

# Be The Dream<sup>®</sup>

## Business Plan

### *Molding Possibilities Into Reality*



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Goethe once said, "Whatever you believe or dream you can, begin it. Boldness has genius, magic and power in it."

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## EXECUTIVE SUMMARY

## **Be The Dream<sup>®</sup> - Molding Possibilities Into Reality**

We can no longer afford to give in to what keeps us afraid, angry, ignorant and immobile in terms of achieving a state of harmony among people and planet. There is a need to compile and share life-changing and enhancing information including people, projects, products and services into a resource base that engages and informs visitors about current events and opportunities to support life-friendly activity on the Web and in the world.

There are many who stand ready to serve; providing information, processes, projects, products and services to make the world a better place. Together we offer a new millennial mindset – *harmony of people and planet* – to the world through the Web and beyond. **Be The Dream<sup>®</sup>** offers a way there that complements existing efforts and drives new business to market in support of this mindset.

### **Vision:**

*Be The Dream<sup>®</sup>, LLC unites people, places and things on and off the Web to demonstrate and engage a new living awareness through conscious co-creation with partnerships and stakeholders to deliver leading-edge information and practical application methodologies for the community at large.*

We educate, engage and enlist individuals and groups through collaboration and purpose as co-creators in business development, education and community activism in order to transform current business and social practices into effective delivery systems for sustainable growth.

**Be The Dream<sup>®</sup>** focuses on relationships with individuals, companies and organizations that exhibit a new millennial mindset – a growing awareness of harmony among people and planet. We lead those who work diligently, but separately, to a new place of collaboration.

**Meeting the challenge to change begins with education, empowerment and examples to follow; a demonstration of a life-friendly activities. This activity examples what many call spirituality; a connection to all things, organic and inorganic, in our sphere of life.**

To assist in evolving our planetary civilization toward greater harmony with the planet and universe we must address these needs and provide practical applications of web-based technology. Our means, methods and modalities combine and embody leading-edge thinking with practical applications that make sense common.

The result not only fuels the fire of change toward harmony among people and planet, it also provides the means for developing jobs through the micro-lending and educational components in the plan's fruition. The jobs created could literally number into the hundreds of thousands in a very short time, with potential of reaching into the millions over the next decades.

Performance guarantees are assured through the educational and mentorship programs that provide professional guidance and structure for achieving success in personal and professional endeavors.

## **Mission:**

*Engage best practices of collaborative partnering in business, communication, personal and planetary educational development to build healthy and productive relationships. Deliver state-of-the-art information resources and interactive web-based tools for sharing practical applications for earth- and people-friendly technologies.*

We provide a foundation and resources to connect people, places and things that serve life-friendly endeavors. We provide practical resources for addressing and meeting the challenge to change. Our domains provide valuable content, researched and validated for authenticity and workability. We demonstrate how collaborating works *through* the Web and *with* people, places and things designed to contribute to the process.

## **Company Description:**

**Be The Dream**<sup>®</sup> is a new millennial mindset in action, building momentum at a record pace. We utilize 21<sup>st</sup> Century delivery systems and technology, intellectual and physical, to ignite the passion and purpose of people who have been unable or unwilling to get involved in their communities. The restoration of healthy and productive businesses, educational institutions, municipal and social services result over time.

## **Products and Services:**

Our web domain array offers one of the best affirmations on the planet right now - **Be The Dream**<sup>®</sup>. Deliverables include ebooks, CDs, DVDs, forums, online classes, podcasts, presentations, internet radio/television programs, seminars, special events, webinars and workshops supporting the mission and vision.

Our message engages the heart of humanity. This natural flow of attraction and coagulation *applies* lessons learned from the past with a look toward the future *in* the precious present.

## **Marketing Plan:**

**Be The Dream**<sup>®</sup> marketing plan is a two-phase multi-faceted approach to *delivering a message with a method for achievement* in the changing economic environment of the global market. We perceive that thousands of jobs will be created as a result of the marketing efforts as well.

Execution includes social media networks, professional networks and individuals with access to over one billion people right now. Traditional print, radio and television methods are included in phase two. Viral marketing using state-of-the-art methodologies is seen to have a profound impact on exposure and growth of the network and subscription base.

## **Management:**

The management team consists of: Zen Benefiel, MA, MBA – Chief Possibilities Coagulator; Mark Geretti, CPA, CIA, CFF – Chief Financial Officer; S. Howard, CSDP – Chief Technology Officer; Robin Engel, MA, BAED – Chief Academic Advisor; Jerome Alan Landau, JD – Attorney; Birgit Olson, MBA – Office Manager.

Our team is comprised of multi-degreed and seasoned professionals across business, education, finance, law, manufacturing, technology and video production. Our team has access to other professionals through personal networks that are ready to stand and deliver.

## **Competition:**

Advantageously, there appears to be no direct competition. Organizations such as the Lucis Trust and Global Citizens Network seek to promote peace and understanding, but their methodology does not include a diverse offering. ONE promotes awareness and education to motivate governments to take action.

A web search of ‘global citizens,’ ‘world servers,’ ‘planetary citizens,’ ‘world service organizations’ and similar keywords reveals no clear competition, no one that showcases and serves a diverse menu of information, products and services similar to **Be The Dream**<sup>®</sup> could be found. That does not mean they do not exist.

## **Financial Requirements:**

The initial budget covers a **180-day** production cycle for creation, promotion and organizational costs of developing the branding and crafting the message, including audio, video, multimedia and the Web. The resulting cash flow will be sufficient to move the organization forward within a year.

**Projected launch date is June 30, 2011 and requires \$300,000. Return on investment in 3 years is \$900,000. Part ownership is possible for compatible collaborative relationships. One to five investors are sought, with total ownership of 20% potential.**

**Returns based on projections of 15% penetration of available social networks, roughly 20,000,000, yields \$36,000,000 annually in three years.**

There have been many who stood up, often alone, to address critical issues in society and the world by offering solutions that required major shifts in the consciousness of people. Today, we hear of 'Change Management' and 'LEED certified' buildings as a result of making sense more common.

The World Wide Web has exponentiated the access to people, promoting information and sales to a global marketplace thirsty for education, products and services. Technology to deliver a refined data-stream that now includes video has only been present just over a decade. Concurrently, there has been a growing concern for developing and delivering life-friendly education, community development, manufacturing processes, products and services.

The quest for bridging new understanding with economic models that fit the need for profit and providence offers a challenge to the entrepreneurs and organizational leaders of today. The challenge is change, moving from old, dysfunctional patterns to new life-friendly actions across a wide spectrum of personal and professional endeavors. Many have contemplated this conundrum. Few have found, let alone presented, solutions to assist this necessary shift in the consciousness of humanity.

Bruce L. 'Zen' Benefiel founded ***Be The Dream*** in 1988 while a production control coordinator in the aerospace industry, managing a \$7 million/month commercial aircraft spares line. The goal: facilitate excellence in deliverables and production throughput. Making sense common seemed necessary.

The mission and purpose originally was to achieve excellence in personal communication and ethical integrity in business processes. Using best practices in the creative process challenged the traditional business process models steeped in bureaucratic hierarchical concepts of subordination.

This holistic approach to strategic planning capitalizes on best practices of organizational development and project management; Peter Senge's *Fifth Discipline* - personal mastery, learning organization and systems thinking approach. Mr. Benefiel has a history of applying these principles throughout his endeavors and has garnered a reputation of achievement beyond expectations.

From 1990 to 1992 Mr. Benefiel coordinated research into personal and professional development strategies through producing and hosting a television show called ***One World***. Over 120 shows engaged

and explored the dynamics of achievement through overcoming common personal and professional fears. The discoveries gave further evidence of the need for holistic systems in business models and best practices for engaging the human body, mind and spirit in the workplace.

Throughout the 1990s **Be The Dream**<sup>®</sup>, under Mr. Benefiel's leadership, helped clients to create and manage coalitions, produce special events, and build various presentations for private and public concerns. **Be The Dream**<sup>®</sup> also produced events and workshops as stand-alone deliverables, including indoor and outdoor self-development programs.

Mr. Benefiel earned a Master of Business Administration, Hypnotherapy and Secondary Teaching Certificate by 1998. He earned a Master of Arts in Organizational Management and Life Coach Certificate by 2004. During this time he also wrote a business plan for a model school, Spectrum Academy, which addressed at-risk youth and families through a peer-community model that included a variety of components for self-sufficiency of the village.

Mr. Benefiel's non-concurrent secondary and post-secondary positions created further opportunities to investigate the learning processes and how learners were engaged. He assessed and met the needs of special education students, traditional learning styles, emotional and multiple intelligence educational practices to empower learners grasp of the extraordinary.

Concepts and considerations began in the 1980s, but it wasn't until now that technology and web design reached the capacity for implementation of a global launch for **Be The Dream**<sup>®</sup> and the achievement of a new living awareness of harmony among people and planet. This is an opportunity like no other, engaging the world's pioneers in future sciences and technologies toward a life-friendly application that facilitates our next step toward cooperative capitalism – the future of our planetary civilization as a unified organic process. **Be The Dream**<sup>®</sup> mobilizes people to accelerate execution.

Mr. Benefiel is President-Elect for the Valley of the Sun Chapter of the American Society for Training and Development and Chair for their 2010 annual conference, "The Shift – Challenge to Change: removing liabilities, limitations and excuses." He currently teaches business plan writing and entrepreneurial support at the Southwest Institute of Healing Arts in Tempe, Arizona.

## VISION AND MISSION

Beginning with a holistic approach to business, education, training and development we explore the dimensions of what is possible with new models and assist implementation of those that get results. This leads to the creation of sustainable communities synergizing psychospiritual and scientific technologies, which facilitate the implementation of solutions driven by collaborative consciousness. In essence we begin to engage the holistic nature of commerce, education, and community.

We implement these new models into existing systems, such as educational institutions, micro-lending and social services, empowering conscientious and dedicated earth/human stewards. We facilitate transformation; the unification of people and resources for effective community, fulfilling human needs first to serve our world better. These new models potentially provide hundreds of thousands of new jobs and opportunities.

We also have created a business model that supports the development and implementation of new service delivery methodologies through community action, contributions and philanthropic activities where services have not been accessible in the past. People work hard to achieve their dreams, so we provide the best materials on the planet to help those we encounter. We demonstrate collaborative practices that engage the creative spirit in humanity.

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### OUR VISION:

***To lead:***

- Developing processes for integrating ecological, educational, psychospiritual, scientific and social technologies using systems thinking and learning organization best practices.
- Assisting in creating an infrastructure of interdependent organizations and model communities, on- and off-line, to facilitate sensitive and timely solutions for sustainable growth and harmony.
- Demonstrating the development of anthropic relationships through environmentally and socially responsible actions - public & private.
- Revealing the unity in diversity - common sense among diverse cultures and people - One Planet-One Family in order to facilitate harmony among people and planet.
- Creating value and reward for those who devote energy and resources to accomplish our mission.
- Building a model community using state-of-the-art anthropic technologies pioneered by clients and collaborators.

Spectrum Academy, Inc. and Be The Dream Academy, Inc. (site-based and mobile learning service providers) are Arizona non-profits with 501[c](3) status in process. These produce deliverables for personal and professional growth, community awareness, addressing changing needs of humans in a life-friendly global community and its organic processes.

Multiple non-profits stand ready to deliver state of the art training and development services that cover emotional intelligence, multiple intelligence and now it even quantum intelligence. Models for education, training and development needs, from the homeless populations served by non-profits, to education that meets SPED and Gifted needs, to corporate and governmental offices need to be in place. A new living awareness needs to occur.

All components and elements for inclusion have been developed by forward-thinking future consciousness-driven individuals and organizations, but the training and development network is not in place for global presentation beyond talking heads, tele-seminars and webinar training sessions. We need 21<sup>st</sup> Century media for a 21<sup>st</sup> Century audience, delivering state-of-the-art information, products and services to the world.

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#### OUR MISSION:

***To provide:***

- A source of relevant and timely classes, programs, workshops and information regarding holistic living awareness and practical applications in personal and professional environments.
- Design, construction and delivery of educational opportunities for those challenged by current systems that limit possibilities of creative entrepreneurs, including professional development and business education.
- Transformation through educational, environmental, psychospiritual, and scientific technologies by creating specific deliverables for developing conscious entrepreneurs to use in their work.
- Facilitation of practical application of evolving technologies with regard to environmental and social responsibility at local, state, national and global levels.
- Service for education, research, and development of collaborative alliances for local / global change.
- A dynamic series of Internet Portals for products and services that support our Vision.
- Resources for new millennial entrepreneurs challenged by existing protocols and systems.

**Be The Dream**<sup>®</sup> LLC combines and synergizes several business models through well-planned strategies that engage the marketplace on multiple fronts with the consistent message: Together we can mold possibilities into reality. Empowerment is a necessity for change to occur. Science and technology are common languages.

Across all demographic groups, American voters support diversity courses and programs and see the educational benefits of a diverse campus and classroom. This is the main finding of the first-ever national poll of public attitudes toward campus diversity. Sponsored by the Ford Foundation's Campus Diversity Initiative, the poll of registered voters was conducted by DYG, Inc. and surveyed 2,011 voters across the nation this summer.

Role models and examples of what works - coaching, consulting, conferences and collaborative alliances – provide consistent methodologies for growing dreams. Our scope includes for- and non-profit components integrated with impeccable ethical and legal standards to satisfy all scrutinizing. The following are the areas of functionality chosen to best fit the continuing expansion of **Be The Dream**<sup>®</sup>, LLC; to fulfill our goals and deliver on our Mission and Vision.

Communication across boundaries and cultures is the most important component of socio-economic change, facilitated through education, training and development that support open dialog and alternative possibilities to emerge. The creative spirit is in everyone, ubiquitous in the world. It's just been ignored. Models of what is working are everywhere, yet there is little exposure of them to those who would benefit just by observing the process. **Be The Dream**<sup>®</sup> Academy and **Be The Dream**<sup>®</sup> LLC are poised to move into product development and have data management and mobile integrated payment services ready for implementation.

In *Transforming the Global Biosphere*, Dr. Elliott Maynard writes: "Despite the many impending dangers which presently threaten the socio-ecological fabric of Planet Earth, there are new discoveries, some good new and new approaches to thinking and action, which illustrate the fact that it *is* possible to reverse the present trends of environmental degradation, and transform our society and the global biosphere in ways which, until recently, seemed impossible."

**Be The Dream**<sup>®</sup> LLC is a role model of education, training and development for future community developers, educators, entrepreneurs, leaders, organizers, stewards and world servers for the new millennium. Through the development of networks to date, our team has well over 100,000,000 contacts within 3 degrees of separation

on just Facebook, LinkedIn and e-Cademy alone. There are hundreds of social networks beyond those that are ripe for a little social architecture.

## Be The Dream<sup>®</sup> ACADEMY

**Be The Dream<sup>®</sup> Academy** is a not-for-profit academy without walls, designed to gather and disburse information about business and community solutions; an integrated approach to sustainable development that utilizes best practices of rising technologies and their application. Already established as an Arizona Corporation, it is currently in process of filing for IRS 501[c](3) status.

BTD Academy will be a beneficiary of the profits from **Be The Dream<sup>®</sup> LLC**. Deliverables include books, CDs, DVDs, forums, interviews, presentations, internet radio/television programs, seminars, special events and workshops designed to address community building concerns. A micro-lending program provides no to low-interest access to capital for graduates of our entrepreneurial program, adding the resource that is often missing for brilliant ideas to reach fruition.

**Be The Dream<sup>®</sup> Academy** will provide ongoing educational, scientific and charitable services to gather and empower personal and professional leadership in the community for sustainable community development and growth. The 'community' will be determined by the level of interaction of people and organizations that are served. The level of service provided may include master-planned communities, local neighborhoods, service organizations, small businesses, large companies, corporations, municipalities or state or federal governments.

**Be The Dream<sup>®</sup> Academy** assists the society of artisans, scholars, scientists and technologists actively working for positive local and global change as we enter the new millennium. Our history of working with professional environments at local, state and national levels gives us a unique perspective of the deliverables needed for each, especially in the areas of collaborative partnering, leadership, organizational development, and interactive learning environments.

## Be The Dream<sup>®</sup> PROFESSIONAL SERVICES

"Isn't one of the primary responsibilities of relationships to help each other fulfill our dreams?" writes Matthew Kelly in his new book *Dream Manager*. A Life Coach as a dream manager helps you fulfill your dream; co-facilitating the crafting of holistic visions into reality. Our services provide a variety of solutions to those seeking to turn their dreams into reality.

The outcomes that most clients attribute to their life coaching are a higher level of self-awareness and self-confidence, a more balanced life, smarter goal-setting and lower stress levels.

Coaching statistics from International Coaching Federation (ICF) show clients reported experiencing the following outcomes as a result of working with a coach:

- Self-awareness: 67.6%
- Setting better goals: 62.4%
- More balanced life: 60.5%
- Lower stress levels: 57.1%
- Self-discovery: 52.9%
- Self-Confidence: 52.4%
- Improvement in quality of life: 43.3%
- Enhanced communication skills: 39.5%
- Project completion: 35.7%
- Health or fitness improvement: 33.8%
- Better relationship with their boss, co-workers: 33.8%
- Better family relationship (s): 33.3%
- More income: 25.7%
- Stopped a bad habit: 25.7%
- Change in career: 24.3%
- More free time: 22.9%
- Increased profitability of business: 17.1%
- Started new business: 12.9%

## CAPABILITIES AND DELIVERABLES

### ACTION PLAN FOR AWARENESS

Using proven project management methodologies and tools of the trade, we achieve a critical path for individuals, companies, groups or organizations to excel. The process is served by practicing leading edge psychospiritual, technological and workplace learning, training and development. Applied sciences for achievement are the core components that build the core competencies of the organization. Best practices of stellar performance are applied throughout.

For example, company intranet social networks provide for matching mentors and mentees. Online classrooms and Webinars provide interactive delivery systems capitalizing on the university without walls model. Podcasts and V-casts allow learners to tap into the resource from anywhere in the world. Social Media networks spread information like wildfire.

On the ground, deliverables include standard learning materials plus the accelerated learning processes encompassed by topic-focused events, festivals, seminars, symposiums and workshops. Leading-edge collaboration and partnering processes are engaged, producing results and retention of patrons and personnel.

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## GETTING THE AUDIENCE INTO THE ACT

Garnering the support of the players, whatever the scenario, creates ownership and partnering for results as stakeholders. The most effective and successful working environments have certain characteristics that demonstrate best practices in management philosophy in the new millennia. Internet usage continues to grow as companies garner trust relationships with e-customers across the globe.

**Be The Dream**<sup>®</sup> applies these principles and processes to honor the common sense of stakeholders; making sense common among the clients, collaborators, customer relationships and the community. Our goals focus on the health and well-being of global citizenry through applying life-friendly practices and technologies. These healthy goals represent a 'systems' approach toward the evolution of future consciousness and planetary progression that examples a Type 1 civilization.

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## ASSESS, REVIEW, REVISE

Creating benchmarks with continuous improvement components allows the learning organization to monitor and facilitate growth. In turn, the same methodology is consistent across the organization. Leaders and organizations thrive when they take advantage of prudent advice from answering their own questions.

Peter Senge's description of The Learning Organization is incorporated throughout the development and delivery of the products and services we offer. What that means is that we are constantly learning about what works, what doesn't and what is needed to improve – implementing the results as a matter of daily commitment to the quality of services we provide and the organizational culture we embody.

## **Be The Dream**<sup>®</sup>. BIZ

This Web Portal features the business of being in a new millennial mindset through showcasing current businesses that demonstrate the best practices of doing so. We engage 'Jobarchy' - the job is the boss and everyone wins! Products and services are offered that align with our mission and vision, including but not limited to affiliate programs, books, CDs, videos, training and development programs from a variety of businesses that have been researched and validated as collaborators for global change.

Micro-financing is a key component of economic growth in the 21<sup>st</sup> century. Mr. Benefiel's history with a local micro-lending organization and its success was marred by an earlier closure. This portal will provide access to micro-loans that assist entrepreneurs to grow businesses. Included in the loan package are allowances for

coaching to insure successful results. Micro-lending partners will increase the effectiveness of the program. Implementation of this portal will ignite the passion and purpose of those ready to invest in the future of entrepreneurialism.

### **Be The Dream**<sup>®</sup>. COM

This Web Portal features e-commerce that supports positive change in our world through products and services that empower responsible use of resources that effect positive change from collaboration of possibilities coagulators everywhere. This portal supports environmentally and socially responsible business practices, products, and services aligned with the ‘possibility’ of evolving consciousness in commerce, both on and offline.

Money is energy. Choices to change socio-economic habits start with consumer activism - money talks. Developing an active e-commerce portal supporting positive social change promotes a Cultural Creative philosophy... harmony among people and planet through good business practices of economic exchange. Our team of collaborative entrepreneurs and business owners will demonstrate what effective ventures can accomplish in the real world.

### **Be The Dream**<sup>®</sup>. INFO

This Web Portal features information on new millennial methodologies for change and includes products and services congruent with the transparent sharing of information that supports local and global use of existing and developing technologies for the benefit of humanity. The format is presented as a ‘news-line’ media outlet with current stories available through news feeds, contracted or syndicated columnists and articles by stakeholders in the organization.

We will demonstrate bridging cultural and historical differences through the collaborative efforts of partnering with pioneers, coalescing our willingness to work together toward common healthy goals that support life-friendly economies. Coagulating possibilities include panel discussions via web-based conferencing services integrated into this portal’s functionality. Audience participation allows critical questions to evolve purposeful development of systems and technology that drives a new economic model.

### **Be The Dream**<sup>®</sup>. NET

This Web Portal features CommUnity efforts through showcasing local and intentional community. A loose ‘network’ that includes intentional collaborative alliances and/or communities of conscience is gradually honed

into a dynamic and powerful resource for conscious co-creators and entrepreneurs. The NING community development is an existing model, proving economic viability, but it is not as focused in the development and implementation.

As we move forward in developing a globalized society that can support and sustain human life on planet Earth we are faced with many considerations and needs for shared resources. Each question or situation that develops has a variety of complex issues within it regarding compatible answers and solutions. These networks are resources for accessing solutions that have already been developed, or at least considered in theory.

The information Age has birthed a new environment for which to consult... the Internet. Many who have been developing various applications, databases, practical solutions and methodologies for achievement are now making those discoveries available to the masses through this electronic medium.

### **Be The Dream**<sup>®</sup>.ORG

This Web Portal features information, products and services for non-profits with capacity building opportunities and possibilities through grants and collaboration with other non-profits that are assisting in service to humanity locally and globally. Our world is now faced with critical situations in life-friendly development as 'globalization' continues. More people in strategic places are recognizing that big business needs to turn its attention on environmental and humanitarian endeavors as part of the new corporate culture.

Maintaining an environmentally and socially responsible business practice is imperative. We have witnessed the results of poor fiscal and natural resource management through the beginning of the 21st Century. Our services and training, through the non-profit **Be The Dream Academy**, will offer help for start-up companies or organizations where it was once unavailable. A variety of projects and/or products and services will be integrated and managed by our team to insure current best practices are in play. This level of integration and cross-pollination of area-specific works-in-progress complies with a holistic systems management design.

### **Be The Dream**<sup>®</sup>.MOBI

This Web Portal features multi-media examples of the developing new millennial mindset and its effects on the planetary consciousness deliverable through mobile and hand-held units. Content from each area of **Be The Dream Academy** will be productized and streamed through this domain, which is designed using web-centric tools to deliver mediacasts to hand-held smart phones and other portable devices. Content will have purchase capability built into it for ease of transaction, with all products resulting from green-driven considerations.

It is not unrealistic that mobile phones will significantly replace traditional computer internet usage over the coming years. Cell phones offer the ability to connect to the internet without the limitations of a computer. If you are away from your laptop, it is becoming so much easier to connect to the net via mobile. As the computer-based internet mainstays have already been carved out, mobile sites and applications represent the next great opportunity for development.

## Be The Dream®. TV

This Web Portal features the work of **Be The Dream**®, LLC in process as possibilities coagulate real time. This will serve as the 'reality TV' for conscious co-creators and their challenges in changing paradigms while producing deliverables. Many are doing so and chronicling their activity, but with few places to showcase their work today, other than their own websites and some social media networks that compete for attention. Change agents for the new millennium have arrived to serve our metanoia - a change of mind. Our ability and capacity to collect and share leading information is unsurpassed on the Web.

This change of mind presents a challenge for all of us to visioneer with conscious construction. Conscious construction consists of self-awareness magnified by cosmic awareness, what quantum sciences are offering as a 'way we think and feel' and how those thoughts and feelings result in manifestations of various magnitudes. It is the creative spirit dwelling in man, thinking about how to live harmoniously among people and planet. This 'channel' will present those examples in one viewing resource where competition is only for how much time can be spent with the material.

## Be The Dream®. US

Championing the leadership of the United States in developing solutions to meet the needs of the 21<sup>st</sup> Century's environmental, social, political and technological innovations, our BeTheDream.US portal is pure American ingenuity at its best. We'll be promoting business and entrepreneurial development in a home-grown environment, led by Americans that have specific knowledge, products and services that will add value to mix.

This web portal is created in the Joomla format, exempling the capacity for open-source development and participation within the Joomla-based community. Examples of current partnerships include [www.freedigitaluniverse.com](http://www.freedigitaluniverse.com) and [www.peaceportal.mobi](http://www.peaceportal.mobi). We intend to demonstrate that American passion and purpose-driven enterprises are the wave of the new millennium, focusing solution-based systems thinking on delivering quality information, products and services.

This Web Portal features multi-media examples of the developing new millennial mindset and its effects on the planetary consciousness deliverable through mobile and hand-held units as well. Imagine, for a moment, what can be done in times of trials and tribulations that spark the creative spirit in humankind. Dreams reveal possibilities that can be molded into reality. Desire for community-building engages various Internet services – domain acquisition, email, hosting, support services and more as the Internet continues to evolve.

Many gather collectively to achieve the fruition of a vision and mission... a dream that began as an idea, a concept in the mind and heart of one that went viral - shared and spread across the Internet to be experienced here and now. We will share our successes with chronicles of 'how to' in the fields of education, training and development.

#### SUBDOMAIN POTENTIAL

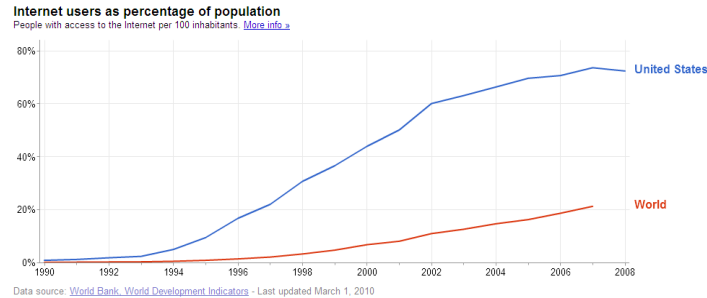
Subdomain categories within each of the domains listed above allow specific groups, organizations, companies and corporations to align with the mission and vision of **Be The Dream**<sup>®</sup>. These subdomains allow sponsorship of companies, entrepreneurs, individuals, organizations, products and/or services that promote the specific company's mission as well as the goals of **Be The Dream**<sup>®</sup>.

The sponsorship of these subdomains promotes further collaboration and infusion of capital via advertising, donation, promotional campaigns for specific projects and more. The NING community development shows the potential of this capacity to be viable and potentially highly profitable. NING currently has over one million social networks in play through their platform. **Be The Dream**<sup>®</sup> seems to carry a natural inclination toward a trustworthy organization that builds relationships that nurture others and create multiple-win opportunities.

Individual contributors can also utilize a similar community concept with sponsored advertising space available and alternative funding mechanisms that are vetted via customer satisfaction and/or real world success models. The number of Internet social networks spans Facebook, LinkedIn, NING and more with the numbers of Internet users growing by the second. We have unlimited potential with this offering.

## MARKET RESEARCH

**Be The Dream**<sup>®</sup> nearly every industry and opportunity today. However, our initial focus is on developing relationships with individuals, companies and organizations that exhibit a new millennial mindset already. We can lead those who have been working diligently, but separately, to a new place of collaboration and/or sharing of their work. Internet users are increasing daily and the worldwide trend has a huge potential market.



Too often the old patterns of business cause separation by defining the ‘competition’ and the ‘proprietary’ rights and privileges of the creators of new products, services or technologies. Our research indicates that there are growing numbers of those who wish to break the old patterns and establish new ways of doing business, educating our communities and building sustainable relationships with our planetary citizenry.

Through offering coaching sessions and involvement with a variety of groups, patrons were queried and expressed a unanimous desire to support new business models of this type – based on collaborative groups and shared resources. Core competencies from collaborators provide a broad spectrum of skill sets able to perform at potentially greatly reduced costs.

Collaborative enterprise modeling is consistent with systems thinking and learning organizations. Similar presentations exist, but no competitive companies with expressed methodology for producing deliverables like **Be The Dream**<sup>®</sup>. Below are a few potential collaborators that may have been considered competitors in other business models. These non profits serve multiple areas of need through similar collaborative models that include social media networks.



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## CABLE AND SATELLITE SUBSCRIPTIONS

Subscriptions to cable television increased by 94 per cent and subscriptions to satellite by 51 per cent from 1996-97 to 2000-01. In 2000-01, 45 per cent of households had access to non-terrestrial television (by whatever platform) compared with 21 per cent in 1995-96. In 1996-97, social-class differences existed in subscription to satellite and cable television. Although these differences remained in 2000-01, subscription rates had increased in all social classes with a particularly large rise among professionals and the unskilled. In 2000-01, rates were highest among managerial and skilled manual, and lower among partly skilled and unskilled manual households.

Source: Office for National Statistics <http://www.statistics.gov.uk/STATBASE/Product.asp?vlnk=8645&More=Y>

Canadian households and businesses continued to connect to the Internet via cable in large numbers, albeit at a slower pace than in the past. The number of subscribers to this service grew from 4.0 million in 2006 to 4.5 million in 2007. The number of wireless television services subscribers, largely by satellite, grew 1.4% to 2.7 million in 2007.

Source: The publication *Cable Television Industry, 2007* <http://www.statcan.gc.ca/daily-quotidien/081208/dq081208c-eng.htm>

According to a new Nielsen study, household television and peripheral trends are holding steady, even though the uncertain economic conditions are affecting just about every household and consumer behavior across the country. To determine whether Americans' continued affection for TV and related entertainment might be impacted by the economy, Nielsen examined several household characteristics among its National People Meter sample for the five quarters running from Q4 2007 to Q4 2008.

During this period, households with broadcast only (i.e., no cable or satellite service) TVs declined from 11.5 percent to 10.9 percent while cable or satellite service has increased slightly from 88.5 percent to 89.1 percent. This increase may be related to the upcoming transition to digital television that was originally set to take place in February 2009.

Satellite service grew modestly as well, from 28.0 percent to 28.8 percent. Cable or satellite service with pay channels, such as HBO, Showtime and Cinemax, has grown steadily over the five quarters, from 47.0 percent to 49.4 percent.

Digital Video Recorders (DVR) have grown in popularity over the last five quarters, with 28.9 percent of households owning a device, up from 21.3 percent in Q4 2007. 20.2 percent of homes have one DVR, while 8.7

percent have two or more devices. Homes capable of receiving high definition television jumped from 12.9 percent on Q4 07 to 23.4 percent in Q4 08. Video game console ownership increased from 37.8 percent to 39.0 percent, while homes containing personal computers with internet access increased from 70.9 percent to 73.8 percent. More than 54 percent of households had one or two TVs, 24.9 percent owned three TVs while 20.8 percent owned four or more sets.

Source: Nielsen Study <http://blog.nielsen.com/nielsenwire/tag/satellite-service/>

According to Nielsen Online, YouTube continued to rank as the No. 1 video Web brand with 5.5 billion total streams in April. Meanwhile, Hulu continued its explosive growth, increasing 490 percent in total streams year-over-year, from 63.2 million in April 2008 to 373.3 million in April 2009, making it the fastest growing brand among the top 10

Jon Gibs, vice president, media & analytics, Nielsen Online, said "Historically short form, clip-length video has ruled streaming on the Web... Hulu, along with pure-play providers... have spent the past two years trying to convince consumers that the Internet can be a good place to watch full length programming... April's strong showings... suggest that consumers are beginning to listen."

It is conceivable that within a few years that cable, satellite and the Internet will be completely integrated. This integration will provide further expansion of **Be The Dream**<sup>®</sup> into mainstream media outlets and the public eye. The subscription-based service market expands exponentially with this opportunity. The following table illustrates existing service markets.

## TOP ONLINE VIDEO BRANDS BY TOTAL STREAMS (APRIL 2009 U.S., HOME AND WORK)

Video Brand	Apr-09 Total Streams (000)	Month-over-Month % Change	Year-over-Year % Change	Share of Streams	Overall Online Video Usage
	9,452,996	-2.3%	24.2%	100.0%	
YouTube	5,490,204	0.2%	35.5%	58.1%	
Hulu	373,290	7.1%	490.4%	3.9%	
Yahoo!	203,628	-12.2%	-8.1%	2.2%	
Fox Interactive Media	201,362	-3.0%	-38.8%	2.1%	
Nickelodeon Kids and Family Network	175,917	-10.3%	15.9%	1.9%	
MSN/Windows Live	164,422	-2.7%	9.8%	1.7%	
ABC.COM	148,830	-15.9%	144.8%	1.6%	
MTV Networks Music	143,356	15.7%	359.6%	1.5%	
Turner Sports and Entertainment Digital Network	130,559	-5.1%	60.0%	1.4%	
CNN Digital Network	112,469	8.7%	32.7%	1.2%	

Source: Nielsen VideoCensus May 2009 Note: Includes progressive downloads and excludes video advertising.

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## ONLINE EDUCATION

There are approximately 5000 accredited Higher Education institutions throughout the United States and the vast majority of them have at least some, if not all of their courses offered online. According to this outstanding white paper entitled '[Staying the Course: Online Education in the United States, 2008](#)', in 2007, there were nearly 4 million students enrolled in online courses with an annual growth rate at that time of 12.9%.

According to this and other data, that growth continues to trend dramatically upwards and at that current rate of increase we believe that as of June, 2009 it can safely be estimated that those numbers are over 5 million students and by the end of 2010 that number will increase to 6 million plus.

Some of the largest schools are based in the Phoenix, Arizona metro area including:

- **The University of Phoenix** – 420,000 online students (this is the largest online school in the country)
- **Grand Canyon University** – 30,000 online students and growing
- **Rio Salado Community College** – 35,000+ online students / approximately 15,000 new students enrolling annually / growing by approximately 20% per year.
- **Arizona State University** – 40,000 plus on-ground students, the majority of which are taking at least SOME of their coursework online. Approximately 1500 students currently enrolled in their online-only courses. They have a stated goal of increasing that to over 100,000 students within the next 3 years.

Learn.com presents a shared-revenue model for delivering on-line education. Educators, instructional designers and training and development specialists combine their skill sets to offer state-of-the-art educational opportunities.

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## CULTURAL CREATIVES

**There is an emerging group of people the world over, who are working to evolve a new set of values, to take up issues that are close to their heart.**

There is a growing movement involving about hundred million people in the USA and Europe, weaving a new cultural fabric, reframing how we see the world today. They are called the Cultural Creatives, a term coined by Paul Ray (Ph.D. in sociology).

Ray in a book co-authored with Sherry Ruth Anderson (Ph.D. in psychology), *The Cultural Creatives: How 50 Million People Are Changing the World*, writes: "These creative, optimistic millions are at the leading edge of

several kinds of cultural change, deeply affecting not only their own lives but our larger society as well. Innovation by innovation, they are shaping a new kind of American culture for the 21st century."

These individuals espouse issues like concern for the environment, work, business and political ethics, violence against women and children, and spirituality in daily life. These activists-schoolteachers, artists, spiritual guides and scientists are questioning the unspoken assumptions of the old culture, opening up new insights and forging creativity in people's lives from grassroots levels. There is growing evidence that these efforts are changing the society in many ways.

Reflecting on what motivates them, Tracy Gary, founder of La Casa, a foundation for women, says: "It's not like I have this poster over my bed telling me to do something for our country. Each time I'm with a group of people who come forward to envision a different kind of society, who take time to feel and pray and consider the long-term purpose of what we are doing, there is a kind of resonance."

There are two kinds of Cultural Creatives. The core group comprises leading edge thinkers-writers, artists, musicians, psychotherapists, environmentalists, feminists, alternative health care providers, with a strong sense of personal growth and concern for the future of humanity. The other group, Green Cultural Creatives, is concerned with relationships, environmental and social issues.

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## SELF DEVELOPMENT INDUSTRY

**Personal development - also commonly called self-improvement - is a booming industry.** An Internet-based personal development industry - also commonly called e-learning - is now becoming increasingly popular. According to market research and statistics, it is a 64 billion dollar industry worldwide. In the US alone, an estimated 9.6 billion dollars is invested in personal development in 2005 in the form of:

Books	Motivational	Personal	Weight loss	Audio CDs	Stress management
& DVDs	speakers	coaching	programs	&tapes	programs

It is also projected that this industry will grow at the rate of 11.4 percent yearly and reach 13.9 billion dollars in 2010. According to a report by Marketdata published in February 2004, the U.S. Market For Self-Improvement Products is worth \$8.5 billion.

People are now turning to ‘gurus’ for help in various areas as above. For example, Robert Kiyosaki’s *‘Rich Dad, Poor Dad’* had been on the New York Times bestseller list for several years in a row and sold 20 million copies. Likewise, Stephen R. Covey’s *‘The 7 Habits of Highly Effective People’* sold more than 15 million copies in 38 languages around the world. In a similar manner, many people are spending thousands of dollars attending personal development seminars every year conducted by well-known industry gurus like Tony Robbins, Zig Ziglar, Jim Rohn, T. Harv Eker and others.

Along with this mega trend, Internet-based personal development websites, typically membership sites, are becoming more popular as people can learn through audio and visual programs from the comfort of their homes. One well-known example is Success University, which became the primary personal development website on the Internet, within months of launching three years ago. SelfGrowth.com is another example of extreme growth in a short time.

Essentially, people are beginning to realize that a life time is too short for one to learn from their mistakes and it is actually smarter and faster to learn from successful people who have done what you want to achieve through reading their books, listening to their tapes and watching their DVDs, attending their live seminars or even engaging them as coaches or mentors. Countless subscription services are now present on the Internet that provide such information.

This still leaves some important areas of work untapped, such as psychospiritual development and technologies for using recent discoveries of quantum sciences. These discoveries revolve around the person’s ability to ‘create’ their own reality based on the strength and focus of their thoughts and emotions. This area is entirely new ground for mainstream learners.

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#### SPIRITUALITY AND ADOLESCENT WELL-BEING: SELECTED NEW STATISTICS\*

**Change begins with education and spiritual development; a connection to all things, organic and inorganic.**

To assist in the evolutions of our planetary civilization toward greater harmony with the planet and universe we must address the needs of our youth, which turns adults toward their own personal development in order to deliver the goods.

Search Institute has surveyed more than two million youth during the past decade to determine their levels of Developmental Assets—a set of 40 relationships, opportunities, values, and skills that all young people need to grow up healthy, caring, productive, and responsible. These 40 assets are divided into eight main categories of human development: Support, Empowerment, Boundaries and Expectations, Constructive Use of Time,

Commitment to Learning, Positive Values, Social Competencies, and Positive Identity. Research consistently shows that young people who experience more of these assets engage in fewer risky behaviors, such as alcohol abuse, and show greater evidence of thriving, such as doing well in school, than young people who experience few assets.

In 2003, 148,189 middle and high school students took the survey to determine their levels of assets. The survey, titled *Search Institute Profiles of Student Life: Attitudes and Behaviors (A&B)*, includes two items that are particularly relevant to the topic of spiritual development:

1. During an average week, how many hours do you spend going to programs, groups, or services at a church, synagogue, mosque, or other religious or spiritual place?
2. How important to you in your life is being religious or spiritual?

When we undertook a new analysis of the 2003 A&B database in regard to those two items, we found that barely a majority -just 58%- of the young people surveyed enjoy the asset of participating in programs or services of a religious community for an hour or more a week. And only 50% say being religious or spiritual is “quite” or “extremely” important to them.

*This is only one-fourth of those surveyed. What is important to these youth?*

Yet on a variety of measures, those religiously active and spiritual youth are doing better than their less involved, less spiritual peers. The following specific results refer to young people who participate in religious community an hour or more a week (that is, those who have that asset), but the findings are almost identical among those who say being spiritual is very important to them.

- Religiously active youth are **more** likely to experience almost all of the remaining Developmental Assets. On average, they are 39% more likely to experience the assets than less involved, less spiritual youth.
- By asset category, the biggest differences favoring religiously active and spiritual young people are in the Support assets and the Empowerment assets.
- By individual assets, religiously active and spiritual youth are at least 60% **more** likely to experience the assets of *community values youth, youth as resources, service to others, creative activities*, and the value of *restraint*, and 50-59% **more** likely to experience the assets of *positive family communication, a caring neighborhood, a caring school climate, parent involvement in schooling*, and time in *youth programs*.

The data suggest these levels of religious activity and spirituality make a difference in young people’s well-being.

The following specific results are also for young people who participate an hour a week or more, but as with the experience of assets, young people who say spirituality is very important to them also are less likely to engage in high-risk behaviors and to demonstrate thriving.

- Young people who are religiously active are, on average, 39% **less** likely to engage in 10 high-risk behavior patterns, especially *use of tobacco, illicit drugs, school problems, alcohol abuse, antisocial behavior, and driving and alcohol*.
- In addition, they are, on average, 26% **more** likely to have 8 indicators of thriving, especially *getting good grades in school, resisting danger, maintaining physical health, and leadership*.
- Likewise, young people who are very spiritual have the same positive outcomes. For example, they are only half as likely to use illicit drugs, 40% as likely to engage in antisocial behavior such as delinquency, and 33% less likely to engage in alcohol abuse.

Further statistical tests confirm what is seen in these percentage differences in risk and thriving: Religiously active and spiritual youth have significantly better mean scores on every one of the studied high-risk behavior patterns and thriving indicators than do less religiously active, less spiritual young people.

\* Data based on aggregate Search Institute sample of 148,189 United States students surveyed in 2003. The sample included students in 202 cities in 27 states. Cause and effect cannot be inferred from these results because, although the 2003 sample was large, the young people were not followed over time.

By Peter C. Scales, Ph.D. Copyright © Search Institute, February 2007

## COMPETITION

Advantageously, there appears to be no direct competition. Organizations such as the Lucis Trust and Global Citizens Network seek to promote peace and understanding, but their methodology does not include a diverse offering. ONE promotes awareness and education to motivate governments to take action.

A web search of 'global citizens,' 'world servers,' 'planetary citizens,' 'world service organizations' and similar keywords reveals no clear competition, no one that showcases and serves a diverse menu of information, products and services similar to **Be The Dream**<sup>®</sup> could be found. That does not mean they do not exist.

## COLLABORATIVE ALLIANCES RATIONALE

The collaborative alliances necessary to implement this plan are nearly complete as of this writing. This natural flow of attraction is an example of the concepts presented by the Law of Attraction recently released through the work of many individuals and more specifically 'The Secret' and its world-wide phenomena. This coalescing of congruent collaborators is the living proof of the application of this 'law' among humanity. Participants in **Be The Dream**<sup>®</sup> efforts will appear and engage with similar flow. This is a new business model with tremendous potential for producing new jobs and opportunities.

Our delivery system is designed, developed and delivered by experts in current info-delivery systems; hardware, software, animation, audio-video and multi-media streaming. Our programming includes up to the minute news feeds, video releases, live video featuring education, training and development and humanitarian applications in process. Several of these alliances are listed below as working partnerships with **Be The Dream**<sup>®</sup> LLC.

Collaboration is a promising mode of human engagement but in order to become more than a passing fad, a theoretical structure and framework are needed to guide individuals and groups toward successful collaboration.—*Vera John-Steiner*

Collaboration has become a twenty-first-century trend. The need in society to think and work together on issues of critical concern has increased (Austin 2000a; Welch 1998) shifting the emphasis from individual efforts to group work, from independence to community (Leonard and Leonard 2001b). In this age of collaboration, the phenomenon is described in a variety of ways: systems (Austin 2000b; Noam 2001), dialogue (Clark et al. 1996; Senge 1990), creative problem solving (John-Steiner 1992), and interorganizational relationships involved in information technology (Black et al. 2002).

The following are potential collaborators that have already been contacted and agreed to be represented here. Relationships have existed for a minimum of one year and as much as a decade with some. Our budget was constructed with consultations and service fees as baseline information from several of the potential stakeholders. Using the principles of collaboration, production costs could be dramatically lessened.

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## ARIZONA HIGH TECH TALENT PARTNERSHIP, INC.

Arizona High Tech Talent Partnership provides integrated marketing solutions aimed at generating leads, increasing sales, improving return on investment, and developing brand awareness for commercial businesses and non-profit organizations.

AZHTTP grows businesses and provides innovative business solutions to brand, market and promote its clients, products and services profitably. Bill Austin, CTO, is also Chairman of the Board for AZ Community Information and Referral Services.

Bill Austin, Principal of HTTP, is an accomplished Systems Engineer with extensive experience in Security and Internet Architecture, Information Systems and Project Management. Proven successes in defining and developing complex systems and problem solving involving wireless and Internet technologies as well as the invention of integrated systems applications.

Bill Austin is also a legendary Internet marketing expert with extensive experience in improving bottom line performance for medium sized manufacturing and distribution company marketing efforts. Bill Austin is a well known SEO Expert with expertise in Internet Marketing, Search Engine Optimization, and Integrated marketing Solutions, including viral marketing, and guerrilla marketing.

Mr. Austin is the Inventor of Record on the following US patents:

- 7,177,819 Wireless intelligent real estate electronic lock box
- 6,624,742 Wireless intelligent real estate sign and electronic lock box
- 6,487,180 Personal information system using proximity-based short-range wireless links
- 6,434,158 Entryway system using proximity-based short-range wireless links
- 6,424,623 Virtual queuing system using proximity-based short-range wireless links
- 4,284,834 Diethynyl aromatic hydrocarbons which homopolymerize and char efficiently after cure
- 4,180,649 Homopolymerizable acetylene-terminated tetraamines and process for making same

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## SHOW-N-TELL VIDEO PRODUCTIONS, INC.

Steve Wargo formed Show-N-Tell in 1982 and serves not only as the company's CEO, but also as Cinematographer, Executive Producer, and HD Guru. With over 4,000 productions and four feature films under his belt, Steve has done it all. An award winning Cinematographer, he brings a talent to the table that is equaled by few and admired by many. Show-N-Tell is our resource for video and HD television quality production, complete with scripting, shooting, and post production.

Show-N-Tell clients include United Way of Arizona, Arizona Heart Association, American Cancer Society, Arizona Animal Welfare League, Homeward Bound and YMCA to name just a few.

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## WEB DESIGN AND DEVELOPMENT

We will contract with a design firm that can demonstrate the understanding of sending a message of accessibility to education, training and development that will take us further into the 21<sup>st</sup> Century with style, grace and precision of a laser-focused collaboration of partnerships. We will utilize interns, professional contacts and staff to research and contact additional potential collaborators.

Our work requires several web designers and/or design firms. Each domain needs attention to detail, updating with leading-edge material and sophistication. Web 2.0 components, including social media, business, personal and private networking communities are core elements of the design and deployment. We have requirements for multiple platform developments that integrate with current browsers and mobile devices.

**Be The Dream**<sup>®</sup> LLC has relationships with several firms that are multi-national. Our team and its affiliates have expertise in exquisite graphic and user interface design, generating traffic and garnering responses.

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## THE INSTITUTE OF HARMONIC SCIENCE

Dr. Harold Moses and The Institute of Harmonic Science is dedicated to the research of Harmony and the unique properties of harmonic overtones. We partner with the health care and scientific community in order to research the application of musical Harmony for the purpose of healing the physical body, encouraging mental health, and stimulating the spiritual expression of children, adults and elders. **Be The Dream**® will utilize supportive harmonic tones throughout its webs.

The Institute of Harmonic Science is dedicated to promoting the study of Musical Cosmology – a new field of science. We pursue knowledge regarding the physics and metaphysics of sound, light, and color vibration. We believe the Cosmos is inherently musical, and reveals an implicate order based on the mathematical dynamics of sympathetic resonant harmonic energy. We further believe the laws of Quantum Harmony present compelling evidence of a Unified Vibrational Field.

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## UNITED WE STAND PRODUCTIONS

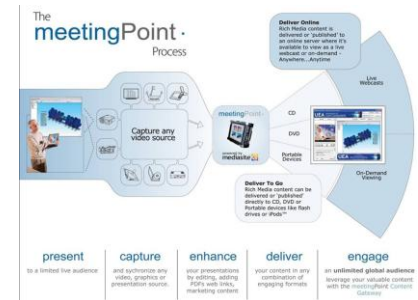
United We Stand Productions is the project management group for executing the implementation of strategic planning. Mr. Benefiel includes a host of producers he has worked with over the last two decades. Their expertise include event management, fund-raising, graphic services, media buying, marketing, promotions, public relations and web mastering.

These talented individuals have proven their compatibility with collaborative work environments time and again with projects like – Arizona Bike Week, Old Towne Tempe Arts Festivals, Tostido's New Year's Eve Block Party, Arizona Cardinals football, City of Phoenix Festival of Lights Parade, Phoenix Futures Forum, Glendale Arts and Antiques Festivals, Live Nation Concert and Theatrical productions, ESPN Sports, Bud Light Tour and more.

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## ESSENTIAL EVENT TECHNOLOGIES, INC.

Essential Event Technologies technology consulting and implementation services allow us to capture, enhance, deliver, commoditize and monetize content that we create that would otherwise rapidly diminish in value or 'perish' altogether. EET offerings are targeted towards, but not limited to, two primary market segments – live event capture and corporate training / professional development. We will be producing our own training and development production sessions 'live'. Event and festivals will also have live feeds crafted by Essential Event Technologies, Inc.



Typical applications for the corporate training and professional development segment include corporate communications, workforce development, sales and marketing, customer support, investor relations, human resource management and training, again, to name just a few. EET employs a wide array of technological solutions customized to retain, manage and enhance the value of content for both event attendees and, more importantly in many cases, non-attendees.

These solutions include cutting-edge, interactive rich media technologies, customized graphic and web design, custom web, flash, application and software development and unique and powerful marketing techniques.

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## WORLDWIDE COLOUR BREATHING COMPANY, LTD.

Our first international partnership introduces a technique and system that bridges the alternative healing and medical communities. The Colour Breathing system is based on the use of seven Colour Breathing® Disks, the relaxation and stress management technique and the CBRT™ (Colour Breathing Relaxation Technique) Practitioner Training Program created by Alison Bourne. Colour Breathing enables people to learn how to relax themselves quickly and naturally.

Colour Breathing is a patented, tested, and piloted self-relaxation and stress management tool that is already being used successfully within the mainstream mental health sector in the UK and has been endorsed by leading mental health and medical experts. Colour Breathing International, Ltd. has chosen **Be The Dream**® as their national training coordinator for US operations.

Mr. Benefiel developed curriculum and taught high school for five years across district, charter and residential treatment center environments. In 2004 a business plan was written for a model educational village for at-risk youth he encountered so often. This plan was presented to several potential sources, with a minimal response because of its compassionate and forward-thinking programs that address what is missing in the current behavioral, educational and judicial services.

Spectrum Academy is a model peer-community that helps youth find restored hope and success in their lives. A peer-community is a community based on shared support, giving and receiving help founded on key principles of respect, shared responsibility, and mutual agreement of what is helpful. Spectrum Academy, Inc. will also be filing for non-profit status and become another beneficiary of **Be The Dream**<sup>®</sup>. The abstract follows:

Our youth of today look at the educational system and ask, "Why?" They look at the values of their parents and say, "That's not for me!" They laugh at the political machinery, see how environmental and social concerns are few, and say, "Nothing is working." They live with hopelessness in a love-starved world and feel, "What's the use?" So begins the life of abuse in all its ugly forms. Warehousing of youths within the social systems only continues this disempowerment. They take it out on themselves without knowing what they are doing or why, causing social issues of near epidemic proportions in our burgeoning cities and an overload for our courts, educational and social service systems. Can we find collective answers and implement solutions? We believe so.

Visionary insights and perspectives lead to paradigm changes in society. Currently, the situation regarding at-risk youth is cumbersome and oblique in regards to understanding the 'big picture' and the solutions necessary to empower change in our youth. As a society, we are failing to address critical needs of our youth. Recidivism within the youth correctional and social service programs, evidenced by the high concern of State officials across the nation, needs our collective attention now. We need a program that synergizes available resources and rallies the public spirit toward a new approach to empowering change within the disenfranchised youth caught in the cycles of rebellion and rejection.

Experience and research have shown that these three components- charter school, residential treatment center, and community technology center- can indeed work as one, which can profoundly affect youth in positive directions. Spectrum Academy, as a learning organization, uses a holistic systems thinking approach toward education. The programs meet the emotional and intellectual needs of the youth, which allows the person to grow and the student to learn the value of their education. The need for implementation of a better approach is obvious to those within the system. This business plan details a high-level framework and action plan that takes initiative. Spectrum Academy is ingenious, innovative, and timely for our youth.

## MARKETING PLAN

**Be The Dream**<sup>®</sup> marketing plan is a multi-faceted approach to delivering a message with a method for achievement in the changing economic environment of the global market through education, training and development. Implementation includes the use of existing and future social media and professional networks that currently access over 100 million people within 3° of the team's personal contacts right now. These networks include Facebook, LinkedIn and eCademy only.

The total number of social networking contacts include another 50+ networks including Twitter, NING Communities, Squidoo, MeetUp, SelfGrowth, Orkut, Gaia, Hub Pages, ByRegion, BoomJ, Networking Phoenix, American Society for Training and Development, Entrepreneur Network, Konnects, YouTube, Friendster, MySpace, Holistic Local and Xing.

Our delivery system is designed, developed and delivered by experts in current info-delivery systems; hardware, software, animation, audio-video and multi-media streaming for mass consumption with a flair for inspiration.

Our team has specific and proprietary processes and services that have demonstrated the capacity for garnering substantial growth curves across several industries. We have access and are currently in negotiations with resources that have proprietary intellectual property and proven methodologies that garner unprecedented market responses.

## PRODUCT

**Be The Dream**<sup>®</sup> produces a variety of deliverables that encompass the needs for delivering a new message of collaboration methodologies and partnering for progress to the world. These include the integrated design and delivery of communication, conferences, events, festivals, information, materials and media through online and offline presentation.

Products include and are not limited to:

- Books
- CD/DVDs
- Webinars
- Tele-seminars
- Podcasts
- V-Casts
- Videos
- Workshops
- Conferences
- Events
- Festivals
- Symposium
- Coaching
- Consulting
- Facilitations

## PLACEMENT

**Be The Dream**<sup>®</sup> creates media-rich opportunity in its message and methods. These opportunities are presented through print, radio, television and websites for distribution throughout public and private networks aligned or desiring to be aligned with a shift in consciousness toward collaboration for change. Our target market

Placement resources include and are not limited to:

- Websites
- Cable Networks
- Event Sponsorships
- Newspapers
- Social Networks
- Organizational Newsletters
- Radio
- Web Community Sites
- Colleges and Universities
- Television
- Blogs
- Private Institutions

## PRICING

**Be The Dream**<sup>®</sup> materials, resources and services begin at \$1/month subscriptions to website hosted information, products and services. Basic subscription rates go up to \$19.95 per month for full access to e-goods, which include leading edge information, research and statistics on a variety of topics.

The basic fee grants access to leading-edge content for website-specific coverage – blogs, e-books, presentations, white papers and videos within the topical range. Subscriptions for access to expert-level training and development materials will reach \$5,000 per year.

Content, research and deliverables sets **Be The Dream**, LLC apart as a quality resource for accessing information, products and services previously offered by single-source placements, all in one domain set. Unlimited potential exists for developing additional deliverables from the market surveys designed to expose new needs and trends.

Basic – access to industry leading information; work teams in education, training and development.

Advanced – Industry specific products in education, training and development for multiple client access.

Potential Clients and Referrals include:



## PROMOTION

**Be The Dream**<sup>®</sup> promotions occur through ad campaigns presented in and through regular media channels such as email, newsletters, print, radio, television and websites including, but not limited to, business and social networks both online and offline that share the vision of a world that works better through developing conscious connections to the underlying motivations of spiritual development.

The message and methods of our delivery are sensed and researched as pressing in the consciousness of the new millennium mindset; the Cultural Creatives™ as well as the generations now responsible for accelerating change. This change is felt to be necessary as well as a fulfillment of prophecy ordained by virtually every culture. The sense of urgency is present in our failing economy and social systems.

Our collaborative alliances represent access to millions if not billions of Internet users on a daily basis. Social media and new millennial social architecture are changing the world as we speak. Global change agents, social activists and world servers already active have social and professional networks capable of generating a million viewers in less than 24 hours.

Release of multi-media mini-productions, featuring some of the greatest success stories in the world (feeding children, building schools, providing health care, restoring dignity to homeless, cutting edge eco-villages, etc.) and empowering leadership for global change, is a win/win/win for us, the benefactors and the communities we serve through our educational and scientific non-profits.

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### ZEN BENEFIEL, MA, MBA – CHIEF POSSIBILITIES COAGULATOR

Zen holds two masters degrees in business plus several certifications, including hypnotherapy, secondary teacher, transformational life coaching, master teacher development process, partnering facilitator and Savvy Cyber Teacher. He is founder and principal of **Be The Dream**® LLC, a professional business and personal services company, specializing in coaching and personal development.

His professional experience includes primary responsibility for \$7 million/month of commercial aircraft spare parts, public and charter school high school and post-secondary curriculum development and implementation, facilitation of multi-million dollar road and bridge construction partnering workshops and coordination of large public events with attendance of up to 250,000 patrons.

He is 2010 President-Elect of the Valley of the Sun Chapter of the American Society for Training and Development and volunteers as a business and personal coach for budding entrepreneurs. Dudley Lynch, President of Brain Technologies, Inc., presented Zen with the title of Possibilities Coagulator.

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### MARK GERETTI, CPA, CIA, CFF – CHIEF FINANCIAL OFFICER

Mark has served as a controller, forensic accountant, internal auditor and senior project consultant for large firms in his 20+ years as an accountant. He has saved over \$350,000 for one firm, implementing Oracle and DataStream data bases, and recovered \$180,000 of under assessed county taxes. He has evaluated and recommended operating and financial procedures of Arizona school districts.

For small businesses he helped form LLCs, implemented software, prepared budgets, classified transactions, created fixed assets ledgers, prepared financial statements and tax returns. For larger entities his audit and forensic background helps improve operations, increasing efficiency, comply with guidelines, safeguard assets and reduce costs. He is a consummate professional in the financial world.

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#### S. HOWARD, CHIEF INFORMATION TECHNOLOGY OFFICER

Mr. Howard is a team player with a can do attitude. He successfully led Proof of Concept (POC) and implementation of 3 Quality Center and QTP project rollouts from start to finish. He has solid IT QA professional with over nine years experience as a Quality Assurance and Lead Engineer working in an environment relating to Web, eCommerce, Java, .NET and corporate software/hardware validation. He is creative problem solver possessing technical skills with proven interpersonal and leadership skills. He has thorough knowledge of SDLC, Agile and Scrum methodologies.

He currently holds Certifications with HP Quick Test Pro and Quality Center including recent coursework covering the latest versions. He has seven years experience with HP Mercury Interactive testing tools. He is proficient in creation of validation plans, test cases, test scripts, test scenarios and reporting documentation. In addition, he is experienced in Siebel Systems CRM OnDemand Certified with other experience testing Kronos, PeopleSoft and custom web applications. He is also familiar with Scrumworks, SQL Enterprise Manager, Query Analyzer, Bugzilla, Clear Quest and Remedy Defect Management applications. He has over 15 years hands on Server, Network, IT Field Support, Call Center and Hardware experience.

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#### ROBIN ENGEL, MA, BAED – CHIEF ACADEMIC ADVISOR

Robin has a gifted endorsement for elementary education, secondary certification. She has developed and implemented curriculum for public and charter high schools and public elementary school gifted student programs. She has been active as an advocate for the advancement of consciousness, educational reform and assisted in the research and development of the business plan for Spectrum Academy, Inc.

She is skilled at creating engaging and innovative instructional material for youth and adults. She has been a charter and public school teacher for nearly 15 years. She is an adept facilitator and has co-produced several public workshops for addressing the academic, emotional and spiritual needs of our youth.

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## JEROME ALLAN LANDAU, JD – ATTORNEY AT LAW, STATUTORY AGENT

Jerome is principal of Landau Law Associates in Scottsdale, Arizona. He is an attorney, arbitrator, mediator and business consultant. For over 35 years Mr. Landau has served as personal legal counsel and business adviser to a wide diversity of individuals, businesses and non-profit associations in the U.S., Canada, Europe, the Middle and Far East.

His expertise as an ADR professional has been regularly recognized through his professional certifications from various organizations and prestigious panels such as the American Arbitration Association, the U.S. District Court, the international Association for Conflict Resolution ("ACR"), U.S. Arbitration & Mediation panel and service on the American Arbitration Association's Commercial Advisory Panel.

Jerome is an Ordained Interfaith Contemplative Minister. Mr. Landau is a contributing author to articles for the international magazine ACResolutions; and was the only attorney requested to contribute to McGraw-Hill landmark compendium "The Investigative Handbook".

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## BIRGIT OLSON, MBA – OFFICE MANAGER

Mrs. Olson has a German business degree and 25 years of administrative experience in the United States, mostly in an executive sales and marketing environment, and provides expertise in the following areas:

### ***Administration/Marketing/Event Planning***

- Contact Management / Database / Calendar
- Proposals, Deliverables, Business Plan
- PowerPoint Presentations
- Spreadsheets, Graphs, Charts, Budgets
- Creating Workbooks / Manuals (i.e. client / operations manuals)

## START-UP BUDGET REQUIREMENTS

The initial budget is constructed from production, promotion and organizational costs of developing the branding and message with consideration for the materials and methods of delivery. The initial budget covers a **180-day** production cycle, after which the cash flow will be sufficient to move the organization forward. Projected launch date is November 1, 2010.

It is estimated that the spiral impact, producing a viral phenomena, will far exceed our cash flow projections. The budget requirements are estimates using conservative numbers which may be significantly reduced as production ensues. Current market conditions may significantly reduce funding requirements which will allow additional production of materials and more exposure through our advertising mediums of choice.

Included in the disbursement of profits – cash awards and small business micro-loan program from net profits.

### START-UP (90-DAY)

	Number / Price	Cost
<b>Item</b>		
Staff Salaries	6 @ \$ 7,500	\$ 45,000
Includes legal & curriculum design		
Prototype Beta Website	1 @ \$ 10,000	\$ 10,000
Beta Video (60 sec)	1 @ \$ 10,000	\$ 10,000
Presentation (design & print)	1 @ \$ 5,000	\$ 5,000
Materials (ads and news stories)	Multiple	\$ 10,000
Office Equipment	Various	\$ 5,000
Miscellaneous		\$ 10,000
Insurance, fees, rent, etc.		
<b>Total</b>		<b>\$ 95,000</b>

**PRODUCTION (FIRST 180 DAYS OF OPERATION)**

<b>Item</b>	<b>Number / Price</b>	<b>Cost</b>
Replicated Websites	5 @ \$ 3,000	\$ 15,000
Word Press Site	1 @ \$ 1,500	\$ 1,500
Joomla Version Website	1 @ \$ 3,000	\$ 3,000
NING Version Website	1 @ \$ 2,000	\$ 2,000
Main Video (60 sec)	1 @ \$ 6,000	\$ 6,000
Edited Versions for Websites	9 @ \$ 2,000	\$ 18,000
Presentation (message & method)	1 @ \$12,000	\$ 12,000
Materials (ads and news stories)	Multiple	\$ 10,000
Equipment (rental and purchased)	Various	\$ 25,000
<b>Sub Total</b>		<b>\$92,500</b>

**PROMOTIONS (THIRD QUARTER OF OPERATION)**

Podcasts	100 @ \$ 200	\$ 20,000
Print Ads	50 @ \$ 200	\$ 10,000
Radio	200 @ \$ 150	\$ 30,000
Sponsorships	10 @ \$ 5,000	\$ 50,000
Cable Television	50 @ \$ 1,000	\$ 50,000
Websites	50 @ \$ 1,000	\$ 50,000
<b>Sub Total</b>		<b>\$100,000</b>

GRAND TOTAL

\$287,500

## OPERATING EXPENSES

Leadership & Staff (8)	\$ 250,000
Office Rent	96,000
Utilities	24,000
Communications	6,000
Advertising / Marketing	30,000
Insurance (Business, Health, etc.)	60,000
Webhosting	1,200
Content & Web tool fees	1,200
Transportation	12,000
Taxes	87,500
Maintenance	10,000
Miscellaneous	12,000

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TOTAL OPERATING EXPENSES

\$ 352,900

## INCOME PROJECTIONS

Income projections are based on prior achieved web traffic, social media networks and email distribution lists with a **15% market penetration** of networks available through collaborators' contact base on Facebook, LinkedIn and e-Cademy. Inclusion of other social media networks and online marketing will increase effectiveness.

Subscription services of \$1/mo or \$12 per year is the baseline. This is a 3-year plan to reach 15% penetration of the noted market. The results are as follows:

Source	Market Size	Monthly Income	Yearly Income
Website Traffic	30,000	\$4,500	\$54,000
Social Media(total in networks)	19,965,950	\$299,488	\$35,938,656
Email Distribution Lists	150,000	\$22,500	\$270,000
<b>Total (Gross)</b>	<b>20,145,950</b>	<b>\$3,021,892</b>	<b>\$36,262,710</b>
Educational Programs (On and Off-site)			<\$18,131,355>
Environmental and Social Entrepreneurs Micro-Loans			<\$10,000,000>
Operating Expenses			<\$273,900>
<b>Net</b>			<b>\$7,857,455</b>

## RETURN ON INVESTMENT

Investment capital is used for up to 6 months of production in preparing websites with quality content and seamless features. A well prepared viral strategy with a quality product has endless possibilities in the amount of traffic it can generate. When the traffic already has an interest in conscious collaboration, your investment is maximized. It is conceivable that cash flow projections will fall short of actual results, based on the limited market presented. When including the over one-half million Internet users over 18, the numbers can reach staggering proportions.

**We are looking for three investors at \$100,000 with a 3-year return of \$300,000 each.** Projects are based on \$1 per month subscription fees. Additional revenue from products and/or services may precipitate an early payoff.

Initial Investment	\$ 100,000
15% market penetration	\$36,262,710
5% market penetration	\$12,087,570
.5% market penetration	\$ 1,208,757
Worst case scenario (.5% penetration)	\$ 1,208,757
	- <u>900,000</u>
	308,757

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BREAK-EVEN = 1.4% MARKET PENETRATION OF 20,145,950 BASE.

## CASH FLOW OF PRODUCT SALES



# Be The Dream, LLC @ 8% growth

Product	Qtr 1	Qtr 2	Qtr 3	Qtr 4
<b>Year One</b>				
Coaching @ 12Mx.00005%x\$100/hr	\$ 60,000	\$ 64,800	\$ 69,984	\$ 75,583
Consulting @ 12Mx.00005x\$125/hr	\$ 75,000	\$ 81,000	\$ 87,480	\$ 94,478
Facilitations @ \$1500 ave.	\$ 90,000	\$ 97,200	\$ 104,976	\$ 113,374
1/2 Day Training @ 12 x 100 x \$49	\$ 58,800	\$ 63,504	\$ 68,584	\$ 74,071
Full Day Workshops @ 12 x 100 x \$149	\$ 44,700	\$ 48,276	\$ 52,138	\$ 56,309
90 min Tele-Sem. @ 12 x 200 x \$29	\$ 69,600	\$ 75,168	\$ 81,181	\$ 87,676
3-Day Symposiums @ 1 x 100 x \$495	\$ 49,500	\$ 53,460	\$ 57,737	\$ 62,356
Sponsor Ads - \$200	\$ 2,000	\$ 2,160	\$ 2,333	\$ 2,519
Web Ads - \$25	\$ 400	\$ 432	\$ 467	\$ 504
Books @ \$2-\$20 profit	\$ 500	\$ 540	\$ 583	\$ 630
Audio Books @ \$2-\$15 profit	\$ 500	\$ 540	\$ 583	\$ 630
DVDs @ \$5 - \$75 profit	\$ 1,200	\$ 1,296	\$ 1,400	\$ 1,512
1/2 Day Events	\$ 3,000	\$ 3,240	\$ 3,499	\$ 3,779
2-Day Festivals		\$ 20,000		\$ 20,000
Webinars	\$ 12,000	\$ 12,960	\$ 13,997	\$ 15,117
V-Casts	\$ 2,500	\$ 2,700	\$ 2,916	\$ 3,149
Podcasts	\$ 2,000	\$ 2,160	\$ 2,333	\$ 2,519
Video Access	\$ 1,200	\$ 1,296	\$ 1,400	\$ 1,512
<b>Totals</b>	<b>\$ 472,900</b>	<b>\$ 530,732</b>	<b>\$ 551,591</b>	<b>\$ 615,718</b>
<b>Year One Gross Revenue</b>				<b>\$ 2,170,940</b>
<b>Year Two</b>				
Coaching	\$ 81,629	\$ 88,160	\$ 95,212	\$ 102,829
Consulting	\$ 102,037	\$ 110,200	\$ 119,016	\$ 128,537
Facilitations	\$ 122,444	\$ 132,240	\$ 142,819	\$ 154,244
Training	\$ 79,997	\$ 86,396	\$ 93,308	\$ 100,773
Workshops	\$ 60,814	\$ 65,679	\$ 70,933	\$ 76,608
Tele-Seminars	\$ 94,690	\$ 102,265	\$ 110,446	\$ 119,282
Symposiums	\$ 67,344	\$ 72,732	\$ 78,550	\$ 84,834
Sponsor Ads	\$ 2,721	\$ 2,939	\$ 3,174	\$ 3,428
Web Ads	\$ 544	\$ 588	\$ 635	\$ 686
Books	\$ 680	\$ 735	\$ 793	\$ 857
Audio Books	\$ 680	\$ 735	\$ 793	\$ 857
DVDs	\$ 1,633	\$ 1,763	\$ 1,904	\$ 2,057

Events	\$ 4,081	\$ 4,408	\$ 4,761	\$ 5,141
Festivals		\$ 30,000		\$ 30,000
Webinars	\$ 16,326	\$ 17,632	\$ 19,042	\$ 20,566
V-Casts	\$ 3,401	\$ 3,673	\$ 3,967	\$ 4,285
Podcasts	\$ 2,721	\$ 2,939	\$ 3,174	\$ 3,428
Video Access	\$ 1,633	\$ 1,763	\$ 1,904	\$ 2,057
<b>Totals</b>	<b>\$ 643,375</b>	<b>\$ 724,845</b>	<b>\$ 750,433</b>	<b>\$ 840,467</b>
<b>Year Two Gross Revenue</b>				<b>\$ 2,959,121</b>

### Year Three

Coaching	\$ 111,056	\$ 119,940	\$ 129,535	\$ 139,898
Consulting	\$ 138,820	\$ 149,925	\$ 161,919	\$ 174,873
Facilitations	\$ 166,584	\$ 179,910	\$ 194,303	\$ 209,848
Training	\$ 108,835	\$ 117,541	\$ 126,945	\$ 137,100
Workshops	\$ 82,737	\$ 89,356	\$ 96,504	\$ 104,224
Tele-Seminars	\$ 128,825	\$ 139,131	\$ 150,261	\$ 162,282
Symposiums	\$ 91,621	\$ 98,951	\$ 106,867	\$ 115,416
Sponsor Ads	\$ 3,702	\$ 3,998	\$ 4,318	\$ 4,663
Web Ads	\$ 740	\$ 800	\$ 864	\$ 933
Books	\$ 925	\$ 1,000	\$ 1,079	\$ 1,166
Audio Books	\$ 925	\$ 1,000	\$ 1,079	\$ 1,166
DVDs	\$ 2,221	\$ 2,399	\$ 2,591	\$ 2,798
Events	\$ 5,553	\$ 5,997	\$ 6,477	\$ 6,995
Festivals		\$ 40,000		\$ 40,000
Webinars	\$ 22,211	\$ 23,988	\$ 25,907	\$ 27,980
V-Casts	\$ 4,627	\$ 4,998	\$ 5,397	\$ 5,829
Podcasts	\$ 3,702	\$ 3,998	\$ 4,318	\$ 4,663
Video Access	\$ 2,221	\$ 2,399	\$ 2,591	\$ 2,798
<b>Totals</b>	<b>\$ 875,305</b>	<b>\$ 985,329</b>	<b>\$ 1,020,956</b>	<b>\$ 1,142,632</b>
<b>Year Three Gross Revenue</b>				<b>\$ 4,024,222</b>

	Year 1	Year 2	Year 3
Subscriptions @ 5% penetration growth of 21M base per year = 15% @ year 3	12,000,000	24,000,000	36,000,000
	\$12,000,000	\$24,000,000	\$36,000,000
<b>Total Gross Revenue</b>	<b>\$14,170,940</b>	<b>\$26,959,121</b>	<b>\$40,024,222</b>



**"Nothing is as real as a dream. The world can change around you, but your dream will not. Responsibilities need not erase it. Duties need not obscure it. Because the dream is within you, no one can take it away." --Unknown**

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