

# ***Aimee Carruth – Strategic Outline of Businesses***

July 2007

## ***Purpose***

This document presents a high-level outline of the business ventures that Aimee Carruth might launch. It names and defines each one, providing basic information, and focuses on the relationships between the businesses.

## ***Strategic Outline***

### **Inclusions and exclusions**

Businesses that could be launched by Aimee, or by Sid with Aimee's collaboration are included. Both for-profit and not-for-profit incorporation are possible. Both businesses that require entrepreneurial investment and those that do not are included. Other activities, such as associations with other people and their businesses, are not included in this document.

## **Definition of funding options**

### **Types of funding**

*Initial entrepreneurial.* In the \$100,000 range, enough to start a small business. Investors recoup this investment either through payback from business success or through buyout by large entrepreneurial investment.

*Angel.* A subset of initial entrepreneurial where the investor is more willing to lose the money or to get a lower return because of a belief in the people or the purpose of the venture.

*Large entrepreneurial or angel.* An investment in the \$500,000 to \$2,000,000 range allowing for the launch of a significant small business, chain, or franchise that has significant development time and costs.

### **Notes on funding**

Funding may come from a single entrepreneur, or from an investment group.

We are open to both angel investment and straight-up business entrepreneurial investment.

Our relationships with investors will be careful and thorough. We will create a full business plan, a strategic plan, and necessary project plans for each business. We have a high level of confidence in our success. We seek investors who want to share in our success, creating a win for themselves, for us, and for our customers, and will only move forward with people who work in that way. See our *business model* (not yet written) for details.

We welcome dialog with potential investors, and coordinators of potential investment groups. We are willing to adapt the business plan to meet the needs and goals of specific investors.

## Research items related to funding options

- What are the funding options for not-for-profit companies? That is, how do investors invest in the startup of a not-for-profit company, and how do they recoup their investment?

## Outline

### 1. Businesses requiring entrepreneurial investment

#### 1.1. The Next Step detoxification centers

1.1.1. *Pilot The Next Step Detoxification Center, Maynard, MA.* This is the least expensive startup option that requires some entrepreneurial investment. Startup costs would be for space, equipment, initial salaries, and marketing. Operations would become profitable, and operational success would be a pilot study and example for expansion through creating a chain and/or franchise.

1.1.1.1. *This center requires initial entrepreneurial investment*

1.1.1.2. *This center provides a base of stability for Aimee for further growth for any other activities*

1.1.1.3. *Current plan is to make this center for-profit, but not-for-profit is an option.*

1.1.2. *The Next Step Detoxification Center chain and/or franchise.* This option can only be created after the success of the *Pilot Detoxification Center*. When that succeeds, it can be used as a model for opening other, similar centers in appropriate locations. Additional entrepreneurial funding may be needed to move from single location to chain or franchise. This expansion may be an opportunity for initial investors.

1.1.2.1. *It is distinctly possible to grow as a chain, as a franchise, or both. Research into these options, including quality control, affordability of initial investment for the center operator, and cash flow and profit for the whole model will determine this.*

1.1.2.2. *We are strongly interested in providing The Next Step detoxification as a service to and through churches and spiritual communities. This could help the rapid spread of health to large communities at very low cost.*

1.1.2.3. *Research is needed to determine how much additional funding is needed, and whether this type of growth can be funded from the profit of the first center, or whether initial or large entrepreneurial investment would be required. However, entrepreneurial investment to turn a successful single location into a chain or franchise is relatively easy to come by.*

#### 1.1.3. *International Health Information Services (IHIS)*

1.1.3.1. *Information about medical alternatives.* Paying clients would be insurance companies and HMOs who want comparative research to determine *lowest cost* safe & effective protocols among options. Results of information would be made public also. (Clients might have an option to pay more to keep info proprietary, or might have a period of time where they have exclusive right to

use it, but actually would benefit from general distribution and independent validation.) The clients would have the power to resist some of the pressure that vested interests might bring to bear.

1.1.3.2. *IHIS could be for-profit, not-for-profit, or two companies, one each. If there are two companies, the for-profit company would provide information to clients, and as appropriate and required or allowed by regulation or contract, make that information available to the research and medical communities. It would then pass the information and some funding to the not-for-profit, which would prepare the information for the general public and make it available in web sites, brochures, and other suitable media and formats.*

1.1.3.3. *IHIS would take large entrepreneurial investment and lots of new expertise, and would be quite challenging to operate.*

1.1.3.4. *IHIS could be an outgrowth of the Next Step chain/franchise, or could be launched independently.*

## 1.2. *eLighten, Inc.*

1.2.1. *Angel dolls.* Aimee has the conceptual design for a series of 36 angel dolls that could be sold on the model of Ty Beanie Babies. Full creative design, production, web site, and internet marketing would take significant time and require large entrepreneurial investment.

1.2.1.1. *Angel dolls could operate on a for-profit or a not-for-profit model. Either way, a significant portion of the proceeds are used to fund a not-for-profit scholarship program providing "scholarships" for detoxification and healing for those who cannot afford it, including options specifically or categorically rejected by medical insurance. Availability of these scholarships could fund the growth of The Next Step Detoxification Centers.*

1.2.1.2. *Large entrepreneurial investment and a start-up time of two years is probably needed for this to work. It might be possible to go with small entrepreneurial investment and then bootstrap the company through effective internet and social-network marketing.*

1.2.2. *Other activities*, to be determined, that hold Aimee's knowledge and IP that she wants to ensure remain under her control

## 2. Businesses not requiring entrepreneurial investment

2.1. *Publication of books containing wisdom from Aimee.* Sid could finance this from his own business. This is a way of getting Aimee's ideas and spirit out to people who would benefit from or be inspired by them. It is also an alternative source of income that could be used to replace or supplement initial entrepreneurial funding for other businesses.

2.1.1. *Possible business models: either a joint venture between Aimee and QTI, or a QTI venture paying Aimee royalties. This way, Aimee's companies do not own the IP, and Aimee's investors don't have access to it.*

2.1.2. *Timing.* Sid probably could only begin this in summer 2007. It is not yet clear whether it could move rapidly or slowly at that point.

2.1.3. *Tactics. Sid already has all the expertise needed to reframe Aimee's ideas into marketable packages targeted to specific audiences, manage the publication and printing, and launch web-based "bestseller" campaigns with a targeted focus on either being well-known or making money, or some of each.*

## **Strategic possibilities**

### **Timing**

Sid and Aimee can build the business plans and other plans for each of these, starting now, as Sid's time is available. If funding comes through, Aimee launches that business, with Sid in the functional role of management consultant. (Some of the business plans may require that, formally, Sid be given a title in the company.)

### **Notes about business plans**

If we have an investor or investment group specifically interested in offering initial entrepreneurial investment or angel investment, a short *initial business plan*, about 10 pages, can be prepared quite quickly. This plan assumes that the investors are, at this moment, choosing between funding Aimee or nothing. So it doesn't have to prove itself against other possibilities. The first activities when funding arrives are development of the full business plan, the strategic plan, and all necessary project plans.

If do not have a highly interested investor group, then we begin by writing a full, robust business plan seeking initial entrepreneurial or angel investment. This document is about 40 pages long, and requires not only writing, but significant research. This document can withstand competition for the investors' financial resources. It will be backed by strategic plans and at least drafts of project plans.