

# Business Goal

3 steps.

① App

② Consultations

③ Personalized Synergies  
with base products

# ① App

## Two Options

help users find  
best oil from what  
they own already

(A) Input all <sup>owned</sup> oils, find  
"best match" for chosen  
symptom (based on  
constituent percentages in  
EO Safety)

(Chemistry  
based)

help users find  
best oil to  
purchase next

(B) Select symptoms, find  
"best match" of Top 3 choices  
for single oils (based on total  
added constituent percentages).

(Based on  
EO Rank)

From App "Contact US" Screen

Bring to webpage with a fill-in "case form" to send to me, charge flat rate per synergies created.

② Consultations

## Personalized Products ③

After their chosen synergy has been created, offer to add those eōs to one of my offered products - lotion, sunscreen, chapstick, face mask, etc.

4 customers  $\approx$  12¢

\$\$\$

\$ + \$

\$ + \$ + \$ + \$

1 customer x  
\$\$\$

2 customers x  
\$ = \$\$\$

4 customers x  
\$ = \$\$\$\$

Product Creation

Personalized  
Synergy

Application  
Purchase

Yearly

Apps	1,000	2,000	4,000	6,000
Consultations	500	1000	2000	2,500
Products	250	500	1000	1,250
Consultations Per Week	9.6	19.2	38.5	48
Products Per Week	4.8	9.6	19.2	24

15 Years?

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Customer Downloads

	1,000	10,000	100,000	1,000,000
\$ 1.00	12,000	120,000	1,120,000	12,000,000
\$ 2.00	24,000	240,000	2,400,000	24,000,000
\$ 4.00	48,000	480,000	4,800,000	48,000,000
\$ 5.00	60,000	600,000	6,000,000	60,000,000