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# From Oy to Joy

— How we propose to improve the health of millions of Americans, —  
one step at a time.

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# The Facts

Laughter is an untapped science that, used well, can have far-reaching positive implications for the body, mind and spirit. The Laughter Wellness method shows how to use it as reliable therapeutic tool. It is low-cost, easy to learn and implement, and requires no particular space, equipment or form of clothing.

Less than 3 percent of Americans live a “healthy lifestyle.” (This won’t end well.)

*Mayo Clinic Proceedings*  
<https://goo.gl/QZGeuj>

Everybody has an opinion on how to be happy and healthy. We don't teach opinions, but a solid and integrated approach on how to improve wellness in everyday living.



Cutting edge 21st century medical knowledge was written over 3,000 years ago: "A merry heart does good like a medicine, but a broken spirit dries the bones." Proverbs 17:22

The Laughter Wellness method is a new

**RELATIONAL-BASED**

wellness modality that intentionally puts the energy of laughter into motion to

create and sustain **POSITIVE**

**ENERGIES** for the body, mind and

spirit. It's a refreshing, **FULLY**

**CODIFIED** and substantiated

approach to Laughter Therapy.

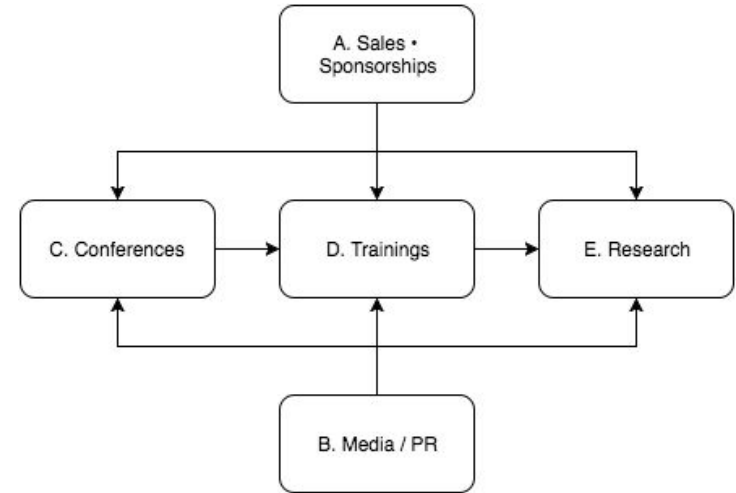


Laughter cannot heal nor solve anything, but it can help to heal and dissolve everything. Hundreds of research findings support what is experientially evident — laughter is a valid therapeutic ally in healing.

# Year 1 Financing Needs

- A. Sales team: 3 people. \$210k/year
- B. Media team: 3 people. \$160k/year
- C. Conference team: 3 people+help \$200k/year
- D. Training academy: 6 trainers + 3 support staff. \$430k/year
- E. Research project. \$100k

CEO (\$100k) • Employer taxes (\$100k) • Office rental + business expenses (\$100k) • App & technology (\$50k) • Legal & bookkeeping expenses (\$15k) • Copyright purchase (\$135k) • Travelling, venue hire, advertising & other logistical expenses (\$400k.) **Total need = \$2 million**



## A. Sales Team

2 sales people + 1 online marketing and sales automation specialist  
@ \$70k/year/person = \$210k/year

Mission:

- Find sponsorships for trainings, conferences, research projects.
- Help sell trainings, conferences.
- Implement sales automation
- Negotiate key alliances with big market players (hospitals, cancer centers, dialysis clinics...) to provide and pay for regular work for trained & qualified Laughter Therapists (we keep 25%).

Target for team: Generate at least \$630k within 12 months.

## B. Media Team

1 PR expert (\$60k/year): Mission: Create awareness with local, state and national media about Laughter Therapy in general and the work our team and our students are doing in particular.

1 Video expert (\$60k/year): Create promo and educational videos that can be distributed to niche markets (e.g., hospitals, cancer centers, dialysis clinics, etc.)

1 Social media expert (\$40k/year): Promote our work on social media.

Target: Exact metrics to be defined for each person in this team, e.g., number of articles published, videos created and views, people's engagement on social media...

## C. Conference Team

1 team leader (\$60k/year) + 2 assistants (\$50k/year) + temp help (\$40k) = \$200k/year

Mission:

- In general: To engage with industry experts in the area of mental and physical health.
- In particular: To organize and manage one 1-day conference per month for professional development on laughter therapy tied to CEUs, CMEs, CNEs etc. in the top 12 US metro areas.

Target: Manage 350 participants in each monthly conference with a minimum satisfaction rating of 4.5/5



## D. Training Academy

Purpose: To qualify people to go into a variety of facilities (aged-care, schools, hospitals, etc.)

2 support staff @ \$25k/person/year (Philippines) + 1 support staff @ \$40k/year (US)

4 level 1 trainers (\$50k/person/year). Mission: Train 500 people each • 2 trainings / month @ 25 person/training @ \$495/participants. Goal for year 1: Generate \$990k from level 1 training services.

2 level 2 trainers (\$70k/person/year). Mission: Train 220 people each (1 training/month @ 20 person/training @ \$795/participants) and closely mentor each participant for 6 months. Goal for year 1: Generate \$250k from level 2 training services.

Each training to include automated x week online follow-up and video reminders + online private community + group and individual mentorship.



## E. Research Project

In partnership with a leading university in Southern California. (USC?)

Tentative budget: \$100k

Purpose: To identify the effect that laughter has as an energy and healing source.

The purpose of this research is threefold:

1. Get significant exposure on the world scene, which should help sign up more sponsors for our project.
2. Help advance the knowledge and impact of Laughter Therapy and create specialized healing programs.
3. Be the foundation for health organisations to use in the areas of Pain Management, especially with Chemotherapy and Kidney Dialysis, as well as dealing with Depression and Anxiety at all levels.

## Who Buys?

1. World of healthcare: Because they need the CEUs, CMEs, CNEs, etc., and that's a very fun way to get them.
2. World of education + age-care: Because it works, it's fun, and it makes business sense.
3. Fitness and service professionals: To learn a new and valuable skillset to enrich their personal and professional lives.
4. Insurance companies: Pay for regular group laughter therapy interventions for people in recovery.
5. TVs, hospitals, special interest groups: Licensed TV programs, videos.
6. General public: To improve wellness and wellbeing.



# Milestones

## Start

Setup business + build the team. \$500k

## Month 6

Stats are clear. We have a solid and quantifiable plan to financial sustainability.

3 months

12 months

## Month 4

1 conference concluded  
200 people trained

## Thank you for reading this doc.

We believe in it and hope you will too. Can we meet?

626.755.5999

I'd love to talk to you.

Sebastien Gendry