



NEW CONSCIOUSNESS REVIEW

The best in conscious media



E X E C U T I V E S U M M A R Y

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E X E C U T I V E S U M M A R Y

New Consciousness Review ("NCR") is a destination site harnessing community collaboration to advance the best in conscious media. It is aimed at the 68 million US consumers pursuing lifestyles of health and sustainability plus millions more around the world seeking greater meaning, truth and inspiration.

Platform for Change

More and more people are recognizing that we are at a tipping point on our planet, and choosing lifestyles of health, sustainability, and service to a greater good. Many of them are moved to express their vision for a world that works for all through books, films, songs and electronic media that deserve the widest possible audience. We believe that the platform and industry interface we are creating will assist in spreading the word about the best of them and in tipping the balance towards a positive future for humanity.

Our Mission

Our mission: the leading destination site for media that inspire an awakening of personal and planetary consciousness. Pioneering the new media frontiers where print, film, radio, advertising, and the Internet meet, New Consciousness Review will be a leader in conceptualizing new ways for creatives to interface with conscious consumers seeking stimulating and meaningful information.

Venture Highlights

The Internet, blogs and cellphones have created a many-to-many paradigm that has changed the nature of news, publishing, promotion and distribution. NCR provides conscious media producers with an interface to the conscious community and an ideal launch platform for their books, CDs, DVDs, software and associated events. Both established and up-and-coming creatives, producers and support services can now have an impressive web presence with the interactivity and social interface of Web 2.0 as well a space in which to connect with each other.

- 68 million Americans spent over \$200 billion in 2005 on products for Lifestyles of Health & Sustainability ("LOHAS")
- There are some 86,000 small or self-publishers of books in the US producing 78% of all titles published
- 59,000 new ISBN numbers were issued in 2006 under the Body/Mind/Spirit category alone

Input from the professional and consumer community lets us easily cover massive amounts of content. The best new releases are highlighted through our *NC Best Seller List*, high quality reviews, interviews, news, recommendations and more. Visitors explore the rich body of titles that grows daily in this conscious genre that we are defining. Here they follow developments in their particular areas of interest, keeping up with the news, people, events and recommended websites. Our social networking and profiles enable them to interact directly with established industry leaders, new voices and their peers.



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Market Trends

- An insatiable demand for knowledge and learning as keys to self-actualization*
- Online communities driving word-of-mouth about products*
- A new culture of consumer-generated online content*
- Growth in self-publishing and print-on-demand

*Top Ten Trends of 2007, the Natural Marketing Institute

Business Model

A global destination site for the best in Consciousness Media:

- Quality reviews and interviews on new releases
- Professional community pages providing cost-effective launch platform and nurturing environment for new titles, creatives and companies
- Social Web interface between professionals and consumers
- New Consciousness Radio, newsletters, forums, industry news, events calendar, media kits, articles, advanced audio & video
- E-commerce storefront linking to the author's own site or to affiliated bookstores
- Premier advertising, sponsorship, partnering site for the New Consciousness

Income

Membership sales	40%	Site advertising	30%
Radio advertising	24%	Newsletter	6%

Customer Acquisition Strategy

- Cross-advertising with our syndicate of print publications & their websites – will roll out to 4 million readers
- Strategic alliances with e-lists of 10.5 million targeted consumers
- Affiliations with professional associations
- Compelling and customizable NC Newsletter
- Advanced search engine optimization design
- Profile-raising activities like sponsorship of programs and events aligned with our market

Management

Miriam Knight, CEO, for 7 years the publisher of a successful regional holistic journal and an entrepreneur with over 25 years of experience on three continents in creating new business models. Miriam was previously Technical Director of a \$60M industrial investment fund and VP of Finance and Administration of an INC. 500 software company.

Stas Rutkowski, Creative Director, a long-term Internet pioneer and innovator Stas has been instrumental in multiple successful “ahead-of-their-time” Internet startups. He was Creative Director of the world's fifth largest ad agency for which he created a cutting-edge Internet division. During his 14 years in design, he garnered clients among leading fortune 500 brands. Among his honors was a global Echo Award for the Direct Marketing launch campaign for Adobe's InDesign 2.0.

New Consciousness branded features to keep visitors coming back:



compiled from our network of holistic bookstores



offering positive music and interview channels



sharing highlights of the week



a directory of holistic magazines & bookshops



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Capital Requirements

The Company intends to raise approximately \$1,000,000 to cover the Company's initial capital requirements to fund an aggressive marketing launch, execute sales and operation strategies, and establish the solid foundation for success. The requested total, combined with \$67,000 currently invested by the principal to date, provides a sustainable cash balance to support business operations until specific profitability and sales benchmarks are attained. The Company anticipates a steady growth with significant net profit, which will be reinvested as leverage for continued partnership development and customer acquisition strategies, as well as overall business development of the Company.

A smaller investment we have modeled on the basis of a \$500,000 equity position would still permit launch on a more modest basis, and would be worth considering for an investor with the right strategic fit.

Reviewing Additional Information

As well as this Executive Summary New Consciousness Review has prepared a full business plan with complete financial models and additional information that would be relevant to potential investors. If you are interested in more information please contact us.

Investor Return Strategy

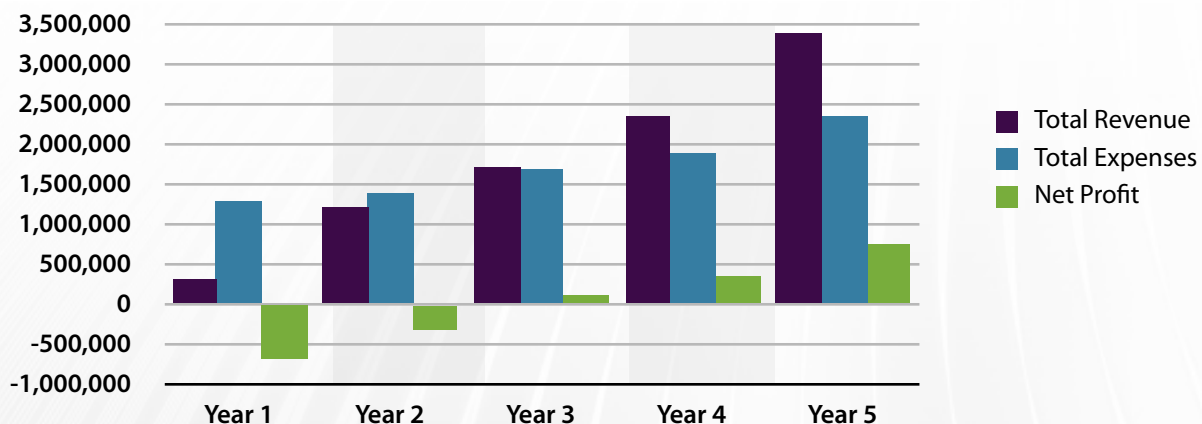
The majority of new funding will be developed through equity partner investment, with a attractive return on investment as outlined in the financial section of the business plan available upon request.

Based on sales forecasts and projections of business value, it is anticipated that invested equity and capital will yield dividends beginning in 2009. These funds would be distributed between ownership and equity partners according to vested percentages.

Ultimately, the appeal of the venture lies in a combination of the rapid growth of the Lifestyles of Health and Sustainability (LOHAS) market and the media serving this niche and the whole new consciousness sector, the growing cost of market entry for new titles, the massive and unique promotional support NCR offers their authors, and the rapid rise in Web traffic anticipated from NCR's strategic alliances.

Financial Projection

Based on current market activity, management projects NCR will realize \$326,000 revenue in year one, break-even in year two and \$3.3 million in year five. Additional planned products such as a visionary art destination site and physical and virtual conferences with a focus on education have not been factored in.



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Book Reviews

Sacred Earth: Places of Peace and Power
Book (Hardcover) by **Martia Gray** (Author)
Sacred Earth: Places of Peace and Power is a magic carpet ride for the intellect and the soul. Throughout millennia, the sacred sites so exquisitely photographed by Martia Gray have been imbued by human devotion as places of power and spiritual connection. He not only captures their essence with his camera, but his commentary illuminates the holiness of each... [More](#)
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The Orb Project
Book (Paperback) by **Klaus Henemann** (Author)
Reviewed by **Jon Sampe** Posted on November 20th, 2007
As the developed world makes the transition from analog to digital technologies, humanity has been witness more and more to appearances of orb-shaped optical anomalies in photographs. The authors, a theologian and a physicist, provide a synergistic cross-examination of both the scientific and metaphysical aspects of this mystifying phenomenon. However, since these anomalies were invisible... [Read Full Review](#)
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Community Leader

Marc Allen

Internationally renowned author, president & publisher

About This Leader
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Watercourse Media watercoursemedia.com
Success With Ease successwithease.net
Primary Interests: Motivation, Publishing, Wealth, Conscious Media, Life Changing, Peace, Mind, Awakening.

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Video Clips
Eckhart Tolle on The Stillness Inside You
I'm not in this clip personally but I wanted to share one of New World Library's our most famous & acclaimed spiritual leaders with you. Enjoy Eckhart Tolle recorded for the Flounders Retreat DVD published by New World Library.
[YouTube Video Player]

Audio Clips
Try This Simple Experiment!
Marc Allen tries to give away the essence of what he knows every time he speaks. The day he turned thirty, he decided to try a simple experiment that changed the course of his life. It only takes a few minutes to explain, and another few minutes for you to try.
[Audio Player]

A Meditation with Affirmations for Living the Life of Your Dreams
First, we take a few deep breaths and relax body and mind. Then we program our subconscious minds with some affirmations for creating the life of our dreams. Pick those that feel good to you, and repeat them as often as you wish.
[Audio Player]

Pictures
Marc in action
Here I am at a recent presentation in Portland Oregon.
[Photo of Marc Allen]

Featured Events
The Greatest Secret of All - Free Talk & Book Signing
A special book signing & talk
Date: January 26, 2008, 7:00 pm - 9:00 pm
Location: Store Book Passage
Address: 51 Tamal Vista Blvd.
Corte Madera, CA map it
You're invited to meet Marc in person, and have your copy of his latest book The Greatest Secret of All signed.
The Greatest Secret of All may be Marc's most important book, because it gives not only one of the clearest explanations of the "secret" of creating what you want in life, but also the far greater secrets of a life well-lived... [Read More](#)
Contact: (415) 927-0960
Tags: Secret, Wealth, Motivation, Abundance.
Posted by Marc Allen on November 22nd, 2007
A Free Event | Comments (11) | FAVORITED (4) | Share

Additional Prototype Screens
Additional prototype templates at full size may be viewed at our presentation site at: www.360d.com/ncr
User name: ncr
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The Greatest Secret of All: Moving Beyond Abundance to a Life of True Fulfillment
by Marc Allen (Author)
publisher: New World Library
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The Millionaire Course
by Marc Allen (Author)
publisher: New World Library
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For all of you concerned about help getting where it's needed most
"thanks."

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