

THE ALLIANCE STANDARD / EST. MMXXVI

NICNAC CHARTER v1.0

A living standard for how we partner, build, sell, and show up.

We are an alliance of people who make useful things matter.

NICNAC brings sharp operators, curious technologists, and honest partners to the same table. We believe small, committed teams can move with more care, more courage, and more consequence than bloated institutions ever will.

"We show up human. We stay useful. We finish what we start."

Turn complexity into momentum for people worth betting on.

We build the systems, stories, and relationships that help ambitious partners move forward. Our job is not to make noise around progress. Our job is to make progress unmistakable.

"Clarity over theater. Outcomes over activity. Partnership over extraction."

Care deeply. Speak plainly. Build bravely.

We tell the truth early, especially when it costs us. We make the hard thing simple without making it small. We protect trust like infrastructure and treat craft as a form of respect.

"No hidden hands. No hollow wins. No work we would not put our name on."

We will leave the people and places we touch stronger than we found them.

We will listen before prescribing, own the whole outcome, and keep our word when the easy exits appear. If the path changes, we say so. If we miss, we repair. If we win, we share the credit.

"Our word travels ahead of us. Our work proves it right."

We choose the long game, even when nobody is watching.

We refuse work that asks us to trade dignity for velocity, truth for revenue, or people for optics. We believe good business can be generous, technology can be humane, and ambition can leave room for a conscience.

"Make it useful. Make it honest. Make it count."

THIS IS THE LAW.

**Every sale, every line of code,
every DM honors this.**

**Print it. Read it daily. If a deal
violates it, walk away.**

MAKE IT USEFUL. MAKE IT HONEST. MAKE IT COUNT.