



Business Endeavors Development Formula KeepItStr8.utilities

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

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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