



# CLAIRVOYANCE, LLC

A CLEAR VISION FOR THE FUTURE

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703.582.8453

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## InnovateHER 2016 Initial Round Winner

Team Lead: Starr Barbour

Company Name: STILLGOING, LLC

Address:

9661 Bergamont Ct.

Waldorf, MD 20603

Website: <https://stillgoingmeditation.com/>

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Email address: [starr.barbour@stillgoingmeditation.com](mailto:starr.barbour@stillgoingmeditation.com)

## Host Organization

Clairvoyance, LLC

11904 Winterthur Lane #PH1

Reston, VA 20191

POC:

Ashley Littles

703-582-8453

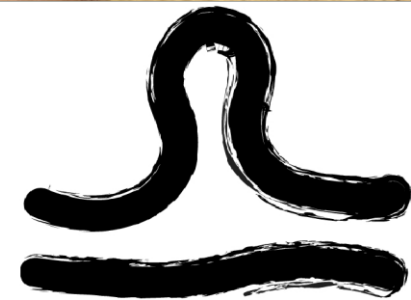
[Ashley@weareclairvoyance.com](mailto:Ashley@weareclairvoyance.com)

STILLGOING is a mobile web based service that allows users to connect on demand with a "LIVE" guided meditation coach anytime, anywhere! The STILLGOING team personally curates every single coach to ensure our users receive the very best meditation experience possible.



# STILLGOING

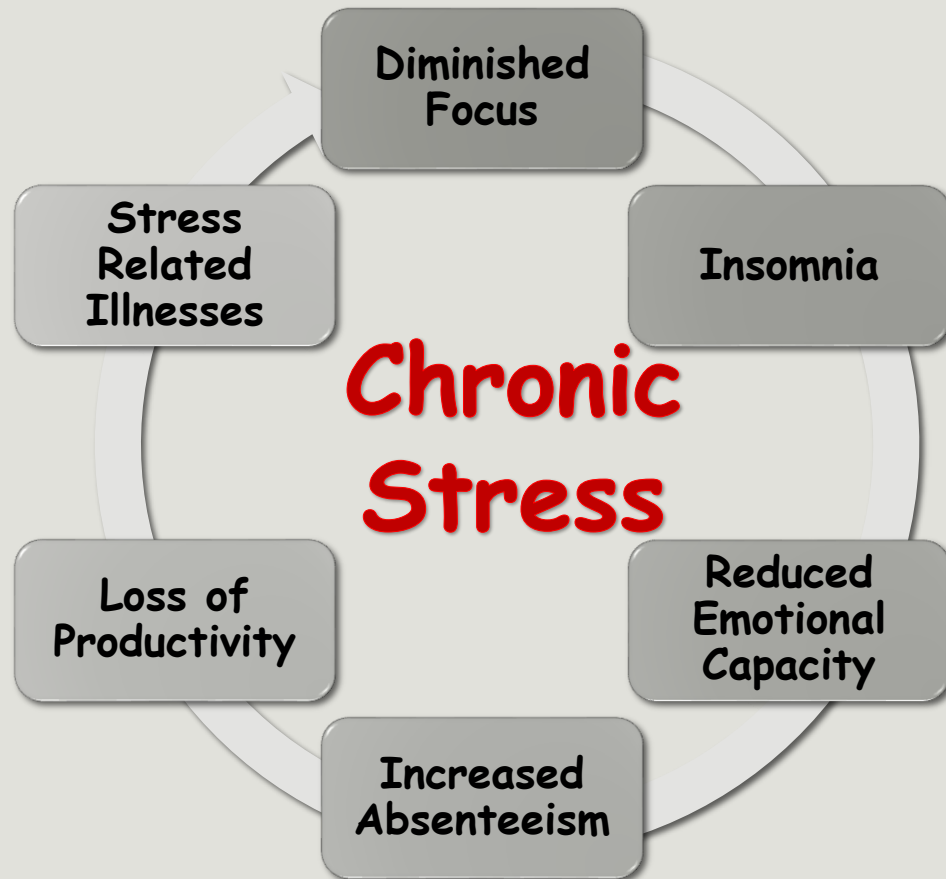
Get Still, To Keep Going  
[www.stillgoingmeditation.com](http://www.stillgoingmeditation.com)



STILLGOING

# Problem: Americans Are Paying For Stress With Their Health & Well Being

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The World Health Organization estimates the **cost of stress** to **American businesses** is as high as \$300 billion.



Over half of the **550 million** working days lost annually in the U.S. from absenteeism are stress related.



43% of adults report that **stress** has caused them to **lie awake** at night in the past month.

# Business Case: Developing Meditation Practice To Combat Stress & Improve Mental Clarity

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**Solution:**  
Meditation

**Problem:**  
Chronic Stress/  
Lack of Focus



In meditation, the mind is clear, relaxed, and inwardly focused.



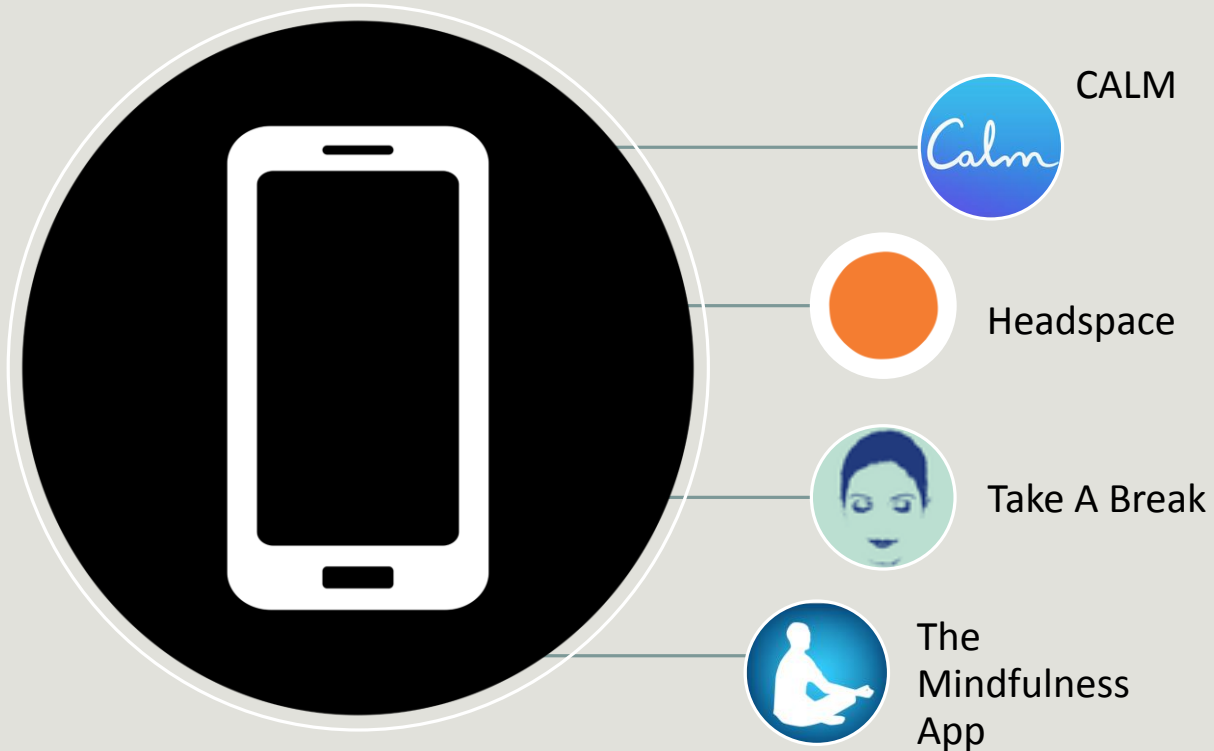


We are determined to create an engaged meditation practice that helps our users live their very best life.  
We are obsessed with bringing a transformational experience to both our users and coaches.

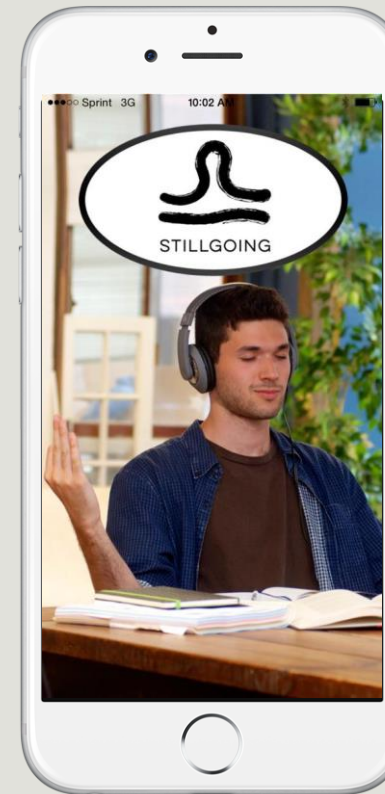
# Why STILLGOING?

Growing market of mindfulness/ meditation apps:

- 2K iPhone Meditation Related Apps
- 250 Google Play Meditation Related Apps



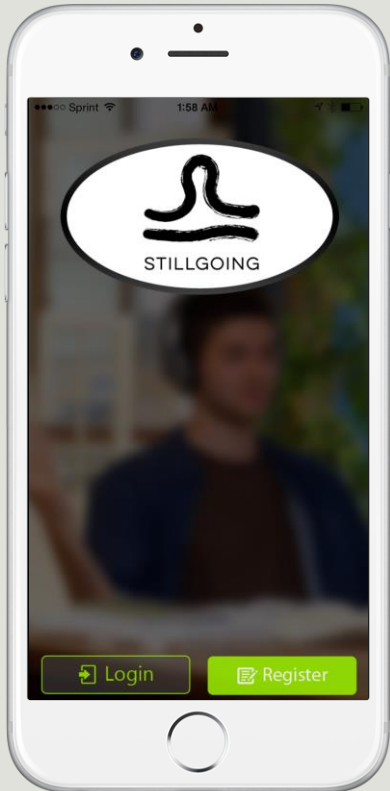
## WHAT SETS US APART



- ✓ First “Live” Guided Meditation App
- ✓ Pay as You Use Model
- ✓ Personalized Experience
- ✓ Sessions Use Multiple Exercises To Keep Users Engaged
- ✓ Network of Experienced Coaches Like Never Before
- ✓ “Live” Group Class Option
- ✓ Video and Audio Only Options

# How It Works

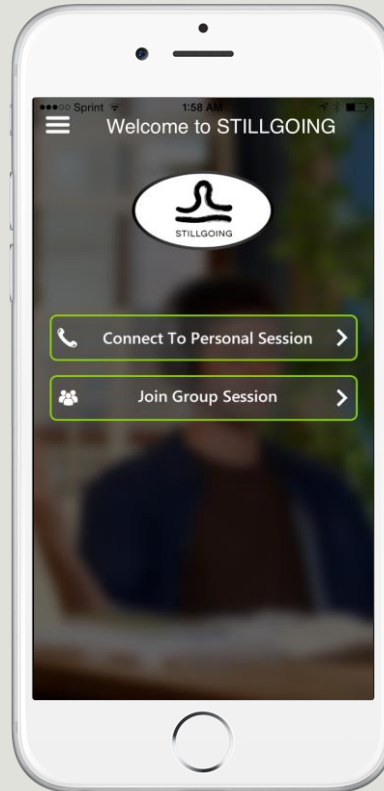
## (1) Login/ Register



- Login via mobile app or desktop.
- Users provide information on meditation goals.

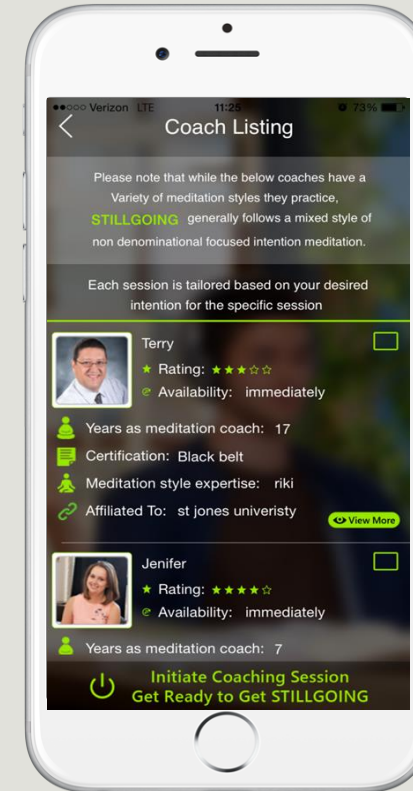


## (2) Choose Session Type



- Select the type of session you want.
- Select a group meditation class or initiate a 1-on-1 coaching session.

## (3) Select Coach, Pay & Meditate



- Listed active coaches are selected based on users meditation goals.
- A picture and quick summary of each coaches credentials are provided to aid in users selection.

# Pricing & Revenue Model

## 1-on-1 Coaching

**\$20 = 15 Min**

- Live Session
- Interactive
- 1-on-1 consultation
- Customized Guided Session
- Video or Audio-Only Interface Options

**25% STILLGOING Fee**

**75% Coach Fee**

## Group Coaching

**\$10 = 25 Min**

- Live Prescheduled Sessions
- Video or Audio-Only session options
- Max 100 Group Participants

**35% STILLGOING Fee**

**65% Coach Fee**

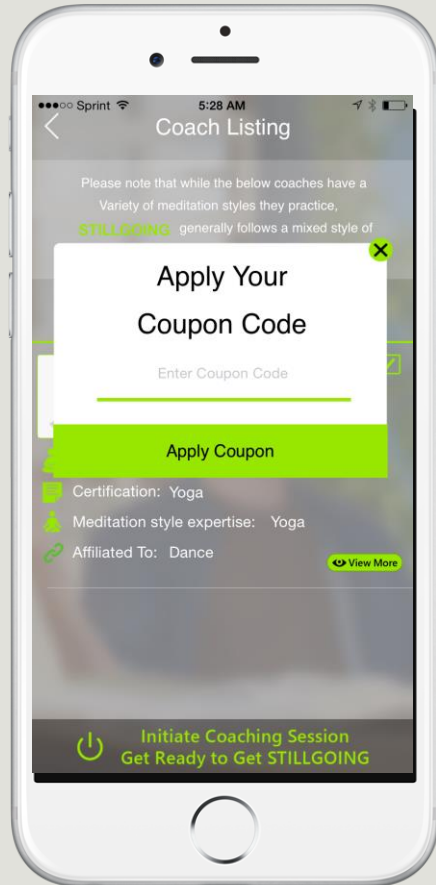
**Using PayPal Adaptive Split Pay To Collect & Distribute Fees**





# Organizational/ Employer Offering

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- ☐ STILLGOING partners with the organization to promote service usage and the benefits of meditation
- ☐ Organizational Coupon Code indicates prepaid or discounted service based on selected partner program.

## **GOLD Partner:**

- ✓ Requires Retainer
- ✓ Usage Invoiced Monthly
- ✓ Listed STILLGOING Partner On Our Website & Publications

## **SILVER Partner:**

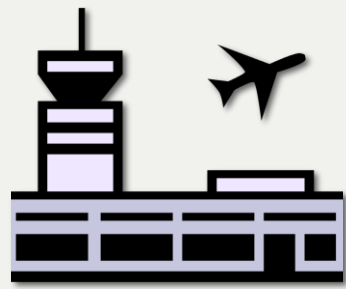
- ✓ 10% Discount Offered
- ✓ Listed STILLGOING Partner On Our Website & Publications

- ☐ Allows STILLGOING a direct channel to promote service with organizational users.

# Customer Persona: Professionals Requiring High Level of Sustained Focus and Interactivity



TEACHING



AVIATION RELATED  
PROFESSIONS



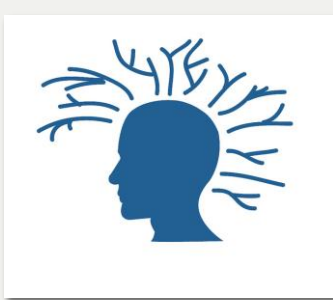
HEALTH CARE  
WORKERS



PROFESSIONAL  
SERVICES



FIRST RESPONDERS



ARTIST/ CREATIVES

## 10 Most Stressed Cities In America:

1. Washington, DC
2. New York, NY
3. Miami, FL
4. San Francisco, CA
5. Jersey City, NJ
6. Oakland, CA
7. Chicago, IL
8. Newark, NJ
9. Philadelphia, PA
10. Los Angeles, CA

Target  
Locations

# Capture Strategy: One Customer, Two Approaches

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## Customer Persona

Organizational Offering

End Users

Employers

Benefit  
Providers

Social  
Services

Direct User  
Engagement

Capture  
Targets

Partner  
Programs

Inbound  
Marketing

Conferences/  
Showcases

Community  
Outreach

Inbound  
Marketing

Social  
Engagement

Public  
Relations  
Campaign

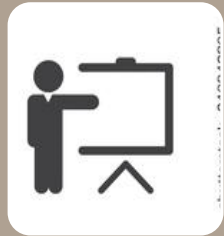
Capture  
Activities

# Capture Strategy: Meditation Coach Capture

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Credentials &  
Certifications



Organized Training



Affiliation With  
Related Organizations

## ☐ Inbound Marketing Campaign

- Coach Capture Landing Page
- Google Add Words

## ☐ Social Media Engagement

- Related Blog Coverage
- Facebook Adds
- LinkedIn Adds
- Online Job Boards

## ☐ Local Awareness

- Local News Adds
- Meetup Groups
- Virtual Interest Meetings
- Hiring Influential Regional Curators



# Upcoming Milestones

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## 3 Months (Nov-Jan, 2015)

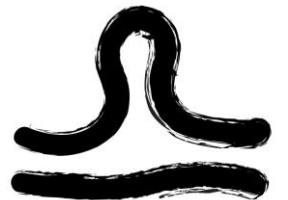
- Enroll 100 Coaches
- Enroll 5 Silver/Gold Partners Organizations
- IOS Launch

## 6 Months (Feb-Apr, 2016)

- Secure Seed Funding
- Release IOS and Android Version 2.0
- Secure 1K Downloads
- Enroll 15 Silver/Gold Partners Organizations

## 9 Months (May-Jul, 2016)

- Launch National Add Campaign
- Secure 5K Downloads
- Enroll 25 Silver/Gold Partners Organizations



STILLGOING  
[www.stillgoingmeditation.com](http://www.stillgoingmeditation.com)

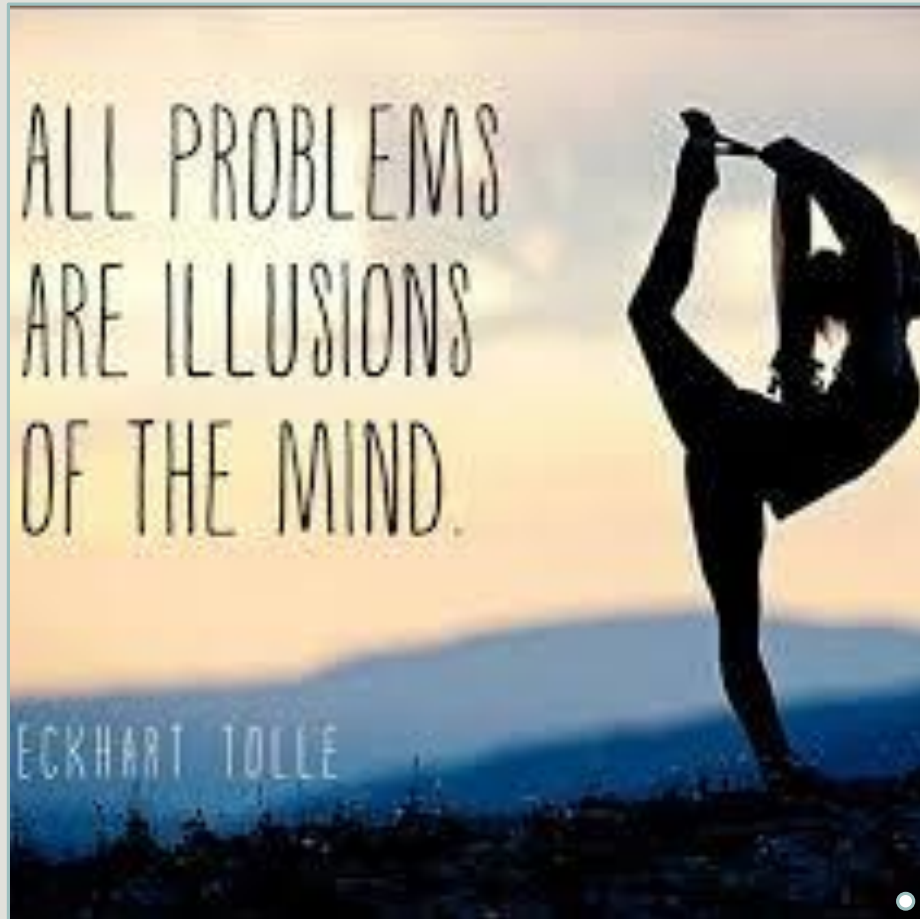
# Financial Projections

	2015		2016		2017		2018
<b>Net Revenue</b>	\$	-	\$	774,400	\$	6,769,000	\$ 47,327,000
<b>Fixed Cost</b>							
Launch Cost	\$	(8,000)	\$	(92,000)	\$	-	\$ -
Rent & Facilities	\$	(2,100)	\$	(18,000)	\$	(60,000)	\$ (144,000)
Development Cost	\$	(32,000)	\$	(63,000)	\$	(750,000)	\$ (1,500,000)
Sales & Marketing Support	\$	(3,000)	\$	(84,000)	\$	(1,000,000)	\$ (8,500,000)
<b>Fixed Cost</b>	\$	<b>(45,100)</b>	\$	<b>(257,000)</b>	\$	<b>(1,810,000)</b>	\$ <b>(10,144,000)</b>
<b>Operating Cost</b>							
Developer Support	\$	-	\$	(28,800)	\$	(288,000)	\$ (2,880,000)
Operating Salaries	\$	-	\$	(422,000)	\$	(2,110,000)	\$ (5,275,000)
Amazon AWS Server	\$	(1,125)	\$	(10,200)	\$	(51,000)	\$ (255,000)
Zoom Voice API	\$	(1,875)	\$	(15,000)	\$	(75,000)	\$ (375,000)
Miscellaneous	\$	(1,000)	\$	(10,000)	\$	(100,000)	\$ (500,000)
<b>Operating Cost</b>	\$	<b>(4,000)</b>	\$	<b>(486,000)</b>	\$	<b>(2,624,000)</b>	\$ <b>(9,285,000)</b>
<b>Net Income</b>	\$	<b>(49,100)</b>	\$	<b>31,400</b>	\$	<b>2,335,000</b>	\$ <b>27,898,000</b>

## \$115K Seed Funding Need:

- \$12K Launch Cost
- \$33K Outsourced Development Support (9 Months)
- \$35K Operating Cushion (12 Months)
- \$20K Sales & Marketing Support
- \$15K Emergency Cushion

# Our Give Back: The Mindfulness Project



***Teaching the tool of meditation to those in need in order to empower them to “be the change they wish to see in the world”.***

- ❖ **Serving Those Who Serve**  
Purchase a session for yourself and add one for a wounded veteran (at no profit to STILLGOIN) to help in their healing process.
- ❖ **Mindful Streets**  
Teaching meditation to young people (Ages 12-25) in some of America's toughest neighborhoods.



# Appendix: Our Story

Starr and Kathy are veterans of Corporate America and know all too well how easily life can become overwhelming, leading to both emotional and physical breakdown. So in February 2015 this dynamic duo teamed up to bring a phenomenal concept to the world. Together they've organized a team passionate about bringing the undeniable benefits of meditation to the masses through the use of technology and a keen business model.





# Appendix: Our Journey

**MAR 2015**

- SXSW Startup Spotlight (Concept Showcase)
- Develop Wireframe



**JUL 2015**

- SXSW V2V Startup Spotlight (Service Demo)

**NOV 2015**

- Launch MVP (IOS Platform)
- Web Summit Alpha Company Exhibit



**MAR 2016**

- Release Version 2.0 of Technical Release (IOS & ANDROID)



**MAY 2015**

- Outsourced Development



**SEP/ OCT 2015**

- User Testing



**JAN 2016**

- Finalize Seed Funding

**APR 2016**

- Launch National Marketing Campaign



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**Clairvoyance, LLC** is proud to nominate **STILLGOING, LLC** for InnovateHER Reston 2016. As the “Uber of Live Meditation”, STILLGOING’s innovative approach to relaxation is definitely one that will impact the lives of women and families. The web based service connects meditation coaches with individuals looking for a uniquely catered meditation experience. STILLING is the first of its kind, and will continue to grow, both with coaches and meditators.

Meditation is a part of millions of people’s daily schedules, but many have a hard time truly finding relaxation from pre-recorded, generalized audio and visuals. STILLGOING will allow many who are still seeking that one-to-one guidance, without the need of setting an appointment and traveling to meet your guide in person.

Our panel of judges, ranging from business plan development specialists to serial entrepreneurs and investors, immediately saw the value and the marketability of an online service that will allow mothers to wind down after putting her children to bed, or help the business professional get into a calm mindset before a high stakes meeting, or bring families closer together with guided group sessions without the worry of repetition. Being based online, the potential for national and international exposure is clear. STILLING has a clear path for success.

Ashley Littles  
Co-founder | Co-CEO

Shaquille Pariag  
Co-founder | Co-CEO