



BUSINESS PLAN EXECUTIVE SUMMARY



TABLE OF CONTENTS

- 1.0 Executive Summary.....3**
 - Introduction..... 3
 - Overview of the Market Business Opportunity..... 4
 - Evaluation of the Competition..... 5
 - Management Team..... 5
 - Financial Summary..... 5

- 2.0 Business Description.....6**
 - About the Company..... 6
 - Business Objectives..... 7
 - Mission..... 7
 - Investment Opportunity..... 8
 - Keys to Success..... 8

- 3.0 Company Summary.....9**
 - Management..... 9
 - Company Philosophy 9
 - Products..... 10
 - Examination of Recent Progress..... 10

- 4.0 Market Analysis.....11**
 - Industry Overview..... 11
 - Competitive Analysis..... 13
 - Situation Analysis..... 15
 - Target Market..... 16

- 5.0 Marketing Summary.....18**
 - Marketing Overview..... 18
 - Marketing Goals and Objectives..... 18
 - Marketing Strategies..... 18

- 6.0 Financial Summary.....20**
 - Assumptions..... 20
 - Three-Year P&L Projections..... 20
 - Three-Year Cash Flow Projections..... 21

- 7.0 Supporting Documents.....22**
 - Product List..... 22
 - Focus Group Testimonials..... 24
 - Certificate of Registration..... 25
 - Trademark Registration..... 26
 - Patent Approval..... 27
 - Newsweek Cover..... 28



1.0 EXECUTIVE SUMMARY

INTRODUCTION

HappyCare® is a noninvasive system for aiding in the resolution of healthcare problems through the effective utilization of emotional energy. This trademarked, patented invention is the outgrowth of years of applied research by Vida C. Baron, M.D., the founder of Metamedicine and the author of many acclaimed books on human personality energy components – including *Metamedicine: Power & Medicine, The 21st Century Way*. Dr. Baron, a board certified Anesthesiologist, has spent years studying human emotional energy as it applies to healthcare, and has developed this system based on her clinical research. The solution lies in what is now called the Consciousness Factor in health and the knowledge of the fundamental function of ill health.

Imagine going to the doctor, hospital, or health worker – not just to get well, but to experience what makes life worth loving – the Energizing force of happiness that is the core cure for stress. New drugs, advanced medical technology have guaranteed skyrocketing national healthcare costs without curtailing increasing national healthcare problems. Worse yet: the dehumanizing mechanical approach of the healthcare delivery system often leaves the average healthcare consumer disenchanted and unsatisfied. Studies show that 75% to 90% of all doctor office visits are for stress-related ailments and complaints.

HappyCare® Systems offers a wide range of products, all of which encompass the groundbreaking work of Vida C. Baron, MD and are aimed at allowing the customer to access and manage their positive energy and significantly reduce negative energy and stress. The HappyCare® products range in price from \$14.95 to \$599.95, which ensures that they are available and affordable to all consumers and every budget. These interactive software programs are presented in full sound, color, beautiful animation and backgrounds that encourage change through relaxing music and rich educational material.

Following are the HappyCare® products and pricing that are currently available online at www.101happiness.com:

- | | |
|---|----------|
| • METAMEDICINE: book | \$14.95 |
| • The Aging Escape Zone: book | \$19.95 |
| • DVD Stress Eviction Experience | \$49.95 |
| • HappyCare® 3E SPA: headset, training material, CD-ROMS | \$199.95 |
| • HappyCare® Moments of Peace and Beauty: video tapes | \$59.95 |
| • First Step: book, videos | \$59.95 |
| • Electronic Personal Display: Unit, video, CD-ROM | \$399.95 |
| • Deluxe Stress/Fear/Worry Eviction Unit: Video, CD, Book | \$599.95 |

It has taken well over a decade to design and produce the software and electronic invention for implementing the Emotional Energy Environments of vitality, hope, and happiness. By allowing individuals to take control of their own energy levels and replace the negative energy associated with fear and stress with the relaxation



provided by positive energy, HappyCare® System's family of technology, software, and educational materials is destined to become an important tool in the healthcare industry.

OVERVIEW OF THE MARKET AND BUSINESS OPPORTUNITY

Sadly, with all of the amazing advances made in the area of disease control and elimination, the one area that has been almost universally ignored is that of the patient's emotional and spiritual growth, development and well being. Certainly, many drugs exist which *mask* the negative feelings caused by stress an individual may have, and yet masking these problems is all these drugs do. In the last 20 years, there has been a shift in the "overall wellness" paradigm from education to medication. Rather than provide an individual with tools and strategies to deal with stress, depression and negative feelings of low self esteem, many physicians and pharmaceutical companies have turned to artificial "quick fix" methodologies – in the form of narcotic and psycho-active medications – to "fix" something which, in essence, might very well not be broken in the first place.

Darvon, Prozac, Lithium, Ritalin, Zoloft – these medication names, and some others – have become as common in the American lexicon as Kleenex and Coca-Cola. The important thing to understand about all of these medications is: *they do not cure any condition*. Rather, they are medications which alter the chemical balances in the central nervous system and produce artificial feelings of calm, serendipity and well-being. When the medication is removed, the underlying problems remain and, in most cases, resurface. These medications are intended to be temporary tools for helping a patient to cope with a particular condition but, all too often, they have the potential to turn into life-long dependencies. Even children are not immune from conditions related to stress. ADD (Attention Deficit Disorder) – a condition that is most often controlled with the narcotic drug Ritalin – has experienced a consistent rise for the last decade.

Consider the following facts:

- Forty-three percent of all adults suffer adverse health effects from stress
- Seventy-five to 90% of all doctor's office visits are for stress-related ailments and complaints
- Stress is linked to six of the leading causes of death: heart disease, cancer, lung ailments, accidents, cirrhosis of the liver, and suicide
- The Occupational Safety and Health Administration (OSHA) declared stress a hazard of the workplace. In terms of lost hours due to absenteeism, reduced productivity and workers' compensation benefits, stress costs American industry more than \$300 billion annually
- The lifetime prevalence of an emotional disorder is more than 50%, often due to chronic, untreated stress reactions



Stress related problems cost insurance companies, business and individuals billions of dollars per year in medical costs, decreased productivity, time lost from work, accidents, crime, injury and therapy.

EVALUATION OF COMPETITION

Each year, American consumers spend hundreds of millions of dollars on books, audio and video tapes, CD-ROMS, seminars, retreats, health clubs and meditation education classes, all in an effort to reduce their stress levels. There are many specifically targeted products on the market today which have the reduction of stress levels listed as either their primary or secondary focus. Consumers spend hundreds of millions of dollars each year on books, video and audio tapes, CDs, and seminars. As an example, a search of Barnes and Noble.Com for books with the word "stress" in the title produces 8,581 titles. Searches for Videos and CDs reveal smaller – but still amazingly large numbers. There is even a stress-reducing body wash being marketed by Aveeno.

Conceivably, all of these products – along with stress medications – are competitors of HappyCare®.

MANAGEMENT TEAM

Dr. Baron is the author of numerous ground breaking books on the topology of human personality energetic components; Stress Override and delay and even reversal of the degeneration of aging. Dr. Baron who is a board certified Anesthesiologist has owned and operated an Ambulatory Surgery Center and Urgent Care Centers. Dr. Baron now teaches these Metamedicine communications skills to physicians, healthcare professionals and institutions in individual consultations, seminars and workshops. Dr. Baron continues to create CD-ROMs, HappyCare® video and audio tapes as products that allow people to experience stress-free living and an energy rich life. Dr. Vida Baron’s vision has been turned into the reality of the HappyCare® Technologies by a team of software and electronic engineers, a meticulous manufacturing company, and marketing experts.

FINANCIAL SUMMARY

Vida Baron, M.D. is seeking investors to provide funding of \$1 million to expand the growth and development of HappyCare® Technologies. Over the next three years we project generating \$5 million in revenues. With net profits of 50%, an investor might expect to see their investment improve by 200% or better that can be expected, over the long-term, to produce considerable returns.

3-Year Financial Summary

	Year 1	Year 2	Year 3
Sales	\$1,000,000	\$2,000,000	\$5,000,000
Total Cost of Sales	\$292,000	\$584,000	\$1,460,000
Total Operating Expenses	\$196,600	\$304,800	\$538,000
Gross Income	\$708,000	\$1,416,000	\$3,540,000
Net Profit	\$495,600	\$991,200	\$2,478,000
Net Profit/Sales	49.56%	49.56%	49.56%