

We help women embrace life beyond a cancer diagnosis



*A Plan for Growth and Sustainability
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This is a business plan. It does not imply an offering of Securities.

Table of Contents

Vision and Mission	3
The Company	4
The YN Business Model	5
Strategic Alliances	6
Our Signature Program	7
National Rollout: Growth Through Membership	10
The Market	12
Marketing	17
Competition	18
Risk/Opportunity	19
Management Team	19
Conclusion	20

Financial Plan

Available upon request

Vision and Mission

Vision: What are we building?

You Night is a year-round program that addresses the emotional and mental effects that women experience after a cancer diagnosis. You Night creates fun and empowering group experiences for women who are looking for a sisterhood of support.

YN teaches cancer survivors how to overcome the physical and psychological challenges of cancer treatment through teamwork, coaching, and strong interpersonal support from a network of other survivors. You Night rebuilds survivor's self-esteem, appreciation for their own bodies and a joy for living, through structured experiences and sisterhood.

Year-Round Programs

- Fashion Show / Runway Training Program
- Weekend Retreats
- Scar Art (ScART) Group Painting Experiences
- On-Going involvement in community events

Mission Statement: Why we do what we do

By creating amazing content, we help heal, we connect the community to the cause, and we bring new patients to the best providers.

You Night serves both the survivor and the many economic players in the treatment market.

Survivorship Mission:

You Night helps women embrace life beyond a cancer diagnosis with a non-traditional approach to **education and support** focused on life-skill coaching, empowerment training and a **sisterhood of survivors**.

We remove patients from the places associated with their prior pain, and we bring them to a place full of light and laughter. We use both live events and various media channels to bring survivors together wherever they live.

You Night is a support group that women want to participate in for their entire lifetime.

Market Mission:

You Night helps care providers reach better patient outcomes... and also better economic outcomes.

You Night provides a clear economic return through authentic experiences and amazing content that drives business, rewards employees, improves office culture, enhances professional reputations, and deepens community bonds.

Why is Our Mission Important?

It is estimated that there are 15.5 million cancer survivors in the United States. This represents 4.8% of the population. The number of cancer survivors is projected to increase by 31%, to 20.3 million, by 2026, which represents an increase of more than 4 million survivors in 10 years. And as treacherous as cancer treatment is, resuming the routines of work and family life after completing treatment can be equally difficult. The physical and psychological effects of cancer and its treatment have been recognized for many years, but it is only recently that "survivorship" is coming to be recognized as a distinct phase of the cancer treatment trajectory.

Individuals may reappraise their lives following a diagnosis of cancer and search for a sense of control and meaning. Survivors of cancer, although free of the cancer for which they were treated, find that they aren't free *from* the cancer. The impact of cancer continues to affect survivors long after they leave treatment.

Fear of recurrence and death are always on a survivor's mind, but so are the more generalized symptoms of **fatigue, trouble sleeping, trouble concentrating and depression**. Overcoming these psychological effects of cancer requires a great deal of work to learn new coping skills and regain a sense of control.

Left on their own, many cancer survivors will never do this difficult work. But being part of a life-affirming sisterhood can show survivors the way to regaining the social, emotional and mental confidence they need so desperately.

Survivors who graduate from the YN program become role models, ambassadors, advocates, and better patients -- who not only survive, but thrive -- and help others to do so also.

(RESOURCE: <https://www.ncbi.nlm.nih.gov/books/NBK4011/> "The Psychosocial Needs of Cancer Patients")

The Company

You Night was founded in May 2013, when Louisiana-based entrepreneur Lisa McKenzie began discussions of how she could bring a life-changing, empowering event to breast cancer survivors in their community.

Just four months later, 24 cancer survivors celebrated on stage in front of 550 guests at a sold-out event. The impact was far-reaching. The participants developed an amazing sisterhood of support and the guests experienced a love-filled event like none other. Family members, friends, doctors, nurses, salons and boutiques united to recognize and support their loved ones and to shine a light on the entire survivor community.

The success of the first event caused an avalanche of interest, support and activity: new participants signed onto wait lists; sponsors came forward; alumni models volunteered to coach the next group; and health care providers began referring patients.

Today, YN is in two cities (New Orleans and St Tammany), and has completed six complete program cycles, graduating 24+ new survivors in each cycle. The program is currently on cycle 7 and 8, and to

date, we have touched the lives of over 200 women survivors and 3,000+ guests (see: www.younightevents.com/models)

YN graduates, once scared to step back into their own lives, have been transformed into powerful public ambassadors of hope and love. YN graduates have been guests on live news programs; raised both awareness and funds through participation in charity events; and have shared their stories with hundreds of thousands of people around the world through social media. (The YN Facebook page receives as many as 40,000 views per day. And one video has been viewed more than 2 million times!) SEE VIDEO: <https://vimeo.com/199549713>

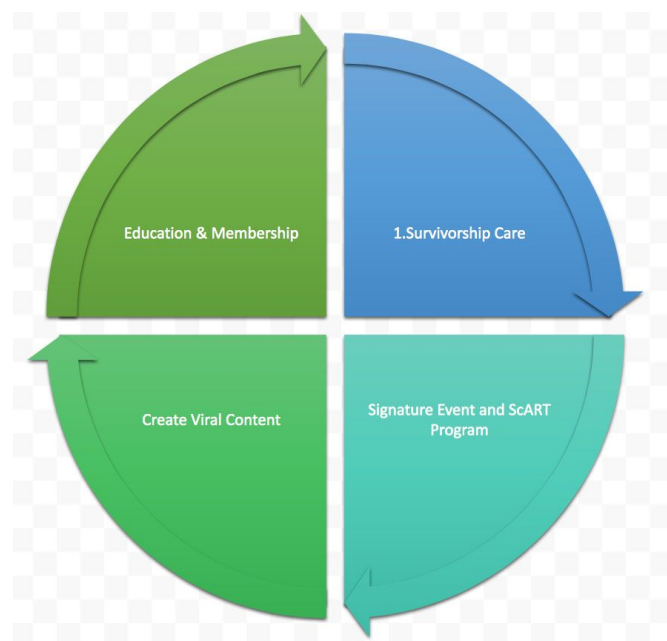
Today, YN is an organization consisting of two (underpaid!) staff who run the day to day operations, with dozens of volunteers (most are past participants who want to pay their experience forward to other survivors). In addition, there are several major contractors who help create our signature programs such as Audio/Video, Stage Production, Runway Coache, Videographers, Photographers and Event Decorators; and dozens of community volunteers who head up salon and boutique relations, model relations, food and beverage donations, community outreach and education, graphic design, photography, decorations, ministry, and retreat programming.) YN is further guided by an amazing board of 12 unpaid advisors.

The YN Business Model

YN is organized to serve both "People and Profits". As a [Double Bottom Line Business](#), YN balances the social benefit of better health outcomes for cancer patients with reasonable economic returns for our sponsors and stakeholders.

The unique business model of YN is one part membership organization, one part healthcare provider, and one part creative marketing agency.

There are 4 steps that create a virtuous and self-promoting cycle to our model.



1. In select cities, YN coordinates survivorship care programs to serve local patients.

2. Our signature "Runway Show and Celebration and ScART Programs create a dynamic sisterhood of support

3. Each YN event provides amazing content opportunities. Our cameras record the personal journeys of cancer survivors and their caregivers in a way that is emotional, uplifting, and impactful.

We spread our life-affirming message across the country and around the world via social media and small membership drives. As membership grows in a new location, the group begins offering our unique brand of structured survivorship care and hosts its own signature event.... Re-starting the cycle.

Visualizing this circular model makes it apparent that the two pillars of our business are **Care and Content**. These are the key ingredients that YN uses to create positive outcomes – both social and economic.

The Importance of Care

YN recognizes that survivorship programming is the foundation for what we sell. Our customers – the doctors and clinics that provide our financial support – are stakeholders in the cancer ecosystem and expect our programs to provide meaningful and measurable benefit to their patients.

Unlike others in the cancer eco-system, YN is not about awareness, but action. We are not seeking to communicate about cancer, but to help those who are suffering from it. We are devoted to the social benefit of providing truly life-changing therapies through educational and emotional support to our members.

The Importance of Content

Our graduates – in video, written format and in person -- are encouraged to tell detailed stories about their battle with cancer and the doctors & organizations that helped them through it.

These stories become invaluable marketing testimonials for healthcare providers who are prohibited (by HIPPA) from doing this for themselves. YN's unique position outside the healthcare world creates the perfect vehicle for third-party testimonials, uplifting stories, and community engagement for healthcare providers of all kinds.

The content we create means that YN sponsorship has an immediate and measurable impact on visibility, reputation, office culture, and long-term business growth.

Strategic Alliances

Because of our unique position as a survivor network, YN has been embraced by organizations that promote and build our company. YN will leverage these relationships to improve effectiveness, profitability and scale.



National Partner We are proud to have a nationwide partnership with Painting with a Twist, a franchise of 350+ locations around the country. You Night has created a program called "ScART" (Scar Art) that gives participants the opportunity to sketch and paint their scars as another source of healing and a rapid way of growing the You Night sisterhood nationwide. Painting with a Twist will be donating 50% of the proceeds from each ScART event (see financial model).



Danette May

Danette May
Certified Personal Trainer, Nutritionist,
Author and Fitness Model

National Partner We are proud to have a nationwide partnership with national fitness expert Danette May. Danette is certified fitness professional, Pilates instructor and nutritionist. She is the founder of Mindful Health, LLC, a platform that provides millions of people around the world with the tools, knowledge, and inspiration to look and feel their best while living more healthy and zestful lives. Since nutrition plays an important and vital role in cancer patients, YN wanted to incorporate this into our empowerment platform. Danette will

provide monthly live broadcasts on our Facebook page, that ultimately culminates into a group "invite" to participate in a 30-day weight loss challenge, that will teach women how to buy and prepare healthy food. When YN participants sign up for the weight loss challenge, Danette's organization is giving 75% of the

\$50 sign up fee to YN.

Promotional Partners

YN cooperates closely with dozens of (mostly non-profit) groups in the cancer ecosystem. These groups regularly call upon our survivor graduates to share their uplifting success stories. Each time a promotional partner features a YN graduate, our brand is spotlighted and magnified by the reach of the partners networks.

Over the last three years, YN graduates have been featured in public events including:

- **Fashion on Fulton.** Sponsored by Harrah's in partnership with the **American Cancer Society**. 20 You Night graduates participated. (See the video: <https://www.youtube.com/watch?v=UGaZ6qPhBoU>)
- **Festivals: "Bras for a Cause" and Runway Show.** You Night participants helped with their effort of raising \$50,000 to the local charity, **Breastoration** which helps women afford reconstruction costs
- **Immacullee Ilibagiza: Rwandan Holocaust Survivor.** You Night alums participated in runway show to help raise money for holocaust survivors in Rwanda
- **Slidell Memorial Hospital Cancer Survivor Runway Show.** You Night role models participated as runway models to help raise money for the cancer ward at the hospital
- **Free the Tatas: Haddasah bears all for awareness, treatment and restoration.** Twelve You Night alums will have their skin painted – from neck to waist – to raise money for Haddasah
- **Susan G. Komen Race for the Cure:** You Night models formed a team of racers to help raise money for SGK
- **American Cancer Society Dragon Boat Races:** You Night participants formed two teams to help raise money for a local cancer center

Other Operational Alliances

Because of our powerful social mission, YN enjoys below-market-rates from multiple vendors who provide venues, products and services that make our production possible. The nature of our events and content promotions allows us to put our vendor partners in a very public -- and positive -- spotlight. So long as we maintain a good reputation, excellent content channels and a strong social mission, YN believes that we can continue to receive favorable pricing from many vendors.

Our Signature Programs

YOU NIGHT teaches cancer survivors -- not just to cope with cancer, but to overcome the social and emotional challenges to embrace their life post-diagnosis through empowering, group experiences.

"Role Model" Runway Training Program and Celebration



The You Night signature program is a multi-faceted support program provided over a five-month period. The participants – we call them “role models” – are taught new life skills through the vehicle of fashion model training. The program creates not only a new level of self-esteem, but also a sisterhood of support. Group exercises center on goals that the women have to achieve together.

Each program cycle has 24 participants. Participants can be at any stage of cancer treatment or recovery. Models are referred to the program through Internet searches, friends, former participants, or their healthcare providers.

There is no cost to the participant. YN accepts sponsorships to cover the cost of the entire program (which breaks down to roughly \$5,000 per participant).

Participants currently apply online and are enrolled on a first-come-first-served basis. During the admission process, participants must:

- Live in or near the program city / venue
- Provide a list of the doctors and locations where they received their treatment
- Commit to the 5-month schedule of activities and rehearsals

Unique Aspects of the YN Signature Runway Program

YN occupies a unique position in the cancer ecosystem as a for-profit service provider that has direct contact with, and benefit to, cancer patients.

Sisterhood Sisterhood is the secret sauce of YN. Each class of graduates feel an authentic emotional bond with each other and with other members of the program. The unique 5-month training program creates true friendships, and has spawned on-going support activities as the graduates take more and more independent action.

Goal Driven Early in the program curricula, our signature program presents women with specific healthcare goals that they must meet – individually and as a team. The team goals help participants break out of the isolation that so many cancer patients feel ... and further builds the sisterhood that binds the group together.

Bringing Caregivers and Patients Together to Celebrate YN is the only program that brings together patients, their families, doctors and healthcare workers *outside of the clinical setting*. Our signature

program events – including a family retreat and the graduation celebration – are unlike any other aspect of the cancer care trajectory.

Further, because YN graduates 24 new individuals each cycle, the audience is also continually refreshed -- both inside the graduation ceremony and online through the connections of the survivors themselves.

Healthy Habits YN takes a holistic approach to women's health and helps participants craft new habits for their physical and mental wellness. Nutritionists and physical trainers complement our team of psycho-social coaches. Our models graduate with a better understanding of what it takes to be healthy inside and out.

Graduates are Proactive Ambassadors YN is unique in that it provides meaningful care to survivors in a way that translates to shareable content, emotionally moving stories, and specific customer testimonials that drive business to sponsors... and to You Night!

Because YN experiences motivate and empower survivors, they become ambassadors to new patients, sponsors, and the community at large -- sharing content freely and singing the praises of their favorite caregivers.

ScART (Scar Art) -- A partnership with Painting with a Twist



ScART (Scar-Art) is a program created by You Night founder Lisa McKenzie. A critical mission of You Night was to find a way to reach cancer survivors across the country while finding additional revenue streams. ScART fuses psycho social care, a sisterhood of survivors, and the power of acceptance in a supportive environment.



ScART is a partnership between You Night Events and Painting with a Twist. ScART gives participants the opportunity to talk openly about scars, which can often feel "taboo". Cancer survivors sketch their scars, which are then transferred to canvas by Painting with a Twist studio artists. Participants meet as a group with other cancer survivors and then free-form their individual pieces of art to reflect the attitude they have about their scars. Through this experience, they develop a sisterhood of support with other women who have had cancer. Together they learn to find acceptance of their scars, while also seeing that their scars can be seen as beautiful or at that scars can be seen through a different lens. The ScART program will launch nationwide in July at 350 Painting With A Twist locations, where participants will be invited to join the You Night sisterhood. ScART is open to all female cancer survivors. A portion of the proceeds benefit You Night Empowering Events, helping women embrace life beyond cancer.

Price per participant to participate in ScART: \$55.00

Portion that is donated to You Night: \$27.50 per guest

of Painting with a Twist locations in the United States: 350

of Participants per class: 30

ScART will be held monthly at each location. This provides an incredible opportunity for cancer related partners and sponsors, as well as national media coverage.

National Rollout: Growth Through Membership

Growth Strategy

By inviting participants to paint at the ScART events across the country, You Night will quickly grow the sisterhood of inspired survivors.. YN will spread our message of empowerment, healthy habits, and sisterhood to survivors of all types of cancer. These survivors will be invited into a Facebook group that will be filled with enriching content. In addition to healthy habit forming content, You Night runway coaches will provide on-line free tutorials to every member of the private You Night sisterhood group. The goal of this will be to create excitement in each city to add the You Night runway training program. The goal will also be to invite survivors to New Orleans in 2018 to break the Guinness Book of World Records. The sponsor opportunities are endless, giving major visibility to national sponsors who come on board to be the official "hair care", "jewelry accessory", "nutrition", "fitness club", etc.

Working in partnership with local healthcare providers, non-profit groups and others, YN will promote membership opportunities by sharing our inspirational and educational content.

As survivors step forward in new locations, we will help them organize into local chapters and, when they are large enough, to launch our signature programs in their own cities.

This combination of grassroots membership development and centralized management will help YN scale rapidly, profitably, and effectively. Our goal is to be in 6 cities by 2020 and 25 cities by 2025.

The first six cities will be near New Orleans, so that we can encourage multi-city involvement from the various You Night sisters. The first expansion cities are likely to be:

- Relaunch NOLA / St Tammany
- Baton Rouge
- Lafayette
- Houston
- Mobile

Proposed Modifications

Participants are currently enrolled on a first-come-first-served basis at no cost to themselves. This may be suboptimal, however, so YN is experimenting with two different enrollment models:

- 1) **PRESCRIPTIVE ENROLLMENT** – doctors refer patients to the program based on the psychosocial needs of the patient. (This could eventually open the doors to insurance reimbursement.)
- 2) **SPONSORSHIP ENROLLMENT** – sponsors may designate a participant after making an appropriate contribution. (This could increase sponsorships.)

Future Opportunities / R&D

Currently, "survivorship care" is a term recognized by the Institutes of Medicine, but not yet reimbursed by insurance. This presents a two-fold opportunity for our future development efforts:

- (a) **Recognition by IOM.** You Night may be able to work with the IOM to become a recognized provider of survivorship care. The IOM is already moving to mandate some forms of survivorship care at certified cancer centers, so recognition from this body could open many doors.
- (b) **Classification as a Reimbursable Medical Expense.** Although the exact path is not clear, it may be possible for YN to advocate for status as a reimbursable medical expense. If survivorship care becomes recognized by Medicare, for example, the economic opportunity could change dramatically.

To better understand our opportunities in these areas, YN has commissioned a study of the historical results of our activities through LSU Department of Health and Human Sciences. Dr. Lorrie Powell, Endowed Chair in Nursing, will be publishing her findings about how YN has impacted the physical and psycho-social health of graduates.

The study will use data obtained from 200 female participants who have gone through the You Night Program and compare the data from that of the participants who are about to go through the program as well as patients who do not go through the You Night program. Psychosocial analysis will focus on measurements of improvement related to depression, self-esteem, socialization, nutrition, physical fitness and advocacy.

New and Follow-on Products: Re-Purposing Content

YN will have broad opportunities to expand its reach by broadly re-purposing our content.

One such new product will be **You Night Magazine "Embraced"**, which will launch in 2017. The magazine will tell the stories of our survivors -- and their healthcare providers / sponsors. The magazine will be distributed to the retail location of each supporter, and perhaps more broadly. The magazine will be loosely based on the event program, which is part of what we already create.

YN content also lends itself to digital storytelling. We anticipate creating a **video documentary** or series of short stories about the women and their journeys. Our film production partner would like to create a series that could be distributed for profit. Further, this video content could be used on our own YouTube channel, and website for both revenue generation and promotional purposes.

Continuing the idea of digital content, we imagine getting into **seminars, webinars, podcasts, and other educational products.**

Retail Opportunities

Finally, **ancillary products** that serve our patients/survivors can be added to both our in-person services and our (future) online presence. Products like heated blankets, water filtration products, nutritional supplements, organic beauty products and other healthy living items will make a good add-on to our online catalog.

Distribution of the physical products is not our immediate priority, and would likely wait until after several markets are opened.

The Membership Drives

Besides promoting YN through the healthcare community, we are forging two national partnership with national retailers *Painting with a Twist* and *Danette May Fitness*. This development-stage program will serve as a model for our member outreach programs across the country.

Painting with a Twist is a franchise of 350+ locations where people come with their friends to a "paint and sip art party" – creating their own works of art, with professional instruction and a glass of wine.

- Utilizing their monthly "Painting with a Purpose" program, YN will help franchisees reach cancer survivors in their area and invite them to attend a special night of healing – for survivors and their families only.
- At these events, nicknamed "SCART Parties", cancer survivors will be asked to submit a photo of, and then helped to create a painted canvas of, their surgical scars. This is one example of how YN teaches survivors to embrace their new bodies, focus on healing and move beyond a cancer diagnosis.
- Scart Parties have a dual purpose: to sign up new members who will create local chapters; and to raise the funds needed to get these chapters off the ground. Each Scart Party participant will contribute as much as \$27.50 per participant toward the YN cause – money that will be used at both the local and national level.

Danette May Fitness is a national online fitness program/membership, where women are given an incredible amount of free content related to healthy living and eating, while also giving women the opportunity to join diet and fitness challenges. The team at Danette May will be offering group experiences to the You Night online sisterhood, and 75% of the proceeds from any sign ups will be given to You Night.

Licensing the YN Signature Program

When a city's membership is well-established, the local chapter will be invited to host a You Night Runway Show and Celebration. The national office will provide back office support and teach the chapter's leadership to create the program locally.

YN's national office is already busy creating a "You Night in a Box" starter kit for interested chapters. In the kit will be a complete manual that details the curriculum and the local chapter responsibilities. The kit will also give access to our Train the Trainers video instructional tutorials, exclusively available to You Night chapters.

In order for You Night to maintain a consistent brand across the country, chapters will be required to follow the program exactly, with all marketing handled from the You Night corporate office.

We anticipate that each chapter event will generate as much as \$20,000 revenue to the national office for content development and production assistance.

The Market

Our Market is a small segment of the larger oncology care market called Survivorship Care. We serve the 7 million+ female cancer survivors alive today and the millions more who are diagnosed each year.

Cancer is a \$125 billion industry. And although survivorship care is a relatively recent development in this business, our position serving both the patient and their care provider gives us a powerful opportunity to tap into this revenue base.

Our Stakeholders Besides the direct participants, YN recognizes that we serve members of the greater cancer ecosystem. Any person or organization that has a mission to care for an oncology patient is a potential sponsor and beneficiary of our services. Specifically, there are three principal categories of potential sponsors:

1. **Physicians, healthcare providers and facilities** who treat women with cancer (from diagnosis to end of life)
2. **caregivers**, including:
 - Families & Friends of Survivors
 - Social Worker / Nurse Navigator
 - Home Health Nurses
 - Hospice
3. **Other related businesses** that sell products and/or services to cancer patients, from the smallest salons and wig maker, to regional health food markets, and national supplement and pharmaceutical companies.

"Social Support tied to better cancer outcomes"

According to a new study, cancer survivors with good social support networks seem to live longer and to have a lower risk of their cancer returning. Women with few social connections had a 43 percent higher risk of breast cancer returning, compared to well-connected women, the researchers found.

ARTICLE: Fox News

The Market Need for Survivorship Programs

Substantial progress in the early detection and treatment of multiple types of cancer has significantly extended the life of patients to the point that many people diagnosed with cancer can be cured. In fact, USNews.com reports that 2 of 3 patients diagnosed with cancer now live beyond the 5 year mark.

(Source:

<http://www.usnews.com/news/articles/2015/03/12/2-out-of-3-people-live-at-least-5-years-after-a-cancer-diagnosis>)

Because of improved cancer care, the Institute of Medicine (IOM) has developed accreditation guidelines for hospitals and cancer centers, requiring those entities to address the growing needs of the 14 million cancer survivors alive in the United States.

The IOM study determined that psychosocial care must be included in Survivorship Care Plans (SCP), as psychosocial programs have shown to improve the quality of cancer care.

The American Society of Clinical Oncology (ASCO), in collaboration with the American Cancer Society (ACS), have released updated guidelines regarding follow-up care for cancer survivors, which include these psychosocial factors that need to be addressed:

- Depression
- Anxiety
- Distress
- Body image issues

- Sexual concerns
- Relationship changes
- Social role difficulties
- Employment concerns
- Financial challenges

The report determined that there are major gaps in the care of cancer survivor during the period after completion of cancer care, specifically in the area of psychosocial care. Despite the evidence determining the need for psychosocial services, few patients receive psychosocial care.

You Night will fill the gap and provide this missing piece of the cancer treatment puzzle.

The Benefits of You Night to the Participants

Outside of support groups and individual psychotherapy, patients currently do not have a place to turn to for psychosocial support.

Participants in the You Night program tell us that very few wanted to join a support group because support groups can be depressing, with no real "goal" established or measured. Psychotherapy can be expensive and is often not covered by insurance.

With You Night, participants enter into a safe, fun environment with like-minded individuals who are following a mandatory schedule to achieve a team goal. As participants work together to reach the goal, benefits along the way include: Less isolation, purging of emotions, a new attitude toward physical fitness and nutrition, laughter, the feeling of being beautiful again, the feeling of accomplishment, the appreciation of life and living, the ability to advocate for and support others.

Regulatory Mandate for Survivorship Care

More and more, Survivorship Care is being regarded as a necessary part of the cancer care trajectory.

In fact, the American College of Surgeons Commission on Cancer (COC), is now requiring that all of the 1,500 COC accredited cancer facilities provide a Survivor Care Plan for at least 25% of all of their cancer patients by the end of this year (2017), and for 75% of cancer patients by December 2019. Qualifying plans must include providing patients with:

- Treatment Summary
- Self-care Guidance and **referrals to community resources**
- Plan for surveillance to identify recurrence
- Plan to transition patient back to PCP Primary Care Physician

SOURCE: "Executive Summary of Survivorship: A Policy Landscape Analysis of the The National Cancer Survivorship Resource Center"

Survivor Care Funding will Increase

Because of the IOM & COC mandates, Psychosocial care will continue to receive a growing amount of funding and attention. Growing evidence points to the importance of psychosocial intervention as it relates to survival from cancer and the well-being of cancer patients, particularly in the area of anxiety and depression.

In addition to coping with the worry and stress brought about by their diagnosis, patients with cancer and their families must cope with the stresses induced by physically demanding (and also often

life-threatening) treatments for the illness and the permanent health impairment and disability, fatigue, and pain that can result, even when there are no longer any signs of the disease.

These effects contribute to emotional distress and mental health problems among cancer patients, and together can lead to substantial social problems, such as the inability to work and reduced income.

SOURCE: American College of Surgeons Commission on Cancer: "Cancer Program Standards -- Ensuring Patient-Centered Care"

The Best Survivor Care Includes Family Survivorship support needs to extend beyond care for the patient. Celebrating survivorship and a patient's graduation from the YN program is something that impacts the family, friends and care-givers too.

The IOM found evidence for the effectiveness of formal psychosocial services, including counseling and self-care programs, **including how care can extend to the family members and community.**

With cancer treatment moving increasingly into the outpatient setting, family members are being asked to take on greater responsibilities for patient care.



As the YN program unfolds, it is becoming more apparent that there is equally a need to include the male caregivers (husbands) and the children in the programming, as caregivers have been emotionally impacted by cancer, too. This opens up an even larger market for us. You Night has recently launched our first male caregiver focus group called "You Knights". The focus group is being led by a male YN Board Member who, after the first You Knight meeting, has started gathering information that is important to male caregivers. More information about this focus group can be provided upon request.

Our Sponsors Benefit Too Caring for patients with cancer can also exact a psychological toll on oncologists. One of the most common manifestations of distress in professional caregivers is burnout, a syndrome that is characterized by a loss of enthusiasm for work, cynicism, and a low sense of personal accomplishment.

Evidence suggests that **25% to 38% of oncologists are experiencing burnout** at any given point in time. Among the many possible causes of burnout, high workload, inefficiency, loss of autonomy, and *lack of meaning in work* are central factors.

Preliminary evidence suggests that *strategies that promote wellness and enhance the meaning derived from professional activities* merit additional evaluation.

You Night has provided exactly this kind of meaning and positive reinforcement for caregivers. See our testimonials for more.

The Economic Benefits to Sponsors Selling the signature program sponsorship opportunities is easy when sponsors understand the six key benefits that accrue to them:

Market Segmentation: We serve the following 4 segments of the Cancer Care market (including but not limited to:

1. Healthcare Providers (diagnostic and treatment)	2. Survivorship Industry Players	3. Compassionate Community Members	4. Grant Making Foundations
Genetic Counselors / Genetic Testing	Rehab Clinics	Real Estate Agents	Susan Komen
Ob/GYN	Oncology Psychologists	Make Up Artists	Avon Foundation
Medical Oncologist	Insurance Companies - "scare us into buying!"	Photographers	American Cancer Society
Radiologists/Imaging Centers	Dental Clinics	Videographers	Other national non-profits focused on cancer care
Surgical Oncologist	Sexual Health Clinics	Graphic Designers	Local Family foundations
Reconstructive Surgeon	Reconstructive Surgeons	Singers	
Plastic Surgeon	Physical Therapists	Insurance agents	
Psycho Oncologist	Salons / Gyms / Specialty Garments	Banks / Local Businesses	
Dermatologist	Wig fitters / Hair restoration?	Boutique Clothiers	
Dietician / Nutritionist	Medical Device manufacturers / Prosthetics manufacturers	Friends and Families	
Primary Care Physician / Doctor of Osteopathic	Alkaline Water Companies / Filtration companies	Churches	
Endocrinologist	Homeopathic Medicine Providers	Real Estate Agents	
Gastroenterologist	Upper-end healthy-living & nutrition companies	Make Up Artists	
Hematologist	Hospice & Palliative Care		
Neurosurgeons	Funeral Homes / Planners		
Nurse Practitioners	Legal / Estate & End of Life planners		

Why do each of these 4 segments want to do business with You Night?

Benefits of You Night to Healthcare Providers

- **Mandate:** You Night helps satisfy the requirements of the IOM / SCP Mandate, which requires accredited institutions to assure that patients have a SCP at completion of cancer treatment.
- **Health Benefits:** You Night has proven results for cancer patients. Doctors report positive results in their patients who have gone through the You Night program.
- **Ease Of Participation:** Because doctors are limited to the amount of time they can spend with each patient, You Night is an easy referral program for patients showing emotional distress

- **Cost Effective Program:** As an outsourced partner, for very low costs of participation, You Night is an affordable line item
- **Emotional Return On Investment:** Doctors and nurses who ordinarily experience job burnout receive the satisfaction of seeing their patients on stage thriving and shining.
- **Marketing Benefits Of Testimonials, Videos And Photos:** You Night provides an incredible return on investment from the participants who sing the healthcare providers' praises.

Benefits of You Night to Survivor Industry Players

- **Access:** You Night provides direct access to their targeted demographic customer
- **Business Development:** You Night has a constant source of new customers entering into the program
- **Awareness & Branding:** You Night has proven results with marketing strategies for high viewership as it pertains to telling the stories of our partner supporters
- **Networking:** You Night provides networking opportunities to players in the same market

Benefits of Compassionate Community Members

- **Instant Gratification:** You Night helps community members to "be involved" in something that has immediate gratification, allowing organizations to help with this epidemic disease
- **Respected Forum:** You Night is a highly regarded – and highly visible – forum. When compassionate community members share their time, talent and resources, they are celebrated and appreciated.

Benefits to Grant Making Foundations

- **Data:** You Night has valuable data on 9 different subject groups that will help build the case for Psychosocial programs
- **Innovative:** You Night is unprecedented in its approach to cancer support group therapy
- **Educational:** You Night educates, advocates and informs -- leading to preventive health care, treatment options and cancer awareness
- **Results Oriented:** You Night produces immediate results within the communities that the program serves. Many foundations are set up to benefit local community charities.

Marketing

Position YN is clearly positioned as the most robust survivorship organization for women cancer survivors. Our signature program's six-month curriculum is more comprehensive – and more effective – than any other program. Our approach turns a "group" into a "sisterhood" and provides a lifetime of support.

Pricing Sponsorships are currently available at ranging from \$500 - \$50,000 annually. These prices reflect and support our current "high end" positioning. Pricing details are available on the YN website and are currently under review. As we roll out our national membership campaign, membership will be available to any survivor for a modest yearly payment of \$25.

Placement: Our Messages and Channels The nearly unlimited amount of content created by the YN organization is highly emotional, positive and uplifting. It is also clearly focused on the journey of female cancer survivors – their personal hardships and the support they have enjoyed from family, friends, and healthcare workers.

These positive messages make excellent Internet videos, magazine stories, and more. Social media is already the largest channel for YN messaging. More than 40,000 people each day hit the YN Facebook

page; videos are shared with an even wider audience – one recent video sponsored by Capital One has already received more than 2 million views.

People Each city that hosts a Signature Program will have local team members including: Project Manager, Model Liaison, Boutique and Salon Partners, Runway Coaches, Photography Coaches, Videographers, Food and Beverage Committee, Decorations Committee, Registration Committee, On-Site Logistics Committee.

Sponsorship Sales Process Since each Signature Program requires raising more than \$100,000, we will tightly control our sales message and sales activity. To do this, we will make use of NEON CRM Management Software.

Sponsor contacts should always start by asking board members to make phone calls to known participants in the oncology ecosystem.

To make the contact process as efficient as possible, qualifying sponsors will be invited to a "wine and cheese" event at which they will learn the basics of the YN Signature Program.

Finally, it will be up to the local executive committee to contact each with sponsorship opportunity documentation

Competition

There are a number of other "*Fashion Shows For Survivors*" ... but these organizations rarely embrace survivorship care. Sadly, most are meant only to highlight survivors in an obvious play on sponsor emotions. No "Fashion Show" program we know of has a full curriculum of wellness coaching and training prior to the event.

Rather than those feel-good events, we consider our true competitors to be other Survivorship life-skill training options that might be available to patients or doctors. Survivorship care programs currently include:

- Traditional Support Groups / Licensed Counselor
- Individual Support (1:1)
- Other Cancer-related or health-oriented fundraisers
- Community Workshops
 - Look Good Feel Better (2 hours of makeup workshops that teach beauty techniques to female cancer patients to help them combat the appearance-related side effects of cancer treatment. - See more at: <http://lookgoodfeelbetter.org/programs/women/#sthash.cExB2pov.dpuf>
- Licensed Counselor / Survivor Group (Volunteer support)
- LiveStrong & Other Internet based programs
- Cancer Survivor Retreats such as Healing Odyssey
- Cancer Survivor Empowerment Conferences

Self Help Radio, TV and Web-based Content There are a number of places a survivor can find free content that discusses various aspects of life after cancer. See this list:
<https://breastcancerfreebies.com/videoteleconferencesradio-shows/>

Our Response: These free self-help resources are great ... but do not create the person-to-person support, the deep continuity of care, and the personalized attention that survivors need and deserve.

Cancer Councils / Support Groups Around the globe, hospitals and healthcare providers have

embraced the idea of cancer patient support groups. However, cancer patient support groups tend to keep women constantly tied to the "pain" of the disease, which can be depressing and have negative results. Women in the You Night program are constantly saying that they want to be feel "normal" again, and not victims of the disease.

Susan G. Komen / Other Cancer Charities Komen, Livestrong, American Cancer Society, Breastoration.... There are dozens or hundreds of non-profit organization seeking donations from healthcare industry and survivorship market players. Although they perform a different function, we will be competing in this noisy marketplace for the attention (and money) of sponsors.

The direct *business benefit* of these sponsorships is not nearly as tangible, direct, and impactful as working with YN. Donors receive exposure and branding opportunities, but not with the kind of deeply personal content and referrals that YN sponsorship is based on.

In-Hospital Support Programs Most in-hospital programs are funded through external grants and they seem to be drying up after their initial funding grants expire. Where they are funded internally, they compete for resources with all other aspects of care, and become a cost-center for the organization.

Risk/Opportunity

Business Risks

Some of the major risks facing our development include deciding the best course of action for growing the signature runway training program across the U.S. (for instance, should this be licensed or franchised). The present way of conducting business has relied heavily on sponsors, therefore our core staff of paid employees has been limited. Bringing together a stronger paid permanent staff will aid in the growth.

Opportunities

The partnership with Painting with a Twist has provided an enormous opportunity to rapidly expand across the country, providing much needed capital and the growth of the You Night sisterhood.

Management Team



At the corporate office, YN has an amazing team of directors, executives, staff and volunteers, including:

Key Employees (compensated/payroll)

- Lisa McKenzie, President
- Eloise Early, Logistics Manager

Key Team Members (compensated/independent contractors/volunteers)

- Runway Coaches: Tammy Broussard, Leslie Legania, Lauren Siegal
- Photographers/Videographers: Dylan Maras, Candra George, Tracie Morris Schaefer
- Stage/Lighting: See-Hear Productions, Skyline Displays, Fancy Faces
- Social Media and Graphic Design: Amy Dighton
- Alum Relations / Big Sister Program: Kristyn Kemp, Ruth Avila
- Sponsorship Directors: Nancy Ruiz, Amy Pasentine, Stephanie Rivers
- ScART community outreach to cancer survivor support groups: Beth Farinola
- Retreat Chairperson: Rhonda Ebel
- Public Relations: Holley Haag
- Outreach: Deidra Langridge
- Model Liaison: Dawn Gallo
- Boutique Relations: Rhonda Perez

Ownership Lisa McKenzie has 100% ownership of the company.

Board of Advisors

To ensure that the You Night program is meeting the needs of health care physicians and their patients, You Night has formed an advisory board with the following board members:

- Dr. Scott Sullivan, Board Certified Plastic and General Surgeon - Center for Restorative Breast Surgery
- Dr. Katherine Williams, ObGYN - Southern Institute for Women's Sexual Health and Center for Women's Health
- Michael Holmes, CEO Diagnostic Imaging Services
- Dr. Jay Saux, Oncologist
- Dr. Mary Kathryn Rodrigue, PhD, Psychologist specializing in Oncology
- Mike Powers, Painting with a Twist, Franchise Development
- Rich Mauti, Rich Mauti Cancer Foundation
- Gayle Lockwood, Owner, Air Blow Dry Salons
- Lorrie Powell, RN Survivorship Studies

Conclusion

You Night is seeing enormous success because of one critical factor: We have stayed true to our mission of helping women embrace life beyond cancer. This is a critical need for women worldwide that is severely underserved. Physicians and hospitals do not have the time to spend with women who need psychosocial help, therefore we believe we can help solve part of the survivorship component in the private sector. Every sponsor and every partner must also put our mission first above profits, because we believe profits are secondary. However, with that said, the aftermarket of a cancer diagnosis represents enormous financial potential in the many ways that companies can come alongside our organization to meet their objectives while also helping us meet ours.

We started our program in 2013 and we have proof of concept. In January of 2017, our board made it a priority to find a way to impact more women worldwide and to help increase income to help us sustain and grow our program. It is at this same time that the ScART project and partnership came into existence, which allows us to have a nationwide footprint in a very short amount of time. The content is compelling, motivational, inspiring and can serve as a source of hope and information for any woman who has had cancer or is currently undergoing treatment.