



It's  
**C.O.O.L.**

Conscious - Open Minded - Optimistic - Loving

to be  
**S.m.a.r.t.**

Successful - Mindful - Authentic - Respected - Talented

**DOCUMENTARY**  
*Executive Summary*



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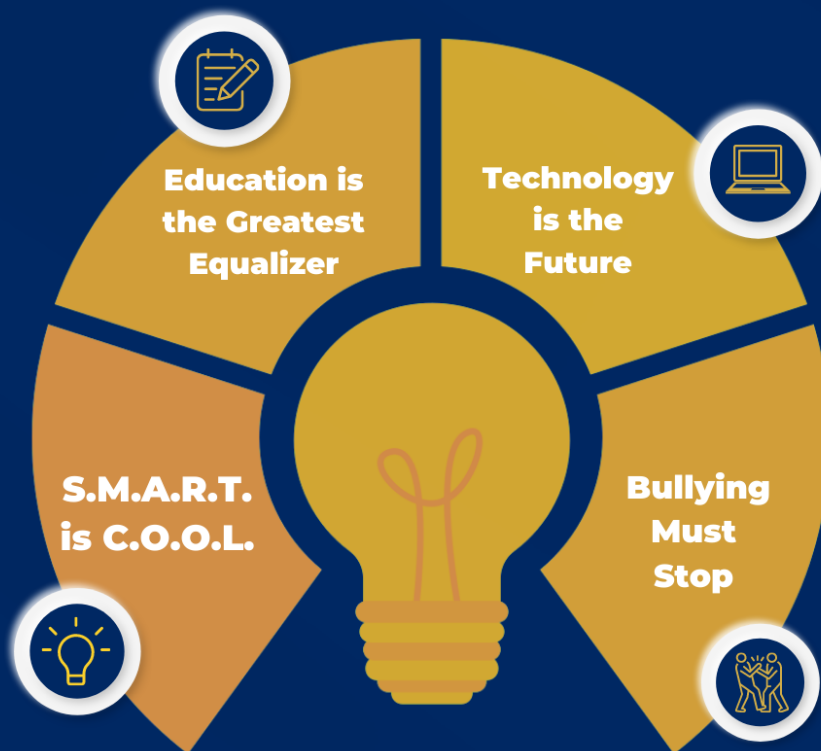
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# ITS C.O.O.L. TO BE S.M.A.R.T. IS A DOCUSERIES ABOUT MAKING SMART THE NEW COOL.



**It's Time to Make a Difference**

A SAVVY TECH EXECUTIVE, MUSICIAN, PHILANTHROPIST, AND ENTREPRENEUR CONNECTS WITH FRIENDS FROM CHILDHOOD, COLLEGE, AND CORPORATE AMERICA TO SHARE STORIES THAT CHANGE THE NARRATIVE, INSPIRE HOPE AND SPARK A CONVERSATION FOR CHANGE.

## THE BUSINESS CASE FOR CHANGE:

- **Education is the Greatest Equalizer:** The APLU states that, "Bachelor's degree holders are half as likely to be unemployed as their peers who only have a high school diploma and they make **\$1 million** in additional earnings on average over their lifetime."
- **Technology is the Future:** Forbes says, "Tech billionaires are worth a combined **\$2.5 TRILLION**, far outpacing the next-best-performing industries, fashion and retail (**\$1.7 TRILLION**) and finance and investment (**\$1.5 TRILLION**)."
- **Bullying Must Stop:** According to the UNESCO Institute of Statistics, "**One third** of the globe's youth are bullied."
- To be S.M.A.R.T. and C.O.O.L. is a **Force-Multiplier**



## VISION, PROJECT SUMMARY & GOAL

### VISION

Vision: It's C.O.O.L to be S.M.A.R.T. is a Movement, Education, and Entertainment Project launched by The E.D.G.E. Foundation ([thefoundationedge.org](http://thefoundationedge.org)) to spark a national dialogue around the importance of Education, Development, Growth and Excellence for the youth and adults to succeed in the 21st Century.

### PROJECT SUMMARY

The project is a 6-episode docuseries about the life of Reginald "Cool Mill" Shareef, and his quest to make S.M.A.R.T the new C.O.O.L. This savvy tech executive, musician, philanthropist and entrepreneur connects with friends from childhood, college, and Corporate America to share stories that change the narrative, inspire hope and spark a conversation for change. He made it out the roughest community in Pittsburgh, went to College at an HBCU-Tennessee State University, became a hip-hop artist, launched a real estate firm, foundation and climbed the ranks to be a Corporate Executive working for two of the largest Companies in the World (Microsoft and Lockheed Martin).

- His network and connections allow him to be the perfect conduit to bring people together from all walks of life and share their collective stories with the world.
- Content will be developed and delivered to capture the senses and reach people through every medium of how we learn today.

### GOAL

The goal of the project is to provide awareness of people from all walks of life, by highlighting their stories, successes, and triumphs, to instill hope in others and provide a spark to achieve success.

- Projects will consist of documentaries, books, podcasts, music, blogs, radio shows, workshops, consulting, community service and motivational public speaking.
- Target Audience is: 14 – 54



PG 3

# THE STORY

## of Cool Mill



**BORN AND RAISED IN PITTSBURGH, PA TO TEENAGE PARENTS DURING A TUMULTUOUS ERA, COOL MILL HAD AN UPHILL CLIMB TO SUCCESS. HE GREW UP IN A NEIGHBORHOOD THAT VALUED SPORTS, GANGS, AND DRUG DEALERS, MORE THAN IT DID EDUCATION. BY LEVERAGING HIS GIFT OF UNDERSTANDING, AND RELATING TO PEOPLE, HIS PERSONALITY ALLOWED HIM TO MAKE FRIENDS THAT PROTECTED HIM FROM HARM AND VALUED HIS ABILITY TO BE COOL AND SMART. THEY GAVE HIM THE NAME COOL MILL, AND HIS TALENTS BEGAN TO FLOURISH IN SPORTS, AS A HIP-HOP ARTIST, AND IN THE CLASSROOM. EVENTUALLY, HIS OBSESSION WITH VIDEO GAMES LED HIM INTO THE WORLD OF COMPUTERS, WHERE HE WOULD EARN AN HONORS PROGRAM SCHOLARSHIP TO AN HBCU, TENNESSEE STATE UNIVERSITY (TSU) TO STUDY COMPUTER SCIENCE. FINDING HIS GOD GIVEN GIFT AT TSU, HE CATAPULTED HIMSELF INTO THE MOST PROMINENT ROLES ON CAMPUS, GRADUATES WITH HONORS AND SIGNS A CONTRACT TO WORK IN AEROSPACE AS A SOFTWARE ENGINEER WHILE A SENIOR IN COLLEGE.**

**HE ENTERS CORPORATE AMERICA AS A PASSIONATE ENGINEER, READY TO LEARN, COMPETE AND TACKLE ANY CHALLENGES. HE IS SHOCKED AS THERE ARE VERY FEW ENGINEERS THAT LOOK LIKE HIM. THROUGH HARD WORK, TALENT, AND DETERMINATION, HE FINDS MENTORS AND ADVOCATES TO HELP HIM SUCCEED. HE THEN TURNS THAT FEELING OF INVISIBILITY INTO INVINCIBILITY AND CLIMBS THE CORPORATE LADDER. ALONG THE WAY, HE MEETS SOME AMAZING PEOPLE THAT BELIEVE IN HIM AND CHANGE HIS LIFE. AFTER SEVERAL LESSONS LEARNED, AND LESSONS EXPERIENCED, HE BECOMES A TECHNOLOGY EXECUTIVE FOR THE BEST COMPANIES IN THE WORLD AND LIFTS OTHERS AS HE CLIMBS.**

**TIRED OF THE STATUS QUO, HE DECIDES TO PUT HIS PASSION TOWARDS SERVING OTHERS AND LIVING HIS MANTRA. WITH A DESIRE TO CHRONICLE THIS NEWFOUND JOURNEY, HE RECONNECTS WITH AND HIRES AN OLD TSU FRIEND WHO HAD RECENTLY STARTED A VIDEO PRODUCTION COMPANY. WITH FRAZIER KID PRODUCTIONS ONBOARD, THE TEAM TRAVELED TO 9 CITIES AND 2 COUNTRIES CAPTURING CAPTIVATING INTERVIEWS AND CORRESPONDING B-ROLL TO PROVIDE THE VISUALS FOR THIS ENDEAVOR. THIS BECOMES AN ALBUM (SOUNDTRACK TO THE DOCUMENTARY), 6-PART SELF-FUNDED DOCUMENTARY DOCUSERIES CALLED IT'S C.O.O.L TO BE S.M.A.R.T, THAT COVERS IMPORTANT TOPICS FROM MAKING IT OUT OF THE INNER CITY, ATTENDING COLLEGE, WORKING IN CORPORATE AMERICA, THE POWER OF TRAVELING, BEING INVINCIBLE, AND MAKING BOSS MOVES, ALL WHILE BELIEVING IN YOURSELF AND A HIGHER POWER. HIS NETWORK AND CONNECTIONS ALLOW HIM TO BE THE PERFECT CONDUIT TO BRING PEOPLE TOGETHER AND SHARE THEIR COLLECTIVE STORIES WITH THE WORLD. AS YOU HEAR THESE AMAZING STORIES, YOU WILL BE INSPIRED AND COMPELLED TO MAKE A DIFFERENCE!**



# EPISODE SUMMARY 1-2

## **PITTSBURGH BREED – HOMEWOOD RAISED:**

**01.**

Pittsburgh, PA is the tale of two cities. As cited by CNN, “It’s America’s most livable city. One of the safest and most affordable cities. And the worst city in America for Black people.” The disparities that exist with wealth, employment, and incarceration exist everywhere, but they are more-stark in Pittsburgh. Surrounded by family, friends, tragedy and hope, Cool Mill takes the viewer on a journey of what it’s like to be born and raised in one of the roughest inner-city neighborhoods called Homewood, and become a true success story.

## **HBCU PRIDE: IT’S NOT TS-ME, IT’S TSU:**

**02.**

This episode shares the Value of HBCU’s through – The 7 C’s: Culture, Campus Life, Comradery, World Class Education, Community, Cost and Connection. These pillars instill a sense of pride, leadership, confidence, grit and determination that shape who you become. Watch as Cool Mill and friends share some amazing experiences of what it’s like to attend and graduate from an HBCU.





# EPISODE SUMMARY 3-4

## STAMPS: THE POWER OF TRAVEL:

03.

Traveling empowers individuals to get out of your comfort zone, experience personal transformation, and open your horizons to gain cultural fluency and experience the world as a global citizen. Be inspired by world travelers who share how travel impacts you as a person, while providing phenomenal experiences through cuisine, exciting adventures and meeting amazing people. After watching this episode, you will be compelled to start racking up stamps on your passport.

## INVISIBLE TO INVINCIBLE:

04.

Confidence, fear, stress and sense of belonging are key contributing factors to success. In the words of Cool Mill, there is a “Con-in-fidence” for a reason. Meaning, we must convince ourselves that it’s our destiny to achieve success, and we must become comfortable being uncomfortable. Hear stories from inspiring and courageous individuals who conquered this quest, overcome obstacles, believed in themselves and turned invisibility into invincibility.





# EPISODE SUMMARY 5-6

## **BOSS MOVES:**

In the words of Buddha, "What you think, you become. What you feel you attract. What you imagine, you create." A boss understands these principles and the importance of Maslow's hierarchy of needs, which are: Physiological, Safety, Love and belonging, Esteem and Self-actualization. Learn from true bosses who mastered these philosophies and use lessons learned, lessons experienced and living with intention to excel in their fields.

## **05.**

## **IT'S C.O.O.L. TO BE S.M.A.R.T.:**

We live in a society that perpetuates a stigma of greed, and idolizes the star athlete, entertainer, and musician. Through capitalism and marketing, we have become fascinated by material things. Very little credit is given to the importance of an intelligent mind, as we have become accustomed to valuing "Cool over Smart." In this episode, you will witness Cool and Smart individuals focused on changing the narrative to make "S.M.A.R.T. the new C.O.O.L."

## **06.**





# SUPPORT THE MOVEMENT



## HOW?

- ▶ DONATE TO THE E.D.G.E FOUNDATION @ <https://www.paypal.com/paypalme/thefoundationEDGE>
- ▶ Support through Grants, Partnerships and Sponsorships
- ▶ Provide Marketing and Distribution opportunities through Television, Media and Streaming Networks
- ▶ Learn more about the project @ [cooltobesmart.com](http://cooltobesmart.com)





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