

Coaching for a Better World Business Plan
Rev 0.3 December, 2016
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Executive Summary

1. Financing:

\$5K required for startup capital. 100% salary concessions required for first 3 months. Salary concession reduced by 10% each quarter until full annual salary of \$250K is obtained and then increased 10% each quarter with continued growth until salary concessions repaid. Startup capital and salary concessions received from business founder. Maximum salary concessions equal \$344K after 10 quarters.

2. Mission Statement:

Our corporate mission is to provide life and business coaching services to individuals who share our passion to make the world a better place. For some ideas for making the world a better place, see the 2015 UN Sustainability Goals (<http://www.un.org/sustainabledevelopment/sustainable-development-goals/>).

3. Technology:

We are developing a mobile app and website that will enable efficient communication between coach and coachee.

4. Products and Services:

We help individuals through a combination of life coaching, career coaching, and business coaching.

- a) We have one-on-one, by telephone, life/career/business coaching services on the market.
- b) We are creating a group workshop on discovering your purpose and living a life in alignment with your purpose.
- c) We are writing a book to go along with the workshop.

5. Market:

Our customers are individuals who desire to make the world a better.

The users of products we develop will be these same customers.

Our customers are currently English speaking individuals located anywhere in the world.

In 2010, Life Coaching was reported as the second-fastest growing profession in the world (behind IT) (ref: <https://www.psychologytoday.com/blog/wired-success/201002/how-brain-science-can-change-coaching>).

As of April, 2016, the Life Coaching market is a \$1 billion a year industry (ref: <http://www.forbes.com/sites/ashleystahl/2016/04/25/busting-the-top-5-myths-about-the-coaching-industry/>).

As of Feb, 2016, there are no companies with a dominant market share in the industry (ref: <http://www.ibisworld.com/industry/life-coaches.html>).

The 2016 ICF Global Coaching Study found the following:

North America	\$955	40.6%	35.2%
Latin America and the Caribbean	\$92	3.9%	26.6%
Western Europe	\$898	38.1%	8.5%
Eastern Europe	\$70	3%	1.4%
Middle East and Africa	\$73	3.1%	7.1%
Asia	\$113	4.8%	18.8%
Oceania	\$154	6.5%	10.4%
Global	\$2356	100%	19%

As of Nov 23, 2016, noomii showed the following numbers (ref: <http://www.noomii.com/life-coaches>):

ADD ADHD Coaches (126)
Business Coaches (816)
Career Coaches (795)
Christian Coaches (183)
Entrepreneurship Coaches (513)
Executive Coaches (629)
Family Coaches (323)
Health and Fitness Coaches (414)
Leadership Coaches (726)
Life Coaches (2101)

Money and Finance Coaches (74)
Performance Coaches (368)
Relationship Coaches (823)
Retirement Coaches (48)
Spirituality Coaches (496)
Team Coaches (142)

As of Nov, 2016, google search of “life coach” returns 14 million results.

As of Nov, 2016, the ICF shows the following in searches of their database (ref: https://apps.coachfederation.org/eweb/CCFDynamicPage.aspx?webcode=ccfsearch&site=icfapp&_ga=1.265355983.17452491.1472323342):

Globally:

8128 globally, 3255 in US: Associate Certified Coach (ACC)

5687 globally, 2252 in US: Professional Certified Coach (PCC)

692 globally, 356 in US: Master Certified Coach (MCC)

Traditionally, life coaching has been a profession in which individuals operate independently. There are companies that provide executive coaching as one of their many services. There are few companies providing only life coaching services and none of these have any measurable market share. There are life coaches who are building communities of other lifecoaches, such as Rebecca Tracey’s Uncaged Community. One of her blog posts (<https://theuncagedlife.com/life-coaches-dont-quit-day-job/>) claims that coaching is “life coaching is NOT actually a business”. While there is wisdom in her blog post, this claim highlights the difficulty that individuals have in both operating a life coaching business and performing life coaching services.

The benefit we deliver over independent life coaches is economy of scale. As we add life coaches to our staff, we can share the same technology, marketing, sales, billing, and client communication. This allows our staff to focus on what they enjoy - life coaching.

6. Customers, Distribution and Partners

We currently have no customers, distributors, or partners.

7. Competition

As mentioned previously, almost the entire life coaching market is served by individual life coaches. According to a 2012 study by ICF, there are **47,500** life coaches worldwide and 15,800 in North America. On average, they charge \$214 per session, and make \$47,900 per year. The industry brings in an annual revenue of \$2 billion.

Some individual life coaches:

<http://directiondose.com/faqs/>

8. Operations

Current head count is one. Planned headcount is to grow only as needed.

9. Management

John Doe is the founder. His past education and experience includes ...

10. History/Background

Founded January 1, 2017 with the mission of providing life and business coaching services to individuals who share a passion for making the world a better place.

No products or services have been sold. Life coaching services are currently on the market at a free or reduced rate to gain exposure to the market.

11. Financials

Balance Sheet:

===== FY 2017 (estimated) =====

Own computer and software assets cost bases \$3K

\$ 5K cash in bank as of 2017-01-01 (initial funds to start business)

\$ 1K in assets (computer)

\$ 6K balance (cash method) beginning of year

\$ 120K balance end of year (projected)

Income Statement:

===== FY 2017 (estimated) =====
Gross Revenue for 2017Q1: \$ 0K
Gross Revenue for 2017Q2: \$32K
Gross Revenue for 2017Q3: \$64K
Gross Revenue for 2017Q4: \$96K
Gross Revenue for 2017: \$192K
Salary Expenses for 2017: \$38K
Gross Income for 2017: \$154K
Other Expenses for 2017: \$38K
Net Income for 2017: \$114K

Equity Statement:

N/A

12. References

Available on request

13. Contact Information

FINANCIAL DETAILS:

Table 1

		\$250000		Accumulate d Salary Concession	Monthly Salary	Annual Salary Rate	Gross Revenue required Monthly
2017Q1	100%	\$250000	\$62500	\$62500	\$0	\$0	\$0
2017Q2	90%	\$225000	\$56250	\$118750	\$2083	\$25000	\$10417
2017Q3	80%	\$200000	\$50000	\$168750	\$4167	\$50000	\$20833
2017Q4	70%	\$175000	\$43750	\$212500	\$6250	\$75000	\$31250
2018Q1	60%	\$150000	\$37500	\$250000	\$8333	\$100000	\$41667
2018Q2	50%	\$125000	\$31250	\$281250	\$10417	\$125000	\$52083
2018Q3	40%	\$100000	\$25000	\$306250	\$12500	\$150000	\$62500
2018Q4	30%	\$75000	\$18750	\$325000	\$14583	\$175000	\$72917
2019Q1	20%	\$50000	\$12500	\$337500	\$16667	\$200000	\$83333
2019Q2	10%	\$25000	\$6250	\$343750	\$18750	\$225000	\$93750
2019Q3	0%	\$0	\$0	\$343750	\$20833	\$250000	\$104167
2019Q4	-10%	-\$25000	-\$6250	\$337500	\$22917	\$275000	\$114583
2020Q1	-20%	-\$50000	-\$12500	\$325000	\$25000	\$300000	\$125000
2020Q2	-30%	-\$75000	-\$18750	\$306250	\$27083	\$325000	\$135417
2020Q3	-40%	-\$100000	-\$25000	\$281250	\$29167	\$350000	\$145833
2020Q4	-50%	-\$125000	-\$31250	\$250000	\$31250	\$375000	\$156250
2021Q1	-60%	-\$150000	-\$37500	\$212500	\$33333	\$400000	\$166667
2021Q2	-70%	-\$175000	-\$43750	\$168750	\$35417	\$425000	\$177083
2021Q3	-80%	-\$200000	-\$50000	\$118750	\$37500	\$450000	\$187500
2021Q4	-90%	-\$225000	-\$56250	\$62500	\$39583	\$475000	\$197917
2022Q1	-100%	-\$250000	-\$62500	\$0	\$41667	\$500000	\$208333
Salary Concessi on reductio n rate	10%					Salary % of gross	20%