



creativebusinessendeavors.com

Foundation

Business Endeavors Advisory refers to the practice of providing guidance, advice and support to businesses in order to help them achieve their goals and objectives.

Business Advisory services can cover a wide range of areas, such as strategic planning, financial management, marketing, operations, human resources and risk management.

Business Advisory services can be provided by various professionals, such as management consultants, accountants, lawyer and financial advisors who have expertise and experience in different areas of business.

Business Advisory services can be particularly beneficial for small and medium-sized enterprises (SMEs) that may not have the resources or expertise to address complex business challenges.

Business Advisory services can help businesses to identify and capitalize on new opportunities, improve their performance and profitability, manage risks and adapt to change in the market and regulatory environment.

Business Advisors can also provide objective and independent feedback to business owners and executives, helping them to make informed decisions and avoid common pitfalls.

Examples of Business Advisors services include business planning, financial analysis, performance benchmarking, market research, talent management and mergers and acquisitions advisory.

solidify value

intellectual property development
licensing endeavors ventured
enterprises cause driven
commerce driven advocacy
brand partnerships collaborators
revenue innovations
contributions

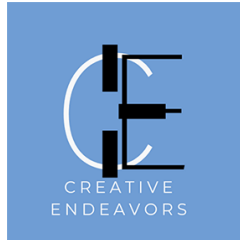
SWOT analysis examines the plan
with Strengths, Weaknesses,
Opportunities, and Threats.

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A

Advisor

Description of an Advisor

The Advisor has all the answers, "prescribes," delivers, issues plan of action, connections, partnerships. An Advisor is a contracted individual who jointly works with CBE to develop a product, service, event. Advisor brings talent, knowledge, know-how, resources, ability to stand alone and independently implement action plan.

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- **Business Development**, including finance, legal relationships, investment advisory, sourcing/factoring, licensing*, banking, day-to-day operations & administration, research & development services, implementation strategies.
- **Market Development**, including trademark/brand development*, domestic/international, import/export, design product collections, manufacturing, marketing vehicles*, market sales and public relations development/management.
- **Creative Development**, including promotional merchandise, private label, presentations, designing, merchandising, writing, voice, entertainment, media.
- **Technology Development**, including communications development*, advertising*, promotions/public relations*, Web design*, database*, flash*, hosting*, animation*, entertainment, media, affiliate program, sales, online events*, video streaming*, simulcasting*, virtual studios* and business systems*.

What does an Advisor get:

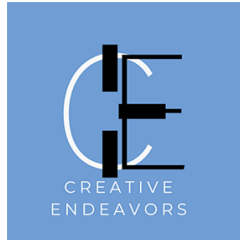
An Advisor will receive deal points, percentage pre-determined, sliding scale financial ROI.

Recognition, promotion, publicity.

Opportunity to invest, re-invest any ROI or benefits.

Opportunity to participate in additional projects, services or events.

Opportunity to originate new or revised or evolved projects, services or event



C o l l a b o r a t o r

Collaborator

Description of a Collaborator

A collaborator is a contracted individual who jointly works with CBE to develop a product, service, event.

What are the Categories of Collaborator:

Categories:

Advisor

Advisor brings talent, knowledge, know-how, resources, ability to stand alone and independently implement action plan.

Consultant

Consultant interviews, studies, collects information and data and recommends action plan.

Collaborators may be:

Investor--Hard Money or Soft Money, contracted ROI, prescribed and limited authority

Partner, Co-Partner—Hard Money or Soft Money, participation in decision-making process, contracted ROI, obligation to contribute, perform, produce

Sponsor—Hard Money or Soft Money contribution, contracted ROI, name recognition, advisor status but no binding authority

The Collaborator must contribute some of the following:

Resources of Hard Money or Soft Money.

Service, talent, Intellectual Property, industry know-how.

Hands-on or co-managed direction, implementation, service work.

May contribute original product, service, event.

Collaborators perform under rules and regulations of stipulated contractual agreements common to Independent Contractors.

Collaborators do not receive fixed-salaries, monthly compensation, employee rights, company title or membership.

What does a Collaborator get:

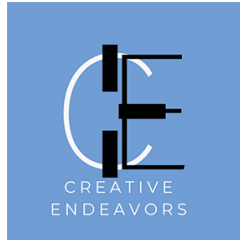
A collaborator will receive deal points, percentage pre-determined, sliding scale financial ROI.

Recognition, promotion, publicity.

Opportunity to invest, re-invest any ROI or benefits.

Opportunity to participate in additional projects, services or events.

Opportunity to originate new or revised or evolved projects, services or events.



Investor

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Description of an Investor

The Investor “invests” Hard Money and is a contracted individual who MAY jointly work with CBE to develop a product, service, event. An Investor may or may not have decision-making authority on projects, service choice, event development or promotion, depending on terms of contract. An Investor may contribute a one-time financial investment or, depending on contract, continue to make regularly scheduled investments.

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The Investor “invests in:”

- **Business Development**, including finance, legal relationships, investment advisory, sourcing/factoring, licensing*, banking, day-to-day operations & administration, research & development services, implementation strategies.
- **Market Development**, including trademark/brand development*, domestic/international, import/export, design product collections, manufacturing, marketing vehicles*, market sales and public relations development/management.
- **Creative Development**, including promotional merchandise, private label, presentations, designing, merchandising, writing, voice, entertainment, media.
- **Technology Development**, including communications development*, advertising*, promotions/public relations*, Web design*, database*, flash*, hosting*, animation*, entertainment, media, affiliate program, sales, online events*, video streaming*, simulcasting*, virtual studios* and business systems*.

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What does an Investor get:

An Investor will receive deal points, percentage pre-determined, sliding scale financial ROI.

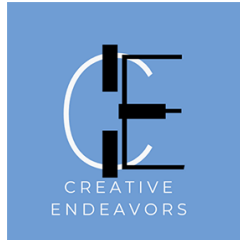
Recognition, promotion, publicity.

Opportunity to invest, re-invest any ROI or benefits.

Opportunity to participate in additional projects, services or events.

Opportunity to originate new or revised or evolved projects, services or events

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Sponsor

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Description of A Sponsor

- A Sponsor is primarily an Investor of Hard Money, terms to be determined, under contract.
- Investment for marketing and promotion, product development with ROI, Intellectual Property licensing, trademarking, copyrighting.
- A Sponsor doesn't necessarily have to handle any other responsibilities, obligations, commitments, tasks, involvement.
- A Sponsor does not have decision-making privileges.
- A Sponsor MUST Invest Hard Money and under certain circumstances, may contribute Soft Money/In-Kind Services, Product or Resources.
- A Sponsor can be a Partner under certain circumstances AFTER Hard Money is contributed.
- A Partner is not a Sponsor.

Responsibilities of A Sponsor

- A Sponsor must support, promote, contribute intangible support and endorsement of Project, Company, Product, Service.
- A Sponsor may contribute more investment, Hard Money, Soft Money, product, services, resources in the course and term of the contract as the agreement remains in service/effect.
- A Sponsor may be called to represent, support, endorse, validate person or persons, product, project in the course of the contract.

Benefits of Sponsorship

- ROI as per contract.
- Option to increase Investment, contribution, resources, as presented.
- Option to re-invest ROI.
- Predetermined percentage, ROI, ownership of merchandise, product, service, developed resources as determined by contract.
- Association with success.
- Positive recognition, Identification, acknowledgement, participation in Company events, activities, promotions, appearances.
- "Bragging Rights" to take credit, associate, identify with success of Project, service, contribution.