



**Sample Projected Earnings  
Private Label Products for Others  
Licensed Product Partner  
Cause-Related Brands  
Resources to Implement Formulas**

Production				
Units		20,000	20,000	20,000
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
<b>Gross Profits</b>	<b>20%</b>	<b>160,000</b>	<b>400,000</b>	<b>800,000</b>
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%	<u>96,000</u>	<u>240,000</u>	<u>480,000</u>

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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## 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](http://creativeendeavors.co), [keepItStr8.biz](http://keepItStr8.biz), [Inspiredesire.com](http://Inspiredesire.com), [healthwellness.solutions](http://healthwellness.solutions), [seethegreen.info](http://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

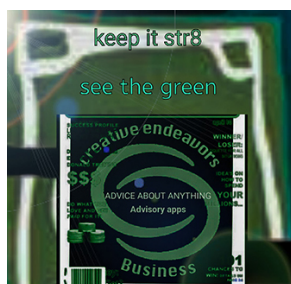
Brand Contributing to the Venture as a Cause-Driven Commerce or Cause-Related Brand

- Description the Difference

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

LINKS: [creativeendeavors.co](http://creativeendeavors.co), [keepItStr8.biz](http://keepItStr8.biz), [Inspiredesire.com](http://Inspiredesire.com), [healthwellness.solutions](http://healthwellness.solutions), [seethegreen.info](http://seethegreen.info)

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**Business Endeavors  
Development Formula  
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**

- 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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Str8Advice Brands %

Brands	%	TOTALS	First Q	Second Q	Third Q	Fourth Q
Operations						
Administration						
Communications						
Professional Services						
Legal						
Phased						
Solidify Value						
Fees						
Technology						
Platform						
Media						
Marketing						
Promotion						
Events						
Prod Developmen						
Material Costs						
Labor Costs						

**Capital Raised From:**

**Creative Business Endeavors Collaborations • Creative Endeavors Consulting Partners  
 Joint Venture Partners • Brand Partners**

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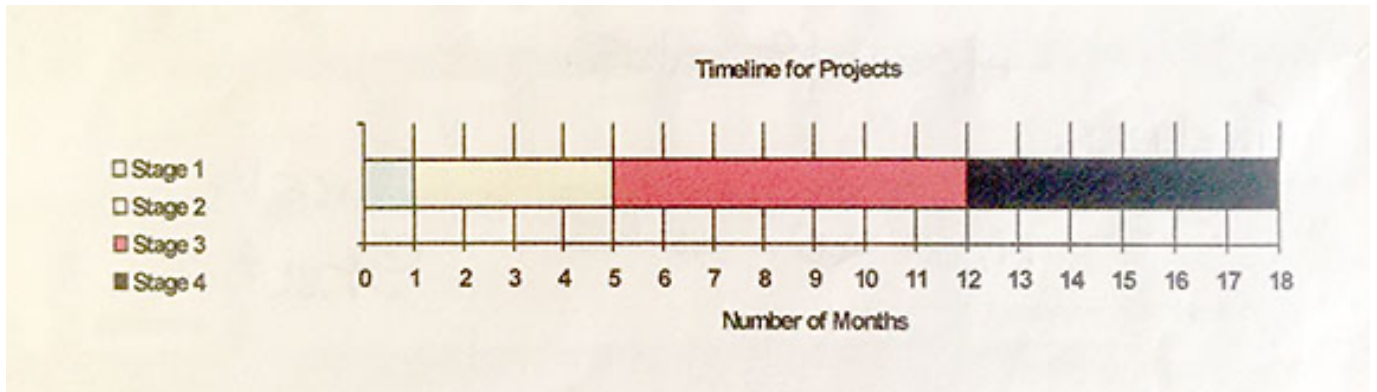


CEBE.WORLD  
 CALENDARED COST EXAMPLE/PROJECTIONS RESEARCH DEVELOPMENT  
 FINANCIAL PROJECTIONS 2020

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



## CEBE World Joint Venture



1. Completion of detailed agreement.
2. Setting up of the venture.
3. Announcement to market.
4. Campaign or collection, sales of licenses for the brand(s), products and client/team interests related to the above

### Str8advice.biz

#### **Relationship Building**

- Liaison between lending groups, accountants and law firms

### HealthWellness.Solutions

#### **New Product & Service Development**

- Promote and negotiate joint venture projects with prospective investors.
- Merchandise your brand through licensing and joint venture programs.
- Product and concept design and management.
- Licensed product manufacturing.

### Inspiredesire.com

### Releaseourpassion.com

#### **Supportive Services**

- Marketing Development
- Project Research & Development

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### Development License for Ventures

Venture Collaboration Brands	\$100 Q
Trade Media Influence	\$250 Q
Marketing – Market Recognition	\$ 50 Q
Licensed Income	\$325 Q
Sales (av \$50 Retail)	
Vested Participation each License	\$ 25 Q
Each Joint Venture Development	
Contribution Goods/Services	\$ 50 Q
Cause Brand Marketing	Value
Sales Revenue	\$125 Q Sales
Cause-Driven Brands	\$ 50 Q
Contribution to Cause	\$ 50 Q
Production	\$ 75 Q
Cost to License Partner	
Value of the Venture	
+ R & D (50% Paid)	\$250,000
Licensed Income	
Vested Contributors	\$ 25,000
Contribution Service	\$ 50,000
Cause-Driven Brands Contributed	\$ 50,000
Production	\$100,000

\$250,000	\$250,000	\$50,000 (Estimated)
Develop for	Production of	License
Joint Venture	Goods	Fees Each Venture
For Licensing		

\$75,000 w/presale	\$250,000
Avg Sales \$50,000	Contributing Brand License
Avg Cost \$22.00	Media
Licensed Partner	Marketing
Contribute	Design
First \$75,000	
In Goods to the Venture	

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**MCM GOUP INC**  
**COMMERCE VENTURE**  
**Knit Maven New York, NY**

<b>MCM GROUP PL</b>				
Gross Profit on Sales	\$ 1,250,000.00	25	\$ 1,250,000.00	25
<b>EXPENSES</b>	<b>AMOUNT</b>	<b>PERCENT</b>	<b>AMOUNT</b>	<b>PERCENT</b>
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
<b>TOTAL Exp</b>	<b>\$ 428,000.00</b>	<b>10</b>	<b>\$ 428,000.00</b>	<b>10</b>
INCOME from Operations	\$ 750,000.00	15	\$ 750,000.00	15
OTHER INCOME				
<b>TOTAL P/L</b>	<b>\$ 322,000.00</b>		<b>\$ 322,000.00</b>	
<b>NET INCOME (Loss)</b>		<b>15</b>		<b>15</b>

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**Joint Ventures:** Monthly Production / sales (license basis)  
**CoBrand:** 2 or more product companies selling together.

Joint Ventures: Monthly production / sales (license basis)  
 CoBrand: 2 or more product companies selling together

Sales From							
Limited Edition Campaigns (to sell direct)							
4x per year @ \$75	Category 1 Pieces 1-12	Category 2 Pieces 1-12	Category 3 Pieces 1-12	Category 4 Pieces 1-12	Category 5 Pieces 1-12	Total	Total Items Per Year
Item 1	\$ 3,600.00					\$ 3,600.00	48
Item 2		\$ 3,600.00				\$ 3,600.00	48
Item 3			\$ 3,600.00			\$ 3,600.00	48
Item 4				\$ 3,600.00		\$ 3,600.00	48
Item 5					\$ 3,600.00	\$ 3,600.00	48
<b>Total</b>	<b>\$ 3,600.00</b>	<b>\$ 3,600.00</b>	<b>\$ 3,600.00</b>	<b>\$ 3,600.00</b>	<b>\$ 3,600.00</b>	<b>\$ 18,000.00</b>	<b>240</b>

Limited Edition Campaigns (to sell direct)							
4x per year @ \$40	Category 1 Item 1-5	Category 2 Item 1-5	Category 3 Item 1-5	Category 4 Item 1-5	Category 5 Item 1-5	Total	Total Pieces Per Year
Piece 1	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 2	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 3	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 4	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 5	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 6	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 7	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 8	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 9	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 10	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 11	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 12	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
<b>Total</b>	<b>\$ 82,800.00</b>	<b>\$ 82,800.00</b>	<b>\$ 82,800.00</b>	<b>\$ 82,800.00</b>	<b>\$ 82,800.00</b>	<b>\$ 414,000.00</b>	<b>10,350</b>

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Private Label: 3 Collections							
Ex per year Collection 1 of 3	Category 1 Pieces 1-12	Category 2 Pieces 1-12	Category 3 Pieces 1-12	Category 4 Pieces 1-12	Category 5 Pieces 1-12	Total	TOTAL Items Per Year
Item 1 \$	3,600.00					\$ 3,600.00	48
Item 2		\$ 3,600.00				\$ 3,600.00	48
Item 3			\$ 3,600.00			\$ 3,600.00	48
Item 4				\$ 3,600.00		\$ 3,600.00	48
Item 5					\$ 3,600.00	\$ 3,600.00	48
Total \$	3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 18,000.00	240

Merchandising		Promotional Items	
	Category 1	Category 2	Category 3
Pieces	20,000	5,000	5,000
Cost \$	12.00	\$ 12.00	\$ 15.00
Total \$	240,000	\$ 60,000	\$ 75,000
	\$375,000		

	Retail/Direct	Cost	% COGS
	Category 1	Category 2	Category 3
Promotions \$	12.00	\$ 5.00	42%
Merchandising \$	20.00	\$ 8.00	40%
Yogewear \$	50.00	\$ 20.00	40%
Jewelry \$	75.00	\$ 28.00	37%
Limited Edition \$	150.00	\$ 48.00	32%
Average \$	61.40	\$ 21.80	36%
Summary	666 pieces	5 markets	111 pieces ea. market

Yearly	Q1	Q2	Q3	Q4
Resort/Promo	15%			
Spring/Summer		25%		
Transition/Fall			30%	
Winter/Holiday				30%
Total \$	0.15	\$ 0.25	\$ 0.30	\$ 0.30

% Business Each	Q1	Q2	Q3	Q4
Inspire Desire				
Collections \$	414,000			
Private Label \$	18,000			
Promotional \$	60,000			
Promotional \$	75,000			
Limited Editions \$	18,000			
Merchandising \$	240,000			
Total \$	750,000			

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