



Business Summary

Mission/Aim:

Our place on earth commits to inspiring and supporting people to make life style choices that are compassionate for themselves, non-human animals and the planet.

Our aim:

- ✓ Render intensive farms obsolete
- ✓ Encourage symbiotic relationships between all animals
- ✓ Provide a positive environment where animals can learn, grow and express their true nature's
- ✓ Inspire a lifestyle based on respect and understanding for all species
- ✓ Provide practical tips for compassionate living
- ✓ Develop a property with sustainable living principles that enables humans to get to know non-human animals on a deeper level
- ✓ Offer solutions that take into consideration the needs of all animals and the planet

Philosophy and Ethical Statement:

Our place on earth operates under a simple philosophy:

- ✓ Love and respect for all species
- ✓ There is always a solution that meets the needs of all (including humans, non human animals and the planet)
- ✓ Each individual has the ability to make their own choices and are responsible for their actions
- ✓ Consumer choice is one of the most powerful agents of change
- ✓ Non-human animals have an incredible amount of wisdom to share, we just need to listen

NB: Veganism provides a basic framework for the implementation and operation of the organisation. All food and materials used at Our place on earth are void of animal products; demonstrating how easily one can live a life that respects all species needs and desires.

Business Description:

Our place on earth is a valuable initiative for all animals* that provides an opportunity for deep healing, growth, creativity, learning and play. *Throughout this document the term 'animals' refers to both human and non-human animals, after all humans are animals too.

There are many facets to this organisation that will evolve, grow and change with the evolution of society.

Products:

| Paid services: | Free services: |
|--|--|
| Stage 1 (Current) | |
| -“Massage me, Massage my dog” body work for humans and their non-human companion animals -Animal communication consults -Book ‘Through the eyes of a cow’ | -Workshops in multiple cities/towns : ‘GoVeg’ ‘How to be an effective AR activist’ ‘Take a bite to save the planet’ -Sponsors ‘Paws 2 Think’ school program |
| Stage 2 (After property is established, estimated end 2009) | |
| -One day and live-in school excursion visits for students to learn about non-human animals and a sustainable lifestyle -Integrated 3-5 day retreats for humans and their non-human companion animals to heal life threatening diseases -Weekend/2-3 day live in workshops teaching different techniques e.g. Interspecies Communication, Heartworks Lomi Lomi Massage -One day workshops in veganic farming/permaculture, medicinal herbs, cooking vegan food and vegan nutrition | -Workshops in multiple cities/towns: ‘GoVeg’ ‘Being an effective AR activist’ ‘Take a bite for the planet’ -Sponsors ‘Paws 2 Think’ school program -Farm change program |

NB: All workshops and work space on/off the property will provide tips for compassionate living and will share the individual stories of the rescued animals.

The Vision (Stage 2):

A small property will be developed with sustainable living principles that will enable humans to get to know non-human animals on a deeper level. The property will house rescued intensively farmed animals including cows, pigs, chickens, ducks, sheep and a donkey.

Our place on earth will be designed according to permaculture/sustainable living principles. The property will include living quarters for all species; a learning centre; treatment rooms; gardens with vegetables, fruit and medicinal herbs; communal living and play areas

The ideal location would feature:

- ✓ Natural bushland
- ✓ Mountains with coast nearby
- ✓ Ample sunshine
- ✓ High rainfall at appropriate times of the year to maintain self sufficiency, growth and abundance
- ✓ Suitable climate for year round outdoor activity
- ✓ Good soil
- ✓ Natural waterway on site
- ✓ Easy access from capital cities

Description of Product/Service:

| Features | Target Market | Benefits |
|--|--|--|
| 1. 'Massage me, Massage my dog' bodywork for humans and their non-human companion animals (Stage 1 & 2) | -Dog lovers -Companion non-human animals with life threatening illnesses (and their human friend) | -Enhance relationship between human and non-human animal -Relaxation and enjoyment -Gain insights from companion non-human animals, about themselves and the world we live in |
| 2. Animal Communication Consultations (Stage 1 & 2) | -People fascinated with non-human animals | -Enhance relationship between human and non-human animal -Gain insights from companion animals about themselves and the world we live in |
| 3. Live in Workshops: -Animal Communication Beg, Int and Adv. -Heartworks Lomi Lomi Massage (Stage 2) | -People seeking self development, lifestyle and/or a career in holistic health care industry - People fascinated with non-human animals | -Qualified and effective practitioners -Learn new skills -Rewarding career -Enhance relationship between humans and non-human animals -Gain insights from non human animals about themselves and the world we live in |
| 4. Sponsor 'Paws 2 Think' school program (Stage 1 & 2) One day and overnight school excursions visits (Stage 2) | -Education Department and government schools -Private schools | -Encourage young people to critically think about the way non-humans animals are treated in society -Learn practical ways on how to live a compassionate and sustainable lifestyle -Play and have fun with non-human animals and nature! |
| 5.Free Workshops: -GoVeg -How to be an effective AR activist -Take a bite to save the planet (Stage 1 & 2) | -Meat eaters | -Gain understanding of the truth behind the meat industry -Empowering people with solutions for compassionate living -Health and environmental benefits of a plant based diet |
| 6. Book "Through the eyes of a cow" (Stage 1) | - People fascinated with non-human animals | -Gain understanding of the truth behind the meat industry from non-human animals point of view -Bringing light heartedness to a serious message |
| 7. Farm Change (Stage 2) | -Farm owners | -Solutions that solicit positive change for all animals involved |

Marketing Strategy:

'Our place on earth' will attract business through the following avenues:

- ✓ Offering quality and effective services
- ✓ Relationship building within appropriate industry's; particularly in the companion animal health and wellbeing industry
- ✓ Word of mouth and strong reputation for effective services
- ✓ Leaflets widely distributed in public places where target market is present
- ✓ Product demonstrations at trade fairs and markets
- ✓ Advertising within the growing 'pet care' market
- ✓ Strong relationship with media: print, TV and radio
- ✓ Fantastic online representation
- ✓ An organisation guided by its strong ethical principles and community focus
- ✓ Clever communication strategy
- ✓ Emphasising the environmental benefits of a vegan lifestyle

Strengths:

- ✓ An ethically driven organisation
- ✓ Products and services that benefit all species and the planet
- ✓ Experience in industry
- ✓ Sound products which meet the needs of target markets
- ✓ Well thought out plan
- ✓ Offering a unique service.
- ✓ Initial capital expenditure is low
- ✓ Strong leadership
- ✓ Community minded vision and strategy
- ✓ People love their companion non-human animals in Australia
- ✓ The environmental and Animal Rights movements are growing rapidly with people becoming more and more aware of the impact their actions have on the earth

Weaknesses:

- ✓ Takes time to build client base
- ✓ It's a new concept
- ✓ High start up costs for Stage 2
- ✓ Takes time to build client base
- ✓ Business name is unknown
- ✓ The 'Massage me, Massage my dog' is an undefined concept, therefore a challenge to gain understanding

Financials:

Financial objectives

- ✓ Sales/number of customer visits is the primary focus of this community minded organisation; as the products are the avenue to take the message to the public
- ✓ Productivity ratio is of utmost importance, ensuring that the organisation uses all resources mindfully and efficiently
- ✓ Our place on earth welcomes profitability so more resources can be utilised for community awareness programs
- ✓ Our place on earth welcomes donations, and bequests to acquire property

Financial Strategy

- ✓ Investing wisely with high returns
- ✓ Creative ways to cut/avoid ongoing costs
- ✓ A community minded approach to obtain the high cost purchases such as land and buildings to share cost and reduce outlay
- ✓ Putting value on the intangible benefits that 'Our place on earth' services offer

Pricing Method and Breakeven figures

A premium pricing structure will be set for 'Massage me, Massage my dog'; Animal communication consultations and workshops at higher end of market to complement the top service provided. The products are niche and target market has high disposable income.

Competitive pricing will be set for youth programs, at a level to attract high volumes, and be affordable to parents and schools. Overall, social profit is of utmost importance.

Thought provoking workshops are offered free. Our place on earth also sponsors the 'Paws 2 think' school program.

Ongoing Income/Breakeven:

Stage 1

| Product | Timing | Price | Breakeven (no. per month) |
|---|-----------|-------|---------------------------|
| 'Massage me, Massage my dog' body work for humans and their non-human companion animals | 1.5 hours | \$100 | 6 |
| | 2 hours | \$150 | 2 |
| Animal Communication consultations | 45min | \$75 | 2 |
| | 1 ½ hrs | \$125 | 5 |
| Free Workshops | 4 hours | Free | n/a |

Stage 2

| Product | Timing | Price | Breakeven (no. per year) |
|--|--------|-------------------|--------------------------|
| Integrated 3-5 day retreats for humans and their non-human companion animals to heal life threatening diseases | 1 hour | \$750 | 87 |
| Weekend/2-3 day live in workshops | 3 days | \$550 | 22 |
| Animal communication consultations | 1 hour | \$95 | 520 |
| Overnight School excursion visits | 2 day | \$100 per student | 44 |
| Day trip school excursion visit | 1 day | \$40 per student | 0 |
| 1 day workshops | 1 day | \$125 | 35 |

Cash Flow Summary:

Stage 1 (Yr 1)

Cash Flow Summary:

12 Month

| | |
|-------------------------------|----------|
| Total Cash Inflows | 28,075 |
| Total Cash Outflows | 24,317 |
| Cash on hand at end of period | \$ 3,758 |

Stage 2 (Yr 1)

12 Month

| | |
|-------------------------------|----------|
| Total Cash Inflows | 689,900 |
| Total Cash Outflows | 649,000 |
| Cash on hand at end of period | \$40,900 |

Initial Outlay required:

Stage 1: \$7070

Stage 2: \$1.493 million (Buying, refurbishing and establishing property)

Is finance required?

Stage 1: No

Stage 2: Yes, for purchase of property and ongoing costs for free workshops

Timeline:

Our place on earth has been in operation since January 2008. It is expected the property will be acquired by 2010.

In summary:

Our place on earth - Inspiring change that benefits all