

This is why I'm Sober

Business Plan & Strategic Roadmap 2026

Vision:

Through our merchandise, we want to turn recovery into identity. Through our podcast we want to turn experience into inspiration. We envision our brand turning sobriety into pride. We will use profits from this business to build and operate an inpatient rehabilitation facility in the Four Corners region of the United States

Message:

Our message is simple: There is life after addiction and recovery is possible. Laughter, clarity, love, hope, and life: This is why we're sober.

Websites:

Thisiswhyimsobber.com

Thisiswhyimsobbershop.com



This is Why I'm Sober

This is Why I'm Sober LLC
26 S. Madison St.
Cortez, CO 81321
abiandchris@thisiswhyimsobers.com
EIN: 41-3874971
Tax ID #: 020734

Hello,

My name is Chris Kelley, and my name is Abi Rose, and we are the founders of *This is Why I'm Sober* LLC. Our company is a recovery-driven media and lifestyle brand built around a powerful idea: When people share why they got sober, they give someone else a reason to live. Today in the United States, more than 22 million people live in recovery, yet stigma still keeps many stories in the dark. At the same time, a cultural shift is happening. Nearly 40% of Americans now identify with the sober-curious movement and millions are seeking healthier lifestyles and authentic communities. This is where our brand lives.

We combine:

- a storytelling podcast
- a recovery-positive apparel brand
- a growing sober community

Our merchandise turns recovery into identity. Our podcast turns experience into inspiration. And our brand turns sobriety into something people are proud to wear. But the real vision goes much further. Our 10-year mission is to use profits from this business to help build and operate an inpatient rehabilitation facility in the Four Corners region of the United States, where access to treatment is limited. This means investors are not just supporting a business. They are helping build a pipeline from storytelling... to treatment... to real recovery.

Our model is simple:

- Build a powerful media brand.
- Grow a community.
- Generate profit.
- Fund treatment.

Every recovery story begins with the same questions: How can I recover? Who will support my journey? Why am I sober? And our mission is to help people find their answers.

Thank you.

Chris Kelley, Owner & Operator

Abi Rose, Owner & Operator

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1. Financial Projections (5-Year Model)

Revenue Streams

1. Merchandise (apparel, hats, mugs, etc.)
2. Podcast sponsorships
3. Live events / speaking
4. Online community / memberships
5. Collaborations & brand partnerships

Year 1–5 Projection

Year	Podcast Audience	Merch Revenue	Sponsorships	Events	Total Revenue
Year 1	1k–5k listeners	\$10k	\$15k	\$1k	\$26k
Year 2	5k–10k listeners	\$20k	\$60k	\$20k	\$100k
Year 3	10k–15k listeners	\$50k	\$200k	\$75k	\$325k
Year 4	15k–20 listeners	\$100k	\$500k	\$100k	\$700k
Year 5	20k+ listeners	\$500k	\$1M	\$250k	\$1.75M+

Profit Margin Assumptions

Typical margins for this model:

- Merchandise Sales: **40–60%**
- Podcast/Brand sponsorships: **80%+**
- Events: **30–40%**

Projected profit by year 5:

~\$1.0M annually

A portion of profits are allocated to the **rehabilitation facility fund**.

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2. Market Size

Core Audience:

Recovery Community

- According to Dr. John Kelly, who teaches addiction medicine at Harvard Medical School and heads the Recovery Research Institute at Massachusetts General Hospital, **22.3 million Americans** are living in recovery from addiction.¹

Sober / Sober-Curious Movement

- Nearly **40% of U.S. consumers follow or explore a sober-curious lifestyle.**²

This dramatically expands the audience beyond traditional recovery.

Alcohol-Free Market Growth

- Alcohol-free beverage market projected to reach **\$43.9 billion by 2036.**³

This indicates a **large lifestyle shift toward sobriety and wellness.**

¹ Mann, B. (2022, January 15). *There is life after addiction: Most people recover.* NPR.org. <https://www.npr.org/2022/01/15/1071282194/addiction-substance-recovery-treatment#:~:text=The%20U.S.%20faces%20an%20unprecedented,that%20people%20never%20get%20better.%22>

² Arthur, R. (2023, June 2). *Nearly 4 in 10 consumers follow a 'sober curious' lifestyle.* Beverage Daily. <https://www.beveragedaily.com/Article/2023/06/02/Nearly-40-of-US-consumers-follow-a-sober-curious-life-style/>

³ Future Market Insights, Inc. (2026, February 24). *Non-alcoholic beer market forecast 2026-2036: Global industry to reach USD 43.9 billion amid sober-curious surge.* Finance.Yahoo.com. <https://finance.yahoo.com/news/non-alcoholic-beer-market-forecast-092000771.html>

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Cultural Shift

- Nearly **half of Americans plan to drink less alcohol** in coming years.⁴

Meaning sobriety messaging is moving **mainstream**.

3. Why Investors Should Care

The brand sits at the intersection of:

- **Recovery**
- **Mental health**
- **Wellness**
- **Lifestyle apparel**
- **Podcast media**

Very few brands operate in this **mission-driven niche**.

⁴ Pine, L. (2025, January 21). *The rise of the sober curious movement*. Theeducatedpatient.com.
https://www.theeducatedpatient.com/view/the-rise-of-the-sober-curious-movement?utm_source=chatgpt.com

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Inpatient Rehabilitation Facility Plan

1. Mission

The “**This is Why I’m Sober Recovery Center**” will provide accessible, compassionate, evidence-based inpatient addiction treatment for individuals in the **Four Corners region of the United States**.

Our mission is to:

- Provide life-saving addiction treatment
- Reduce stigma surrounding recovery
- Support long-term sobriety and reintegration
- Build a recovery community in underserved rural areas

This facility will be funded through the growth of the **This is Why I’m Sober media and merchandise brand**, reinvesting profits into treatment services.

2. Why the Four Corners Region

The Four Corners region (Colorado, New Mexico, Arizona, Utah) faces unique challenges:

Limited Treatment Options

Many rural counties have **no inpatient addiction treatment facilities**.

High Substance Use Rates

The region has elevated rates of:

- opioid addiction
- alcohol dependency
- methamphetamine use⁵

⁵ Watson, A. (2026, January 16). *Mental health, substance use are top concerns in county’s new public health plan*. The Cortez Journal.

<https://www.the-journal.com/articles/mental-health-substance-use-are-top-concerns-in-countys-new-public-health-plan/>

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Travel Barriers

Many individuals must travel **hundreds of miles** to receive treatment.

Cultural Needs

The region includes diverse communities including:

- Native American communities
- rural populations
- veterans
- working-class populations

Our facility aims to fill this critical gap.

3. Facility Overview

Proposed Capacity

24 inpatient beds (expandable)

Campus Size

10–25 acres

Facility Type

Residential inpatient rehabilitation center

Estimated Square Footage

25,000–40,000 sq ft

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4. Services Provided

Detox Stabilization (Phase 1)

3–10 days

Medical supervision to safely withdraw from substances.

Includes:

- medical monitoring
- medication-assisted treatment if needed
- stabilization support

Residential Treatment (Phase 2)

30–90 days

Structured therapeutic program including:

- individual counseling
- group therapy
- trauma therapy
- relapse prevention training

Life Reintegration (Phase 3)

Preparation for long-term sobriety:

- job readiness programs
- financial literacy
- housing support
- recovery planning

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5. Treatment Model

The facility will combine **evidence-based treatment with lived experience recovery support.**

Core Treatment Approaches

- Cognitive Behavioral Therapy (CBT)
- Dialectical Behavior Therapy (DBT)
- Motivational Interviewing (MI)
- Emotionally Focused Therapy (EFT)
- Solution-Focused Brief Therapy (SFBT)
- Trauma-informed therapy
- Medication Assisted Treatment (MAT)
- Peer recovery support

Holistic Recovery Programs

- Outdoor therapy
- Equine Therapy
- Gardening Therapy
- Fitness and wellness
- Mindfulness / meditation
- Nutrition education
- Art / creative therapy

The Four Corners landscape makes **nature-based therapy especially powerful.**

6. Staffing Model

For a 24-bed facility.

Medical

Medical Director (addiction specialist)

Nurses (24/7 coverage)

Psychiatrist (part-time or contracted)

Clinical

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Licensed therapists
Addiction counselors
Case managers
Group facilitators

Support

Peer recovery coaches
Operations staff
Kitchen staff
Facilities maintenance

7. Estimated Development Cost

Category	Estimated Cost
Land	\$1M – \$1.5M
Construction	\$6M – \$12M
Licensing / legal	\$250k
Medical equipment	\$300k
Furnishings	\$400k
Startup operating capital	\$1M

Estimated Total

\$8M – \$15M

8. Annual Operating Budget

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For a 24-bed facility.

Category	Annual Cost
Staff salaries	\$2.2M
Medical services	\$500k
Food & operations	\$350k
Insurance	\$300k
Maintenance	\$200k

Total

~\$3.5M annually

9. Revenue Model

Primary sources:

- insurance reimbursement
- private pay clients
- grants and donations
- business reinvestment from brand profits

Typical Inpatient Rates

Average inpatient rehab cost:

\$30,000 – \$90,000 per patient dependant on length of stay

Average cost per patient \$1000 per day

Example Annual Revenue

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24 beds with 75% occupancy:

At \$40k average treatment:

\$5.4M - \$11.6M annual revenue dependent on lengths of stay and occupancy rate.

This can support sustainable operations.

10. Integration With the Brand

The **This is Why I'm Sober** brand creates a unique pipeline:

Podcast

Recovery stories
Education
Community building

Merchandise

Identity and visibility for sobriety

Facility

Real-world treatment and recovery services.

This creates a **mission-driven ecosystem**:

Storytelling → Community → Treatment → Recovery

11. 10-Year Roadmap

Years 1–2

Launch podcast and merchandise brand.

Years 3–5

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Scale audience and revenue.

Years 5–7

Establish a nonprofit (501c3) and begin a capital campaign.

Years 7–10

Acquire land and begin construction.

Year 10

Open **This is Why I'm Sober Recovery Center**.

12. Social Impact

The facility aims to:

- Treat **200+ patients annually**
- Reduce addiction stigma
- Serve underserved rural communities
- Create recovery employment opportunities

13. Long-Term Vision

Future expansion may include:

- outpatient treatment center
- sober living housing
- family recovery programs
- youth prevention programs