



**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**

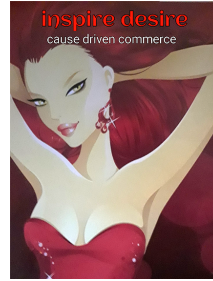
Projected to Increase Value/Spending

- 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
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						

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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**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%	<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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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	Ea \$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		

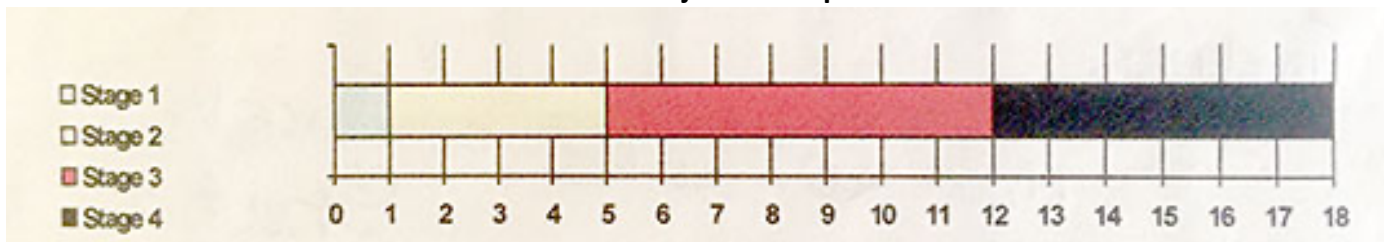
\$75,000 w/presale	\$250,000
Avg Sales \$50,000	Contributing Brand License
Avg Cost \$22.00	Media
Licensed Partner	Marketing
Contribute	Design
First \$75,000	
In Goods to the Venture	

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CEBE World Joint Venture

Timeline for Projects Example



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

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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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