

Beast Geeks



The Founder

Generation X: Allen Williams Jr.

Son of a factory worker Allen Williams Sr, and college secretary the beloved late great Frances Anthony. His mother instilled in him as a child “you can do anything” while living in the urban city of Augusta, Georgia. Majored in Computer Science, with BA in Business his Techpreneurial spirit grew when he first opened his laptop sitting on the hood of his Cadillac back in 2006.

Allen is versatile and armed with a keen architectural sense.

Indeed an Outkast in school he was reminded of that at his 10th-year high school reunion. So he decided to hand-make what 15 years today we call “The Modern Day Crown.” Arriving in Atlanta in 2011 he thrust himself into the jewelry business. Mentored by the great Jamie Kresel at Jewelry Artisans he learned the business of precious metals, and gemstones.

Allen is a tech savage on the UI, and his productivity in creating solutions to industries is impeccable. The Tony Starks of assembling nerds his MO is to revolutionize the apparel industry. After getting rejected by major companies while indulging himself in the fashion industry, he decided to take matters in his own hands. Allen created a prototype for a new way to manufacture clothing on IOS. Starting with the hat, no capital, but armed with a network, a few nerds we call ourselves Beast Geeks. Our mission is to provide a hat we call a Crown into a product that’s sustainable, yet gentle on the hair but stylish.

when the record playing gets to
skipping and slowing down all yall can
say is them geeks earned they Crown
but until then, hush that fuss

- Andre' 3000 Rosa Parks

Chief Engineer

Generation Y: Ryan Anthony



Son of Edward Anthony, and Rebecca Compton also from the urban city of Augusta Georgia. Currently, Atlanta based, Ryan, posses multiple talents in IT which include java, adobe illustrator, crypto-currency, and data analysis. Mild-mannered, and blessed with the intuitive ability for predicting industry success for platforms in the tech industry. Wear more ball caps than a major league

player, Ryan's input on what makes a cap was huge for "The Modern Day Crown". As a graphic designer, his Crowns illustrates unique concepts for potential buyers for Generation Y. Die-hard Falcons, Hawks, and Braves fan Ryan personify what a Atl'alien is all about. Loyalty

**all hail Atlanta's
own, owner of
Atlanta's thrown**

- Clifford TI Harris'

Tha King

Chief Artist

Generation Z: Tobias Sampson

Mother Tylisha Sampson was told that her son would not walk, or talk because of what “doctors” labeled as autism. But this 17 year old genius has proven that theory wrong. As a digital artist he possesses the skills in Adobe Studios, IL Studios, and can create animation. Also known as DJ Sampset his acculturation of Atlanta's sound from a Generation Z perspective is the reason he is a first round draft pick in the music world. Kobe on the beats indeed! As a fashionist Tobias knows what's trendy for his age group in the fashion game. His art, sound, and Crown designs makes marketing easier to Generation Z. He is a huge Curtis Mayfield fan, and a gamer.



darkness is no
longer, a child is
born

- Curtis Mayfield'

New World Order