



GLOBAL BUSINESS INCUBATION, INC

THE URBAN FUTURIST

A Global Business Incubation (GBI) Member-Owned TV/radio Project

*Introducing Cyber Park USA, A mythical e-parallel virtual cooperative business incubator community where everyone is apart of the story and everybody **WINS***

“In Search of Community Wealth Creators”

Sponsored by:

The Lou Myers Scenario Motion Picture Institute Theatre

Producing the Casting Call

A Global Business Incubation (GBI)

Member-Owned TV/radio Project

On Air Personality/ Producer: Tonia McDonald

Executive Producer/Director:: Paul McDonald

Executive Director: Phil Brown

Executive Producer Paul Ruffin

Executive Producer Terence Winslow

Concept: An urban youth and young adult focused TV/radio program broadcasting creative community economic wealth solutions to Greater Los Angeles and other inner city urban America challenges.

Format: An Interactive talk TV/radio internet Hip-hop flavored program featuring young artists, entrepreneurs, business and government professionals and sports personalities turning negatives into positives and problems into into economic opportunities collectively.

Medium: Radio and internet radio, internet video streaming and cable TV.

Objective: To serve as one of many platforms for Building the Corporation of the Future by casting 200 teachers and mentors training 1000 youth and young adults as 10 smart teams collectively using 21st century technology to create community wealth today.

Tasks:

1. Interview and cast young artists, entrepreneurs, business and government professionals who are providing support, positive influences, new knowledge products, new trends, and much more.



2. Program Scenario Development..... Initial production consists of 10 canned shows scripted and casted featuring youth and young adults addressing urban inner-city issues from the perspective of creating economic opportunities and broadcasting the resultant collective better future for urban communities across the nation. Possible Scenarios:

a. “Educate Our Own” – We will model and simulate a cooperative community Charter School system in which all our students are productive and successful.

b. Model and simulate current Hip Hop, Rap Artist, Comedians, TV show Entertainers and others that have recognized the negative impact of their music lyrics and media programming and have collectively agreed to promote positive messages and role modeling and build a new member-owned multimedia industry.

c. “Emptying Cellrooms... Filling Classrooms” Model and simulate Member-owned community corporations that have reversed the trend of cellrooms outnumbering classrooms by introducing the Goals for Life and GBI Pilot Business Apprenticeship programs to the prison system and preparing inmates for success upon release by providing self-employment and entrepreneurial training.

d. “New Urban Economics” - Model and simulate A member-owned virtual business incubation company that has been formed to operate as 10 smart teams and have organized the Community Mutual Fund which has invested, developed and now owns community shopping centers, restaurants, hotels, theaters, banks, nightclubs, day care centers, schools, hospitals, office and industrial buildings and affordable and high end housing development projects. Produced in a scenario motion picture.

Production:

1. Each canned show will be rehearsed to perfection. This includes host introduction and interviewing, program participants scripting reading, interactive call-ins, audio and video-recording, digital background music, web casting streaming requirements and in-house production of sponsor paid-for commercials.



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2. Upon completion of rehearsals, the programs will be produced at the media recording studio.

TV/radio Media Research:

1. Identify, evaluate select, negotiate TV/radio airtime.
2. Determine total program budget cost and profit potential to all member-owners involved in producing The URBAN FUTURIST Show.

TV/radio Advertising Sales

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1. Identify contact market, and obtain TV/radio program sponsors to generate revenue to cover program costs and bottom line member-owned profits.

Pre-promote viewer/Listener-ship:

1. Promote The URBAN FUTURIST program via collaborating with Faith-Based organizations and other strategic alliance partners.
2. Develop member-ownership strategy and fees.

The Urban Futurist Organization has accepted as its **mission** and task, the responsibility of creating models of our collective better future through a new media small business industry. Through this industry, research, books and reports from leading futurist economists and educators will be turned in to **Action Information Communication** products (videos, CD-ROM's, DVD's and movies).

We understand that the future does not exist - never has and never will. By definition, the future is a time period that has not happened, and when it does happen, it becomes the



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present and when it's over it becomes the past. However, *we realize that modeling what we would like to happen in the future will then become our present and eventually our past (history)*

The Urban Futurist Organization offers new ideas on new skills to create wealth, to think about a cooperative economy and to think wisely about our collective better future. We first create pictures of the future in our mind's eye, then we create models to demonstrate our thoughts to our visual eyes. Next our brain-trust views the model and makes necessary adjustments until the model represents our collective thoughts. Then we make it happen!

Urban Futurist are designers of the process necessary to reach our collective better future, We are like-minded people applying an imaginative, creative decision-making process to showcase a braintrust operating system, Virtual Incubator Company, and Ten Smart Teams that tell stories of a better future in a parallel world. The stories are about believing we can, as member-owners of a new Cyber Nation (CyberPark, USA) be a part of a system that supports our products, services and ideas.

The world today is functioning out of **chaos**. People today cannot make sense of what is happening around them, and if the world were simple enough to understand, we would still be too simple to understand it. And if what is happening today in the world was simple enough to understand, the world would not be in a chaotic state. As Urban Futurist, we understand that we cannot know - in the common sense of knowing - everything we need to know, This is where collective common sense comes in,



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Urban Futurist are like minded people who seek knowledge, practice self-knowledge and self-understanding. We know this knowledge must be integrated with models that demonstrate our need for an infrastructure, as well as safety and security for our tami lies. This requires a collective mindset of power that turns into courage. To achieve our desired outcomes, we use information to create scripts and stories about fear and courage. Stories that show us courageously working together to build our collective better future.

Think of **future common sense** as an internal process of shared ideas from a common cooperative system that harnesses our collective power and courage to face **future**

change and uncertainty with optimism. **Change** is our biggest obstacle, and today it is so rapid, so complex, so turbulent and unpredictable, that **change** itself is **changing**.

- + Urban Futurist believe our collective better future is our present responsibility.
- + Urban Futurist are flexible, creative and self-reliant.
- + Urban Futurist act responsibly when showcasing the thinking about our collective better future.
 - + Urban Futurist want to share control of our collective better future.

Urban Futurist give shape to our collective better future.

- Urban Futurist make good decisions about what is needed in the models that represent our collective better future.
 - Urban Futurist are Master Strategists.
 - + Urban Futurist explore all the necessary steps that lead us to our collective better future.



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- + Urban Futurist are constantly looking for better alternatives for our collective better future.
- Urban Futurist share the responsibility of creating a clear picture of our collective better future to a like-minded audience of over 4 million viewers.

· Urban Futurists never pretend they already know the future, which is why we create models of the future, which our members desire. We take **positive actions** to bring forth our models through **collaboration** and **joint venture** projects that involve **shared risks and rewards**. This method creates synergy and a sense of euphoria that produces **success and hopefulness**.

Urban Futurist share a **learned optimism**, a scientific mindset that offers a vital importance in determining a "collective" sense of success. We also share a learned skill called "**possipullity**." *Possipullity is the ability to let the possibilities of the future pull the collective "us" into our collective better future.*

Urban Futurist share a collective power of **clear vision and cooperative purpose**. This means that before our collective better future arrives, it exists in our collective mind, our collective thinking and a collective model. A model from which we can learn how to change, exercising the **Science of Seeing** and view the possibilities leading to our collective better future.

As Urban Futurist, we possess the ability to let ourselves be pulled by a shared dream of reality and hopes of the future - by the possibilities of what we might be able to achieve. The shared dream is developed from years of research that we turn into scripts and models that can be acted out. By viewing acted



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performances of the research, we gain a common sense of the best practices to implement for our like-minded members.

We understand that life is complex and the future is uncertain. Because of this, we create models of various trends and scenarios that give **"us"** the ability to shift our organization's point of view. The **"Science of Seeing"** allows us to witness several possible futures and to put in motion the causes that will create our desired effects. Our collective better future paradigm may be described as a **"collective point of view,"** a Parallel World point of view, or a Cyberspace point of view.

Urban Futurist define our future paradigm as a set of new rules, new tools and new technologies that lift away all man-made boundaries, and shows **"us"** how to be free by sharing common principles with like minded people from around the world. We operate from a structure by Ten Smart Teams that help us define our territory and creatively decide what to do there. In the real world, we were born into different cultures, live in different communities and form opinions about other cultures and communities based on these differences. To implement a collective better future paradigm, we created **Birth of a Cyber Nation™** - a movie about like-minded people who share their cultures, communities and life experiences to help discover commonalities.

In a new Cyber Nation, we are incubated to link diverse experiences in efforts to create our collective better future. Our Cyber Nation, **CyberPark, USA,** created model projects that attract many cultures, communities and experiences. These projects allow the **"collective"** to experience change (together) constantly, solidifying the possibilities and benefits of cooperation.



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The **Science of Seeing** takes away all the blind spots because seeing the paradigm is seeing things are no longer the way they used to be. The now looks bright - realizing that our success is tied to our **shared flexibility**.

Urban Futurists understand that **flexibility** will be essential in a future that is ambiguous and unpredictable, and in which virtual realities are changing.

Survival in the future requires an open mind; the capacity to change one's thinking from one of competition to cooperation.

Urban Futurist understand that learning is continually discovering how to create new models of our shared "**Dream of Reality**" our collective better future. We are part of an infrastructure that fundamentally shifts our movement of mind as the world changes. To stay ahead of the curve, we practice four collective mind set shifts:

1. Modeling our collective future paradigm.
2. Continually changing the model as change effects circumstances.
3. Member-owning companies and institutions that we create in virtual reality.
4. Creating new models of our collective better future, checking them, rechecking them and changing them again if needed.

The four shifts are a cyclical process because paradigms, like information, becomes outdated, inaccurate and in need of revision. To keep pace with increasing change, Urban Futurists practice a skill called "**Flexpertise.**" *This means we share the ability to continually adapt, innovate and change.* As flexperts, we are open-minded and paving the way to the uncertainty we call the future. We delight in showcasing change and using our research to create models incorporating different beliefs, knowledge and attitudes.



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Urban Futurists have the capability of Imagineering a *desirable collective better future and creating it*. To get the kind of future we want we realize that it is a do-it-yourself operation. Since we know that everything is inter connected to everything else, our collective better future should be owned and controlled by everybody who creates it.

Our strategies are heavily rooted in the "Science of Seeing" believing that positive illusions lead to self-fulfilling prophecies. These prophecies help the collective "us" adapt to an unrealistically positive Virtual Incubator Company - one that exaggerates the perception of member-ownership of a Cyber Nation and is unrealistically optimistic about the collective "us" creating our better future. The ultimate function of these prophecies is not to "tell the future," but to "create the future."

In CyberPark, USA, our parallel world research indicates that a group mindset about common goals and projects, shared risk/reward, pooled resources and talent, creates a healthy group mindset. A mindset that "distorts" reality in the direction that enhances group self-esteem and promotes group optimism about our collective better future also creates a healthy mindset, thereby, enabling the group to create models that are positive pictures that generate dialogue and positive feedback.

Our modeled parallel world creates a Virtual Reality New World Order, comprised of ten smart teams of business professionals, game theorists, futurists and many other leaders who will attract like-minded people from the real world. Those who attracted into CyberPark, USA will help lead the way to our collective better future.



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As urban Futurists, we believe that functional prophesy involves imagining our most desirable collective better future, visualizing our collective power, contemplating our actuality, and then creatively engineering the future we want.

This translates into a future skill called "Imagineering" which means allowing our imagination to soar, then using our talents to engineer our future. Imagineering is a paradoxical, balanced skill in that it involves both the left and right brain, both imagination forming mental images, and engineering the skill of creating working models. It is the skill of making the most of both the dreamer and doer in each of us. Imagineering combines "shooting for the stars" and collectively building the rocket ship down here on the ground.

Urban Futurists are model-makers of our collective better future, creating pictures of what can be, and overcoming all the chaotic changes happening around us. We realize that it is easier for people to be a result of the past, than to be the cause of their collective better future. Creating a better future requires that we unlearn the past and invent the future. We know that everything is invented or created three times:

1. The first creation is mental
2. The second comes in the form of a visual model;
3. The third is the physical product.

Our collective better future is first created from a collective mindset, our clear vision, image and dream. Our new paradigm determines the boundaries of our future and how we behave and manage in it. Together, we keeping our collective mindset wide open to all the positive possibilities. This allows us to share future



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skills like "flexpertise" while collectively Imagineering our dream of reality in a new Cyber Nation.

We understand it is hard to shift out of our old ways of thinking, but we must keep in mind that the future is up to "us" to create. Our collective point of view should never paralyze us to keep the same point of view; if we spot a new point of view that leads to our collective better future, we should adopt it immediately. Since changing our point of view changes us "collectively," together we are in command of our goals.

Urban Futurists are masters of what we call Positive Uncertainty. It helps us accept and utilize change and the non-rational and intuitive. Positive Uncertainty includes accepting the past, present and our collective better future as uncertain (unless we build positive models about it). Urban Futurists share four factors involved in the "collective" creation of our better future:

1. What we want
2. What we know
3. What we believe
4. What we do

We also provide new principles that help us reach our collective better future:

1. Be focused and flexible about what we want.
2. Be aware to use and model what we know.
3. Be optimistic about what we believe.
4. Be magical about what we do in model-making our collective better future.



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Our formula has the potential to attract over 4 million member-owners to participate in our mental model of a collective better future - changing people's points of view about their future.

Urban **Futurist** Publication

DYes, I want to get an edge on our collective better future. Enroll me as a member of the Urban Futurist Organization My payment for annual dues is enclosed. As benefits of my membership, I will receive:

- A One-Year subscription to the Urban Futurist Times
- Discount on all conferences, products and events