

# LOVE WARRIOR WELLNESS COOPERATIVE ~ EXECUTIVE SUMMARY



## CONTACT INFORMATION

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## FINANCIAL INFORMATION

Company Stage: Startup  
Q1 Membership Goal: \$50,000  
Annual Expo Profit Goal: \$40,500  
Capital Sought: \$100,000

## USE OF FUNDS

35% OPERATIONS / INVENTORY  
30% SALES / MARKETING  
25% PROGRAM DEVELOPMENT  
10% LEGAL / OTHER

## BUSINESS REVENUE MODEL

### Annual Co-Op Memberships

**Projected 1<sup>st</sup> Year Profit \$94,800**

- Community Patrons \$500-\$1K
- Business Partnerships \$1,500-\$3K
- Worker-Owners \$5K

### Education Programs

**Projected 1<sup>st</sup> Year Profit \$264,900**

- Individual Sales \$25-\$65/class
- Group Sales \$150-\$300/month
- B2B Corporate Wellness Programs \$2,500-\$6,500/quarter
- Speaking Engagements \$250/talk

### Integrative Wellness Expos

**Projected 1<sup>st</sup> Year Profit \$40,500**

- Event Sponsorships \$500-\$1,500
- Vendor Booths \$250-\$500/each
- Speaker Conference \$95/ticket
- Attendees \$20/person
- VIP Healers Lounge \$80/person

## GO TO MARKET STRATEGY

**WEEKLY/MONTHLY:** Inbound and Outbound Sales. A wellness blog, social media posts, radio ads, and a YouTube channel.

### MONTHLY/QUARTERLY:

Membership drives and healing seminars and speaking engagements. Promotional materials, print advertising, and interviews to keep our co-op familiar & approachable.

## PITCH

Love Warrior Wellness Cooperative will create an Integrative Wellness Education Center – a social enterprise to address major societal problems for individuals, families and the community. We will offer education, coaching, treatments, support and inspiration for whole-person healing, sustainable lifestyles, inner peacefulness and raising the collective human consciousness.

## PROBLEM

In Maricopa County, we spend \$28.5 billion dollars on healthcare annually. It takes a health crisis for us to change our lifestyles and address our chronic health issues. Most people look to their healthcare provider for answers. We need to learn how to optimize our health and reduce the economic drain on resources. Ignoring our health shuts down our opportunities for a livelihood and over-exert our healthcare systems. Chronic health problems like obesity, stress-related disorders, PTSD, chronic pain, and food insecurity are the some of the biggest issues we are facing here in Maricopa County.

## MARKETS

**Individual Target Market** will live in Maricopa county, Arizona; Female and Male, Ages 25 – 65, an annual income of \$45,000 - \$85,000 and small to medium household. Our individual customer base will include those already invested in their own wellness, people who are obese, have Metabolic Syndrome (Heart Disease & Diabetes), and are suffering from chronic pain, PTSD, anxiety or depression.

**Business-to-Business Target Market** will have offices in Maricopa county, with an annual company profit of \$500,000 - \$1,500,000. Our business-to-business customers will include small business owners who are seeking Workplace Wellness Programs, and high-stress professions such as Call Centers, Fire/Police, Teachers & Worker Unions.

## SOLUTION

Our Integrative Wellness Education Center will be a key factor in building a healthier community, teaching people how to eat properly, grow their own food and change their attitude towards health. Our programs will educate and assist the community in weight loss, illness prevention, healthy lifestyles, and self-healing techniques. We will fulfill our mission of health promotion in the community. We work to relieve the burden on our community healthcare providers and improve our local economy through cooperation.

## MANAGEMENT TEAM

Stephanie Bucklin is the founder and visionary for this cooperative social enterprise. She has been a Holistic Lifestyle Coach and entrepreneur for many years. She brings business expertise from a background in business development, operations management and collaborative leadership.

We will hire a group of licensed and certified practitioners, including a Naturopathic Doctor, Doctor of Osteopathy or Chiropractor, a Nutritionist or Registered Dietitian, Marriage & Family Therapists, Massage Therapists, Holistic Lifestyle Coaches, Yoga Teachers & Therapists, Reiki Energy Healers, Permaculture Designers, and Vegan Chefs.

## COMPETITORS

**LOCAL COMPETITION** Other Integrative Wellness Centers in Maricopa county:

**Urban Wellness** A member cooperative offering a group of education programs and healing services by different business owners. This is a disbursed group, not a team structure. Their web presence may limit their customer base to like-minded individuals.

**Integrative Medicine of AZ** A team of practitioners offering health education and therapies. Their rates may be out of reach for lower income households. Underdeveloped social media may limit their target audience.

**Phoenix Integrative Medicine** A Naturopathic doctor and Physical Therapist team, offering healing therapies and telemedicine. Poorly designed website may affect their credibility and limit their sales potential.

## COMPETITIVE ADVANTAGE

What will set us apart from other wellness centers is the innovative services that have never before been offered under the same roof in Arizona (education, coaching sessions, therapies, cooking classes and urban gardening). Our unique programs will teach people to access their own self-healing abilities.