

Million Dollar Concept Document

JIMVISIONS ENTERPRISE DEVELOPMENT, INC.

Management Consulting Firm

Trade Name: JEDI ED

Founder

Jim Harris

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Launch Your Business As a Million \$ Enterprise.

(800) 640-2183

Jim@jimvisions.com

Engagement Opportunities

Board of Directors

Management Team

Partner

Associate

Consultant

Advisor

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SECTION 1: FOUNDER PROFILE

A. Profile Statement

Jim Harris, the Jimvisions founder, is an experienced small business consultant. As a commercial bank President in St. Louis, and Director of a \$12 million entrepreneurial development loan fund in Atlanta, he has advised hundreds of startup small business owners in a variety of business types. He is curious, decisive, and strategic. He is persistent and innovative. He knows that teamwork is critical to success.

Savahn Jordan, cofounder, is a professional educator. He has nearly a decade of experience working within the education system. He has a Bachelor of Science in Social Science and Education and is a published writer. He studied under and partnered with tenured professors at The University of Mississippi, Prairie View University, The University of Memphis, Rust College, and several other institutions. He has educated hundreds of students and athletes, teaching them that through faith and hard work many goals can be achieved. He is a driven and dedicated individual who understands being able to empower others is true success.

B. Personality Statement/Mission/Vision

We are strategic thinkers. We make decisions with the end in mind. We are passionate about our mission to enable individuals with big ideas to improve the world. We love what we do. We are resilient and tenacious. We value relationships. We are service-oriented. We are innovative. We are lifelong learners. Our long-term vision is The Harris/Pratt Enterprise Development Foundation.

C. Team Profile Statement

Jim is seeking to build a co-founder team that leads a 5-member board of directors that owns 100% of the ownership of JEDI. Of the remaining 3 persons 1 person will have technology skills who is strong-willed, and profit oriented. Another will be hard-working, relentless and tenacious. The third will be strategic, loyal, and committed to the JEDI mission.

SECTION 2: IDEA ENHANCEMENT

A. Big Idea Statement

Our big idea is to enable individuals seeking to convert a big idea into a million \$ enterprise over a 2-year period using 5 online service programs. The name of our big idea is E-Launch.

B. Nine Building Blocks

Our big idea is converted into a million \$ concept by converting it into a business model with 9 building blocks. 1) Value Proposition, 2) Customer Segments, 3) Customer Relationships, 4)

Distribution Channels, 5) Revenue Streams, 6) Startup, Overhead and Payroll Costs, 7) Key Activities, 8) Key Resources, 9) Partners.

C. The Keys To Success

There are thousands of people with ideas they want to convert into businesses. But they are struggling with a lack of vision. They do not have a clear mental picture of how they can overcome the risks, costs, and the uncertainties involved. So, they begin. But they get stuck in startup. Our solution, called E-Launch, provides 5 online coaching service programs. Each program is designed for a different market segment. E-Launch creates a **MILLION \$ VISION**, and a **DIGITAL ROADMAP** to get there. The **WEBSITE** must capture email addresses and register individuals into the E-Launch **SALES FUNNEL**, that contains a weekly E-Launch special update to nurture leads and inform leads of opportunities at physical locations, called **ENTERPRISE CENTERS** that facilitate delivery of services by zip code. Revenue is generated via purchase of **COACHING PROGRAMS** (\$150 each) using a **COACHING NETWORK** to conduct coaching sessions (\$100-\$150 each). Control of direct and overhead costs must produce weekly **PROFITS**.

SECTION 3: IDEA IMPLEMENTATION

A. Environmental Factors

Market forces enable us to create market segments in a variety of ways. Key trends and industry forces enable us to prioritize industries and set industry goals. Economic forces impact pricing and demand.

B. Assumption Testing (Customer Development)

These building blocks are based on our assumptions about the marketplace. We must test these assumptions. Most will be wrong. A few will be right. But we must go into the marketplace, identify people in our target market, provide them with a minimum viable product (our roadmap), and talk with them to understand how we may better serve their needs.

C. Pitching Strategy

We will suppose many things to be true about the marketplace that will not be true. We will place these hypotheses on a business model canvas to be tested and validated with first clients.

SECTION 4: CUSTOMER SEGMENTS

A. Our Marketplace

Our marketplace consists of men and women anywhere challenged by a lack of vision with a big idea they are seeking to launch. Each year, 5 million new businesses are started in the United States alone. We have prioritized our marketplace by state and industry based on number of startups each year by industry. We have targeted 11 industries with the most startups each year: 1) Construction, 2) Professional Services, 3) Other Services, 4) Food Stores, 5) Restaurants and Eating Places, 6) Retail Trade, 7) Information, 8) Accommodations, 9) Education, 10) Transportation, and 11) Public Administration.

B. Client Segments

Individuals in our marketplace are in 1 of the following stages of business startup: 1) those with an idea only (Idea segment), 2) those with an idea and a concept (concept segment, 3) those with an idea, a concept and million \$ mindset (mindset segment), 4) those with all 3 who are preparing to launch (launch segment), 5) those who have launched (post-launch segment). This segmentation system enables us to continue to serve individuals as they progress. Also, it enables us to attract new leads regardless of where they are in the startup process.

C. Segmentation Types Used

There are 4 types of market segmentation: demographic, geographic, behavioral and psychographic. We do not use demographic segmentation. Even though the information is easy to collect at registration, the core problem we seek to solve impacts individuals regardless of age, income, gender or occupation. We do not use geographic segmentation for the same reason. We use behavioral segmentation based on actions taken by the client to implement the idea. Individuals at different stages of startup have different needs and priorities. Psychographic is useful because individuals with different values, beliefs, attitudes, interests, and opinions. This impacts their level of desire and commitment to living an entrepreneurial life.

SECTION 5: IDEAL CLIENT

A. Key Values of Our Ideal Client

Our ideal client is a person with the following values:

1. Learning
2. Personal Growth
3. Family
4. Health
5. Integrity
6. Profitability
7. Christian Church

B. Characteristics Of Our Ideal Client

1. Happily married to build a family legacy.
2. A college-graduate.
3. Under 35 years old.
4. Is fully employed in corporate America in 1 of our 10 targeted industries.
5. Actively seeking to start or grow a business.
6. Has no prior business experience.
7. Is active on Facebook, Instagram, You Tube, and LinkedIn.

C. Buyer Persona - Lavern

Our buyer persona is LaVern, a college graduate who works as a Nursing Supervisor at a local hospital. This full-time job is stressful and often requires overtime up to 60 hours a week. It does

not pay much but she loves her work. Her husband’s name is Tommy. He is self-employed as a certified technician. This African-American couple is wants to build a family. They have big dreams. But they are strapped with college debt, mortgage debt, and credit card debt is growing. They struggle to make ends meet each month. LaVern has a big idea for a home care business and she wants to launch it, but does not have a launch plan. She knows that most small businesses struggle to survive. But she has church members and friends on social media who are self-employed. She enjoys watching videos on social media, particularly You Tube. She is feeling unfulfilled. She loves hair styles, fashion, and fitness. She is aware of local government small business startup programs. But she does not have any spare time.

SECTION 6: VALUE PROPOSITION

A. Problem Description

Five core problems: Our ideal clients are facing: 1) a lack of vision, 2) a lack of time, 3) a lack of resources, 4) a lack of experience and 5) a lack of guidance. They are trying to launch a big idea, but these problems have produced negative feelings and emotions based on fear and doubt.

B. Our Solution

Our big idea is a set of 5 coaching programs that enable anyone who wants to start a business, based on a big idea, to launch that business as a million \$ enterprise over a 24-month period in a way that saves time, avoids costly mistakes and delays, reduces fear, doubt and uncertainty, and creates a how-to, 5-phase roadmap to success.

Coaching Program names, features, benefits, and outcomes are set forth below as prototypes (minimum viable products to be tested in the marketplace with first adopters).

Stage 1: Client with 5 core problems has a big idea only and wants to create a business based on this idea. Our concept development program enables the client to transform the big idea into a concept document (or slide presentation) that is shared with others to attract resources.

Concept Development Coaching Program 1					
Target	Length	Price	Outcomes	Benefits	
Those with a big idea only	21 Days	\$150	A business model document MILESTONE 1	<ul style="list-style-type: none"> • Keep F-T Job • New Knowledge • Money Saved 	<ul style="list-style-type: none"> • Costly Mistakes Avoided • Daily guidance
				Features	

Stage 2: Client with 5 core problems has a big idea and a business model with few resources, but lacks the million \$ mindset that provides a clear focus on the million \$ target.

Million \$ Mindset Coaching Program 2					
Target	Length	Price	Outcome	Benefits	
Those with a big idea and a business model with few resources	6 Weeks	\$300	A 42-page mindset book (vision, goals, strategies and more. MILESTONE 2	<ul style="list-style-type: none"> • Keep F-T Job • 1-Year Vision • New Market Insights • Broader Market Focus • More Resources 	<ul style="list-style-type: none"> • Money Saved by Avoiding Costly Mistakes • Daily Guidance • Million \$ Mark • More Confidence
				Features	
				<ul style="list-style-type: none"> • Coaching Center • Support Center • Host • Project Team 	<ul style="list-style-type: none"> • Video Library • Digital Template • 42 Work Sessions

Stage 3: Client with 5 core problems has a business concept and a few resources and a million \$ mindset but is not ready to launch a product or service into the chosen marketplace.

First Adopters Coaching Program 3					
Target	Length	Price	Outcome	Benefits	
Those with a big idea, a business model and a million \$ mindset	12 Weeks	\$500	Million \$ enterprise launch MILESTONE 3	<ul style="list-style-type: none"> • Resign F-T Job • 2-Year Vision • New Market Insights • Broader Market Focus • Proof of Concept 	<ul style="list-style-type: none"> • Money Saved By Avoiding Costly Mistakes • Daily Guidance • First Revenue • CEO Employment Contract
				Features	
				<ul style="list-style-type: none"> • Coaching Center • Support Center • Host • Project Team 	<ul style="list-style-type: none"> • Video Library • Digital Template • Work Sessions • Work Projects

Stage 4

Product Market Fit Coaching Program 4					
Target	Length	Price	Outcome	Benefits	
Those with a big idea, a business model, a million \$ mindset and a new business launched within the past 12 months.	12 Weeks	\$1,000	100 5-Star Customer Testimonials Milestone 4	<ul style="list-style-type: none"> • Products That Customers Love • Services That Customers Love • 7 Core Business Functions 	<ul style="list-style-type: none"> • Revenue Growth • Profit Growth • High Customer Demand • High Customer Satisfaction
				Features	

Stage 5

Million \$ Mark Coaching Program 5					
Target	Length	Price	Outcome	Benefits	
Those with a big idea, a business model, a million \$ mindset and a new business launched within the past 12 months, and product market fit.	50 Weeks	\$5,000	Systems Installed Weekly and 1 Million \$ in Total Revenue Over The Past 12 Months Milestone 5	<ul style="list-style-type: none"> • Documents That Standardize Processes and Procedures • 7 Core Business Functions 	<ul style="list-style-type: none"> • Revenue Growth • Profit Growth • Increasing Customer Demand • High Customer Satisfaction
				Features	

Green Apple Bootcamp 5 Online Course Options

Each month, many individuals with no prior business experience struggle to start new businesses. They lack the guidance and the knowledge they need. The Green Apple Bootcamp is a set of 5 online courses. Each course is priced at \$50 and contains 7 ten-minute video lessons that provide the knowledge needed to progress through 5 stages of new business startup. Each lesson contains an exercise that must be completed to demonstrate the knowledge gained before proceeding to the next session. Bootcamp enrollment converts the prospect into a lead. And adds the prospect to our bootcamp email list. We use [Teachable.com](https://www.teachable.com).



C. Statement of Superiority

Coaching programs are expensive. Government startup programs are free, but time-consuming, and use a cookie-cutter method that does not permit customization. E-Launch uses a pay-as-you go, non-contract, phase-focused approach using a digital roadmap to make daily progress toward a million \$ mark.

SECTION 7: CUSTOMER RELATIONSHIPS

A. Relationship Management Software

We assign each new lead to a customer service representative who uses HubSpot software to manage client relationships with automated reminders and e-mail notifications. This is managed via our website support center, linked via template to each coaching program. Our template host Linda responds to all emails. This eliminates confusion. Our support center stores contact information and updates.

B. Lead Nurturing

Our lead nurturing sequence is designed to drive conversions and create happy clients. It works like this. A new e-mail is delivered each Monday to each person on our email list. Our list is organized by customer segment. So is our **weekly JEDI News Update**. We highlight the services available during each week of each template. We offer coaching session discounts for the services highlighted. As our list grows, we feature client stories and testimonials.

C. HubSpot CRM

We use [HubSpot.com CRM software](https://www.hubspot.com) to grow our business via marketing, sales and customer service.

SECTION 8: SALES FUNNEL

A. Our AIDA Sales Funnel

Awareness Interest Desire, Action (See Graphic). We use the [BeTheHeroStudio.com Leaf Strategy](https://www.betheherostudio.com) to develop our YouTube Channel. Our YouTube channel features weekly episodes of Lavern's story (See Below) as she uses the E-Launch Roadmap to journey through the 5 coaching programs. Also, video stories of other individuals based on their industry are featured as they journey, episode by episode, from big idea to million \$ enterprise. A voiceover narrator hosts each video. Each episode is 3 – 5 minutes and has a title with a hook that is relevant to some specific topic of business startup. We envision **500 videos** on our YouTube channel.



One (or more) of our videos displays when the prospect searches for a word or phrase related to business startup. We contract with freelance video editors to create videos each week with thumbnails that catch attention. We use paid YouTube AD campaigns. We use [TubeBuddy.com](https://www.tubebuddy.com) to select the right words and phrases in our video titles and tags. Searches as performed.

B. Lavern's Story: From Idea To Million \$ Enterprise

Lavern, our avatar, looking for information on how to start a business, performs a YouTube search using the term "business startup" or a similar phrase. One of our videos is displayed with a thumbnail that catches her attention. She watches the video. She then visits the homepage of the website. (ATTENTION) She finds E-Launch interesting and decides to register. (Lavern is added to our introductory audience email list and becomes a lead) (INTEREST)

Lavern enjoys the sample work sessions (LEAD MAGNETS) and receives an automated sequence of emails ([mailchimp.com automation](https://www.mailchimp.com)) as she proceeds through the sample work sessions. After completing 3 work sessions, she decides to purchase the concept development program. (ACTION) She becomes a client.

Lavern reaches milestone 1. Celebrates. Then she begins to obtain resources with help from our support center using the business model she has created. She decides to convert her document into a PowerPoint presentation to conduct a resource development campaign.

Lavern then purchases the million 4 mindset coaching program 2. As she moves through this 12-week program, she gains new resources that help her to develop a launch team. She creates a 2-year vision, a set of smart goals, strategies, action plans and breakthrough metrics needed for her million \$ mindset. She then has a million \$\$ mindset book that she shares with her team.

Lavern then purchases the first adopters coaching program 3. She resigns from her full-time job and prepares to conduct a series of 3 mini-launches of her new enterprise. This includes logos,

website, legal structure, product and service prototypes that her new enterprise will offer for sale. She will enter into an employment contract to become the CEO of the enterprise. Her team will conduct a seed capital campaign and begin daily operations. She and her CFO will obtain the federal EIN number and establish the bank account. The enterprise will enter into an enterprise launch service agreement to retain Jimvisions as an enterprise development consultant. This will include surveys of the first adopters who purchase. At least 100 first adopters will be obtained. This is milestone 3.

The Lavern enterprise will then purchase the 12-week product market fit coaching program 4. The product and service prototypes (called minimum viable products) through a process of continuous improvement, improve customer satisfaction. This will continue until at least 100 satisfied customers are obtained. This is milestone 4.

The Lavern enterprise will then purchase the 50-week million \$ mark coaching program. Growth will accelerate monthly. Jimvisions provides weekly systems development project teams that work to create documented processes and procedures. They install these processes in all 7 core functions of the Lavern enterprise. (marketing, sales, capital, human resources, operations, risk management, leadership). Breakthroughs will be targeted and celebrated monthly until the million \$ mark in revenue is realized.

C. Sales Funnel Software

[MailerLite.com](#), [Stripe Payment Processor](#), and [GoDaddy Website](#) (Jimvisions.com pages is a sales page that offers a service.

SECTION 9: LEAD MAGNETS

A. Lead Magnets Described

We use sample concept development work sessions as lead magnets. Each work session creates a small part of the business model the lead needs to launch his or her startup. The prospect is converted into a lead when the registration form is submitted. The new lead gets a set of 6 sample work sessions. The outcome is

B. Lead Magnet Effectiveness

Sample work sessions provide the client with vital parts of the business model he or she needs “right now” to convert the big idea into a concept that attracts resources. These sample work sessions also create the desire to purchase the entire concept development program. The call to action (clickable link) we provide with each sample enables the lead to take action.

C. Lead Magnet Types

Other types of lead magnets include: 1) Short Reports, 2) Checklists, 3) Courses, 4) Toolkits, 5) Quick Start Guides, 6) Sample Business Models, 7) Video Resource Lists, downloadable from website.

SECTION 10: DISTRIBUTION CHANNELS

A. Channel Types

Sales, marketing and client support are 3 channel types. We deliver E-Launch brand messages via our You Tube channel videos, and via articles and templates published from our ISSUU subscription, and posts to our social media accounts.

B. Direct and Indirect Channels

We use sales pages at our website to take service orders and schedule zoom video to deliver coaching and consulting sessions, and group workshops. JEDI community, via JEDI enterprise centers, offers Template Masters and Template workrooms rented by either clients or Template Masters to advise and support clients in the performance of actions based on required step actions in each template.

C. Email List Distribution

We use our email list to promote products and services available for purchase.

SECTION 12: REVENUE STREAMS

A. Revenue Models

We use a program fee revenue model. Our client purchases a coaching program for a 1-time fee. The fee varies with the program. This purchase provides access to various service centers. A service center may be fee-based. (It is available for that program only and a fee is charged when a service is used). Or a service center may be generic. (It comes with all programs and services are free.) We anticipate transitioning to a SAAS subscription revenue model by developing E-Launch software.

B. Cash Flows

No refund is available should the client fail to complete the program. The client registers free and by default receives 6 sample work sessions for program 1, concept development. The registrant has the option of purchasing another program. The program purchased must begin within 30 days after registration. Each client pays at the website via credit card when the program is purchased. Fee-based services may be paid in advance, or with a deposit and a service agreement if the service is a “done-for-you” service.

C. Revenue Strategy

Our strategy is pay-as-you-go, with no receivables based on service value, not time. We do not work on an hourly basis.

SECTION 12: STARTUP COSTS

A. Startup Costs

These costs consist of pre-launch costs incurred. Launch is the day on which our first coaching program is available to purchase. They include incorporation fees, office supply inventory, branding/graphic design costs, professional liability insurance, website costs, SAAS subscription fees, and YouTube video production for the JEDI business startup YouTube channel.

B. Overhead Costs

These are fixed monthly costs for software, website memberships and subscriptions and monthly corporate office rent to Harris Pratt, Inc. We have payroll costs and accounting costs.

C. Founder Compensation

Founder compensation is how much the founder are paid by JEDI to serve as Chairman (2% of revenue) and President of JEDI (3%) of revenue for the first 3 months.

SECTION 13: OVERHEAD COSTS

A. Anticipated Overhead Costs

Our anticipated overhead costs are the costs of maintaining a website, website subscriptions related to templates and virtual assistants. office rent at 3370 Lucibill Rd.

B. Business Structure, Tax Rate and Overhead

We have decided to be an S corporation, not a single member LLC, which is taxed as a sole proprietorship. The corporation pays no income taxes on profits. Self-employment taxes are eliminated. Instead, these taxes, when due, flow through to individual shareholders of the corporation when distributed in proportion to each shareholder's percentage of ownership.

C. Estimated Overhead Rate

We compute overhead rate like this $\text{Total Overhead} / \text{Total Revenue}$. Total overhead is fixed costs, indirect costs and overhead costs. Our estimated overhead rate is 10% reduced to 5% after 12 months.

SECTION 14: PAYROLL

A. Employee Payroll Costs

We anticipate no payroll costs for the first six months, or until sales revenue reaches \$5,000 a month. Each employee pays 6.2% for social security, plus 1.45 for Medicare.

B. Employer Payroll Costs

We pay 6.2% for social security, plus 1.45% for Medicare. We pay state unemployment of 6% up to \$7,000, and federal unemployment up to 6% up to \$7,000.

C. Payroll Software

We subscribe to QuickBooks Online With Payroll.

SECTION 15: COMPENSATION

A. CEO Compensation

Our board of directors will enter into a contract to pay a salary and benefits to our CEO, incentivized with bonuses.

B. CEO Role and Responsibilities

Our board of directors will approve a job description that delegates to our CEO full responsibility and authority to manage the daily affairs of the corporation. This includes serving on the board of directors.

C. CEO Salary and Equity

Our CEO will enjoy a salary that is around 40% fixed and 60% bonus and stock option, enabling the CEO to build wealth as a result of being a founder of the corporation.

SECTION 16: FINANCIAL RESOURCES

A. Seed Funding Needs

For us, seed funding is all money used to pay startup costs, as defined in Section 12A. This is estimated to be \$5,000. They are paid by the founders.

B. Bootstrapping

Bootstrapping refers to the ability of the business to launch with cash and credit card debt from the founders, based on limiting startup costs. We have used bootstrapping, and will continue to use bootstrapping as a funding source until the day of our first launch.

C. Angel Investors

Angel investors are private high net worth or low net worth individuals who invest their money in startup enterprises. They are buying a percent of the company because they anticipate growth in the value of the business. We do not anticipate money from angel investors pre-launch or prior to the proof of concept. They understand that their investment is not liquid, and may be lost. They have an exit strategy, which will generate a high return on investment of at least 100% over a 5-year investment period.

SECTION 17: HUMAN RESOURCES

A. Self-Employment Negatives

A self-employed person is not a business owner. A self-employed person is a person whose job is to deliver products or services to others in exchange for income. We have no interest in creating JEDI as a self-employment vehicle. This means starting a business for the purpose of producing a

profit via a separate legal entity. This requires the development of documented processes and procedures.

B. Human Resource Management

The success of JEDI is dependent on building a coaching network and engaging a group of competent freelancers and virtual assistants. Our employee base will not be more than 6 individuals, 5 directing our 5 programs plus our CEO. Those elected by the board of directors to serve as officers will be independent contractors, not employees. We use a management team, a small group of employees, associates, consultants who deliver consulting services ordered by clients at the website, template masters, advisors who deliver services to clients via JEDI enterprise centers. JEDI Virtual Hub: a software platform that manages customer support offices, each with an office manager. (A contractor) retains coaches under contract. The Operations Function

C. The Role of Technology

Our CEO, coaches, virtual assistants and program directors, when hired, will use a variety of website subscriptions, software and mobile applications and programs to develop and manage systems, perform tasks and projects as they relate to the 7 core functions of our business. Each will be required to demonstrate the ability to use a required list of applications. We envision a variety of website subscriptions, and software applications to handle bookkeeping, customer service, payment processing around our website. Google account and Microsoft applications, use of freelancers.

SECTION 18: INTELLECTUAL PROPERTY

A. Patents

We create and design digital enterprise development templates. We anticipate obtaining patents on some of these templates. However, this must be enforced because the patent does not prevent anyone from stealing the idea. Words, phrases and logos we create may be trademarked.

B. Licensing

In the future, JEDI could license the right to market and sell JEDI enterprise development templates could be used to create royalty revenue from established coaches with a large client network.

C. Copyrights

Acquiring copyright protection for original works created by employees of the corporation does not play a role in the creation or growth of our business, or the development of the website. Books and articles we create are automatically copyrighted. Ownership of these takes place via agreements or contracts with the employee or contractor.

SECTION 19: PHYSICAL ASSETS

A. Real Estate

We anticipate investing in real estate to develop enterprise centers that will be operated by members of our JEDI community. We have a corporate office located at 3370 Lucibill Rd. It will also function as the Memphis Area enterprise center.

B. Physical Assets

We anticipate owning equipment that will be located in enterprise centers and used to enable clients to develop their big ideas into million \$ enterprises.

C. Stocks and Bonds

We anticipate owning stocks that are publicly traded and government bonds purchased with profits and excess cash as we grow.

SECTION 20: KEY ACTIVITIES

A. Systems Building

The creation and management of systems (documentation of routine processes) related to the 7 core business functions:

- 1) Client Acquisition (The Marketing Function): The key marketing activities are:
 - Building, designing, and testing the sales funnel.
 - Creating, testing, and improving lead magnets.
 - Market research
- 2) Client Satisfaction (The Sales Function): The key sales activities are:
 - Redesigning the website
 - Redesigning templates
 - Redesigning programs
 - Client surveys
- 3) Wealth Building (The Capital Function): The key wealth building activities are:
 - Email List Building
 - Email List Nurturing
- 4) Growth (The Human Resources Function): The key growth activities are:
 - Negotiating Contracts
- 5) Core Daily Routine (The Operating Function) : The key operating activities are:
 - Completing Assignments on time
- 6) Tax Management and Insurance (The (Risk Management Function) Key activities are:
 - Paying Taxes
 - Paying Insurance
 - Resolving Legal Issues
 - Complying with Laws and Regulations

- Selecting, Purchasing and Using Technology
- 7) Power and Influence (The Leadership Function): The key leadership activities are:
- Honoring Promises Made
 - Being Truthful
 - Being Reliable
 - Being Respectful
 - Being Optimistic
 - Communicating Effectively
 - Sharing Vision
 - Setting Goals
 - Delegating Duties
 - Holding Others Accountable

B. Economic Sector

We operate in the service sector of the economy. More specifically small business coaching. We are an online business. Therefore, website development and maintenance are key activities.

C. Industry-Based

We are in the professional, scientific, and technical services sector which employs 10,700. Our specific industry is #5416, Management, Scientific and Technical Consulting Services. Our core key activities are service design, service development and service delivery.

SECTION 21: PARTNERS

A. Partner Potential

We evaluate partner potential based on the following 6 factors: 1) Character (Organizations that live up to the commitments they make), 2) Trust (Organizations we trust to maintain confidentiality), 3) Work Ethic (Organizations that assign specific duties to specific individuals, including goal setting), 4) Vision/Buy-in (Organizations that care about the wealth gap and successful entrepreneurial careers), 5) Competency/Skillset (Organizations that assign duties to individuals with the skills needed to get the assignments done), 6) Contacts (Organizations that have enough relationships to realize the referral goals they set).

B. Equity Sharing

We are seeking monthly referrals from partners. We offer the following benefits to partners. 1) Incomes to those they refer, 2) Job opportunities to those they refer, 3) Economic impact in their community of interest.

C. Anticipated Benefits

We anticipate the following benefits as a result of partnering:

- More Clients
- More Knowledge

- Better Strategies
- Profitable Projects
- Better Interactive Relationships
- Greater Profits
- More Satisfaction