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**My Mission:** The ultimate mission is to end human suffering. This seems like a daunting task, but I believe that every individual holds a power within them to create ripples of change. I am one individual with the passion and heart to set out on a journey to empower people to reclaim their health with organic superfood plant allies. I have found a solution and can provide the proper tools and support. My intention is to raise awareness around the destruction of our soil and the lack of nutrition in our food and provide the tools necessary for healing the physical body. This mission is one of empowerment. I am being called to mobilize and spread this healing message far and wide. I am being called to work with the land and teach others how to become more connected to their food and the earth. Humanity is in need of healing and I am here to be an agent for the change we wish to see in the world.

**Problem:** Chronic inflammatory diseases are the most significant cause of death in the world. The World Health Organization (WHO) ranks chronic diseases as the greatest threat to human health. The prevalence of diseases associated with chronic inflammation is anticipated to increase persistently for the next 30 years in the United States. In 2000, nearly 125 million Americans were living with chronic conditions and 61 million (21%) had more than one. In recent estimates by Rand Corporation, in 2014 nearly 60% of Americans had at least one chronic condition, 42% had more than one and 12% of adults had 5 or more chronic conditions. Worldwide, 3 of 5 people die due to chronic inflammatory diseases like stroke, chronic respiratory diseases, heart disorders, cancer, obesity, and diabetes.

**Solution & Services:** *Most dis-ease states that plague our modern society today can be mitigated or avoided through proper nutrition and lifestyle choices. Education & access to organic superfood nutrition can bridge the gap.*

1. Educate people about the issues and the problems that are causing a rise in the chronic disease epidemic.
2. Provide people with a self reliant healing system that focuses on supporting the body with nutrition and detoxification to heal on the cellular level.
3. Bring unadulterated pure food to the people. We are helping eliminate issues in regards to food deserts by delivering high quality nutrition straight to your door.
4. Teach people regenerative solutions for healing the earth so that real organic food may be plentiful again.

**Target market:** Moms, Health care professionals, Holistic health coaches and practitioners, people that are overweight and struggle with chronic disease,

**Competitive advantage:** Only 4% of all US food is organic. I offer 100% organic foods that are tested for purity and potency. One product I offer is the only product that has been clinically proven to reduce the toxic herbicide glyphosate by 74% and reduce the inflammatory biomarker C-reactive protein (CRP)

by 75% within six weeks. There is no other company on the market that provides pure organic foods that are tested in house for purity and potency and offers the most potent food ever studied by science. When people buy these products they will instantly receive personal nutritional guidance and support from myself and from a larger health conscious community.

### **Marketing Strategy:**

1. *Pop up events and Festivals:* In person gatherings and belly to belly interactions is the most powerful way for me to convey my message and to get people to have a direct experience with the products.
2. *Online marketing:* There is limitless potential to reach thousands of people in the online space when executed in the right way. Online marketing will allow me to drive traffic to product landing pages and can be a source for residual income.
3. *Social media and attraction marketing:* I am continuously showing up on my social media and providing free value to people regarding health and nutrition. I personally connect with people in this space and share my mission and products through direct conversation & attraction marketing. I will be growing a youtube channel by documenting my lifestyle & business adventures and providing free value to my subscribers. I will use this platform as a place to promote healthy living and offer discounts for the products that I offer.
4. *Direct relationship with other holistic health practitioners:* I will intend to develop relationships with other health coaches, natural healers, and gym owners who see the value in this self reliant healing system and can offer these products to their clients.
5. *The business model in place is designed for high customer retention.* What I am offering is a lifestyle. It's not a one time purchase - it's a monthly investment in health. So once a customer has a positive experience with the products the customer will become a customer for life.

**Business Model:** Hybrid of B2C, Network marketing & Affiliate Marketing

### **Financial Projections:**

Average Projected Revenue per event in product sales: \$1,500. The majority of the revenue will come from online sales. Hosting monthly group cleanses will bring additional sources of revenue. From each group cleanse, most people will become a returning customer for life.

### **Projected revenue:**

Year one: \$70,000

Year two: \$115,781

Year three: \$139,827

My main aim is to expand my business by cultivating partnerships. **The business will only continue to grow due to the fact that the products are consumable and must be consumed regularly. The goal is to get lifelong customers and partners.**

**Start-up Financing Requirements:** I am currently seeking \$60,000 for start up costs: funding the mobile superfood van, the van build, inventory, and marketing.