



“NEWbeing” Natural Wellbeing

Goal:

- Health nation
- If we have a healthy nation, we have a healthy sustainable environment
- Changing the lifestyle of the people to a healthy one.

herbs

obese, malnourished patients (need a balanced diet), diabetic patients, eating healthy

therapy

bad posture, respiration problems

psychology

negative thinking (depression and trying by all means to avoid suicidal tendencies)
traumas

-We measure it by teaching people and after that we implement activities where they can be involved (cleaning campaigns, herbs gardening, flower pots...)

-Benefits to the community

herbal gardens in parks

saving of water

health strong community thus longer life span

(so the benefits come back affordable and available)

Reality:

- We already have centers of physical rehabilitation, counseling, herbs shops
- By doing different activities like exercises (yoga (2-3 times a week) , kinetoprophylaxy exercises (same as yoga), flashmobs(1 in 2 months), door to door education on demand,...) workshops(1 on month but depends) and creating communities
- We are treating people from all age categories and educating them to live a healthy lifestyle (which is sustainable)First for the physical part, all the age categories are included and for the herbs we target middle age (18-50) with the provision to expand as we progress.
- If nothing happens we change the strategy: we are gonna make surveys and see the people's opinion, we're going to import the herbs from Africa/India/China and also promote the local plants.
- The people's mentality who don't want to change, the financial situation, our motivation
- We need to motivate/convince people by promoting our business

Options:

- Doing partnerships with professionals (doctors, herbalists, city council, ...)
- time of our own time as a team while updating each other at least 3 times a week.
- pool of funds from three of us as the team to help the flowers grow and taken care of as the primary goal.
- Applying for funds from local EU (Główny Punkt Informacyjny Funduszy Europejskich W Łodzi)
- Skills- the team has professionals, Physiotherapist, Psychologist, Nurse, Gardener
- we can be enlightened by professionals who have an idea of what is needed.

Will:

- Home garden, importing the herbs/seeds such as:
Mutsambatsi for antibacterial, anti inflammatory
Muroro for antioxidant activity
muruguru for cough, chest pains and pneumonia
(the list is endless)

- To have a greenhouse, that a city, country can rely on.
- Simona: physio-kineto therapists; Faith: nurse; Brian: psychologist
- Financial support, marketing support, city council support, community support
- Having seeds and growing herbs (flowers)
- Enrolling to study more about herbas as well as being guided by professionals.
- Community guide. we need the knowledge of grandmas

Team:

- Simona

As physio-kineto therapist will guide the patient in performing physical recovery and breathing exercises

-Faith

As a nurse I will be responsible for educating people about their health conditions,

-collaborating with teams for patient care..

-monitoring patients health

-providing support and advice to patients

performing diagnostics tests and physical examinations

-Brian

- Mentally green, Action green, going green.

-As a psychologist, helping people to overcome their negative thoughts and embrace the positives while building the community which belongs to them.

- Help in understanding that the community needs them as stakeholders, the green vegetation if for them as a beauty in parks and herbs in the healthy sector.

-Volunteer both specialists(who can help us in educating people like in workshops) and non-specialists(for, for example, taking care of the garden, helping the specialist, creating content for social media, brainstorming for more stuffs to improve our business)

-The accountants: to manage our finance

-Secretary: To keep the records

-Consultation with: professional doctors, nurses

medical stuff specialized in various fields that correlate with ours,maybe we can make a partnership

traditional healers from Africa

local certified herbalist who are already in the market

-Lawyers for the legal parts

-Copywriter

Partnerships:

-with hospitals(we are making a activities for the hospital staff to improve their mental and physical health because they need it and they provide us patients who need recovery after a surgery)

legal framework

We are going to be a registered company guided by Polish law and Romanian law so we will have partnership with lawyers. (we will take authorization from the Polish Health System, Internal Ministry and the Health one, Head Office of National Health Fund, ...)

-home for old people(for a specific number of old people who come to us we make special activities for them on certain days for free, in the light of giving back to the community)

-rehabilitation centers(for which we can provide natural herbs)

-with companies with who we can obtain permission for import from Africa to provide us with seeds and herbs that are not found locally

-farmers for the natural fertilizer (for garden)

Communication plan:

- Meeting f2f or zoom for the internal organization
- via email for documentation and tracing
- phone calls both internal and external (people who want to reach us instantly for consultations and herb market)

Social Media Strategy:

- Instagram (lives discussions with different specialists)
- Facebook(posting pictures of our progress, the places where we were,what we are doing, what our activities are, live interactions on different topics,...)
- Tik Tok videos where we are showing small parts of our work (like a teaser)
- Youtube(creating a channel where we will post approx. 2 times a week about how we grow our plants, their origin, simple exercises for the body,...)
- Flashmobs

Human resources:

- The employees will work on their specialized fields: accountants, gardeners, recruiters
In the long-run we need to increase specialists like kinesiotherapists, physiotherapists, psychologists and masseurs.
- we will hire hr staff based on their skills and interview and after,
- to maintain the motivation up, hr department will do different activities for employees
- having volunteers to

Risk Management:

- INTERNAL: lack of human resources(doing a better campaign of promoting our business, offering more opportunities for employees), lack of machines(searching for partners with this business domain, I mean medical devices, and make a win win collaboration, if it's possible first to buy second hand machines so we can save up money to improve our devices) , lack of employees motivation(we have to give them free counseling, celebrating birthdays,maybe creating a book club for them when they can motivate each other based on the books that they had to read), lack of patients(promoting more our services, informal campaigns, more partnerships,
- EXTERNAL: lack of partners(improve our presentation about the business,accessing contacts that we have in hope that maybe we can find a good partner, doing more social campaigns to attract partners), strong competitor(trying to find out why they are more good than us and improve), global problems like war or pandemic and weather
increase campaign and awareness for the community to be more informed about our products and services

Financial management:

- At first, producing money from the sale of herbs that we grow like: Mutsambatsi for antibacterial, anti inflammatory
Muroro for antioxidant activity
muruguru for cough, chest pains and pneumonia
(and more)

- Getting sponsorship from the partners
- EU support

Digital Resources:

- we need cell phones/computers
- Creating an app

Technology:

- medical machines for rehabilitation for example galvanic currents, ionization, ultrasound therapy, ...
- solar power to reduce costs

Project management:

It goes from the GROW structure and it's continuing with the, business team, the partnerships that we will have, the communication plan, the social media strategy, human resources, the risk and the financial management and the resources that we have

Geographical location: First year in Poland, then second year expand into Romania

Uniqueness: We will be one of the few companies offering the combination of herbs and rehabilitation in a green way as possible

We are also a sustainable organization which is adding more nature to the parks and beautifying the environment.

Marketing:

- flashmobs
- presentations in schools
- billboards
- workshops
- word of mouth

garden of the senses -experience nature

These herb gardens are there to serve as a healthy community. the garden has the potential to grow as the target grows. the garden has flowers that would help to beautify the parks in as much as these are medicinal

- most people like flowers

organic food truths and myths

- encourage people to eat healthy, a good example is eating garlic, drinking herbal tea etc..
- helping people with cooking seasonings and spices

Solar Panels

- we use solar panels to run the greenhouse to save energy

20 ways to Save water

- when it's raining we collect the water and then we use it
- use sprinkles instead of garden hose
- use a drip system to water our plants

hortitherapy and healing gardens

- allow people to go and sit in the parks while enjoying the scenery and the flowery scent.
- having spacing for people with kids to play as they enjoy the beauty of the garden.
- meditation in the gardens/parks especially for mental remedy

Environmental impact:

- saving water
- growing your own produces-more sustainable lifestyle
- solar energy sources- avoiding burning of fossil fuels
- eliminate waste

Green policy:

- efficient use of water
- recycling resources
- sustainable awareness (we put notices in the parks to help people to know what to do).
- making sure we keep the flowers and herbs surviving

COST ITEMS	MONT HS	COST	REVENU E	REVENUE EU	REVENUES- COST
Advertising/Marketing		€1,000.00			
Employee Salaries		-			
Employee Payroll Taxes and Benefits		-			
Rent/Lease Payments/Utilities		-			
Post/Shipping		€4,000.00			
Communkation/Telephsee		€800.00			
Computer Equipmement		€200.00			
Computer Software		€200.00			
Insurance		€1,000.00			

		0			
Bank Sentke Charges		€1,500.00			
Supplies		€3,500.00			
Trawl & Entertainment		-			
Equipment		-			
Furniture and Fixtures		€800.00			
Leasehold Improvements					
Security DepotIt(s)					
Business Licenses/Permits/Gees		€5,000.00			
Professional Services		€5,000.00			
Consulting		€6,000.00			
General		€5,000.00			
Total Cost		€29,000.00			