



The Future of Food, Education, and Wellness
Combining Johanna's Raw Foods, RAL University, and Hippocrates Wellness

THE MISSION

**to create models for sustainable lifestyles
through nourishment, education, and wellness**

At **R-AwesomeLife Public Benefit Corporation**, we teach all things sustainable and Earth-compatible technologies. We understand that continuing the current exploitation of resources may lead to extinction.

R-AwesomeLife seeks to strengthen our bodies with organic foods, feed our intellect with student-centered education, and deepen our wellbeing through natural rejuvenation.

The **R-AwesomeLife** campus will be financially self-sustaining and profitable while we help our students accrue the knowledge and ingenuity to create livable cultures of the future.



THE FIRST BUILDING



THE FIRST BUILDING



R-AwesomeLife will build using Enertia, a building system in which buildings heat and cool themselves. This structure will house all three branches of the enterprise: food manufacturing, higher education, and a wellness center. At the core of the building will be a “Life Machine,” a natural water-cleansing facility - an indoor garden with ponds and waterfalls.



THE PROBLEM

The problem is three-fold: demand for healthy packaged food, better higher education, and natural wellness has continuously increased and is not met

FOOD

40% of Americans eat fast foods daily;

- fast foods are void of crucial nutrients like vitamins and minerals.

EDUCATION

38% of Americans seek higher education;

- outdated curricula don't serve students in a changing world.

WELLNESS

51% of Americans suffer from chronic diseases;

- continuous illness has become unsustainable for the healthcare system.

the result: poor health, uneducated adults, and resource exhaustion



THE SOLUTION

in our R-AwesomeLife center, all three interconnected aspects of the problem are addressed and solved

FOOD

Johanna's Raw Foods offers the first raw fast food product line;

- super-healthy packaged foods for busy people
- organic, vegan, gluten-free,
- delicious.

EDUCATION

RAL University educates thinkers for a challenging future;

- sustainable technologies,
- arts, history, culture,
- and holistic lifestyles.

WELLNESS

instead of illness, we provide scientifically validated wellness;

- partnering with Hippocrates Wellness,
- benefiting from 65-years of success,
- and continuous growth.



COMPETITIVE LANDSCAPE

There are related models but there is no direct competition - we are the first.

MODELS

FOOD

- Amy's Kitchen
- Miyoko's
- Emmy's

EDUCATION

- Goddard University
- Gaia University
- Sarah Lawrence College

WELLNESS

- Hippocrates Wellness
- Berita New Light
- Paracelsus Clinic

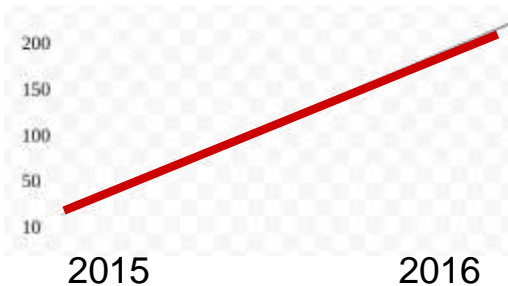
combining commercial viability with mission-driven innovation



WE HAVE A HEADSTART

FOOD

Johanna's Raw Foods first factory moved from selling privately to selling in over 200 stores in one year.



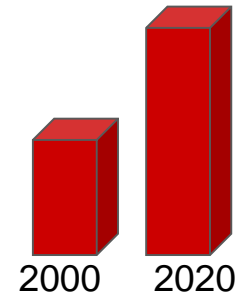
EDUCATION

Our core team of renowned professors has hundreds of years in combined experience.



WELLNESS

Partnering with Hippocrates Wellness provides 65 years of experience doubling in size from 2000 to 2020.



SELECT CUSTOMERS

FOOD

- online direct consumers
- Whole Foods Markets
- health food stores
- Safeway supermarkets
- convenience stores

EDUCATION

Students from the US and abroad who are interested in sustainability and creating Earth-compatible technology.

WELLNESS

Hippocrates has a stellar reputation of attracting health-seekers, sports stars, weight-loss, rehabilitation and rejuvenation clients.

Our customers are millions of people seeking to build a better future.



\$20M SERIES A



RAISING \$20M SERIES A
(for building and initial operations)



FUNDING

SERIES SEED

\$330,000

to be used to purchase 166 acre land parcel
in upstate New York

by September 2022

led by
Jane G. Goldberg, Ph.D.
Grant Ferrier
Sakaria family (current owners)
NY state grant

SERIES A

\$20 M

to be used to survey, build
and begin operations

Fall 2022



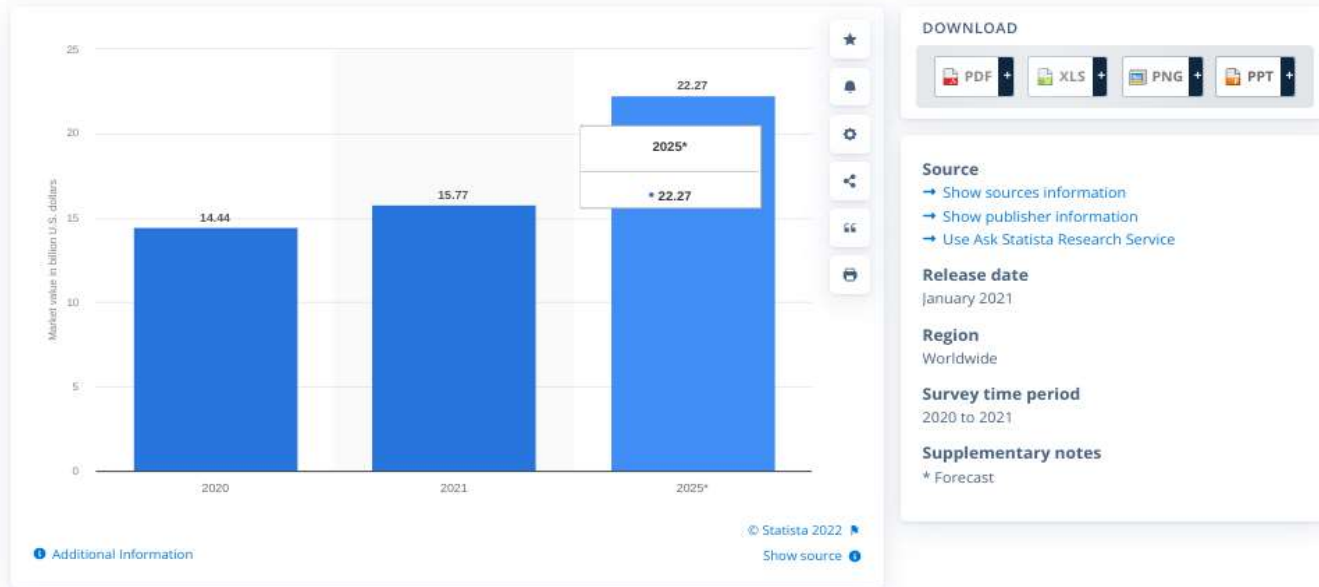
CONSISTENT GROWTH OF VEGAN FOOD

Consumer Goods & FMCG › Food & Nutrition

PREMIUM +

Value of the worldwide vegan food market from 2020 to 2021 with a forecast for 2025

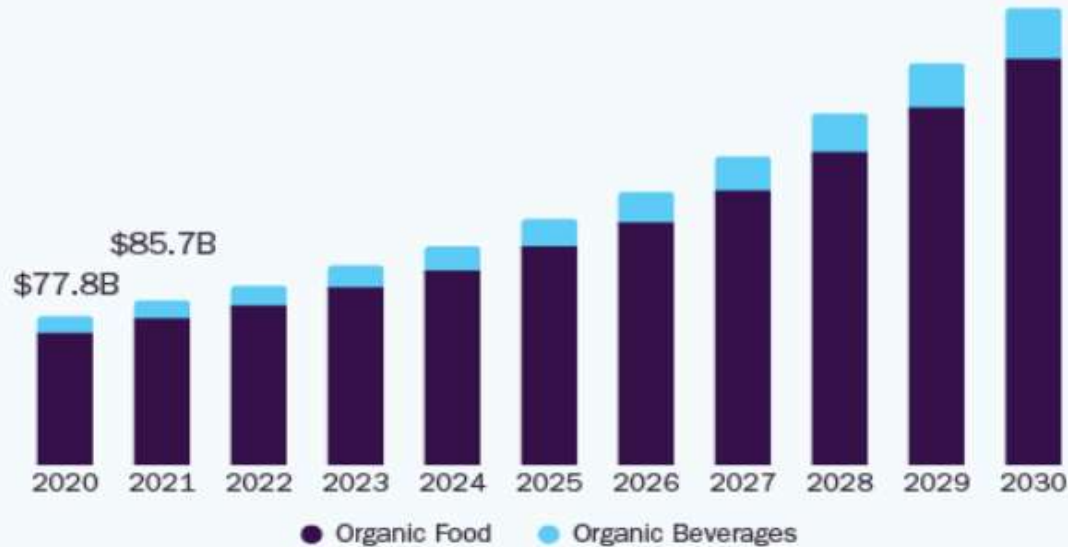
(in billion U.S. dollars)



CONSISTENT GROWTH OF ORGANICS

U.S. Organic Food & Beverages Market

size, by product, 2020 - 2030 (USD Billion)



GRAND VIEW RESEARCH

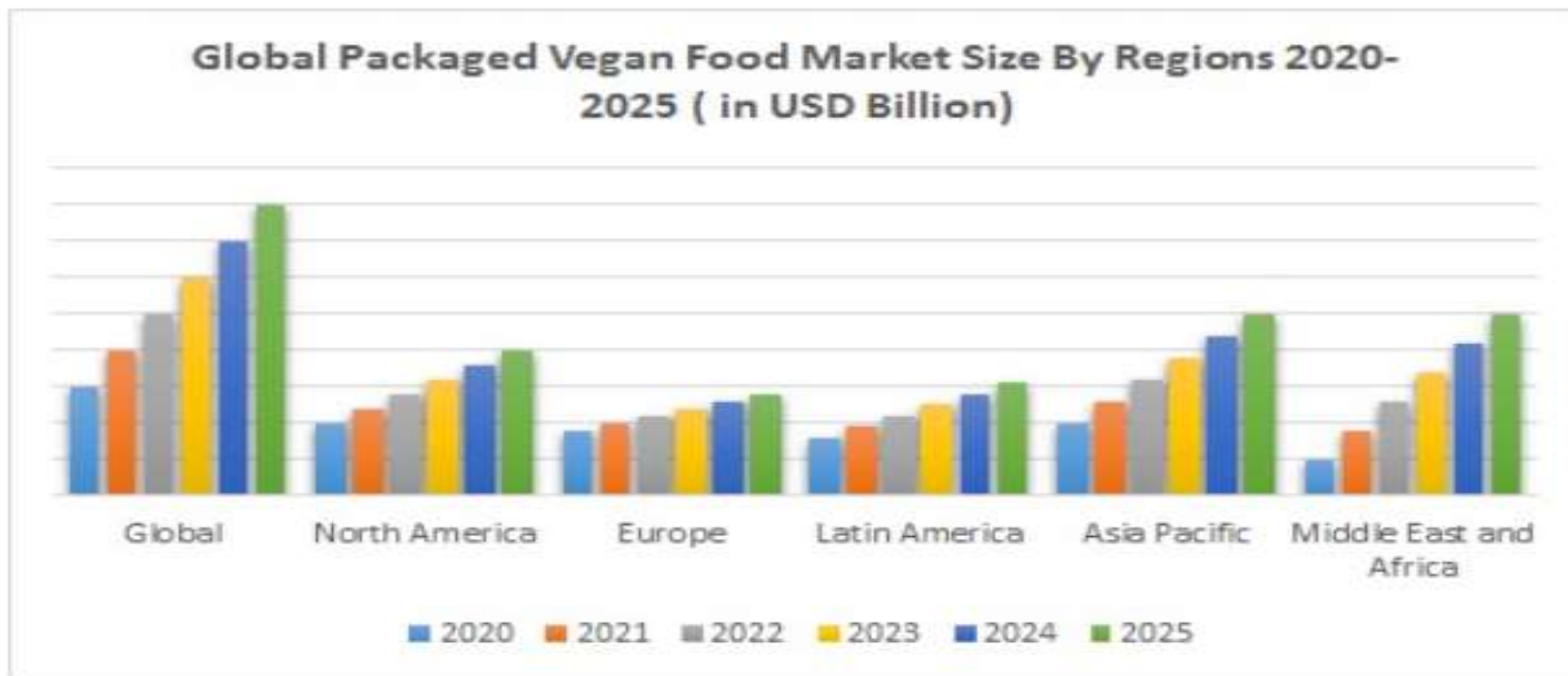
12.6%

U.S. Market CAGR,
2022 - 2030

Source:
www.grandviewresearch.com

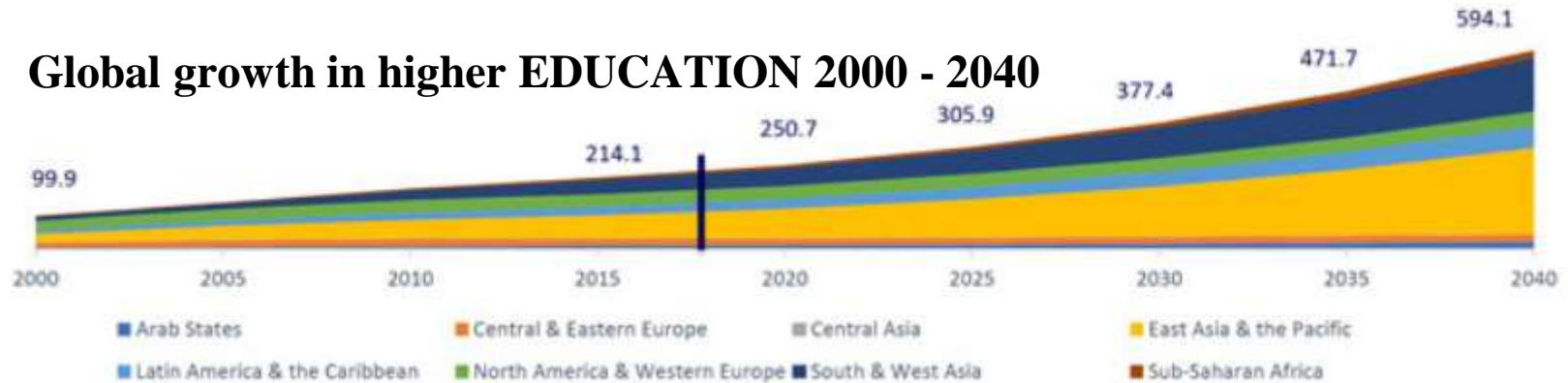


CONSISTENT GROWTH OF PACKAGED FOOD



EDUCATION AND WELLNESS TOURISM

Global growth in higher EDUCATION 2000 - 2040

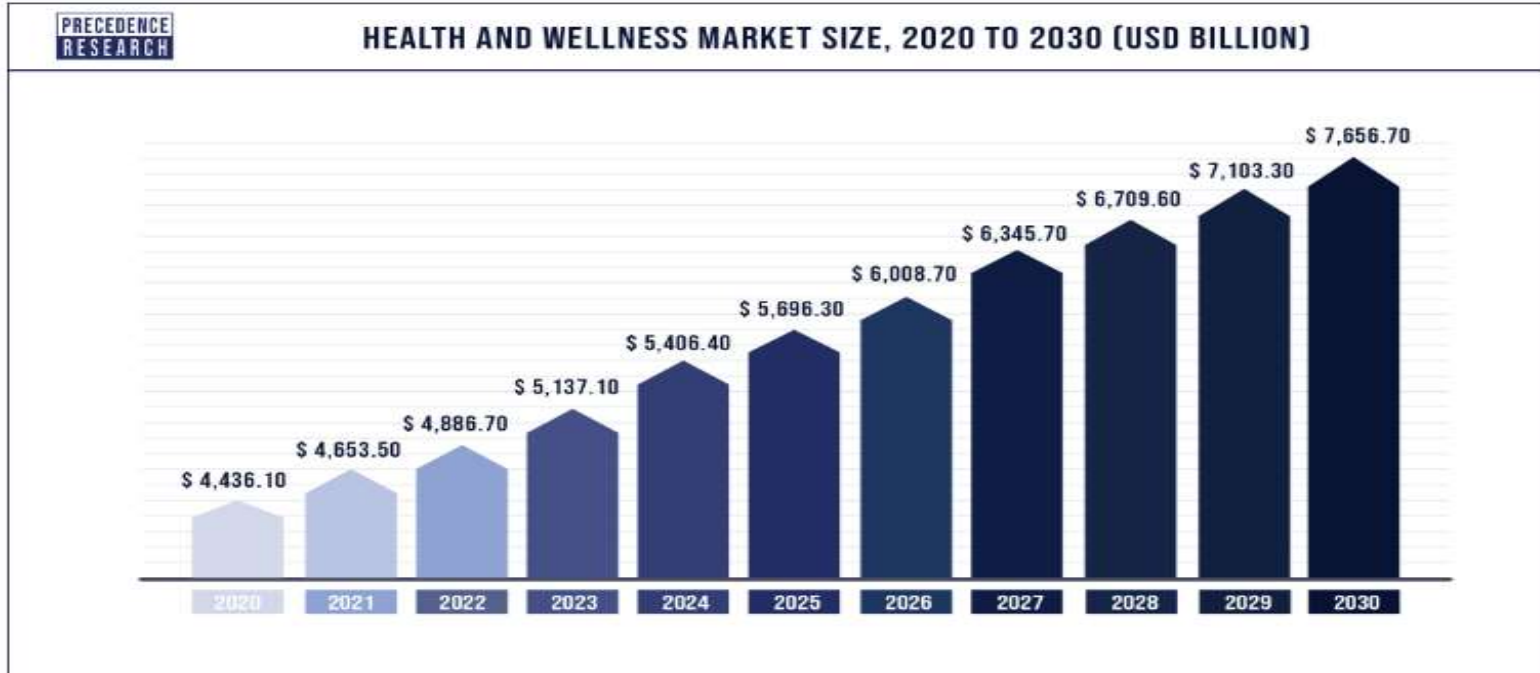


Wellness tourism is growing

The wellness travel market is worth **\$639 billion** and has been growing at a rate of **6.5%** from 2015–2017. The growth rate for tourism overall is 3.2% so



CONSISTENT GROWTH OF WELLNESS MARKETS



GREAT PASSION AND EXPERTISE



FOUNDER & CEO
Prof. J Sophia
R-AwesomeLife &
Johanna's Raw Foods



PARTNERS
Drs. B & AM Clement
Co-Directors
Hippocrates Wellness



CFO & FIDUCIARY
S Lucas, CPA
licensed on three
continents



ARCHITECT
& Proj. Manager
Gio Susini
YesterMorrow School
& 2MorrowStudios



ENGINEER
Mike Sykes
Enertia Building
System



FOOD MANAGER
Marie Wright
Restaurant & Food
Management

We are ready to bring R-AwesomeLife to profitability and create a growing global presence with RAL (online) University, Johanna's Raw Foods, and Hippocrates Wellness NY.



INTERNATIONAL FACULTY



FOUNDER & CEO
Prof. J Sophia
Education/Languages



a'Ali de Sousa,
Art, IT



Dr. W Tuttle,
Peace Diet



Dr. J Goldberg,
Psychoanalysis



G Ferrier,
Eco-Business



Dr. M Schippers
Clin Psych



R Leppe
Future School



K Ranzi MA
Raw Healing



M Holland, Esq
Civil Rights



S Sophia,
Psychology



P Grosse, Esq
Corporate Law



B Hueckstaedt
Gradido



C Tina
Ecovillage



Dr. M Mills
Medicine



D Lester/D Parker
Perception

Adjunct professors ready to start teaching at R-AwesomeLife Online University



THE ROAD MAP IS CLEAR

1) 2022 Summer-Fall:

- Land surveying → Well drilling → Temporary structures or RVs for experts and admin
- Filing for RAL University accreditation → Beginning online course offerings
- Grant applications for ongoing documentary on the emergence of the R-AwesomeLife project
- Beginning manufacturing Johanna's Raw Foods at co-packer Kaltec Foods in Port Jervis

2) 2022 Fall:

- Staking out the grounds for the RAL building
- Architects and engineers collaborate on building, production line, and solar-aquatic center
- Online classes begin → 4 courses, 100 students

3) 2023 Winter-Spring:

- Online classes begin → Food product line goes back into distribution
- Automated food production line is engineered off-site

4) 2023 Summer-Fall:

- Breaking ground and building the Enertia system foundation completing the outer structure
- Beginning wellness consultations in completed part

5) 2024 Spring:

- R-AwesomeLife campus goes into full operation, Hippocrates Wellness welcomes local and international guests
- JRF food production transfers into the automated product line on site to 10X



USE OF THE \$20M

Architects and engineers \$500,000
Land survey \$50,000
Dowser, several areas, \$1,500
Well Drilling, 2 wells \$5,000
Road construction \$1,000,000
Fire engine for town \$500,000
Tree removal (30 trees at \$700) 21,000
Excavation (20,000 ft2) \$50,000
Construction of Enertia frame \$5,000,000
Construction of solar-aquatic-center \$1,000,000
Construction of aut. prod. line \$2,000,000
Completion of interiors JRF and atrium \$1,000,000
Completion of interiors Hipp Wellness \$1,000,000

Staff and expert salaries 2 years for:
CEO, CFO, admin, office, etc \$2,000,000

External co-packer for start-up \$50,000
Ingredients, labels, packaging \$20,000
IT, office, production staff \$300,000
Insurance and legal \$30,000
Marketing and PR \$1,000,000
Taxes on land \$15,000
Taxes on building \$30,000

Contingency \$2,000,000

(RAL online university is self sustaining/profitable
Hippocrates Wellness is self-sustaining/non-profit)



ROI

EDUCATION

Revenue RAL online Univ y1: \$720,000 – y2: \$2,160,000 – y3: \$2,880,000 – y4: \$5,500,000 – y5 \$6,600,000
Profit margin y1 at 3% \$21,600 – y2 \$64,800 – y3: \$86,400 – y4 at 5% \$275,000 – y5 \$330,000

FOOD

Revenue food production year 3 (y 1 on site): \$1,200,000 – year 4 \$2,400,000 – year 5 \$4,800,000
Profit margin at 20% year 3 \$240,000 – year 4 \$480,000 – 30% year 5 \$1,440,000

WELLNESS (not for profit)

Revenue wellness center year 3 \$3,000,000 – year 4 \$4,000,000 – year 5 \$5,000,000
VC repay incorporated into expenses at year 3 \$1,000,000 – year 4 \$1,200,000 – year 5 \$1,500,000

TOTAL ROI year 5 : \$6,637,800

TOTAL ROI year 10 : \$18,098,400

EXIT OPPORTUNITIES as of year 5 at 8%



RAL ONLINE 3-CREDIT COURSES

R-AwesomeLife University, Select Online Course Offerings

- The Future of Education / Writing for Film and Media - Prof Johanna Sophia
- Food Production, Restaurant Management - Marie Wright
- The Science of Living Foods - Dr. Brian Clement
- Sustainable Construction, Enertia System and Passive Solar - Mike Sykes
- Environmental Impact of Clothing and Household Goods - Dr. Anna-Maria Clement
- Architecture as Eco-Art / Building with Natural Materials - Gio Susini
- Psychology and Future Planning - Dr. Michaela Schippers
- School of the Future / Memory Training - Ricardo Leppe
- World Peace Diet / History and Future of Plant-Based Cultures - Dr. Will Tuttle
- Turning Corporations toward Eco Thinking - Petra Maria Grosse-Lordemann Esq
- Economy and the Next Financial System / History of Money - Bernd Hueckstaedt
- Intentional Communities History and How to Found - Cynthia Tina
- Perception and the Nature of Reality - Dawn Lester and David Parker
- Media and Ideology / First 100 Years of Film - Dr. Andrea Staskowska



THE FUTURE IN THE BALANCE

We practice what we preach.

All our professors, our core team, and our managers are professionals who have decades of experience in their fields. In addition, they are living eco-conscious lifestyles. We are all aware of the importance of the work we are doing in the world for our children, our grandchildren and humanity as a whole.

We employ and benefit the community.

Many local people will find employment and local businesses will benefit from our presence in the neighborhood. There will be partnerships with the town, the county, and the state as we promote the region.

We're growing our global outreach.

Many more courses and summer intensive seminars will be offered at RAL University online and on campus.



THE OPPORTUNITY

Johanna's Raw Foods has proven that packaged organic raw vegan foods will sell in all food retail establishments. The direct to customer market is wide open.

Hippocrates Wellness (Hippocrates Health Institute) has demonstrated 65 years of financial success and continuous expansion.

New forms of universities have been financially viable and growing as per our models. We foresee broad international student participation.

Our numbers set forth in this deck are very conservative.

R-AwesomeLife has global appeal and will see exponential growth with satellites and partnerships world-wide.

