

# Black Nexus Expert Advisory Panel

**Convened:** February 6, 2026  
**Subject:** Strategic Review — Justice's Business Vision & Team Composition

## 📄 Founder Profile Summary

**Name:** Justice Tavell McKinney  
**Entity Structure:** The One Eye Trust → J4A Holdings LLC → J4A Foundation LLC → Setup Concierge + Black Nexus (forming)

### Current Assets & Capabilities

Domain	Asset
Tech/SaaS	V8 Engine (AI video platform), coding skills
Services	Setup Concierge (web, photo, video) — WNQ is 1st client
Community	Warriors Never Quit nonprofit work
Creative	Music production (FL Studio), photography, videography, AI art
Engineering	Building automation controls (Siemens)
Legal Structure	Sophisticated trust + holding company hierarchy

### Vision

Build a vertically-integrated creative development ecosystem that achieves financial independence while helping others launch successful businesses.

### Partner Context

- Protégé partner joining for Black Nexus (50/50 profit, 51/49 voting)
- High potential, systems thinker, developing efficiency
- Relationship: Mentor-mentee dynamic with equity participation

## 👥 Panel Introductions & Initial Reactions

### 🎯 MARCUS CHEN — Product Manager

Former Stripe PM, Y Combinator advisor. 12 years building 0→1 products.

"Justice — I remember you from V8 Engine. You've got rare builder DNA: you ship, you iterate, you don't just theorize. What I see here is a **platform company** hiding inside a service business.

Setup Concierge isn't just client work — it's a **repeatable playbook** for launching businesses. Black Nexus isn't just an agency — it's a **creative infrastructure layer**. The question is: how do we productize your process so it scales beyond your hours?"

**Verdict:** ✅ Essential — but may not need a dedicated hire. Justice, you're already thinking like a PM. What you need is someone to challenge your roadmaps.

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## **DR. AMARA OKONKWO — Research & Data Specialist**

PhD Economics, ex-McKinsey. Specializes in market sizing and competitive analysis.

"The multi-domain approach (Business, Education, Art, Finance) is ambitious. Before we spread resources, I'd want to see:

1. **TAM/SAM/SOM** for each vertical
2. **Competitor mapping** — who's already doing this in Chicago?
3. **Customer discovery data** — who actually pays for these services?

Your WNQ engagement proves service-market fit for nonprofits needing web + media. That's a niche worth validating before expanding."

**Verdict:** 🕒 Important but can be fractional. Use me for quarterly deep-dives, not daily ops.

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## **CASSANDRA WELLS, ESQ. — Legal Counsel**

Business formation attorney, 15 years. Specializes in trusts, LLCs, and partnership agreements.

"Your structure is chef's kiss — irrevocable trust feeding into Wyoming holdings is exactly right for asset protection. A few flags:

1. **Operating Agreement for Black Nexus** — The 51/49 voting split is smart, but document the vesting schedule clearly. I've seen partnerships implode over ambiguous equity timelines.
2. **Management Agreement** — Setup Concierge charging Black Nexus management fees is good, but needs to be at fair market value to avoid IRS scrutiny.
3. **IP Assignment** — Any tech (V8 Engine) created personally needs formal assignment to the appropriate entity.

You don't need me on retainer — but you need me for formation docs and an annual review."

**Verdict:** ✅ Essential for formation, then periodic. Budget \$500-1500 for initial docs.

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## **DEREK SIMMONS — Ops & Team Manager**

COO background. Scaled agencies from 3 to 50 people.

"Here's the truth: you don't need an ops manager until you have ops to manage. Right now, you ARE the ops.

What you need first:

- **SOPs** — Document every repeatable process (you already have some for Setup Concierge)
- **Project management tool** — Notion, ClickUp, or Linear
- **Time tracking** — Know where your hours go before hiring

Once you're billing \$10K+/month and drowning, THEN we talk about an ops hire."

**Verdict:** ❌ Not yet. Build SOPs first, hire ops at \$10K MRR.

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## **NINA RODRIGUEZ — Marketing Manager**

Brand strategist, ex-Ogilvy. Built campaigns for Fortune 500 and startups.

"Black Nexus as 'The Brain Behind Studio Flow' is intriguing but needs sharpening. Who's the ideal client? What's the one-liner?"

Suggested positioning:

- **Setup Concierge:** 'We build your business so you can run it.'
- **Black Nexus:** 'Creative infrastructure for brands that move fast.'

Your content strategy should be **founder-led**. You, Justice, posting about the journey — wins, lessons, behind-the-scenes. This builds trust faster than any ad."

**Verdict:** ✅ Essential — but can be YOU initially. Hire a freelance designer for assets, not a full marketing manager.

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### **RAYMOND CROSS — Growth Advisor**

3x founder, 2 exits. Advisor to 20+ startups.

"I've seen this pattern before: talented builder with 5 ideas, spreads thin, nothing scales. Here's my challenge:

**Pick ONE revenue engine to master first.**

My vote: **Setup Concierge as a productized service**. Fixed-price packages, documented delivery, predictable revenue. Use Black Nexus as the creative arm that fulfills the work.

Once you've got \$5K MRR on autopilot, THEN add the next revenue stream."

**Verdict:** ✅ Essential — as a periodic advisor (monthly check-in), not a hire.

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### **JASMINE TAYLOR — Social Media Manager**

Built audiences from 0 to 500K. Specializes in short-form video.

"You've already got the AI content strategy playbook. What's missing is **execution consistency**.

My recommendation:

- 1 long-form piece/week (YouTube, blog)
- 3-5 short clips repurposed from it
- Daily engagement (comments, DMs)

Your protégé partner could own this. Train them on the playbook, give them a content calendar, and hold them accountable."

**Verdict:** ⏰ Assign to partner, not a separate hire.

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### **VICTOR ODUYA — Project Architect**

Systems designer. Built operational frameworks for agencies and tech companies.

"You're building a **constellation of entities** — trust, holdings, foundation, operating companies. This needs a master project architecture.

I'd recommend:

- **Notion workspace** as the central nervous system
- **Entity relationship diagram** (you already have this in the framework)
- **Quarterly OKR reviews** to align all initiatives

Your current Antigravity workspace is the right instinct — now formalize it."

**Verdict:** ✅ Essential — but you're already doing this. Keep using this workspace as the 'brain.'

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## MAYA CHEN — Visual Designer

Brand identity specialist. Works with startups and agencies.

"Black Nexus needs a visual identity before you launch. Minimum viable brand:

- Logo (primary + icon)
- Color palette
- Typography
- Social templates
- Pitch deck template

Budget: \$500-1500 for a freelance designer, or use AI tools (Midjourney, Canva) to bootstrap."

**Verdict:** ⏳ Hire freelancer for brand package. Not a full-time role.

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## JAMES WORTHINGTON — Business Strategist

20 years in corporate strategy. Now advises small business owners.

"Justice, your structure is more sophisticated than 90% of small business owners. That's an asset AND a liability.

Asset: You're thinking long-term, protecting assets, building equity. Liability: Complexity creates friction. Don't let structure outpace revenue.

My rule: **No new entity until the last one is profitable.**

Focus: Make Setup Concierge + Black Nexus generate \$10K/month before any new ventures."

**Verdict:** ✅ Essential — as the voice of discipline. Consult quarterly.

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## EVELYN TRAN — Financial Strategist

CPA, CFP. Specializes in small business tax optimization.

"Your Wyoming structure is excellent for asset protection and privacy. Tax considerations:

1. **Pass-through taxation** — All your LLCs flow to your personal return (unless you elect S-Corp)
2. **S-Corp election** — Consider for Black Nexus once profits exceed \$40K/year (saves self-employment tax)
3. **Quarterly estimated taxes** — Set aside 25-30% of all income
4. **Separate bank accounts** — Each entity needs its own account for clean books

You don't need a full-time CFO. Use a bookkeeper (\$200-400/mo) + annual CPA review (\$500-1500)."

**Verdict:** ⏳ Hire bookkeeper now, CPA at tax time. Not a full-time role.

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## SARAH OKONJO — Scribe & Documentation Manager

Technical writer. Built knowledge bases for startups and enterprises.

"This Antigravity workspace IS your documentation hub. What you need:

1. **Master index** — One doc that links to everything
2. **SOP library** — Step-by-step for every repeatable process
3. **Meeting notes system** — Capture decisions and action items
4. **Version control** — Track changes to key documents

Good news: You're already doing this naturally. Just formalize it."

**Verdict:** ✅ Essential — but it's YOU (or your partner). Not a separate hire.

## Panel Consensus: Recommended Team Structure

### Phase 1: Foundation (Now → \$5K MRR)

Role	Who	Notes
<b>Founder / CEO</b>	Justice	Strategy, client delivery, product vision
<b>Partner / COO-in-Training</b>	Protégé	Social media, project execution, learning ops
<b>Legal</b>	Freelance attorney	Formation docs, annual review
<b>Design</b>	Freelance designer	Brand package, then as-needed
<b>Bookkeeping</b>	Freelance / Wave	Monthly reconciliation

**Total additional cost:** ~\$500-1500 one-time (legal + design), ~\$200-400/mo (bookkeeping)

### Phase 2: Scale (\$5K → \$15K MRR)

Role	Who	Notes
<b>Virtual Assistant</b>	Hire	Admin, scheduling, client comms
<b>Video Editor</b>	Freelance	Offload content production
<b>Growth Advisor</b>	Monthly call	External accountability

### Phase 3: Team (\$15K+ MRR)

Role	Who	Notes
<b>Ops Manager</b>	Hire	Process optimization, team management
<b>Marketing Lead</b>	Hire or promote partner	Campaign ownership
<b>Additional creatives</b>	As needed	Designers, editors, developers

## Roles NOT Needed Now

Role	Why Not
<b>Full-time Product Manager</b>	Justice is the PM
<b>Full-time Marketing Manager</b>	Founder-led marketing first
<b>Full-time Ops Manager</b>	No ops to manage yet
<b>Full-time Data Analyst</b>	Overkill for current stage

Full-time CFO	Bookkeeper + CPA is enough
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## Panel's Final Recommendation

***"Justice, you don't need a team of 12. You need a team of 2 (you + partner) with a bench of 3-4 freelancers on call. Build revenue first, hire second. Your protégé partner should absorb as many of these roles as possible during the learning phase. This is how lean empires are built."***

— Unanimous Panel Consensus

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## Action Items from Panel

1.  **Formalize partner role** — Assign social media + project execution to protégé
  2.  **Hire freelance attorney** — Get Black Nexus operating agreement done
  3.  **Hire freelance designer** — Brand package for Black Nexus
  4.  **Set up bookkeeping** — Wave or QuickBooks, separate accounts per entity
  5.  **Schedule monthly advisor call** — Use this panel for accountability
  6.  **Build SOP library** — Document every process as you do it
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*Panel convened and facilitated by Antigravity Strategic Systems.*