Americans All Pilot Program Highlights for Investors

Who we are: We are a 36-year-old nonprofit membership organization managed by a for-profit benefit corporation. We are pre-revenue. We ran nine projects across the country and, with the help pf Houghton Mifflin, sold our supplemental social studies materials to more than 2,000 schools and libraries nationwide.

What we need: We seek \$250,000 from an individual or an entity with documented marketing expertise to support a fully developed pilot project for one year. The funds will cover the program's overhead costs, including rebuilding the existing website to accommodate new functions, utilities, security protocols and modern software. All data from the original site will be migrated to the new site. The \$250,000 can be either a convertible loan or an investment.

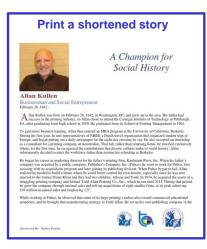
- Convertible Loan: This will be repaid using 2 percent of the program's annual gross revenue, plus 7 percent of the program's forprofit developers/managers. After repayment, the lender will have two options:
 - (a) receive two successive \$250,000 balloon payments, to be paid using 2 percent of the program's annual gross revenue; or
 - (b) receive 22 percent of the equity of the Benefit Corporation, and the right of first refusal to acquire the equity balance at a preset price. In addition, the investor will gain control of the foundation's board of directors.
- **Investment:** Option (b) above will apply. Importantly, the investor will be indemnified against any unknown financial claims that may have existed before the sale of the Benefit Corporation.

Issues we now address: The current political environment in our increasingly diverse society is highly polarized and socially segregated, the economic forecast is uncertain, and consumer confidence is low.

- Community members, including high school students, want to find discounts when they shop.
- Businesses and professional service providers need to expand traffic and look for affordable and effective ways to do this.
- Public and private schools need more noncurricular resources to help produce a well-rounded education for their students.
- Homeschool families need access to inexpensive, non-political resources and a revenue-generating tool.
- All schools need an unrestricted stream of annual revenue that requires minimal staff to administer.
- Fewer than half of high school students nationwide believe they are adequately prepared for college and careers.
- Mental health professionals say many students need help to develop a positive sense of self.

What we provide: Americans All is now a community outreach and empowerment program. Our multipurpose, revenue-generating storytelling tool helps leaders, at all levels, improve the mental, social and economic health of their constituents Extensive research confirms that life stories are central to people's sense of self and the social world they







Members can create stories honoring a family pet or sharing

inhabit. It also asserts that intergenerational knowledge of one's family history is associated with positive mental health, wholeness, well-being and a sense of belonging. When people belong, they feel emotionally connected and welcomed.

Moreover, businesses benefit because stories directly impact emotions, and emotions rather than data change behavior and frequently determine decisions to buy.

Membership: All students are free until their class graduates; community members are free for three months (both groups help create an immediate user database to attract businesses) and can opt to continue receiving discounts on goods and services from our business partners for a \$4/month subscription fee. Schools and nonprofits receive a free lifetime membership. Businesses and professional service providers pay a \$49 fee every 6 months. Of these fees, 77 percent is donated to a school of their choice. Homeschool students get our social studies resources for free (a \$650 value) and their school gets can create free landing pages and gets a revenue-generating tool.

Howard County support: We have support from the Office of Purchasing, Economic Development Authority, School Partnership Office, Historical Society, Community Service Partnership, and Office of the Local Children's Board and Library System to start implementing the program.

Homeschools: The nations homeschools present a unique opportunity since the teacher and parent is the same person. We give students free access to our social studies resources, a \$650 value, and the school a revenue-generating tool.

Program structure: We are virtual, have no inventory and only require minimal staff. Our two main website components are our Heritage Honor Roll and our business and nonprofit landing pages.

Outreach: We will use various social media platforms and assistance from our investor and local and projected national marketing partners.

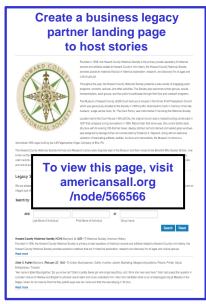
Competition: There are no organizations that offer the same set of benefits as Americans All.

Target markets and market size: These markets expands annually: active seniors, ethnic and cultural groups, military and domestic first responders, politicians, fraternities/sororities, pet lovers and private schools. Nationally, there are 20,500 public and private high schools with 10,800,000 annual students; 3,143 counties and county equivalents; and 30,000,000 small businesses. In Howard County, the initial pilot site, has 14 public and 7 non-public schools, 14,600 high school students and 9,000 small businesses.

Scalability: Our program is easy to scale up by creating videos based on lessons learned in the pilot sites.

Future revenue: The benefit corporation will retain 80 percent of income received from future programs it develops or acquires. The balance will be shared by schools and the foundation.







After the 3-month trial period, projected annual revenue generated from Business Legacy Partner (BLP) membership fees is linear and is based on a percentage of the total number of the approximately 30 million small businesses in the United States.

Number of BLP memberships @ 0.005% of total*	150,000		
150,000 memberships x \$98	\$14,700,000		
Distribution of school revenue, 77%	\$11,319,000		
Distribution of nonschool revenue, 23%	\$3,381,000		
Credit card fees, 3%		0.03	\$441,000
Overhead and outreach, 5%		0.05	\$735,000
Initial investor, 2 percent (22% of equity)		0.02	\$294,000
People of America Foundation, 3%		0.03	\$441,000
Nat'l nonprofit mktng partners, 3 @ 1% each		0.03	\$441,000
Development/management team fee, 7%		0.07	\$1,029,000
Totals		0.23	\$3,381,000
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Number of BLP memberships @ 0.01% of total*	300,000		
300,000 memberships x \$98	\$29,400,000		
Distribution of school revenue, 77%	\$22,638,000		
Distribution of nonschool revenue, 23%	\$6,762,000		
Credit card fees, 3%		0.03	\$882,000
Overhead and outreach, 5%		0.05	\$1,470,000
Initial investor, 2 percent (22% of equity)		0.02	\$588,000
People of America Foundation, 3%		0.03	\$882,000
Nat'l nonprofit mktng partners, 3 @ 1% each	1 1	0.02	000 000
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Development/management team fee, 7%		0.03	\$882,000 \$2,058,000

^{*} BLP memberships can reflect a small percentage of the total number of businesses or a significantly larger percentage of a targeted subset of this population.

These projections do not include potential revenue from other market segments. Revenue from Social Legacy Network (SLN) subscription fees will be generated after the expiration of the free trial.

Nationally, there are 20,500 public and private high schools with 10,800,000 annual students; 3,143 counties and county equivalents; and 30,000,000 small businesses.

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The electronic link for these Highlight Pages is: americansall.org/node/566751
The electronic link to our Pitch Deck is: americansall.org/node/566757