



PROUDLY PRESENTS

5 MILLION DOLLARS

WORTH OF GAME

How to Strike it Rich in the Modern Gold Rush of AI, Blockchain,
and the Creator Economy Using Battle-Tested Methods

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FOREWORD

When I first met Arthur Bernier Jr., known to many as ‘Big Poppa Code,’ it was 2019 in Atlanta. I had been with Blavity for a year, witnessing its growth from a seed-stage startup to a Series A company backed by Google Ventures, MaC Ventures, Baron Davis, and more. Arthur had just joined our team, and little did I know that this encounter would mark the beginning of a transformative journey, not just for our company, but for me personally and professionally.

At Blavity, we were facing challenges common to many startups - bugs in our products and a slow shipping pace. Our engineering team, though talented and young, was small and stretched thin. When Arthur stepped in, the impact was immediate and profound. He accelerated our timeline to ship redesigns for Afrotech and Travel Noire properties, improved cross-functional alignment, and elevated the performance of everyone around him. His leadership and expertise were not just valuable; they were game-changing. He didn't just manage; he inspired. Everyone around him became better.

But Arthur's influence extended far beyond his role at Blavity. In 2020, when I had left Blavity and was living in Silicon Valley - where everyone dreams of being a tech entrepreneur - I had a new idea. Arthur was the first person I called. His willingness to accept challenges and his deep understanding of technology made him the perfect partner to lead and build with. Together, we cofounded 7th Ave, and Arthur's expertise played a crucial role in securing our pre-seed funding.

I vividly remember our pitch to Twitter and MaC Ventures. Neither of us had raised VC before or knew what it took to build a billion-dollar company. But when it came down to selling them on our engineering talent and strategy, Arthur blew them away. His deep understanding of architecture, microservices, and his ability to translate technical details to business leaders were instrumental in securing their investment.

Throughout our journey with 7th Ave, Arthur consistently demonstrated his ability to navigate the complexities of building a startup. He built our engineering team from scratch, took ownership during crucial times, and brought innovative ideas that extended beyond just engineering. His support was instrumental in my growth as a leader.

But perhaps what sets Arthur apart is not just his technical prowess, but his holistic approach to success and life. When we failed to raise our Series A and exit the company in 2023, Arthur's wisdom became even more apparent. He taught me the value of having multiple streams of income, a lesson that proved invaluable when the tech industry faced massive layoffs and the labor market looked unpromising.

Arthur's influence on my life extends beyond the professional realm. His experiences at Astranis, a satellite company, sparked my interest in deep tech - robotics, space, AI, and biotech. Moreover, Arthur's dedication to his family has been truly inspiring. He's shown me what it means to be a loving husband and an active presence in his children's lives. His goals for generational wealth have redefined my understanding of long-term financial planning.

As an educator, Arthur's impact is equally profound. In my current role at Northwestern University, I actively apply the frameworks Arthur uses to teach hundreds of students software engineering.

In "5 Million Dollars Worth of Game," Arthur distills this wealth of experience and knowledge into actionable insights. This book is not just about making money; it's about understanding the modern Gold Rush we are currently living in. It's about seeing beyond the code to grasp the broader impact of technology on society.

What makes this book truly special is Arthur's ability to break down complex concepts and make them accessible to everyone. Whether you're a startup founder, an established business owner, or an aspiring content creator, you'll find valuable insights and practical strategies to help you navigate the rapidly evolving landscape of technology and business.

As someone who has worked closely with Arthur and witnessed firsthand the impact of his expertise and guidance, I can attest to the transformative power of the principles shared in "5 Million Dollars Worth of Game". It's a roadmap for personal and professional growth in the digital age.

Prepare to be enlightened, empowered, and equipped for success in the exciting world of technology and entrepreneurship.

Bryan Donaldson

INTRODUCTION: THE MODERN GOLD RUSH - STRIKING BIG IN THE DIGITAL AGE

Greetings! My name is Arthur Bernier Jr., also known as 'Big Poppa Code.' Over the past 5 years, I've raised \$3.5 million in venture capital, earned \$1 million in salary, and secured \$500k in freelance work, contracts and subcontracts. This journey wasn't easy, but it was deeply rewarding.

Today, we are living in a Gold Rush era driven by AI, Blockchain, and the Creator Economy. These technologies have fundamentally transformed various industries, offering unprecedented opportunities for innovation and wealth creation. AI, with its ability to analyze vast amounts of data and automate complex tasks, is revolutionizing everything from healthcare to finance, helping businesses operate more efficiently and make smarter decisions. Blockchain technology, on the other hand, provides a decentralized and secure way to handle transactions and data, disrupting traditional finance systems and enabling new forms of digital ownership and trust.

The Creator Economy has further amplified this modern Gold Rush by empowering individuals to monetize their skills and passions directly. Platforms like YouTube, TikTok, and Patreon allow creators to reach global audiences and generate income through content creation, brand partnerships, and fan support. This democratization of content creation means that anyone with a unique idea or talent can potentially achieve financial success. Together, AI, Blockchain, and the Creator Economy are creating a fertile ground for innovation, where both creators and enablers can thrive, much like the enterprising individuals who capitalized on the original Gold Rush. Just like the historical gold rush, there are two main ways to achieve success:

1. **Be a Creator or Builder:** Innovate, create, and bring new ideas to life.

- 2. Be an Enabler:** Provide the tools and services that creators and builders need.

In this book, I will share my success formula and guide you through the steps to leverage these modern opportunities. If you want to get right to that, head to the next chapter, but if you want to know more about me and my story stick with me.

My Professional Journey

Contract Web Development & Software Engineering

The foundation of my income came from contract web development and software engineering. I began by leveraging my skills in JavaScript technologies to provide top-notch services to various clients. This work not only paid well but also allowed me to build a robust network of professionals and potential collaborators. Each project was an opportunity to refine my skills and expand my portfolio.

Tech Lead at a Billion Dollar Space Scale-Up

One of my most notable positions was Tech Lead at a billion-dollar space scale-up. This role involved leading a team of talented engineers and working on cutting-edge space technology projects. The experience taught me invaluable lessons in leadership, innovation, and strategic thinking.

Software Engineer at a Black-Owned Media Juggernaut

Working as a Software Engineer at a black-owned media juggernaut allowed me to contribute to a company that values diversity and inclusion. My role involved developing scalable media solutions and enhancing user engagement. It was a fulfilling experience that reinforced the importance of representation in tech.

CTO at a 7-Figure Venture-Backed Startup

Co-founding a tech startup and serving as its CTO was a pivotal

moment in my career. The startup focused on innovative solutions in the tech industry, and through relentless effort, strategic partnerships, and effective problem-solving, we were able to attract significant investment. This role honed my entrepreneurial skills and deepened my understanding of the startup ecosystem.

Coding Bootcamp Instructor

As a Coding Bootcamp Instructor at the largest coding bootcamp in the world, I had the privilege of teaching over 600 students. This role allowed me to share my knowledge and passion for coding with aspiring developers. Seeing my students succeed and thrive in their careers has been one of the most rewarding aspects of my journey.

Senior Director at a National Non-Profit Technical Education Company

My role as a Senior Director at a national non-profit technical education company involved overseeing programs that aimed to make tech education accessible to underserved communities. This position aligned with my mission to revolutionize how technology is perceived and utilized.

The Entrepreneurial Spirit

My entrepreneurial spirit extends beyond my professional roles. I invest in real estate, digital assets, startups, and options trading. These investments diversify my income streams and provide financial stability. Each investment is a calculated risk, driven by thorough research and strategic planning.

Building Strong Connections

Through strategic communication, I help businesses forge strong connections with their communities, fostering trust and loyalty. My mission is to revolutionize how technology is perceived, making it accessible, understandable, and impactful for a broader audience. By leveraging innovative AI solutions, engaging in insightful discussions, and creating educational content, I aim to demystify technology and highlight its potential to solve real-world problems and improve daily life.

The Timeline to My First 1 Million

My tech journey kicked off in 2003 when I landed a gig as the webmaster for a local non-profit. Back in high school, I was the go-to person for crafting MySpace and Xanga pages for friends, which really sparked my passion. By 2009, I was pulling in a humble \$40k a year, but I decided to join the military in search of better benefits. Ironically, I ended up making even less. This less-than-stellar financial situation nudged me into freelancing as a web developer in the evenings.

To my surprise, freelancing turned out to be a blessing in disguise. It was during this period that I was able to truly refine my skills in web development. This intensive self-training shaped me into an expert by 2016. Two years later, I had advanced in my career to the point that where I was working as a Senior Software Engineer.

From 2020 to 2023, my career took off at an unprecedented speed. I combined contract web development with software engineering, leadership roles, and teaching. Strategic investments played a key role during this period.

Got it out the Mud

I did most of what I did without a degree, but with a lot of determination. I looked at others and said to myself, “There’s no way these dudes are that much better than me.” I looked at what the trends were and out- worked, out- practiced, and out-studied everyone else. I did this to the point that many of my colleagues and students began to say things like, “You know so much, I wish it came as easy to me as it does you. Ironically, it wasn’t as easy as it seemed.

The Day Imposter Syndrome Ended

You never truly realize the impact of speaking life into someone else until it happens. I looked up to a guy named Jeff Nelson, the CTO at Blavity Inc. At the time, I was just a contractor, and I got a chance to do some work for him. Jeff was blown away when I solved a problem in a few hours that had stumped others for weeks. Before I knew it, I was working for him more frequently.

What really shifted my self-perception was how Jeff introduced me to the team. He made me feel like LeBron James joining the Miami Heat, hyping me up to bring “not 1, not 2, not 3, not 4, not 5, not 6, not 7” championships to the team. This was a huge deal for me because, in past teams, even though they relied heavily on my problem-solving skills, they kept me in the shadows, downplayed my impact, or took credit for my work. That day was a game-changer for me, and without it, I wouldn’t be where I am today.

The Big Presentation

I was all set to give a detailed rundown of our startup, 7th Ave, to a high-profile investor and his crew from a big Silicon Valley tech giant (you know, the one that may have recently changed their name). This was three years after I had kicked my imposter syndrome to the curb, so I was feeling ready like Eminem in 8 Mile (at the end, not the beginning).

As my business partners took their turns explaining, I could see we were nailing it. But the engineers watching us had the enthusiasm of cats at a dog show. So, I decided to flip the script and treat the presentation like one of my bootcamp classes. I defined, demonstrated, and defended our vision, complete with a demo of our proof of concept. And guess what? It worked! I answered their systems design questions like a champ, and we walked out of that meeting with two wire transfers totaling over \$1.6 million.

To this day, that meeting remains my financial magnum opus. But the story doesn’t end there. There were plenty of ups and downs after that, each one shaping me into who I am today. I like to call that phase of my journey my multi-million dollar MBA.

CHAPTER 1:

The Success Formula – Escaping The Shallow End (without Floaties)

From my experiences over the last 20 years, especially the last 4, I've noticed an undeniable pattern when it comes to success.

Success isn't just a destination; it's a journey filled with growth, learning, and adaptation. Through self-education, countless business experiences, and teaching hundreds of adults, I've developed a Success Formula that's been the key to my achievements. This formula is your guide to making your first or next million.

Before we delve into the formula, let's address a crucial point. Many of you may have encountered numerous "gurus" who promise success through mindset shifts or superficial skill sets. While these can be beneficial, they are not enough for real, sustainable success. These gurus sell what makes the most money and appeals to the masses. Mindset content and shallow knowledge sell because they are easy to market and consume. But this makes them money, not you.

Few big gurus, outside of exceptions like Wall Street Trapper, provide the deep, specialized knowledge needed to truly excel. This chapter aims to expose this gap and offer you the real tools you need to succeed.

The Success Formula: **$\frac{((C + M + SK) * DA)}{O} = R$**

Let's break down the formula that will guide you toward achieving your goals:

C (Character)

Character is the foundation of your success. It encompasses your

values, ethics, and integrity. Building a strong character involves:

- **Honesty:** Being truthful in all your dealings.
- **Reliability:** Being someone others can depend on.
- **Ethical behavior:** Adhering to moral principles.

Your character determines how you respond to challenges and opportunities. It influences how others perceive you and whether they want to work with you. Gurus might tell you to “just be positive,” but character goes deeper than that. It’s about being someone who can be trusted and relied upon in every situation.

M (Mindset)

A growth mindset is crucial for success. It involves seeing failures as learning opportunities and believing that you can improve through effort and perseverance. Key aspects of a growth mindset include:

- **Embracing challenges:** Seeing them as opportunities to grow.
- **Persistence:** Not giving up in the face of setbacks.
- **Learning from criticism:** Using feedback to improve.

Gurus love to preach about mindset, and sure, it’s important, but they often just skim the surface. True growth mindset? That takes real depth, a brave heart to confront tough truths, and a relentless drive for continuous improvement.

SK (Specialized Knowledge)

Specialized knowledge is what sets you apart from the crowd. It’s the specific skills and expertise that you master to excel in your field. This is where many gurus fall short. They provide just enough information to keep you hooked but not enough to truly empower you. Here’s how to acquire true specialized knowledge:

- **Continuous learning:** Continue to learn new skills and update your knowledge.

- **Hands-on experience:** Gain practical experience through projects and real-world applications.
- **Mentorship:** Learn from experts and mentors who can guide you.

Specialized knowledge is what I focus on because it's the real game-changer. Unlike many online gurus who charge exorbitant fees for superficial information, I provide accessible and actionable insights that can genuinely propel you forward.

DA (Directed Action)

Directed action is the strategic application of your character, mindset, and specialized knowledge. It's about taking deliberate steps toward your goals. To implement directed action, you should:

- **Set clear goals:** Define what you want to achieve.
- **Develop a plan:** Outline the steps needed to reach your goals.
- **Take consistent action:** Work towards your goals every day.

Directed action ensures that your efforts are focused and effective, leading to significant progress. Gurus may tell you to "take action," but without a strategy and a plan, action alone is not enough.

O (Obstacles)

Obstacles are inevitable on the path to success. They can be external challenges or internal barriers. To navigate them effectively, you should:

- **Stay focused:** Keep your goals in sight and don't get discouraged.
- **Adapt and pivot:** Be flexible and willing to change your approach if needed.
- **Seek solutions:** Look for ways to overcome challenges rather than getting stuck.

Understanding that obstacles are part of the journey helps you

stay resilient and persistent. Gurus might gloss over obstacles, but real success comes from learning to face and overcome them.

R (Results)

Results are the consistent positive outcomes of applying the Success Formula. They are the tangible evidence of your progress and success. Achieving results involves:

- **Measuring progress:** Track your achievements and milestones.
- **Reflecting on outcomes:** Analyze what worked and what didn't.
- **Continuing to improve:** Use your results to refine your approach and strive for even greater success.

By following this formula, you can navigate the journey toward remarkable results despite obstacles. Stay committed, improve your character, adopt a growth mindset, acquire specialized knowledge, and take directed actions. Success is guaranteed.

Why the Gurus Fall Short

Most gurus will tell you that mindset alone is your ticket to success. They hype up positivity, vision boards, and some fuzzy ideas about taking action. But after the initial buzz, what's next? They rarely dish out the deep, specialized knowledge you need to truly excel because that stuff isn't as easy to package or sell.

These gurus thrive because selling hope is way easier than selling hard work. They pitch a quick fix, a feel-good solution that doesn't demand deep learning or real change. That's why so many people stay stuck, even after dropping thousands on courses and seminars.

I am here to offer you the truth. Real success requires more than just mindset and shallow skills. It requires character, deep specialized knowledge, directed action, and the resilience to overcome obstacles. My mission is to provide you with the real

tools and insights you need to achieve your goals.

In this chapter, we've exposed the superficiality of most guru content and introduced the Success Formula. By focusing on character, mindset, specialized knowledge, and directed action, you can overcome obstacles and achieve consistent positive results. This formula is your roadmap to making your first or next million, providing the specialized knowledge and strategic insights that are often overlooked but crucial for success.

Next up, we're diving into the Picks and Shovels Thesis. We'll explore how you can thrive by helping others succeed and why this strategy is one of the most reliable paths to wealth in today's modern Gold Rush era.

CHAPTER 2:

The Picks and Shovels Thesis

In the historical California Gold Rush, the people who made the most money weren't the miners, but those who sold picks and shovels. They provided the essential tools and services that others needed to succeed. This principle still holds true today, especially in the tech world. Instead of just participating in the rush to create the next big app or platform, you can focus on providing the tools and services that enable others to thrive. This strategy, often referred to as the Picks and Shovels Thesis, is a reliable path to wealth in the modern Gold Rush era fueled by AI, Blockchain, and the Creator Economy.

The Modern Gold Rush

We are in a unique era where technology empowers individuals in unprecedented ways. This era is marked by rapid advancements and widespread opportunities in AI, Blockchain, and the Creator Economy. Here's how you can thrive by adopting the Picks and Shovels Thesis:

1. **Developing Developer Tools:** Creating frameworks, libraries, or tools that make it easier for developers to build applications.
2. **Offering Educational Services:** Providing courses, bootcamps, and tutorials to help others learn valuable skills.
3. **Creating Infrastructure Solutions:** Offering cloud services, databases, and other infrastructure that businesses need to run their applications.
4. **Consulting and Advisory Services:** Helping other businesses navigate the complexities of technology adoption and implementation.

By focusing on these areas, you can build a sustainable and scalable business that continues to thrive, regardless of the specific trends in the tech industry.

Why Enabling Others is Profitable

Helping others succeed lets you reach a wider audience. Instead of competing with every new startup or app, you offer the key tools and services they need to thrive. This approach offers several advantages:

1. **Sustainable Demand:** There will always be a need for tools and services that help others build and grow. As new technologies emerge, the demand for enabling tools and services grows.
2. **Scalability:** Many enabling tools and services, such as software frameworks or cloud services, can be scaled easily to serve a large number of customers.
3. **Market Stability:** While trends in specific applications or platforms can be volatile, the need for foundational tools and services remains consistent. Building an Agency that Enables Creatives.

Imagine an agency that empowers creatives – that's the Picks and Shovels Thesis in action. This fun and dynamic agency could offer everything from web development and design to marketing and content creation. By taking care of the technical and logistical stuff, you let creators and builders shine, focusing on what they do best.

Key Services for a Creative Agency:

1. **Web Development and Design:** Building and maintaining websites for creators.
2. **Marketing and Social Media Management:** Helping creators grow their audience and engage with their followers.

3. **Content Creation:** Providing writing, video production, and graphic design services to enhance the creator's content.
4. **Technical Support:** Offering IT support and technical solutions to keep the creator's operations running smoothly.

Partnering for Success

If you don't have the skills to provide these picks and shovels yourself, you can still participate by partnering with those who do. By promoting their services and facilitating connections, you can earn a cut of the profits without needing to develop the skills yourself. This approach allows you to leverage the expertise of others while still benefiting from the modern Gold Rush. Imagine being the retail rep who sells the picks and shovels, instead of the one who manufactures them in the factory.

Steps to Successful Partnerships:

1. **Identify Potential Partners:** Look for companies or individuals who offer the tools and services needed by creators and builders.
2. **Negotiate Terms:** Establish a partnership agreement that outlines the commission or referral fee you'll receive for bringing in new clients.
3. **Promote Effectively:** Use your network, marketing skills, and platform to promote your partners' services.
4. **Provide Value:** Ensure that your promotions provide real value to your audience, building trust and credibility.

Case Study: An Agency in Action

Consider a digital marketing agency that focuses on helping content creators. This agency offers comprehensive services, including social media management, SEO optimization, website

development, and video production. By providing these essential services, the agency helps creators grow their brands and reach wider audiences, allowing the creators to focus on content creation while the agency handles the technical and logistical aspects.

This agency operates on the Picks and Shovels Thesis by enabling others to succeed. The creators benefit from professional support, and the agency thrives on the continuous demand for its services. Moreover, the agency can easily scale its operations by adding more clients and expanding its service offerings.

The Picks and Shovels Thesis offers a powerful strategy for success in the modern Gold Rush era. By focusing on providing the essential tools and services that enable others to succeed, you can build a sustainable and scalable business. Whether you choose to develop these tools yourself or partner with those who have the necessary skills, this approach allows you to tap into a broader market and achieve consistent success.

Next, we will explore the 2032 Thesis, understanding the significant impact that Xennials, Millennials, Gen Z, and Gen Alpha will have on the future and how you can position yourself for success in this ever-evolving landscape.

THE 2032 THESIS – THE FUTURE BELONGS TO THE ADAPTERS

We are at a monumental inflection point in history. As we approach 2032, the workforce, consumer base, and societal structures are undergoing transformative changes. Technological advancements in AI, Blockchain, and the Creator Economy are driving unprecedented shifts in how we live, work, and interact. The future belongs to those who can navigate these changes and harness the power of these technologies. But, with great opportunity comes great uncertainty and risk.

Navigating the Future

The next decade will be defined by the rise of Xennials, Millennials, Gen Z, and Gen Alpha as the core consumers, voters, and workforce. Their values, behaviors, and expectations will shape the future. Here's how to align your strategies with these trends:

Xennials: Blending Old-School with Contemporary

Xennials, caught between Generation X and Millennials, have experienced both analog and digital worlds. They are adaptable and resourceful, making them ideal leaders for digital transformations. By 2032, they will hold significant leadership roles, guiding organizations through change while appreciating offline experiences.

Millennials: Peak of Their Careers

Millennials, the first digital natives, will be at the peak of their careers. This generation values experiences over material possessions, prioritizes sustainability, and demands transparency. Companies and politicians will need to align with these values to

stay relevant. They'll need to emphasize authentic engagement, sustainability initiatives, and transparent practices to connect with this demographic.

Gen Z: Tech Savvy with Heart

Gen Z is known for their digital fluency and social consciousness. They prioritize authenticity and expect brands to take stands on social issues. This is why engaging with them through genuine communication, support for social causes, and innovative digital experiences is so important.

Gen Alpha: Fresh Perspectives

Gen Alpha, the youngest generation, is growing up in an even more connected and technologically advanced world. They will bring fresh perspectives and further drive the integration of technology into daily life. Prepare to meet their expectations for seamless digital experiences and continuous innovation.

The Fear of Falling Behind

As we approach 2032, the fear of falling behind is real. Those who fail to adapt to these rapid changes risk becoming obsolete. Businesses that do not embrace AI and Blockchain technologies will struggle to compete. Individuals who do not continuously update their skills and knowledge will find themselves outpaced by a younger, more tech-savvy workforce. The uncertainty of the future can be paralyzing, but it doesn't have to be.

AI and Blockchain: Tools for the Future

Artificial Intelligence (AI)

AI is transforming industries across the globe. It's not just a buzzword; it's a fundamental shift in how we approach problem-solving and innovation. Here's how AI can be utilized to secure your future:

1. **AI Tools for Generating Text:** AI-powered content creation tools can produce high-quality text for blogs, articles, marketing copy, and more. These tools save time and resources while maintaining consistent quality, making them invaluable for content-driven businesses.
2. **AI Tools for Generating Photos:** Tools that generate realistic images using AI can revolutionize design, marketing, and content creation. They enable businesses to create unique visuals without the need for extensive graphic design skills or resources.
3. **AI Tools for Generating Audio:** AI-generated audio, including voiceovers, music, and sound effects, can enhance multimedia projects. These tools democratize audio production, making it accessible to businesses of all sizes.
4. **AI Automation Tools:** AI can automate repetitive tasks, increasing efficiency and productivity. From customer service chatbots to automated data analysis, AI tools can free up human resources for more strategic tasks, driving business growth.
5. **Blockchain Technology:** Blockchain offers unparalleled opportunities for innovation and growth. It's more than just cryptocurrency; it's a fundamental shift in how we handle data, transactions, and trust. Here's how blockchain can be a game-changer:
6. **Decentralized Applications (DApps):** Decentralized applications operate on blockchain networks, providing greater transparency and security. They eliminate the need for intermediaries, reducing costs and increasing efficiency. Investing in or developing DApps can position you at the forefront of this technological revolution.
7. **Smart Contracts:** Smart contracts are self-executing contracts with the terms directly written into code. They facilitate trustless transactions and agreements, automating processes that traditionally require manual oversight. Understanding and leveraging smart contracts can open new avenues for business automation and innovation.

- 8. Cryptocurrency and Digital Assets:** While volatile, cryptocurrencies represent a significant aspect of blockchain technology. Beyond trading, cryptocurrencies can be used to raise capital, reward users, and create new economic models. Diversifying your investments into digital assets can provide substantial returns if approached strategically.

The Solution: Partnering with Me

As we navigate this uncertain future, aligning with a reliable guide is crucial. I am here to offer you a solution. With my extensive network of developers, designers, and engineers—built through teaching over 1,000 students and engaging with thousands more through speaking engagements and workshops—I have access to unparalleled talent and resources. My network is a unique asset that can't be easily duplicated, providing you with a competitive edge.

By partnering with me, you gain access to this elite talent pool and the strategic insights needed to thrive in this evolving landscape. Together, we can harness the power of AI, Blockchain, and the Creator Economy to secure your place in the future.

In this chapter, we've explored the transformative potential of AI and Blockchain, the changing dynamics as we approach 2032, and the importance of aligning with the right guide to navigate this landscape. Partnering with me gives you access to an unparalleled network of talent and the strategic insights required to thrive in this evolving landscape. Next, we will delve into the potential of Decentralized Autonomous Organizations (DAOs) and the concept of "slaying Molech," exploring how these innovations can reshape modern movements and create lasting impact.

CHAPTER 4:

Decentralized Autonomous Organizations (DAOS) and Slaying The Mighty Molech

In our rapidly evolving technological landscape, Decentralized Autonomous Organizations (DAOs) represent a revolutionary way of organizing and operating businesses. They offer a transformative approach to governance, community engagement, and economic empowerment. In this chapter, we will delve into the potential of DAOs and the concept of “slaying Molech,” exploring how these innovations can reshape modern movements and create lasting impact.

The Power of DAOs

What is a DAO?

A DAO is an organization governed by smart contracts on a blockchain, allowing for decentralized decision-making and transparent operations. Unlike traditional organizations, DAOs operate without hierarchical management structures, relying instead on the collective input of their members. Think about it like this: everyone pitches in equally and prioritizes transparency and teamwork, giving all members a voice in steering the organization’s goals and how resources are used.

Reimagining the Civil Rights Movement as a DAO

In a powerful conversation with Brylan Markel, he reimagined the Civil Rights Movement as a DAO. The Civil Rights Movement created significant political power and initiated impactful change within the community. However, the economic power generated during this time was not fully captured. DAOs offer a revolutionary solution to this challenge.

DAOs enable communities to transform into movements,

ensuring that economic power is harnessed and governance is democratized. The community collectively decides where funds go, leading to more inclusive and effective change. By leveraging blockchain technology, DAOs provide transparency and accountability, ensuring that resources are used effectively and in alignment with the communities goals.

Slaying Molech: Breaking Free from Destructive Systems

The Concept of Molech

“Molech” symbolizes destructive, outdated systems that consume resources and stifle progress. These systems are often characterized by centralization, inefficiency, and a lack of transparency. In modern contexts, “slaying Molech” refers to breaking free from these detrimental systems and embracing new, more equitable ways of working and living.

How DAOs Contribute to Slaying Molech

DAOs are at the heart of this transformation. By decentralizing power and enabling transparent governance, DAOs dismantle the monopolistic control of traditional organizations. They empower individuals and communities to take control of their resources and decision-making processes, fostering innovation and resilience.

DAOs create a more inclusive environment where everyone has a voice. This inclusivity leads to better decision-making, as diverse perspectives are considered and valued. By slaying Molech, we move towards a future where technology serves humanity, fostering collaboration and sustainable growth. It’s a win-win for everyone.

Implementing DAOs for Modern Movements

Transforming Communities into Movements

DAOs have the potential to transform communities into dynamic movements. By leveraging decentralized governance, communities can mobilize resources more efficiently and make decisions that reflect the collective will. This democratization of power can lead to more effective advocacy and social change.

Economic Empowerment through DAOs

One of the key advantages of DAOs is their ability to harness economic power. By pooling resources and making collective decisions, communities can fund initiatives that drive positive change. This economic empowerment ensures that the benefits of technological advancements are shared equitably, reducing disparities and fostering community well-being.

Case Study: Potential Impact of DAOs on Historical Movements

Had DAOs been available during the Civil Rights Movement, the economic and political power generated could have been more effectively captured and utilized. The community would have had greater control over funds, leading to more sustainable and impactful change. This example underscores the transformative potential of DAOs in modern movements.

Jobs and Roles in DAOs

DAOs require a diverse range of skills and roles to function effectively. Here are some key roles that enable DAOs to thrive:

- **Smart Contract Developers:** Create and maintain the smart contracts that govern the DAO.
- **Community Managers:** Facilitate communication and engagement within the community.
- **Governance Specialists:** Design and implement governance structures that ensure fair and transparent decision-making.

- **Financial Analysts:** Manage the DAO's financial resources and ensure efficient allocation.
- **Legal Advisors:** Navigate the regulatory landscape and ensure compliance with relevant laws.

The Future of DAOs and Community Empowerment

The future of DAOs is bright, with the potential to revolutionize how we organize, govern, and empower communities. As we continue to innovate and leverage technology for social impact, DAOs will play a crucial role in creating a more equitable and inclusive society.

In this chapter, we explored the transformative potential of Decentralized Autonomous Organizations (DAOs) and the concept of "slaying Molech." DAOs represent a new way of organizing and empowering communities, offering transparency, inclusivity, and economic empowerment. By breaking free from destructive systems and embracing decentralized governance, we can create lasting social impact and drive positive change.

Next, we will explore my plans for scaling to ten million and how you can partner with my White Label Agency and Commission Closers program to achieve your own financial success.

CHAPTER 5:

Making the Big Bucks: My Business Plan to Scale to \$10 Million

Now that we've laid the groundwork, it's time to scale to ten million. This chapter outlines my detailed business plans, focusing on leveraging white-label partners and commission closers. By capitalizing on my extensive network of developers, designers, and engineers, we can achieve remarkable growth and success. This plan is designed to expand our reach and solidify our market presence by offering top-notch services and building lasting client relationships.

Vision for 2032

Our mission? To be THE go-to spot for businesses hungry for top-tier talent and mind-blowing solutions. We're not just here to make waves; we're here to be known for pure excellence, rock-solid reliability, and a game-changing impact. How? By staying nimble, diving into the latest tech, and always putting our clients front and center, ensuring every project we touch brings unmatched value.

Customer Avatars

What is a Customer Avatar?

A customer avatar, also known as a buyer persona, is a detailed and semi-fictional profile that represents a segment of your target audience. It goes beyond basic demographic information to include psychographic details such as behaviors, motivations, challenges, and goals. Think of it like creating an actual person in your mind. The purpose of creating customer avatars is to help businesses gain a deeper understanding of their ideal customers, enabling

them to tailor their strategies more effectively. It's a lot easier to sell or pitch to someone you know well and understand than it is to pitch to a vague idea of a person you're not entirely sure of.

Why Create Multiple Customer Avatars?

1. Personalized Marketing

Different customer segments have unique needs, preferences, and pain points. By creating multiple customer avatars, you can develop personalized marketing messages that speak directly to the specific concerns and desires of each segment. For instance, if you're speaking to one person you're going to approach it differently than you would someone else. This level of personalization increases the relevance and impact of your marketing efforts, leading to higher engagement and conversion rates.

2. Targeted Product Development

Understanding the distinct needs and challenges of various customer segments allows you to design products or services that address those specific issues. This targeted approach ensures that your offerings are more likely to meet the expectations and solve the problems of your diverse customer base, leading to higher satisfaction and loyalty.

3. Using Your Resources Wisely

Knowing your customer avatars enables you to focus your efforts and resources on the most profitable and promising segments. This targeted approach helps you to allocate your marketing budget, time, and energy more efficiently, maximizing your return on investment. By concentrating on the segments that are most likely to convert and generate revenue, you can optimize your business operations.

4. Enhanced Customer Experience

By catering to the unique characteristics of each customer avatar, you can create a more personalized and engaging customer

experience. Understanding the specific preferences, behaviors, and pain points of different segments allows you to tailor your interactions, communications, and support to meet their needs. This personalized approach enhances customer satisfaction, builds loyalty, and encourages repeat business.

Why This Should Be One of the First Things You Do in Business

1. Focused Strategy

A clear understanding of your target audience directs your overall business strategy, ensuring that your efforts are aligned with customer needs and preferences. By identifying and prioritizing your customer avatars early on, you can develop a focused and cohesive strategy that guides your decision-making and actions. This clarity helps you stay on track and avoid wasting resources on ineffective or irrelevant initiatives.

2. Effective Communication

Crafting messages that speak directly to your customer avatars increases engagement and conversion rates. When you understand the language, values, and concerns of your target audience, you can create compelling and persuasive content that resonates with them. Effective communication builds trust, establishes credibility, and encourages customers to take desired actions, such as making a purchase or signing up for a service.

3. Competitive Advantage

Businesses that know their customers well can differentiate themselves from competitors by offering tailored solutions. By understanding the unique pain points and desires of your customer avatars, you can develop products, services, and experiences that stand out in the market. This differentiation helps you attract and retain customers, positioning your business as the preferred choice in your industry.

4. Market Fit and Validation

Identifying your customer avatars early on is key to validating your

product-market fit and minimizing the risk of launching a product or service that falls flat. By diving deep into research and crafting detailed avatars, you uncover the unique problems, preferences, and desires of your target audience. Armed with this knowledge, you can fine-tune your offerings to perfectly match market demands, significantly boosting your chances of success.

5. Informed Decision-Making

Creating customer avatars provides valuable insights that inform various aspects of your business. From marketing and sales to product development and customer support, understanding your target audience helps you make informed decisions. By basing your strategies and actions on reliable data and customer insights, you can minimize guesswork and increase the effectiveness of your initiatives.

6. Long-Term Growth

Building a solid foundation based on customer avatars sets the stage for long-term growth and success. By continuously refining and updating your avatars as your business evolves and market trends change, you can stay ahead of the curve and adapt to emerging opportunities and challenges. This proactive approach ensures that your business remains relevant, competitive, and capable of sustaining growth over time.

In summary, creating customer avatars is a foundational step that informs various aspects of your business, including marketing and product development, along with customer service and strategic planning. It ensures that your business efforts are targeted, effective, and aligned with the needs and desires of your ideal customers. By taking the time to create multiple customer avatars, you can develop a focused strategy, improve communication, gain a competitive advantage, validate your market fit, make informed decisions, and drive long-term growth. Ultimately, understanding your customers on a deeper level is crucial for building strong relationships, delivering exceptional value, and achieving remarkable success.

My Customer Avatars

1. The Startup Founder

The startup founder is typically aged 25-40, tech-savvy, and ambitious. They are driven by a need for web and app development, as well as technical support to bring their innovative ideas to life. Despite their ambition, they frequently encounter major hurdles, including limited resources and the need for scalable solutions that can grow alongside their business. Their primary goals include rapid growth, penetrating the market effectively, and fostering innovation within their industry. These founders are visionaries who require robust and flexible solutions to turn their ideas into reality. They highly value innovation and seek partners who can evolve alongside them, providing the necessary support and expertise to navigate the complexities of scaling a startup. Their journey is marked by a relentless pursuit of excellence and a desire to make a significant impact in their respective fields.

- **Demographics:** Age 25-40, tech-savvy, ambitious
- **Needs:** Web development, app development, technical support
- **Challenges:** Limited resources, need for scalable solutions
- **Goals:** Rapid growth, market penetration, innovation
- **Details:** These founders are often visionaries who need robust and flexible solutions to turn their ideas into reality. They value innovation and seek partners who can grow with them.

2. The Established Business Owner

These business owners, typically aged 35-55, have extensive experience and are focused on growth. They are looking to modernize their operations through digital transformation, enhanced marketing strategies, and robust technical support. The primary challenges they face include adapting to new technologies and maintaining a competitive edge in their industry. Their main goals are to achieve sustained growth, improve operational

efficiency, and attain market leadership. To accomplish these objectives, they need partners who can provide strategic insights and practical solutions, helping them stay ahead of the competition.

- **Demographics:** Age 35-55, experienced, growth-focused
- **Needs:** Digital transformation, marketing, technical support
- **Challenges:** Adapting to new technologies, maintaining competitiveness
- **Goals:** Sustained growth, efficiency, market leadership
- **Details:** These business owners have extensive experience and want to modernize their operations. They need partners who can provide strategic insights and practical solutions to stay ahead of the competition.

3. The Content Creator

Content creators, typically aged 18-35, are creative and digitally fluent individuals who thrive in the online space. They have a strong need for assistance with content creation, social media management, and branding to stand out in a crowded market. Their main challenges include building a loyal audience and finding effective ways to monetize their content. These creators aim to increase their reach, enhance engagement with their audience, and boost their revenue. To achieve these goals, they seek comprehensive support to produce high-quality content and efficiently manage their digital presence. This includes help with video production, graphic design, writing, editing and strategic planning for social media campaigns. They also look for tools and platforms that can streamline their workflow and provide analytics to measure the success of their efforts. Ultimately, content creators are focused on growing their personal brand and connecting with their audience on a deeper level.

- **Demographics:** Age 18-35, creative, digitally fluent
- **Needs:** Content creation, social media management, branding

- **Challenges:** Building an audience, monetizing content
- **Goals:** Increased reach, engagement, and revenue
- **Details:** Content creators seek ways to enhance their reach and engagement. They need comprehensive support in creating high-quality content and managing their digital presence efficiently.

SWOT Analysis

A SWOT analysis is a strategic planning tool used to identify and evaluate the Strengths, Weaknesses, Opportunities, and Threats related to a business or project. This method provides a structured approach to understanding both internal and external factors that can impact the success and growth of an organization. By systematically analyzing these four components, a SWOT analysis helps in identifying what the organization does well, where it can improve, what external opportunities it can capitalize on, and what potential threats it needs to mitigate.

Below, I will perform a SWOT analysis to gain a comprehensive understanding of my business landscape. This process allows me to take an in-depth look at the internal strengths and weaknesses of my operations, such as the extensive network of top-tier talent and the challenges in resource allocation. Additionally, it helps in identifying external opportunities, like leveraging emerging technologies and growing market demand, as well as potential threats, such as rapid technological advancements and economic uncertainties.

Conducting this analysis is crucial for informed decision-making and strategic planning. It enables me to create actionable strategies that align with my business goals, ensuring that I can effectively leverage my strengths, address my weaknesses, seize new opportunities, and guard against potential threats. Ultimately, a thorough SWOT analysis provides the insights needed to navigate the evolving landscape of technology and business, guiding my journey toward sustainable growth and success.

Strengths

I have built a vast network of top-tier talent through my teaching and industry engagements. With years of experience and a proven track record of successful projects, I offer scalable and tailored services to meet diverse client needs. My deep industry knowledge and strong client relationships enables me to provide unparalleled value. Additionally, my ability to quickly adapt to client requirements ensures that my company and I remain relevant and effective in delivering high-quality solutions.

- **Extensive network** of top-tier talent from teaching and industry engagements
- **Proven track** record with years of experience and successful projects
- Ability to offer **scalable and tailored services** to clients
- Deep **industry knowledge**
- Strong client **relationships**
- Capability to **quickly adapt** to client needs, ensuring relevance and effectiveness

Weaknesses

Managing a large network involves numerous challenges that require careful attention and strategic planning. One of the key aspects is effective resource allocation, ensuring that all parts of the network operate efficiently and that resources are used where they are most needed. Additionally, the tech industry is highly competitive, making it essential to continuously innovate to stay ahead. Balancing this need for innovation with operational efficiency is a constant challenge, as it is crucial to keep our services cutting-edge without escalating costs. Ensuring our services remain top-notch while managing costs is vital for sustained growth and long-term success.

- Effective resource allocation to ensure efficient network operations
- Continuous innovation to stay competitive in a saturated tech market

- Balancing the need for innovation with maintaining operational efficiency
- Managing costs effectively to support sustained growth and long-term success

Opportunities

Emerging technologies such as AI and Blockchain are paving the way for innovative solutions across various industries. These technologies are revolutionizing how businesses operate, offering more efficient, secure, and scalable solutions. As the need for digital transformation tools continues to grow, there is a significant opportunity to leverage these advancements to meet the increasing demand. By forming strategic partnerships and collaborations, we can broaden our reach, enhance our capabilities, and deliver more comprehensive solutions to our clients.

Additionally, the rise of remote work and digital nomadism is opening up new markets and opportunities for our services. The shift towards a more flexible and mobile workforce means that businesses are seeking solutions that can support remote operations and cater to a geographically dispersed team. By tapping into these trends, we can offer customized solutions that cater to a more diverse and global client base, ensuring that our services remain relevant and valuable in this rapidly evolving landscape.

Our ability to innovate and adapt to these changes will be crucial in maintaining our competitive edge. By staying at the forefront of emerging technologies, forming strategic alliances, and understanding the unique needs of remote and digital nomad markets, we can continue to provide top-notch solutions that drive growth and success for our clients.

- Innovative solutions through AI and Blockchain
- Growing demand for digital transformation tools
- Expansion through strategic partnerships and collaborations

- New market opportunities due to remote work and digital nomadism
- Customized solutions for a diverse and global client base
- Enhanced capabilities through leveraging emerging technologies
- Maintaining competitive edge by staying at the forefront of industry trends
- Supporting remote operations and geographically dispersed teams
- Driving growth and success for clients through top-notch solutions

Potential Threats to Pay Attention to

Rapid technological changes, economic uncertainty, and regulatory and geopolitical factors can significantly impact business growth. Staying informed about these developments is crucial to mitigate potential disruptions. Adapting to new technologies requires businesses to be agile and innovative, ensuring they remain competitive in a fast-paced market. Economic fluctuations, such as market downturns, can create financial instability, making it essential for businesses to have robust contingency plans. Additionally, regulatory changes and geopolitical factors can introduce new challenges and risks. Therefore, continuous monitoring and proactive strategies are necessary to navigate these complexities and ensure sustained growth.

- **Technological Advancements:** Rapid changes in technology require constant adaptation.
- **Economic Uncertainty:** Market fluctuations and economic downturns can impact growth.
- **Details:** Regulatory changes and geopolitical factors can also pose significant risks. Keeping abreast of these developments is essential to mitigate potential disruptions.

White Label Partners: Supercharging Your Business Potential

We offer a comprehensive range of services designed to help businesses thrive in the digital landscape. Our web development and design services focus on creating visually appealing and highly functional websites. We use the latest technologies to ensure that your site is optimized for performance and user experience, making it not only attractive but also efficient. Our marketing and social media management services are tailored to grow your online presence. We develop customized strategies that align with your business goals, ensuring effective engagement with your target audience. In addition, we offer extensive content creation services, including writing, video production, and graphic design. These services are aimed at enhancing your brand's visibility and ensuring your content is captivating and impactful. Furthermore, our technical support team is available around the clock to address any issues that may arise. We ensure that all technical aspects of your business run smoothly, allowing you to focus on your core operations without any interruptions.

Unmatched Talent Pool

Thanks to my extensive teaching experience and industry engagements, I have access to hundreds of top-tier developers, designers, and engineers. This network is a unique asset that can't be easily duplicated, providing our clients with unparalleled expertise and support. Our team is dedicated to continuous learning and improvement, ensuring we bring the latest and greatest solutions to the table.

Commission Closers: A New Way to Partner

If you don't have the skills to provide picks and shovels yourself, you can still participate by becoming a Commission Closer. This role allows you to earn significant income by promoting our services and bringing in new clients. Here's how it works:

Identify and Connect

- **Find Potential Clients:** Use your network and marketing skills to identify businesses that can benefit from our services. Look for companies ready for digital transformation and seeking reliable partners.

- **Make Introductions:** Facilitate introductions between potential clients and our agency, highlighting the value we provide. Provide insights into how our services can address their pain points and help them achieve their goals.

Earn Commissions

- **Referral Fees:** Earn a commission for every successful referral that results in a new client for our agency. The commission structure is designed to reward your efforts generously.
- **Ongoing Income:** Benefit from ongoing commissions as long as the referred clients continue to use our services. This creates a sustainable income stream for you, incentivizing long-term collaboration.

Training and Support

- **Comprehensive Training:** We provide all the training and resources you need to succeed as a Commission Closer. This includes sales techniques, product knowledge, and client management skills.
- **Marketing Materials:** Access high-quality marketing materials to help you effectively promote our services. These materials are designed to be engaging and informative, making your job easier.

In this chapter, I've shared my plan to scale to ten million through my White Label Agency and the Commission Closers program. By leveraging my extensive network of talented developers, designers, and engineers, we offer unmatched services that empower businesses to thrive. Partnering with us provides you with a unique advantage, allowing you to tap into this talent pool and achieve remarkable success.

As we move forward, remember that collaboration and strategic partnerships are two huge keys to scaling your business. Whether you join us as a client or a Commission Closer, you're entering a relationship built on trust, expertise, and a commitment to excellence. Together, we will navigate the challenges and seize the opportunities that lie ahead, driving growth and achieving our ambitious goals.



Conclusion: Onward and Upward

This is just the beginning. In this book, I've shared the strategies, principles, and insights that have guided my journey and can help you achieve your financial goals. From the vital roles of character, mindset, and specialized knowledge to the game-changing impact of blockchain, AI, and DAOs, the journey to success thrives on continuous learning, adaptation, and strategic action. These elements are key to mastering the ever-evolving landscape of technology and finance.

"Deeper Than Code" embodies the vision of using technology for good, demystifying complex topics, and fostering inclusive, empowering conversations. It's about seeing beyond the code to the broader impact of technology on society. This book aims to break down barriers, making advanced concepts accessible to everyone, and encouraging a collaborative approach to problem-solving.

As you move forward, remember that success is a journey, not a destination. Stay committed to your goals, stay informed about the latest developments, and stay adaptable to changing circumstances. Use the principles and insights shared in this book to navigate your path, overcome obstacles, and achieve remarkable results. Continuously seek out new knowledge, be willing to pivot when necessary, and always take strategic actions that align with your long-term vision. You got this.

Closing Remarks

Thank you for joining me on this journey through *5 Million Dollars Worth of Game*. I hope the insights, strategies, and personal experiences I've shared throughout this book have equipped you with the knowledge and inspiration to achieve your own financial success in the modern Gold Rush era of AI, Blockchain, and the Creator Economy.

But remember, this book is just the beginning. The landscape of technology and business is constantly evolving, and navigating it successfully requires continuous learning, strategic partnerships, and access to top-tier talent.

As someone who has raised millions in venture capital, earned a significant income, and built a robust network of developers, designers, and engineers, I am uniquely positioned to help you thrive in this environment. My battle-tested strategies and extensive experience can be the difference between merely surviving and truly excelling in this new era.

Continue to Work with Me

By continuing to work with me, you gain access to an elite talent pool and strategic guidance tailored to your specific needs. Whether you're a startup founder, an established business owner, or an aspiring content creator, my team and I can provide the tools, services, and support you need to achieve your goals.

Partner with Me

Partnerships are the key to scaling success. As a partner, you'll leverage my extensive network and expertise to drive growth and innovation in your business. Whether it's through my White Label Agency or the Commission Closers program, we have countless opportunities to collaborate, create value, and expand our reach together.

Learn from Me

Join the "Deeper Than Code" community to stay at the forefront of technological advancements and business strategies. Through my podcast, workshops, and educational content, you'll gain ongoing access to the latest insights and developments in AI, Blockchain, and the Creator Economy. Learning from me means staying ahead of the curve and continuously adapting to the ever-changing tech landscape.

Your Next Steps

1. **Reach Out:** Contact me to discuss how we can tailor our collaboration to meet your specific needs and goals.
2. **Join the Community:** Subscribe to "Deeper Than Code" and engage with a network of like-minded individuals striving for excellence.

- 3. Stay Connected:** Follow me on social media and participate in my workshops and events to keep your skills sharp and your knowledge up-to-date.

Unlock Your Full Potential with Our Exclusive Services

Outside of my agency, I offer a range of products & services designed to help you excel in the tech landscape:

1. Tech Startup Blueprint (\$37) Start your entrepreneurial journey with our comprehensive guide, the Tech Startup Blueprint. This actionable resource provides step-by-step instructions, essential tools, and practical strategies to launch your tech-enabled business. From identifying your niche to building an MVP and creating a robust business plan, this blueprint is your key to turning ideas into successful startups.

2. AI & Tech Entrepreneurship Kick-Start (\$497) Take your knowledge to the next level with the AI & Tech Entrepreneurship KickStart. This is a 1 on 1 kickstart for me to help you get your business off the ground. We will start by sending you a questionnaire so that I can gather all the right information and then have a 30 min Discovery Call we will assign each other action steps so that we can meet again for 2 hours ready to conquer the challenges you have and develop a thorough plan of action. You will also receive 6 months of access to Future Tech Innovators Club.

3. Tech Innovators Elite (\$7,000) For those ready to make a significant leap, the Tech Innovators Elite program provides personalized, high-touch coaching. Over 12-24 weeks, you'll receive one-on-one coaching sessions, customized action plans, and continuous support via email and text. This program is designed to provide tailored guidance and advanced strategies to achieve massive growth and success. The program starts with the same plan as the KickStart. Then over 12-24 weeks, you'll receive one-on-one coaching sessions, customized action plans, and continuous support via email and text. This program is designed to provide tailored guidance and advanced strategies to achieve massive growth and success. Then You will also receive access to the Future Tech Innovators Club for life where you will have access to a community we are building of like minded individuals

4. Future Tech Innovators Club (\$197/month) Join our Future Tech Innovators Club for ongoing education and support. This monthly subscription includes a newsletter filled with in-depth articles on tech trends, exclusive video content, and access to a private online community for networking and peer support. Stay ahead of the curve and continuously enhance your skills with this dynamic membership.

Take Action Now

Each of these services is crafted to provide you with the tools, knowledge, and support you need to excel in the rapidly evolving tech landscape. Whether you're just starting out or looking to scale your business, there's a program tailored to your needs.

Visit [BigPoppaCode.io/programs] to learn more and take the next step towards your success. Your future is waiting—let's build it together.

Thank you for your support and trust. I look forward to helping you achieve greatness!

About The Author

Arthur Bernier Jr., also known as 'Big Poppa Code,' is a seasoned software engineer, entrepreneur, and educator. With deep expertise in JavaScript technologies and a passion for helping businesses engage their ideal audience, Arthur has made significant strides in the tech industry. He has held various influential positions, including Tech Lead at a billion-dollar space scale-up, Senior Engineer at a black-owned media juggernaut, CTO at a seven-figure venture-backed startup, and Coding Bootcamp Instructor at the largest coding bootcamp in the world.

Arthur is also a dedicated investor with interests in real estate, digital assets, startups, and options trading. Through his podcast *Deeper Than Code*, he explores the profound implications of technology on society, empowering listeners to make informed decisions and drive positive change.

Arthur's mission is to revolutionize how technology is perceived, making it accessible, understandable, and impactful for a broader

audience. Through innovative AI solutions, educational content, and strategic communication, he aims to demystify technology and highlight its potential to solve real-world problems and improve daily life.

Join Arthur on “Deeper Than Code” to continue this journey of growth, learning, and success.

