



[www.keepitstr8.info](http://www.keepitstr8.info)

## **Exhibits Ventures Capital**

- ☐ 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

Proprietary and confidential information of Creative Endeavors Consulting, not to be shared with anyone without prior written permission from management. Violators may be held liable for direct, indirect, or punitive damages or losses, or damages or loss of income, loss of business profits, business interruption, loss of data or business information. Information subject to change.



## Brands Are Powerful



The recognition that brands are a powerful yet underutilized asset is why trademark licensing has become a popular marketing strategy. Because many brand owners don't have the resources to pursue every viable business opportunity, they utilize trademark licensing to enter new markets beyond their core competencies. For the brand owner (licensor), licensing provides royalty revenue and a variety of brand benefits. For licensees, utilizing a strong brand can provide high consumer awareness and a clear, appealing image for their products.

- **Support:** Team Management, Consulting, Implementation, Fulfillment
- **Campaign Approach:** Incorporates all of our resource relationships
- **Domains:** As a marketing tool
- **Merchandise:** To promote a message
- **Advertising:** On a cooperative, shared and sponsored basis
- **Business Alliances:** Increased assistance, sponsor development for creativity and promotional campaigns, liaison referrals
- **Consultants:** Group license project participations, campaign for increased individual message and recognition
- **Project Partnerships:** Capital investment, vested participation (sweat equity, trades)

endeavors.international

1424 Fourth Street • Suite 214 • Santa Monica, California 90401 USA

888-496-8889 creators@creativeendeavors.co jd@str8advice.biz

Proprietary and confidential information of Creative Endeavors Consulting, not to be shared with anyone without prior written permission from management. Violators may be held liable for direct, indirect, or punitive damages or losses, or damages or loss of income, loss of business profits, business interruption, loss of data or business information. Information subject to change.



## Deal Points / Brand Groups Options for Relationship Branding

### Deal Points

- ☐ Individual Entrepreneurs
- ☐ Advisors
- ☐ Keepitstr8.info
- ☐ Creators
- ☐ Creativeendeavors.co
- ☐ Individual Enterprises
- ☐ Joint Endeavors
- ☐ Patent
- ☐ R & D Software
- ☐ Service Mark
- ☐ Trademark
- ☐ Product Development
- ☐ Collaborative Ventures
- ☐ Joint Venture Licensing
- ☐ Green Opportunities
- ☐ Inspire Desire

### Brand Groups

- ☐ Intellectual Properties
- ☐ Cause-Driven Commerce
- ☐ Brands
- ☐ Cause-Related
- ☐ Design Programs
- ☐ Media Marketing
- ☐ Quality Influence
- ☐ Service Goods
- ☐ Ad Engagements
- ☐ Targets Exposure
- ☐ Sale--Point of Sale
- ☐ Jointly held license to develop ASA Venture
- ☐ Health Wellness Solutions
- ☐ Alternative Therapies Collaborations
- ☐ Themed Promotion of Imparting Knowledge
- ☐ Assistance Product Solutions

### RECIPIENT

Signed: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

### endeavors.international

Signed: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

---

#### endeavors.international

1424 Fourth Street • Suite 214 • Santa Monica, California 90401 USA

888-496-8889 creators@creativeendeavors.co jd@str8advice.biz

Proprietary and confidential information of Creative Endeavors Consulting, not to be shared with anyone without prior written permission from management. Violators may be held liable for direct, indirect, or punitive damages or losses, or damages or loss of income, loss of business profits, business interruption, loss of data or business information. Information subject to change.



## 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)

---

#### endeavors.international

1424 Fourth Street • Suite 214 • Santa Monica, California 90401 USA

888-496-8889 [creators@creativeendeavors.co](mailto:creators@creativeendeavors.co) [jd@str8advice.biz](mailto:jd@str8advice.biz)

Proprietary and confidential information of Creative Endeavors Consulting, not to be shared with anyone without prior written permission from management. Violators may be held liable for direct, indirect, or punitive damages or losses, or damages or loss of income, loss of business profits, business interruption, loss of data or business information. Information subject to change.



## Participation Intent Collaboration Licensing

**Intent to promptly enter into a complete detailed agreement through collaboration with:**

- ☐ Advisors
- ☐ Creators
- ☐ Contributors
- ☐ Partners
- ☐ Causes

The Collaboration is being formed as a mutually advantageous relationship as a Joint Endeavor for the purpose to exchange expertise as the Licensing Sources to a Venture.

- ☐ Shared Objectives
- ☐ Increase Value Knowledge
- ☐ Develop Product
- ☐ Advocate for the Endeavor

**Income benefits for Appropriate Category:**

1. ROI from supporting merchandise retailing licenses for patents as royalty, trademarks, copyrights, covered in Deal Points schedule and Contracts.
2. Supporting social recognition by supporting Cause-Driven Brand Ventures.
3. Tax Benefits by contributing to Cause-Related Brands.
4. Recognition, promotion for product and cause.
5. Opportunity to re-invest ROI.
6. Opportunity to participate, contribute as per contract.
7. Participate, attend special promotional events and activities.

Collaborator Name \_\_\_\_\_ Date \_\_\_\_\_

Collaborator Signature \_\_\_\_\_

Collaborator Name \_\_\_\_\_ Date \_\_\_\_\_

Collaborator Signature \_\_\_\_\_

---

**endeavors.international**

1424 Fourth Street • Suite 214 • Santa Monica, California 90401 USA  
888-496-8889 creators@creativeendeavors.co jd@str8advice.biz

Proprietary and confidential information of Creative Endeavors Consulting, not to be shared with anyone without prior written permission from management. Violators may be held liable for direct, indirect, or punitive damages or losses, or damages or loss of income, loss of business profits, business interruption, loss of data or business information. Information subject to change.



## TEMPLATE

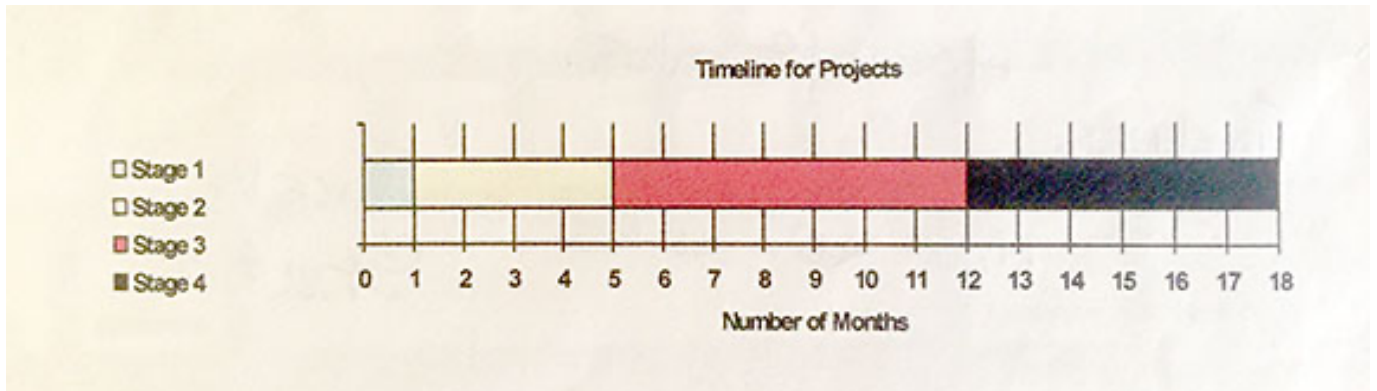
CEBE.WORLD  
 CALENDARED COST EXAMPLE/PROJECTIONS RESEARCH DEVELOPMENT  
 FINANCIAL PROJECTIONS 2020

	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						
<b>Operations</b>						
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

---

#### **endeavors.international**

1424 Fourth Street • Suite 214 • Santa Monica, California 90401 USA  
 888-496-8889 creators@creativeendeavors.co jd@str8advice.biz

Proprietary and confidential information of Creative Endeavors Consulting, not to be shared with anyone without prior written permission from management. Violators may be held liable for direct, indirect, or punitive damages or losses, or damages or loss of income, loss of business profits, business interruption, loss of data or business information. Information subject to change.



## **Agreement for the Deal Point**

### **Entire Agreement**

This Agreement constitutes the sole and entire understanding between the parties with respect to the subject matter here of and may not be altered or amended in writing except when signed by both parties. This Agreement supersedes all prior communications of agreements written or oral, and is intended as a complete and exclusive statement of the terms of the agreement between the parties. Confidentiality:

\_\_\_\_\_ acknowledges that by reason of its relationship to PARTY 1 hereunder, it may have access to certain information and material concerning PARTY 1's business plans, customers, technology and products that are confidential and of substantial value to PARTY 1, which value would be impaired if such information were disclosed to third parties. \_\_\_\_\_ agrees that they will not use in any way for their own account or the account of any other third party, nor disclose to any third party, any such confidential information revealed to it by PARTY 1. In the event of termination of this Agreement, there shall be no use or disclosure by \_\_\_\_\_ of any confidential information of PARTY 1 and any materials related to PARTY 1 shall be immediately returned to PARTY 1.

\_\_\_\_\_ acknowledges that the provisions of this Section are reasonable and necessary for the protection of PARTY 1 and that PARTY 1 will be irrevocably damaged if such covenants are not specifically enforced. Accordingly, \_\_\_\_\_ agrees that, in addition to any other relief to which PARTY 1 may be entitled in the form of actual or punitive damages, PARTY 1 may be entitled to seek and obtain injunctive relief from an arbitration panel or a court of competent jurisdiction for the purposes of restraining \_\_\_\_\_ from any actual or threatened breach of such provision. The terms of this Section shall survive termination of this Agreement.

### **Representations, Warranties, and Covenants**

\_\_\_\_\_ represents, warrants and covenants to PARTY 1 that at the Effective Date and continuing for the term of this Agreement that neither the execution and delivery of this Agreement nor the sale of PARTY 1 service in accordance with the terms of his Agreement violates or will violate the provisions or obligations of any other agreements to which \_\_\_\_\_ is a party or by which they are bound.

### **Successors and Assigns**

Except as otherwise expressly provided in his Agreement, the obligations under this Agreement shall bind and benefit the successors and assigns of the parties hereto. \_\_\_\_\_ shall not assign this agreement without prior written consent of PARTY 1.



## Governing Law

The laws of the state of Nevada govern this Agreement without giving effect to the choice of laws provide thereof. \_\_\_\_\_ agrees to submit to the jurisdiction of the state or federal courts of Nevada.

## Authority

If either party is a corporation or limited liability company, each person executing this Agreement on behalf of such party hereby covenants, represents and warrants that such party is duly formed or duly qualified and that each person executing this Agreement on behalf of such party is an officer or member of such party and is duly authorized to deliver the Agreement to the other party.

## Joint Endeavors with Outside Parties

\_\_\_\_\_ shall be entitled to fees, commissions, and profit participation as outlined in each joint endeavor agreement entered into for a specific service performed, less any costs, negotiated prior to each business deal. Each service performed shall be valued in accordance with an overall service program.

Ongoing operation, packaging, and business representation costs are payable as invoiced on a monthly basis and will be no less than \$\_\_\_\_\_, which can be contributed as dollars or services or a combination of the two according to the specific business plan.

The amount paid by the \_\_\_\_\_ to PARTY 1 shall be \$\_\_\_\_\_ upon execution of this Agreement and will be applied towards marketing materials, database, communications, website development and or internet marketing.

All parties are excited to commence the business relationship forthwith.

## RECIPIENT

Signed: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

## PARTY 1

Signed: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

---

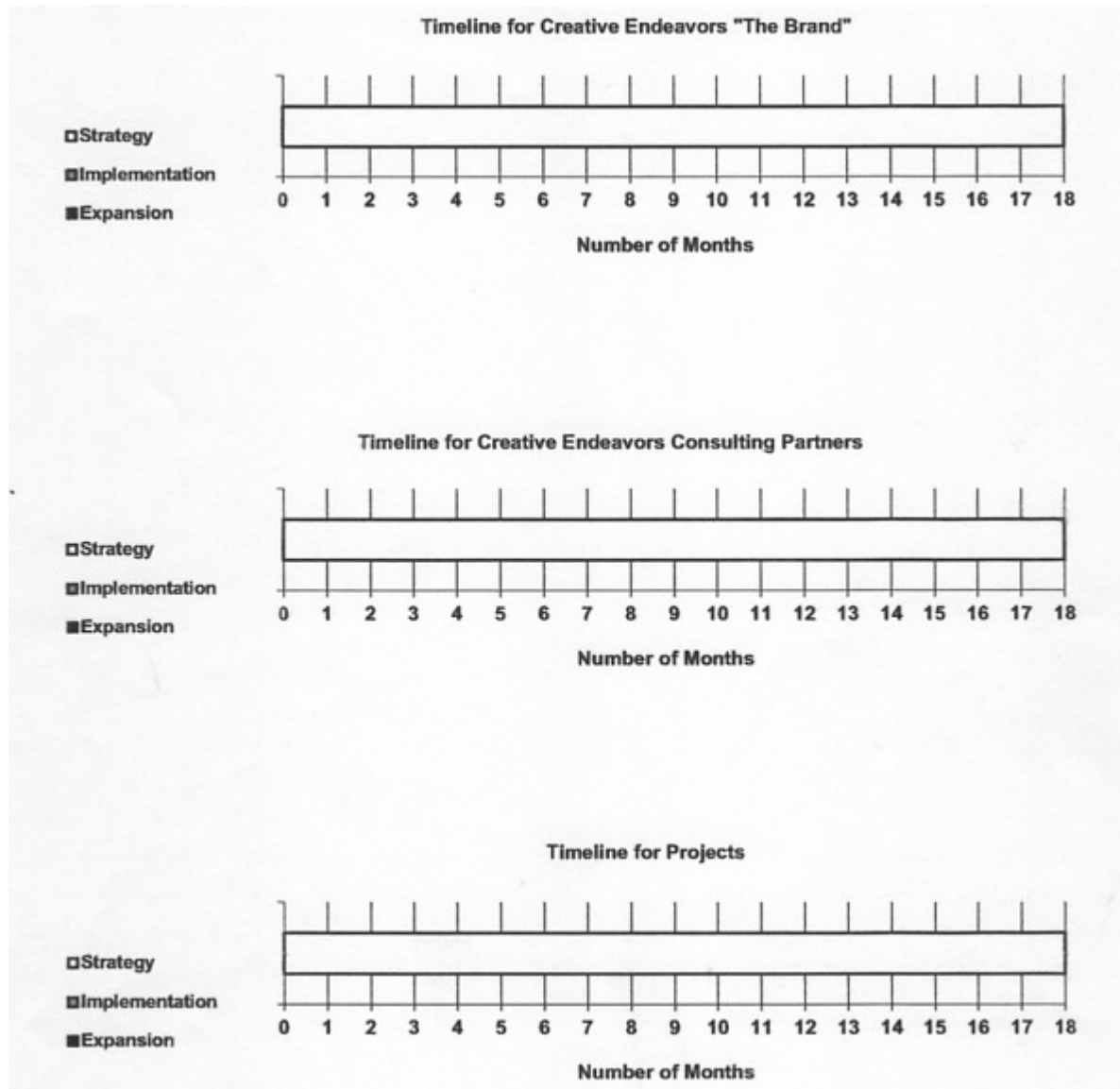
### endeavors.international

1424 Fourth Street • Suite 214 • Santa Monica, California 90401 USA  
888-496-8889 creators@creativeendeavors.co jd@str8advice.biz

Proprietary and confidential information of Creative Endeavors Consulting, not to be shared with anyone without prior written permission from management. Violators may be held liable for direct, indirect, or punitive damages or losses, or damages or loss of income, loss of business profits, business interruption, loss of data or business information. Information subject to change.



## Exhibit: Timelines



**endeavors.international**

1424 Fourth Street • Suite 214 • Santa Monica, California 90401 USA

888-496-8889 creators@creativeendeavors.co jd@str8advice.biz

Proprietary and confidential information of Creative Endeavors Consulting, not to be shared with anyone without prior written permission from management. Violators may be held liable for direct, indirect, or punitive damages or losses, or damages or loss of income, loss of business profits, business interruption, loss of data or business information. Information subject to change.



**First Right of Refusal: OPTION** \_\_\_\_\_

**Signatures**

\_\_\_\_\_  
\_\_\_\_\_  
**Date**

**Partner Name:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
**Date**

**Company Representative**  
**Creative Endeavors Consulting**

☐ **Not Accepted**

☐ **Accepted** ☐ **With Changes** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

---

**endeavors.international**

1424 Fourth Street • Suite 214 • Santa Monica, California 90401 USA  
888-496-8889 creators@creativeendeavors.co jd@str8advice.biz

Proprietary and confidential information of Creative Endeavors Consulting, not to be shared with anyone without prior written permission from management. Violators may be held liable for direct, indirect, or punitive damages or losses, or damages or loss of income, loss of business profits, business interruption, loss of data or business information. Information subject to change.