



SCENARIO 2020's BUSINESS MODEL CREATION

SERVICE: We provide ROI service capabilities and fulfillment to develop and generate brand sentiment that forwards successful enterprises.

Knowledge and Advocacy

We provide options to fulfill client's needs.

We have drawing board designs covering gem/jewelry desirables, clothing fashions for women and clothing designs for pets.

We are also open to innovative collaborations where we can develop programs design, resource manufacturing and marketing channels with ROI for all client partners.

TARGET CUSTOMERS:

- **CLIENT:** Clients are quickly qualified who have over a million dollars in assets and are able to engage in innovative and enterprising business projects. They are selected from the population who qualify and are supportive with our mission for a successful ROI. Assets, reputation, experience and reputation are qualities we investigate and vet. We have data-driven qualifiers that provide us with measurable charts to determine best client candidates.

- **CONSUMER:** Relative to product and service, we identify appropriate target markets for successful ROI.

VALUE: To find a need and fulfill a solution to satisfy it. To find a consumer pain and find an action to remove the pain. It's more than building a better mousetrap: it's building a consumer dream fulfillment, whether it's a product or a service.

USP: Proper, successful recognition and execution of establishing and executing delivering on a USP fulfills each case of need or want/desire. The USP of need is more time sensitive and critical to resolve and fulfill.

The USP of want can be arbitrary and undependable, however marketing and positioning can be quite

successful and forceful if appropriately identified and consumer-based desired.

Once we have this information, we can create a business model using frameworks like the Business Model Canvas, addressing key areas such as:

KEY PARTNERS: Investors, material or financial partners, partner promoters with an invested interest.

KEY ACTIVITIES: Basic contributions of financial, product, or service partnering.

KEY RESOURCES: Basic assets cover financial investment, product manufacturing, distribution, marketing and advertising and promotion.

VALUE PROPOSITIONS: The basic service delivery are quality product and service, reliable product dependability, guaranteed product dependability.

CUSTOMER RELATIONSHIPS: Depending on life cycle of product, we expect return product sales and successful product referral activity.

CHANNELS: Depending on product and service, we will utilize legacy channel marketing as well as, and, or some, or all social media channels.

CUSTOMER SEGMENTS: We evaluate and match product and service to appropriate customer segment. Any further delineation of our methodology is confidential and exposure of our marketing methodology and intellectual property confidentiality.

COST STRUCTURE: Basic cost of raw materials, manufacturing; distribution and sales channels. Licensing and registration also included.

REVENUE STREAMS: Income comes from brick and mortar point of sale and possible licensing permits and registration permission.

Channel distribution through big box and popular franchise store distribution is desired for broader outreach and popularizing of product. Internet retailing is also important.

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