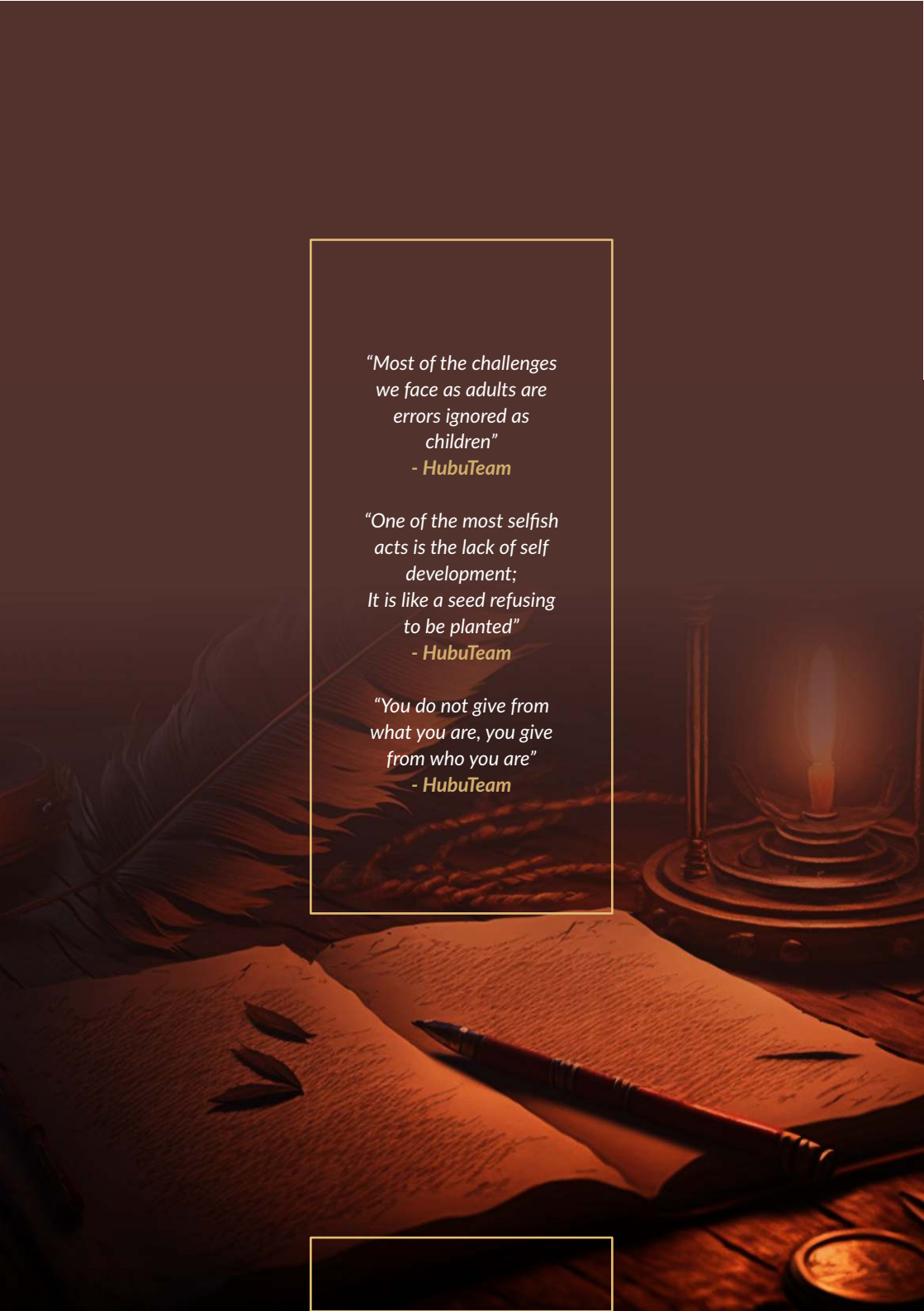




C O R P O R A T E P R O F I L E



*“Most of the challenges
we face as adults are
errors ignored as
children”*

- HubuTeam

*“One of the most selfish
acts is the lack of self
development;
It is like a seed refusing
to be planted”*

- HubuTeam

*“You do not give from
what you are, you give
from who you are”*

- HubuTeam





The HUBU Team

We are a knowledge-oriented organization dedicated to guiding and empowering the next generation discover their authentic selves, unlock potential, and avoid errors of earlier generations. Our primary approach involves sharing timeless principles through storytelling to foster self discovery, self fulfillment, success, and positivity.

We service the the entire spectrum of teenage development as they transition into adulthood through creative solutions delivered in simplicity, impact effectiveness and efficiently.

We are constantly innovating our products, services and delivery using a combination of cutting edge and traditional tools appealing to a broad spectrum of the society to achieve maximum and sustainable value. We are ever evolving as we deliver ancient wisdom that have withstood the test of time in simplicity tailored to current realities.

We aspire to be the top global learning facility with African decent distilling timeless knowledge and principles from one generation to the next.



Core Values:

Honesty: Integrity: Knowledge: Empathy (HIKE)

H

Honesty: Truthfulness, sincerity, and transparency in words and actions, devoid of deceit or fraud in personal, professional, and societal contexts. Keeping promises, accurate representation in communication and interactions.

I

Integrity: Unwavering honesty, sincerity, and consistency reflecting commitment to values and character. Reliable, trustworthy, steadfast even when confronted with challenges that are compromising.

K

Knowledge: Deep understanding and analysis of information, facts, data, with expertise to create practical solutions to social problems by developing new ideas, products and processes through the application, combination or transformation wide knowledge base.

E

Empathy: Capacity to comprehend and share another person's emotions, thoughts, and perspectives with compassion, kindness, offering support, through deep emotional connection providing solutions with understanding and care.



Why Teenagers?

- Teenagers are in a crucial stage of character formation, representing the last opportunity for preventative instillation of values.
- This stage is where habits are formed, influencing their life trajectory.
- Vulnerability to external influences, peer pressure, and physiological/emotional changes is heightened during adolescence.
- Successful management of this stage enhances the likelihood of success in life.
- Success in life is not solely dependent on academic excellence, though it plays a major role.
- The foundation for success lies in self-discovery and understanding how to manage situations as one grows.
- Parents, if not intentional about instilling these values, may leave children in the hands of the school or fate, both of which may not yield optimal results.
- Like Anne Frank, the belief is that there is good in every human being, needing early exposure to proper values or principles.

The Challenge

- **Recent Trends:** Many teenagers and young adults struggle to find purpose and are easily influenced by global factors.
- **Consequences:** Resulting surge in social problems and dysfunctional relationships due to a lack of internal moral guidance.
- **Coping Mechanisms:** Youths turn to vices to escape reality or find alternatives, indicating a growing desperation.
- **Historical Evidence:** Shows that a generation lacking a sense of identity is vulnerable to external forces.
- **Outcome:** Such a generation tends to relinquish control to societal norms instead of actively shaping society.

Our Belief

- **Belief:** Many challenges faced as adults stem from overlooked errors during childhood.
- **Emphasis:** Society's foundation relies not just on education but also on values and morals.
- **Perspective:** Society reflects cultivated values and belief systems over time.
- **Optimistic View:** Instilling correct values early, alongside academics, will lead to a more functional society.

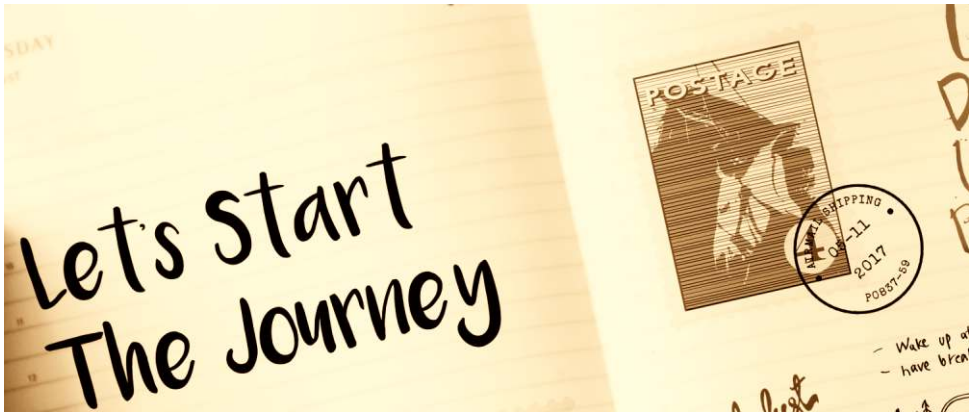
Our Goals

- Instill values early in children's lives for shaping their minds with good morals and steadfast principles.
- Enable self-discovery and identity formation in children, positioning them for future success.

- Encourage exploration and worldly experiences without succumbing to foreign cultural influence.
- Aspire for children to confidently stand on solid principles and export values honoring humanity.
- Facilitate the preservation and transfer of knowledge from one generation to the next.
- Address the loss of valuable insights when elders pass away by establishing structures and channels for knowledge preservation.
- Ensure that the wealth of knowledge, serving as an anchor for identity and wisdom, is safeguarded and shared.

Our Commitment

- Nurturing a generation deeply rooted in their identity.
- Equip individuals with timeless principles for making a positive impact in the world.
- Utilize intentional storytelling and collaborative efforts to achieve this goal.
- Focus on restoring values that have shaped the past.
- Aspire to elevate humanity to greater heights through these efforts.



Our Products

We offer the HUBU Journals as our flagship product, which consists of a carefully curated set of 12 journals designed to instill life-changing principles in young individuals. These journals are user-friendly yet incredibly potent tools for self-discovery. Each journal explores a significant life value that, when embraced early on, lays the foundation for personal growth and unlocks potential (this unique structure differentiates us from most journals available in the market space). They serve as a powerful means for introspection and self-assessment, paving the way for self-development.

Definition	Discovery	Development	Dependable
Vision	Love	Ubuntu	Justice
Discipline	Patience	Adaptability	integrity
Courage	Humility	Generosity	Leadership

1. Definition

This set provides you with a sense of direction and motivation, urging you to take the initial steps towards your desired future or goals. They establish a foundation for success and assist in laying the necessary building blocks. They address the fundamental question of "WHY" and provide a compelling reason for pursuing your endeavors, whatever they may be.

Vision

Vision refers to a mental image or concept of what the future could or should be. It is the ability to imagine and visualize a desired outcome or state of affairs. Vision goes beyond mere observation or perception; it involves the ability to see possibilities, set goals, and formulate a clear direction.

Discipline

Discipline is the practice of self-control, orderliness, and adherence to a set of rules, principles, or standards. It involves the ability to regulate one's behavior, thoughts, and actions in pursuit of specific goals or desired outcome (Vision).

Courage

Courage is the quality or mindset that enables individuals to face and overcome fear, adversity, or challenges. It involves taking action and standing up for what one believes in, even in the face of uncertainty, risk, or potential negative outcomes

2. Discovery

This set establishes a conducive atmosphere for productive engagement within a community. They broaden your perspective, enabling you to see things from different angles and facilitating positive interactions and learning experiences with others. They promote unity and enhance community life.

Humility

Humility is a virtue characterized by modesty, a modest opinion of oneself, and a willingness to acknowledge one's limitations, strengths, and achievements without arrogance or excessive pride. It involves having an accurate and balanced view of oneself and recognizing the value and worth of others.

Ubuntu (Community)

Ubuntu is a concept that originates from several African cultures, particularly in Southern Africa. It is a philosophy and worldview that emphasizes the interconnectedness and interdependence of all people.

Ubuntu is often described as "I am because we are," highlighting the belief that our humanity is intertwined and that our actions and well-being are interconnected.

Adaptability

Adaptability refers to the ability to adjust, modify, or change in response to new circumstances, challenges, or environments. It involves being flexible, open-minded, and resilient in the face of change, uncertainty, or unexpected situations without losing your core values and principles.

3. Development

This set will assist you in cultivating fundamental human values, fostering the development of virtues that will guide your way of life, including resilience in challenging situations. It aids in the exploration of inner strength and reinforces the underlying reason behind your actions.

Patience

Patience is the ability to remain calm, composed, and tolerant in the face of delays, difficulties, or frustrations. It involves having a long-term perspective, the capacity to endure challenging circumstances, and the willingness to wait for desired outcomes or resolutions..

Generosity

Generosity is a quality or virtue characterized by a willingness to give, share, or contribute without expecting anything in return. It involves acts of kindness, selflessness, and a genuine concern for the well-being and happiness of others.

Love

Love is sacrificial and it expressed where individuals willingly give up or make selfless sacrifices for the well-being, happiness, or benefit of the person or thing. It involves putting the needs, desires, or interests of the loved one above one's own and making choices that prioritize their welfare, even if it requires personal discomfort or hardship

4. Dependable

This set facilitates the growth of your leadership skills and your ability to have a positive impact on your community and those around you. Whether you aspire to be a leader, have younger siblings to guide, or seek to make a meaningful contribution to society, these resources will support your development in these areas.

Integrity

Integrity is a personal characteristic or virtue that involves consistently adhering to moral and ethical principles, values, and behaviors. It is the quality of being honest, truthful, and having strong moral principles, even when faced with challenges, temptations, or the potential for personal gain.

Justice

Justice is a principle or concept that refers to fairness, equality, and the upholding of moral and legal principles in the treatment of individuals and the distribution of resources, opportunities, and consequences within a society.

Leadership

Leadership is the ability to inspire, guide, and influence others towards a common goal or vision. It involves taking charge, making decisions, and providing direction to a group of individuals or an organization to achieve desired outcomes.

The quality and content of each journal will be a reflection of the growth process of the user. It is ideal to track growth, identify mistakes, properly articulate visions, preserve knowledge and most importantly self discovery.

Each Journal Features:

- Vision statement
- Daily goals
- 28 Daily affirmations
- 28 Quotes from renowned world leaders and global icons
- Rant section (Exhale, Inhale, and Breathe)
- 4 stories from ancient history, current events, and people deserving recognition based on a principle
- 12 introspective questions (3 per week)
- Section for introspection, reflection, and tracking of development
- Weekly summary
- Journal summary pages with review questions

Objectives of the journal

- Formulate a distinct long-term vision and wholeheartedly commit to it.
- Provide a pause from the surrounding noise for introspection.
- Monitor and assess personal growth during the learning phase of life.
- Spark curiosity in history and philosophy.
- Instill moral virtues and foster character development.
- Restore self-dignity and heighten self-awareness.
- Serve as a repository of knowledge transferable from one generation to the next (from parents to children).

Benefits to the User

- Enhanced self-awareness
- Heightened understanding of individuals and surroundings
- Sharper clarity on life goals
- Enhanced critical thinking and problem-solving abilities
- Improved communication skills with both peers and adults
- Strengthened and deepened connections with peers
- Enhanced ability to choose meaningful relationships aligned with personal goals
- Positive impact on the community and those around you
- Elevated maturity and emotional intelligence compared to peers without journal experience
- Expanded knowledge about influential people and historical events that shaped the world.



Who can use the Journals?

Everyone can and should use them

Preventive Engagement: Individuals seeking clarity and self-discovery.

Applicable to students, teenagers, and young adults starting a career.

Corrective Engagement: Individuals in a challenging place, requiring rebuilding and/or restoration of a positive mindset, relationships, and direction. Focuses on refocusing and recalibrating.

Applicable to parents, couples, families, and religious communities.

Development Engagement: Individuals seeking personal development and expanding capacity for the future.

Applicable to mentors, teachers, teenagers, students, guardians, parents, religious communities, families, couples, life coaches, mentors, etc.

The journals are carefully crafted in simplicity and flexibility such that it resonates with everyone irrespective of where you are in life's spectrum. Consider these journals as your training kit to help you master these principles as you grow.

THE HUBU JOURNALS: WHY YOU NEED THEM (BOOK)

The Teenagers Edition

The HUBU Journals; Why you need them is a free book from the HUBU Team addressing contemporary issues facing teenagers today.

Features

- 64 pages in total.
- Includes three stories.
- Designed for easy readability.
- Provides insights into the mind of a teenager.
- Offers a glimpse into the life of Anne Frank.
- Features an in-depth analysis of the HUBU Journals and effective usage guidance.
- Includes dedicated pages for personal reflection.

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Extract from the book - Chapter 1

There is an age long question which still begs for an answer, "What is life"?

I'm uncertain if there is a universally accepted response to this question because it varies depending on individuals, countries, religious beliefs, and historical backgrounds. Other intriguing questions, such as "Who am I and why am I here on Earth? Why am I reading this book? Why did I do what I did yesterday, last week, or last year?" presents significant challenges in finding a correct answer. However, there are unique answers to these thought-provoking questions - they cannot be found within the pages of a book. Instead, they are answers that one must discover for themselves through intentional engagement with the world around them.

Consider having two unfamiliar plant seeds in your hand. How can you determine the type of fruit they will produce, how tall they will grow, or how useful they will be? While a mustard seed and a spinach seed may appear similar in size, they grow in distinct ways. The spinach seed matures quickly, develops leaves in a matter of weeks, and withers soon after. It cannot withstand drought and doesn't possess any known commercial use in making furniture. On the other hand, the mustard seed grows into a mighty tree with commercial uses, providing shelter to birds and other wildlife.

You cannot truly comprehend the potential of these seeds until they are planted and subjected to the same conditions. It is through their resilience and adaptation that their inherent qualities, no matter how small, are revealed. From the seed's perspective, its growth process, from sprouting leaves to bearing fruit until its eventual demise or removal, is called "life." Additionally, no two seeds from the same tree are identical.

The same is true for human beings. No two individuals have the same life experiences and perspectives. However, the ability to connect, understand, and engage with the world and others reveals one's true self, creates the opportunity for personal growth and a fulfilling life. The outcome of your life is determined by your own decisions/actions, based

on the knowledge acquired, your understanding, and your ability to apply the acquired knowledge (wisdom).

Although some circumstances and events may be beyond our control, every human being is blessed with resilience and the capacity to overcome challenges if they so desire. We have witnessed trees grow through rocks or sprout amidst tar on the road to survive. Humans are capable of far more than that.

The world is inundated with distractions and an overwhelming amount of information that diverts our attention from the most important person in the universe—ourselves. We have become too preoccupied with keeping up with events, especially on social media, that we neglect our personal development and fail to reach our full potential. Consequently, feelings of inadequacy and frustration arise, opening the door to various vices and mental health challenges.

Lack of proper self-awareness, if left unaddressed, can lead to numerous complications in adulthood. That is why even very wealthy individuals may experience depression, multiple divorces, substance abuse, violence, and other difficulties.

The teenage years are an ideal time to reflect and discover oneself since it is during this period that one seeks self-expression, explores the world, and searches for identity. Unfortunately, teenagers are grossly misunderstood. This book is dedicated to you, hoping that you will find it valuable as a guide to a great life.

Our objective is to guide you through age-old practices that have been forgotten by many. These practices can help you achieve success and fulfillment through self-discovery, as you navigate the complexities of life avoiding the mistakes that have plagued many adults. We aspire for you to make better life choices, build a successful career, create a wonderful family, and become influential in society.”



Who should read the book?

- Teenagers
- Parents
- Guardians
- School owners
- Teachers
- Adults

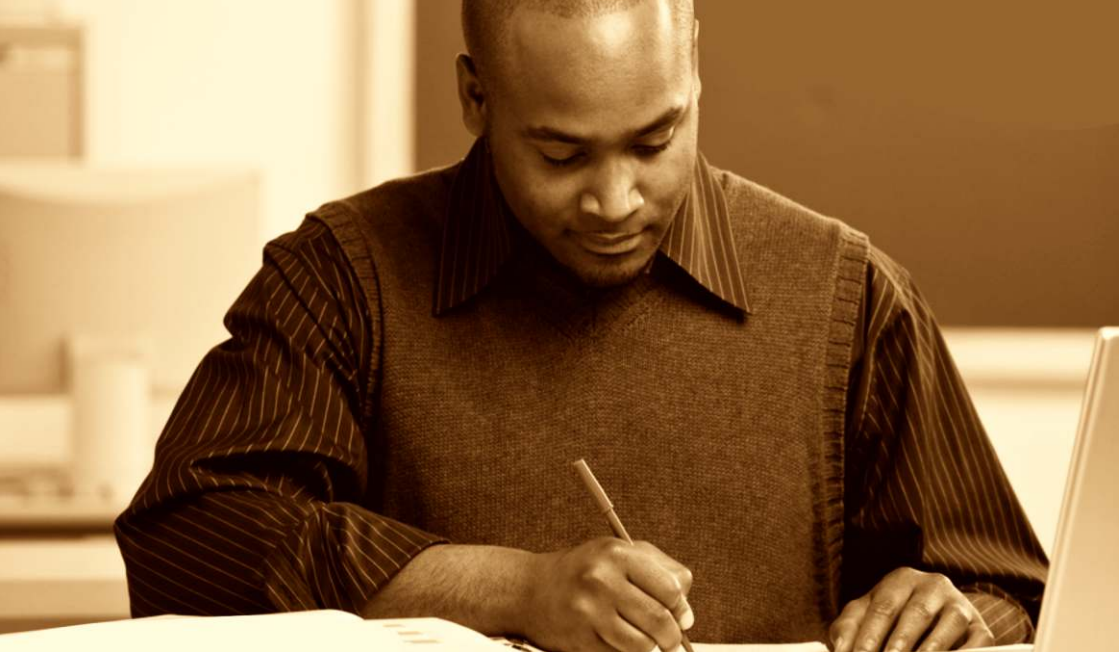
Why You should read the book

- No cost involved
- Provides insight into the teenage mindset
- Illuminates common challenges experienced by teenagers
- Offers solutions to address these challenges
- Bridges the perspective and knowledge gap between teenagers and adults
- Aids in identifying potential challenges and early prevention strategies



The HUBU Monthly Planer

- The HUBU Monthly Planner aids in establishing vision, setting goals, and creating a structured workflow for individuals.
- Features a visually appealing and user-friendly layout.
- For teenagers, promotes open discussions with parents or guardians about aspirations.
- Allows agreement on weekly and monthly tasks to realize desired goals.
- Emphasizes discipline and commitment by breaking long-term visions into achievable daily tasks.
- Incorporates an evaluation and reward system to encourage active engagement and dedication.
- When used with HUBU Journals over 12 months, serves as a framework for cultivating a success-oriented mindset.
- Reinforces the idea that success comes from breaking down large tasks into manageable monthly, weekly, and daily activities.
- Aims to instill discipline, focus, and a deep sense of personal value.



Who should use the planner?

- Teenagers
- Individuals seeking a daily visual reminder of their goals and aspirations.

Why You should use the planner

- User-friendly functionality is a key feature.
- Encourages the early development of goal-setting and discipline.
- Establishes a system of responsibility and rewards between children and parents.
- Facilitates mentorship, enhancing the bond between children and parents/guardians.
- Emphasizes the importance of accountability from both parties.



Why Families?

Role of Family in Community Defense:

- Family serves as the first line of defense in a community.
- Parental beliefs cast a shadow on children's lives.
- Strength and quality of families directly impact community well-being.
- Families with flawed principles or weak foundations reflect in the character of members

Understanding Child Behavior:

- No child is inherently ill-mannered; exposure to the right environment early is crucial.
- Persistent errors become detrimental to the child and society.
- Attempting solve internal problems with external measures leads to greater internal conflicts or mental breakdown

Teenagers and Rebellion:

- Teenagers are prone to rebellion during rapid growth and development.
- Rebellion is not inherent, they are often seeking attention, but ignored by adults.
- They are very susceptible to external influences, especially from peers in similar situation, hence the vices.

Instilling Values and Parents:

- Instilling the right values is crucial by creating a conducive home environment.
- Values are not instilled through coercion but by setting a positive parental example.

- Primary role of parents is to create a nurturing environment for children to thrive.
- Parents instill guiding principles within the family.
- Children, highly impressionable, learn more from observation than words.
- Parental character significantly influences a child development.

Adaptability and Philosophies:

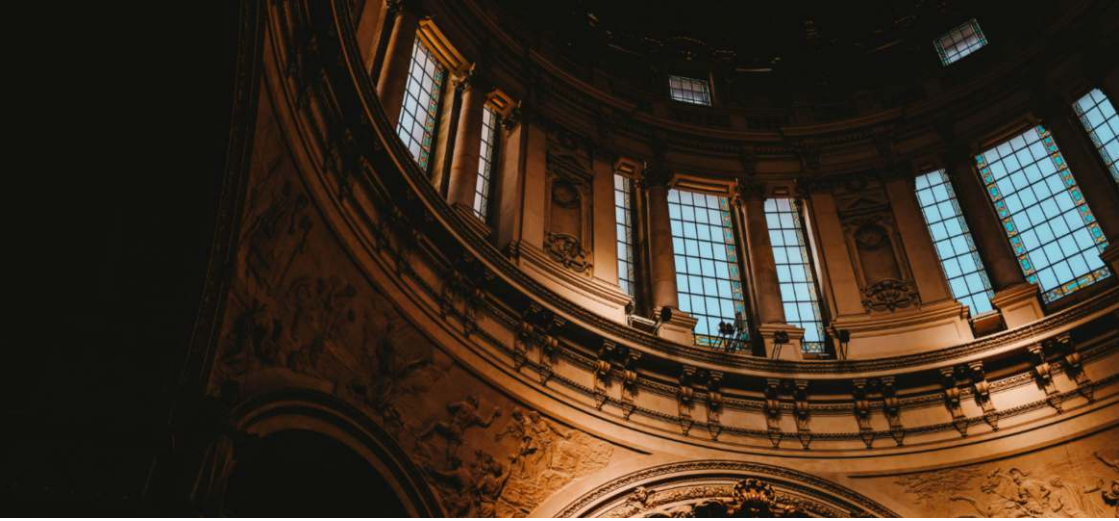
- Family philosophies vary widely, from aggression to passivity.
- Lack of adaptability poses a significant challenge in parenting.
- Couples from different backgrounds bring diverse concepts about home regulation.
- Balanced philosophies could be challenging but can be developed.
- Challenges in adulthood stem from neglected childhood errors even with parents
- We usually have the tendency to shift blame, missing opportunities for personal growth.
- Conflicts arising from differing backgrounds affect children's minds and shape their perception of life.

HUBU Journals' Purpose:

- HUBU Journals designed with principles help instil right values in homes
- They will help align thoughts and approach issues from a shared perspective.
- Serve as a guide for self-reflection and exposing flaws in beliefs and character.
- Assists in establishing a vision within the family and at individual level

Encouragement for Parents:

- We encourage parents to engage with the journals as a family consistently
- Frequent engagement ensures principles become part of the family philosophy.
- They will help parents in identifying areas that require improvement individually, a couple and family.



Why Religious Organisations?

- They serve a crucial role in community building, acting as a beacon of light.
- They contribute to the development of doctrines and beliefs that mold the character of their members.
- Even if parents cannot afford formal education for their children, they make sure they are grounded in religious beliefs.
- Religious gatherings are designed to enable congregants to explore and express themselves in alignment with their faith.
- Religious communities actively instill values within their members.
- Typically, they boast a substantial number of members who steadfastly adhere to teachings.

Challenges with certain religious communities

- Certain key principles play a vital role in upholding the values taught within religious communities, and these principles are often unintentionally overlooked.
- In many religious communities, there is an assumption that these values are taught at home, while some parents assume that they will be instilled either at school or religious gatherings.

The HUBU Journals:

- The Journals aim to emphasize these principles
- The Journals assists congregants in self discovery and uncovering their inner potential.
- The journals serve as a toolkit to enhance the understanding of community teachings, particularly in promoting harmonious living.
- The Journals encourage parents to actively embrace and instill these principles within their families.
- The Journals aid in easily identifying social challenges and offering solutions.

Benefits to Couples and People in relationships

- Consistently and intentionally using the journals for 12 months or longer decreases disputes among couples.
- Offers a robust guide for self-discovery, understanding values, and setting life goals.
- Expects a decline in the demand for marriage counseling and a reduction in divorce rates.
- The journals serve as a yardstick for assessing character in individuals before committing to a relationship.
- The journals highlight areas of character flaws and assist in addressing these flaws for enhanced community growth.

Benefit to the community

- Promotes increased unity within the community.
- Shortens the time spent resolving conflicts (the journals act as a conflict resolution guide).
- Assists in establishing a shared vision within the community and as individuals.



Why Schools?

- Schools, besides religious gatherings, have the highest congregation of teenagers.
- They serve as the secondary source of knowledge after the home.
- Schools play a crucial role in shaping children's perspectives and providing the first exposure to the outside world.
- Major role in ingraining values and aiding character development.
- The school environment is controlled, allowing for easy adoption of corrective measures.
- Provides a fantastic setting for students to practice values without fear of reprimand from adults.
- Introducing values alongside regular education helps form a community.
- Consistent reinforcement of these values can positively alter the mindset of a generation.

The Role of Teachers?

- Teachers play a crucial role in a child's development, being the next most influential individuals after parents.
- It's essential for teachers to embody and pass on values to students.
- Periodic training for teachers is crucial, not just for educational skills but also for life values.
- An extremely brilliant teacher may have personal issues (e.g., anger, impatience) that impact children.
- The belief is in giving from who we are, not just from what we have (skill set).
- Updating both educational skills and personal values is emphasized for effective teaching.



Services:

- Our services are designed with a focus on improving individuals' mental well-being, placing importance on building self-confidence and, when necessary, addressing and correcting flawed belief systems to increase personal and collective awareness.
- All of our training programs are guided by the HUBU mantra of "Helping you Be You," which means that instead of solely emphasizing technical skills, our approach emphasizes the development of emotional intelligence and the promotion of community growth.
- We prioritize the enhancement of self-confidence and the correction of faulty belief systems to elevate personal and collective awareness in order to improve individuals' mental well-being through our carefully crafted services.

Mentorship Classes:

- Tailored for teenagers to hear real-life success stories from individuals embracing principles.
- Team of experts across fields ready to share knowledge and secrets of success.

Services Design:

- Aimed at teenagers seeking direction, self-discovery, and unlocking their potential.

Curriculum Highlights:

- Group sessions guiding students through the entire journal led by a HUBU team member.
- Involvement of parents/guardians is crucial, requiring their consent.

Assessment Report:

- Detailed report sent to parents or guardians, outlining observations and areas for improvement.

Class Options:

- Virtual and on-site classes available.
- Parent or guardian presence required for at least two sessions (initial and final class).

Training And Consultancy:

Core Belief:

- Success in companies relies on hiring exceptional staff with principles and values.

Training Services:

- Assist in training employees on workplace core values, managing mental stress, and enhancing productivity.

Organizational Environment:

- Encourage an environment for development and skill nurturing.
- Facilitate the free expression of creativity within defined boundaries.

Target Audience:

- Encompasses entry-level staff, middle management, and executive staff.

Program Design:

- Focus on ensuring management prioritizes overall organizational health and well-being.

Common Gap:

- Many companies possess technical skills but often lack values fostering community and unity.

The HUBU Community

We intend to create a community of individuals that have gone through rough patches in life and through tenacity, embodiment of these principles rode the storms of life and emerged successful in their endeavour. They believe in the next generation, willing to share their stories for the inspiration of the next generation.



Our Products

The HUBU Monthly planner:

Size: 420 x 594 mm

Price **N1,000**

The HUBU Journals (1x12)

Size: 148 x 210 mm

Paper Back

Pages: 100

Weight:

Price **N5,000**

The HUBU Journals collapsed (3x1) One Set

Size: 148 x 210 mm

Leather Back

Pages: 250

Weight:

*Price **N17,500**

Free Monthly Planner

*Introductory Price **N15,000**

The HUBU Journals collapsed (3x1) Complete Set

Size: 148 x 210 mm

Leather Back

Pages: 250

Weight:

*Price **N75,000.**

Free Monthly Planner: Free

Printed Book: Gift box

*Introductory Price **N70,000**

The HUBU Journals (1x12) complete Journals

Size: 148 x 210 mm

Paper Back

Pages: 100

Weight:

*Price **N70,000**

Free Monthly Planner: Free

Printed Book: Gift box

*Introductory Price **N65,000**

The HUBU Journals: Why You need them (Teenage edition)

Size: 148 x 210 mm

Paper Back

Pages: 64

Weight:

*Price **N4,000 (100%**

discount/Free download)

