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The Wellness Exchange



**creative
Nature**



A Little About Me



The Journey and the Story of Your Business!

- How did I do it?
 - Im still doing it!

**EVERY PRO WAS
ONCE AN AMATEUR.
EVERY EXPERT WAS
ONCE A BEGINNER.
SO DREAM BIG.
AND START NOW.**

Success doesn't Happen
Overnight

There is never a perfect moment!
You need to take that moment,
And make it perfect!



Gearing up for the Launch!



Next Steps

Year 4 'Stronger margins, stronger marketing.

Adapt to what your market wants!

Spread your risk! Ensure you have many customers.

ASDA

LloydsPharmacy

SOURCED
MARKET

revital
thinking of your health



Magasin



**UNIVERSITY OF
SURREY**

Lessons I Learnt

1. Have a PURPOSE!

If you are not different to your competitors it is always going to come down to price



Tell a Story! Why Facts don't always work!

People remember stories not facts!

Subway Campaign – Jared Fogle



Time Management!

- How do you value your time?
 - To do lists?
- How many hats do you wear in your business?



The Yes Gene & Network

- Finding those people that you gel with creatively, making sure they are all on the same page. Having a standard that you are not willing to drop below is so important! Set the example for your employees



What is a one page Business Plan?

A **Business** Canvas!

Value Proposition

Key Partners

Key Activities

Key Resources

Customer Relationships

Channels

Customer Segments

Cost Structure

Revenue Streams

The Business Model Canvas

Designed for:










Designed by:

One

Two

Three

Iteration

Key Partners  Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform? What value do we deliver to the customer? Which new or existing customer problems are we helping to solve? Which new or existing customer segments are we targeting? Which new or existing revenue streams are we creating?	Key Activities  What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams? What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?	Value Propositions  What value do we deliver to the customer? Which new or existing customer problems are we helping to solve? Which new or existing customer segments are we targeting? Which new or existing revenue streams are we creating?	Customer Relationships  What types of relationships does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?	Customer Segments  Who are our most important customers? Which ones are our most important customers? Which ones are our most important customers?
Key Resources  What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams? What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?	Channels  Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are we planning to reach them? Which ones work best? Which ones are most cost-efficient? How are we integrating Channels with customer routines?	Cost Structure  What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? Which Key Partners are most expensive?	Revenue Streams  For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenue?	

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The Frogs and the Tower

There was once a bunch of tiny frogs who arranged a running competition. The goal was to reach the top of a very high tower. A big crowd had gathered around the tower to see the race and cheer on the contestants...

The race began...

No-one in crowd really believed that the tiny frogs would reach the top of the tower. You heard statements such as:

"Oh, WAY too difficult!!"

"They will NEVER make it to the top".

"Not a chance that they will succeed. The tower is too high!"

The tiny frogs began collapsing. One by one...

... Except for those who in a fresh tempo were climbing higher and higher...

The crowd continued to yell

"It is too difficult!!! No one will make it!"

More tiny frogs got tired and gave up...

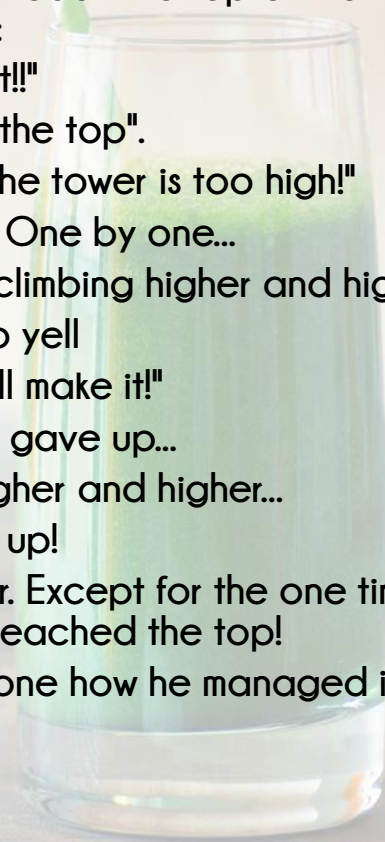
...But ONE continued higher and higher and higher...

This one wouldn't give up!

At the end, everyone else had given up climbing the tower. Except for the one tiny frog who, after a big effort, was the only one who reached the top!

THEN all of the other tiny frogs asked this one how he managed it

It turned out...



The winner was
Deaf!



Inspiration!

Walt Disney

fired by newspaper editor, for
“lacking imagination and having no good ideas”

Colonel Sanders

had his recipe rejected 1,009
times by every restaurant he pitched to

Oprah Winfrey

fired from her TV reporting job
for being “unfit for TV”

The Beatles

rejected by record company who
“didn’t like their sound” and said “guitar music was dead”

Michael Jordan

cut from highschool basketball team
missed over 9,000 shots, lost almost 300 games in his career



Creative Nature
superfoods

Award Winning!

- Our products are award winning...



- Our company is award winning...

