



EXECUTIVE SUMMARY

The Conscious Living Revolution

Conscious Living Partnership (CLP) is a **membership-driven** and **growth-oriented** business organization. CLP is creating a global network of like-minded partners and resources; bringing conscious business owners together with Lifestyles of Health and Sustainability (LOHAS) consumers by providing membership benefits, innovative education programs and collective marketing solutions.

Services

Membership addresses the need for collaboration and community central to the LOHAS business. Consumers anxious to reduce costs on health and wellness options can find relief through membership with the Conscious Co-operative.

Education empowers participants to satiate their need to grow and evolve both professionally and personally. CLP's Conscious Living University (CLU) division addresses the passion for education central to our target market.

Marketing provided by the CLP collective business model allows business members to realize an economy of scale otherwise unattainable for the small business. These services empower our business partners to focus on their passion while CLP shares their message with the market.

Management

As the Founder and CEO of Conscious Living Partnership (CLP), Shannon Burnett is uniting businesses, individuals and organizations globally. Shannon's expertise is in business development, public relations, training, coaching, marketing and networking. She is supported by a talented, growing executive team and an impressive support system of highly successful business advisors. Shannon has been described as the owner of an exclusive "Million Dollar Rolodex."

CLP AT A GLANCE

History

3-Year corporate track record in conscious business networking, education events and marketing services.

Target Market

Lifestyles of Health and Sustainability (LOHAS) business and consumer segments.

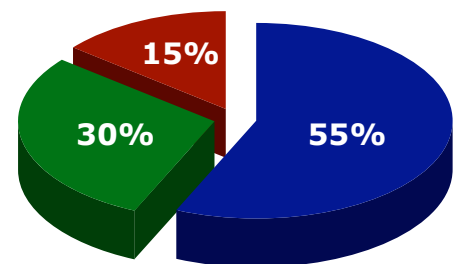
Company Services

Membership - High impact conscious business networking and valuable cost-savings for consumer members of the Conscious Co-op.

Education - World-class training for business and personal growth with in-house programs and joint-venture partners.

Marketing - Preferential agreements with targeted media partners empower business members to reduce marketing costs while maximizing impact.

Service Revenue Breakdown



■ Membership ■ Education ■ Marketing

Expo of Heart

Annual conscious living event features CLP business members, promotes education services and drives consumer membership.

Executive Team

Janice Carlin, Executive Director. 15 years, Household International, Sprint-Nextel
James Yost, Vice President, Board of Directors. 20 years, Northrup Grumman, Guidant
Dr. Marsha James Valutis, Director of Org. Development. 15 years, Organizational consultant
Lena Blanchard, Director of Finance. 15 years in Financial Management and Accounting
Tita Nieves, Director of Business Development. 20 years in Counseling & Community Development
Nick Turriff, Webmaster & Membership Administrator. 1 year, Conscious Living Partnership
Renee Frechette, Partner Care & Chapter President Liaison. 10 years, Coca-Cola, Robert Half

Advisors

Nada Adams, Executive Development
Peter Holyk, MD, Holistic Health
Patrick Smyth, ex-VP of Marketing, HP, Compac, AT&T
Howard Lim, Corporate Branding, Disney, Cartoon Network
Randall Blaum, Marketing
Stewart Levine, Esq., Legal
AmondaRose Igoe, Empowerment Coach, Public Speaking Coach
Jim Paviol, Business Coach
Kelby Stratton, Events Production, NFL
Bryan Weissman, D.C., Advertising
Ernest Chu, Financial Strategy
Paul Andrews, Events Production
Larry Zepf, Operational Planning, Alcoa
Randolph Craft, Operational Planning
Steven Meyers, Securities Law, former SEC Attorney

The Conscious Living Market

The primary market for CLP falls under the large and rapidly growing Lifestyles of Health and Sustainability (LOHAS) segment. LOHAS encompasses an estimated \$209 billion marketplace for goods and services focused on health and fitness, the environment, personal development, sustainable living, and social justice. Consumers attracted to this market represent approximately 19% of the adults in the U.S. or 41 million people.

Marketing and Sales

Conscious Living Partnership (CLP)'s membership structure and ambassador incentive program provide a major tactical advantage to reaching customers. CLP offers a diverse suite of offerings for its membership and maintains a growing system of sub-brands in addition to its popular parent brand. Planned national expansion and a growing list of impressive strategic relationships will take the CLP vision to a national, then international audience. CLP's collaborative marketing model is a cornerstone of its business strategy and represents a scalable model that will grow with very little additional overhead for the organization.

CLP's variety of marketing and advertising tactics will grow its membership and increase participation in its education and marketing services, including on-line advertising, e-mail marketing, trade magazines, trade shows and radio. CLP hosts or promotes numerous events annually, including its Visionary Awards Celebration, Accelerate Your Business Day conference and the Expo of Heart conference. These events provide significant marketing opportunities for the company and its members.

Competition and Risk

Competitive pressure will likely come from both established and new organizations. Established collective business systems such as the Chamber of Commerce are the most direct form of competition, but do not pose a serious threat because they would require considerable repositioning to take advantage of the Lifestyles of Health and Sustainability (LOHAS) market. CLP has the unique advantage of its high-touch, high-tech outreach and appears to be the first to market using this approach.

Risks include the potential loss of founder and CEO Shannon Burnett. This risk of leadership loss is significantly mitigated by the growing talented CLP executive team and by key person insurance. While the current economic situation is likely to lower investment resources and disposable income for consumers in general, the LOHAS market is likely to stay aligned with CLP due to its like-minded focus on health and fitness, the environment, personal development, sustainable living, and social justice.

Financial Projections & Break-even Analysis

CLP financial projections are based on conservative growth in memberships and other revenue streams over the next five years. The organization will continue to focus on national expansion and its model of high-tech and high-touch networking, resulting in consistent revenue growth.

Investment requirements are structured to provide shareholder value and support the organization in loan repayment, business development and working capital. By the end of year five, CLP expects to have cash and accounts receivable of over \$3,000,000.

	2009	2010	2011	2012	2013
Revenues	281,516	579,980	1,171,163	2,121,703	3,843,481
Gross Profit	239,104	523,967	1,117,601	2,037,847	3,707,831
Operating Expenses	393,421	518,320	619,207	740,530	950,709
Operating Income	-154,318	5,647	498,395	1,297,317	2,757,122
Gross Margin Pct	85%	90%	95%	96%	96%
Operating Income Pct	-55%	1%	43%	61%	72%

Table 1: Summary of Projected Financial Results

The CLP break-even analysis assumes running costs of approximately \$50,000 per month that includes full payroll, rent, utilities, supplies, sales and marketing, training and other miscellaneous costs. Conservatively, we project crossing the break-even point in March of 2010 and project profitability thereafter.

Call to Action

CLP is on the cutting edge of the conscious revolution, and is ideally positioned to lead the way for the rapidly growing LOHAS market. The combination of growing demand, profitability-driven revenue models and a powerful executive team is a dynamic formula for success. The timing is right for this unique opportunity, and we are excited and confident that Conscious Living Partnership will not only succeed, it will soar.