

# Black Nexus LLC — Partner Briefing

Welcome to the team. Here's everything you need to know.

## 🎯 What is Black Nexus?

**Black Nexus** is a **Creative Development Agency** — we help businesses and creators build their brands, content, and digital presence.

### What We Do

Service	Description
<b>Brand Development</b>	Logos, visual identity, brand strategy
<b>Content Creation</b>	Video production, photography, AI-generated assets
<b>Web &amp; Digital</b>	Websites, landing pages, digital marketing
<b>Creative Consulting</b>	Strategy sessions, creative direction

### Our Tagline

"Creative infrastructure for brands that move fast."

## 📋 How This Company is Structured

Black Nexus LLC will be formed in **Wyoming** (for legal and tax benefits) and registered to do business in **Illinois** (where we operate).

- **Ownership:** The company is owned 50/50 by you and my existing LLC (acting as the managing member).
- **Your Role:** You are a **Member** with full equity participation.
- **My Role:** I serve as the **Managing Member**, handling major business decisions and strategy.

This structure keeps things clean, professional, and protects both of us legally.

## 📋 Formation Roadmap

Here's how we're building this:

### Phase 1: Entity Formation

Step	What Happens	Status
File LLC in Wyoming	Officially creates the company	🕒 Pending
Draft Operating Agreement	Defines our roles, profit split, and rules	🕒 Pending
Get EIN	Tax ID from IRS	🕒 Pending
Register in Illinois	Allows us to legally operate locally	🕒 Pending

## Phase 2: Branding & Identity

Step	What Happens
Logo & Visual Identity	Professional look for the company
Website / Landing Page	Our digital storefront
Social Media Setup	Instagram, LinkedIn, etc.

## Phase 3: Operations

Step	What Happens
Business Bank Account	Separate finances for the company
Bookkeeping System	Track income and expenses
SOPs & Processes	Documented workflows for consistency

## Phase 4: Go-to-Market

Step	What Happens
Launch Announcement	Tell the world we exist
First 3 Clients	Outreach and close deals
Build Portfolio	Document our work for future sales

## 💰 Equity & Profit Structure

Aspect	How It Works
<b>Profit Split</b>	50% you / 50% me — equal partners in earnings
<b>Voting Rights</b>	Major decisions require agreement; day-to-day handled by Managing Member
<b>Vesting</b>	Your 50% vests over 2 years — this protects both of us
<b>Distributions</b>	Profits paid out quarterly (or as agreed) after expenses

## What is Vesting?

Vesting means you earn your ownership stake over time. If you left after 6 months, you'd have 25% of your shares vested. After 2 years, you're fully vested at 50%.

**Why?** This ensures commitment from both sides and protects the company if life happens.

## 🎯 Your Role & Responsibilities

As a partner in Black Nexus, here's what I'm looking for from you:

## Core Responsibilities

Area	What You Own
Social Media	Content posting, engagement, audience growth
Project Execution	Deliver client work on time and on quality
Client Communication	Professional, responsive, solution-oriented
Learning & Growth	Develop skills in creative, business, and systems thinking

## Mindset Expectations

- **Think like an owner** — this is YOUR company too
  - **Communicate proactively** — no surprises, flag issues early
  - **Execute consistently** — reliability beats occasional brilliance
  - **Learn fast** — absorb everything, ask questions, level up
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## What Happens Next

1. **Review this document** — Ask questions, get clarity
  2. **Discuss Operating Agreement** — We'll walk through the legal doc together
  3. **Formation begins** — I'll handle the filings
  4. **Branding sprint** — We'll build the visual identity together
  5. **Launch** — Go live and start getting clients
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## The Vision

This isn't just a side hustle. We're building **real infrastructure** — a company that can grow, hire, and create generational value.

You're here because I see potential in you. The goal is for both of us to achieve **financial independence** by building businesses that work for us, not the other way around.

Let's get it. 

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Questions? Let's talk.