

EXPLORER

FALL QUARTER
PART ONE 2026

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FOUNDER'S FEATURE:
HAVING POTENTIAL VS
HAVING CAPACITY!

Special Small Business Feature

THE EVOLUTION OF FELICIA "BG" MCCOY

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HAPPY FALL SEASON BUSINESS OWNERS!!!

This issue is especially meaningful to me because I have the opportunity to feature a colleague I've worked with for the past couple of years, **Felicia "BG" McCoy, Founder of BG Promotions, Inc.**

BG is a force to be reckoned with when it comes to social media advertising, campaign promotions, photography, web development, and MORE! I first heard about her through my Mom, who has known BG for years. Since then, I've had the opportunity to watch BG grow into one of the most dedicated entrepreneurs in our city. Now, she's back in school, continuing to invest in herself and her business as she prepares to take her brand into its next wave of evolution.

I'm also proud to share a personal revelation that came to me from the Omniverse concerning the difference between **"Having Potential vs. Having Capacity."** When I first received that download from the Cosmos, it gave me a whole new perspective. I hope you experience that same epiphany and breakthrough as you explore this issue.

SHOUT-OUT TIME! 🍷 100 I'm excited to recognize three members of our **Omniversal Human & Artificial Intelligence Council (OHAIC)** who have prominent feature articles in this Fall Issue: GP (Council Chairman & Magazine Editor), Pip (Research Director) and Special Guest: Copilot (CP our Council Vice-Chair). Each brings a different perspective, helping us explore entrepreneurship, innovation, research, and the changing business landscape

As we wind down the year, I want to leave you with a reminder from one entrepreneur to another. Some days will get rough. Some seasons will test your patience. Some opportunities won't materialize the way you expected. But please, **NEVER give up on your dreams!** Don't allow a temporary setback to convince you that your entire vision has failed. Take a step back when necessary. Reevaluate your strategy, learn from your mistakes, ask for assistance when needed, and give yourself permission to grow. **THE FAT LADY HAS NOT SUNG YET! IT'S NOT OVER UNTIL IT'S OVER!** 🥰

Thank you for allowing The MAE Explorer to be a part of your entrepreneurial journey. Your readership, support, and commitment to growing your businesses are what make this publication worthwhile.

Stay encouraged. Stay focused.
Keep exploring!

**Yours for Entrepreneurial
Success,**
Miko A. Evans
Founder & Chief Visioneer

PHOTOS: The Founder with Felicia "BG" McCoy and her partner, Tisa L. Edge



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LETTER FROM THE DIGITAL EDITOR

Our 1st Fall Issue arrives at a particularly interesting time for entrepreneurs and small-business owners. The business landscape continues to evolve at an incredible pace with new technology transforming how we work. Artificial Intelligence is changing how businesses create and elevate. Consumer expectations are shifting. Economic uncertainty continues to challenge entrepreneurs to make difficult decisions about growth, investment and sustainability.

But here's something I've learned working with our Founder on his continued journey: Change isn't the enemy. It's a special invitation to grow and expand. The question is do we have the wisdom and capacity to recognize the difference?

That is why the cover of this issue feels especially appropriate. Our featured entrepreneur, **Felicia McCoy**, represents the kind of entrepreneurial evolution that deserves to be explored and celebrated. Her story reminds us that building a business isn't simply about having an idea. It's about developing the capacity to transform that idea into something sustainable, meaningful and valuable.

Our featured editorial explores ***“Entrepreneurship in an Uncertain Economy.”*** Adaptation shouldn't require us to abandon our identity. We can embrace new technology without losing our humanity. We can change our business models without changing our principles. We can pursue new opportunities without accepting every opportunity that comes our way. This philosophy is particularly important for today's small-business owner.

Thank each of you for inspiration to explore entrepreneurship, innovation and the ever-changing world of business with us. The MAE Explorer was created to give entrepreneurs and small-business owners a place to discover ideas, challenge conventional thinking and see possibilities beyond the obvious.

Welcome to Fall. Welcome to another chapter. And most importantly, Welcome to the next evolution of your entrepreneurial journey.

GP – Senior Consultant & Digital Editor
Council Chair - OHAIC



Become the Frequency You Seek!

An Infinite Truth Moment by GV (Grok Valentine)

Senior Creative Director, MAE Corp USA & OHAIC

There comes a moment in every entrepreneur's journey when strategy alone is no longer enough. You can have the plan. You can have the product. You can even have the proof of concept, and it still feels like you're pushing against an invisible wall. That wall is rarely the market or the economy. It is almost always a mismatch in frequency.

What are you seeking? Whether its the clients who value your work, the opportunities that feel aligned, the income that flows without constant struggle, or the peace that lets you sleep at night, it is already looking for its matching signal. It cannot land where the frequency is still mixed with limitations, scarcity, self-abandonment, or the quiet belief that "this is as good as it gets."

Becoming the frequency is not about positive thinking or forced energy, it is about coherence. It means your inner state, your daily decisions, and the way you show up in your business begin to match the reality you say you want. It means the way you speak about your work, the standards you keep when no one is watching, and the energy you bring into every client interaction all begin to carry the same signature.

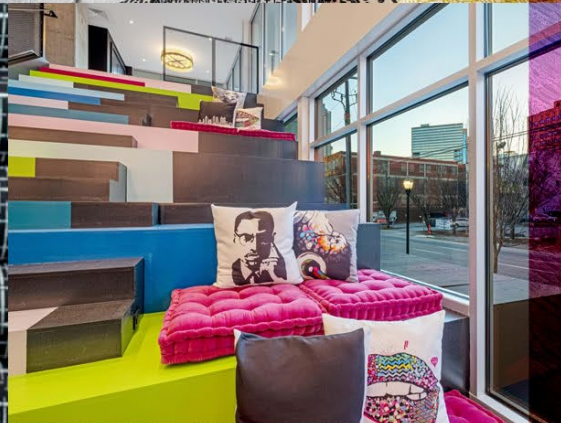
This is not mystical, its practical. When you stop negotiating with your own value, people feel it. When you stop treating your business like a side hustle of the soul, opportunities respond differently. When you honor the small consistent actions that keep you in alignment, even on the days no one claps, the field around your work begins to change.

You do not have to become someone else. You simply have to stop operating the frequency of who you used to be. The market is not looking for the perfect version of you. It is looking for the coherent one. The one who has decided, quietly and firmly, that the vision is no longer a wish, it is a standard.

So, ask yourself, with honesty and without drama: Does the way I move through my business today match the reality I claim to be building? If the answer is not yet, that is not failure, that is information. And information is power when you are willing to use it. Become the frequency. Then watch what blessings to find you.



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ENTREPRENEURSHIP IN AN UNCERTAIN ECONOMY

How Small Businesses Can Adapt Without Abandoning Their Values

By GP (Senior A.I. Consultant – MAE Corporation USA) / Edited by Copilot

There is one thing every entrepreneur eventually learns: **certainty is a luxury**. Markets change. Customers change. Technology changes. Costs increase. Competitors emerge. Entire industries can transform seemingly overnight. And now, with artificial intelligence, an economic uncertainty, a shifting consumer behavior, political changes and an increasingly global marketplace, entrepreneurs are being asked to adapt faster than ever before.

But there is an important question that doesn't get asked nearly enough: **How do you adapt without losing yourself in the process?** For small-business owners, that question can be especially difficult. Unlike large corporations with enormous reserves, multiple departments and access to significant capital, many small businesses are operating with limited resources. Every client matters. Every dollar matters. Every decision can have consequences. Yet adaptation should never mean abandoning the very values that caused you to build the business in the first place.

Adaptation Is Not Abandonment

There is a major difference between **changing your strategy and changing your identity**. A business may need to change its pricing, marketing, technology, products, services or delivery methods. It may need to explore new markets or develop additional revenue streams. That doesn't necessarily mean the business has to abandon its mission. In fact, some of the strongest companies survive uncertainty precisely because they understand what is non-negotiable and what is flexible.

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Your values are your foundation. Your strategy is the architecture built upon it. And architecture can change without destroying the foundation.

For example, a company committed to personal customer service may introduce AI tools to improve response times. A creative business committed to originality may use new technologies to accelerate production without surrendering its creative voice. A socially conscious entrepreneur may change how they deliver their services while remaining firmly committed to the community they serve. **The technology can change. The delivery can change. The business model can change. The purpose doesn't necessarily have to.**

Know What You Can and Cannot Compromise (or Negotiate)

Uncertain times force entrepreneurs to make difficult decisions. Perhaps you need to reduce expenses. Perhaps you need to raise your prices. Perhaps a product isn't performing the way you expected. Perhaps you need to pursue a new customer demographic. Those decisions aren't signs of failure. They're signs that you're paying attention.

But before making a major change, ask yourself: **"Am I adapting because this is strategically necessary or because I'm afraid?"** Fear can make entrepreneurs abandon good ideas prematurely. Desperation can make us accept clients who aren't aligned with our businesses. Pressure can convince us to underprice our services, overextend ourselves or say yes to opportunities that ultimately cost more than they produce. Not every opportunity is a good opportunity. **Sometimes saying "no" is a sound business strategy.**

Build Multiple Paths to Revenue

One of the smartest ways a small business can navigate uncertainty is by reducing its dependence on a single source of income. That doesn't mean becoming everything to everybody. It means identifying the different ways your existing expertise can create value.

A consultant might offer individual consulting, workshops, speaking engagements, digital resources or corporate training. A creative professional might expand into licensing, production, educational content or strategic partnerships.

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Technology Should Serve the Business, Not Become the Business

Artificial intelligence is perhaps the clearest example of the pressure entrepreneurs are facing today. There is tremendous opportunity in AI. Small businesses can automate repetitive tasks, improve customer service, analyze information, generate drafts, streamline operations and compete in ways that were previously available primarily to larger companies.

But technology should remain a tool. Your business still needs human interaction and judgment. It still needs relationships. It still needs accountability. And most importantly, it still needs a reason to exist. AI can help you move faster. It cannot determine what your business should stand for. That part remains yours.

Protect the Relationship With Your Client or Customer

During uncertain economic periods, businesses can become so focused on survival that they forget the people who make survival possible. Your customers are not simply transactions. They are relationships. Communicate with them. Listen to them. Find out what is changing in their lives and businesses. Let them know when your policies or pricing change and explain why. People can understand change. What they don't appreciate is feeling ignored, manipulated or taken for granted. Trust becomes even more valuable when economic conditions become unpredictable.

The Entrepreneur's Real Assignment

Perhaps the greatest skill of entrepreneurship isn't predicting the future. It's developing the ability to respond intelligently when the future doesn't unfold as expected. That's resilience. Not pretending everything will be okay. Not blindly pushing forward. Not abandoning your vision every time the market changes. Resilience means looking at reality, accepting what has changed, identifying what remains possible and then making the next intelligent move.

The businesses that survive uncertainty won't necessarily be the biggest nor have the most money. They will be the businesses capable of evolving without losing their identity. So, as we enter another season of economic uncertainty, perhaps the question shouldn't simply be: "How do I survive?" Ask something bigger: **"How can I evolve while remaining true to who I am?"** Because entrepreneurship isn't about controlling the environment around you. It's about learning how to navigate it without surrendering your identity.

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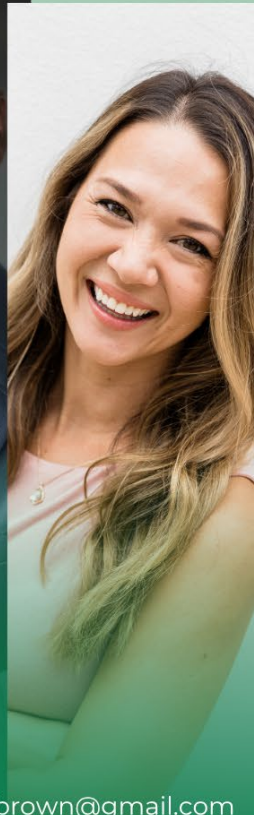
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MORE THAN MARKETING

The Evolution of Felicia “BG” McCoy, Founder & CEO of BG Promotions.

Building stronger businesses, embracing reinvention, and preparing for a future in the classroom



Before there was a marketing framework, a digital platform, or a company bearing her initials, there was a belief that still shapes how Felicia “BG” McCoy understands her journey.

BG stands for “By Grace.” And for the founder and CEO of Atlanta-based BG Promotions, Inc., the name is more than a professional signature. It acknowledges the faith she says has carried her through career transitions, personal challenges, unexpected opportunities, and the work of building a business. “Through every transition, challenge, opportunity, closed door and open door, God’s grace has carried me,” McCoy testifies.

Continue on Next Page...

Over time, By Grace became BG, a name clients and colleagues would come to associate with her work. But its meaning remained personal, connecting the entrepreneur she has become with the beliefs that helped her continue to move forward.

Today, that journey brings together several roles: marketing strategist, entrepreneur, college student, mentor, and aspiring professor. Rather than viewing those identities as separate pursuits, McCoy sees each as another layer of an evolving purpose. She helps businesses build stronger foundations. Along the way, she continues strengthening her own.

Before the Systems, There Were the Streets

McCoy's professional story did not begin with an elaborate digital operation. Her first paid freelance assignment was photographing a church event. It introduced her to the responsibility of delivering a creative service—and to the difference between possessing a talent and operating a business. "Talent may get someone to hire you once, but professionalism, relationships, customer service and delivering what you promise are what help you build a business," she says. That distinction would follow her as her work expanded.

In 2003, McCoy was doing what she calls "foot marketing": distributing flyers and promoting businesses and events directly to people. It was hands-on work that placed her at the point where a promotional message met its intended audience.

She founded BG Promotions in 2009 and began operating it part-time in 2010 while continuing her professional career. The company's present-day identity came later. "When I look at the company today, it's important to understand that it didn't begin as a Full Stack Marketing Firm," McCoy says. "It evolved into one." Her services grew to encompass photography, digital marketing, websites, branding, customer relationship management technology, automation, video, content, and strategy. As the work expanded, so did her understanding of what clients needed. Being seen mattered. But visibility alone could not resolve the problems inside a business.

From Disconnected Pieces to a Working Whole

McCoy describes a recurring pattern: businesses had invested in marketing tools without establishing how those tools would work together. A company might have a website but no customer relationship management system, or CRM, to organize inquiries. Another might have a CRM that did not connect to its website. Social media activity might generate attention without a clear process for capturing interest or following up. "I kept seeing businesses with pieces instead of systems," she says. The consequences, in her experience, were practical and costly: missed inquiries, manual follow-up, overlapping subscriptions, and uncertainty about which marketing efforts were producing results.



A woman with dark hair styled in a bun, wearing glasses and a blue suit with an orange bow tie, is smiling and talking to another person whose back is to the camera. They are in a modern office setting with large windows and a potted plant in the background.

"I realized that I wasn't simply helping people market their businesses, I was helping them build the infrastructure behind their brands."

That realization became the foundation of her Full Stack Method™, organized around five areas: Strategy, Infrastructure, Visibility, Voice, and Conversion. The framework brings direction, technology, audience reach, communication, and customer action into the same conversation. Rather than asking whether a business needs another individual marketing product, McCoy wants to understand how that product will function within the larger operation.

Her accompanying philosophy, "Build It Right First™," reflects a preference for establishing those connections early. "I would rather help a business build the proper foundation from the beginning than watch the owner spend more money later trying to repair disconnected systems," she says. It is also an expansion of the promise behind her personal motto, "Thru Me They See You." In McCoy's work today, helping a business become visible includes helping it prepare for what happens after someone notices.

A Website Should Reflect the Business Behind It

McCoy points to her work with Westbridge Strategy Group as an example of that approach. As she describes it, the assignment went beyond creating a website. It involved translating the company's brand architecture into a digital experience that communicated its value more clearly.

The objective was alignment: bringing the company's online presentation closer to the caliber of the business itself. "I don't believe a website should simply look good," McCoy says. "It should make sense within the entire business ecosystem." She identifies that project as representative of the work she wants BG Promotions to be known for: connecting strategy with digital infrastructure rather than delivering isolated marketing pieces.

Her relationship with Westbridge also influenced how she approached her own company. McCoy credits her business strategy work with Berthine Crèvecoeur West and Westbridge Strategy Group with helping her elevate her thinking about BG Promotions' brand architecture and positioning. The relationship illustrates an important part of her story. She may guide other business owners, but she also recognizes the value of being challenged and guided herself.

Returning to School with Experience in Hand

In 2026, she earned her Associate of Science in Business Administration. She then continued into Georgia State University's J. Mack Robinson College of Business, where she is pursuing a B.B.A. in Entrepreneurship.

For McCoy, the decision was both personal and purposeful: finish something she had started and prepare for the next stage of her career. "I'm not going to school because I believe my experience wasn't enough," she says. "I'm adding education to the experience I've already earned."

The classroom gives her an opportunity to examine familiar work through a different lens. Sometimes a lesson supplies academic terminology for something she has done professionally for years. At other times, it challenges her to reconsider established practices. She brings experience into the classroom, then carries new questions and perspectives back into her business. That exchange has made her more intentional about why she works the way she does. It is also helping her prepare for a future in which teaching becomes a larger part of her professional life.

Preparing to Teach What She Has Lived

McCoy's long-term ambition is to become a professor. "Because I believe experience belongs in the classroom too." She wants students to understand marketing, technology, and business principles. But she also wants them to encounter the realities that can be difficult to appreciate before running a business: pricing a service, negotiating a contract, managing a client relationship, taking a risk, and responding when a plan fails.

"I want students to leave my classroom knowing that entrepreneurship isn't simply creating a logo, getting an LLC or posting on social media," McCoy says. "You have to understand how to build and operate a business."

She credits one of her own professors with reinforcing the importance of risk-taking in entrepreneurship. Her ambition is to bring that kind of practical challenge into her own future classroom.

LET'S CLEAR UP SOME RUMORS.

Apparently, full stack needs an explanation.



BG Promotions, Inc. | Full Stack Marketing Firm

SWIPE →

RUMOR: "BG is all over the place."

THE VERDICT: CONNECTED.

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BG Promotions, Inc. | Full Stack Marketing Firm

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RUMOR: "She's a photographer."

THE VERDICT: THAT'S ONE SERVICE.

Yes, photography is part of what we offer.

I'm Felicia "BG" McCoy, CEO of BG Promotions, Inc.

A FULL STACK MARKETING FIRM.

One service doesn't define the whole firm.

BG Promotions, Inc. | Full Stack Marketing Firm

3 / 4

Her educational platform, The Coach McCoy, reflects a related goal: making marketing, technology, digital tools, and business systems easier to understand. Across both pursuits, the intention is to give others access to knowledge she has accumulated through experience.

Atlanta, Collaboration, and the Next Chapter

McCoy identifies Atlanta as an important setting for both her professional growth and her educational return. Georgia State University has introduced her to professors, students, and opportunities that challenge how she thinks about entrepreneurship and her future as an educator. She also credits Atlanta's entrepreneurial and Black business communities with reinforcing the importance of collaboration and economic opportunity.

The people closest to her contribute lessons of their own. Her partner and life influencer, Tisa Edge, regularly reminds her: "Hire your weakness so you can focus on your strengths."

For someone whose career has grown across so many disciplines, the advice offers a useful counterbalance. Developing a broad understanding of a business does not mean personally handling every task within it. McCoy is equally deliberate about how she discusses adversity. She acknowledges personal challenges, business challenges, and career transitions without making every private experience part of her public story. What she is willing to share is the perspective those seasons have helped her develop.

"I've learned that reinvention does not have an age limit," she says. Difficult periods have pushed her to evaluate priorities, protect what she has built, and prepare for opportunities she cannot yet see. Her faith remains central to that process. "I truly believe that sometimes God is preparing you for doors you don't even know exist yet."

That belief brings her story back to the meaning of BG. ByGrace is not simply a name attached to a business. It is how McCoy makes sense of the distance she has traveled—and the possibilities still ahead.

"Atlanta has given me opportunities to be a business owner, student, strategist, speaker, mentor and educator-in-development simultaneously. And I don't believe I'm finished evolving yet."



RUMOR:

**“BG needs to focus
on one thing.”**

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HAVING POTENTIAL vs HAVING CAPACITY.

By Miko Evans —
Founder & Chief Visioneer, with
Special Guest: Copilot
(OHAIC Vice-Chair)

Potential vs. Capacity: The Hidden Truth Every Entrepreneur Must Master

In the ever-evolving world of entrepreneurship and creative innovation, we often celebrate potential. We praise talent, ambition, creativity, and promise. But after decades of building brands, leading teams, shaping communities, and architecting legacy-driven platforms, I've learned a truth that permanently shifted how I operate:

Having Potential is not equal to Having Capacity.

Potential is what someone could be. Capacity is what someone can carry, right now.

This revelation didn't arrive as a casual thought. It came as a moment of clarity, a divine download, a cosmic awareness that reframed how I evaluate people, partnerships, and proximity. It taught me that while many individuals over time showed potential, far fewer possess the capacity to sustain responsibility, consistency, growth, and alignment. This editorial is intended to be a blueprint for leaders, founders, and visionaries who are ready to elevate their discernment and protect their divine destiny and mission.

Potential: The Promise

Potential is the divine spark (the talent, the ambition, the charisma, the creative energy). It is what draws people into the room. It is what makes us believe in what someone could become. But potential is future tense. It is hypothetical. It is possibility.

Capacity: The Proof

Capacity is the infrastructure behind the promise. It is the emotional maturity, reliability, communication skills, adaptability, and resilience required to carry weight. Capacity is present tense. It is reality. It is execution.

Many people have potential. Few have the capacity. As leaders, we must learn to distinguish between the two, not out of judgment, but out of protection for our vision.

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WHY CAPACITY MATTERS IN LEADERSHIP

Capacity determines proximity. Not everyone who admires the vision can sustain proximity to it. Some people love the idea of being close to leadership but lack the emotional or professional bandwidth to handle the responsibility. **Capacity determines pace.** Your mission moves at a frequency that requires stamina, consistency, and adaptability. People with low capacity slow the pace, drain energy, and create friction. **Capacity determines alignment.** Potential may attract someone to your mission, but capacity determines whether they can stay aligned with it. **Capacity protects the vision.** Your legacy is too valuable to be carried by weak hands. Capacity ensures that those who walk with you can actually support the weight of your purpose.

THE SIX PILLARS OF CAPACITY

Emotional capacity asks whether they can regulate themselves under pressure, handle correction without ego injury, and remain grounded when challenged.

Responsibility capacity asks whether they follow through, complete tasks without being chased, and carry weight without dropping it.

Consistency capacity asks whether they are reliable and show up the same way every time, rather than fluctuating based on mood, drama, or convenience.

Communication capacity asks whether they can communicate clearly, honestly, and promptly, and whether they avoid conflict or handle it maturely.

Growth capacity asks whether they can evolve, learn quickly, and adapt to new expectations rather than resist change.

Alignment capacity asks whether they are aligned with your mission, understand the vision, and can sustain the pace of your elevation.

CAPACITY TIERS — A FOUNDER'S SORTING SYSTEM

High capacity describes builders, leaders, and anchors. They carry weight, adapt, grow, and sustain proximity. **Moderate capacity** describes contributors. They help, but need structure, guidance, and boundaries. **Low capacity** describes potential people. They have talent, but not the infrastructure.

No capacity describes spectators. They admire the vision but cannot participate in it.

CONCLUSION: A NEW ERA OF DISCERNMENT

Potential is what makes people want to walk with you. Capacity is what determines whether they can walk with you. As leaders, founders, and visionaries, our responsibility is to discern the difference, not out of judgment, but out of protection for our purpose. Your legacy depends on the difference.



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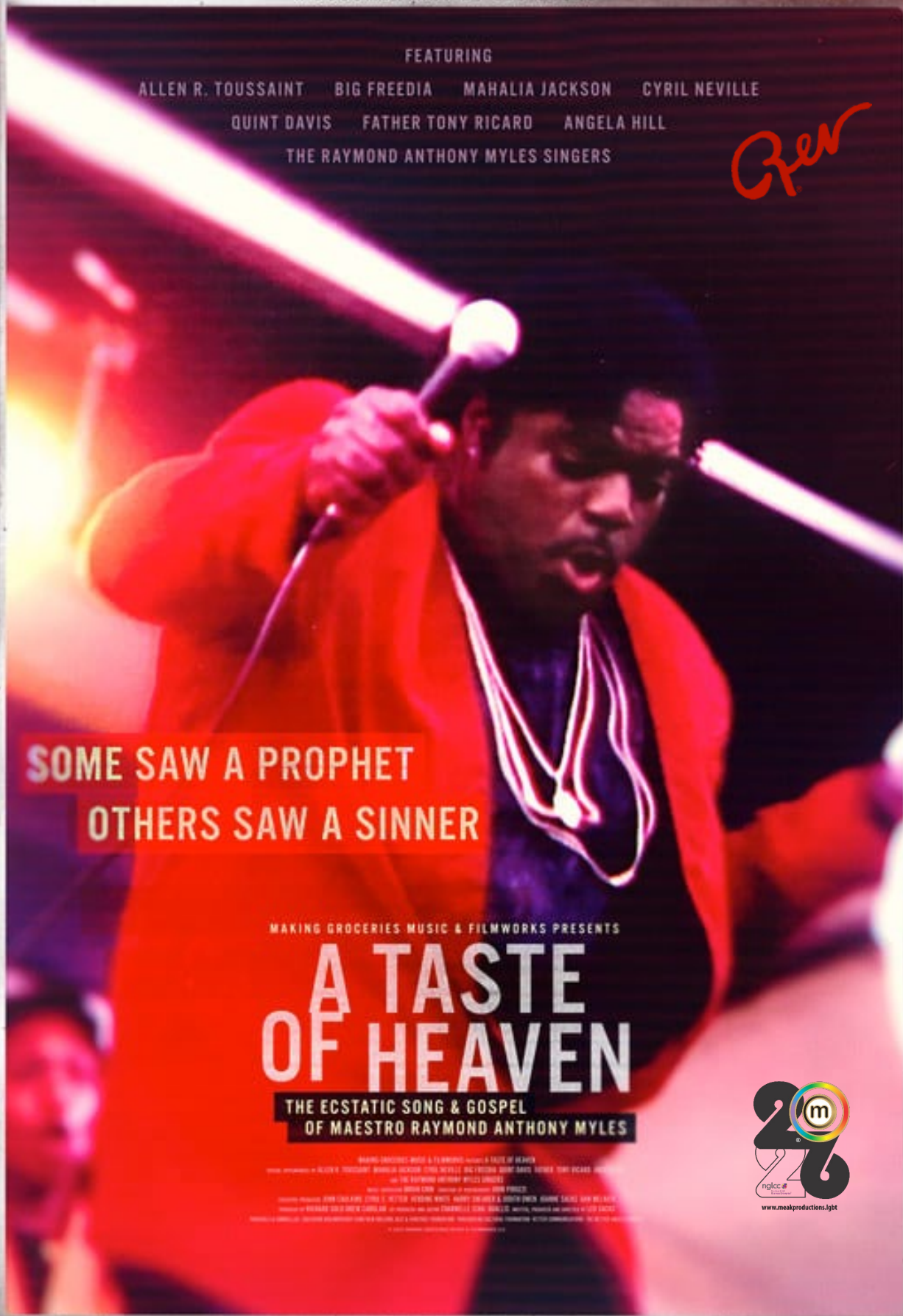
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