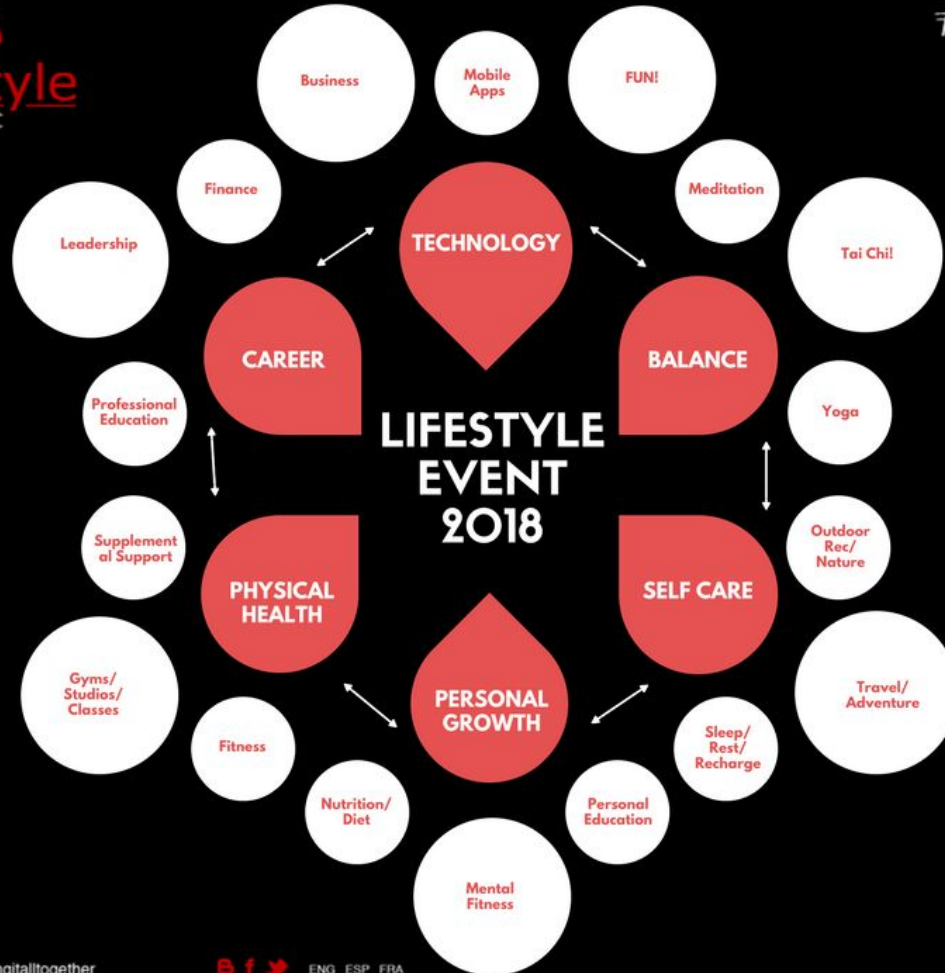




Review of agenda

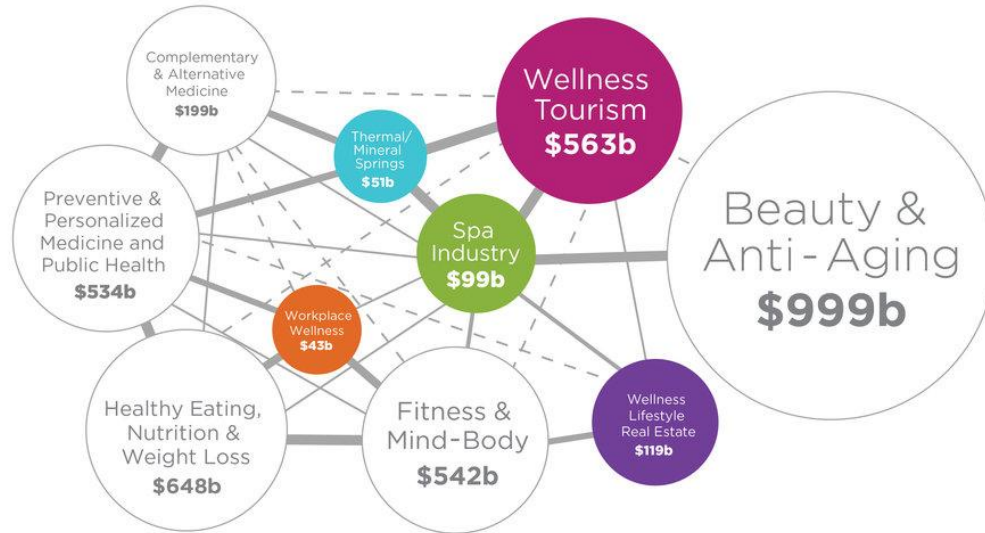
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WORKPLACE WELLNESS

Wellness at work is the right to work in a manner that is healthy, safe, motivating, and edifying. We are responsible for conducting work in a way that improves our wellness and the wellness of others. Already a \$40 billion industry, despite the fact that only 9% of the 3 billion-plus global workers have access to some type of workplace wellness program at their jobs.

GLOBAL WELLNESS ECONOMY: \$3.7 trillion in 2015



Note: Numbers may not add due to overlap in segments.

Source: Global Wellness Institute, Global Wellness Economy Monitor, January 2017



**GLOBAL WELLNESS
INSTITUTE™**

“The global wellness industry grew 10.6% from 2013-2015: from a \$3.36 trillion to \$3.72 trillion market.”

Key sectors include:

- Beauty & Anti-Aging (\$999 bil.)
- Healthy Eating, Nutrition & Weight Loss (\$648 bil.)
- Wellness Tourism (\$563 bil.)
- Fitness & Mind-Body (\$542 bil.)
- Preventative & Personalized Medicine and Public Health (\$534 bil.)
- Complementary & Alternative Medicine (\$199 bil.)
- Wellness Lifestyle Real Estate (\$119 bil.)
- Spa Industry (\$99 bil.)
- Thermal/Mineral Springs (\$51 bil.)
- Workplace Wellness (\$43 bil.)

TECH AND WELLNESS





\$59.15 BILLION

mHealth solutions market
predicted to reach by 2020

40,000
health &
wellness
apps available
through iOS
and Android

Corporate wellness programs have been of growing interest to employers for years. Today, more than **90%** of employers with **200** or more workers have some type of health promotion or disease-prevention program in place. [source: U.S. Dept of Labor]

60%

of adult smartphone users in the U.S.
and nearly three quarters of millennials say..

71%



smartphones and apps
have changed the way
they manage their health
and wellness



20%

Employers Use Rewards and Penalties



About one in five employers use rewards and penalties to encourage employees to achieve certain goals, such as weight loss, lowering blood pressure or managing cholesterol.

Entrepreneurs

Medical professionals

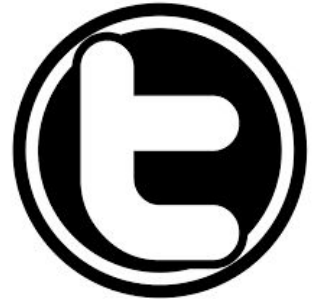
**Lifestyle
Conference
2018**

Academia/Science

Corporate



High level executives with
social media influence





Teachers

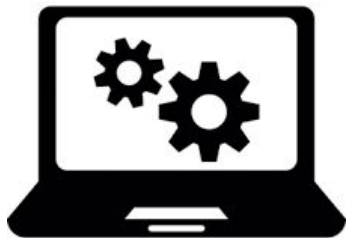
Empathetic

Generous

Altruistic

Thought leaders





Innovative

Embrace change

Futuristic

Forward thinking

Progressive





Healthy lifestyle

=

Rich life





- Public figure speaking worldwide about results of balancing business and self care for men

Lean events model

- 1) Easy
- 2) Efficient
- 3) Connected

Step 1:



STRAVA™



Step 2:



Step 3:



DELICIOUSLY ELLA



BARRY'S BOOTCAMP



KIND SNACKS



I QUIT SUGAR



PIP & NUT



REBEL KITCHEN



MINDBODYGREEN



PAI SKINCARE



THE DETOX KITCHEN



PLENISH



THE PURE PACKAGE



PLANET ORGANIC

Step 4:

OTHER IDEAS





Authentic cultural experiences

[View all](#)



Corporate and team building

[View all](#)



Adrenaline-fuelled activities

[View all](#)



Once in a lifetime experiences

[View all](#)

KEYNOTE – “MONETISING MINDFULNESS”

THE BIG BUSINESS OF HEALTHY TECH

EXPLORING THE IMPACT OF EMPLOYEE NUTRITION
ON CORPORATE PROFIT

INFLUENCING WELLNESS:
THE DO'S AND DON'TS OF SOCIAL MEDIA

Step 5:



Barcelona





Step 6:



WELLTech@Barcelona

The business of wellness

Future iterations:



WELLTech@Tokyo



WELLTech@NYC, etc

Step 7:

**"THE GOAL OF SOCIAL MEDIA AT
YOUR EVENT IS TO TURN
CUSTOMERS INTO A VOLUNTEER
MARKETING ARMY."**

- Jay Baer



#HASHTAG

#WELLTech

Step 8:

What support do I need to make this a success?

- Sponsorship through the visa process
- Lifestyle's guidance setting up an entity in Spain
- Lifestyle's support on expertise, networking and logistics on a weekly basis
- Initial investment in the form of a salary to cover my basic living costs beginning January 2018, which will then be held out of my share of initial profits
- Dashboard driven event planning that is momentum focused and objective driven (based on shared goals) rather than 9 to 5 in the office
- An agreed upon business plan with exit strategy clauses and brand valuation

Negotiables

- I would like the ability to bring in other unpaid interns to assist me with this build out process.
- If I hit our mutually defined goals then I can reward the event team with a small stipend or bonus.

What will I commit to in this process?

- Creating a blog/social media sites and posting content regularly to start building audience and momentum
- Create a compelling sponsor proposal package
- A 30 min weekly Skype call to review progress
- Sub-36 hour response to all emails between Lifestyle and I
- Daily digital tracking and/or updates of progress on the event build out
- I will complete the paperwork load wherever possible in order to make the new entity process as light a lift for Lifestyle as possible
- 50% of the initial incorporation fee and all costs will be paid by me
- I'll develop the deployment plan and seek sponsorship money to help underwrite the early days of the planning process
- Always being available by phone for quick check-ins

What do I expect from Lifestyle?

- Communication: I am happy to take the lead on all initiatives but need Lifestyle's feedback and industry expertise on a weekly basis
- Introductions to vendors / sponsors / speakers and other logistical team members.
- Lifestyle to co-sign on any documents that involve financial risks in excess of \$100 euros.

Jenn's proposal for involvement

- 1) Build September 2018 event beginning Jan 2018 when I move here and am able to:
 - a) Visit venues
 - b) Establish relationships with providers specific to
 - c) Test caterers

What can be done via distance until January 2018:

- Establish online community
- Create sponsorship proposal
- Begin reaching out/establishing sponsor relationships
- Begin establishing relationships with speakers/sponsors
- Compile a bulletproof request for proposal

Visa

Jenn Requirements from Lifestyle:

- Copy of the residence and work authorization notified to the employer or employer (it has to be processed by the contracting company in Spain prior to the submission of a visa application).

Visa

What must the employer do?

Submit an application for residence and work permit for the worker, either in person or through a legal representative, to the competent body in the province where the activity will be carried out.

This must be accompanied by:

- The employer's national ID or tax ID number. If the employer is a legal entity, then the public deed granting legal representation for the person making the application.
 - Evidence, if applicable, of exemption from consideration of the national labour market situation.
 - The original employment contract and a copy.
 - Proof of economic, material and human resources for the business project.
 - A copy of the worker's passport or valid travel document, and training or professional qualifications, if applicable, for the job.
- The initial permit is valid for one year and may be restricted to a particular geographical area and activity. It is conditional on the foreigner obtaining a visa, entering Spain, and registering with the Social Security system.
- Obtain a copy of the employment contract, stamped by the Foreigners' Office

Lifestyle next steps:

- 1) Compile Visa employer required documentation
- 2) Get Jenn started on business entity paperwork
- 3) Provide detailed feedback and guidance on event plan and budget provided
- 4) Provide feedback and guidance on RFP and sponsor proposal upon delivery

Jenn next steps:

- 1) Visa application
- 2) Put together sparkling sponsorship proposal package:
 - a) Just enough event background and details to get sponsors on board and excited
 - b) Outline of what exactly is available for each level of contribution
 - c) Proposal for collaborative marketing to obtain mutual target audience loyalty
- 3) Begin cultivating relationships with key delegates/speakers/influencers
- 2) Begin building online community

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Lifestyle