

Project Solace

*A personal dissection of Project
Solace.*



Foundational Clarity

1. What is Project Solace?
2. Why did you choose the name Solace? What does it symbolize to you?
3. If someone asked you what your business does, what's the simplest way you'd explain it?

Mission & Purpose

4. What problem in the world (or in your community) are you trying to solve?
5. What is the emotional mission of Project Solace — how do you want people to feel when they interact with it?
6. What values or principles are non-negotiable in everything Project Solace does?

Vision & Goals

7. What impact do you want Project Solace to have in 1 year, 5 years, 10 years, 20 years?
8. Imagine someone talking about Project Solace in the future — what do you want them to say?
9. What are the core activities or services you want to be known for?

Community & Culture

10. Who is Project Solace for? Who do you most want to reach and serve?
11. How do you want people to see themselves when they're interacting with Project Solace?
12. What kind of culture do you want to build for your team, collaborators, and community?

Personal Tie

13. How is Project Solace a reflection of you and your journey?
14. Why is this the path you feel called to — and not just another business idea?
15. When you're at your lowest, how do you want Project Solace to remind you of your "why"?

1. Mission Statement

- Project Solace consists of an array of services and missions, but essentially Project Solace is the very definition of the word *Solace*. Solace, as a noun, is defined as comfort or consolation in a time of distress or sadness, and, as a verb, to give comfort or consolation to. Simply put, Project Solace exists to create a space of creativity, healing, and community. With the multitude of purposes it serves, wherever Project Solace travels, physically and emotionally, it serves as a safe place where people can feel at home, and be reminded of their worth.
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2. The Name

- As a person who has been through his share of unfortunate events, I know what it is like to be in those times of distress and sadness, at a very intense level at that. During one of those times, I remember my mom was working as a hospice nurse, for a company named Solace. The word just struck me for some reason, I'm not sure why. I viewed my personal journey of focusing on my career and life mission as a "project". It also may have been listening to a lot of Kodak at the time, specifically Project Baby 2, that influenced this. Whenever I was contemplating on the name for my business before I bought my LLC, I knew I wanted the first word to be project, but I couldn't seem to come up with the second word. At that moment, Solace came back to me, and I knew then.
 - Project Solace to me symbolizes my relatability and knowledge of depressive times, and my genuine, constant effort to offer solace to anyone that I can, even people who are not necessarily in rougher times.
 - We provide "solace" in every way we can. Whether it is a haircut, a talk episode, a community event, and so on.
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3. Purpose

- Project Solace serves to solve many problems. A few of our focuses include literacy rates, reducing gun violence/victims rates, providing and nourishing rough neighborhoods, reducing suicide and mental health rates, and repairing broken communities are just a few to name. The main intent of Project Solace in the community

aspect is to just make the most positive impact possible. But, there is a way I can relate this to a personal level. All of my life, I have been judged and faced discrimination simply because of the way I looked. My predecessors did monumental things to accomplish civil rights for people like me. I am aware and content with knowing I can never amount to that. But I have always thought, "What can I do?" The little things really do matter. I remind myself to always do my good deeds, stay positive, always smile. This fostered into something deeper, more purposeful, what I want my career and legacy to be. If I execute these, for lack of better words, creative ideas alongside spreading positivity and growth, while truly remaining genuine, that could really do something. It could change the way people around my community view my people while setting a great example for not just my community, but everyone. This is even more personal but it is part of the reason I made the "frisky" decision of getting a face tattoo. I tell people sarcastically a big reason is well, because you can't tell me what to do. Though not to get confused, that is very true, and one of my reasons, but on a deeper level it symbolizes one of the most cliché, popular idioms of all time: don't judge a book by its cover. I don't do self praising, so humbly speaking, I am one of the most genuine, caring people you will ever meet. I'm very intelligent, both emotionally and academically, positive, confident, and cultured. I am a pretty good person. However, according to society standards you wouldn't really expect that out of an African American, tattooed, dreadheaded young man. So I feel while providing solace, I can genuinely change the stigma and view around that kind of stereotype, at least in the community in my proximity. It also helped get over my fear of being scared to do things I want to do. I meant this as in positive/neutral things of course. I've always overthought how people would see or judge me. "Should I post this video?" "Maybe they'll say no to my proposition?" "Should I explore this to include in my career?" Doing something like getting my face tattooed was like a peak of "Okay, I can do anything if I did that."

- Eluding back to something I mentioned, I think there is a lack of genuineness in the world at times. Specifically we idolize celebrities, often forgetting they are normal people just like us. Being that they are just like us, they are mean, racist, pedophiles, all the negative, repulsive things we see in our local world. It often surprises me how surprised some people are when another celebrity gets exposed for things of this nature. We will show immense amounts of support for these celebrities but seem to be reluctant to show an ounce of this support to our peers and family. This being said, I pride myself on executing all my good in positivity, and my advancement in career in the most intentional, genuine way I can. It isn't the goal, but if I ever happen to find myself in a high position of wealth or status, I would be able to say I achieved it the right way. I can say the same for the friends and family I dream to bring along with me. So when people interact with Project Solace, I want them to feel that genuineness. Admittedly, I want it to amaze them, and inspire them to emulate the same, in hopes they will inspire someone

else. Just maybe, a miraculous butterfly effect can occur...

4. Values & Principles

(Non-negotiables that guide every decision)

- Community, Healing, Creativity, Love, Authenticity.
 - I feel this is a basic foundation of Law, without having to get into what we hope will be obvious principles, such as things like no discrimination, fraud, etc.
 - Personal Three P's: Peace, Propersity, Positivity. Four if you add in Patience but that's just a bonus.
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5. Vision

- Where Project Solace will be in:
 - 1 Year
 - Project Solace Lounge: Building & Services (haircutting, skin care facials, cosmetology, etc.)
 - Mental Crisis/Suicide Hotline
 - Content Creation
 - Community Events (Field Day, Talent Shows, Breast Cancer Awareness Ball, Gun Violence Awareness Basketball Tournament, etc.)
 - Solace Gym
 - Book Club
 - 5-10 Years
 - Status and mission cemented
 - Spread. (this is where we start to dream a little big, you never know.)
 - Grow a larger audience

- Spread the community events across the country, in bigger cities like Houston, Los Angeles, New York, Atlanta, etc.:
 - Specialized in Suicide/Crisis prevention and training
 - 20+ Years
 - Creating monumental and legacy worthy change
 - Business and job offerings: restaurants, bars, lounges
 - Solace Barber Shop
- I was told by someone that plenty of people dream big, and come up with these creative, unique ideas that could potentially cause great change, entertainment, and so on. They told me the special thing about me is my ability to actually bring those dreams and ideas to fruition. Whenever I am gone or even before then, not only do I want Project Solace to be sanctioned for its genuineness and positive impact, but also how it was achieved with an immense amount of creativity. I want it to serve as that constant reminder that you really can do whatever you put your mind to and make it worth something at the same time.

6. Services & Activities

- What Project Solace offers now?
 - haircuts
 - community events
 - creative space
 - insightful material
 - solace
- What it will offer in the future
 - skin care facials, nails, hairstyling, etc.
 - crisis/suicide prevention training
 - talk show
 - jobs and opportunities
 - solace

7. Community & Culture

- Project Solace is for everyone. Of course, I strive to put on for my community, and do things to advance us as peoples. At the end of the day though, I want to do great, positive things for everyone, because everyone deserves solace.
 - When regarding what kind of space and culture I want to create, the paramount idea I keep in mind is that I do not want to put myself or Project Solace in a box. I feel as though once you put yourself in that box, you are limited. Secluded from ever being able to grow or blossom. Not putting myself in that box will create that space and culture I want, a mass multitude of ideas, services, some that no one would think even coexist together, but I made it work.
 - When people are a part of Project Solace I want them to feel like they are genuinely doing something good. With the whole idea of Project Solace being to spread positivity, this will accelerate when we inspire others to do the same. Practicing complete genuineness in our actions will influence others to do the same, and when they feel they are a part of something like that, they will naturally start to do that. You can assume where I am going with this.
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8. Personal Connection

- Project Solace reflects my own journey because it aligns with my values and my purpose in life. The deeds I casually carry out throughout my day and the ideals I hold is a direct reflection in Project Solace. It is the physical manifestation of my healing journey.
- Project Solace isn't just a business but a calling. However, I will relate it to the business/career side momentarily. I did not know what I wanted to go to college for until almost halfway through my senior year. All I knew was that I wanted good money and I did not want to work for anyone. Barbering school appealed to me. I didn't just go to learn to cut hair though, I learned how to style hair, skin care facials, nails, and all kinds of things I am certified for. That lineup of different services and creativity is similarized to my personal calling. Again, I didn't just go to school for barbering. I learned how to integrate the hard skills I learned from barbering school with the soft skills I developed from life. I can combine what I always wanted to do (help people and produce smiles) with a job I enjoy and am skilled at (cosmetology and content creation) and my life purpose (solace). It is quite literally the perfect trifecta to forming my Ikigai(a Japanese concept and word meaning "reason for being").
- My personal "why"? I think this is something I can keep pretty simple. If I don't, who else will? Plus, why not?

9. Commitments

- We commit to always putting people over profit.
- We commit to always creating a space of safety and belonging.
- We commit to always lead with love.
- We commit to spreading solace.

10. Closing Declaration

- Whether amidst a business proposal, or the appeasing of a curious mind, I hope this very personal account familiarizes you with Project Solace and the astounding goals we set to accomplish. It is my disposition that, in the words of Beyonce Knowles-Carter, you know that you are a part of something way bigger.

With affection and appreciation,

Jeremiah Wallace, CEO of Project Solace

