



GOOD ALWAYS™
EXECUTIVE SUMMARY



Taylor Dearden



Executive Summary

(Good Always™ is a registered trademark)

Overview

Good Always™ is a for-profit company that connects two types of people together. The first are those who are living in extreme poverty around the world. The second are charitable people like millennials who are offering a hand up to those who are less fortunate. We do this by creating businesses in areas around the world that live in extreme poverty. We find individuals and families with talent and provide them an opportunity to create product that is sold online in the United States. Good Always™ purchases the products and provides them with decent employment. We have powerful connections to the market in the United States that will enable us to generate huge profits from their products we purchase of up to 400%. We control everything from production, to online retail, to fulfillment. 100% of our profits, that's right, 100% goes to provide for educational humanitarian efforts, helping children who otherwise wouldn't have the opportunity to receive an education. We seek to eventually take the lead by becoming the largest platform in the world for charitable organizations who are trustworthy to sell their products to help those in need. The road to that destination is wide open for us because of our connections and resources.

Products

Good Always™ has a large collection of products available to the market. These range from handmade jewelry, to leather purses, hats, woven frisbees, t-shirts, and many other unique products. For all these products we have demonstrated we can sell them for at least twice the manufacturing value, however, some as much as five times the manufacturer price. Products are sold with the Good Always™ trademark are protected intellectual property. Currently we have thousands of products in inventory and the online retail store through which they will be sold is open as of November 1, 2018. (goodalways.com)

Market

Good Always™ will initially target millennial aged young adults who show interest in humanitarian, education, and service ventures through social media platforms, particularly Instagram. Instagram is the top social media platform used by millennials. Instagram has 800 million active users. Ad sales conversion rate ranges from 1% to 5%. Millennials are more consumer conscious of products than any other generation, they are 80% more likely to purchase products with profits going to charity. Good Always™ has powerful mentors (who will remain confidential due to their tremendous influence, but this information can be made available to potential investors) who are tightly connected to celebrities and individuals with followings on social media of anywhere from tens of thousands, to tens of millions with sales conversion rates of up to 25%.

Good Always™ products are unique and competitive because of the charitable benefit they provide to those in need. Consumers are guaranteed to make a difference in the lives of those who are less fortunate. Consumers will purchase Good Always™ products over others because of their ethical value and their support by powerful opinion leaders (who will remain confidential for now). Good Always™ has a competitive advantage because of our connections to celebrity influence and powerful opinion leaders. Additionally, consumers will purchase Good Always™ products because of their affordable prices. On average, current products range from \$15 to \$30 at retail.

Sales Strategy

Products will be sold through an online retail platform hosted by Shopify. The online store is currently live and fully functioning at goodalways.com. Good Always™ social media accounts, especially Instagram and Facebook are directly linked to the Good Always™ online retail store. Good Always™ will be reaching consumers through online ads and promotions by opinion leaders.

Good Always™ is currently working with the aforementioned mentors who have offered unwavering support to connect us to their celebrity and opinion leader acquaintances. These celebrities and opinion leaders will be sharing our products on their social media platforms linking to the Good Always™ online retail store. The first promotion will occur in late November of 2018 by an influencer with a following of approximately 50,000 individuals. The company anticipates only losing about 2-10% of sale price to influencers. On average Good Always™ will generate \$10 of profit for each product after acquisition, promotion, retail, and fulfillment costs. That \$10 accounts for approximately a 250% increase for each dollar Good Always™ invests in purchasing products from vendors. However, some products (ie. leather purses) will produce gross profits of \$80 and more.

Revenue Model

Good Always™ received a total of \$75,000 in investment funds in 2018 which has been used to purchase thousands of products and build the online retail store. \$57,000 has been invested into purchasing products. Currently Good Always™ has \$18,000 in cash reserves.

We expect at least 200 sales in the first month of operation, expanding to 1,000 sales in the 3rd month, 8,000 sales in the 8th month with 10,000 sales in the 14th month.

This amounts to \$90,630 in overhead costs, including travel, legal accounting, and salaries. Outsource fulfillment cost will be approximately \$219,800. Marketing and commissions at \$167,180. Cost of goods sold will amount to \$502,400. Gross Revenue will total \$1,256,000. Net Revenue will conclude the 14 month start up period at \$279,890.

The Net Revenue of \$279,890 would educate the equivalent of 596 children for one year at a top performing school in Guatemala who otherwise wouldn't have the opportunity.

We anticipate growing annually by 25% because of our resources and connections. This amounts to \$349,862 in net profits the second year of operation and \$437,328 during the third year.

Team

Good Always™ is saturated with talent and experience in business. Skills cover everything from tremendous experience in foreign trade, dealing honestly with Latin American governments, decades of

lawyering for corporations, training executives in marketing for Apple, Microsoft, and other massive tech companies, web design, videography and digital media, distribution and fulfillment, and financial services.

Foreign Business

Scott and Kim Hosking (President and Vice President of Good Always™) – With more than 30 years of experience doing business in Mexico and Guatemala, Scott has tremendous ability in working with Latin American Governments honestly and ethically. With more than 30 years of experience in working with individuals in Latin America, Kim Hosking has tremendous talent in working with indigenous people to better their quality of life. Kim has a degree of Anthropology from Utah State (formerly College of Eastern Utah).

Web Design and Networking

Taylor Dearden (Project Manager of Good Always™) – Taylor is a student at Snow College working towards a degree in marketing. Taylor has talent in Web Design and assembled the online retail store. He oversees and manages the development of the Good Always™ company and all associated projects.

Marketing and Sales

[Confidential individual] – Has experience training executives at massive tech companies like Apple and Microsoft in marketing strategy. He has connections to numerous celebrities and opinion leaders with millions of followers on social media.

Fulfillment

Kyle Dearden (Good Always™ Fulfillment) – Vice President of National Sales at US Food, manages hundreds of millions of dollars in annual sales.

Legal

Stanford Smith (Business Lawyer)- A member of the Utah State Bar for 40+ years. Stanford has decades of experience in legal consulting for corporations and non-profit entities. Stanford is the author of the Utah Antiquities Act.

Digital Media Development

Mckay Watson and Taylor Christensen – McKay and Taylor have given pro bono assistance to the development and creation of digital media ranging from video production, music, and photography. McKay is a professional videographer. Taylor is a musician and music producer.