

Mzuzi Solutions Lookbook

*Mzuzi Store Information Booklet
by META24*

*Mzuzi is
the first
student
run store
in Chicago
to sell only
student
produced
products.*



Brand Story

About Mzuzi



students shift away from finding excuses and assessing blame for their past struggles with an ultimate goal of breaking the cycle of dependency.

MZUZI (Swahili) means “innovation.” And “innovation” aptly describes the MZUZI store. MZUZI is run by students enrolled in the Meta24 educational program. Meta24 is a highly innovative skills-based curriculum taught through entrepreneurial incubators known as MetaLabs. Meta24 enrolls students and places them on paths to successful lives. By uncovering their hidden abilities, ingenuity, and visuality, Meta24 helps

We have helped 100s of students go through the recommended workforce development process primarily in Chicago’s toughest neighborhoods. META24 has five levels of achievement. Approachable, Doable, Viable, Sustainable, and Scalable. MZUZI is the by product of dozens of students who have made it to the sustainable level, hired peers in the approachable level, and thus have collectively mastered thousands of applied math, reading, writing and science. Students develop valuable skills in areas such as media

production, urban gardening, culinary arts, fashion design, industrial design, manufacturing, and retail management. In one of the eight 21st century META24 labs.

After becoming skills proficient in an area, students enter the business lab and the entrepreneurial process. Here, students develop a business idea, write a business plan, receive seed capital, and commence their entrepreneurial pursuits. Students are then able to sell their products direct to consumers, online, or at Meta24's MZUZI retail store. MZUZI is the first student-run store in Chicago to sell only student-produced products. We believe that qualifies as "innovation."

Creator
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Soohyun Kim & META24 Students

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Creative Direction
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–

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–

Inspiration
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Mzuzi. Solutions

*According to
RootCause.org*

Investment in programs that re-engage youth in education, training, and the workforce presents a significant opportunity for social impact: Disengaged youth comprise 17 percent of individuals aged 16-24 and represent a total social burden of \$4.745 trillion.

Effective investment can reduce the societal and governmental burden of disengaged youth. Currently, the total burden on taxpayers over the lifetime of one 16-year-old disengaged youth is \$258,240.



Students make their own websites, packaging, and everything in between. This means they learn to use laser cutters, cnc machinery, 3d printing, vinyl cutters and all correlating software.

“Mzuzi provides a true alternative education for any group of students, especially those needing real world skill development”

“When you buy from MZUZI, you are changing the lives of students, their communities, and the future of America.”



Students run a community store where their goods and services can be purchased. It is called MZUZI which means to innovate. They are learning how to use a pos system, Quickbooks, and how to scale their business.



Students hire one another to fulfill orders creating production and management skills for students that may not always work well together. Graduating means you have a set of skills and the change to continue running your business, or you are prepared to work for others.



Handmade Products

*Handmade in Austin
Chicago, USA*

01



02



Discover genuinely handcrafted products made by our MZUZI CEOs. Our Students/CEOs make products and sell at their community store, online, or in person.

Come in and visit the MZUZI store at 5459 W. Chicago Ave. Or, visit our mzuzi.solutions website to purchase and customize a variety of unique handmade products.

03



04



05



A distinctly human touch goes into these products—all have an element of individual craft, manual skill, or handiwork. To see more of what we have on offer visit mzuzi.solutions



01 - Phenomenal Forte Lamps / \$80.00

Acrylic lamps take inspiring stories from history, sports, or life and illuminate them.



02 - Lorel Candles / \$2.50

5.0oz votive all natural soy candles made with the finest scented essential oils.



03 - Mzuzi Gift Baskets / \$30.00 - \$110.00

Mzuzi Gift Baskets are the ultimate gift. An assortment of our most popular products.



04 - Hypno Lips Gloss / \$2.00

Hypnolips lip gloss provides a natural lip care alternative in a variety of flavors.



05 - The Built King Game Table / \$80.00

Compact wooden game tables come with a reversible game surface that doubles as a dry-erase board.

For donations contact Banner Learning to support The Center for Alternative Solutions and Training (CAST) 561-338-6846. MZUZI is a subdivision of META24 LLC and Inquiry Bridge LLC. For questions call 561-237-5522



Behind every products is a person and a story. Learn more at mzuzi.solutions





MZUZI

www.mzuzi.solutions
made in Austin, Chicago, USA