

# Be The Dream<sup>®</sup>

## Business Plan

For

# PlanetaryCitizens.net

*Molding Possibilities Into Reality*



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Goethe once said, "Whatever you believe or dream you can, begin it.

Boldness has genius, magic and power in it."

## Non-disclosure Agreement for Be The Dream, LLC

I, \_\_\_\_\_, on behalf of Be The Dream, LLC (the Association), acknowledge that the information received or generated, directly or indirectly, is confidential and that the nature of the business of the Association is such that the following conditions are reasonable, and therefore:

I warrant, covenant and agree as follows:

I, or any others employed or engaged by the Association or through me, agree not to disclose, directly or indirectly, any information with respect to any business conducted by the Association. Without restricting the generality of the foregoing, it is agreed that we will not disclose:

- Financial information, business plans, strategies for development or growth, or any other proprietary information not known generally to the public or in the public domain relating in any way to the business of the Association, or any other information regarding the management or method of operation of the Association, and
- That we will not copy or reproduce, in any form, information provided to us by the Association for the purpose of distribution or use outside the scope of the attached contract, and that all documentation provided to us will be returned to the Association unless otherwise approved, in writing, by the Executive Director of the Association, Bruce 'Zen' Benefiel.
- This obligation of confidence shall continue after the conclusion of the contract for a period of two (2) years.

I acknowledge that the aforesaid restrictions are necessary and fundamental to the business of the Association, and are reasonable given the nature of the business carried on by the Association. I agree that this agreement shall be governed by and construed in accordance with the State of Arizona. I agree that each provision of this agreement is separate and distinct, and is severable from all other separate and distinct provisions.

If any of the activities, periods of time, or other matters contained in this agreement are considered by a court of competent jurisdiction as being unreasonable, the court shall have the authority to limit such matters as the court deems proper in the circumstances and if any provision is void or unenforceable in all or in part, it shall not affect the enforceability of the balance of this agreement. The Association shall be entitled and has the right to obtain an injunction to ensure compliance with this agreement.

I enter into this agreement totally voluntarily, with full knowledge of its meaning, and without duress.

Dated at the City of \_\_\_\_\_, in the State of \_\_\_\_\_, this \_\_\_\_ day of \_\_\_\_\_, 2011.

Name:

Company:

Signature:

## EXECUTIVE SUMMARY

### **Be The Dream® - Molding Possibilities Into Reality**

We can no longer afford to give in to what keeps us afraid, angry, ignorant and immobile in terms of achieving a state of harmony among people and planet. There is a need to compile and share life-changing and enhancing information including people, projects, products and services. We propose a resource base that engages about current events and provides opportunities to support life-friendly activity on the Web and in the world. **Be The Dream, LLC** is our organizational hub and **PlanetaryCitizens.net** is our vehicle for web-deliverables that meet the needs of an emerging market.

There are many who stand ready to serve; providing information, processes, projects, products and services to make the world a better place. Together we offer a new millennial mindset – *harmony of people and planet* – to the world through the Web and beyond. **PlanetaryCitizens.net** offers a way there that complements existing efforts and drives new business to market in support of this mindset.

*Be The Dream Academy, Inc., Spectrum Academy, Inc. and United We Stand Productions, Inc.* are educational and logistical components. We acknowledge and commit to fulfill ISO 26000 standards. (See Appendix)

Be The Dream, LLC and its affiliates create on-the-ground opportunities for community building through events, festivals and workshops throughout the US and eventually abroad. The leadership collaboratively has capacity, skills, knowledge and understanding of how to implement action plans for mega-projects already.

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#### VISION:

***PlanetaryCitizens.net unites people, places and things on the Web to demonstrate and engage a new living awareness through conscious co-creation with partnerships and stakeholders to deliver leading-edge information and practical application methodologies for the community at large.***

We educate, engage and enlist individuals and groups through collaboration and purpose as co-creators in business development, education and community activism in order to transform current business and social practices into effective delivery systems for sustainable growth.

**Be The Dream®** focuses on relationships with individuals, companies and organizations that exhibit a new millennial mindset – a growing awareness of harmony among people and planet. We lead those who work diligently, but separately, to a new place of collaboration - **PlanetaryCitizens.net**.

**Meeting the challenge to change begins with education, empowerment and examples to follow; a demonstration of a life-friendly activities. These activities example a connection to all things, organic and inorganic, in our sphere of life.**

To assist in evolving our planetary civilization toward greater harmony with the planet and universe we must address these needs while providing practical applications of web-based technology. Best practices of shared information are still developing. Our means, methods and modalities combine and embody leading-edge thinking with practical applications that make sense common as best practices.

The result not only fuels the fire of change toward harmony among people and planet, it also provides the means for developing jobs through the micro-lending and educational components in the plan's fruition. The jobs created could number into the hundreds of thousands in a very short time, with potential of reaching into the millions over the next decades. We empower 21<sup>st</sup> Century development.

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#### MISSION:

***Engage best practices of collaborative partnering in business, communication, personal and planetary educational development to build healthy and productive relationships. Deliver state-of-the-art information resources and interactive web-based tools for sharing practical applications for earth- and people-friendly technologies using PlanetaryCitizens.net as our portal to the 'Cloud.'***

We provide a foundation and resources to connect people, places and things that serve life-friendly endeavors. We provide practical resources for addressing and meeting the challenge to change. Our domains provide valuable content, researched and validated for authenticity and workability. We demonstrate how collaborating works *through* the Web and *with* people, places and things designed to contribute to the process. Performance guarantees are assured through the educational and mentorship programs that provide professional guidance and structure for achieving success in personal and professional endeavors.

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#### COMPANY DESCRIPTION:

**Be The Dream**<sup>®</sup>, LLC, owned and operated by Zen Benefiel, is a new millennial mindset in action, building client relationships using best practices of organizational development. We utilize 21<sup>st</sup> Century delivery systems and technology, intellectual and physical, to ignite the passion and purpose of people who have been unable or unwilling to get involved in personal and/or professional change. We assist institutions caught in the challenges of meeting the needs of a rapidly changing world through providing resources.

Industry experience includes aerospace manufacturing; bridge, building and road construction; community events and festivals; curriculum development and implementation; marketing and sales; social media; workplace training and development. Be The Dream, LLC currently has an A+ Better Business Bureau status and has City of Phoenix, ADOT and Federal Highways vendor status for providing coaching, consulting and facilitation services.

***PlanetaryCitizens.net*** is the web-enabled engine that drives our click-and-mortar construction, providing the portal to progress by showcasing successful people, places and things in action today. Our differentiation is the diversity we share across that gamut of 21<sup>st</sup> Century concerns affecting people and planet. The showcase is the looking glass of our future successes, garnering mass attention.

Be The Dream, LLC, Be The Dream Academy, Inc., Spectrum Academy, Inc. and United We Stand, Inc. are business and non-profit entities already in place to carry out the mission and vision. Our philosophy engages an inclusive rather than exclusive attitude. We are a holistic learning organization destined for exemplary service to the world.

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#### PRODUCTS AND SERVICES:

Our web domain offers a brand awareness emerging on the world right now – ***Planetary Citizens***. Deliverables include ebooks, CDs, DVDs, forums, online classes, podcasts, presentations, internet radio/television programs, seminars, special events, webinars and workshops supporting the mission and vision. We effectively remove liabilities, limitations and excuses for not addressing change.

Be The Dream, LLC coordinates the ground efforts through books, events, festivals, presentations and workshops. Our product lines include apparel, hard- and soft-cover publications, digital media and hard products from our manufacturing relationships. Building relationships with pioneers continue to provide new products and services.

Our message engages the heart of humanity. This natural flow of attraction and coagulation *applies* lessons learned from the past with a look toward the future *in* the precious present. The result of skilled professionals' efforts benefits individuals, groups, municipalities, organizations and more.

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#### MARKETING PLAN:

**Be The Dream**<sup>®</sup> and **PlanetaryCitizens.net** marketing plan is a two-phase multi-faceted approach to *delivering a message with a method for achievement* in the changing economic environment of the global market. We perceive that thousands of jobs will be created as a result of the marketing efforts as well, culminating in real-world opportunities through industry, social architecture and terrestrial developments.

We begin with the development and display of an integrated multi-media website that showcases pioneers' successes in developing new methods, products, services and technologies. The click-and-mortar system draws both young and old who are thirsty for opportunities to participate in transforming our world for the better.

We then attack the market with intelligence and tenacity, using best practices of social media penetration to garner a growing percentage of users through personal and professional contacts. As of this writing, a 2% penetration of 3 degrees of contacts within ecademy.com, facebook.com and linkedin.com yields 866,120 patrons at a minimum of \$1 per month subscription = \$18,798,240 annually.

Execution includes social media networks, professional networks and individuals with access to over one billion people right now. Traditional print, radio and television methods are included in phase two. Viral marketing using state-of-the-art methodologies is seen to have a profound impact on exposure and growth of the network and subscription base.

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#### MANAGEMENT:

The management team consists of: Zen Benefiel, MA, MBA – Chief Possibilities Coagulator; Mark Geretti, CPA, CIA, CFF – Chief Financial Officer; S. Howard, CSDP – Chief Technology Officer; Robin Engel, MA, BAED – Chief Academic Advisor; Jerome Alan Landau, JD – Attorney; David Ligon, Grant Writer; Birgit Olson, MBA – Office Manager.

Our team is comprised of multi-degreed and seasoned professionals across business, education, finance, grant writing, law, manufacturing, technology and video production. Our team has access to other professionals through personal networks that are ready to stand and deliver.

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#### COMPETITION:

Active competition for keywords, target market and 'conscious' engagement is fierce. Organizations such as the Lucis Trust and Global Citizens Network seek to promote peace and understanding, but their offerings are slim. ONE promotes awareness and education to motivate governments to take action toward poverty and AIDS. Greenpeace, Sierra Club, World Health Organization, et al all have singular focus and, although service-oriented, are more narrowly focused.

A web search of 'global citizens,' 'world servers,' 'planetary citizens,' 'world service organizations' and similar keywords reveals no clear competition, no one that showcases and serves a diverse menu of information, products and services similar to **PlanetaryCitizens.net** could be found. That does not mean they do not exist.

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#### FINANCIAL REQUIREMENTS:

The initial budget covers a **180-day** production cycle for creation, promotion and organizational costs of developing the branding and crafting the message, including audio, video, multimedia and the Web. The resulting cash flow will be sufficient to move the organization forward within a year.

**Projected launch date is June 30, 2012 and requires \$500,000 with a \$12,000,000 build-out of shovel-ready model plans executed from proceeds by year three. One to five investors are sought, with total ownership of 20% potential. Returns based on projections of 5% penetration of available social networks yields \$25,000,000 annually. In a bold assertion, we feel networks of key officers and staff will drive the numbers up substantially.**

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## APPENDIX

### ISO 26000 – THE ESSENTIALS

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This page provides a basic understanding of the voluntary International Standard, ISO 26000:2010, **GUIDANCE FOR SOCIAL RESPONSIBILITY**. It aims to be a first step in helping all types of organization in both the public and private sectors to consider implementing ISO 26000 as a way to achieve the benefits of operating in a socially responsible manner.

#### WHY IS SOCIAL RESPONSIBILITY IMPORTANT?

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Organizations around the world, and their stakeholders, are becoming increasingly aware of the need for and benefits of socially responsible behaviour. The objective of social responsibility is to contribute to sustainable development.

An organization's performance in relation to the society in which it operates and to its impact on the environment has become a critical part of measuring its overall performance and its ability to continue operating effectively. This is, in part, a reflection of the growing recognition of the need to ensure healthy ecosystems, social equity and good organizational governance. In the long run, all organizations' activities depend on the health of the world's ecosystems. Organizations are subject to greater scrutiny by their various stakeholders.

#### WHAT BENEFITS CAN BE ACHIEVED BY IMPLEMENTING ISO 26000?

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The perception and reality of an organization's performance on social responsibility can influence, among other things:

- Competitive advantage
- Reputation
- Ability to attract and retain workers or members, customers, clients or users
- Maintenance of employees' morale, commitment and productivity
- View of investors, owners, donors, sponsors and the financial community
- Relationship with companies, governments, the media, suppliers, peers, customers and the community in which it operates.

#### WHO CAN BENEFIT FROM ISO 26000 AND HOW?

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ISO 26000 provides guidance for all types of organization, regardless of their size or location, on:

1. Concepts, terms and definitions related to social responsibility
2. Background, trends and characteristics of social responsibility
3. Principles and practices relating to social responsibility
4. Core subjects and issues of social responsibility
5. Integrating, implementing and promoting socially responsible behaviour throughout the organization and, through its policies and practices, within its sphere of influence
6. Identifying and engaging with stakeholders
7. Communicating commitments, performance and other information related to social responsibility.