

Truthjam



Celebrating Humanity's Wisdom

Truthjam: Celebrating the wisdom of humanity
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Vision

Truthjam is about one thing: celebrating humanity's wisdom. Every human being has incredible and oftentimes un-mined, unrealized, unexpressed wisdom. The residing place of this wisdom is the very place we find common ground, harmony, unity and community. This wisdom is the fruit of personal experience and the reflection upon this experience that leads to insight, peace, purpose and all the qualities that are essential to being human beings. This is what enables us to live in greater harmony with one another. This wisdom is waiting to be shared. Our common culture teaches us to look to others as the bearers of wisdom.

Truthjam stands up for a belief that everyone has it within, and we all have something to learn from each other. We intend to help humanity realize the freedom of using their voices to express with confidence...which in turn will liberate the human heart.

In our western culture we live a paradox. The United States boasts of the fundamental right to freedom of expression, and yet individuals are not unilaterally encouraged to express freely, and even less frequently find themselves heard or accepted without judgment. Culture, religion, and mores passed through generations have left many of our people bereft of the inner confidence that leads to the knowing that ALL have wisdom and VOICING it can build up our world.

When we level the playing field, we come to a new place of dissolving the boundaries that keep us separate. These divisions happen on every level from race and gender to differing beliefs and ideologies extending into the way we keep our selves separate in our own minds.

Truthjam will offer a safe non-judgmental space to meet each other in new ways, and from their come to new unforeseen possibilities for a world of compassion, harmonious innovation, and authentic connection. This takes the greatest courage. The ripple effect happens, as one person is built up, the whole is built up as well.

Within us is a potential beyond imagining and it is there, and only there, that we tap the resource that leads to wholeness.

How We Will Do It

One question will be posed for a limited amount of time, perhaps one month. During this time we will open the airwaves for anyone to send in a video two minutes or less of their personal answer. We will also actively hit the streets to video anyone willing as well. Where as a powerful humanitarian initiative like Storycorps captures the moving moments of peoples lives by having the tell their stories. We will be contributing by giving people a place to share the 'takeaway' if you will of their personal history. As the project grows we see forums where everyone can get to know each other, local chapters to host Truthjam events live, and yearly wisdom celebrations.

What We Need to Help Us Do It

We wish to team with people who feel aligned with the vision of Truthjam. We already have one such partner, PACH (operating out of NYU.) They are scholars and scientists studying the connection crisis and looking for new avenues to build up humanity. They will be gathering the data of how Truthjam is making a difference and how we can become even more effective.

For a solid start we are hoping for 120,000 for the first year (tax deductible) to cover the cost of 3-4 salaries, equipment, software, platforms, branding and trademark and all virtual pieces that will allow us to start strong and grow to be self sustaining over the period of two years. We are, however, open to all sizes of donations and have the ability to stage our development relative to the funding. See appendix for greater detail of application of startup investment.

Why Help

If you are someone who believes in the goodness of humanity and wants to see it build to new levels in the world, then you are a perfect fit for our venture. You would step into relationship with a team that stands strong in this belief and has found that tapping potential is the greatest vehicle to effecting good in the world.

If you are someone who has a heart for being of service in new ideas and feel aligned with this vision, where you feel a certain sense of excitement and possibility within you as you read the vision then you have found a project worthy of your own hope for humanity.

Perhaps you have a story where you were given a chance to tap your own genius and wisdom. If so, this is an opportunity to offer the same chance to people of all backgrounds and especially our youth. Or perhaps you wish you had more opportunities and more support growing up to express your ideas, explore your truth and have support of others giving you that freedom. If so, this venture is all about creating that freedom for all.

Mission of Founder

My entire life has been all about igniting the awareness and ability to live from this place of authenticity and insight. And in the projects that have arisen from this inspiration my entire focus and devotion has been poured to bring them to success.

This stems from childhood, but as an adult it includes the completion of building a 17,000 square foot monastery whose value is multi-million and ending debt free.

Another such inspiration was Vibrance, Natural Living Festival hosting over 10,000 people successfully for five years until it was sold in 2014.

Even small ventures like my local philosophy on tap which successfully got people sharing their wisdom over an open microphone (many had never done such a courageous venture,) and presently Theikosoma and Taste the Mystic, offering event and gatherings to learn from those in our midst and discover the guru within.

For me as inspiration moves into vision, vision impels an energetic commitment to all the details, relationship growing and myriad of pieces that bring about success. The team members attracted to join me in this venture have the same level of commitment as well.

I also believe in each and every person. Yes, the connection to people of all backgrounds is undeniable. After being the occasion for giving witness to the greatness of so many people, I wish to give ALL people the gift of being celebrated. The fruit of such affirmation is life-changing.

Join us today!

Appendix

Step One

Has begun through the generous help of an anonymous benefactor

- ~Logo, and initial website are created.
- ~Platform for videos and hosting are setup
- ~Equipment for live video production has been purchased
- ~Promo video is created
- ~Partnership with PACH is defined. Surveys are created. Approach for capturing data through surveys is clarified.
- ~Liability release and personal data capture form is created

Step Two

- ~Create Lab at PACH will work on the technical pieces of online surveys and how to capture the data anonymously to send to PACH and to Truthjam
- ~Strategy team is actively exploring marketing ideas, how best to build awareness of us through the nation, how to get people jazzed about the wisdom questions, and how to disseminate so they come to the largest audience possible.
- ~Media director is creating the easiest technical and editing flow as more and more videos come to us and we add an outro before posting
- ~We are researching options for forums

Step Three

~Soft launch will begin May, 2017.

Here we will begin to post a question and accept videos. We will handle every thing personally to see how it will work most efficiently. We will also begin to capture live video

During this phase we will be running but also testing all our strategies and tweaking our approach.

Step Four

Official Launch will be Fall of 2017!!!

- ~This would be the time to have our employees on board.
- ~The longer term website will be created or in design mode for completion by Dec, 2017
- ~We will be actively building community among participants through incentives, emails, blogs and forums.

September, 2017

PACH and Truthjam will have a launch party in New York City.

Here we will unveil the project and hit the streets LIVE to see what wisdom comes back to us!

Additional goals with target date of September 2017

~Partner with more organizations aligned with our vision to create win-win support
~Affiliations with on-line media such as podcasts will be a priority with the goal to have Truthjam stream on a side column for their viewers' enjoyment.

An example would be OnBeing with Krista Tippett

~Grant applications and funding ideas will be in full motion with the goal to create a self-sustainable non-profit.

Longer Term Growth

~Satellite locations set up through partnerships

~Yearly conference targeted for Fall of 2019

~Local chapters. Guidelines targeted to be developed by spring of 2018

~Taken into schools, corporations and non-profits to give focus series'

~Active blog by December 2017

~Truthjam radio spring of 2018

Gauges to see how this venture is making a difference in the world

Dr. Alishi Ali of PACH will head the qualitative analysis.

Truthjam will fund the development of automated surveys.

Together reports will be produced bi-annually to show the difference Truthjam is making in people's lives and to help us be the most effective possible, changing and growing with what we learn.

We have determined three ongoing surveys to be conducted.

The first will be as the person submits a video. It will include 5 short questions with easy scale answer model (on a scale between 1-10.) We will also capture basic demographic information and a fill in the blank for how they would 'identify' themselves.

The second will be sent about a month after a participant has submitted a video. This will capture a more seasoned reflection on their experience with Truthjam

The third will be a random survey to those watching the videos. The goal will be the same, to learn how they are being changed by the experience

Voices of Truth Supply List

People, the most important asset:

Me (CEO/Creator): Spokesperson, advocate, holding the vision, participating in every level, team building, writing blogs, writing grants

Virtual Assistant: admin, contact to all who contact us, newsletters, blurbs, right hand person, implements and oversees the gauges set in place for qualitative analysis

Tech: video capture, edit, upload and dissemination

Marketing: Experienced, pioneer new ways to be on the virtual curve of building community. Technology is an opportunity for connectivity, but people ARE that connectivity.

Temporary Consults:

Marketing expert

Website design

Grant writer or consult

Cost breakdown

Full time salary for CEO first year: 40,000

Part time wage for tech/media director 25.00/hr at 20 hours per week

Part time wage for VA 25.00/hr at 20 hours per week

Part time wage for marketing person 25.00/hr at 10 hours a week

Miscellaneous promotion engagement budget:

travel for keynotes, conferences to promote, live Truthjam video projects 5-10,000

Website design and hosting: 5000.00