"In football, success comes down to preparation and reading the defense. AI is simply the ultimate new playbook, giving us the exact tools needed to build scalable ventures for our next chapter."

— ANTHONY SMITH, 2X SUPER BOWL CHAMPION



INAUGURAL BEYOND THE GAME™ CLASS

Anthony Smith

2x Super Bowl Champion (Steelers, Packers) & Development Coach

Dominique Easley

Super Bowl XLIX Champion (Patriots, Rams)

Greg Fassitt

Super Bowl XLIV Champion (Saints)

Julius Williams

Professional Football Veteran (Jacksonville Jaguars)

EJTHEDJ

NYC's Very Own DJ & Content Creator

MEET THE TECHFLUENCERS™

The inaugural cohort will be live at CES 2027, featured at the 3rd Annual Dinner & DealFlow — an invitation-only gathering of technologists, executives, investors, policymakers, and media leaders.

Wed, Jan 6, 2027 · Las Vegas, NV

Invitations: marketing@beskilledamerica.com

Partnerships: dealflowces@digitalmindstate.com

About BeSkilled Academy

BeSkilled Academy delivers practical, human-centered AI literacy, workforce transformation, and executive upskilling designed to position elite performers for high-leverage roles in an AI-driven global economy.

Mike Johns, Founder — BeSkilled America

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