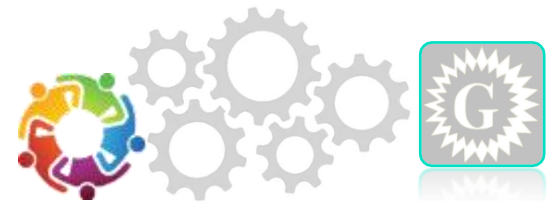


# Purpose Community Goal Network

EXECUTIVE SUMMARY



CORPORATE INFORMATION	
Founded:	Arizona, 2018
Industry:	Social Exercise
Product:	Social Change
Clients:	26
Staff:	1 FTE

KEY MARKET STATISTICS	
CRM:	2,000
Initial Market:	30,000
Target Growth:	200 Licensees
Total addressable market:	4,000,000

FUNDING STRATEGY	
Funding Stage:	Expansion
Capital Raising:	\$28,000
Use of funds:	Technology, Marketing, Videos, IP
Invested:	\$3,000
MRR:	\$750
Monthly Operating:	\$500

PRODUCTS	
Subscription	\$50-\$100/mo
PM Coach	\$50/hr
Events	\$1000
Licensing	\$1500 + 50%

Women that nurture the world should have a moai, and we're passionate in helping organize Project Tools + Purpose + Community for more JOY.

## PROBLEM

41.4% of women report mental or behavioral health symptoms. Managing Goals, Relations, Health, Business, time, money, stress, space, and pain.

## SOLUTION

Organization, tools, and support for progressive lifestyle improvements. Purpose Community Goal Network and STEPs to JOY Life Balance Project Book, multi-media program.

## MARKET

Women 30+, 50% of population, 41% reported stress, 87% HS grads, 84% with internet, 85% above poverty. 360k in Maricopa, 30M nationally. eLearning \$144B USD in 2019, estimated \$374B by 2026 at CAGR 14.6%

## BUSINESS MODEL

Two-tier membership, PM hourly coaching, and group events for projects and training. Licensed to scale personal support, and automated to serve project challenges in mass populations.

## COMPETITIVE ADVANTAGE

Price on combined eLearning, social support, 100s of resources in single text navigation/activity tool with video and live Community subscription, pay-forward accountability PM model. Project board for support requests, and patented data SQL reports for QA.

## EXECUTION PLAN/GO TO MARKET

Community Associations in key industries. Ribbon cutting, press release, event planned for Summer 2021 mass marketing when IP registered.

Direct Sales, warm pipeline of 2000 in prequalification. Social Media campaign support outsourced. Break even in 1 year with 40 subscribers.

## TRACTION

Relations, Content, Process refined with 26 clients in 2020 and growing.

Leadership experience grew Fitness Programs to 11M members, 15,000 providers in 10 years. Projects/Process Improvements saved \$200k and increased earnings \$1.2M annually.

## ASK

\$3000: \$2000 for IP, Legal patent/copyright fees, and \$1000 for one-year Learnworlds eLearning platform.

## IMPACT

Limited capacity as solo-prenure. Looking for seed to scale, create JOY & jobs, which without will take longer. Ultimate goal: to ripple PM mastery population toward UN-SDGs action in gov, edu, waste, abuse and peace.