



**PROOF OF WHAT'S POSSIBLE, INC**  
—MASTERING SUCCESS FROM THE INSIDE OUT—

## PROOF OF WHAT'S POSSIBLE INC. 2017 BUSINESS PLAN

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## **I. Executive Summary**

Proof of What's Possible, Inc. is a national book publishing, personal development and training company specializing in empowerment and leadership development for women professionals and youth.

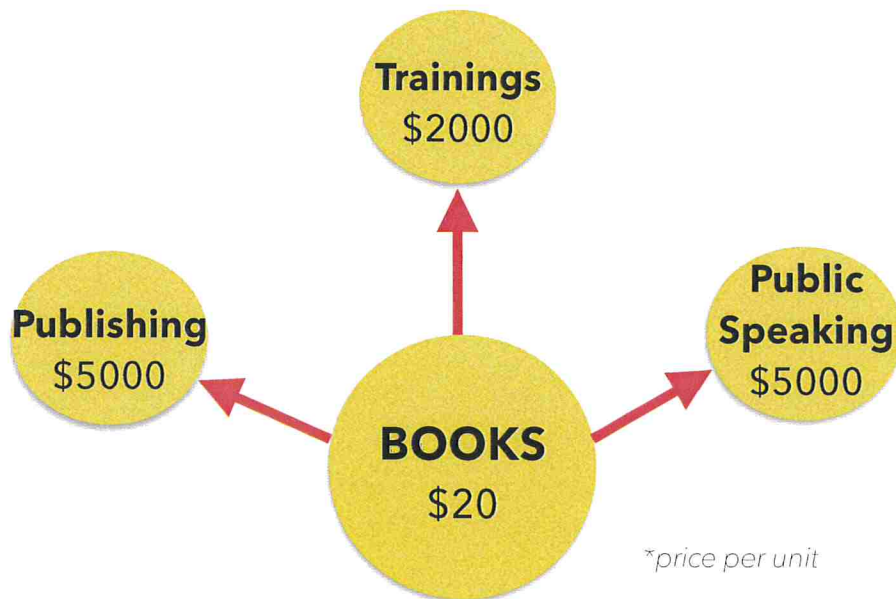
We write and publish best selling books and curricula such as "How To Become a Publicity Magnet" & "The Amazing Adventures of Oliver Hill" based on the 17 Principles of Success from Think & Grow Rich as well as provide training and community outreach initiatives alongside a team of seasoned professionals and strategic partners.

Due to our strong and robust business model we project profitability in Year 1 to be 20% which equates to \$77,311 dollars. In Year 2 an increase in profitability to 24% and 28% in Year 3.

## **II. Business Overview**

Proof of What's Possible, Inc. has nationally served as a beacon of hope in the publishing, personal development & training industry for women and youth under the visionary leadership of Best Selling Author, International Inspirational Speaker & Publicity Magnet, Havilah Malone. The states we currently operate in are Louisiana, Virginia, and New York and have been featured on Fox, CBS, NBC, QVC, the Huffington Post and more.

Today revenue is generated from book sales of the #1 Best Seller, "How to Become a Publicity Magnet" In Any Market via TV, Radio & Print. Sought after as a keynote speaker and seminar leader, trainings are provided to corporations, key women's organizations and youth based learning institutes on leadership, success skills, social & emotional wellness and entrepreneurship. In addition to this Havilah is the co-author of the best selling children's book in partnership with The Napoleon Hill Foundation, "The Amazing Adventures of Oliver Hill" based on Napoleon Hill's 17 Principles of Success from famed "Think & Grow Rich", (*one of the top 10 best selling book of all time*). Speaking engagements, book tours, curricula and training programs are available to schools and community organizations through our Fueling The Future Now Program.



**The company's products & services are as follows:**

1. Book - **"The Amazing Adventures of Oliver Hill"**

Best selling children's book in partnership with The Napoleon Hill Foundation, based on Napoleon Hill's 17 Principles of Success from famed "Think & Grow Rich", (*one of the top 10 best selling book of all time*).

*The 17 Principles of Success are as follows:*

- |                             |                                      |                       |
|-----------------------------|--------------------------------------|-----------------------|
| 1. Definiteness of Purpose  | 9. Self-Discipline                   | 17. Cosmic HabitForce |
| 2. Mastermind Alliance      | 10. Accurate Thinking                |                       |
| 3. Applied Faith            | 11. Controlled Attention             |                       |
| 4. Going The Extra Mile     | 12. Teamwork                         |                       |
| 5. Pleasing Personality     | 13. Learning From Adversity & Defeat |                       |
| 6. Personal Initiative      | 14. Creative Vision                  |                       |
| 7. Positive Mental Attitude | 15. Maintenance of Sound Health      |                       |
| 8. Enthusiasm               | 16. Budgeting Time & Money           |                       |

2. Training - **"Fueling The Future Now"** Initiative : K-12 Curricula, speaking engagements & events teaching Napoleon Hill's 17 Principles of Success (based on "The Amazing Adventures of Oliver Hill")

We provide children the best foundation for character development, social and emotional wellness and life skills that lead to personal freedom and economic wealth through learning and applying Napoleon Hill's proven 17 Principles of Success.

The new educational book **"The Amazing Adventures of Oliver Hill"**, 17 short stories based on Napoleon Hill's *Think & Grow Rich* has made the 17 Principles of Success available for the first time in history to children!

Our primary aim are children in low income single parent homes where the primary parent is the mother or grandmother, in public schools and/or participants of after-school community based programs.

Many children of low income homes do not have the access early educational tools and influences that will lead to career advancement. The wealth divide and educational gap creates generational cycles of poverty, mentally, emotionally and financially.

We are giving children K-12 the tools to re-condition the poverty, self-limiting, self-defeating mindset that plagues many youth and adults today. In order to help the next generation of leaders dream bigger and have the psychological assets, resources and step by step formula that creates success, tools that provide such instruction and easy access to these tools must be provided.

The proposed outcome of the Fueling The Future initiative is that youth introduced to Napoleon Hill's 17 Principles of Success through live introduction and hands on activity and provided with the book for on-going reading and implementation will begin to see life through more resourceful and self-empowered eyes. Therefore making them more positive and self-sufficient contributors to society breaking the generational cycles of poverty, dependance on others and lack of hope. We will then see more entrepreneurial endeavors, the standards of success will be higher and we will begin to bridge the wealth and crime gap.



3. Book - **"How To Become A Publicity Magnet"** In Any Market via TV, Radio & Print  
This invaluable guide offers insights & strategies to help get your message, product or service out to the world & grow your business through the power of FREE Publicity. The book brings readers on a powerful journey of self-discovery to help identify and eliminate obstacles that hold you back through Havilah's simple 5 Steps T.O. W.I.N. (*#1 Best Seller*)
4. Training - "How To Become A Publicity Magnet" based on #1 Best Selling Book.
5. Speaking Engagements - Keynote Speaker / Seminars
6. Proof of What's Possible Publishing Services - Author Development & Consulting

### **III. Business History/ Company Background**

Proof of What's Possible, Inc. is a business corporation established in 2012. The Founder and President is Havilah Malone. Though it takes team work to make the dream work, our success is through the support of key personnel and partnerships. Havilah Malone is a #1 Best Selling Author, International Inspirational Speaker & Publicity Magnet. After graduating college at the age of nineteen with degrees in arts & communications and psychology Malone went on to manage a \$160 million dollar technology business for Hewlett Packard by the age of 21. Havilah is a firm believer in self-development and creating a brighter vision for our lives and the lives of future generations. Being a victim of sexual abuse as a child took a devastating toll on her self-confidence and feelings of self-worth. After being mentored by Peak Performance Guru, Tony Robbins through his Platinum Partnership Program Havilah went on to launch "Proof of What's Possible, Inc." She now uses her story of personal struggle and journey of transformation to serve in empowering women & youth around the world. She is the award winning author of "How to Become a Publicity Magnet in any market via TV, Radio & Print" and "The Amazing Adventures of Oliver Hill" based on the 17 Principles of Success from Napoleon Hill's Think & Grow Rich. Havilah is also a youth advocate and founder of the non-profit, Living Beyond the Box, Inc. Their premiere program Everybody Loves Barbie is a self-empowerment movement that helps youth break the silence of abuse and develop the courage and confidence to live life on their own terms. Havilah has been featured on **FOX, CBS, NBC, QVC, HSN, Bravo TV, the Huffington Post** and more. Havilah is a Master Certified Practitioner of NLP (neuro-linguistic programming), a Certified Leader for the Napoleon Hill Foundation, and the Education Chair for the Louisiana Diversity Council.

#### **Mission**

Proof of What's Possible Inc's mission is to help professionals master success from the inside out. We provide world class training programs and platforms for the personal development and growth of women and youth as authors, speakers, entrepreneurs and leaders! It is our

mission to provide a platform to amplify the voices of women in order to heal the planet, boost economic growth and break generational cycles of inequality and poverty.

#### Vision

Proof of What's Possible Inc, is the premier publishing, author development and empowerment company for women and young girls around the world. Providing positive life changing opportunities for self-expression and creating a niche in the self-help, how-to, leadership, and children's book genres. We are a family of women supporting women and paving the way for the next generation of leaders through high impact global initiatives & training.

#### Values

At Proof of What's Possible, Inc. we believe that Mindset, Skill set and Opportunity are the Keys to Success! Success must be mastered from the inside out. Our core values are embodied in everything we do:

**EXCELLENCE:** We always strive to do our best & keep leveling up our skill set and mindset for success. We believe in quality over quantity, professionalism, and courtesy set us above the rest. We are the best, expect the best and provide the best.

*Affirmation - I am excellent in all that I do!*

**HONESTY & INTEGRITY:** All that we do must be congruent with our core values and mission. We provide resources that are authentic, impactful, real and relevant to our audience. We take full responsibility for our actions and information we put into the world. *Affirmation - I have integrity in all my dealings.*

**SUPPORTIVE:** Contribution is Key. We are powerful as individuals but even more powerful when working together. We look always to lend a hand and be someone's blessing. We strive never to take anything personally and to always treat others as we want to be treated.

*Affirmation - I am very supportive of others and am grateful for support I receive.*

**SERVANT LEADERSHIP:** We are Proof of What's Possible and set the example for others to follow by adding massive value to everyone we serve and creating Win Win Win situations (what's good for others, good for self and good for the environment)

*Affirmation - I am a Servant Leader and Love what I do!*

**BRING JOY:** Gratitude is the Attitude. We bring Joy to everything we do & everyone we meet. It can be as simple as bringing a Smile. We strive to have fun and enjoy what we do because we influence our environment and the people around us with our positive attitude.

*Affirmation - I bring joy to everything I do and everyone I meet!*

#### **IV. Market / Industry Analysis**

Our company's product and service offerings fall into 2 major industries, the Book Market & Training Industry and 2 niche markets within those industries as we have a very specific target market amongst women and youth. The US Book Publishing Industry generates \$28 Billion Dollars in revenue annually.

Our target market for our professional empowerment and how-to books are entrepreneurs, and workplace professionals between the ages of 28-55 and have a median income of \$45,000+.

According to *IBISWorld*, a leader in market intelligence reporting providing industry specific market research, states that growth in the K-12 demographic will drive demand for children's books and educational programs. The children's book industry bolsters \$2 Billion Dollars in revenue with an annual growth rate between 2011- 2016 of 3.9%

The target market for our children's books are two-fold. We sell directly to the customer and to the organizations to whom we provide trainings.

The target market for customers are professionals who are parents and/or grandparents of lower middle class to upper middle class with a median income of \$45k-\$110K.

The target market for organizations that purchase our books are companies that service K-12 students of lower social economic status and above that have budgets larger than \$250k annually.

The Training Industry Report is recognized as the training industry's most trusted source, now in its 36th year also concurs that training expenditures will continue an upward trajectory on external products and services, as it did in 2015, 29% increase from \$6.1 Billion to \$8 Billion.

Our Target Market for trainings are organizations that directly service youth K-12 such as schools, after school programs, faith based organizations, non-profit organizations and any governmental (local/ state/ federal agencies). What we offer is in alignment with the outcomes they are looking for in leadership development, social & emotional wellness and entrepreneurship skills.

The target market for our professional development trainings are professional women between 35-55 years old. Median Income of \$65k- \$100k+. Women in transition who are looking to turn their professional experience and passion into books and expanded business opportunities.



## **V. Marketing & Sales Plan**

We currently use a diverse marketing strategy which utilizes social media, traditional media (TV, Radio and Print Publications), email marketing campaigns, community events, networking, and strategic partnerships.

We engage our target markets through Social media on major platforms (Facebook, Instagram, Twitter, LinkedIn & Pinterest) with ongoing posts across these platforms aimed at audience engagement, awareness and sales.

We also heavily utilize traditional media by leveraging the methods we teach in "How to Become a Publicity Magnet" to garner massive ongoing publicity and interviews via TV, Radio and Print Publications.

Our marketing efforts appeal to B2C & B2B clients, directly stimulating book sales, trainings and public speaking engagements.

In addition we use email marketing through CRM tools and various networks & strategic partners including The Napoleon Hill Foundation, The University of Virginia, Chambers of Commerce and more. As well exposure through displayed ads, literature and product placement at partner events, networking and satisfied client referrals.

We also do promotion, education and engagement through Events to create awareness and exposure for Proof of What's Possible products and services which directly stimulates book sales, public speaking bookings, and indirectly stimulates trainings.

Our program includes a longitudinal marketing campaign that leverages our "Fueling the Future Now" trainings with the goal of creating more entrepreneurial women who then purchase the Publicity Magnet Book and attend those trainings and purchase future products creating brand loyalty and a life long relationship with the end-user.

### **Community Awareness & Outreach Events:**

#### **Let's Think & Grow Rich Together Kids Events**

*(Fueling The Future Now: Program Initiative)*

"Let's Think & Grow Rich Together" events empower our kids to Dream Bigger, Believe Bigger and Achieve Bigger! These Free Community Events focus on kids aged 12 & under and feature an interactive reading from the "The Amazing Adventures of Oliver Hill", a fun activity centered on one of the 17 Principles of Success and culminates with "Dream It, Believe It, Achieve It" Awards for participants upon successful completion of the activities and writing assignment. *(The event may also feature special bonuses including Live Musical Performances & sponsor giveaways where appropriate.)*

### **Unleash Your Gifts Empowerment Experience:** Women's Initiative

These powerful interactive panel discussions feature subject matter experts in the fields of personal development, writing, book publishing, publicity, social media and business resources. Women are given the needed inspiration and information to take their next step, break through limiting beliefs, create strategies for sustainable growth and become indispensable in any economy. We encourage women to let their voices be heard through Authorship and provide access to programs and additional resources to aid them along their journey. The empowerment experience also provides great networking opportunities with community leaders and like-minded professionals.



We will continue to utilize these strategies and expand the scale and frequency of marketing engagement and outreach.

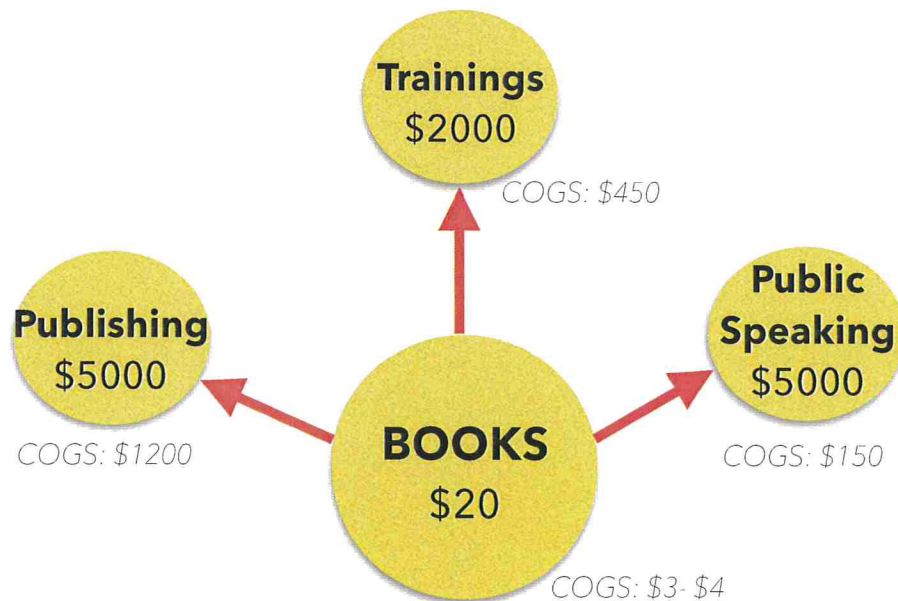
## VI. Operational Assessment

Our business activities include writing and publishing books in the self-help, leadership, how-to and children's book genres. Creating curricula from those books and speaking on those topics. As well as publishing services including author development and consulting.

As an author it typically takes 3-6 months to write and publish a book and 1-3 months to develop training/ curricula for the book. The material created allows for immediate speaking, sales and promotional opportunities on the subject matter. Due to our use of self-publishing platforms we are now able to walk other authors through the process to create marketable, value-add books and products to build their brand and career.

We have two teams that train facilitators and/or provide training and assistance with the publication process.

Our cost per unit for our books range between \$3 -\$4 and are sold at \$20 to the end user. Training cost average \$450 with a retail price of \$2000 to our clients. Speaking engagement expenses are \$150 which usually include print outs/ or materials for participants. Publishing services including editing, cover design, layout, consulting, etc. are \$1200 with a sales price of \$5000. **(See Chart Below)**



Ongoing and regular tracking and measuring of the progress of our programs and initiatives is extremely important to our organization, which is overseen by our Founder & Program Director. Continual improvement measures and evaluation findings are incorporated to the highest degree possible. Feedback is gathered through surveys, written and video testimonials from participants, facilitators, and community leaders to evaluate the impact of our program after each session and reported quarterly (and ongoing updates posted in

social media where applicable). Financial Metric include tracking of cash flow and gross margin. Accounting tools and resources help to track performance which serve as an indicator for strength in plan or change in strategic direction.

We are a team of passionate, highly qualified professionals who want to make a difference in the lives of our future leaders and know that it is possible through our efforts and the support of amazing organizations like yours!

#### Training & Curricula Development Team

Havilah Malone (Author / Keynote Speaker / Consultant)

Troy Broussard (Curricula Development)

Oneida Polk (Former Educator)

#### Marketing & Sales Team

Pierre Roberts (CEO, Empaq Group & Community Chair, Louisiana Diversity Council)

Saundra Richardson (Former Corporate Sales Director)

& Strategic Partners

#### Publication Team

Havilah Malone

& Strategic Partners to facilitate the process

#### Professional Services

Troy Broussard - Legal

Urban League's Women's Business Resource Center - Consultant Advisory

SBA Emerging Leaders Program - Business Development / Consulting

#### Strategic Partnerships

Napoleon Hill Foundation

The University of Virginia

SASFNY (The Sports & Arts In Schools Foundation New York)

SCORE New Orleans

OG Cares Foundation



## **VII. Financial Analysis & Projections**

The US Book Publishing Industry generates \$28 Billion Dollars in revenue annually. We anticipate capturing .0041% of that market which equals \$115,236 in Year 1 in overall book sales. Of the \$2 Billion Dollar children's book industry we anticipate capturing .0019% which equates to \$55,872 in revenue in Year 1.

Our books retail for \$20 per unit which is in alignment with industry pricing averages for our target market and subject matter.

Year 1 projections include sales of 291 books per month based on past performance and a strong sales and marketing strategy targeted to our ideal customers who are ready and willing to buy. 200 books sales will be generated from online and direct event sales, 50 books from trainings, 41 book sales from public speaking =  $291 \times 12 \text{ months (Year 1 Books Sold = 3492)}$  per product line  $\times 2 = 6984$  Books to be Sold in Year 1.

Currently we have two major book titles: "How To Become A Publicity Magnet" & "The Amazing Adventures of Oliver Hill" and conduct staggered trainings at the beginning of each quarter. The Price per training is \$2000 and through a strategic combination of our sales and marketing plan, book sales and client referrals project conducting a total of 8 trainings in Year 1 = \$16,000 in Revenue.

Through a combination of our sales & marketing plan, book sales and trainings we feel we can secure 3 speaking engagements per month which totals 36 for Year 1 at \$5000 an engagement.

Through a combination of our sales & marketing strategies, book sales, trainings & speaking engagements we are confident that we can secure one new publishing client a month for the next 10 months @ \$5000 for a total of 10 clients in Year 1.

Total gross revenue for Year 1 is \$380,680.

Future projections for Year 2 include a 20% growth rate because of our increased exposure, streamlined processes and strategic advantage/ expertise in our growing market. That only equates to 58 more books sold per month, per book title. Trainings projections stay the same, Speaking Engagements increase 1 per month, and Publishing Clients remain constant.

In Year 3 we anticipate books sales will increase by an additional 105 books sold per month./ per book title (in addition to 349 sold per month the previous year). Proof of What's Possible anticipates a 30% growth rate in Year 3. Trainings increase 2 per month because the market is growing, we offer an extremely effective and sought after product, and more people hear about us as it is marketed very well. Publishing clients are projected to double in Year 3 to (2 clients a month) over 10 months.

Profitability in Year 1 based on our current business model is at 20% which equates to \$77,311 dollars. Year 2 increases in profitability to 24% at \$109,404 dollars. And in Year 3 projections show profitability at 28% equaling \$170,038 dollars.

#### FUNDING REQUEST

We appreciate the opportunity to become recipients of funding through the SBA InnovateHer Challenge in collaboration with the Sara Blakely Foundation. We will use the \$70,000 seed capital to expand on the programming, resources and impact we are making in the lives children and families through our "Fueling the Future Now" Initiative. Your generous infusion of funds will allow us to expedite strategic processes in our business plan such as putting more towards marketing, community events, and training programs. Our Children are born with seeds of greatness already in them and with love, education, inspiration and focused attention we can help those seeds of greatness grow. Thank you for your help!

#### USE OF FUNDS: \$70,000

Marketing 30%

Salaries 30%

Consultants 10%

Rent & Overhead 10%

Reserve 10%

Legal 5%

Accounting 2%

Supplies 1%

Insurance 1%

Travel 1%

## VII. Appendix

# Income Statement Years 1-3

Prepared By: \_\_\_\_\_ Company Name: \_\_\_\_\_  
Owner \_\_\_\_\_ Proof of What's Possible

Revenue	2017		2018		2019	
Publicity Mag Book 1	69,840		83,808		108,950	
PM B Training	8,000		9,600		12,480	
Nhp Hill Book 2	69,840		83,808		108,950	
NH B Training	8,000		9,600		12,480	
Speaking Engagement	180,000		216,000		280,800	
Proof of Poss. Publishing	50,000		60,000		78,000	
Total Revenue	\$ 385,680	100%	\$ 462,816	100%	\$ 601,661	100%
Cost of Goods Sold						
Publicity Mag Book 1	10,476		12,571		16,343	
PM B Training	1,800		2,160		2,808	
Nhp Hill Book 2	13,968		16,762		21,790	
NH B Training	1,800		2,160		2,808	
Speaking Engagement	5,400		6,480		8,424	
Proof of Poss. Publishing	12,000		14,400		18,720	
Total Cost of Goods Sold	45,444	12%	54,533	12%	70,893	12%
Gross Margin	340,236	88%	408,283	88%	530,768	88%
Payroll	67,457		74,709		83,393	
Operating Expenses						
Advertising	6,000		7,200		9,360	
Car and Truck Expenses	2,640		2,772		2,911	
Commissions and Fees	-		-		-	
Contract Labor (Not included in payroll)	75,000		80,250		89,880	
Insurance (other than health)	6,300		6,300		6,930	
Legal and Professional Services	17,496		18,371		20,208	
Licenses	440		462		485	
Office Expense	2,496		2,571		2,648	
Rent or Lease -- Vehicles, Machinery, Equipment	-		-		-	
Rent or Lease -- Other Business Property	24,996		25,746		26,518	
Repairs and Maintenance	-		-		-	
Supplies	2,496		2,746		3,295	
Travel, Meals and Entertainment	-		-		-	
Utilities	6,000		6,180		6,365	
Miscellaneous	-		-		-	
Other Expense 1						
Other Expense 2						
Total Operating Expenses	\$ 143,564	37%	\$ 152,597	33%	\$ 168,600	28%
Income (Before Other Expenses)	\$ 129,215	34%	\$ 180,978	39%	\$ 278,775	46%
Other Expenses						
Amortized Start-up Expenses	1,917		1,917		1,917	
Depreciation	1,429		1,429		1,429	
Interest						
Commercial Loan	-		-		-	
Commercial Mortgage	-		-		-	
Credit Card Debt	-		-		-	
Vehicle Loans	-		-		-	
Other Bank Debt	-		-		-	
Line of Credit	-		-		-	
Bad Debt Expense	-		-		-	
Total Other Expenses	\$ 3,345	1%	\$ 3,345	1%	\$ 3,345	1%
Net Income Before Income Tax	\$ 125,870		\$ 177,632		\$ 275,430	
Income Tax	\$ 48,559		\$ 68,229		\$ 105,392	
Net Income/Loss	\$ 77,311	20%	\$ 109,404	24%	\$ 170,038	28%



# Balance Sheet Years 1-3

Prepared By:  
Owner

Company Name:  
Proof of Whats Possible

ASSETS	2017	2018	2019
Current Assets			
Cash	97,156	209,905	383,288
Accounts Receivable	-	-	(0)
Inventory	22,000	22,000	22,000
Prepaid Expenses	3,833	1,917	-
Other Initial Costs	-	-	-
<b>Total Current Assets</b>	<b>\$ 122,989</b>	<b>\$ 233,822</b>	<b>\$ 405,288</b>
Fixed Assets			
Real Estate -- Land	-	-	-
Real Estate -- Buildings	-	-	-
Leasehold Improvements	-	-	-
Equipment	10,000	10,000	10,000
Furniture and Fixtures	-	-	-
Vehicles	-	-	-
Other	-	-	-
<b>Total Fixed Assets</b>	<b>\$ 10,000</b>	<b>\$ 10,000</b>	<b>\$ 10,000</b>
(Less Accumulated Depreciation)	\$ 1,429	\$ 2,857	\$ 4,286
<b>Total Assets</b>	<b>\$ 131,560</b>	<b>\$ 240,964</b>	<b>\$ 411,002</b>
<b>LIABILITIES &amp; EQUITY</b>			
Liabilities			
Accounts Payable	-	-	-
Commercial Loan Balance	-	-	-
Commercial Mortgage Balance	-	-	-
Credit Card Debt Balance	-	-	-
Vehicle Loans Balance	-	-	-
Other Bank Debt Balance	-	-	-
Line of Credit Balance	-	-	-
<b>Total Liabilities</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
Equity			
Common Stock	54,250	54,250	54,250
Retained Earnings	77,311	186,715	356,753
Dividends Dispersed/Owners Draw	-	-	-
<b>Total Equity</b>	<b>\$ 131,561</b>	<b>\$ 240,965</b>	<b>\$ 411,003</b>
<b>Total Liabilities and Equity</b>	<b>\$ 131,560</b>	<b>\$ 240,964</b>	<b>\$ 411,002</b>
<b>Balance sheet in or out of balance?</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
	Balanced!	Balanced!	Balanced!