

# Vision

<p><b>CORE VALUES</b></p>	<ol style="list-style-type: none"> <li><b>1. Personal Value:</b> We are committed to the belief that every person has value and deserves equitable treatment.</li> <li><b>2. Compassionate Prevention:</b> We are committed to keep youth safe through compassionate and empathetic prevention.</li> <li><b>3. Integrity:</b> We are committed to personal and professional integrity working individually and collaboratively.</li> <li><b>4. Striving for excellence:</b> We are committed to boldly, yet humbly, striving for excellence.</li> <li><b>5. Creative Solutions:</b> We are committed to finding creative solutions through ongoing education.</li> <li><b>6. Fun:</b> We are committed to fun in everything we do.</li> </ol>	<p><b>3 YEAR</b></p>
<p><b>CORE FOCUS™</b></p>	<p><b>Purpose/Cause/Passion</b> Helping youth recognize their intrinsic value.</p> <p><b>Niche</b> Teaching critical thinking skills in a bold, fun, and interactive way.</p>	<p><b>Future Date:</b> December 31, 2023</p> <hr/> <p><b>Revenue:</b></p> <ul style="list-style-type: none"> <li>• 324,300</li> </ul> <hr/> <p><b>Profit:</b></p> <ul style="list-style-type: none"> <li>• 32,000</li> </ul> <hr/> <p><b>Measurables</b></p> <ul style="list-style-type: none"> <li>• Schools/Clients 1,200</li> <li>• States Reached 6</li> <li>• Attendees 30,000</li> </ul> <hr/> <p><b>What Does It Look Like?</b></p> <ul style="list-style-type: none"> <li>• 65 Right People Right Seats</li> <li>• Core Processes Documented and Followed by All</li> <li>• Fully Trained - High Achieving Staff</li> <li>• SMFP will be leader in the Midwest with staff in 6 states</li> <li>• Solid Development Coverage through our 6 States</li> <li>•</li> </ul>
<p><b>10 YEAR TARGET™</b></p>	<p><b>Target</b> Top of mind organization when thinking about prevention of human trafficking and/or social media safety, whose curriculum is used in 60% of schools and communities in the U.S. with a \$10 million budget (Year 2030)</p>	
<p><b>GO TO MARKET STRATEGY</b></p>	<p><b>Target Market</b></p> <p><b>Three Uniques</b></p> <p><b>Proven Process</b></p> <p><b>Guarantee</b></p>	

## Traction

1 YEAR	90 DAYS	ISSUES LIST										
<p><b>Future Date:</b> December 31, 2021</p> <hr/> <p><b>Revenue</b></p> <ul style="list-style-type: none"> <li>: <b>289,000</b></li> </ul> <hr/> <p><b>Profit</b></p> <ul style="list-style-type: none"> <li>: <b>26750</b></li> </ul> <hr/> <p><b>Measurables</b></p> <ul style="list-style-type: none"> <li>Schools/Clients: <b>600</b></li> <li>States Reached: <b>3</b></li> <li>Attendees: <b>15000</b></li> </ul> <hr/> <p><b>Goals For The Year</b></p> <ol style="list-style-type: none"> <li>Hire Administrative Assistant</li> <li>Hire District Lead in Iowa</li> <li>Expand Ready to Stand Video Database</li> <li>Signed Agency Contracts (x4)</li> <li>Develop State Launch Plan &amp; Identify Next State</li> <li>Presence 25 Schools in South Dakota</li> <li>Trademark Materials</li> </ol>	<p><b>Future Date:</b> June 30, 2021</p> <hr/> <p><b>Revenue</b></p> <ul style="list-style-type: none"> <li>: <b>72250</b></li> </ul> <hr/> <p><b>Profit</b></p> <ul style="list-style-type: none"> <li>: <b>8916.67</b></li> </ul> <hr/> <p><b>Measurables</b></p> <ul style="list-style-type: none"> <li>Schools/Clients:</li> <li>States Reached:</li> <li>Attendees:</li> </ul> <hr/> <p><b>Rocks For The Quarter</b></p> <ol style="list-style-type: none"> <li>Hire 2 Vistas</li> <li>Hire more Educators</li> <li>Finish Curriculum Updates</li> <li>Promote Agency Trainings</li> <li>Generate \$25,000 from individuals and businesses</li> </ol>	<p><b>Who</b></p> <table border="0"> <tr><td></td><td>SO</td></tr> <tr><td></td><td>YH</td></tr> <tr><td></td><td>YH</td></tr> <tr><td></td><td>SO</td></tr> <tr><td></td><td>SO</td></tr> </table> <ol style="list-style-type: none"> <li>Composite Survey Score - Calculate Base Score (Revisit November)</li> <li>Number of Educator Hours incurred</li> <li>Restricted Funds Accounting</li> <li>Hire Educators (July/August)</li> <li>Stance on the Border</li> <li>District Lead (Iowa)</li> <li>Sha - Performance</li> </ol>		SO		YH		YH		SO		SO
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