THE CODE

"I AM MANSA,
I walk upright—
in INTEGRITY and LOYALTY,
Any challenge that my hands
may meet will be solved
with persistent INGENUITY and
COLLECTIVE-ACTION,
My COMMUNITY resides in my heart—
and my heart resides in my community,
My Actions, My Vision,
My Mind is SOVEREIGN—
and my crown is EVOLUTION."

OUR CROWN IS EVOLUTION

"Above all we persist on, and upward towards our greatest calling.
The "overstanding" and actualization of this idea means—every action taken with intention—will be guided by The Evolutionary Path.
The Evolutionary Path is always the path that yields the greatest opportunity for growth— for you and the world around you.

The Evolutionary Path is rarely the easiest to traverse, in fact, it is often most challenging. Nevertheless, The Evolutionary Path—is the most essential for growth and evolution. When split between decisions—go towards the path that allows for greatest growth.

The Evolutionary axis isn't horizontal, nor is it altogether vertical. The Evolutionary Path is a perpetually climatic spiral. Embrace your journey.

-Mansa Mar'Konash

EVOLUTION

SOVEREIGNTY

COLLECTIVE-ACTION

INGENUITY

COMMUNITY

INTEGRITY

LOYALTY

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PROJECT CHARTER SUMMER 2021

Project Charter: MANSACODE

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MANSACODE Decade

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I-1: PROJECT OVERVIEW

PROJECT TITLE	**MANSACODE**
PROJECT CHARTER AUTHOR	O.B. Mar'Konash- Chief Investment Angel/CEO of MANSA
CREATION DATE	02/11/21
PROJECT REQUESTOR	MANSA (MAR'KONASH,LLC)
PROJECT CHARTER STATUS (Approved/Pending/Rejected)	***Approved***
PROJECT SPONSOR SIGNATURE	
PROPOSED PROJECT START – COMPLETION DATE	June 2021-Sep 2021

I-2: PROJECT DETAILS

PROJECT SUMMARY	MANSACODE is an evolutionary twelve-week personal leadership and entrepreneurial growth accelerator—built for the mission of creating *Space, Access and Evolution* for the YES(Youth Entrepreneur Sector) of Atlanta. In this twelve week accelerator, we assemble a cohort of twelve Youth Entrepreneurs, strategic partners, and a community of Angels, then through the MAC(MANSACODE Accelerator Curriculum)—we actively learn and engage the nine components of a DBM(dynamic business model), computer programming, and personal leadership development.

	Each Youth Entrepreneur is challenged to apply their growing knowledge, and skills towards the strategic development of their business/ideas in that time. At the culmination of the MAC program, each Youth Entrepreneur is rewarded: ≥$5,000 in Seed Funding, ≥$5,000 Scholarship, ≥$5,000 Future Growth Investment Vehicle, and **most importantly, a community that's invested in their personal and entrepreneurial evolution.**
PROJECT GOAL	**Create *Space, Access and Evolution* for the YES (Youth Entrepreneurial Sector) of Atlanta.**
DELIVERABLES	• **Recruit, form strategic alliance** with 10 key community partners • **$120,000 Crowd/Angel Funding** for MANSACODE launch -$60,000 seed money for YES/$5,000 for each Youth Entrepreneur's business/idea -$60,000 for operations/development • **$60,000 Scholarship fund/**≥$5,000 scholarship for each Youth Entrepreneur from partner institution(s) • **$60,000 Future Growth Investment Vehicle**/≥$5,000 starter account for each Youth Entrepreneur from partner financial institution

	• **Recruit, form cohort of 12 Youth Entrepreneurs**, ideally—2 entrepreneurs from each of the six ATL Zones • **Successfully execute the MAC**/MANSACODE Accelerator Curriculum {entrepreneurial development + computer programming + personal leadership} • {space + access} = Evolution • **MANSACODE brand**/promotional merchandise • **Document/Survey the MAC and stakeholders** for constant development • **The MANSACODE story**/Media documentary project
PROJECT DIRECTOR	**O.B. Mar'Konash--President of MANSA/Chief Investment Angel of MANSACODE**
PROJECT TEAM	**MANSAMIND MXFIA** **Consultants + Collaborators** **Partners**
STAKEHOLDERS	**ATL YES** **Great Chapel Baptist Church (Atlanta)** **ATL Community** **ATL Angels** **MANSA** **MANSA Partners**

PROJECT OUTCOMES/SCOPE	**+ ≥$240,000 strategically invested in the Evolution of Atlanta's undervalued YES (Youth Entrepreneur Sector) through MANSACODE** **+ Consistent, safe, productive virtual/physical space for YES of Atlanta** **+ YES** Learn new skills, entrepreneurial+leadership **+ YES** Makes new professional+personal network connections **+ YES** gains *access* to further professional+personal development **+ YES** gains *access* to greater social, economic and intellectual resources **+ YES** walks away with deeper knowledge and greater understanding of the entrepreneurial skill(s) of: • *dynamic business modeling; they will learn to identify, analyze, effectively design and execute their own DBM* • *concepts of the lean start-up* • *customer relationships* **+ YES** learns Computer Programming/coding skills: • HTML, JAVASCRIPT, CSS

	+ YES understands how to build on these skills and leverage them towards the further development of their business/ideas—engaging their knowledge of the DBM. **+ YES** gains effective personal/leadership growth experience: • Angel/Mentor connections • Personal+Professional progress(Evolution)/ reporting, metrics and accountability **+ New dynamic data/information**, insights and methods of engagement for the present and future development of the MAC and YES of Atlanta **+ Dynamic catalyst for the ATL community to engage and support YES of Atlanta** **+ Evolutionary Community support apparatus built for YES of ATL**
CONSTRAINTS & RISKS	• Public health/social distancing • Scheduling • Funding • Under/over planning • Equipment, technical infrastructure

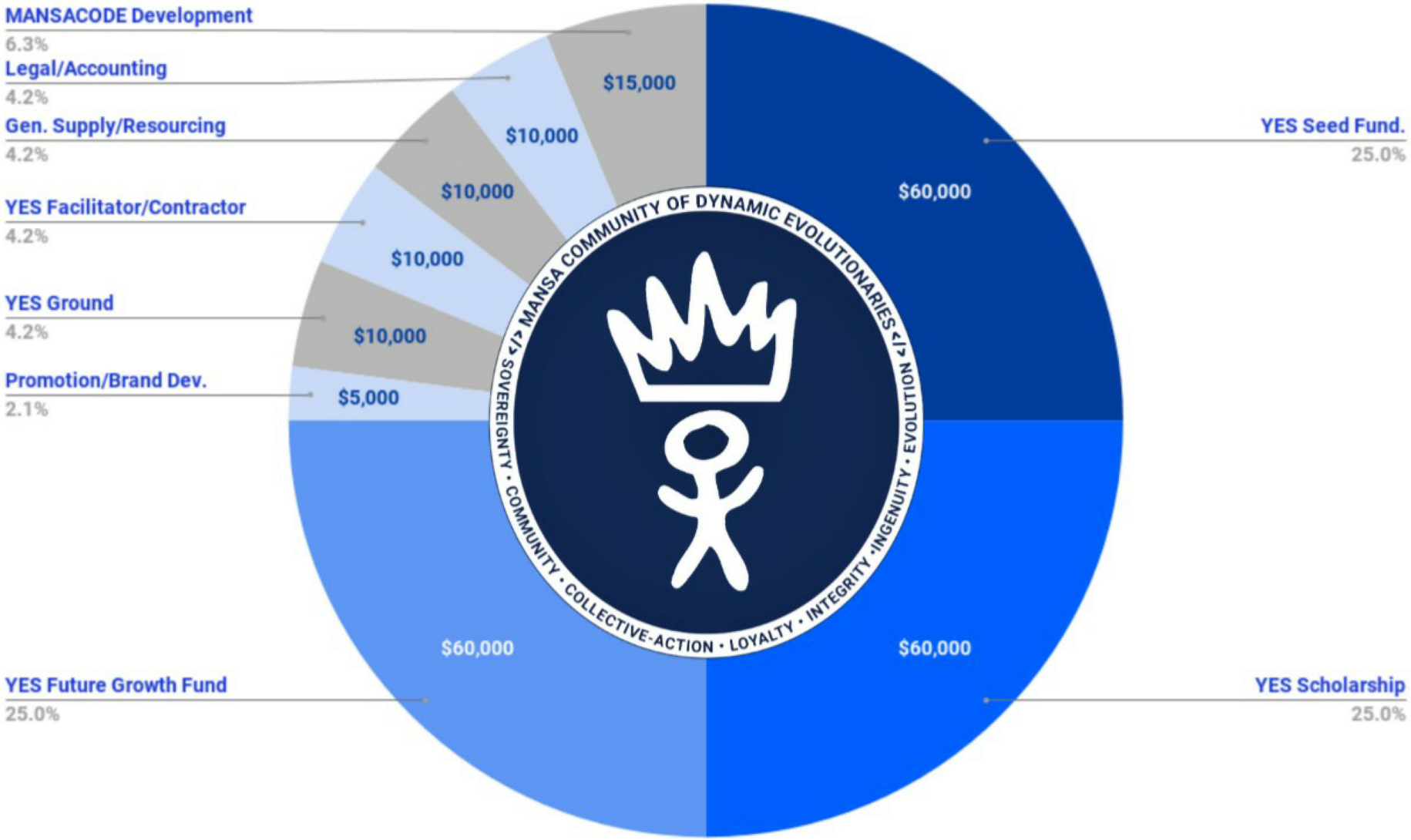
MISSION CO$T/FUNDING	**≥$240,000 strategically invested in the Evolution of Atlanta's undervalued YES (Youth Entrepreneur Sector)** • **MAN$ACODE Project = $120,000** + $60,00 Seed money for YES/$5,000 for each entrepreneur's business/idea + $60,000 operations/development • **$60,000 Scholarship fund/**≥$5,000 scholarship for each Youth Entrepreneur from partner institution(s) • **$60,000 Future Growth Investment Vehicle**/≥$5,000 starter account for each Youth Entrepreneur from partner financial institution *Funding and resourcing for the micro startups, and the MANSACODE Accelerator Curriculum will come from a combination of brand equity revenues, sponsorship, strategic partnerships, crowd funding, and angel investment. See MANSACODE SFS(strategic funding structure) for more information.*

CHARTER APPROVAL

Signature: _____ Date: _____
Print Name: _____
Title: _____
Role: _____

Signature: _____ Date: _____
Print Name: _____
Title: _____
Role: _____

MANSACODE SFS (Strategic Funding Structure)



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MANSACODE MISSION MODEL

Key Resources

- Computers/Software
- Social Media
- Website/app
- Intellectual Property
- GCBC space/equipment facilitation
- Data/Information

Key Activities

- MAC Facilitation/Execution
- Promotion/Brand Strategy
- Outreach/Recruiting
- Research + Development
- Fundraising
- Documentation/Surveying
- Website/App Development

Mission Cost/Funding

- $60,000 seed money for YES/$5,000 per entrepreneur
- $60,000 for operations/development
- $60,000 in scholarships
- $60,000 in new investment accounts

*see SFS(Strategic Funding Structure) for more details.

Mission Achievement

- Space, Access, Evolution for YES of Atlanta
- ≥ $240,000 strategically invested in the Evolution of Atlanta's undervalued YES (Youth Entrepreneur Sector) through MANSACODE.
- Consistent, safe, productive virtual/physical space for the evolution of the YES of Atlanta
- YES gains *access* to greater social, economic and intellectual resources.
- Evolutionary Community support apparatus built for YES of ATL.

SPSB Model

KOD	Partners	Support/ Buy-in
YES	• MANSA • A Better Man • AYA	Strategy Collaboration Collaboration
Financing	• MAR'KONASH • ATL BOBR • Crowd • DCCU	Angel/FR Collaboration FR Accounting
Branding/ promotion	• MAN$A • Influencers	
General support	• Great Chapel Baptist Church* • Inverted Arts • MANSA • FCS	
Angels	• United UL ATL • ATL ABOR	
R&D	• MANSA • Brain Rain Sol. • FCS/Lupton • ATC	

Value Proposition

Access • Space • Evolution • Dynamic Entrepreneurial/Skills Development • Dynamic Personal Leadership Development • Access to Funding

Beneficiaries

- YES (Youth Entrepreneur Sector) of Atlanta
- ATL Community
- Angels

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MANSACODE DECADE

2021-2025(1st Term)

- Fund/Launch MANSACODE Inaugural cohort in Atlanta
- Launch of MANSACODE's promotional branded apparel
- Second MANSACODE cohort launched/funded
- MANSACODE Evolutionary fin-tech mobile/web app
- MANSACODE Expansion/2 cohorts of 12 per season
- Pilot MANSACODE juvenile detention program

2025-2029(2nd Term)

- Introduce new MAC program
- Introduce MANSACODE to new US market
- Expand capacity in new market(s)
- License MANSACODE/content/intellectual property
- Introduce MANSACODE to international market
- Launch MANSACODE crypto project

MANSACODE GLOSSARY

Access
Access to social, economic and intellectual resources and development.

Angel
Any Individual whose committed to the evolutionary advancement of their community—investing social, economic and/or intellectual resources into the entrepreneurs and visionaries who shapes it.

Evolution
Intentional, measurable and dynamic growth towards the fulfillment of our ultimate purpose.

KOD
Key Operational Deliverables

MAC
MANSACODE Accelerator Curriculum

MANSACODE
MANSA Community Of Dynamic Evolutionaries

MMM
MANSACODE Mission Model

SFS
Strategic Funding Structure

Space
Space(physical, virtual, mental) to constructively challenge our ideas, to create, proliferate and evolve as entrepreneurs, innovators and individuals.

SPSB
Strategic Partnerships Support/Buy-in

The Code
The Code is MANSA's *crown values and* vision, it must remain at the core of all we do as a community, and as the individual evolutionary. The Code not only serves as a constant reminder of our greatest values, inasmuch it is an active guide for those who journey the *path of the evolutionary.*

YES
Youth Entrepreneurial Sector; entrepreneurs and/or innovators—17-35 years of age from traditionally undervalued segments.

ZONE7/Z7
ZONE7 is the Evolutionary State of mind, the official home of MANSA Community Of Dynamic Evolutionaries.