

The Next Step, Maynard MA

Business Plan

Summary

Aimee Carruth is launching a detoxification center called *The Next Step* in Massachusetts as soon as sufficient funds are available. The primary tools will be the *IonCleanse® Vitality Enhancement System* and *biolumanetics* energetic assessment tools and products. These are safe, inexpensive, effective tools for removing toxins from the body.

Detoxification increases vitality and fitness, and can help eliminate many uncomfortable symptoms, such as headaches, weakness, nausea, and dizziness. *The Next Step* is not a medical or healing clinic, but rather a gentle cleansing service for the body. Cleansing the body is safe, and is compatible with medical diagnosis and treatment, and with other healing modalities.

The Next Step, Maynard is a pilot location, a model for a chain of centers across the country. *The Next Step* centers will offer a unique combination of empowering cleansing methods and education about the benefits of reducing toxicity.

All approaches at *The Next Step* centers are non-invasive or minimally invasive. Unlike digestive cleansing and internal chelation methods, the methods at *The Next Step* are applied externally, on the skin.

Initial Financing

There are two approaches to launching *The Next Step, Maynard, MA*:

- *Moderate cost.* With an initial investment of \$50,000, Aimee will be able to buy the necessary equipment, get started, launch the center, and do significant marketing and advertising. This approach is highly likely to succeed. \$25,000 would be needed up front, to launch the center. The remaining \$25,000 would be delivered as needed, to maintain the business as it grows or to meet specific business needs.
- *Fully funded.* With an initial investment of \$100,000, Aimee will have twice what she is likely to need to succeed. In this approach, \$50,000 would be used as with the moderate cost proposal. The remaining \$50,000 would be committed by the investor, available if the center was showing reasonable signs of success, but needed additional funding for operating costs, advertising, or special expenses.

Return on Investment: Buy-out, repayment, and risk

There are two possibilities for the investor to benefit from the investment. They are broken into two categories, entrepreneurial investment for profit, and angel investment.

Entrepreneurial Investment for Profit

An entrepreneurial investor will be able to profit from investing in *The Next Step – Maynard* in the following ways.

- ◆ *Buy-out.* When the Next Step chain and franchise is launched, the initial investor can be bought out by the major investor who will fund the chain and franchise.
- ◆ *Conversion of Equity.* If the investor wishes to seek larger profit, then he can convert his initial investment in *The Next Step – Maynard* into partial ownership of the chain and franchise. This conversion would occur at a favorable rate, that is, the value of the stock would be significantly greater than the value of the initial investment.
- ◆ *Loan to be paid out over time.* If *The Next Step – Maynard* succeeds, but there is a delay in creating the chain and franchise, the investment could be converted into a business loan payable with monthly payments over time. This may not be sufficient to recoup the entire investment, but would protect the investor to some degree.

Angel Investment

An angel investor receives intangible benefit, instead of, or in addition to, monetary reward. The intangible benefits include:

- ◆ *Bringing a new, non-invasive detoxification modality into the world.* Although The Next Step methods are for detoxification, they can, in some cases, have a profound healing effect. Knowing that one has enabled many people to lead comfortable lives and be free of pain, and, in some cases, to have assisted someone on their path of healing, is a great gift.
- ◆ *Support of Aimee Carruth.* Aimee is a highly gifted person. Once given the opportunity to create a solid foundation for home and work, she has much to offer. Those who get to know her want to support her.

These intangible benefits can replace some or all of the tangible financial benefits that an entrepreneurial investor seeks. The angel investor can receive the same types of return as the entrepreneurial investor, but also has these qualities:

- ◆ *Willingness to take the risk.* *The Next Step – Maynard* may succeed as well as any other investment. Or it may not. The angel investor is more open to taking this risk, rather than using the money to support something else, because of the value of non-invasive detoxification and of Aimee's work.
- ◆ *Willingness to receive a lower return.* *The Next Step – Maynard* and the national chain may not be as profitable as other investments, but the angel investor accepts lower financial return because of the other benefits.
- ◆ *Willingness to accept repayment at a lower interest rate, or interest-free.* If *The Next Step – Maynard* succeeds, but is not highly profitable, then the angel investor might convert the investment into a business loan, but at a lower interest rate, or interest free.
- ◆ *Willingness to make a gift.* The angel investor can, either at the inception of the investment, or later, make a gift of the investment, so that it does not have to be repaid.

Risk

It is important to realize that this is a business investment, and that, if the business does not succeed, the investor will not be paid back. The investor should only put in money he can afford to lose. At the same time, also realize that Aimee has every intention of succeeding for herself, her investors, and her clients.

It is a simple fact that 80% of all new businesses fail within the first three years. Aimee is doing the following to increase the chances of success.

- ◆ *Planning everything in detail.* In addition to this business plan, there will be an internal strategic plan and project plans for the launch of the business.
- ◆ *Using proven non-invasive detoxification methods.* Aimee is a recognized expert in alternative medicine, and has been for over 20 years. She focuses on detoxification using non-invasive products and services to maximize the effectiveness and safety of *The Next Step*.
- ◆ *Getting expert support for the business.* Quality Technology & Instruction (www.qualitytechnology.com) is a consulting firm expert in launching new businesses. Sid Kemp, the owner and president, is working with Aimee to prepare all necessary plans, and will offer guidance and support throughout the process.

Given these actions, we believe that *The Next Step – Maynard* is highly likely to succeed. And we are asking for an investor, or investors, to join in that success.

Services

Aimee will provide service personally. Each detoxification session will be one hour long, but sessions will be scheduled every 1 ½ hours to allow clients to come, receive care, and go without feeling rushed. Aimee will also provide energetic assessments that take 1 ½ hours.

- ◆ *Cleansing detoxification with Ion Cleanse.* Ion Cleanse is an electrically charged foot bath or hand bath that draws toxins from the immune system and intercellular fluid. Cost \$40 per session. Ioncleanse recommends that cleanses be done twice per week both initially and as ongoing maintenance, if that is convenient and affordable. Clients are likely to want weekly, bi-weekly, or monthly sessions for the first six months, and quarterly or semi-annual maintenance after that.
- ◆ *Energetic assessment with Biolumanetics.* The biolumanetics energetic assessment identifies barriers to energy flow that affect health and well-being, and provides a recommended set of inexpensive remedies that are applied topically. Cost \$150 per session for the assessment, additional revenue from products from each session, about \$30 – \$50. Sessions are generally repeated after 6 to 9 months.

Financial Model

Projections and Repayment

Projections indicate that *The Next Step – Maynard* will, at worst, lose \$1,000 a month, and, at best, have a net revenue of over \$2,500 per month before taxes.

Income Opportunities

[discuss of whether Aimee should include these, as a financial reason, and also topic / financial /and separation of church and state.]

Only the core, basic income opportunities are listed in the spreadsheet. There are a number of other potential revenue sources, and more may develop. Some are listed here:

- ◆ *Speaking.* Aimee will be giving weekly talks on personal and environmental toxicity and cleansing for no fee as part of the publicity effort. These may lead to, and be supplemented by talks that might provide an honorarium or lecturer's fee.
- ◆ *Consulting.* Aimee periodically provides consulting services that generate additional income.
- ◆ *Workshops.* *The Next Step – Maynard* will have space for workshops, and Aimee is an experienced workshop leader.
- ◆ *Space rental.* Aimee could rent out some of the healing space, either on an hourly basis, or for an agreed-on schedule per month. The space could be used by a massage therapist or other healing practitioner who's work is harmonious with *The Next Step – Maynard*. This could also be a source of publicity and referrals.

Expense Management

The plan is to use a minimum amount of investment money, even if more is available. After three to six months, if additional investment money is available, it will be targeted at whatever is most likely to make *The Next Step – Maynard* thrive. That may well be improved advertisement and publicity, but it might be redecorating, hiring an assistant, or something else.

Marketing, Publicity, and Sales

Preparation of Marketing Content

The content of custom marketing materials can be prepared by Aimee and Sid at no cost.

Marketing and Sales Support Materials

The following marketing and sales support materials will be needed.

- ◆ *Brochures.* A simple tri-fold, two sided sheet will be used. Black and white or color printing will depend upon the budget. Graphic arts may be donated, or may cost up to \$200. Printing estimated at \$300. Reprinting as needed. Alternatively, flyers can be purchased from Ion Cleanse at a price of \$0.25 each (\$25 per hundred).

- ◆ *Business cards.* Design at no charge, by Sid or another friend. Printing of initial cards could be free, or could cost \$200 for professional preparation.
- ◆ *Web Site.* Aimee already has a web site, www.elighten.org. A web site for *The Next Step* can be created by a friend at no charge. Monthly maintenance and support will be \$50 or less.

Publicity

Aimee will give weekly talks at a local business center, and other talks when invited. No special expenses are expected.

Networking

Aimee knows several alternative healing professionals in Maynard, and will consult with them, participate in networking leads, and share referrals.

Advertising

Advertising in local newspapers or health-related publications may be of value. Cost to be determined.

Growth by referrals, testimonials, and case studies

Some testimonials are available from the manufacturers of the IonCleanse system. Aimee will routinely collect testimonials and case studies from her own clients, and set up a referral system. Discounts for referral clients, or for clients who refer others, will be a routine part of the marketing and sales program.

Market Analysis

Customer base

Maynard, MA has a population of about 10,000, with 6,000 employed adults earning an average of \$70,000 per year. In addition, over 5,000 people commute to Maynard to work every day, and Aimee will be presenting at the largest office complex. With a total of about 15,000 potential customers, Aimee is likely to be able to get 10 new clients each week to try out *The Next Step – Maynard*. If we presume 1/3 are one-time customers who do not return, this is 6 new customers a week. If we figure that each new customer averages one session per month, then we have 25 new customers each month. At that rate, it would take four months to build the service to the Average level of 25 customers per week. Allow two additional months for attrition and a slow start, and we believe that *The Next Step – Maynard* can be up and running at the Average level in about six months from launch.

Aimee knows the Maynard area very well and is well connected there. Additional market research is ongoing.

Competition

As far as we have been able to determine, there is no competing Aqua Chi or Ion Cleanse service in or near Maynard. The closest planned Ion Cleanse service is over 12 miles away, in Framingham, MA, and this service is not yet operational. No Aqua Chi providers have been

found in Massachusetts. The technology is relatively new, and appears to be more popular in the South and West. If there are competitors, they are probably very small. Typically, this service is offered by individuals who rent space from others when they have clients. Setting up a location and a web site will make *The Next Step – Maynard* a premiere service of its kind.