



## Scenarios Foundation Basis of our Roadmap

### Missions

- Creative Endeavors Consulting Partners
- MCM Group Inc.
- Futures Unfolding
- Durham Designs

### Backgrounds

- Creative Endeavors Consulting Partners
- MCM Group Inc.
- Futures Unfolding
- Durham Designs

### Programs Overview

- Intellectual Property Development
- Joint Venture Development
- Sponsor Development

### Participations

- Managing Partners
  - Managing Partner Seats
  - Percentages/Numbers/Pies
  - Deal Point Memorandum

- Consulting Partners
  - Percentages/Numbers/Pies
  - Deal Point Memorandum

- Joint Venture Partners
  - Percentages/Numbers/Pies
  - Deal Point Memorandum

- Managing Members
  - Percentages/Numbers/Pies
  - Deal Point Memorandum

- Advisory Members
  - Percentages/Numbers/Pies
  - Deal Point Memorandum

- Alliances
  - Percentages/Numbers/Pies
  - Deal Point Memorandum
  - Alliance Scenarios

- Clients
  - Percentages/Numbers/Pies
  - Deal Point Memorandum
  - Presentations
  - Sponsorships
  - Fee Structure

- Affiliates

### Business Development Plan

### Marketing Plan

- Strategy
- Co-marketing Campaigns
- Portfolio

### Creative Endeavors Consulting Partners Team

- CECP Managing Partners
- CECP Consulting Partners
- CECP Alliances
- CECP Affiliates

### CEC International LLC Team

- LLC Managing Members
- LLC Advisory Members

### Trademark Development/Branding

- Definition
- Client Trademark/Brand Development

### Licensing

- Definition
- Market Size
- CECP Brand Licensing
  - Uses of the Brand
- Partner-Owned Licensing
- Fee Structure

### Project Opportunities

- Client
- Private Label
- Technology
  - CECPartners.com
  - AdviceAboutAnything.com
  - AdviceAboutAnything.tv
  - SantaMonicaMart.com
  - BYOB.net
  - Product Placement
- Joint Venture Participations
  - Media Group
  - Futures Unfolding

### Proposals

- Creative Endeavors Consulting Partners Joint Venture
- Private Label
- Promotional Merchandise
- Technology
- Real Estate
- CEC International LLC Joint Venture
  - Business Development Group

### Budgets / Income Strategy

- Creative Endeavors Consulting Partners
  - Managing Partners
  - Consulting Partners
- CEC International LLC
  - Managing Members

### The Plan

- Exit Strategy

### Exhibits

### Calendar

endeavors.international

1424 Fourth Street • Suite 214 • Santa Monica, California 90401 USA

888-496-8889 creators@creativeendeavors.co jd@str8advice.biz

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