



Business Endeavors Development Formula

www.KeepItStr8.info

FORMULA EXAMPLES

- 10% \$25,000 vested interest in a collaborative joint endeavor.
- licensed rights income from participation in a R&D venture. Up to 40% first right of refusal for the use of the joint endeavors R&D efforts in newly formed joint ventures.
- \$250,000 combination of trades and exchanges to gain a larger interest for participation for ongoing media marketing point of sale promotion of goods and services.

Added General Revenue Vested Licensed Partners

Projected to Increase Value/Spending

- Venture Collaborative Brands \$100 Q
- Trade Media Marketing \$250 Q
- Licensed Income \$325 Q
- Sales (ad \$50)
- Retail
- Vested Participation \$ 25 Q
- Joint Venture Development (See separate chart)
- Contribution \$ 50 Q
- Cause Brand Marketing Sales Revenue
- Cause Driven Brands \$ 50 Q
- Production \$100 Q

Exhibits Available Exhibits Available

- Financial Justification
- Revenues, Returns vs. Contributions
- Operating Expenses
- Capital
- Probabilities
- License Income
- Product Sales
- Fees
- Vested Participation
- Cause % from Licensed Partner

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Collaborations

How to Participate: Licensed Team

Fluid Options for the Research & Development Team Branding

Joint Endeavored Consultants Collaborators choose part of our projects on a vested basis.

Examples: Expansion Professionals. Expand Your Band Team: creativeendeavors.co, keepItStr8.biz, Inspiredesire.com, healthwellness.solutions, seethegreen.info

Joint Endeavored Projects

\$1,000 Fee + \$500 monthly shared costs to build project.

Contributing Collaborators are part of our brand marketing strategy and work with us on R&D opportunities. **Targeted Team:** People who need marketing for their business, connecting them with Point of Sale multimedia marketing that the team can provide.

Contributing Partner Brands may bring to the table property for R&D development for a venture. We trade support services as part of our licensing ventures.

\$3,000 Fee on R&D basis for agreed exchange

Option: Become part of a collaboration (e.g. our program for fees in areas of expertise _____)

Receive Profile and right to use Intellectual Property properties as a joint endeavor.

Plus negotiable Licensing Fees as part of a Joint Venture as a Licensor thru the Joint Endeavor

\$5,000 Fee as collaboration contributing brands, point of sale, cause driven and product for a percentage of use of license held by collaborator the R & D joint endeavor.

Joint Venture

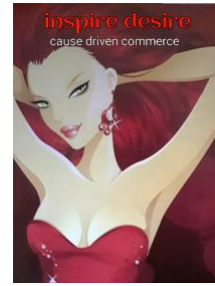
Brand Contributing to the Venture as a Cause-Driven Commerce or Cause-Related Brand

- Description the Difference

\$10,000 Fee for project management for overrides on areas of expertise.

LINKS: creativeendeavors.co, keepItStr8.biz, Inspiredesire.com, healthwellness.solutions, seethegreen.info

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Str8AdviceBrands%

Brands	%	TOTALS	FirstQ	SecondQ	ThirdQ	FourthQ
Operations						
Administration						
Communications						
Professional Services						
Legal						
Phased						
SolidifyValue						
Fees						
Technology						
Platform						
Media						
Marketing						
Promotion						
Events						
Product Development						
Material Costs						
Labor Costs						

Capital Raised From:

Creative Business Endeavors Collaborations • Creative Endeavors Consulting Partners

Joint Venture Partners • Brand Partners

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Str8Advice Brands %

COSTS	%	TOTALS	First Q	Second Q	Third Q	Fourth Q
Operations		\$ 10,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 3,000
Administration		\$ 2,250	\$ 750	\$ 750	\$ 750	
Communications		\$ 2,250	\$ 750	\$ 750	\$ 750	
Professional Services						
Legal			Trade	Trade	Trade	Trade
Phased			Fees	Fees	Fees	Fees
Solidify Value						
Fees			\$ 3,000			
Platform						
Technology		\$ 6,000	\$ 1,000		\$ 2,500	\$ 2,500
Media						
Marketing		\$ 6,000	\$ 1,000		\$ 5,000	
Promotion						
Events		\$ 15,000	\$ 2,500	\$ 5,000	\$ 75,000	
Prod Development		1500 pieces				
Material Costs	15%	\$ 5,000				
Labor Costs	30%	\$ 30,000			Donated \$30,000	

Capital Raised From:

Creative Business Endeavors Collaborations • Creative Endeavors Consulting Partners

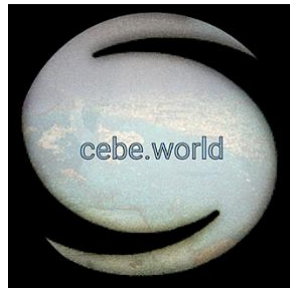
Joint Venture Partners • Brand Partners

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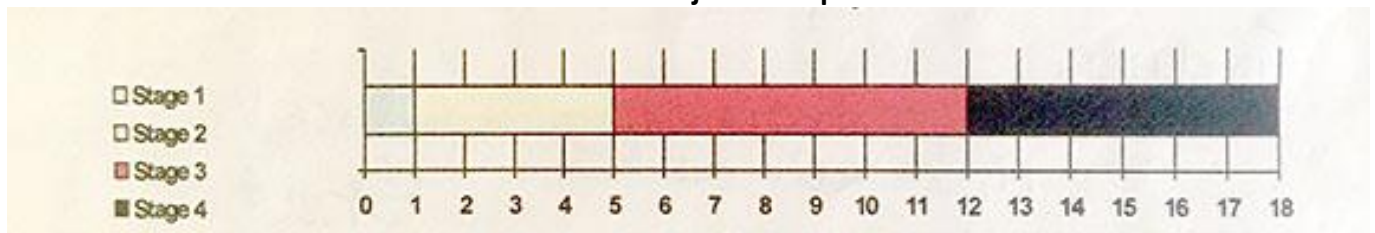
CEBE.WORLD
CALENDARED COST EXAMPLE/PROJECTIONS RESEARCH DEVELOPMENT
FINANCIAL PROJECTIONS 2020

	Q1	Q2	Q3	Q4	TOTAL	TOTAL
Brand Development						
Operations						
Rent						
Equipment						
Misc						
Professional Services						
Legal Fees						
Outside Labor						
Selling/Marketing Costs						
Supplies						
Delivery/Postage						
Banking/Accounting Costs						
Auto/Lease						
Insurance						
Fuel/Oil						
Repair						
Travel/Entertainment						
Meals						
Transportation						
Hotel/Room						
Utilities						
Telephone/Cell						
Subscription/Books/Mags						
Advertising						
Promotion						
Media Place						
Showroom						
Operations						
Material Costs						
Labor Costs						
Services						
Marketing						
Business						
Technology						
Memberships						



Collaborative Endeavors

Timeline for Project Example



1. Completion of detailed agreement.
2. Setting up of the joint endeavor.
3. Announcement to market.
4. Collection of licenses for the brand(s), product ventures with brand partners and client/team interests related to the above

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Relationship Building

- Liaison between lending groups, collaborators, creators, advisors.

Contributing Partners Brands

New Product & Service Development

- Promote and joint venture licensed between collaborating partners and contributing partners.
- Merchandise brand through licensing and joint ventures through sale promotions.
- Product and concept design.
- Licensed product manufacturing.
- Develop selected brands for market recognition.

Supportive Services

- Marketing Development Point of Sale
- Project Research & Development of Commerce

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Sample Projected Earnings • Point of Sale
Private Label Products for Others
Licensed Product Partner
Cause-Related Brands
Resources to Implement Formula

Production				
Units		20,000	50,000	100,000
Wholesale Price		40	40	40
Gross Income		800,000	2,000,000	4,000,000
Material Costs	20%	160,000	400,000	800,000
Labor Costs	40%	320,000	800,000	1,600,000
Distribution Costs	5%	40,000	100,000	200,000
Commissions	10%	80,000	200,000	400,000
Royalties	5%	40,000	100,000	200,000
Gross Profits	20%	160,000	400,000	800,000
Operations	5%	40,000	100,000	200,000
Services	2%	16,000	40,000	80,000
Selling Costs	1%	8,000	20,000	40,000
Subtotal	12%	96,000	240,000	480,000
Contingency				
R&D				
Pre-Tax Net	12%	96,000	240,000	480,000

Profit Sharing _____

Dividends _____

*Factor Costs

*Shipping & Handling

*Returns

Explanation:

Returns to the venture are for setup as a licensed company through a brand and for promotion. There are no upfront costs. We provide the licensee with the brand/license for matching to products for sale. For our involvement, we receive \$408,000 (50%) of a projected total of \$816,000 (Over a three-year period. See above.) Individualized scenarios as an extension of a property would create additional ventures and income opportunities.

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MCM GOUP INC
COMMERCE VENTURE
Knit Maven New York, NY

MCM GROUP PL				
Gross Profit on Sales	\$ 1,250,000.00	25	\$ 1,250,000.00	25
EXPENSES	AMOUNT	PERCENT	AMOUNT	PERCENT
Auca	\$ 2,200.00	0	\$ 2,200.00	0
Auto	\$ 6,000.00	0.12	\$ 6,000.00	0.12
Bank Charges	\$ 3,800.00	0.08	\$ 3,800.00	0.08
Delivery	\$ 2,500.00	0.05	\$ 2,500.00	0.05
Dues, Subs, Books	\$ 600.00	0.01	\$ 600.00	0.01
Meals, Entertainment	\$ 12,000.00	0.21	\$ 12,000.00	0.21
Equip Lease	\$ 6,000.00	0.12	\$ 6,000.00	0.12
Insurance Business	\$ 4,000.00	0.08	\$ 4,000.00	0.08
Office & Postage	\$ 3,500.00	0.07	\$ 3,500.00	0.07
Outside Labor Designs	\$ 10,000.00	0.2	\$ 10,000.00	0.2
Office Payroll Labor	\$ 30,000.00	0.6	\$ 30,000.00	0.6
Office Payroll Sales	\$ 36,000.00	0.72	\$ 36,000.00	0.72
Office Payroll Taxes	\$ 7,800.00	0.16	\$ 7,800.00	0.16
Professional Services	\$ 5,000.00	0.1	\$ 5,000.00	0.1
Promotion PR	\$ 2,000.00	0.01	\$ 2,000.00	0.01
Rent	\$ 6,000.00	0.12	\$ 6,000.00	0.12
Repairs & Maint	\$ 1,500.00	0.03	\$ 1,500.00	0.03
Showroom Exp Rent Materials	\$ 3,600.00	0.07	\$ 3,600.00	0.07
Taxes & License	\$ 2,000.00	0.04	\$ 2,000.00	0.04
Telephone	\$ 16,000.00	0.32	\$ 16,000.00	0.32
Utilities	\$ 3,500.00	0.07	\$ 3,500.00	0.07
Travel & Lodging	\$ 45,000.00	0.9	\$ 45,000.00	0.9
Trade Exhow Exp	\$ 10,000.00	0.2	\$ 10,000.00	0.2
Consulting Fees	\$ (36,000.00)	-0.72	\$ (36,000.00)	-0.72
Advertising	\$ 100,000.00	2	\$ 100,000.00	2
PR Marketing	\$ 145,000.00	2.9	\$ 145,000.00	2.9
TOTAL Exp	\$ 428,000.00	10	\$ 428,000.00	10
INCOME from Operations	\$ 750,000.00	15	\$ 750,000.00	15
OTHER INCOME				
TOTAL P/L	\$ 322,000.00		\$ 322,000.00	
NET INCOME (Loss)		15		15

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	CURRENT PERIOD		YEAR TO DATE	
	AMOUNT	PERCENT	AMOUNT	PERCENT
Income				
Sales - Wholesale	\$ 3,030,000	60.40	3,030,000	60.60
International Sales	2,020,000	40.40	2,020,000	40.40
Refunds	(50,000)	(1.00)	(50,000)	(1.00)
Total Income	5,000,000	100.00	5,000,000	100.00
Cost of Goods Sold				
Purchases	3,450,000	69.00	3,450,000	69.00
Freight In	50,000	1.00	50,000	1.00
Sales commissions	250,000	5.00	250,000	5.00
Cost of Goods Available	3,750,000	75.00	3,750,000	75.00
Cost of Goods Sold	3,750,000	75.00	3,750,000	75.00
Gross Profit on Sales forward	1,250,000	25.00	1,250,000	25.00

MC H GROUP SEC0t-0

YEAR 13IDGET

		CURRENT PERIOD		YEAR TO DATE	
		AMOUNT	PERCENT	AMOUNT	PERCENT
Income					
Sales	- Wholesale	\$ 5,000,000	63.13	\$ 5,000,000	63.13
International Sales		3,000,000	37.88	3,000,000	37.88
Salni.	Refunds	(80,000)	(1.01)	(80,000)	(1.01)
Total	Income	7,920,000	100.00	7,920,000	100.00
Cost of Goods Sold					
Purchase		5,320,000	67.17	5,320,000	67.17
Freight In		75,000	.95	15,000	.19
Salni.	Commissions	400,000	5.05	400,000	5.05
Cost of Goods Available		5,795,000	73.17	5,795,000	73.17
Cost of Goods Sold		5,795,000	73.17	5,795,000	73.17
Gross Profit on Sales		2,125,000	26.83	2,125,000	26.83
Forward					

				CURRENT PERIOD		YEAR TO DATE	
				AMOUNT	PERCENT	AMOUNT	PERCENT
Gross Profit on Sales				1,250,000	25.00	1,250,000	25.00
Expenses							
Auca				2,200	.011	2,200	.011
Auto Lease				6,000	.12	6,000	.12
Bank Charges				3,800	.08	3,800	.08
Delivery & Freight				2,500	.05	2,500	.05
Dues. Subscription				600	.01	600	.01
Heals and Entertainment				12,000	.21	12,000	.24
Equipment Lease				6,000	.12	6,000	.12
Insurance				4,000	.08	4,000	.08
Office & Postage				3,500	.07	3,500	.07
Outside Labor - Designs				10,000	.20	10,000	.20
Payroll/Office				30,000	.60	30,000	.60
Payroll/Sales				36,000	.72	36,000	.72
Payroll Tax				7,800	.16	7,800	.16
Professional Services				5,000	.10	5,000	.10
Promotion				2,000	.04	2,000	.04
Rent				6,000	.12	6,000	.12
Repairs & Maintenance				1,500	.03	1,500	.03
Showroom Expense				3,600	.07	3,600	.07
Taxes & License				2,000	.04	2,000	.04
Telephone				16,000	.32	16,000	.32
Utilities				3,500	.07	3,500	.07
Travel & Lodging				45,000	.90	45,000	.90
Trade Show Expense				10,000	.20	10,000	.20
Consulting Fee				(36,000)	(.72)	(36,000)	(.72)
Advertising				100,000	2.00	100,000	2.00
Public Relations - Marketing				145,000	2.90	145,000	2.90
Total Expenses				500,000	10.00	500,000	10.00
Income From Operations				750,000	15.00	750,000	15.00
Other Income & Expenses							
Total Other Income & Expenses				0	.00	0	.00
Net Income (Loss)				\$ 250,000	15.00	\$ 750,000	15.00

SUMMARY

Acct/Number	Acct/Title	Debits ---	Credits ---
3300	Retained Earnings Sales -	750,000.00	
4041	Wholesale International		3,030,000.00
4042	Sales Sales Refunds		2,020,000.00
4060		50,000.00	
4151	Purchases - Supplies Subcontracts -	75,000.00	
4155	finished Prod. Freight In	2,625,000.00	
4160	Sales Commissions	50,000.00	
4170	Auto	250,000.00	
5110	Auto Lease	2,200.00	
5120	Bank Charges Delivery &	6,000.00	
5180	Frt Out	3,800.00	
5400	Dues, Subscription, Books Meals	2,500.00	
5480	and Entertainment Equipment	600.00	
5560	Lease	12,000.00	
5580	Insurance	6,000.00	
5700	Office & Postage Outside Labor	1,000.00	
5900	- Designs Payroll/ Office	00	
5950	Payroll/Sales	3,500.00	
6020	Payroll Taxes Professional	10,000.00	
6030	Services Promotion	30,000.00	
6040	Rent	36,000.00	
6050	Repairs & Maintenance	7,800.00	
6060	Showroom Expense Taxes &	5,000.00	
6180	Licenses Telephone	2,000.00	
6220	Utilities	6,000.00	
6230	Travel & Lodging Trade	1,500.00	
6400	Show Expense	3,600.00	
6500	Consulting Fee	2,000.00	
6550	Advertising	16,000.00	
6570	Public Relations - Marketing	3,500.00	
6650		45,000.00	
6670	Totals	10,000.00	
6915		36,000.00	
7100		100,000.00	
7200		145,000.00	
		5,050,000.00	5,050,000.00

*** BATCH STATUS ***

* NOT POSTED* 35

Number of Entries ...
Account Hash ...
Difference ...
Number of Invalid Accounts

1946911
.00
0