

REP Projections **

- Approach Companies, Fitness Centers & Churches
- Schedule 1 C-360 Event/Week with 25 People Attending each C-360 Event
- NO cost to Attend & Receive \$300 of Tests, C-360 Session & Consult on Test Results
- Assume **4** Events/Month (Held at a Company, Fitness Center or a Church)
- Assume **10** of the 25 Sign up for C-360 Sessions, Generating up to **\$20,500**
- Assume **40** New Patients/Month Sign-up for C-360 Sessions = **\$80,000/Month**
- Offer Ambassadorships to those who sign up for Sessions to Refer their Friends & Family
- Assume Approximately 500 New Patients/Year Sign-up for Sessions from Events
- Assume 30% of 500 New Patients Refer Friends & Family to try Free C-360 Event = **150 will Refer**
- Assume Each will Refer 5 Friends & Family for a total of $5 \times 150 =$ **750 Referrals**
- Assume 1/3rd of the 750 Sign-up for Sessions = **250 New Patients**
- Assuming Every 10 C-360 Patient Group Generates up to **\$20,500**
- 250 New Patient Referrals Generates up to $250 \times 20,500 =$ **\$500,000**
- Total Potential Income Generated from 4 Events/Month = $\$80,000 \times 12 =$ **\$960,000/Year**
- Total Potential Income Generated from Events & Referrals = $\$960,000 + \$500,000 =$ **\$1,460,000**/Year**
- Rep Payment of 30% = **\$438,000**
- Net to Clinic Income up to **\$1,022,000.00***
 - Most of this Income is Profit due to Minimal Cost of Goods
 - Does NOT Include Revenues Generated from Facebook Marketing
 - Does NOT Include Revenues Generated from Holding a PWOH
 - Does NOT Include FUN Movement Promotions & Referrals
 - Does NOT Include Revenues Generated from www.FunctionalHealthNetwork.com Referrals

Next Steps

Option 1

Purchase equipment, supplies and collateral needed to stage and offer C-360 session = \$10,000

Option 2

Stage a PWOH to Generate Interest for Patients to Sign-up for C-360 Event

- TRANSFORMATIONS Provides Equipment, Supplies & Collateral for C-360 Event with \$1,000 Payment
- Clinic Signs-up Patients for C-360 Sessions to Generate Revenues & Thereafter Makes Monthly Payment of \$350

** Projections Only. Actual Revenues Dependent on Rep, Practitioner & Demographics