



Collaborations

Creators – Advisors • Advocators – Analysts • Contributing Brands
Cause-Driven Commerce • Point of Sale Marketing • Local-National Causes

Strategic Planning & Acquisition

- Business Development Income strategy.
- Communications systems and procedures development.

Intellectual Property Development & Management

- Promote your brand through positioning participation program campaigns.
- Merchandise your brand through licensing and joint ventures.

Relationship Building

Liaison between lending groups.
Promote and negotiate joint venture projects with contributing brands.

New Product & Service Development

Product and concept design and management.
Licensed product manufacturing.

Supportive Services

Marketing Development.
Project Research & Development.

Development of Brands and Marketing Media of Collaboration.

Represent the Collaboration and act as a liaison for ventures.

Implement the strategy and business.

Administer the services when contracted on behalf of the Collaboration.

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cebe.world

Mission and Vision

Introduction

Creative Business Endeavor's interests are to impart knowledge-based services to clients offering a business model to expand the resources to increase while building new revenue streams through a business program to model after an investment, services for licensing, and brand development of goods, services, with a cause-driven marketing strategy for owners, advisors, and co-ventured extensions of existing properties or businesses.

Mission

Expand upon providing business development for expansion through strategies, utilizing scenarios incorporating creativity and an energized multi media with commerce opportunities.

Creating demand and expanding a market niche for diversity of income through an Interrelated Market Strategy to match resources as a campaign approach for our three branded programs of Advisors, Join Venture/Co-Partnerships and Sponsors with Cause-Driven subjects:

- Investment – Projects branded for added strength.
- Media Merchandising combining interests with sponsors and cause-driven campaigns.

Our Vision

Diverse interests

Two worlds--Business and Creative--through the use of technology and sponsored campaigns

Increase the value of interests through more competing power with resources built through the lifetimes of our advisors, partnerships and sponsors.

Add to branded protection and strength to intellectual property or tangible property investments.

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Collaborations

How to Participate: Licensed Team

Fluid Options for the Research & Development Team Branding

Joint Endeavored Consultants Collaborators choose part of our projects on a vested basis.

Examples: Expansion Professionals. Expand Your Band Team: creativeendeavors.co, keepItStr8.biz, Inspiredesire.com, healthwellness.solutions, seethegreen.info

Joint Endeavored Projects

\$1,000 Fee + \$500 monthly shared costs to build project.

Contributing Collaborators are part of our brand marketing strategy and work with us on R&D opportunities. **Targeted Team:** People who need marketing for their business, connecting them with Point of Sale multimedia marketing that the team can provide.

Contributing Partner Brands may bring to the table property for R&D development for a venture. We trade support services as part of our licensing ventures.

\$3,000 Fee on R&D basis for agreed exchange

Option: Become part of a collaboration (e.g. our program for fees in areas of expertise _____)

Receive Profile and right to use Intellectual Property properties as a joint endeavor.

Plus negotiable Licensing Fees as part of a Joint Venture as a Licensor thru the Joint Endeavor

\$5,000 Fee as collaboration contributing brands, point of sale, cause driven and product for a percentage of use of license held by collaborator the R & D joint endeavor.

Joint Venture

Brand Contributing to the Venture as a Cause-Driven Commerce or Cause-Related Brand

- Description the Difference

\$10,000 Fee for project management for overrides on areas of expertise.

LINKS: creativeendeavors.co, keepItStr8.biz, Inspiredesire.com, healthwellness.solutions, seethegreen.info

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**Business Endeavors
Development Formula
KeepItStr8.info**

FORMULA EXAMPLES

- 10% \$25,000 vested interest in a collaborative joint endeavor.
- licensed rights income from participation in a R&D venture. Up to 40% first right of refusal for the use of the joint endeavors R&D efforts in newly formed joint ventures.
- \$250,000 combination of trades and exchanges to gain a larger interest for participation for ongoing media marketing point of sale promotion of goods and services.

**Added General Revenue
Vested Licensed Partners**

Projected to Increase Value/Spending

- Venture Collaborative Brands \$100 Q
- Trade Media Marketing \$250 Q
- Licensed Income \$325 Q
- Sales (ad \$50) Retail
- Vested Participation \$ 25 Q
- Joint Venture Development (See separate chart)
- Contribution \$ 50 Q
- Cause Brand Marketing Sales Revenue
- Cause Driven Brands \$ 50 Q
- Production \$100 Q

Exhibits Available

- Financial Justification
- Revenues, Returns vs. Contributions
- Operating Expenses
- Capital
- Probabilities
- License Income
- Product Sales
- Fees
- Vested Participation
- Cause % from Licensed Partner

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Participation Intent Collaboration Licensing

Intent to promptly enter into a complete detailed agreement through collaboration with:

- Advisors
- Creators
- Contributors
- Partners
- Causes

The Collaboration is being formed as a mutually advantageous relationship as a Joint Endeavor for the purpose to exchange expertise as the Licensing Sources to a Venture.

- Shared Objectives
- Increase Value Knowledge
- Develop Product
- Advocate for the Endeavor

Income benefits for Appropriate Category:

1. ROI from supporting merchandise retailing licenses for patents as royalty, trademarks, copyrights, covered in Deal Points schedule and Contracts.
2. Supporting social recognition by supporting Cause-Driven Brand Ventures.
3. Tax Benefits by contributing to Cause-Related Brands.
4. Recognition, promotion for product and cause.
5. Opportunity to re-invest ROI.
6. Opportunity to participate, contribute as per contract.
7. Participate, attend special promotional events and activities.

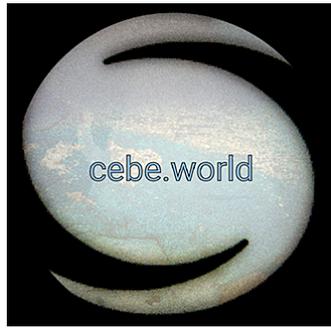
Collaborator Name _____ Date _____

Collaborator Signature _____

Collaborator Name _____ Date _____

Collaborator Signature _____

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LETTER OF INTENT

- Vested in Intellectual Property R&D as a Collaborator.
- License income from R&D ventures as a Return vs. a Contribution.
- Cost offset for development through expanded (revenues) markets to be reimbursed.
- Shared (co-op) Promotional costs with our Contributing Brands.
- New Product Development with Cause-Driven Brands and our Licensing Partners.
- Licensed Use of Proprietary Rights and Revenues to Create Licensed Sales.
- Joint Venture use of Licenses to Create Capital Growth (Value of Brands) properties.
- Increase generated revenues from Royalties, License Fees, Sales from Income Venture.
- Projections & Probabilities (assets to add to increases to solidify and protect intellectual property values).

Name _____

Date _____

Signature _____

Name _____

Date _____

Signature _____

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Agreement for the Deal Point

Entire Agreement

This Agreement constitutes the sole and entire understanding between the parties with respect to the subject matter here of and may not be altered or amended in writing except when signed by both parties. This Agreement supersedes all prior communications of agreements written or oral, and is intended as a complete and exclusive statement of the terms of the agreement between the parties. Confidentiality:

_____ acknowledges that by reason of its relationship to PARTY 1 hereunder, it may have access to certain information and material concerning PARTY 1's business plans, customers, technology and products that are confidential and of substantial value to PARTY 1, which value would be impaired if such information were disclosed to third parties. _____ agrees that they will not use in any way for their own account or the account of any other third party, nor disclose to any third party, any such confidential information revealed to it by PARTY 1. In the event of termination of this Agreement, there shall be no use or disclosure by _____ of any confidential information of PARTY 1 and any materials related to PARTY 1 shall be immediately returned to PARTY 1.

_____ acknowledges that the provisions of this Section are reasonable and necessary for the protection of PARTY 1 and that PARTY 1 will be irrevocably damaged if such covenants are not specifically enforced. Accordingly, _____ agrees that, in addition to any other relief to which PARTY 1 may be entitled in the form of actual or punitive damages, PARTY 1 may be entitled to seek and obtain injunctive relief from an arbitration panel or a court of competent jurisdiction for the purposes of restraining _____ from any actual or threatened breach of such provision. The terms of this Section shall survive termination of this Agreement.

Representations, Warranties, and Covenants

_____ represents, warrants and covenants to PARTY 1 that at the Effective Date and continuing for the term of this Agreement that neither the execution and delivery of this Agreement nor the sale of PARTY 1 service in accordance with the terms of his Agreement violates or will violate the provisions or obligations of any other agreements to which _____ is a party or by which they are bound.

Successors and Assigns

Except as otherwise expressly provided in his Agreement, the obligations under this Agreement shall bind and benefit the successors and assigns of the parties hereto. _____ shall not assign this agreement without prior written consent of PARTY 1.

Governing Law

The laws of the state of Nevada govern this Agreement without giving effect to the choice of laws provide thereof. _____ agrees to submit to the jurisdiction of the state or federal courts of Nevada.

Authority

If either party is a corporation or limited liability company, each person executing this Agreement on behalf of such party hereby covenant, represents and warrants that such party is duly formed or duly qualified and that each person executing this Agreement on behalf of such party is an officer or member of such party and is duly authorized and deliver the Agreement to the other party.

Joint Endeavors with Outside Parties

_____ shall be entitled to fees, commissions, and profit participation as outlined in each joint endeavor agreement entered into for a specific service performs, less any costs, negotiated prior to each business deal. Each service performed shall be valued in accordance with an overall service program.

Ongoing operation, packaging, and business representation costs are payable as invoiced on a monthly basis and will be no less than \$_____, which can be contributed as dollars or services or a combination of the two according to the specific business plan.

The amount paid by the _____ to PARTY 1 shall be \$_____ upon execution of this Agreement and will be applied towards marketing materials, database, communications, website development and or internet marketing.

All parties are excited to commence the business relationship forthwith.

RECIPIENT

Signed: _____

Print Name: _____

Title: _____

Date: _____

PARTY 1

Signed: _____

Print Name: _____

Title: _____

Date: _____

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Agreement for the Deal Development

_____ to hold the position with cebe.world. Initially, this primary responsibility will be to complete the development and expand cebe.world. cebe.world, under separate cover, will include the scenarios and the assignment of responsibilities.

An example of responsibilities incorporates our team development of Creative Endeavors Consulting Partners as vested participants.

As a future developer, responsibilities will be to develop a venture as an advisor and capital investor to increase the value of our mutual properties.

The purpose of this agreement is to agree to the deal development and the timeline to complete a contract. Some of the deal points in the contract will include the following:

To have developer's initial increment returned. It will have dedications to the time and cost of our contract development agreement, preparing to have and develop the business expansion with _____ position preparation. This includes expenses to begin expanding a base, communications, legal advisement and fees to build new entities that will be expanding from the venture.

cebe.world, for the purpose of this agreement, will begin to outline the budget and specific responsibilities, with complete contribution and returns to _____ forthcoming upon indication to cebe.world, a date to sign contracts.

This contract will include the following:

Position income and a hard/soft dollar formula to increase developer's position as a first right of refusal option.

RECIPIENT

Signed: _____

Print Name: _____

Title: _____

Date: _____

cebe.world

Signed: _____

Print Name: _____

Title: _____

Date: _____

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cebe enterprises adventures

Creative Endeavors Complete R and D Investment

Brand Development						
Operations						
Rent						
Equipment						
Misc						
Professional Services						
Legal Fees						
Outside Labor						
Selling/Marketing Costs						
Supplies						
Delivery/Postage						
Banking/Accounting Costs						
Auto/Lease						
Insurance						
Fuel/Oil						
Repair						
Travel/Entertainment						
Meals						
Transportation						
Hotel/Room						
Utilities						
Telephone/Cell						
Subscription/Books/Mags						
Advertising						
Promotion						
Showroom						
Operations						
Material Costs						
Labor Costs						
Services						
Marketing						
Business						
Technology						

Capital Raised From:

- Creative Business Endeavors Collaborations • Creative Endeavors Consulting Partners
 Joint Venture Partners • Brand Partners**

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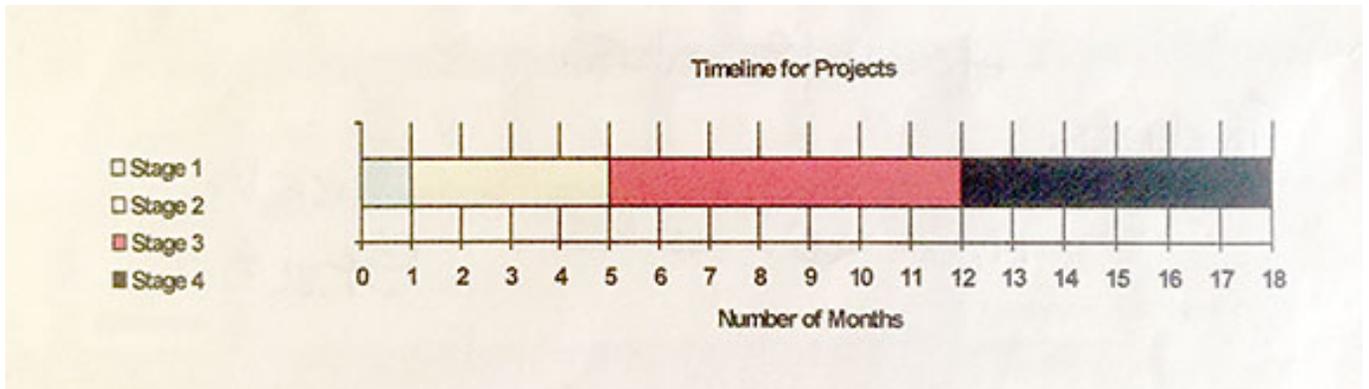


CEBE.WORLD
 CALENDARED COST EXAMPLE/PROJECTIONS RESEARCH DEVELOPMENT
 FINANCIAL PROJECTIONS 2020

	Q1	Q2	Q3	Q4	TOTAL	TOTAL
Brand Development						
Operations						
Rent						
Equipment						
Misc						
Professional Services						
Legal Fees						
Outside Labor						
Selling/Marketing Costs						
Supplies						
Delivery/Postage						
Banking/Accounting Costs						
Auto/Lease						
Insurance						
Fuel/Oil						
Repair						
Travel/Entertainment						
Meals						
Transportation						
Hotel/Room						
Utilities						
Telephone/Cell						
Subscription/Books/Mags						
Advertising						
Promotion						
Media Place						
Showroom						
Operations						
Material Costs						
Labor Costs						
Services						
Marketing						
Business						
Technology						
Memberships						



CEBE World Joint Venture



1. Completion of detailed agreement.
2. Setting up of the venture.
3. Announcement to market.
4. Campaign or collection, sales of licenses for the brand(s), products and client/team interests related to the above

Str8advice.biz

Relationship Building

- Liaison between lending groups, accountants and law firms

HealthWellness.Solutions

New Product & Service Development

- Promote and negotiate joint venture projects with prospective investors.
- Merchandise your brand through licensing and joint venture programs.
- Product and concept design and management.
- Licensed product manufacturing.

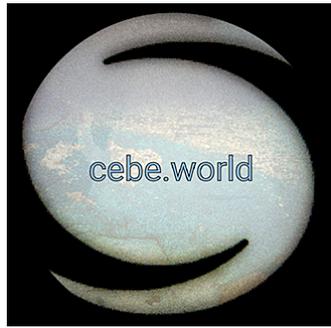
Inspiredesire.com

Releaseourpassion.com

Supportive Services

- Marketing Development
- Project Research & Development

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Investor & Development Calendar

Venture Collaboration Brands	\$100 Q
Trade Media	\$250 Q
Marketing	\$ 50 Q
Licensed Income	\$325 Q
Sales (ad \$50 Retail)	
Vested Participation	\$ 25 Q
Joint Venture Development	
(See separate chart)	
Contribution	\$ 50 Q
Cause Brand Marketing	
Sales Revenue	
Cause-Driven Brands	\$ 50 Q
Contribution	
Production	\$100 Q
Cost to License Partner	
Value of the Venture (to start)	\$100,000
+ R & D	\$250,000
Licensed Income	\$325,000
Vested Participants	\$ 25,000
Contribution	\$ 50,000
Cause-Driven Brands	\$ 50,000
Production	\$100,000

\$250,000	\$250,000	\$50,000
Develop	Production	Sales
Joint Venture	Contribution	Fees
For Licensing		

\$75,000	\$250,000
Avg Sales \$50,000	Contributing Brand Promo
Avg Cost \$22.00	Media
Licensed Partner	Marketing
\$250,000	
(Sales Avg Cost)	

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Sample Projected Earnings Private Label Products for Others

Production				
Units		20,000	50,000	100,000
Wholesale Price		40	40	40
Gross Income		800,000	2,000,000	4,000,000
Material Costs	20%	160,000	400,000	800,000
Labor Costs	40%	320,000	800,000	1,600,000
Distribution Costs	5%	40,000	100,000	200,000
Commissions	10%	80,000	200,000	400,000
Royalties	5%	40,000	100,000	200,000
Gross Profits	20%	160,000	400,000	800,000
Operations	5%	40,000	100,000	200,000
Services	2%	16,000	40,000	80,000
Selling Costs	1%	8,000	20,000	40,000
Subtotal	12%	96,000	240,000	480,000
Contingency				
R&D				
Pre-Tax Net	12%	96,000	240,000	480,000

Profit Sharing _____

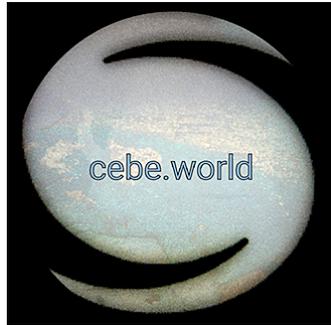
Dividends _____

- *Factor Costs
- *Shipping & Handling
- *Returns

Explanation:

Returns to the venture are for setup as a licensed company through a brand and for promotion. There are no upfront costs. We provide the licensee with the brand/license for matching to products for sale. For our involvement, we receive \$408,000 (50%) of a projected total of \$816,000 (Over a three-year period. See above.) Individualized scenarios as an extension of a property would create additional ventures and income opportunities.

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Joint Ventures: Monthly Production / sales (license basis)

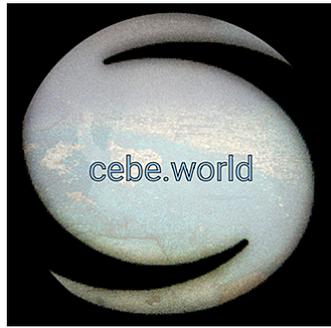
CoBrand: 2 or more product companies selling together.

Joint Ventures: Monthly production / sales (license basis)
 CoBrand: 2 or more product companies selling together

Sales From							
Limited Edition Campaigns (to sell direct)							
4x per year @ \$75	Category 1 Pieces 1-12	Category 2 Pieces 1-12	Category 3 Pieces 1-12	Category 4 Pieces 1-12	Category 5 Pieces 1-12	Total	Total Items Per Year
Item 1	\$ 3,600.00					\$ 3,600.00	48
Item 2		\$ 3,600.00				\$ 3,600.00	48
Item 3			\$ 3,600.00			\$ 3,600.00	48
Item 4				\$ 3,600.00		\$ 3,600.00	48
Item 5					\$ 3,600.00	\$ 3,600.00	48
Total	\$ 3,600.00	\$ 18,000.00	240				

Limited Edition Campaigns (to sell direct)							
4x per year @ \$40	Category 1 Item 1-5	Category 2 Item 1-5	Category 3 Item 1-5	Category 4 Item 1-5	Category 5 Item 1-5	Total	Total Pieces Per Year
Piece 1	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 2	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 3	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 4	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 5	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 6	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 7	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 8	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 9	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 10	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 11	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Piece 12	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 34,500.00	863
Total	\$ 82,800.00	\$ 414,000.00	10,350				

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Private Label: 3 Collections							
Ex per year Collection 2 of 3	Category 1 Pieces 1-12	Category 2 Pieces 1-12	Category 3 Pieces 1-12	Category 4 Pieces 1-12	Category 5 Pieces 1-12	Total	TOTAL Items Per Year
Item 1 \$	3,600.00					\$ 3,600.00	48
Item 2		\$ 3,600.00				\$ 3,600.00	48
Item 3			\$ 3,600.00			\$ 3,600.00	48
Item 4				\$ 3,600.00		\$ 3,600.00	48
Item 5					\$ 3,600.00	\$ 3,600.00	48
Total \$	3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 18,000.00	240

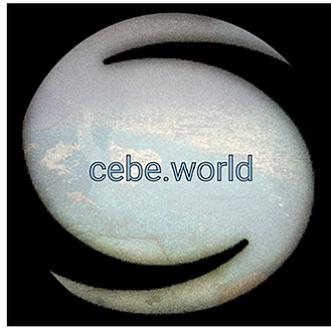
Merchandising		Promotional Items	
	Category 1	Category 2	Category 3
Pieces	20,000	5,000	5,000
Cost \$	12.00	\$ 12.00	\$ 15.00
Total \$	240,000	\$ 60,000	\$ 75,000
	\$375,000		

	Retail/Direct	Cost	% COGS
	Category 1	Category 2	Category 3
Promotions \$	12.00	\$ 5.00	42%
Merchandising \$	20.00	\$ 8.00	40%
Yogewear \$	50.00	\$ 20.00	40%
Jewelry \$	75.00	\$ 28.00	37%
Limited Edition \$	150.00	\$ 48.00	32%
Average \$	61.40	\$ 21.80	36%
Summary	666 pieces	5 markets	111 pieces ea. market

Yearly	Q1	Q2	Q3	Q4
Resort/Promo	15%			
Spring/Summer		25%		
Transition/Fall			30%	
Winter/Holiday				30%
Total \$	0.15	\$ 0.25	\$ 0.30	\$ 0.30

% Business Each	Q1	Q2	Q3	Q4
Inspire Desire				
Collections \$	414,000			
Private Label \$	18,000			
Promotional \$	60,000			
Promotional \$	75,000			
Limited Editions \$	18,000			
Merchandising \$	240,000			
Total \$	750,000			

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MCM GOUP INC
COMMERCE VENTURE
Knit Maven New York, NY

MCM GROUP PL				
Gross Profit on Sales	\$ 1,250,000.00	25	\$ 1,250,000.00	25
EXPENSES	AMOUNT	PERCENT	AMOUNT	PERCENT
Auca	\$ 2,200.00	0	\$ 2,200.00	0
Auto	\$ 6,000.00	0.12	\$ 6,000.00	0.12
Bank Charges	\$ 3,800.00	0.08	\$ 3,800.00	0.08
Delivery	\$ 2,500.00	0.05	\$ 2,500.00	0.05
Dues, Subs, Books	\$ 600.00	0.01	\$ 600.00	0.01
Meals, Entertainment	\$ 12,000.00	0.21	\$ 12,000.00	0.21
Equip Lease	\$ 6,000.00	0.12	\$ 6,000.00	0.12
Insurance Business	\$ 4,000.00	0.08	\$ 4,000.00	0.08
Office & Postage	\$ 3,500.00	0.07	\$ 3,500.00	0.07
Outside Labor Designs	\$ 10,000.00	0.2	\$ 10,000.00	0.2
Office Payroll Labor	\$ 30,000.00	0.6	\$ 30,000.00	0.6
Office Payroll Sales	\$ 36,000.00	0.72	\$ 36,000.00	0.72
Office Payroll Taxes	\$ 7,800.00	0.16	\$ 7,800.00	0.16
Professional Services	\$ 5,000.00	0.1	\$ 5,000.00	0.1
Promotion PR	\$ 2,000.00	0.01	\$ 2,000.00	0.01
Rent	\$ 6,000.00	0.12	\$ 6,000.00	0.12
Repairs & Maint	\$ 1,500.00	0.03	\$ 1,500.00	0.03
Showroom Exp Rent Materials	\$ 3,600.00	0.07	\$ 3,600.00	0.07
Taxes & License	\$ 2,000.00	0.04	\$ 2,000.00	0.04
Telephone	\$ 16,000.00	0.32	\$ 16,000.00	0.32
Utilities	\$ 3,500.00	0.07	\$ 3,500.00	0.07
Travel & Lodging	\$ 45,000.00	0.9	\$ 45,000.00	0.9
Trade Exhow Exp	\$ 10,000.00	0.2	\$ 10,000.00	0.2
Consulting Fees	\$ (36,000.00)	-0.72	\$ (36,000.00)	-0.72
Advertising	\$ 100,000.00	2	\$ 100,000.00	2
PR Marketing	\$ 145,000.00	2.9	\$ 145,000.00	2.9
TOTAL Exp	\$ 428,000.00	10	\$ 428,000.00	10
INCOME from Operations	\$ 750,000.00	15	\$ 750,000.00	15
OTHER INCOME				
TOTAL P/L	\$ 322,000.00		\$ 322,000.00	
NET INCOME (Loss)		15		15

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