

IT'S  
COOL TO  
BE SMART

afrazierkidproduction

Conscious - Open Minded - Optimistic - Loving

It's  
C.O.O.L.  
to be  
S.m.a.r.t.

Successful - Mindful - Authentic - Respected - Talented



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# *It's Time to Make a* DIFFERENCE

Education is the Greatest Equalizer | Technology is the Future  
Bullying Must Stop | S.M.A.R.T. is C.O.O.L.



# IT'S C.O.O.L TO BE S.M.A.R.T IS A MOVEMENT WITH EDUCATION AND ENTERTAINMENT SERVICES FOCUSED ON MAKING SMART THE NEW COOL.



## *The Business* CASE FOR CHANGE

- ▶ **Education is the Greatest Equalizer:** The APLU states that, "Bachelor's degree holders are half as likely to be unemployed as their peers who only have a high school diploma and they make **\$1 million** in additional earnings on average over their lifetime."
- ▶ **Technology is the Future:** Forbes says, "Tech billionaires are worth a combined **\$2.5 TRILLION**, far outpacing the next-best-performing industries, fashion and retail (**\$1.7 TRILLION**) and finance and investment (**\$1.5 TRILLION**)."
- ▶ **Bullying Must Stop:** According to the UNESCO Institute of Statistics, "**One third** of the globe's youth are bullied."
- ▶ To be S.M.A.R.T. and C.O.O.L. is a **Force-Multiplier**.

# THE VISION

*The Movement*

A vision transforms into  
a movement with  
strategy and  
dedication.

It's C.O.O.L to be S.M.A.R.T. is a  
Movement, Education, and  
Entertainment Program launched by  
The E.D.G.E. Foundation  
([thefoundationedge.org](http://thefoundationedge.org)) to spark a  
national dialogue around the  
importance of Education,  
Development, Growth and  
Excellence for the youth and adults  
to succeed in the 21st Century.

Programs will consist of  
documentaries, books, podcasts,  
music, blogs, radio shows,  
workshops, consulting, community  
service and motivational public  
speaking.



# Entertainment SERVICES

## It's C.O.O.L to be S.M.A.R.T.

### Documentary Docuseries Summary:

The project is a 6-episode docuseries about the life of Reginald "Cool Mill" Shareef, and his quest to make S.M.A.R.T the new C.O.O.L. This savvy tech executive, musician, philanthropist, and entrepreneur connects with friends from childhood, college, and Corporate America to share stories that change the narrative, inspire hope and spark a conversation for change. He made it out the roughest community in Pittsburgh, went to College at an HBCU-Tennessee State University, became a hip-hop artist, launched a real estate firm, foundation and climbed the ranks to be a Corporate Executive working for two of the largest Companies in the World (Microsoft and Lockheed Martin). His network and connections allow him to be the perfect conduit to bring people together from all walks of life and share their collective stories with the world. Content will be developed and delivered to capture the senses and reach people through every medium of how we learn today.



### Entertainment Workshops

- ▶ **Poetry in Motion (Mobile Music Studio):** We bring the studio to you, as a learning mechanism to see how music is produced, recorded, and engineered. Participants are provided with the opportunity to learn from industry professionals about the importance and value of music, to include stories, successes, failures, and tips and tricks on how hit records are made.
- ▶ **Music as a Conversation:** Designed to use music as a vehicle of expression to connect others, our Music as a Conversation Program allows people to communicate through music and poetry to spark dialogue. Facilitators play verses from songs and break down the lyrics as a way to educate and inform. Additionally, participants will learn about the 50+ careers in music (artist, producer, engineer, lawyer, etc.) and how they intersect with the music industry.

*Entertainment with a Purpose*

# Workshop

## EDUCATION SERVICES



- ▶ It's C.O.O.L to be S.M.A.R.T. Workshop: Students and Professionals learn about 17 key principles that are essential to succeeding in the 21st Century. From being invincible, believing in a higher power, speaking up for yourself, overcoming challenges and learning how to make boss moves. Participants will leave this workshop with a renewed spirit and confidence to take these key lessons and apply them to their daily lives.



- ▶ Mission = Goals. Passions. Superpowers (GPS) Workshop: This self and personal improvement workshop is designed to teach individuals how to develop their Mantra/Mission Statement. Participants are taught how to:
  - ➡ Identify their Strengths and Superpowers;  
Turn those Superpowers into Passions;  
Document their Goals and Package up  
their G.P.S. to create a powerful  
Mantra/Mission Statement.



- ▶ Mission = Values Workshop: This self and personal improvement workshop is designed to build off the Mission = G.P.S. workshop and teaches individuals how to align their GPS with their Core Values.

# Student Driven

## EDUCATION SERVICES



It's C.O.O.L to be S.M.A.R.T. Students: This program gives students (K-12 and College) confidence and hope through reward systems, career days, speaker series, and assemblies with influential professionals that share stories about life and the importance of education, development, growth, and excellence. Students learn the secrets to success, resiliency, self-worth, life skills and determination necessary to achieve at the next level.



Historically Black Colleges & Universities (HBCU) College Tours: Students are taken on tours to learn about the value of an HBCU through the 7 C's: Culture, Campus Life, Comradery, World Class Education, Community, Cost and Connection.



*Building Confidence & Hope  
through reward systems.*

# Consulting & Partnerships

## EDUCATION SERVICES



- ▶ S.T.E.A.M. Awareness and Programming: Providing Consulting and Programming for S.T.E.A.M. education, workshops, camps, coding, and after school programs.
- ▶ Liked, Subscribed, & Shared: The Power of Relationship & Connectivity Workshop: Our world is filled with opportunities for positive peer to peer interaction, and relationships are spaces where quality investments produce great rewards. Relationships are the foundation of positive youth development, and one's ability to connect with another on a genuine level is a power that leads to the positive change that our society deserves. The Power of Relationship & Connectivity workshop provides participants with the following opportunities:



- ➔ Explore how to inspire interest, engagement, and commitment within the environments they serve.
- ➔ Learn techniques that will strengthen their ability to create genuine relationships that lead to purposeful collaboration.
- ➔ Learn how to facilitate synergy amongst engaged groups of all ages.



- ▶ How to Recession Proof Your Career Workshop: Recessions present the perfect time to assess your skillset, evaluate industry trends, and invest in career development. Taking ownership of your career is paramount to success, and having an honest conversation with yourself about your superpowers and areas for improvement is essential. We must be intentional, strategic and focused to be gainfully employed in the current climate. In this presentation, participants learn how successful individuals map their career, identify key themes and trends, self asses, learn from their experiences, and leverage their skillset and network to win. The instructor teaches four core principles of: **Know You - Be You - Do You - Act You** to help attendees build their confidence, mindset, and personal brand to recession proof their career, regardless of market conditions.



# SUPPORT

## *The Movement*

1. DONATE TO THE E.D.G.E FOUNDATION @  
[HTTPS://WWW.PAYPAL.COM/PAYPALME/THEFOUNDATIONEDGE](https://www.paypal.com/paypalme/thefoundationedge)
2. CONTACT US AT: [COOLTOBESMART@THEFOUNDATIONEDGE.ORG](mailto:COOLTOBESMART@THEFOUNDATIONEDGE.ORG) FOR  
BOOKINGS AND CONSULTATIONS
3. SUPPORT THROUGH GRANTS, PARTNERSHIPS AND SPONSORSHIPS
4. FOLLOW [@COOLTOBESMART](#) ON THESE SOCIAL MEDIA NETWORKS



Learn more about the programs @  
[thefoundationedge.org](http://thefoundationedge.org), and [cooltobesmart.com](http://cooltobesmart.com)