

**“ MYSTRY 4OUR “ (M4)**

MY STORY , 4 OUR STORY.

COMMUNITY | MINDSET | LIFESTYLE

# OUTLINE

1. WHAT IS MYSTRY 4OUR ?
2. WHY MYSTRY 4OUR EXISTS.
3. WHAT MYSTRY 4OUR DOES.
4. WHO MYSTRY 4OUR SERVES.
5. MYSTRY 4OUR BUSINESS MODEL.
6. MYSTRY 4OUR CALLNG IN.
7. OTHER OFFERINGS.
8. CONTACT.

“ *MY STORY* , 4 *OUR*  
STORY “

A play on the words -  
“mysterious, mystery, my, your,  
our and the number 40”

- MY STORY: MY-STRY
- 40: (4)-0 (40 Days, 40 Nights)
- YOUR(UR): YOUR STORY | YOU ARE
- OUR (OUR): 0-UR

MYSTRY-40-UR = “MYSTRY 4OUR”

MYSTERY4 = M4

## WHAT IS **M4**?

**MYSTRY 4OUR** = a lifestyle brand & cultural movement built on the **454** code:

- **4Js** – Jigga | Joint | Juice | Journey
- **5Ps** – Playa | Praya | Patience | Peace | Positivity
- **4Gs** – Game | God | Guap | Guttah

We fuse streetwear, visual storytelling, digital drops and a spiritual code to create real awareness in youth culture.



## WHY **M4** EXISTS.

We exist to remind people, especially the youth that:

“the beauty is in the unknown” & that “**Awareness** is the first step to Freedom.”

In a world full of noise, **M4** is the signal.

Designed to awaken, inspire & guide the next leaders, creatives & hustlers.

## WHAT **M4** DOES.

- Elevation Conversations
- LISTENING
- Creator collaborations
- Pop-ups
- Charity work

### COMMUNITY

- Minimal, statement driven limited design pieces
- Hoodies, Tees, Sweats, Caps... you name it

### RETAIL

- Poetic visual storytelling
- Micro-series, daily drops
- Digital philosophy that educates & entertains

### CONTENT

# WHO **M4** SERVES.

The **Aware**.

- Dreamers who think deeply
- Hustlers who move consciously
- Creatives who create fearlessly
- Kasi kids, OGs, spiritual rebels, clean scholars

you name it...

This is the **Aware** Community.

# **M4 BUSINESS MODEL.**

## **PHASE 1: FOUNDATION**

- Clothing Retail sales [ Limited Runs ]
- Organic Content monetization [ YouTube, TikTok, Collaborations ]

## **PHASE 2: EXPANSION**

- Digital Series + Creator Events
- Media Agency Services



## **M4 CALLING IN.**

We are calling in the following:

- Sponsorships [ Vehicle, Merchandise Production, Equipment ]
- Creative Collaborations [ Content studios, Shooters, Stylists ]
- Brand partners aligned with the culture & consciousness

## OTHER OFFERINGS THRU **MYSTRY 4OUR** NPC

- Youth Development
- Community & Sport
- Coaching, life skills, mentorship & tournaments
- Services, Logistics, Events
- Operations + execution arm
- Transport, equipment hire, event logistics, setups
- Holdings & Investments
- Strategy & Consulting
- Parent company & asset manager
- IP Protection, Financial & Stakeholder Management

**FOOTBALL ACADEMY OF  
HOPE NPC**

**BLUPRINT TRADING &  
PROJECTS PTY**

**THABANG MOTUKU  
HOLDING PTY**

## CONTACT US.

**MYSTRY 4OUR** : “MY STORY , 4 OUR STORY”.

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