

# Presents

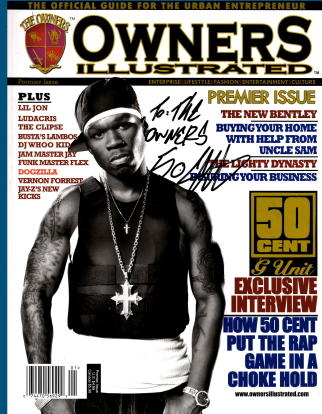
## Superhero Avatars Personified

*How we empower Gen Z to be the superhero  
version of themselves thru storytelling and  
inspiring a new generation of heroes with their  
innovations*

# The Hustlenomics Way- From 2002 till now



2002



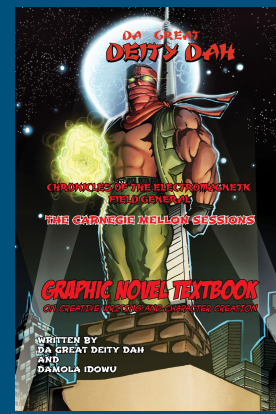
2003



2005



2007



2019



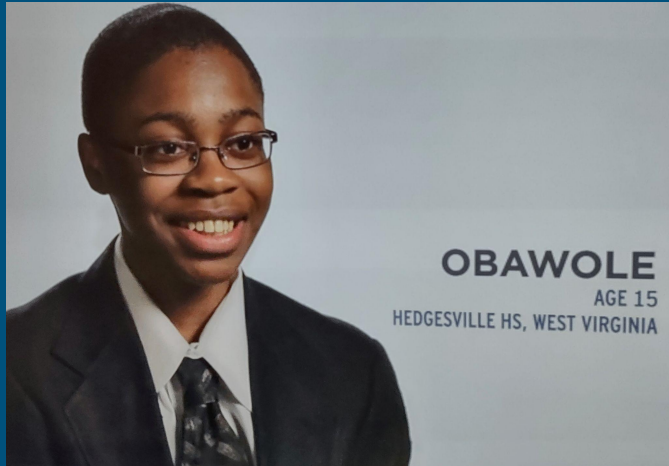
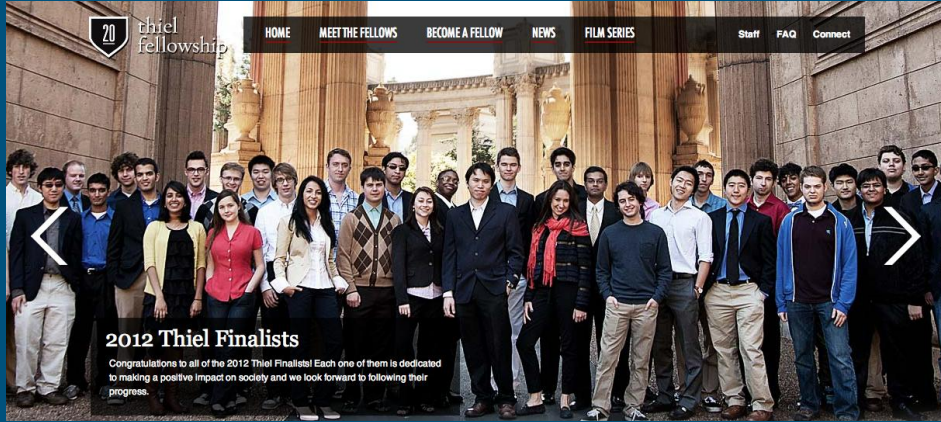
2020

*The entrepreneurial way you overcome systemic barriers to fulfilling your life purpose with happiness*

# Superhero Creators of the Future- TOYZSTEAM



# Wole on CNBC Documentary at 15





# WORKFORCE DEVELOPMENT HACKATHONS

## TOYZ NATION GAMING LEAGUE HACKATHONS



- At our events diverse talent worked on new technologies creatively. We have executed several similar events at Carnegie Mellon University and had students gain employment at companies like Microsoft, Facebook, and EA.
- We also worked with over 5000 K-12 students with the help companies like PPG and Hyundai introducing them to a career path in S.T.E.A.M.



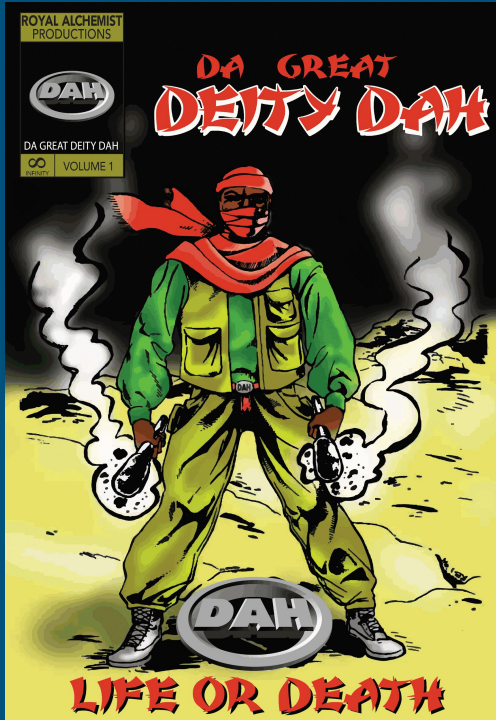
# WORKFORCE DEVELOPMENT HACKATHONS

## TOYZ NATION GAMING LEAGUE HACKATHONS



- **Students Switched their Majors**

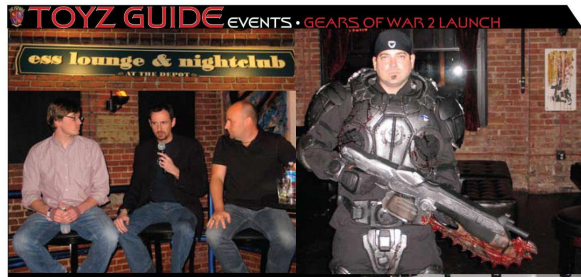
# Da Great Deity Dah- Engineer, Creative, Entrepreneur



- *“Culture dictates Commerce”*
- *“A man gains immortality when his daily deeds and actions are worthy of dying for so when his body decays his soul shall remain everlasting”*
- *“The current system doesn't work for people that look like me so it required bold approaches that got the same outcomes desired but took a different route to get to the same destination”*



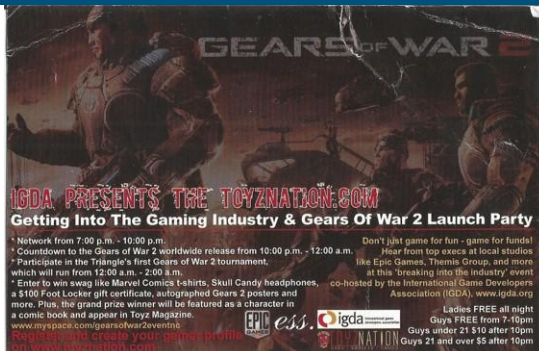
# eSPORTS Epic Games and EA



**O**n a nice autumn evening in Raleigh, NC hundreds of Gears fans descended on Ess Lounge in downtown Raleigh, and enjoyed an experience of a lifetime as they got to enjoy the fruits of a partnership between, The International Game Developers Association, Toyz Nation and Epic Games Studio. Starting at 7pm the event featured a distinguished panel with Mike President of Epic Games, Colin Deane Project Manager of Epic Games, and Alexander Marcus CEO of Themis Group all providing local students from area colleges like Wake Tech, NCSU, UNC, Duke, and other on the in's and outs of the gaming industry. Topics of the panel included portfolio submission, to courses to take, to current climate in the industry, to even how to form their own game development company. Students were very attentive and asked great questions which will be helpful for their careers. After the panel the student gamers became the envy of Gears fans worldwide they got to play Gears 2 with members of the development team at Epic before the worldwide release. How Cool!! Dana Crowley from Epic was also on hand to give away really cool prizes like autographed copies of the limited edition Gears comic book, novel and posters. After giving everyone a chance to get some practice the real fun began with the first ever official Gears 2 tournament in the Triangle area. 5 teams of 5 played in Horde mode beginning in Wave 10 with the objective to get thru as many waves as possible. Only one group got thru to Wave 11. I got a tip from a source who had informed me that if everyone had begun on wave one and got thru the level then on Wave 5 you could have got the grinder which would have made Wave 10 easier. But screw easy Toyz Nation was giving away a \$100 foodlocker gift certificate, Skull Candy Headphones, Marvel Comics T-shirts, and Dana was giving away the Gears Branded Zane Player, a collectors edition of gears, and autographed posters. Everyone had a blast and played and partied beyond 2AM. In terms of Game play by the way look forward to my review but the graphic and the improvement on the Unreal 3 engine are outstanding. The event went so great we are now going to do a weekly night with Ess lounge centered around gaming and music so stay tuned. Thanks to all event partners including Nick from Ess lounge who was more than a gracious host. Also check gears2war.com, and IGDA.org to catch more pictures from the event than what's below.



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**THE PRESEASON**  
August 20, 2008  
GameStop - Gallery S. Dekalb  
2801 Candler Road  
Decatur, GA 30034  
(404) 243-5516

**THE MAIN EVENT**  
August 23, 2008  
Georgia International  
Convention Center  
2000 Convention Center Concourse  
College Park, Georgia 30037



**T**raveling from as far as New England territory Hartford Connecticut to the swamps of Gainesville Florida, the Toyz Nation Road Show and Expo was a successful series of Madden 09 Tournaments and video gaming experience in partnership with Gamestop that highlighted the best in humanity and illustrated the impact gaming can have on human life. Several touching storylines developed like one of a father and son who both entered a tournament and the father not wanting to play against his son fearing before he realized that to have his son win he had to defeat the other opponent, the son wound up redeeming the father and doing the family proud. People from various races and ethnicities also competed as Latino's, Blacks, Whites, and Asians. Old, young, children, parents, friends all came and played video games. Pictures could tell the words, but behind the images are stories of cross town rivalries, passionate gamers, strategies, and the "unfair" advantage of using Brady and Moss with the New England Patriots. There was tons of fun and excitement and great prizes including premium head phones by Skull Candy, gift cards from Gamestop and Foodlocker, opportunities to be immortalized in print and even animated in a comic book. At the expo at the Georgia International Convention Center, we

had a mother bring her four adorable daughters to play Guitar Hero, and Rock Band, which also was played by Candace Cabrera of Flavor of Love 3 Fame. We had fathers bring their sons, we had passionate madden gamers camp out before the doors opened eager to get into the competition. Gaming is more than just recreation for "kiddo" it's a social experience that encourages friendship and fellowship between people from all backgrounds, and provides an outlet to let creativity loose. We had a distinguished panel of interactive media developers, Game developers and a state of Georgia representative, the panel included: Joseph Sanher, Danny Miller, Asante Bradford, Kevin O'Gorman, and Andrew Greenberg who spoke about opportunities for careers in gaming, and new developments in the gaming world and how the state of Georgia is poised to become a big player with a big 30% tax incentive created to lure companies to set up studios there. We had tremendous support from Gamestop management and look forward to taking the expo on the road with our college tour, DC 10th day event, and massive Superbowl event at the GL Complex in Ybor city in Tampa, Florida. Keep checking www.toyznation.com for more information.



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# Gen Z Superhero Innovators



**Kennedy**

- **Howard University**
- **Major: Computer Science**
- **Skills Learned: Project Management, UGC, 3D Tech, AI**



**Manling**

- **Syracuse University**
- **Major: Computer Science**
- **Skills Learned: Game Development, & AI**

# Gen Z Superhero Innovators



**Rebecca**

- Carnegie Mellon
- Major: Computer Science
- Skills Learned: Game Development, AI



**Timothy**

- Carnegie Mellon
- Major: Business
- Skills Learned: Coding at 10, Innovation Scholar, Entrepreneurship 101

# Roy Harvey-VP Mobile, Technology and Innovation EA



- *“Actually think the humanities is probably one of the most important areas for games moving forward”*
- *“The UI and you think of it like a second or second class citizen, but it's really first and foremost of the whole experience.”*
- *“you're competing with everybody else who has an entertainment experience and you're competing for time... If you create friction To that experience, you make the game way too hard to get into, way too hard to navigate, way too hard to understand people are just going to drop out”*

<https://www.linkedin.com/in/harveyroy/>

# Bill Giese- Design Architect at Turn 10 Studios



- “we get all the CAD data so when we build our car we have this process called body and wipe. We get the base mold from the manufacturer. We get all of the data that they get from the dynos and all their engine stuff and we run that through our physics system”
- “we start a new product, we want to find a great partner and we want to make sure that we’re able to highlight and show off the car in a very special and unique way. And so, we really try to do it as early as possible so that we can”
- “So, I dropped out of college. I went to work at Nintendo to answer phones before the internet of big things. The biggest thing I’ve learned more than anything is, if you love what you do and you work hard, you can do whatever you want”

<https://www.linkedin.com/in/bill-giese-4821a718/>



# Daymond John- Fashion Designer, Investor



- Regarding Fubu he said, “everybody is looking for something new... there is nothing else new to do.... now it’s about reinforcing the name and what the name stands for.”  
  
“We always have tried to top whatever we have done previously”
- “instead of just using that communication on social media just to talk, talk, talk, find something to sell them because you have to be an expert on something whether it's music, clothes, whether it's saving our planet, find something there and understand entrepreneurship. And once you start to do that, then you can empower your community”

# Larry Miller - Chairman of Jordan brand



Larry Miller (left) – Brand Jordan

- “[There’s] been a lot of talented black folks who have,been able to have skills whether it’s in music or sports.Just skills Across the board. But because they didn’t understand how to Manage their business,manage their money. A lot of them are Broke.”
  - “what I really appreciate about what a lot of young folks are doing now is That they’re learning, trying to get as much information about business”
- “They are the one who are benefiting from their skill and their talent”

# 50 Cent- Creative Entrepreneur Extraordinaire



- “I think everybody should have a five-year plan – make short-term goals and long-term goals. I had created a plan for all the situations and kind of thought out different scenarios so I would be prepared for these situations when they came.”
- “If there are four things that make a star, I’d say its quality material, performance, appearance, and personality and if you lack in one of those areas you’ve got to pick up the slack in one of those areas. I just think that me being who I am and being comfortable enough to be who I am, allows me to place myself on a level that they can’t get to right now.”
- “...I just look at every opportunity and option that opens up for me and I feel that I can go somewhere and accomplish things that people didn’t think was possible. They asked me am I’m a role model and I said I’m not sure if I’m a role model, but I’m sure I’m inspiring”
- [https://youtu.be/VtQNHw\\_biGk](https://youtu.be/VtQNHw_biGk)

# Lil Wayne - Artist, Entrepreneur



- *“Personally, I’m a hustler and you can’t let tragedy touch you at all if you’re a hustler...”*
- *“Let me tell you something, a hustler never worries about what you lose.”*
- *“Only time you got to dwell on the past is when it’s great history.”*
- *“my devotion to what I do, creativity, man...it’s the perfect definition of who I am.”*



# Contact Me



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CEO

Toyz Electronics

***A Carnegie Mellon University Startup***

at the Swartz Center for Entrepreneurship

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TOYZHACKS

CARNEGIE MELLON  
UNIVERSITY

SWARTZ CENTER  
FOR  
ENTREPRENEURSHI  
P

MARCH 28 6PM  
TILL  
MARCH 29TH 4PM

THANK YOU!

