



MnM ArcOne LLC

Millennium Movement

“xYZ”

Generation Education – Generation Hope

Founded in 2019, MnM ArcOne LLC, was a grass roots start-up organization currently operating in the greater Springfield Missouri area and was founded by Entrepreneur and Strategist, Aaron M Lambert. The son of James and Sandra Lambert, James Lambert is the current owner and President, of [Lambert Monument](#) in Kankakee IL., of which –

The late Edmond and Rose Lambert of Lambert Monument & Sons has been an integral part of the community for over 70 years, and the “family business” continues to serve the needs of its community, friends and clients, during the most difficult of times in their lives and they remain an inspiration to us all.



Today, as a Beacon of Compassion, Lambert Monument is an Inspiration to all Americans. It is worthy to note of the Lambert Family Strength, Commitment to Excellence and enduring Hearts to succeed, **when since 1955, only 12% of US Fortune 500 companies remain in existence today, or when the [AEI study was first published back in 2014.](#)**

“Fifty years ago, the life expectancy of a firm in the Fortune 500 space was around 75 years. Today, it’s less than 15 years and declining all the time”.

A 2014 AEI study continues and sites “***Creative Destruction***” (***CD***) as a positive driving force in in the American economy, but it ***falls woefully short, in correlating the collateral damage, the Ripple***, that ensues, when employees of those very Fortune 500 organizations are laid off by the Tens of thousands, year after year. Many middle-class Americans, who are the predominant employees of all Fortune 1000 companies struggle to re-enter the job market, their lives were and remain affected on a grand scale. While others manage to find jobs in high-growth sectors, but only after falling deeply into debt, as the requirements of education and certifications, have increased exponentially and are mandated at most American corporations.

This mandate and now almost insurmountable amounts of educational debt has left most Americans (Millennials in particular), ***Without Hope of ever realizing a true educational Return on Investment (ROI).***

Is the Root Cause corporate misconduct, shareholder greed or just mismanagement of the organizations defining Mission Statement? In any case, the results are the same. A declining American Middle-Class, and a job market that now sees it’s emerging work force higher in debt just to check a prescreened degree requirements box, when most many employees, upon college graduation, will learn more in their first year of employment, than they did throughout all their higher educational endeavors.

The irony of this situation is that a large majority of the emerging workforce, ([Millennials & ZGen’s](#)) are already, from the time of high-school graduation, predominately better equipped to operate in today’s socially diverse global society, then prior generations.

([Educated](#)), sophisticated in their understanding and management of today’s modern society, more-so, than their parents could have ever *dreamed* and in some cases, attempted to realize. It’s “no-wonder” ***why Millennials & ZGen’s feel entitled...as they should.***



Now that we have opened pandoras box and put the spotlight on 2 Generational segments, let's take a step back and realize, this is not a mutually exclusive problem, nor does it or has it, only pertained to these generational segments, but unfortunately, due in part to their unconventional views on the proper role of jobs ([New York Times Article](#)) and desire for higher education, they have become the next generational “pin cushions.” **This due in part to the post Pandemic Era and the large majority remote worker workforces who have yet returned to the more traditional or proper roles of the professional corporate workplace or workforce.**

At MnM ArcOne, we intend put a stop to this madness and frankly, do what all Americans should be doing. We intend to promote and support their unconventional views on life and the proper roles their careers should take, behind the more important aspects of family, community and stewardship of our OneHome. This place, we all call home, Earth...

For Millennials and now, due in part to the efforts of our organization, MnM ArcOne has “Bridged the Generational Gap” and grouped this cohort, into the “xYz Generation of Education.” The future is theirs to shape and mold, but today's business as usual, a dogma, fueled by many of the nation's largest corporations, colleges & universities, does nothing to drive and encourage *leadership, entrepreneurship, and strong community interests at both the corporation, individual employee, and their families, levels.*

With MnM ArcOne, That's About to Change. Why & How?

“We focus our efforts on the world's greatest generational hopefuls.”

**The world's largest, most diverse, financially influential
spenders and today's
predominant global workforces.**

That's Hope You Can Believe In!

“xYz”

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GenXrs, Millennials(Y), and the ZGens

Fifty years ago, a large majority of job creation, fueled by entrepreneurial leadership existed in part by the individual awareness, that *Dreams Come True, and are made right here in the United States*. Therefore, a large percentage of middle-class Americans, owned and operated their own private small and medium sized businesses.

However, this mindset has slowly eroded, and for reasons too lengthy and or purposeful for this discussion, it will be summarized as this; most Americans today believe that the only way to get ahead in life and have any *hope* of the once “*World Renowned – American Dream*”, is to follow in their parents footsteps, go to college and at best, work for a large corporation in *hopes*, they can give their children a better life than what they had, and in many cases, struggle to realize for themselves.

Folks, *The System is Broken and Not Reminiscent of The Beloved, American Dream.*

Aaron Michael Lambert, MnM ArcOne’s Founder, CEO & Chief Strategist, in conjunction with his “personal-in-nature,” homeless behavioral life sciences & survival, a course and research in humility, has recognized and theorized, that the above is an American Mission Critical Issue, in today’s declining American Middle-Class and in our Global Society.

He also suggests that, “New Thought-Chains of Evolutionary Ideas” are required to solve our “Nation’s Greatest of Social and Societal Epidemics. He’s not alone in this idea, Insert Bill Gates info...

Surprise!

“The Addiction to our old ideas and beliefs

are somehow useful now, for our Current or New Problems”.

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Addiction is, as Addiction Does.

Cyclic in Nature, and in Defense of Itself, the –

“Affinity to the Infinity”



“The Nothingness of Change”

In addition, Aaron Lambert the Founder of the Life Sciences Human Integration Re-Generation (HiRG)®, a Human Intelligence Interactive (Hii)® and Human Analytics (HA)®, the basis for the framework, the theory and concept for “Life, as an EcoSystem (LaaES)®”. Like, HiiHA!

The above, part of the broader scope of the study, suggests that Human Intelligence, is all that is needed, to solve our most complex societal problems and the current *Failures in America and Abroad*.

The Founder goes on to state, that an equally as important Failure in America, is due in part by the systematic breakdown of the Family, it’s structure, the responsibilities to their own internally functioning members, but also goes on to state that a solution exists (research in progress) and is nothing short of an –



“Artful-Creative-Design (ACD)”

Force alone or linear thinking (border walls) “will not solve” our complex and diverse Small Community, City, Nationwide and Global Challenges, but a “Benevolent Approach,” a Movement, created for and driven by Millennials and for the Millennium of “xYz” generations, an integration, and one that MnM has harnessed, in the Power of a GoMovement(s)®. This movement, a human-train-like-inertia, thru which MnM Advocates, Educates and provides modern day culturally rich, inversion focused programs and life skills through its MnM Academy & Universities.

“The University”, leverages the strength of such leaders as Amazon, Dell, Microsoft, Verizon, Google, VMware and other Cloud driven platforms to deliver a rich and purposeful Education (ASP/SaaS models & platforms) and is available to all generations, but focused on the promotion of our “Nation’s Greatest Hopefuls” – the “xYz”. **The Hopefuls**, of today and tomorrow’s Entrepreneurs, Business Leaders, Workforce Employees, Political Figures, and Scientists.

The Thinkers, the Tinkers - the Doers of all Things!

The MnM University and ArcAngel Academy, is unlike any traditional charter school, college, university or their “education as usual” on-line course curriculums (me too platforms), but rather MnM and LamvertHearts.org, has Aspired, and Inspired the creation of an Artful-Creative-Design Curriculum (AC/DC)! Told ya so!

*The Curriculum, Strategic Courses that Positions its Graduates for True Entitlement, One of Greatness in overall higher educational achievement, and for **Our Integrated Human Primary Purpose**.*

Life, the Business of Survival – That’s my business. This is my survival. This is what it took.

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That's Life in Balance, that's Life, in the MnM EcoSystem

That's

Life, as an EcoSystem (LaaES) done with MnM (EaaS)

This endeavor is recognized by MnMOne (MnM), The Lambert Foundations.org & LambertHearts.org, both of which working collaboratively, commemorating as the collective, a Monument of Achievement in Human History and **Advancement and in part, of the Human Intelligence Initiative (Hii)**, through a means of individual Small to Medium Business Ownership in the “.US” web space, and **of which, operates within the beloved Internet of Things (IoT) and quite possibly, as a Brick & Mortar Store Front.**

The American Dream realized...That was Easy!

Upon completing an excelled strategic course curriculum (strategic business acumen & life skills), each student will have learned the advanced fundamentals of how to take an idea, a .us domain from Concept to Research & Development (Plan, Build, Run) a small business endeavor, contributing to their own bottom-line and that of the middle-class American Economy.

With a degree that pays dividends, without ten's of thousands of dollars of debt. MnM University and the ArcAngel Academy, will collect a modest, but fair tuition based upon “pay as you go” classes (on-line and brick & mortar), but will also continue to support the students ongoing operations as their business scales and if required, provide outsourced support and management of their operations (infrastructure, back-office & cybersecurity, etc.).

Insert Tuition Reimbursement Strategy (MBO) – Debt Free Education

The key to the program's success and profitability is that the Academy is not only compensated in the form of tuition and ongoing post-graduate Managed & Professional Services offerings, but

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as an evolutionary profit-sharing partner model and structure that is proposed for a period of pre-determined years, at a level to be specified under a “**General Partnership Agreement**”. The “Agreement”, a general “Terms & Conditions” structure, provides ongoing revenues to both parties involved. The MnM University and ArcAngel Academy’s program(s) and structure allows the students to take on Real-World initiatives and practice their “***Art of the Deal.***” to learn hands on experience in terms of writing strategic business plans, obtaining investor funding, complex contract negotiations and partner network creation. The model has inherent protections that exclude debt share and or liabilities, including, but not limited to limits of liability or loss (of all types - lol) and bankruptcy, except whereby those actions are favorable in terms of “advantages and protections” that are inherent in most of today’s corporate partnership structural agreements.

From Day 1 – each student will be responsible for co-creating and managing their MnM University and or ArcAngel Master Services Agreement. This agreement (the Academy and Student Relationship) will evolve as their understanding of the curriculum advances therefore, so do their agreements, amendments, achievements and business ownership endeavors.

MnM University & ArcAngel Academy Entrepreneurs and or Newly Arriving Immigrants into the United States, they’re Lives will Evolve –

These are the “YETs” in Life, Now Being MET.

Expound on Academy Caching Strategy at or near the borders of neighboring countries. Pathway to citizenship or simple, the door opener to expanding our borderless lines. Ensures a proper methodology and framework (Mexico & Canada). That’s a gap, bridged.



MnM ArcAngel Academy Millennium Evolution Transformations (MET)[®]

With the complexity of our ecosystem changing and everything in-between, MnMOne (MnM), not unlike today's finest apps (applications) that so many Americans have become accustomed to, dependent upon, (addicted to), MnM will continually enhance their lives by “*keeping them in control*”, allowing them to live their lives efficiently, purposefully, and “striving for what matters most”.

The Founder Expresses it “Like” this – [Strive to be Happy](#) I do.

More information about the MnMs .US strategy can be found here:

Click Below



Strive to be Happy, no Matter the Changing Fortunes of Time!

In the Spirit of tradition, the Lambert family name(s) and legacy, MnM has been conceived and situated as the parent company ensuring the Charter and Mission Statements of its (4)

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Business Units, RippleOne, InspireOne, and ArcOne. The MnM University is planned to operate as a wholly owned subsidiary of MnM and as a separate operating company.

In addition, The ArcTube Media Platforms (Online & Cloud), will follow in the same suite as separate operating companies and wholly owned by MnMone (MnM). The Online media platforms have been conceived to provide K-12 educational media for primarily those students with identified or perceived learning difficulties. The platform will provide teachers nation with a full curriculum in conjunction with our planned partner, Understood.org

The curriculum will extend beyond the classroom and into the Home-Room, whereby parents are immersed in their childrens at home education and further developing their multi-sensory approach to life and giving those students, an edge up on traditional public education programs.

On the flip side, the Cloud delivery platform is designed for the 3 planned media stream platforms, which include an all Genre Dane Tube for children and juniors only. A secondary platform will be for Teens and young Adults and third for Young Adults, Adults and Seniors. This ensures our oath to the communities we serve and keeps those individuals who are bankrupting our communities, by posting demoralizing and provactive videos or short streams.

The ArcTube Family of Media Platforms

- 1. ArcTube.us*
- 2. Arctube.Cloud*
- 3. ArTube.Online*
- 4. SockDance.com*
- 5. SocialOne.com*

MnM, having a strong interest in all Arts (including performing arts) and is therefore, a leader in all “xYz” Generational Advocacy Programs through its BCoperations, but they are completely separate from a Leadership and IRS taxations purposes, and its affiliate non-profit companies “*the Hearts Ark*” and the “*the Hearts Ark*”.

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Such initiatives are under way today and can be found at www.myMnMs.us and Titled –

GoMovement® and BCL®

The program, another “X-marks the Spot”, a Platform for Community Change & Evolution, a Challenge for our Futures, being MET today by MnM. The programs are designed for Children and Teens, driving strong community awareness and relationships that foster an ecosystem of positivity and modern cultural life, influences and experiences.

BCLR™

Big Community Leadership & Relationships –

...in myManners, it Matters!

Reference Original BCLF

Designed for Kankakee Community

With Name Change (no 3 K's Reference)

The Ownership

MnM (dba Millennial Movement), the company is structured as a Limited Liability Corporation or LLC

The Management

Aaron Michael Lambert – Founder, CEO and Chief General Strategist (Ref: [Aaron Lambert Resume](#))

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The Goals and Objectives

The strategic goals and objectives of MnM will evolve over time and of which, will be incorporated into the business plan as an amendment in order to ensure strict alignment with its potential partners and investors, but only if said guidance is in accordance with the founding charters, mission statement(s) and its spirit of conception, to serve the needs of its clients, communities of interest, and its dedication to the arts, a philanthropy in the form of leadership and direct financial support.

That support is in the form of reinvestment of MnM profits after EBITDA positive status and to coincide with predetermined investor repayment compliance. Said compliance, will be formulated into the business plan as an amendment, if such dates occur.

A more detailed "forecast and outlook" will be provided as an amendment.

*****Forecast is the Excel Operational Layout & Operations Chart*****

The Product

(IoT) www.TheEoT.US www.myMnMs.us (aka www.MillennialMovement.us)

The Target Market

The "xYz" Generations, Worldwide

- Primary - xyz
- Secondary – before and after
- How to bridge the gap, for total inclusiveness

Pricing Strategy

TBD as an Amendment

The Competitors

SWOT to be provided as an Amendment

Capital Requirements

TBD to support the below "First 100 Days, Above & Beyond"

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First 100 Days

1. Secure Initial Funding (or Grant) to support the continued efforts of the "Initial" formation and requirements as outlined:

- a. Hire – Obtain General Counsel/Legal Representation**
- b. Review & Finalize LLC Operations Agreement**
- c. Submit for Local Business Licensing**
- d. Submit to the State the Required Articles for Business Formation (Incorporation) & for Taxation Purposes**
- e. Submit to the US Patent Office previously TESS cleared Trademarks. Furthermore, submit newly created Logo's and apply for Copyright, Patent and or Creative Commons Licensing Derivative Protections.**
- f. Representation at investor and or partner proceedings.**
- g. Review and finalization of all amendments to be incorporated in the final business plans, as it relates to MnM formation, all structures and legal relationships to operating companies, partners, affiliates and future investors**
- h. Continued Legal Retainer, "On-Demand" support and representation**

2. Hire – Obtain CPA/Accounting Services (CFO)

- a. Develop fiscally conservative outlooks, financial budgets, operational accounting services above the current Intuit QuickBooks financial platforms for CRM, Quoting, PONs, SOWs, Payroll, Payment Processing, Forecasting, Reporting and Compliance (PCI).**
- b. Compensation & Benefits - Plan Development**
- c. Develop and extend initial employment offer letters to current Employees (see Retainer/Volunteer Contracts), Executive Management & Operational Teams.**
- d. Hire an Interim President for MnM, to potentially become the CEO**
- e. Hire an Interim CEO for Lambert Foundations & Trust**
- f. Coordination with General Counsel to finalize all amendments and business plans to be incorporated into any final business plans, as it relates to MnMs formation, all structures and legal relationships to operating companies, partners, affiliates and future investors.**

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3. Finalize Additional Web Development Plans (Web Presence)

- a. Leverage existing [GoDaddy](#) & [Vistaprint](#) Relationships
- b. Negotiate White-Label Reseller Agreements for MnM Academy & InspireOne Operations
- c. Implement MnM Domains
 - i. Resolve – All “Tactical & Strategic Domains
 - ii. Continued acquisition of Trademark Domains
 - iii. Implement favored domain search results and services on all search engines (i.e. Google, Yahoo, Bing, etc.).
 - iv. .US web extension Auction Acquisition
 1. Supports MnM Academy and InspireOne Operations

4. Leverage [Insight Business Relationship](#)

- a. Obtain White-Label Reseller Agreements for Level 1-3 Managed NOC & ArcSight CyberSecurity Services & Platforms (SOC).
- b. Negotiate Master Services Agreement to support MnMs initial formation & beyond (Contact Center, IT Outsourcing & Telecommunications (LAN, WAN, DataCenter, VoIP, etc.)
- c. Develop Strategic Infrastructure Roadmap, Including Partnership agreements within that of those existing at Insight

101 Days & Beyond

1. Free Tuition – Reimbursement Model
2. ArcWireless – StoreFront, Academy, On-Line
3. ArcCloud
4. ArcTube (DuckDuckGo or Cake)
5. URL Redirect Technology
6. Scholarships



7. Partners
8. Hearts Ark, LambertHearts.org
9. The Hearts Art
10. Business Units
11. QuantumEvE
12. Domain Asset List (MnM, ArcTube, ArcWireless [.us & .com])
13. Domain Auction .us
14. Operations Chart
15. Community Sustainability Model
16. Org Chart

All other requirements will be submitted to the retainer, vendor or investor of support by reference of a "statement of work" (SOW) basis, and if required, an amendment request for future funding to the investor to support evolving requirements. A strict adherence to fiscal conservatism will be judiciously followed to minimize project and objective "scope creep" and will be managed, as a fiduciary duty of all "members", the "employees" of MnM, its business units and or affiliates.

*In addition to the above, MnM will contact and explore additional relationships, as they are strategic to its operations. **However, our expectation is that our "Trusted Partners", will assist in this process.*** An open-mind dialogue is encouraged, should there be any hesitation to this request. The Framework, ABC, IT's easy as 123



In Closing, My Final Thoughts...

*You may not expect this, but until recently, I was **homeless for 3 years**, experienced tremendous hardship, adversity and loneliness, but in the **Lambert Hearts Fashion**, I adapted, over-came, forgave myself, and this entire project reflects my **Spring Forward** and my-way-of-saying...*

Thank You God! I'm Eternally Grateful for my Life! In-Service, I will show the world my Love and what I can do, and I am showing you, my heart as expressed in this business plan. Heart is what I have left.

Truly,

Aaron Michael Lambert

Appendix Items:

- Financial Statements
- Organization Charts
- Review all the items outlined in the ArcOne Executive Summary for Investors

MnM - DBA Millennial Movement
Actual and Projected Income Statement
For the year ending the 1st day of January: (USD - US Dollars)

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“Pending Funding”