



**CEBE Business Endeavors
Development Formula
KeepItStr8.online**

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 Example

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 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, licensing, covered in Deal Points schedule and Contract.
2. Supporting social recognition by supporting Cause-Driven project.
3. Tax Benefits by contributing to Cause-Driven project.
4. Personal Exposure, name 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 _____

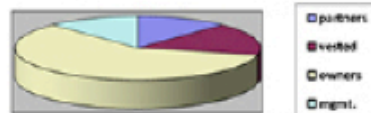
Collaborator Signature _____

Collaborator Name _____ Date _____

Collaborator Signature _____

		Capital Required in Time Period				Yr 5 YrM	
60% Goods: Product Ventures		Y1	Y2	Y3	Yr 4	Sale	TOTAL
Joint endeavor, Joint venture, Licenses							
Gross Income		\$1,250,000	\$2,500,000	\$5,000,000	\$4,800,000		\$13,550,000
Goods	60.0%	\$750,000	\$1,500,000	\$3,000,000	\$2,880,000		\$8,130,000
Service	40.0%	\$500,000	\$1,000,000	\$2,000,000	\$1,920,000		\$5,420,000
Total Cost of Goods Sold	50.0%	\$375,000	\$750,000	\$1,500,000	\$1,440,000		\$4,065,000
Total Cost of Services	25.0%	\$187,500	\$375,000	\$750,000	\$720,000		\$2,032,500
Gross Profit	25.0%	\$187,500	\$375,000	\$750,000	\$720,000		\$2,032,500
Operations Expenses	1.0%	\$7,500	\$15,000	\$30,000	\$28,800		\$81,300
Management Fees/Administration	3.0%	\$22,500	\$45,000	\$90,000	\$86,400		\$243,900
Royalties	12.0%	\$90,000	\$180,000	\$360,000	\$345,600		\$975,600
Pretax Net Income	9.0%	\$67,500	\$135,000	\$270,000	\$259,200		\$731,700

Advisory Approach



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