

# SoulTech: Spiritual Home for the 21st Century Seeker

**SoulTech is building the future of conscious living—where wellness, technology, and spiritual evolution converge to heal, inspire, and transform humanity.**

SoulTech is pioneering a transformative wellness model that fuses ancient wisdom with modern innovation to meet the escalating demand for holistic well-being. Led by spiritual leader and futurist Cynthia L. Elliott, known as "Shaman Isis," SoulTech creates transformative sanctuaries—both physical and digital—where modern seekers can awaken, heal, and evolve.

In today's hyperconnected, tech-saturated world, humanity is more distracted, anxious, and spiritually unmoored than ever before. SoulTech addresses this challenge by offering a comprehensive, consciousness-based approach to well-being that nurtures not just the body and mind, but also the spirit.



# Mission & Vision

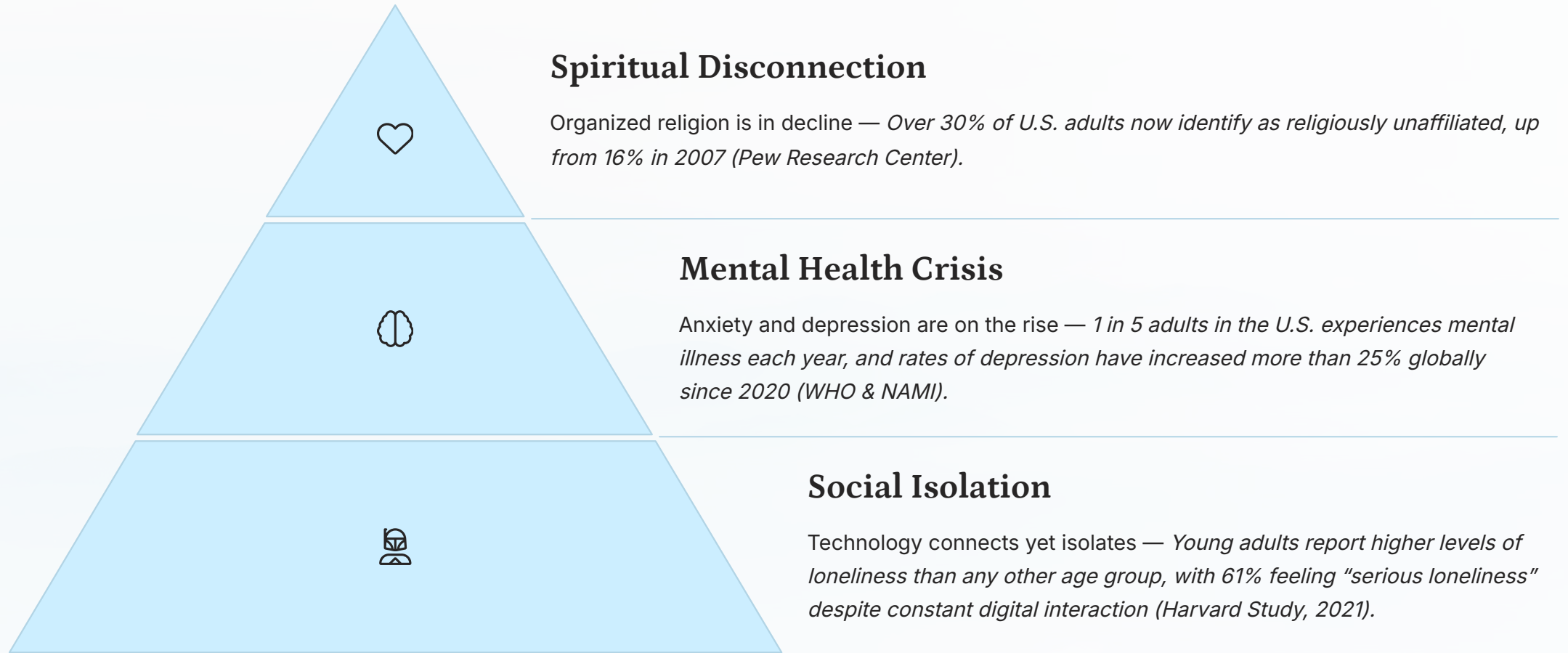
## Mission

To redefine spiritual, mental, and physical wellness by creating transformative sanctuaries—both physical and digital—where modern seekers can awaken, heal, and evolve. SoulTech fuses ancient wisdom with science-backed practices to cultivate consciousness, community, and personal power in a world longing for deeper connection.

## Vision

We envision a world where every individual has access to a sacred space for awakening. SoulTech will be the global leader in conscious living—building modern temples that inspire emotional mastery, spiritual growth, and collective transformation. Through our wellness centers, immersive media, and educational ecosystem, we are creating the future of human flourishing.

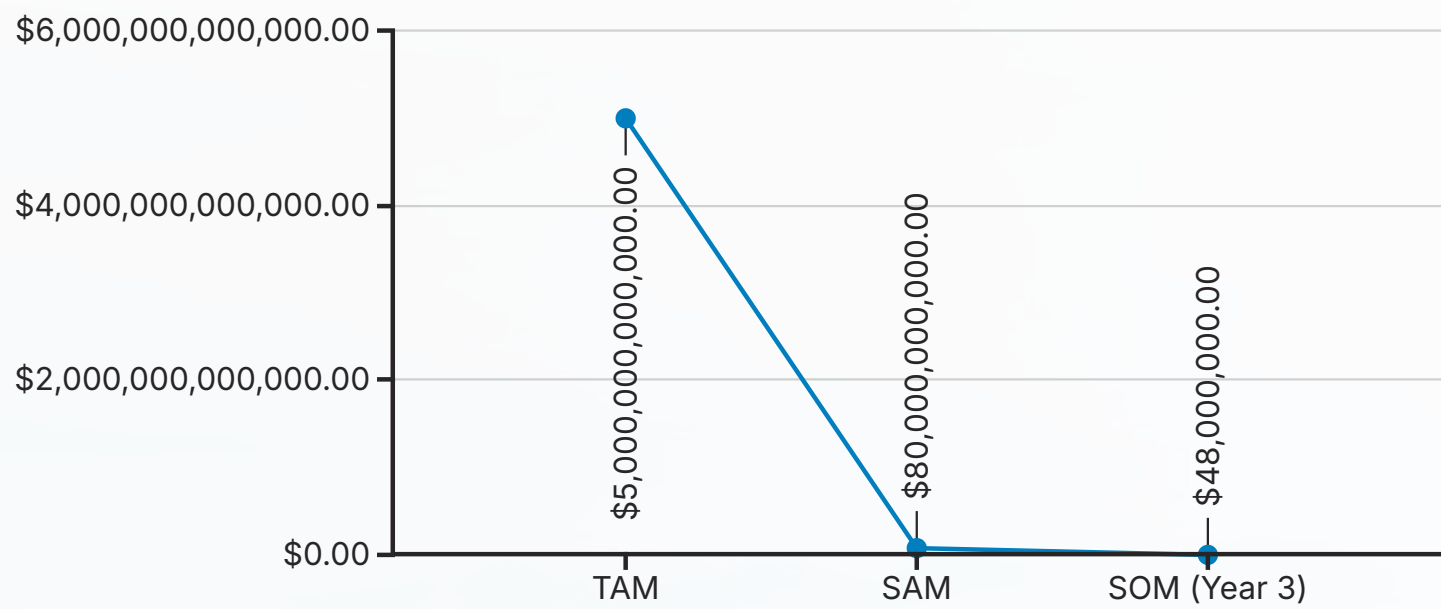
# The Challenge: A Disconnected World



Despite the explosion of wellness trends and digital self-help tools, rates of anxiety, depression, burnout, and loneliness continue to rise. Traditional approaches—both clinical and conventional wellness—fail to address the full spectrum of human need. The world is searching for meaning, authentic connection, and self-mastery—but lacks modern sanctuaries or leadership to deliver it.

# Market Opportunity: TAM, SAM & SOM

SoulTech targets a massive wellness market with precise positioning at the intersection of spiritual growth, technology, and holistic health.



## Target Audience Segments

### The Conscious Climber

Ages 28-45 with \$75K+ income in major cities. Spiritually curious professionals seeking meaning amid demanding careers.

### The Healing Seeker

Ages 35-60 earning \$60K-\$120K. Experienced burnout or trauma and prioritizes meaningful self-care practices.

### The Spiritual Achiever

Ages 45-65 with \$100K+ income. Wellness investors interested in longevity and personal transformation.

### The Digital Mystic

Ages 25-40 earning \$45K+. Tech-savvy podcast listeners seeking flexible, remote access to spiritual tools.

Our dual-channel approach targets urban wellness centers in high-density metro areas starting with South Florida (center target audience), complemented by digital memberships (major cities) through our app and coaching tiers.

# The SoulTech Solution



## SoulTech Wellness Centers

Immersive urban sanctuaries combining biohacking, yoga, energy healing, sound therapy, and meditation



## Digital Ecosystem

Integrated platform with courses, community events, and original media



## Community Building

Creating spaces for authentic connection and collective transformation



## Educational Content

From the GlowUp Box Set to Raising Consciousness curriculum

With global wellness projected to surpass \$7 trillion by 2025, SoulTech is positioned to become the category-defining brand in next-gen wellness. We aren't just building a brand. We're building the future of wellness—human-centered, high-impact, and scalable.





# Leadership & Structure



## Cynthia L. Elliott "Shaman Isis"

Spiritual leader, mystic, and inspirational speaker. A trailblazing entrepreneur and 2X #1 best-selling author who founded the industry specialties of brand communications and influencer marketing. Long-term clients include Silhouette Optical, Stimspon, Wicks, Escada, Cheribundi and Daniel Swarovski.



## Advisory Team

Backed by industry pioneers including Dreamweaver Brand Communications COO Gerard Rogan, former Treasurer of United Technologies Thomas Rogan, retired Pediatric Surgeon Dr. Christine Hart, renowned fashion designer Carlton Jones, and sensual living thought-leader Fabienne Bliss.



## Operational Structure

SoulTech combines spiritual integrity with commercial scale, creating a structure that supports both transformational experiences and sustainable business growth. The team brings together expertise in wellness, technology, education, and community building.

# Market Opportunity

**\$4.5T**

## Global Wellness Economy

Total value with spiritual growth and mindfulness at the forefront

**20%**

## Annual Growth

Mindfulness and spiritual wellness segment growth rate

**\$595B**

## Digital Wellness Market

Projected value by 2027 with 25.1% CAGR

**\$80B**

## Yoga Industry

Global market value with 300 million practitioners worldwide

The wellness industry is experiencing unprecedented growth, with particular expansion in areas related to spiritual growth, mindfulness, and holistic well-being. This creates a significant opportunity for SoulTech to establish itself as a leader in the consciousness-based wellness space.

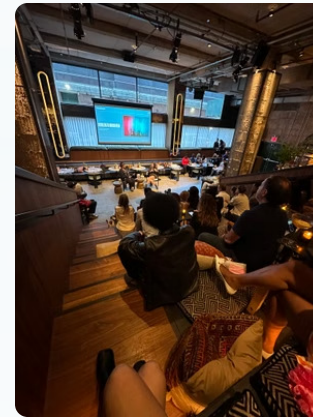
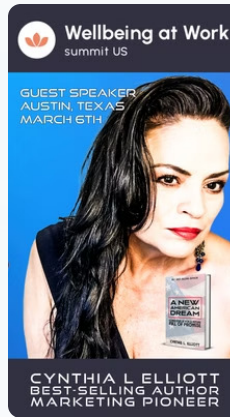
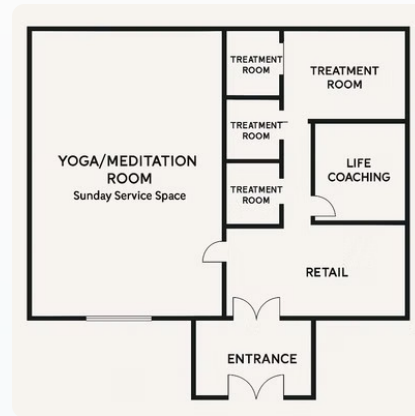
# Product & Income Streams



SoulTech's diverse revenue streams create a resilient business model that combines high-touch experiences with scalable digital offerings. From physical wellness centers to digital subscriptions, events, education, and media, SoulTech offers multiple pathways for growth and engagement.



# Platform Progress



SoulTech has already made significant progress across multiple platforms. The SoulTech Wellbeing Center is in the funding phase, while SoulTech Magazine, the GlowUp with Shaman Isis podcast, and three best-selling books are already reaching audiences. The GlowUp with Shaman Isis Collection Boxset of courses and books is ready to scale.

# Early Momentum & Validation



## Active Community

52K+ high net-worth followers already engaged with Shaman Isis's content and vision. Growing email list of over 10k.



## Published Success

3x Best-Selling Author (2 #1 Best-Sellers) including Memory Mansion, Unleash the Empress, and A New American Dream



## Growing Media Presence

GlowUp with Shaman Isis podcast reaching thousands monthly, growing 20% quarter-over-quarter with 100k downloads



## In-Demand Speaker

Sold-out keynotes at Art Basel, Neuehouse, Wellbeing at Work Summit, New Life Expo FL and NYC

Cynthia has been featured in NYT, LA Times, Vogue, WSJ, and New York Magazine. She was recently named one of WOW3's Most Inspirational Women of Web3 & AI and recognized by Beyond the Abuse for Outstanding Innovation. SoulTech App is in development with 3,000+ waitlist.

# Go-To-Market Strategy



## Flagship Launch

South Florida wellness center in Year 1



## Digital Platform Rollout

App + Courses with tiered memberships



## Community-Led Growth

Content, affiliates, and digital community



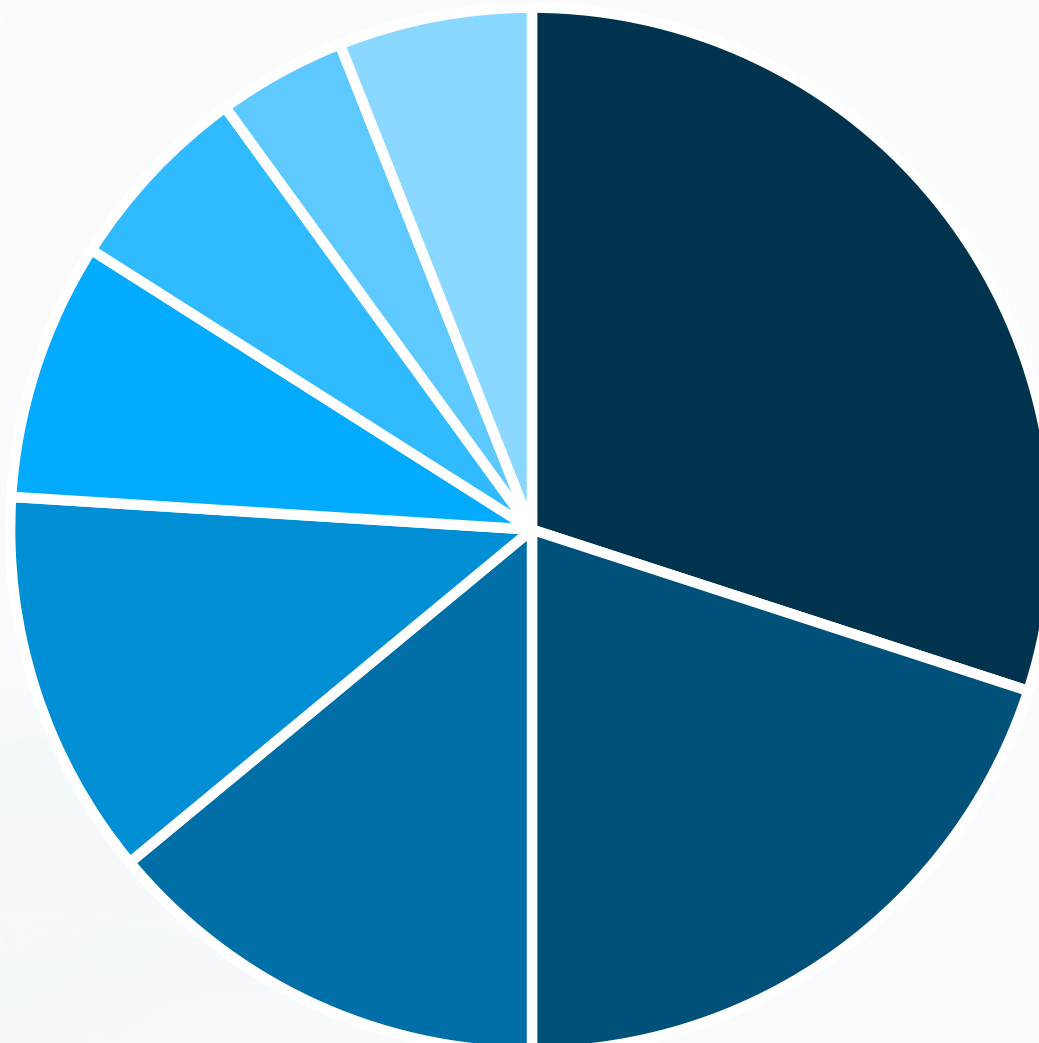
## Strategic Partnerships

Aligned brands and influencers

SoulTech will launch with a dual-pronged approach: a flagship wellness center and temple in South Florida and a scalable digital ecosystem that fuels growth, community, and recurring revenue. The strategy includes strategic location selection, partnerships with local wellness influencers, VIP launch events, tiered digital memberships, weekly content drops, and cross-promotions with aligned brands.

By Year 3, SoulTech plans to expand with additional wellness centers in NYC, Austin, and LA, creating a network of physical locations supported by a robust digital platform.

# Funding Ask - Seed Round \$250,000



Physical Space   Tech & Digital   Marketing & PR   Team Salaries   Events   Content Creation   Legal & Insurance   Operating Buffer

This \$250K seed round provides the infrastructure to launch our hybrid wellness-tech platform, blending physical transformation, digital scale, and emotional connection. It is the foundation for our first high-impact center, scalable education products, and community-led growth.

Key allocations include \$75,000 for wellness center lease and buildout, \$50,000 for app and digital platform development, \$35,000 for marketing and branding launch, \$30,000 for initial staffing, and additional funds for event production, content creation, legal requirements, and contingency reserves.

# Competitive Landscape

Competitor	Strengths	Limitations
SoulCycle	High brand awareness, loyal community, physical health	Lacks spiritual, emotional, and conscious living integration
Isha Foundation (Sadhguru)	Deep spiritual roots, global reach, powerful content	Traditional, guru-centered; not designed for urban professionals
Churches & Spiritual Centers	Community gathering, spiritual support	Often dogmatic or religiously specific, not inclusive
Gyms & Fitness Studios	Physical wellness, accessibility	Focus on body, not mind/soul; minimal transformation
Yoga Studios	Mind-body connection, meditation	Often lack community cohesion, modern tech, or education
Headspace / Calm	Scalable mental wellness apps	Limited interactivity, no live community, no spiritual depth

The wellness, spirituality, and personal development market is highly fragmented. While brands like SoulCycle and Isha Foundation have built loyal followings, most platforms focus on a single modality (fitness, spirituality, or education) and lack a cohesive, accessible experience that blends modern science, spirituality, community, and tech.



# Financial Projections

## Revenue Model (Year 1-3)

- Membership: 1,000 members at \$350\*/month = \$4.2M annual
- Events: \$15,000/month
- Digital Platform: \$49/month subscriptions, 2,000 users by Year 3
- Premium Coaching: Starting with 100 users at \$250/month

## Expense Breakdown (Annual)

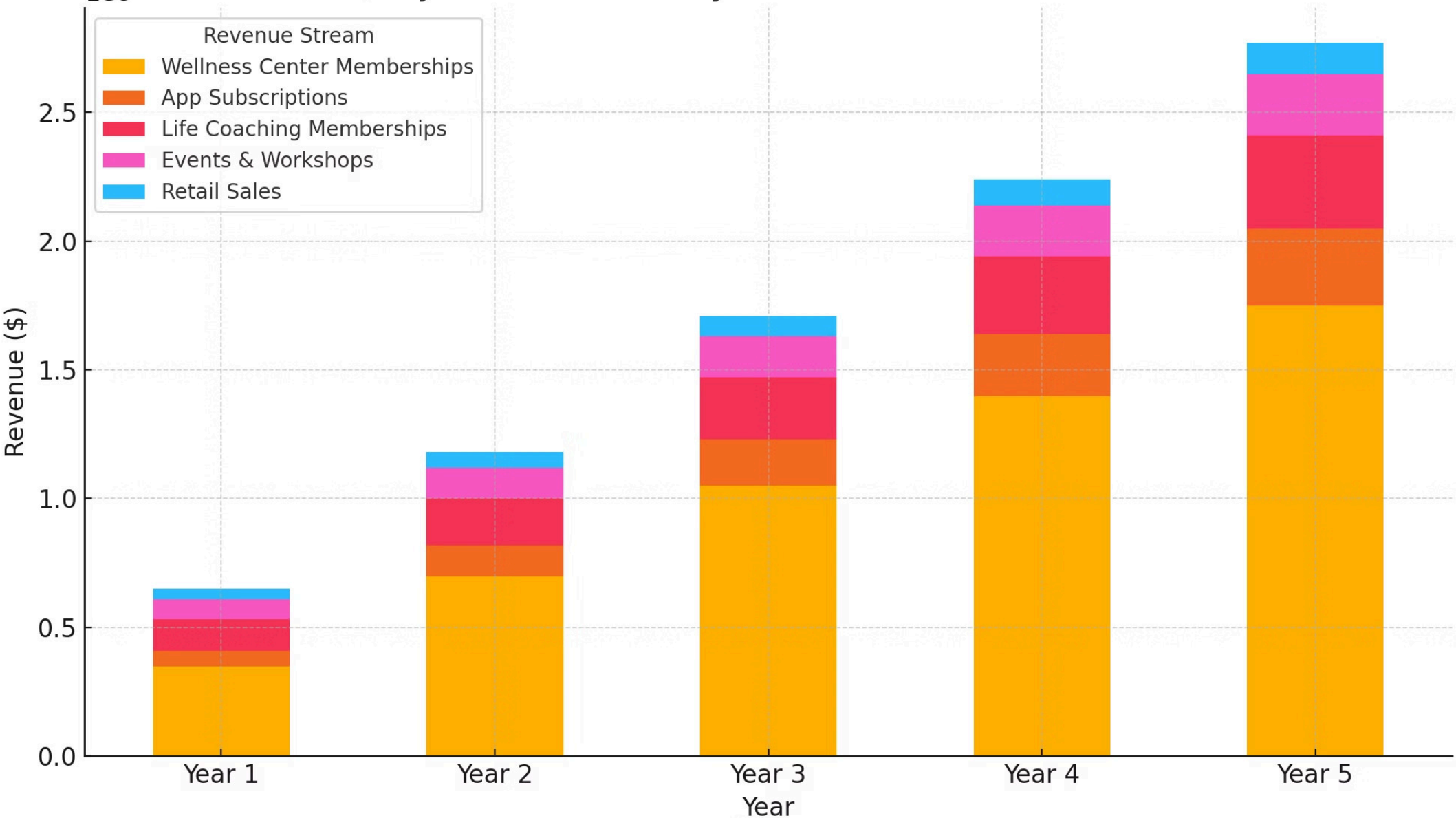
- Facility & Operations: \$1.2M
- Staff & Talent: \$960K
- Marketing & Outreach: \$360K
- Technology & Platform: \$480K
- Event Production: \$180K

## Projected Profitability

- Breakeven expected by Year 2
- Year 3 projections forecast over \$2M in net profit
- Supported by recurring memberships and digital scalability

SoulTech projects a robust and scalable financial future driven by community membership (\*\$225 per month plus rentals and coaching), wellness services, digital platform subscriptions, immersive events, and branded content. The business model is designed for sustainable growth with multiple revenue streams providing stability and opportunities for expansion.

Projected Revenue by Year and Revenue Stream



# Investment Offer

## Investment Structure

- \$250,000 seed funding
- \$2.5 million pre-money valuation
- Convertible Note or SAFE with 20% discount
- 24-month maturity

## Early Investor Benefits

- First \$100K receives additional 5% discount
- Lifetime VIP Membership (investor + guest)
- Recognition as "Founding Supporters"

## Investor Involvement

- Quarterly "Conscious Capital" roundtables
- Advisory input on growth strategy
- Target 10X return within 3-4 years

Join us in bridging spiritual wisdom with modern technology. Your investment fuels our mission to create a transformative community for conscious seekers.



# Join Us in Building a More Conscious World



## Individual Impact

Emotional mastery, mental resilience, and access to powerful healing modalities for personal transformation



## Community Impact

In-person and digital gatherings to restore connection, unity, and purpose across diverse communities



## Industry Impact

Introducing a next-gen wellness model blending technology, spirituality, and modern science

SoulTech is redefining wellness by elevating the mind, body, and spirit. We are not just building a brand—we are building a movement for human evolution in the Age of AI. We are at a pivotal moment in history—where humanity is craving healing, deeper meaning, and a more connected way of living.

Invest in SoulTech. Be part of the future of human flourishing.