

*Business Plan for Peace
Proposal*

*A New Paradigm Social/Financial Investment
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Business Plan for Peace Project
September 2008*

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Introduction

It isn't enough to talk about peace. One must believe in it. And it isn't enough to believe in it. One must work at it. -Eleanor Roosevelt

The Business Plan for Peace Project is a practical, in-depth study of how we can achieve peace in this lifetime. It looks at not only the formal peace movement, but also other positive movements, such as social enterprise, socially responsible business, the new thought/new age movement, anti-poverty and micro-enterprise movements, all of which make up the broader peace movement.

The Business Plan for Peace Project was inspired by the idea that we are already on the way to world peace. But everyone – social enterprises, non-profit organizations, communities, individuals, socially responsible businesses – needs to begin to think of themselves as part of the broader peace movement and that all of their actions - from a single individual to an international social enterprise, - are a vital part of this process.

The Business Plan for Peace Project is a way to connect and empower these diverse groups through a vision of peace. Imagine a conversation about world peace between Bill Drayton, the father of the social enterprise movement, self-help guru Tony Robbins, the Dalai Lama and Marianne Williamson, the founder of the Peace Alliance – can you imagine the endless possibilities and myriad solutions they could come up with?

The goal of the Business Plan for Peace is to help organizations, businesses, communities and individuals to realize their vital role in the broader peace movement. The main outcomes of this project will be:

- A minimum 200 page Business Plan for Peace that will be published as a book and available to all those interested in creating a world at peace.
- The founding of the Center for the New Peace, a 501(c)(3) non-profit organization, during the second year of the project which will implement the strategies outlined in the Business Plan for Peace.
- Financial returns - investors are guaranteed 100% return on their investment.

As a result of this project:

Individuals will volunteer and give more to society, knowing that there are millions of people whose actions together are already creating world peace. People will not only give more service, but they will also engage in deeper self-reflection and self-development, knowing that inner-peace is the first step in world peace.

Communities and organizations will create strategic alliances within their own fields, as well as outside of their fields. They will make creative and non-traditional partnerships to lead us towards peace.

Globally, a realistic vision of what peace will look like will guide individuals, communities and international organizations to work in partnership to realize this vision of peace.

Belief: World peace is possible within the next 50 – 75 years. We may or may not be around to see the results, but it is our sacred responsibility and duty to build the foundation so that the next generation can succeed in achieving this goal.

Mission: To create and implement a Business Plan for Peace and to educate and inspire others about the very real possibility of world peace in this lifetime.

Vision: A world in which all people have equality, freedom, adequate housing, healthcare and safety, economic prosperity, joy and fun; all countries of the world support and contribute to each other in creating and sustaining these goals while at the same time supporting the environmental health of the planet. In short, a world that works for everyone!

Executive Summary

The structure of world peace cannot be the work of one man or one party or one nation. It must be a peace which rests on the cooperative effort of the whole world.
-Franklin Delano Roosevelt

With the war in Iraq, genocide in Darfur and millions dying of hunger and curable diseases, it may seem that we have never been farther away from world peace. I believe we are firmly on the path towards peace. Organizations like Ashoka, Peace Players International, Seeds of Peace and Women for Women International are doing world-changing work at a global level – and there are thousands of these organizations. Smaller organizations are transforming lives at a community level. Individuals who search for inner-peace, guidance and meaning to life are part of a tidal wave of self-realization and awareness in the world. Socially responsible business is transforming the definition of what being in business means. And simple “random acts of kindness” and “everyday heroes” make our world a better place every single day.

This Business Plan for Peace Project is an in-depth, practical study of how we can achieve world peace within the next 50-75 years. The project will include the following:

- A 200 page Business Plan for Peace with research into seven main areas:
 - The Peace Movement/Peace Organizations
 - Social Enterprise/ Socially Responsible Business/Non-profit organizations
 - The Environment/The Green Movement
 - Self-Improvement/Self-Help Movement
 - Anti-Poverty Movement
 - The Role of Media and Technology in Peace
 - Democracy, Religion and Peace
- Creation of website, www.businessplanforpeace.org
- Interviews with leaders in these seven main areas
- Documentation and analysis of peace organizations in the US
- Creation of the Center for the New Peace as a 501(c)(3) non-profit organization
- Creation of a realistic vision of peace, as well as a marketing plan for peace

Additionally, the Business Plan for Peace is truly a new paradigm, hybrid investment with both social and financial returns. Along with the substantial social returns, investors will also receive 50% of all net profits on speaking, classes, seminars and book deals with a guarantee to receive 100% return on their investment. (See Investment Details for full explanation.)

Project Details

Peace is not the absence of conflict but the presence of creative alternatives for responding to conflict -- alternatives to passive or aggressive responses, alternatives to violence. – Dorothy Thompson

The main goal of year one is to interview leaders in the seven main areas of study, conduct research and write a large part of the Business Plan for Peace, as well as develop a broad understanding of the many forces leading our world towards peace, understand how they connect, and develop a plan for implementing peace.

Having finished the bulk of the research and writing in year one, the goal of year two is to set up the Center for the New Peace, or equivalent organization, as a 501(c)(3) non-profit organization, find a publisher for the tentatively titled book *The Beginning of Peace: A Business Plan for Peace*, and market and promote the project.

Year 1

- Research seven major areas of study
 - The Peace Movement/Peace Organizations
 - Research peace organizations in US and internationally
 - Focus on peace organizations that work with youth
 - Visit the Middle East and visit organizations such as Peace Players International and other organizations that support peace in the region.
 - Speak with founders/leaders of Seeds of Peace, Peace Games, etc.
 - Visit peace organizations in the US and interview their leaders especially focused on San Francisco, Washington, D.C., New York and Boston
 - Visit the Carter Center in Atlanta, Georgia
 - Analyze number of peace organizations in the US
 - Socially Responsible Business/Social Enterprise/Non-profits
 - Socially Responsible Business
 - Research and meet with leaders in the area of socially responsible business, including founders of Net Impact, Ben & Jerry's, Seventh Generation, etc.
 - Attend seminars and conferences in the field
 - Social Enterprise
 - Research the field of social enterprise
 - Interview leaders in the area of social enterprise, including Ashoka, Echoing Greens, Social Edge, Social Enterprise Alliance etc.

- The Environment
 - The Green Movement
 - Research best environmental organizations
 - Socially responsible business and the environment
 - Interview leaders in the field
- Anti-Poverty Movement
 - The End of Poverty Movement
 - United Nations Millennium Goals
 - Micro-enterprise/microfinance
 - Meet with leaders in the micro-enterprise movement including CAMEO, etc.
 - Research organizations such as Grameen Bank
 - Interview leaders in the field
- Self-Improvement Movement
 - Self-Help/Self-Improvement Movement
 - New Age/New Thought Movement
 - Futurism
 - Interview leaders in these areas
 - Everyday Heroes
 - Volunteerism
 - Random Acts of Kindness
 - Interview everyday heroes
- The Role of Media and Technology in Peace
 - Spiritual Cinema
 - Socially Responsible Media
 - Technology and Peace
 - Interview leaders in the field
- Democracy, Religion and Peace
 - History and current state of democracy, religion and peace
 - Expansion of suffrage around the world
 - Third Women's Movement/Children's Rights
 - The United States of America
 - History
 - Our role in the future
- Based in Costa Rica, Israel and Switzerland
 - By spending time in three different areas of the world during Year 1, Sarah will be able to greatly expand the breadth and depth of the project and have greater access to a wide range of non-profit organizations. Research will not only happen while “working” but also in each moment of everyday life.
- Set up a website, www.businessplanforpeace.org, that creates an online portal to record the progress of the project, as well as create an online network for peace. Later, this site will be used to publicize and market the book and the Center for the New Peace.

- Create a book proposal for *The Beginning of Peace: A Business Plan for Peace*
- Write the majority of the Business Plan for Peace

Year 2

- Found the Center for the New Peace, or equivalent organization
 - Create an international Board of Directors and Honorary Board of Directors
 - Obtain 501(c)(3) status for the organization
 - Obtain funding and create a long-term funding strategy
- Publish and publicize the tentatively titled book, *The Beginning of Peace: A Business Plan for Peace*
 - Publicize *The Beginning of Peace: A Business Plan for Peace*
 - Speak at organizations to publicize the book
- Continue to network and interview leaders in the broader field of peace
- Three-day Conference of all the interviewees “What Does Peace Look Like?”
- Marketing campaign for peace
 - Create a plan to market peace
- Sarah will be based in New York City to provide close access to international NGO’s, non-profits and social enterprises, cities like Washington D.C., Boston and Philadelphia, and the headquarters of many large organizations and publishing houses.
- Additional goals will be added to Year 2, as the project progresses

Why a Business Plan for Peace?

Peace has to be created, in order to be maintained. It is the product of Faith, Strength, Energy, Will, Sympathy, Justice, Imagination, and the triumph of principle. It will never be achieved by passivity and quietism. – Dorothy Thompson

Why is a Business Plan for Peace important and why is it urgent that it happen now? First, this plan will offer a uniquely broad perspective of peace. The Business Plan for Peace will encompass a broader range of peace activities, including not only the official peace movement, but also socially responsible business, social enterprise, microenterprise, new Age/New thought and the third women's movement. In this sense, this plan is truly unique.

Second, this plan will help to create a deeper and broader understanding of all the organizations, individuals and businesses working towards peace. Currently, the fields of socially responsible business, social enterprise, New Age/New Thought, etc. are not traditionally thought of as peace organizations, though they are an integral part of the process.

Additionally, these fields do not necessarily have a strong connection to one another. A plan for world peace could be that unifying factor that inspires strategic alliances among this diverse group of players. While each individual or organization has its specific goals, as a group we could be even more effective if we saw how our roles were an integral part of the bigger picture of world peace. What if we encouraged partnership and strategic alliances among not only peace organizations, but also socially responsible business, New Thought/New Age practitioners, social entrepreneurs and micro-credit organizations?

Thirdly, interviews will be conducted with leaders in these same fields. The combined knowledge of these leaders will provide depth and insight to the quest for peace. Some are activists in the peace movement; others are leaders in the fields of social enterprise and social entrepreneurship. It is essential to this plan to have the knowledge and depth that these leaders provide in order to help create a greater cohesiveness on a broad level.

Fourthly, this project will create a way to connect not only peace activists from every corner of the globe, but also social entrepreneurs, socially responsible business people and everyday heroes that want to be part of the process of peace. It will be a resource guide for domestic and international efforts involved in this work and for organizations that want to be part of the broader peace movement. The website, www.businessplanforpeace.org, will become a virtual meeting place and resource for all those interested in a realistic, real and practical vision of world peace.

Finally, in the world today, we have no real vision of what peace could look like from a practical, realistic perspective. What will the world look like when all countries are economically stable and prospering? What will the world look like when borders become obsolete? If we have no vision of what peace could look like, we will never get there. We know what war looks like, what does peace look like?

The time for this plan is now. With all that is happening in the world, people have developed a deep thirst for peace. This is not about being a Republican or Democrat, supporting the war in Iraq vs. not supporting the war in Iraq. This is mothers and fathers that want their children to live in a safe world out of harm's way. Though the world is filled with people of different races, religions and creeds – we all want a better life for our children. The world is ready for peace. We just need a plan.

Outcomes

It is our attitude at the beginning of a difficult undertaking which, more than anything else, will determine its successful outcome.” – William James

Measurable Social Returns

- A minimum 200 page Business Plan for Peace.
- Founding of the Center for the New Peace or equivalent 501(c)(3) non-profit organization to actively implement results of the Business Plan for Peace.
- Interviews with leaders in the seven main areas of study.
- A database of all the countries in the world their current peace situation, political situation, economic status – strengths and weaknesses and brief history as relevant to the present, as well as the status of women – will be created.
- A vision of peace and a marketing plan for peace.
- A comprehensive list of organizations that work specifically for peace, especially those that work with youth.
- Creation and development of the website, www.businessplanforpeace.org, which will chronicle this project, as well as create an online resource for businesses, non-profits, social entrepreneurs and individuals.

Measurable Financial Returns

- Book deal for the Business Plan for Peace which will be published as a book tentatively called, *“The Beginning of Peace: A Business Plan for Peace.”*
- Investors will receive 50% of all net profit after taxes on book deals, speaking engagements, seminars, classes and website membership fees, plus 10% of Sarah’s salary at the Center for the New Peace for the next twelve years.
- *Guaranteed to double your investment!* If investors do not double their investment, they will continue to receive returns at the same rate until they have doubled their financial investment.

Investment Details

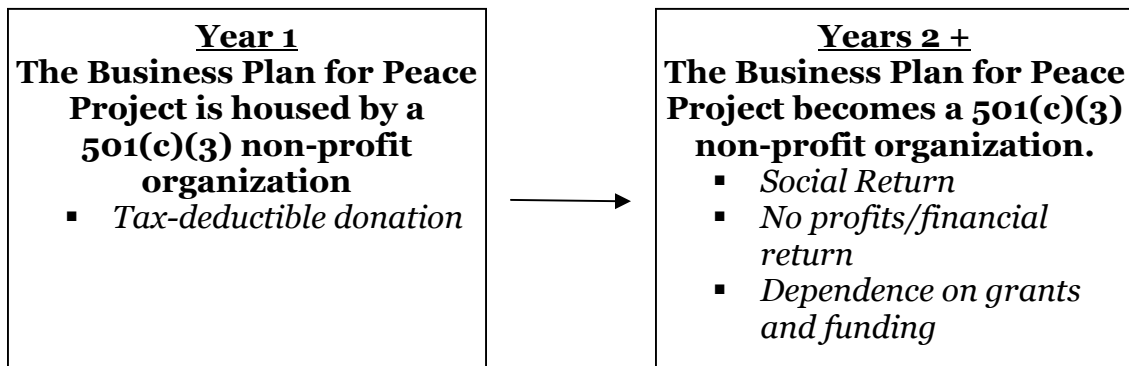
Small opportunities are often the beginning of great enterprises.
-Demosthenes

Investment Summary

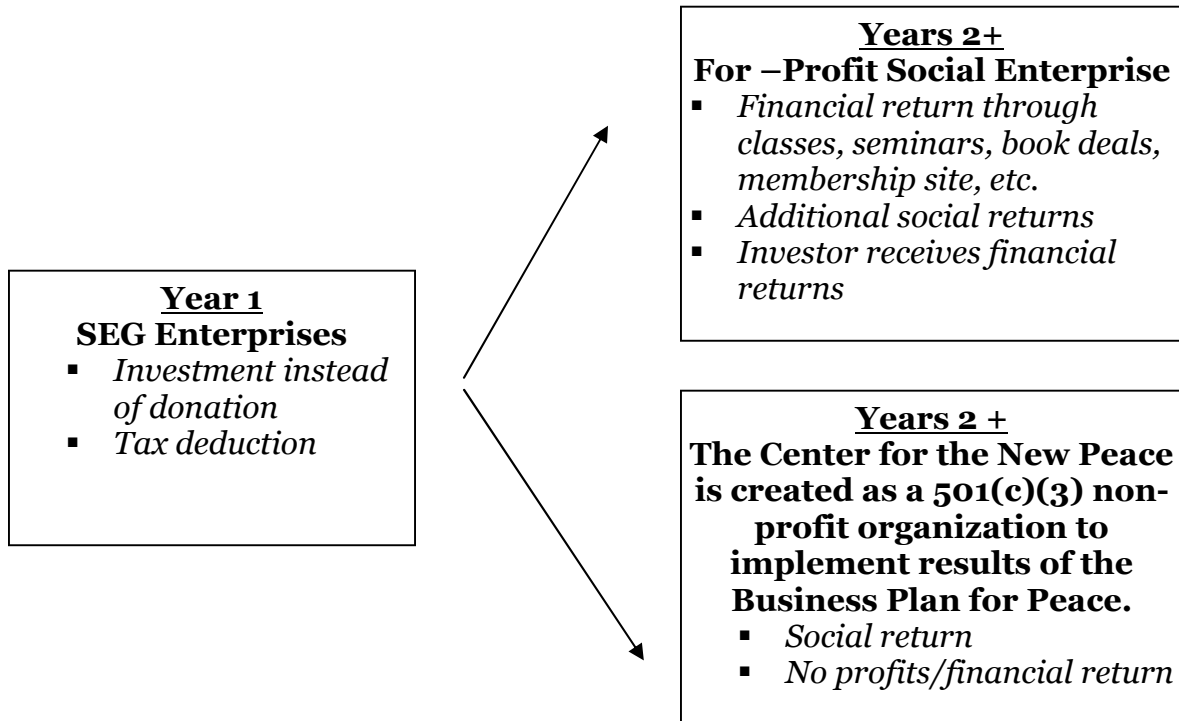
The Business Plan for Peace Project *truly* is a new paradigm social investment. This is how it works:

- Investors provide \$265,425 for Year 1 and Year 2 of the Business Plan for Peace Project which will be based out of SEG Enterprises, a for-profit social enterprise.
- During this time, Sarah will create a Business Plan for Peace and found the 501(c)(3) nonprofit organization, the Center for the New Peace.
- Beginning in Year 3, she will speak, hold regular seminars and give classes on peace through SEG Enterprises, a for-profit social enterprise, while beginning to work as the Founder of the nonprofit 501(c)(3) Center for the New Peace
- Investors receive 50% of all net profit after taxes on book deals, speaking engagements, seminars, classes and membership fees.
- This project is guaranteed to provide 100% return on investment - investors will continue to receive returns until their investment has doubled. *With the tax benefits available to investors the return on investment could be triple the original investment.*
- Sarah believes so strongly in this project, she will give 10% of her salary at the Center for the New Peace (or equivalent nonprofit organization) until investors have doubled their investment.
- SEG Enterprises will be set up as a limited partnership, S-corporation in order to provide maximum tax benefits to the investors. (I am open to working with the right investor to see how this structure can be enhanced.)

During the past year since this project was created, it has undergone a significant transformation. Originally, this investment was a tax-deductible donation to a non-profit 501(c)(3) organization with considerable social returns, but no further financial profits.



This structure prevented any further financial gains for investors and also prevented maximum social returns. In order to maximize both social and financial returns, the investment has evolved into a for-profit social enterprise that implements the Business Plan for Peace Project *and* a 501(c)(3) organization is founded. This will allow financial returns, as well as social returns.



Business Summary

As the creator of the Business Plan for Peace Project and founder of the Center for the New Peace, Sarah will position herself as an expert and leader in the “New Peace” movement. This will open up the possibilities to speak nationally and internationally on the topic of the “new peace” and global issues, as well as speak directly on topics relating to inner peace.

During this time, she will run the Center for the New Peace, whose mission will be to implement the results of the Business Plan for Peace while building a speaking and writing career to promote both global and inner peace.

Because of her work on the Business Plan for Peace Project, she will be able to offer a unique perspective on world peace. Her success in living her passion will give her the ability to speak to others about achieving their personal goals – a large part of inner peace.

In this way, she will promote both the Center for the New Peace and her business when she speaks. She plans to spend approximately 40-45 hours per week as the Founder and Executive Director of the Center for the New Peace and 20-30 hours working on her speaking, writing and classes, though it is likely that many of these hours will overlap.

Publicity/Marketing

In order to create the largest market possible to ensure high book sales and create a demand for products and services, Sarah will:

- Partner with larger organizations such as the Joan B. Kroc Institute for Peace and Justice, for example, which has an extremely large platform within the target market.
- Obtain testimonials and quotes from leaders who have name recognition whose support will increase visibility and credibility of the Business Plan for Peace.
- Partner with these leaders in the seven areas of study to cross market books and products.
- Utilize her connections to put her in contact with some of the bigger players in these industries.
- Obtain “visions of peace” from leaders with name recognition.
- Build and expand her own personal mailing list which currently includes over 400 names.
 - Utilize connections with national college sorority.
 - Network within groups she is already connected with: Toastmasters, UNA San Diego, Net Impact, New Age community, Point Loma Presbyterian Church, etc.
- Look for opportunities to create strategic alliances with other individuals and groups also working towards peace.
- Generate local, national and international publicity in order to increase book sales and increase name recognition.
- Utilized Internet marketing strategies, sites such as Facebook, MySpace and LinkedIn and viral marketing techniques to promote the project.

Market Research

The self-help/inner peace market has had explosive growth over the past ten years and shows no sign of slowing down. Additionally, the interest in social, global and spiritual causes has dramatically increased across the globe.

- According to Marketdata Enterprises, the self-help market “was estimated to be worth \$9.59 billion in 2005” and is expected to grow “11.4% yearly...through 2010, to a value of \$13.9 billion.”¹

- Oprah Winfrey, with her perfect pitch of what America wants, has been spotlighting books that have global spiritual impact, like *A New Earth*, by Eckhart Tolle, which has sold over 3.5 million copies.²
- Interest in social causes has dramatically increased over the past two decades which is reflected in a 63% increase in the number of US-based charitable nonprofit organizations since 1993. ²

These statistics demonstrate a tremendous opportunity for speakers and authors in the fields of self-help/inner peace and international issues in the coming decade.

Target Audience

For the inner peace seminars, classes and products, the target audience consists of socially conscious, educated, global citizens between 25 years and 55 years with a focus on women. The book *The Beginning of Peace* will be targeted to men and women of the same demographic.

Products: Classes, Seminars & Speaking Engagements

- Bi-monthly classes on peace and authenticity for women.
 - These classes meet twice per month one evening per week for six months at a time. Limit 6 – 10 students.
- Quarterly one-day seminars on peace for men and women.
 - One day seminar starting at \$100 per day with estimated attendance of 25, increasing to \$500 per day and 250-500 attendees within twelve years.
- Speaking engagements at non-profit organizations, schools, government institutions, global non-profits, corporations, social enterprises.
 - Initial fees start at \$1000 and within twelve years will be \$10,000 per seminar/speech.
- Upgraded membership in the www.businessplanforpeace.org and/or www.sarahgranby.com website.
 - This would include special monthly interviews, CD's, individual counseling, beginning at 250 members @ \$10 per month growing to 2500 members by 2020.
 - Currently self-help authors Ester and Jerry Hicks, and Jorge Cruise successfully use membership sites on their websites to provide exclusive or additional information.

Competition

As is obvious upon entering any bookstore, there are shelves and shelves of books about self-help, spirituality and personal growth, reflective of a large consumer demand for this type of product. With the tremendous growth in the industry over the past twenty years, it has clearly become a much more competitive

market, yet it has also become a more diverse market with specialties such as:

- Personal finance
- Christian inspiration
- Relationships of all types
- Overcoming addiction
- Inner-peace
- Career success
- Women's empowerment/growth

The main competition will be from other up-and-coming author/speakers in the areas of peace, finding your passion and international issues, who are all competing to stand out in this crowded, yet diverse and growing, market. The keys to standing out will be to:

- 1) Partner with one or more larger, more well-known institutions or individuals for credibility and platform, and
- 2) Create outstanding products that will inspire the consumer to buy more books, attend more classes and sign up for website membership.

Sarah Granby brings a distinctive voice and perspective to this market. As the creator of the Business Plan for Peace, she has a unique view of global peace and through the creation of this project she has created her dream job and is fully living her passion – an important step towards inner peace.

¹ <http://answers.google.com/answers/threadview/id/786161.html>2005

²Associated Press, Tolle's 'A New Earth' is Oprah's hottest pick yet, March 2008

³ Growth of Nonprofit Sector Documented, Nonprofit world, Jul/Aug 2006

Why Invest in this Project?

Nothing could be worse than the fear that one had given up too soon, and left one unexpended effort that might have saved the world. -Jane Addams

With so many worthy organizations across the globe working towards peace, why support this project? First, the benefit of directly supporting the Business Plan for Peace Project is that you also empower and assist *all* organizations and individuals working towards peace. This project is about helping all organizations and individuals understand their role in the peace movement from a broader perspective and therefore become more effective and achieve more. So while it is important to continue to support all your favorite organizations, the Business Plan for Peace is a cost effective way to support the entire broader peace movement.

Second, we have never had such a diverse group of participants from social enterprise, socially responsible business, new thought/new age, etc come together purely and simply for the purpose of creating world peace in this lifetime. This is an opportunity to be part of a unique, exciting and potentially world-changing project.

Thirdly, with the potential returns – both social and financial – this project is a win-win-win. Investors win, the social enterprise wins and the world wins. With the financial returns guaranteed, there are so many reasons *to* invest in this project.

Finally, this truly is an investment in peace. The results may not come in our own individual lifetimes, but they will come eventually for our children, grandchildren, nieces, nephews and future generations. As Thomas Paine said, “If there must be trouble, let it be in my day, that my child may have peace.” There certainly is trouble in our day. It is our responsibility to make sure that the process of peace starts now, so that our children may have peace.

About Sarah Granby

Our lives no longer belong to us alone; they belong to all those who need us desperately.

— Elie Wiesel

Sarah Granby is a social entrepreneur, teacher and nonprofit executive who enjoys being pleasantly obsessed by the idea of world peace. She has found her passion and purpose – world peace – and will continue to expand this passion for the rest of her life, knowing that true peace lies in doing what you were born to do.

Sarah’s **belief** is that peace is possible within the next 50 years. We may or may not be around to see the results, but it is our sacred responsibility and duty to build the foundation so that the next generation may succeed in achieving this goal.

Her **mission** is to create and implement a Business Plan for Peace and to educate and inspire others about the very real possibility of world peace in this lifetime.

Her **vision** is a world in which all people have equality, freedom, adequate housing, healthcare and safety, economic prosperity, joy and fun; all countries of the world support each other in creating and sustaining these goals.

She is a graduate of Northwestern University with a degree in Economics, after which she spent a year in Madrid studying Spanish and living with a Spanish family. She then taught English as a Second Language in San Diego and founded the social enterprise, UpWord, a business that provided English and Spanish language training to adults. She has also worked as the Executive Director of the Linda Vista Multi-Cultural Fair, the Administrative Director of the Linda Vista Civic Association and the Director of Microenterprise Development at ACCESS, Inc.

Sarah has been very active in community service since she was a teen, but highlights include helping to build houses for Habitat for Humanity in South Korea, Mexico, Oregon, California and Georgia, working as a mentor/CASA for Voices for Children and sponsoring “sisters” in Iraq and Afghanistan through Women for Women International.

Traveling and languages are also a passion of hers. She has lived in Spain, France and Italy and has traveled to Panama, Costa Rica, Egypt, Australia, South Korea and Europe. She speaks Spanish, conversational French, is learning Arabic and has studied Korean, Italian and German.

“You are a woman of great vision, uncompromising commitment and amazingly strong sense of purpose.... (your final report was) outstandingly well written and magnificently concise and clear.”

-Linda Guzzo, Former Director of Community Economic Development at San Diego State University

“Sarah is truly exceptional...Her organizational and managerial skills are exemplary and her energy endless...She will succeed at what she attempts. As a young woman, she is very grounded in what is important. Sarah has high moral character, integrity and knowledge of self.

-Dr. Anne Lee, Former Board Member of the Linda Vista Civic Association

Sarah is driven by an internal moral compass...She is a person of serious purpose and great personal intensity...a person who approaches complex tasks with a calm, rational mind and a well-practiced method. Her greatest strength is her bottom-line, outcome-oriented approach she takes toward projects.”

-Bob Stewart, President & CEO, Access, Inc

Conclusion

One little person, giving all of her time to peace, makes news. Many people, giving some of their time, can make history."

- Peace Pilgrim

We are living in an extremely exciting time. We are pushing ourselves towards the edge of destruction, yet at the same time we are also on the brink of peace. With these diverse movements – social enterprise, socially responsible business, anti-poverty movement, the third women's movement, New Age/New Thought and the self-help movement - I believe we are choosing peace.

As Victor Hugo said, "there is nothing more powerful than an idea whose time has come." The broader peace movement is as powerful as it is simply *because* its time has come. No one person has the answer to peace, but together we do. Please join us on this historic journey – the world is waiting.

Start-up assumptions and information

sheet 1

Start-up year	2011
% of sales in cash	100
Average account receivable days	0
Average account payable days	0
% of purchases in cash	100
% of payroll for taxes & benefits	0
Inventory days	0
Short-term interest rate	
Long-term interest rate	
% tax rate, federal plus state	15
Initial cash investment (equity)	\$265,425
Initial loan (short-term)	\$0
Initial loan (long-term)	\$0
Total cash infusion	\$265,425
Start-up expenses:	
Land purchase	
Building	
Plant and equipment	
Company vehicles	
Office furniture	
Leasehold improvements	
Office equipment	
Initial inventory	
Rent deposit	
Utility deposits	
Research & development	
Other start-up expenses	\$265,425
Total start-up expenses	\$265,425
Organization expenses:	
Legal expenses	
Accountant expenses	
Consultant expenses	
Other organization expenses	
Total organization expenses	\$0
Total org. & startup expenses	\$265,425
<i>See Addendum A for breakdown of expenses</i>	

Sales Forecast

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	2011	2012	2013
Unit sales (units):															
Book Deal	1												1	0	1
Full Day Seminars	75			75			75			75			300	400	500
Monthly Classes	6	6	6	6	6	6	6	6	6	6	6	6	72	72	72
Speaking Engmt	1	1	1	1	1	1	1	1	1	1	1	1	12	12	12
Membership	350	350	400	400	450	500	500	550	600	600	650	650	6,000	9,000	12,000
													0		0
													0		0
Unit prices (\$):															
Book Deal	50,000.00													0.00	75,000.00
Full Day Seminars	100.00			100.00			100.00			100.00			0.00	150.00	150.00
Monthly Classes	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	300.00	300.00
Speaking Engmt	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	2,500.00	3,000.00
Membership	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00
	0												0.00		
	0												0.00		
Total sales (\$):															
Book Deal	50,000	0	0	0	0	0	0	0	0	0	0	0	50,000	0	75,000
Full Day Seminars	7,500	0	0	7,500	0	0	7,500	0	0	7,500	0	0	30,000	60,000	75,000
Monthly Classes	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	14,400	21,600	21,600
Speaking Engmt	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000	30,000	36,000
Membership	3,500	3,500	4,000	4,000	4,500	5,000	5,000	5,500	6,000	6,000	6,500	6,500	60,000	90,000	120,000
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total sales (\$)	63,700	6,200	6,700	14,200	7,200	7,700	15,200	8,200	8,700	16,200	9,200	9,200	172,400	201,600	327,600
Unit cost (\$):															
Book Deal													0.00		
Full Day Seminars															
Monthly Classes															
Speaking Engmt													0.00		
Membership	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0												0.00		
	0												0.00		
Total cost of sales:															
Book Deal	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Full Day Seminars	500	0	0	500	0	0	500	0	0	500	0	0	2,000	2,000	2,000
Monthly Classes	120						120						240	240	240
Speaking Engmt	0	0	0	0	0	0	0	0	0	0	0	0	0		0
Membership													0		
	0	0	0	0	0	0	0	0	0	0	0	0	0		0
	0	0	0	0	0	0	0	0	0	0	0	0	0		0
Total cost of sales	620	0	0	500	0	0	620	0	0	500	0	0	2,240	2,240	2,240

Sales Forecast

2014	2015	
		Budget Notes
0	0	
500	500	Total # of individuals attending seminars/ 4 per year
72	72	6 attendees per month x 12
12	12	
15,000	18,000	Indv. memberships per month x 12
0.00	0.00	
250.00	250.00	Cost per person
300.00	300.00	Cost per month per person
3,500.00	3,000.00	
10.00	10.00	
0	0	
125,000	125,000	
21,600	21,600	
42,000	36,000	
150,000	180,000	
0	0	
0	0	
338,600	362,600	
0	0	
2,000	2,000	Space rental and refreshments for 4 events per year @ \$500/event
240	240	Materials for classes
0	0	
0	0	
0	0	
2,240	2,240	

Personnel Forecast

Personnel	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	2011	2012	2013
Administration															
Administration													\$0		\$12,000
Web Site Support	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000	\$12,000	\$12,000
													\$0		
													\$0		
													\$0		
													\$0		
Subtotal	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000	\$12,000	\$24,000
													\$0		
													\$0		
													\$0		
													\$0		
													\$0		
													\$0		
Subtotal	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
													\$0		
													\$0		
													\$0		
													\$0		
													\$0		
Subtotal	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Headcount															
Total payroll	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000	\$12,000	\$24,000
Taxes & benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total payroll exp	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000	\$12,000	\$24,000

Personnel Forecast

2014	2015				
		Budget Notes			
\$24,000	\$24,000	Admin support - 12.5 hrs per week at \$20/hr			
\$12,000	\$12,000	Web support - 5 hours per week @\$50/hr			
\$36,000	\$36,000				
\$0	\$0				
\$0	\$0				
\$36,000	\$36,000				
\$0	\$0				
\$36,000	\$36,000				

Pro-forma Income Statement

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	2011	2012	2013
Sales (\$)	63,700	6,200	6,700	14,200	7,200	7,700	15,200	8,200	8,700	16,200	9,200	9,200	172,400	201,600	327,600
Cost of sales															
Material (\$)	620	0	0	500	0	0	620	0	0	500	0	0	\$2,240	\$2,240	\$2,240
Labor (\$)	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	\$12,000	\$12,000	\$24,000
Other (\$)													\$0		
Total cost of sales	1,620	1,000	1,000	1,500	1,000	1,000	1,620	1,000	1,000	1,500	1,000	1,000	\$14,240	\$14,240	\$26,240
Gross profit (\$)	62,080	5,200	5,700	12,700	6,200	6,700	13,580	7,200	7,700	14,700	8,200	8,200	\$158,160	\$187,360	\$301,360
Gross profit %	97	84	85	89	86	87	89	88	89	91	89	89	91.74	92.94	91.99
Operating expenses (\$)															
Payroll (\$)	0	0	0	0	0	0	0	0	0	0	0	0	\$0	\$0	\$0
Advertising/promotion	200	200	200	200	200	200	200	200	200	200	200	200	\$2,400	\$2,400	\$2,400
Rent (\$)													\$0		
Leased equipment (\$)													\$0		
Utilities (\$)	50	50	50	50	50	50	50	50	50	50	50	50	\$600	\$600	\$600
Telephone (\$)	200	200	200	200	200	200	200	200	200	200	200	200	\$2,400	\$2,400	\$2,400
Insurance (\$)													\$0		
Supplies (\$)	200	200	200	200	200	200	200	200	200	200	200	200	\$2,400	\$2,400	\$2,400
Travel (\$)													\$0		
Consultants (\$)													\$0		
Legal (\$)	200			200			200			200			\$800	\$800	\$800
Financial (\$)	50	50	50	50	450	50	50	50	50	50	50	50	\$1,000	\$1,000	\$1,000
Depreciation (\$)	0	0	0	0	0	0	0	0	0	0	0	0	\$0	\$0	\$0
Amortization (\$)	4,424	4,424	4,424	4,424	4,424	4,424	4,424	4,424	4,424	4,424	4,424	4,424	\$53,085	\$53,085	\$53,085
Miscellaneous (\$)													\$0		
Total expenses (\$)	5,324	5,124	5,124	5,324	5,524	5,124	5,324	5,124	5,124	5,324	5,124	5,124	\$62,685	\$62,685	\$62,685
Expenses/sales %	8	83	76	37	77	67	35	62	59	33	56	56	36.36	31.09	19.13
Profit (\$)	56,756	76	576	7,376	676	1,576	8,256	2,076	2,576	9,376	3,076	3,076	\$95,475	\$124,675	\$238,675
Interest exp. ST	0	0	0	0	0	0	0	0	0	0	0	0	\$0	\$0	\$0
Interest exp. LT	0	0	0	0	0	0	0	0	0	0	0	0	\$0	\$0	\$0
Taxes (\$)	8,513	11	86	1,106	101	236	1,238	311	386	1,406	461	461	\$14,321	\$18,701	\$35,801
Net profit (\$)	48,243	65	490	6,270	575	1,340	7,018	1,765	2,190	7,970	2,615	2,615	\$81,154	\$105,974	\$202,874
Net profit/sales %	76	1	7	44	8	17	46	22	25	49	28	28	47.07	52.57	61.93
Average A/R days	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Investor Return													\$40,577.00	\$52,987.00	\$101,437.00

Pro-forma Income Statement

2014	2015
338,600	362,600
\$2,240	\$2,240
\$36,000	\$36,000
\$38,240	\$38,240
\$300,360	\$324,360
88.71	89.45
\$0	\$0
\$2,400	\$2,400
\$600	\$600
\$2,400	\$2,400
\$2,400	\$2,400
\$800	\$800
\$1,000	\$1,000
\$0	\$0
\$53,085	\$53,085
\$62,685	\$62,685
18.51	17.29
\$237,675	\$261,675
\$0	\$0
\$0	\$0
\$35,651	\$39,251
\$202,024	\$222,424
59.66	61.34
0	0
\$101,012.00	\$111,212.00

Pro-forma Cash Flow

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	2011	2012	2013
Beginning cash	-	52,667	57,155	62,069	72,762	77,761	83,524	94,966	101,155	107,768	120,162	127,200	-	134,239	293,298
Cash in:															
Net profit	48,243	65	490	6,270	575	1,340	7,018	1,765	2,190	7,970	2,615	2,615	81,154	105,974	202,874
Depreciation & amort.	4,424	4,424	4,424	4,424	4,424	4,424	4,424	4,424	4,424	4,424	4,424	4,424	53,085	53,085	53,085
Change in accts payabl	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Current borrowing													-		
Long-term borrowing													-		
Increase other liabilities													-		
Capital input													-		
Total cash in	52,667	4,489	4,914	10,694	4,999	5,764	11,442	6,189	6,614	12,394	7,039	7,039	134,239	159,059	255,959
Cash out:															
Change in A/R	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Change in inventory	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Change other ST assets													-		
Capital expenditures													-		
Loan repayment (ST)													-		
Loan repayment (LT)													-		
Dividends													-		
Owner withdrawal													-		
Total cash out	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net cash flow	52,667	4,489	4,914	10,694	4,999	5,764	11,442	6,189	6,614	12,394	7,039	7,039	134,239	159,059	255,959
Cash balance	52,667	57,155	62,069	72,762	77,761	83,524	94,966	101,155	107,768	120,162	127,200	134,239	134,239	293,298	549,256

Pro-forma Cash Flow

2014	2015
549,256	804,365
202,024	222,424
53,085	53,085
-	-
255,109	275,509
-	-
-	-
-	-
255,109	275,509
804,365	1,079,874

Projected Balance Sheet as of the end of:

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	2011	2012	2013
Current assets:	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Cash	52,667	57,155	62,069	72,762	77,761	83,524	94,966	101,155	107,768	120,162	127,200	134,239	134,239	293,298	549,256
Accounts receivable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inventory	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Deposits	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total current assets	52,667	57,155	62,069	72,762	77,761	83,524	94,966	101,155	107,768	120,162	127,200	134,239	134,239	293,298	549,256
Fixed Assets															
Capital assets	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less accum depre	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Book Value	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other assets	261,001	256,578	252,154	247,730	243,306	238,883	234,459	230,035	225,611	221,188	216,764	212,340	212,340	159,255	106,170
Total assets	313,668	313,733	314,222	320,492	321,067	322,407	329,425	331,190	333,379	341,349	343,964	346,579	346,579	452,553	655,426
Current Liabilities															
Accounts payable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Short-term notes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other ST liabilities															
Total current liab.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Long-term liabilities	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total liabilities	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Beginning capital	265,425	265,425	265,425	265,425	265,425	265,425	265,425	265,425	265,425	265,425	265,425	265,425	265,425	265,425	265,425
Profit or (loss)	48,243	48,308	48,797	55,067	55,642	56,982	64,000	65,765	67,954	75,924	78,539	81,154	81,154	187,128	390,001
Owner's withdrawal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Capital-end of period	313,668	313,733	314,222	320,492	321,067	322,407	329,425	331,190	333,379	341,349	343,964	346,579	346,579	452,553	655,426
Total liab. & equity	313,668	313,733	314,222	320,492	321,067	322,407	329,425	331,190	333,379	341,349	343,964	346,579	346,579	452,553	655,426
Proof	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2014	2015
\$	\$
804,365	1,079,874
-	-
-	-
-	-
804,365	1,079,874
-	-
-	-
-	-
53,085	-
857,450	1,079,874
-	-
-	-
-	-
-	-
-	-
-	-
265,425	265,425
592,025	814,449
-	-
857,450	1,079,874
857,450	1,079,874
-	-

Addendum A

Source and Application of Funds

Years 1 & 2

	Year 1	Year 2	<i>Budget Notes</i>
Salary	\$75,000.00	\$75,000.00	
Benefits	\$7,500.00	\$8,400.00	1
Cost of living increase - living in NY for year two of project		\$9,050.00	2
Video Camera and Digital Camera	\$500.00		3
International Travel	\$6,000.00	\$4,000.00	4
Domestic Airfare	\$1,500.00	\$3,000.00	5
Hotel expenses	\$3,600.00	\$4,600.00	6
Office Rent		\$12,000.00	7
Computer and printer	\$2,500.00		
Office Supplies	\$1,800.00	\$1,800.00	
Phone & Utilities	\$2,400.00	\$2,400.00	
Seminars, Conferences & Memberships	\$2,000.00	\$2,000.00	8
Books and research materials	\$1,200.00	\$1,200.00	9
Website and logo design & set up	\$2,495.00		10
Website upkeep & computer svcs.	\$1,200.00	\$1,200.00	11
Legal Services	\$1,800.00	\$800.00	12
Accounting Services	\$1,240.00	\$1,240.00	13
Conference: What Does Peace Look Like?		\$4,500.00	14
Contingency Reserve	\$11,000.00	\$12,500.00	
TOTAL	\$121,735.00	\$143,690.00	\$265,425.00

Budget Notes

- 1 Benefits at 10%
- 2 Cost of living increase for New York City
- 3 Approximately \$100 for digital camera and \$400 for small camcorder
- 4 Year 1: Roundtrip ticket to Costa Rica, one-way to Israel, Israel to UK for Skoll World Forum
UK to Switzerland, Switzerland to New York
Year 2: One trip to Middle East, one trip to Europe
- 5 Year 1: Three roundtrip tickets to SF, NY, Atlanta
Year 2: Six roundtrip tickets
- 6 Year 1: 18 nights at \$200 per night
Year 2: 24 nights at \$200
- 7 Year 1: Will work from home
Year 2: \$1000/mo to rent small office space at nonprofit in NY
- 8 4-6 seminars per year. For example, Net Impact, Skoll Social Enterprise Conference, etc
- 9 \$100 per month to cover books, magazines and research info vital to project
- 10 Website design and set up and logo design for www.businessplanforpeace.org
- 11 2 hours per month @ \$50 per hour for updating and expanding website
- 12 Initial corporate set up and then 4 hours per year @ \$200 per hour
- 13 Filing of taxes \$400 and two hour monthly support at \$35/hour
- 14 Room rental, invites/supplies, food, stipends for guest speakers