APPLICATION FORM

1. Venture name: *The Goal Coaching Network, LLC*
2. Lead Contact: *Felicity Blackwater*
3. Lead Contact e-mail: *Felicity.Blackwater@ASUAlumni.org*
4. One Line Pitch: Provide a one-line description of the venture in layman language.
   1. *Multi-solution coaching - independent, pro and the New proprietary, weekly, peer coaching network format, coaching transparency, accountability and encouragement, for mutually beneficial community impacts.*
5. Venture Summary: Summarize the long-term potential impact of the venture.
   1. *Improve community, productivity, achievement, value and quality of living locally, and nationally.*
6. Management: Provide a brief description of the technical and operational management team’s qualifications
   1. *ASU. BIS BUS/COM, Process, Conflict mgt*
   2. *PMP – Sigma training, 11M+ members*
   3. *LMT – Coaching, Stress Mgt*
   4. *18+ yrs customer product engagement, and leadership*
7. Customer Problem: Describe the depth and extent of the problem the venture aims to solve.
   1. *solving stale follow thru on goals, dreams, vision and the volume of digital isolation. waste, stress, and residual impacts to business, relationships, and health;.*
8. Solution: Provide a brief description of how your proposed solution effectively resolves the customer problem above.
   1. *Provides outlets for systematic collaboration, conversation, and Smart, Measurable, Achievable, Relevant, and Timed results leveraging local and national resources, authorities, and focus communities.*
9. Target Market: Estimate the size of the market for the intended product and/or service. Include the “lowest hanging fruit” niche market, as well as the size of the broader market that can be reached, if the project is successful.
   1. *Low hanging fruit, goal enroll 1000-5000 members in 18 months thru networking communities; local 4M in Phx CBSA, target 1/8 = 500k of mid-level income, post-secondary students, entry and growing professionals, business owners, leaders and beyond. National expansion with specific demographic, economic, geographic marketing and incentives management. Comfortable serving, multi-million member population.*
10. Customer Validation: What evidence can you present today that “if you build it, they would buy”?
    1. *Networking conversations, contact list of waiting participants, variety of clients and goals already served*.
11. Technology Validation: What evidence can you present today that the product and/or service is likely to work as envisioned?
    1. *Previous experience with client intake surveys, data management, analysis, network development, proprietary software, reporting, and participant engagement campaigns.*
12. Sales/Marketing Strategy: Explain how the project will make its way from the lab to the marketplace.
    1. *Informational website is already active, adding call to action buttons for survey intake forms in creation, database established, vendor selection in place, draft of resource manual in editing with several professional resources including one publisher.*
    2. *Grass roots efforts, community presentations, sales pipeline are organized for distribution. Q4 2018*
    3. *Once minimal additional funding is secured, mass SEO will be outsourced to boost influx.*
13. Business Model: Explain how the product and/or service will generate adequate revenues and profits to create a sustainable and scalable enterprise.
    1. *Manual sales will complement previous Pro Coaching sales, however, scalability is vested in the peer:peer delivery model. Massive revenue potential based on affordable, repeatable, desirable format, results reporting and affirmations.*
14. Competitors: Summarize existing alternatives to your solution and any direct or indirect competitors you face or are likely to face in the future.
    1. *Pro Coaching groups upward of $15,000 per individual – limited peer exposure, inaccessible*
    2. *Personal Coaching - $2000 two 2 hr sessions/mo for 6 months – unsustainable*
    3. *Countless webinar coaching curriculum programs with online group chat forums/boards, not individually customized/relevant - $300 - $1,000-$5,000 based on content, include trickle email campaigns, little human element*
15. Competitive Advantage: Describe what advantages you have over likely competition, that other qualified and well-funded groups could not easily duplicate.
    1. *trifecta toolkit - Independent, Pro, Peer*
    2. *affordable, accessible, flexible – opt in/out (scalable, undone)*
    3. *proprietary distilled and integrated intake and delivery systems*
    4. *challenging, but fun! – potential referrals, customers, partners as well as ideation, sound-boarding, and encouragement*
16. Intellectual Property: Describe the status of any intellectual property you may possess or intend to possess.
    1. *Patent application has been drafted for the call format, as well as the subscription workflow of weekly mass text contact assignments. The Goal Coaching Network, LLC is a registered corporation with AZCC 06/18.*
    2. *Both domains are held. GoalCoachingNetwork.com; GoalCoachingNetwork.org*

Right amount, right startup, right time. Create jobs and social impact. Passion to make it happen, talent, skill. 99% execution.