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ENTERPRISES

**THE CONTAINER
LIFE REAL ESTATE
DEVELOPMENT
MASTERCLASS™ ©**

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**JESSICA LEWIS, LEWISJM@SHIPPINGLIVING.COM
OWNER OF MOBU ENTERPRISES
267-563-8190, PHONE**



THE CONTAINER LIFE REAL ESTATE DEVELOPMENT MASTERCLASS™©

BY JESSICA LEWIS, MOBU ENTERPRISES

4 WEEK COURSE OUTLINE

(Time: 16 hours, Tools

needed: Paper and Pencil; Computers or smart phones)

ABOUT THE PROGRAM

“The Container Life Real Estate Development Masterclass” program will be a 4 week, a weekly program on Sundays, where business owner Jessica Lewis will host, foster, and develop participants in a hybrid mentorship environment to conceptualize and market their own ideas within the green construction space. The mentees will develop business ideas and develop business plans and launch full-fledged development projects with back-office support through MOBU Enterprises staffing. If students have the desire, but no idea on what to start we will have several options for them to choose from through franchising or joint ventures.

The class size will be small groups of 4 or fewer students to ensure individual attention is given to all participants. They will have weekly assignments that coordinate with the following week's in-class activities. This will ensure commitment and encourage students to think long term in project planning.

Course Outline

WEEK 1: IDEA CONCEPTUALIZING/MINDSET SHIFT

- The benefits to real estate investing.
- The four different ways real estate can make you wealthy
- Investing with a full-time job.
- Choosing the right investing strategy.
- Creating a plan that accomplishes YOUR goals.
- How to find great real estate deals. Financing your deal, no matter how much money is in your bank account.

WEEK 2. HOW TO MAKE YOUR RELATIONSHIPS WORK FOR YOU (PARTNERSHIPS)

- How to lean on your network
- How to leverage your network with Joint Ventures
- How to get your politicians buy-in
- How to build relationships with your Planning and Zoning/Code departments
- How to find economic and community development organizations
- How to Pitch to partners



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WEEK 3. WHY CONTAINERS AND GREEN CONSTRUCTION (YES YOU ARE RECYCLING)

This class will break down the entire green construction process. Why it's recycling and how to capitalize off of government programs and incentives as a developer to maximize your output and project scalability.

BONUS BUSINESS PLAN WRITING

This is the pivotal point for our students. This class will allow for them to start writing their plan. All subsequent weeks will break down each aspect of the business plan and help the participants understand how each part is important in building a long term future. We will discuss components of the business plan in detail and give the students an outline to use for their homework assignment to start thinking through the topics.

BONUS INDUSTRY ANALYSIS

This class will discuss: An in-depth description of their products/services, emphasizing the specific benefits along with: An explanation of the market role of your product/service and advantages it has over the competition. Information about the product or service's life cycle. Relevant copyright, patent or trade secret data. Research and development activities that may lead to new products and services. Helping the participant understand this will aid them in a deeper understanding of the industry they are entering.

BONUS CUSTOMER ANALYSIS

This class will discuss: How to identify targeted customer segments, including size and demographics of the groups, An industry description and outlook, including statistics, and Historical, current and projected marketing data for your product/services. Helping each participant understand their market will help them understand if they will have a customer who will acquire their product or service.



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BONUS: COMPETITIVE ANALYSIS

This class will discuss: A detailed evaluation of your competitors, highlighting their strengths and weaknesses. Along with a entire SWOT evaluation of your company's. We will review each one in detail and discuss strategy on improving challenge areas within your own company.

BONUS: STRATEGY

This class will discuss: Strategies to set goals, plan, implement, and measure marketing activities, a sketch of targeted customer segments, including size and demographics of the group, an industry description and outlook, including statistics, and how to find Historical, current and projected marketing data for your product/services

BONUS: OPERATIONS PLAN

This class will discuss: An explanation of how you will reach target customers and penetrate the market, details about pricing, promotions and distribution, an explanation of how the company will function, following the operations' cycle from acquisition of supplies through production to delivery, information on sources of labor and number of employees, training and Recruitment planning, and data on operating hours and facilities for their business.

BONUS: MANAGEMENT TEAM

This class will discuss: An organizational chart with descriptions of departments and key employees, information about owners, including their names, percentage of ownership, extent of involvement within the company and a biography listing their background and skill, profiles of your management team, including their names, positions, main responsibilities and past experience, and list of any advisors, such as board members, accountants and attorneys.



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BONUS FINANCIAL PLAN AND EXECUTIVE SUMMARY

This class will discuss: Historical financial data, if you own an established business, including income statements, balance sheets and cash flow statements for the next three to five years, prospective financial information, including income statements, balance sheets, cash flow statements and capital expenditure budgets for the next five years, a brief analysis of your financial data, featuring a ratio and trend analysis for all financial statements, we will end with writing their executive summary.

WEEK 4: GRADUATION AND PROGRAM AWARDS AND HOW TO GET STARTED WITH YOUR FIRST DEVELOPMENT PROJECT

All students will receive plaques for participation, best students, the top three in class, will receive Trophies for various contests throughout program for best written plan, Innovative ideas, and Most determined. To not leave anyone out each student will receive an award for best of their best character trait displayed during the program. Each participant will get ongoing mentorship and start a Joint venture white labeling our services.

LEARNING OBJECTIVES

We desire to help all participants engage in activities that expose them to opportunities that can help them start a successful real estate business, instead of working multiple jobs to make ends meet. This program will teach them about legacy building with formulas for success via mentorship and knowledge designed for real estate developers.

DESIRED OUTCOMES

Students will be exposed to activities that will shift their thought processes from an investor to master developer mindset. They will learn how to leverage information, people, and relationships to have a successful real estate business. They will understand operational measures needed to be community change agents using green construction.

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PART 2



Title: THE CONTAINER LIFE REAL ESTATE DEVELOPMENT MASTERCLASS™©

Objective: Equip participants with the knowledge and skills to design, develop, and market container-based real estate projects, focusing on sustainability, cost-efficiency, and innovation.

Learning Outcomes:

1. Understand the fundamentals of container architecture.
2. Navigate zoning laws and building regulations specific to container construction.
3. Develop project management skills tailored to modular building processes.
4. Learn about sustainable building practices and green technologies in container housing.
5. Acquire the business acumen to market and sell container homes effectively.

1. Introduction to Real Estate Development

Objectives:

- Understand the basics of the real estate market and economic factors affecting development.
- Learn about zoning laws and planning permissions.

Deliverables:

- Essays on market analysis.
- Presentation on a zoning case study.
- One Page or multi page business plan creation.

2. Design and Construction

Objectives:

- Master the fundamental design principles specific to modular construction.
- Gain practical skills in engineering solutions for shipping container construction.

Deliverables:

- Design projects using CAD software along side Mobu Team.
- Hands-on one to one learnings on how to design sustainably.

3. Project Management

Objectives:

- Develop skills in budget management, scheduling, and logistics planning.
- Learn techniques for effective risk and quality control.

Deliverables:

- Project management plan for a mock project.
- Risk assessment report.
- Software Assessment and Choosing.

4. Sustainability in Real Estate

Objectives:

- Understand how to implement sustainable practices in building designs.
- Familiarize with green certifications and energy-efficient technologies.

Deliverables:

- Sustainability assessment of a proposed project.
- Design a small-scale sustainable model using recycled materials or prepare a rendering.

5. Legal and Regulatory Framework

Objectives:

- Navigate the complexities of property law, contracts, and construction permits.
- Understand the essentials of land acquisition.

Deliverables:

- Mock contract negotiation session.
- Permit application exercise.
- Pre-Planning meeting with local municipality.

6. Sales and Marketing

Objectives:

- Analyze real estate markets to identify target customer segments.
- Develop and execute effective sales strategies and marketing campaigns.

Deliverables:

- Market analysis report.
- Marketing plan for a developmental project.

7. Mentorship and Networking

Objectives:

- Engage with industry professionals to gain insights and advice.
- Build a professional network in the real estate sector.

Deliverables:

- Mentorship session logs.
- Networking event summary report.

8. Capstone Project**Objectives:**

- Apply learned concepts to design and propose a realistic real estate development project.
- Receive expert feedback and refine project management skills.

Deliverables:

- Comprehensive project proposal.
- Final presentation to a panel of experts.

Each component is designed to build on the previous one, ensuring a comprehensive learning experience that equips participants with both theoretical knowledge and practical skills necessary for successful real estate development.



ABOUT THE COMPANY

Mobu Enterprises is a green construction firm that builds residential and commercial structures out of shipping containers. All structures are custom made based off the customer's vision.

We pride our business model on reducing the carbon footprint and offering durable solutions to locations domestically and abroad. Our structures inside and out are wind, water, and fire proof, leading to it being able to withstand the test of time and weather.

**If you want something built, remember
the sky is not the limit**

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