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**Pitch**

We're the first (1<sup>st</sup>) to organize Life Balance curriculum by Project Management (PM) and coaching techniques.

**Problem**

People want life balance but don't know how to optimize it. Related services are fragmented or lack regular behavioral change incentive.

**Solution**

STEPS to JOY Life Balance Project curriculum, certification, and 1099-NEC Project Life Coaches (PLC) forms and forums.

**Competition**

**Stress Management treatments** \$17.2 billion in 2019, CAGR 3.7%  
**Project Management Software** \$5.37 billion in 2020, CAGR 10.67%  
**Motivational Coaching** \$1.02 billion in 2016, CAGR 6.7%

**SaaS Business Model**

- Printed – Book, exercises
- Digital – Site forms, Google sheets, Zoom
- Onsite – with CDC Compliance

**Seeking** (\$100,000 cash grant)  
 Funding Stage Pre-seed (bootstrap) Product Stage MVP

- 50% Customer Acquisition & Growth
- 50% IT UX, security and legal HR

Strategic Introductions

Compound reach/impact by national training Project Life Coaches starting Q3-2022.

| Productized Service      | Frequency | Retail    | Ops Cost | Capacity | Co.MRR |
|--------------------------|-----------|-----------|----------|----------|--------|
| Project Life Coach (PLC) | Hourly    | \$100     | \$50     | 40/mo    | \$2000 |
| Project Events           | Monthly   | \$1000    | \$500    | 4/mo     | \$2000 |
| Certification 1099-NEC   | Annual    | 50%       | \$500    | 5000     | \$18M  |
| Projects Portal          | Annual    | \$500     | \$25     | 3M w CS  | \$75M  |
| Global Committees        | Quarterly | volunteer | \$500    | 250      |        |

\*PT 1099-NEC earns \$4000/mo for 60 client, 20 event and 20 CAC hours.

**Team**

Founder ASU Alumni - 22 years in business and inter/personal management efficiencies. 30+ Executive Mentors in target industries.

**Market** (80% relationships established)

- Education (staff) - Starting in AZ : ESI (2k), TUHSD (1k), MCC (10k), ASU (5k), PMI Phx (2k), SWIHA (1k)
- Government (grantees) - DES SOAR (4k), 501c3 (21k) SBA (31M)
- Church (families) - US Catholics (64M), non-discriminatory inclusive strategy

**Go to Market**

Speaker, Author call to action. Events, Articles, Podcasts, Registered Vendor, TikTok

**Traction**

- ASU Venture '19-'22; ASU Change the World winner 3/19; ASU Center for Mindfulness 9/20; WP Carey Blog 2/22
- PMI Phx Speaker 12/20, SWIHA Southwest Institute of Healing Arts 1/21, Phx Business RadioX Blog 2/22
- TUHSD Tempe Union (CTE) 11/19; MTP Career Fair 1/20, 1/22
- Tempe Chamber Women in Business Mentor '19-22; Chair Business Owners Forum '21-22, Blog 2/21
- Local First AZ 11/19 Festival promo 500; 1Million Cups 1/19, 5/21; Avontage 7/21

**Long-term**

5000 Jobs, \$1Billion reinvestment in small business innovations (waste, healthcare, education, employment).

Projectize global United Nations SDGs, White House priorities, and Works of Mercy by central database [Impact Reports](#).