

Become.

# Become. BUSINESS Plan

JANUARY 2024

PRESENTED BY:  
EMMA NORTON



PERSONAL BRANDING  
FOR THE  
NEXT GENERATION  
OF WORK.

[www.wearebecome.media](http://www.wearebecome.media)

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# Executive Summary

One of life's biggest hurdles is determining who we truly are and then how the hell we will show up as that. Especially in an authentic professional projection that keeps us personally engaged. And from there, how to make money, honey. - This is The Identity Problem.

## VISION

To be a hub of confident personal branded entrepreneurs supporting one another through content, consultancy and ruthless compassion.

## MISSION

To help people unleash their inner rebel. Bridging the gap between their personal and professional worlds by promoting self-confidence in individuality.

<b>THE PRODUCT</b>	We are a multi-tiered content publishing platform designed to impact the entrepreneurial community and positively influence their mindset for professional and personal growth. We curate content for our audience that is both thought-provoking and inspiring.
<b>THE LEADERSHIP</b>	Emma Norton has years of media-centric professional experience as both a producer, freelancer and entrepreneur. KP Hartman is a psychology educated community facilitator with a global reach..
<b>THE OVERALL INDUSTRY</b>	Freelancers are taking over, but need confidence in their direction. Entrepreneurs are burning out and questioning their integrity. The entire work force is shifting thanks to Technology, the Creator Economy and Holistic Lifestyle choices.
<b>THE COMPETITORS</b>	We offer a blend of other platforms (from LinkedIn to Behance meets BuzzFeed) with an innate focus of authenticity. Our content competitors would be Well+Good meets Fast Company.
<b>THE FINANCIAL STATUS</b>	Become. wants to raise \$250k to formally begin its operations, with much already completed amongst the co-founders. Financing will be focused on building the online platform, marketing efforts and compensation for our growing team to continue to build the monetized products.
<b>FUTURE PLANS</b>	In 2024 we will launch the YouTube "TV Network", including a syndication model to build our network and our coaching program with a 1:1 upgrade. We intend to grow our virtual offers and our team of freelancers creating content into 2025 and upgrade the technology. We also envision a personality assessment software for companies and virtual conferences with in-person retreats.

# The Organization

Our initial scaling process will focus on the premise of the business. Work with The Individualists aka experts looking to increase their confidence.



**EMMA NORTON**  
 Founder, CEO +  
 Head of Content

With years of event + media producing, and diversified work experiences, entrepreneurship seemed to always be the direction. Paired with a high-level of empathy and a desire to impact others to honor their individuality, Emma is a powerhouse.

**BRAND PARTNERSHIPS**  
 In talks with the following:

Fickl  
 Pick My Brain  
 Human Design.AI

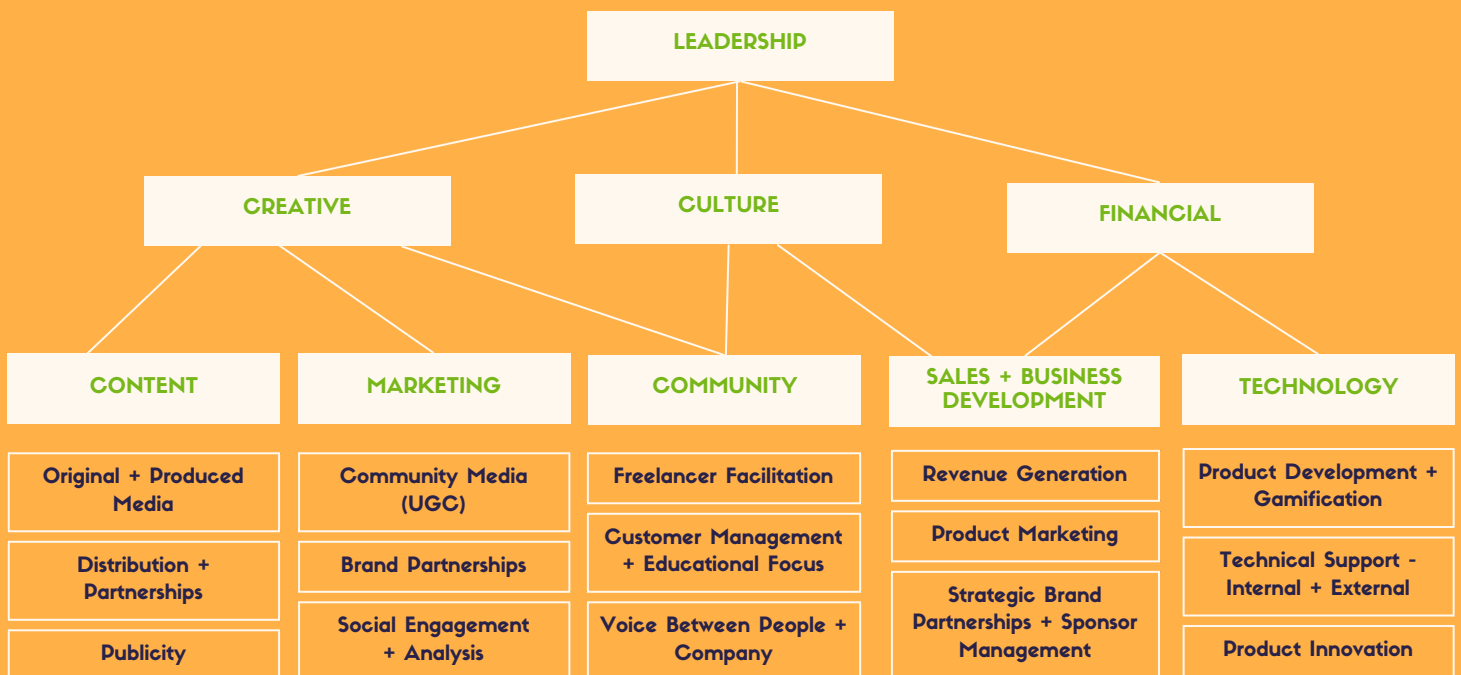
**ADVISERS + CONSULTANTS**

**Nishant Aggarwal** -  
 pre-seed adviser

**Allison Moradi**  
 Growth Marketing Consultant

**KP Hartman**  
 Early Brainstormer, Community Development

**WE INTEND TO HIRE SPECIALISTS, NOT GENERALISTS.**



# Business Description

There has been a spike in startup culture in recent years and a "down with the man" attitude stemming from the generational trauma traced back to the Industrial Revolution, and the media landscape has changed exponentially to keep up with the instant fame social media can provide. This shift promoted freedom, especially for the innovative rebels out there. Yet, confusion about how to get to this mythical place while not burning out and then collapsing into the greatest sickness of "keeping up with the Joneses, but secretly being dirt poor and miserable" became the ethical challenge of content creation.



See, when new paths are paved, the leaders are authentically themselves, but we aren't all becoming the same thing. We can only take cues from one another, seeking similarities and inspiration, not sameness, and that missing link is a place to show up as ourselves and to revel in our evolution while not compromising our integrity. Though there is seemingly no way to avoid the era of "I feel so lost in life because I am succumbing to the falsehoods of societal pressure" energy, even for the most prominent rebels out there, finding a happy medium between autonomy and community is crucial to our collective growth.

We offer a hybrid business model that features all the bells and whistles, modernizing the latest trends by digging into our nostalgia files and learning from the history of media. We offer a subscription membership model that shares original and community sourced (written + visual) content, generates revenue from collaborations, sponsorship, and ad sales, and a digital TV network that produces original content and offers distribution and syndication deals.

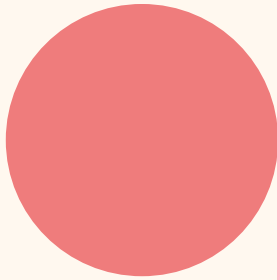
A priority is placed on our content with a mandate that it is honest and ethical, and we opt to collaborate with those presenting a more holistic approach to life. We like those who show up in their work with ruthless compassion. Those are our people. With this entrepreneurial ecosystem being promoted and supported, we sell confidence.

While we leverage our media for engagement, we create opportunities to educate and offer (virtual) networking opportunities laced with positive intentions. We are creating an MVP digital course with expert coaching as an upgrade. We will feature an online store with digital products and "classified" ads promoting our community's work with an embedded commission structure. We always offer revenue streams for our brand that will benefit our community tenfold.

Finally, we offer professional profiles like a blend of LinkedIn and Behance—a place where our users can showcase their personal brands through how they best communicate. Whether visually, through the written word, or their audible musings on life, we want people to show up as themselves, and the first step to that is communicating effectively.

# The Subscription Model

This ongoing subscription model is focused on the publishing of original content and a curation of our community's work.

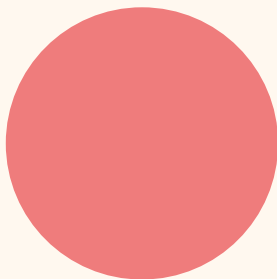


## TIER 1

- Basic Member Profile
- Weekly newsletter with the latest from our community
- Access to our blog
- Digital content across our socials

**FREE**

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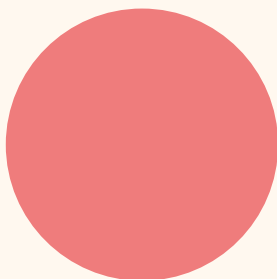


## TIER 2

- Everything in Tier 1
- Full Member Profile - all curative abilities
- Monthly curated newsletter
- Exclusive discounts and offers on our digital products and SCALE programs

**\$ 88.00/ANNUALLY**

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## TIER 3

- Everything in Tier 2
- Club quarterly digital magazine
- Exclusive Quarterly virtual networking event
- Monthly private networking invites
- Regular promotion to the community.

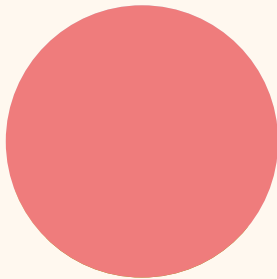
**\$ 160.00/ANNUALLY**

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# The Multimedia Model

The magic lies in the traditional TV network model meets modern day online courses, while we bridge the gap with written content and allows for us to evolve over time with our audience. This allows us to connect with a broader audience based on their interest, budget and learning style.

## DIGITAL TV NETWORK

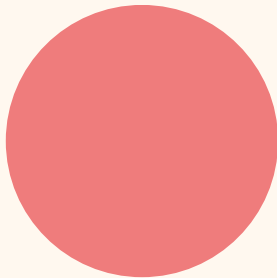


- Produce original series with a rotation of talent per season. Same show different characters.
- Build a syndication agreement to repurpose older content for notable creators.
- Promote a regular schedule across our socials.
- This includes repurposing any cross-form content across socials.

**Ad Sales + Cross-Promotional opps with Brands we produce and distribute content with.**

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## CLUB QUARTERLY MAGAZINE + BI-ANNUAL VIRTUAL EVENTS

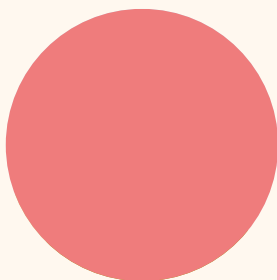


- Promotion of our community + sponsors.
- Recurring sections with new talent every issue.
- Video embedded integration (like an exclusive episode in the magazine as early access.)
- Webinars, panels and fireside chats separate from series episodes.

**Back issues sold separately in online store at next quarter release**

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## ONLINE PROGRAMS + COACHING COURSES



- Bringing in experts for course modules as affiliates
- Group coaching content into a digestible package
- Add to course over time.
- Build out coaching options in partnership with Pick my Brain.

**Consistent revenue opportunity + upgrade options for 1:1 consults at a commission split.**

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# INDUSTRY BACKGROUND

Personal Branding is the latest buzz. But it is also rooted in our global desire for authenticity, no more gimmicks or BS to make a buck or to put ourselves into professional scenarios designed to be soul sucking, thus leading to burnout.

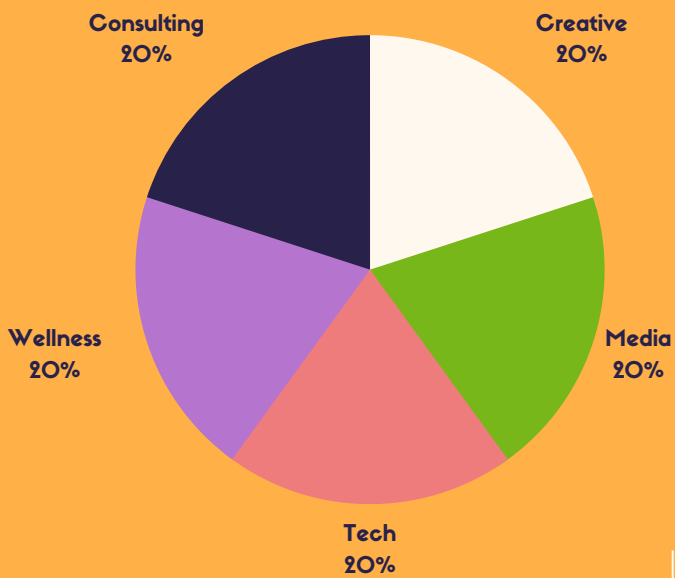


## UNDERSTANDING THIS "NICHE"

Part of our work is identifying these growing statistics of personal branding and becoming a reputable source for this shifting trend in the way we work.

Collectively people are looking to live a life that serves a greater purpose and allows them to flourish in their individuality. Through our content, we promote autonomy and personal growth. Empowerment with a ruthless compassion is our "niche."





## THE INDUSTRIES THAT WILL LIKE US BEST

These are broad strokes in terms of what they cover, but collectively our team has worked within these domains, and there are many freelancers, entrepreneurs and independent professionals trying to make a name for themselves. These folks are often on an ethical mission, and we can relate.

# COMPETITOR ANALYSIS

We take the personal branding trend, deepen it with the various modalities from creative to psychological to media training and coaching, and improve it by inspiring work-life balance and pursuing an empowered mindset for success. Place that into a multi-tiered media model to approach a broader audience. Our competitors do their bits and pieces, but don't make it all that fun or supportive to their audience's genuine wellbeing. Here's some things we've noticed:

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Content consumption is rampant, not thoughtful.</li> <li>• Some OGs inspire us, with original tech created some time ago</li> <li>• Caters to casual gamers</li> </ul>	<ul style="list-style-type: none"> <li>• Content often lacks real depth or sincerity</li> <li>• Brands don't always have an engaging energy.</li> <li>• Nobody has it all or levels of connection that we intend to offer.</li> </ul>	<ul style="list-style-type: none"> <li>• We're inspired by established companies who can't do it all.</li> <li>• We can blend media, social platforms and coaching with nostalgia and authenticity.</li> <li>• Tap into the already developed networks with something both new and sustainable, with tried and true tactics.</li> </ul>	<ul style="list-style-type: none"> <li>• Tech titans outshining our efforts or copying our vibe.</li> <li>• People opt for more intuitive platforms</li> <li>• Unfamiliar to emerging markets</li> </ul>

## WE DON'T HAVE COMPETITION, WE HAVE INSPIRATION.



We have the professional networking profiles of LinkedIn with the Behance edge.

We curate quality content for personal + professional wellness with influences from Well+Good & Forbes. And with the curiosity for impact of Fast Company.

We offer a quick fame model like BuzzFeed + curate a cool subscription model from innovative media like A24 Films with the ease of Substack.

We are incorporating educational programming to cash in on the digital course craze like, well, everybody. But ours will be way cooler.

# Market Analysis

WE ARE THE MISSING LINK.  
WE PROMOTE AUTONOMY + CONNECTION WORKING TOGETHER.

## THE ENTREPRENEURIAL ECOSYSTEM.

In this section, detail the specific market you are targeting. If it is a sizeable market, you may group your target audience into categories. You can also take into account the geography of your target market - if the business is an online endeavor or if it has physical locations. Besides geography, consider the audience's gender, race, educational level, and other demographic data.

## OUR TRIFECTA OF HUMANS (THE PERSONAS)

<p><b>THE FREELANCERS</b></p> <p>They've got big dreams. Motivation isn't their problem. But they're new to the gig economy and don't know the challenges that lie ahead on the path.</p> <p>They are opportunistic and may need some support knowing their worth cause who knows what sort of interpersonal things will arise.</p>	<p><b>Challenges</b></p> <ul style="list-style-type: none"> <li>• Unstable sense of identity around being a business owner.</li> <li>• Afraid of making decisions that would allow them to be a full-time entrepreneur (traditional work is a safety net). Income is reflective of this and does not yet let them live their dream or ideal life.</li> <li>• Unstable sense of work/life balance.</li> </ul>	<p><b>Our Solutions</b></p> <ul style="list-style-type: none"> <li>• Solidify a sense of self in the business world and shift mindset through personal branding.</li> <li>• Access to a tangible direction for building their businesses (not found in listicles.)</li> <li>• Lifestyle and business coaching.</li> <li>• Access to mentorship.</li> </ul>
<p><b>THE ENTREPRENEURS</b></p> <p>If nature doesn't do binaries, only spectrums, these folks are on the other end of the spectrum. They understand holistic living, self-care isn't a marketing ploy, and they're putting in the work to become their best selves. The entrepreneur mindset is something they still struggle with, and it's stunting their business growth. But they're here and ready to make active changes.</p>	<p><b>Challenges</b></p> <ul style="list-style-type: none"> <li>• Lacks clarity on how to make the next right decision for them and their business. Isolation or loneliness.</li> <li>• Possibly bordering on burnout or experiencing it due to trying to keep things going.</li> <li>• Doesn't know how to increase income without necessarily increasing work for themselves.</li> <li>• Unstable and shifting sense of identity as a person and a business.</li> <li>• Unstable sense of work/life balance.</li> </ul>	<p><b>Our Solutions</b></p> <ul style="list-style-type: none"> <li>• Integrative business and lifestyle coaching.</li> <li>• Access to mentorship opportunities.</li> <li>• Make it easy to stay on top of changes in their field.</li> <li>• Solidify their identities. (personal and professional) with branding services. Content that addresses. Decision-making and science of behavior change.</li> </ul>
<p><b>THE MENTORS</b></p> <p>These entrepreneurs are good at what they do and have proof to show for it. Money is not an object here. They have the inflow to find and pay for services and know how to pick the right ones to help them get to their next best step. They're in a position to share their knowledge and mentor those just trying to break into the field. They may or may not still strive for something akin to wholeness and balance. Just because they've got the work part down pat doesn't mean they've got the life part down.</p>	<p><b>Challenges</b></p> <ul style="list-style-type: none"> <li>• Isolation or loneliness.</li> <li>• Imbalanced life/work ratio.</li> <li>• Identity is primarily work-related (i.e., don't know who they are outside of work.) and, as a result, lacks genuine authenticity.</li> <li>• Maybe thinking of their legacy and its impact.</li> </ul>	<p><b>Our Solutions</b></p> <ul style="list-style-type: none"> <li>• Provide opportunities to share their proverbial wealth (experiences/learnings.) Focus on lifestyle coaching/support over business support.</li> <li>• Access to our network of younger/aspiring professionals to contract</li> <li>• Make it easy to stay on top of changes in their fields.</li> </ul>

# MARKETING PLAN

Our Marketing will be heavily reliant on socials, as we are a content focused brand. However, leveraging them in a unique manner is what we plan to execute and play into the capabilities of a "viral" word of mouth.

## BRIDGING THE GAPS FOR OUR PERSONAS

Our goal is to be all of the multi-hyphenates and flow between them. This way, we can connect with our varying personas and bring them together into our entrepreneurial ecosystem. When we gain traction through giving our community notoriety, we create an indispensable loyalty that allows us to create more original and collaborative content, which from a marketing perspective will sell our digital products, online programs and ad space in our various content pieces.

## THE 4PS OF MARKETING

Use this table to map out your marketing mix

<p><b>PRODUCT</b> Digital products, and services packaged into a multi-tiered subscription models. Combining recorded content and 1:1 virtual interactions.</p> <p><b>Solutions:</b></p> <ul style="list-style-type: none"><li>• We offer inspiration and activated support through our products.</li><li>• We fill in the gaps missing in the entrepreneurial content landscape.</li><li>• Our angle is from a personal branding (confidence + mindset coaching) standpoint</li></ul>	<p><b>PRICE</b> Tiered and approachable pricing for ongoing subscriptions paired with one-off digital product prices for sale at a reasonable market value.</p> <p><b>Solutions:</b></p> <ul style="list-style-type: none"><li>• Our worth integrates our community to feel involved, while maintaining our own distinctive brand voice (and value.)</li><li>• The pricing models are deliberately focused on collective growth.</li><li>• How will this price compare with competitors?</li></ul>
<p><b>PROMOTION</b> We will be a heavy content focused brand, as a multimedia/publishing company, and are building a "quick hit" fame model to play into social virality.</p> <p><b>Solutions:</b></p> <ul style="list-style-type: none"><li>• Repurpose existing UGC to cross-promote on other feeds.</li><li>• Our community's content will start to generate our traction before collaboration.</li><li>• Focus on Instagram, LinkedIn, TikTok and YouTube integration.</li></ul>	<p><b>PLACE</b> Our robust website will house an online shop, subscription and online program purchases.</p> <p><b>Solutions:</b></p> <ul style="list-style-type: none"><li>• We offer a commission structure to those looking to list offers in our shop.</li><li>• We sell on our own internal platform, but leverage others to grow.</li><li>• We can sell directly on socials through ads and promotions.</li></ul>

# FINANCIAL PLAN

Our initial ask is \$250k for startup costs and we intend to focus on immediate revenue generation to keep investments low.

## CAPITAL REQUIREMENTS

Broken down by percentages, our highest requirement is marketing and advertising, which includes all communication to the target audience, paid advertisements and marketing support.

		VALUE	PERCENTAGE
RESEARCH AND DEVELOPMENT	Team Hires + Community Building	\$150,000	60%
MARKETING AND ADVERTISING	Paid ads with multimedia options	\$62,500	25%
DAILY OPERATIONS	Tech stack automation + digital productivity, Team support	\$37,500	15%
TOTAL		\$250,000	100%

## FINANCIAL OUTLOOK

Financial Goals based on products are below. With the help of financial specialists, we can create a more thorough projection. Here's our reasonable outlook for 2024-2025 as we launch multiple offers.

PRODUCT	AMOUNT SOLD	(FULL) PRICE	TOTAL
CLUB SUBSCRIPTION	500	\$440	\$220,000
CLUB SUBSCRIPTION (MAG ONLY)	25,000	\$40	\$1,000,000
PRESENCE ONLINE PROGRAM	10,000	\$300	\$3,000,000
ADDITIONAL SALES	Ad sales - mag, newsletter, socials	Online Shop Products	Virtual Event Sponsors

# FUTURE PLANS & MILESTONES

We're on a mission to empower entrepreneurs to be themselves and change the world. Through content and connection, we've got this.

**2024**

Full launch with customer incentives across our revenue generating offers.

**2025**

UGC majority as we build original programming and distribution. Upgrade pricing.

**2026**

Growth of our notoriety as a distinguished informational media source.

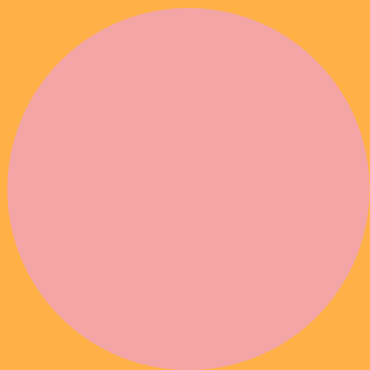
**2027**

Expand platform to gross higher revenue. Be a majority freelancer run company.

## REACHING GREATER HEIGHTS

Our goal is to take great content already created and elevate it along with its creators. Alongside this mission, we offer inspiration and information, building an elite community of confident entrepreneurs.

We are intent on promoting autonomy and freedom of expression with a kind perspective. This mandate along with a revenue focused multimedia model will execute something both familiar and new, as well as needed in the world.





**CONTACT US  
FOR FURTHER  
INQUIRIES**

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THE NEXT GENERATION OF WORK.**

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LinkedIn: @wearebecome.media

wearebecome.media@gmail.com

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