

Kewi Culture:

500

(Are we setting the standard for the next five hundred years?)

Kewi Culture Explained

“We are actually from a time 500 years in the future. We are sent back 500 years to the present to set humanity in the right direction. “

The Kewi culture is an atmosphere that allows for an unprecedented approach to business, where the core lessons of life are our guiding principles. In essence, we are curators, authors, activists, parents, children, balance of good and evil, revolutionaries, pioneers and most importantly, we are the occurrence that happens when dreams are put into action; Creation? Innovation? Desire? Eutopia? The definition might be unknown, but the feeling is clear as day. Business today has been built on a foundation of strong principles. At its core is trust. Trust is a never-ending battle to maintain itself as it stems not from a lack of trust in others, but a lack of trust in one's self. How much do you trust yourself? Do you trust your judgment, your thoughts, your curiosity, or intuition? If you can't trust yourself why should others trust you? Trust has to be rooted in every aspect of the Kewi. In an atmosphere where trust is highly regarded, it reflects in all that is done. True quality of any work is the trust that thought was put into the creation of that work. Did you think this through? Did you consider as many factors as possible for the shortcomings of your work and is your work prepared for the challenges that it will be exposed to? Details! Details! Details! Attention to detail is gained by a burning rage against the slightest hint of carelessness. To be detail oriented is to care.

Kewi is the first company in the world that will lead the new age in understanding how to focus. Our focus is on a time 500 years from now. Currently the world is in a toddler stage where we are beginning to realize our capabilities as shown in technology and that energy is wildly scattered in several directions. True impact is in depth. True depth comes from focus. Focus requires an unwavering knowledge of direction. Direction is simply an aim at a target.

The target is you. Whatever you make, create it as though you are creating yourself, literally.

The attention you would put into creating your own arm; the arm that you will use for the rest of your life. That is the attention you place towards any work you engage in. The era of working against nature has ended. It's time to work in congruence with nature. Kewi is a human body.

All within the body must be fluid. What is felt in the toe is felt throughout the body.

Communication is not a matter of distance. How long does it take for your brain to recognize that you are being pinched? It doesn't. The body is one. Communication is simply a matter of being present. Interaction requires presence. Care requires presence. To experience life, you must be present. Attention to detail, the journey towards greatness, overcoming challenges or adversity or reaching for something great, all require one critical first step. Be present. Will our innovations stand the test of time? Are we setting the standard for the next five hundred years? Have we built a family? A family that is truthful with each other. Are we leading the next generation in the right direction? Do we care about the atmosphere in which we raise our children? Should that atmosphere not reflect the values we hold dearly. Cleanliness, Trust, Acceptance, and Balance must be the atmosphere we work in and live in. In truth, Kewi was started with a burning desire to create a better world. We must create this world of our own. We must learn from the mistakes of our future, but not be afraid to make many more. Learning is a process of failing. Growth happens when you rise from those failures. Greatness happens when failures are appreciated as much as our success. Excellence is your body, which is always present for both. The body of Kewi is excellence. We are excellence. Let your actions reflect it.

~In God We Trust~

Muyiwa Olumide

-Founder