THERE'S NO WRONG WAY TO HAVE A BODY

THE RIGHT BODY

Investor Pitch Deck

did you
know

that roughly **80%** of Americans

are unhappy
with their
bodies?

THIS NUMBER NEEDS TO CHANGE.

who we are

The Right Body is a collective of artists and writers working to encourage body positivity and spread self-love through the publication of a quarterly digital magazine. We have our own editorial staff, but our favorite part of this project is that our readers get to contribute!

In each issue, we share things like...

- Fashion features
- Editorial content
- Art and photography
- Self-care tricks
- Cover stories

WHY USE THE WORD

RIGHT

WHEN IT SOUNDS SO WRONG?

we're flipping the script on right.

Synonyms of RIGHT

accurate, authentic, exact, faithful,
precise, strict, true, veracious

RIGHT = REAL

why we exist

We want to normalize a culture of treating our bodies, our minds, and each other right. That's why we're getting real about our own struggles, sharing yours, and building a conversation about how we can tackle negative body image with healthy tips and tricks.

We want to prove to you that your body is the right one because there is no wrong one.

who we serve

According to our market research, most of our readers are likely to be women between the ages of 18 and 25 who are active social media users and are already involved in the body positive movement.

But we want to reach beyond the binary.

The Right Body is designed to serve *every* body. This means all genders, sexualities, races, abilities, and body types are welcome to read our pages -- and be in them. We'll work to engage audiences of all kinds, not just those our market research indicates.

our plan

You already know we want to make people see themselves differently. We want to change how people approach mirrors. But it's not as easy as that, and we know that, so we have clear goals outlined to make that difference.

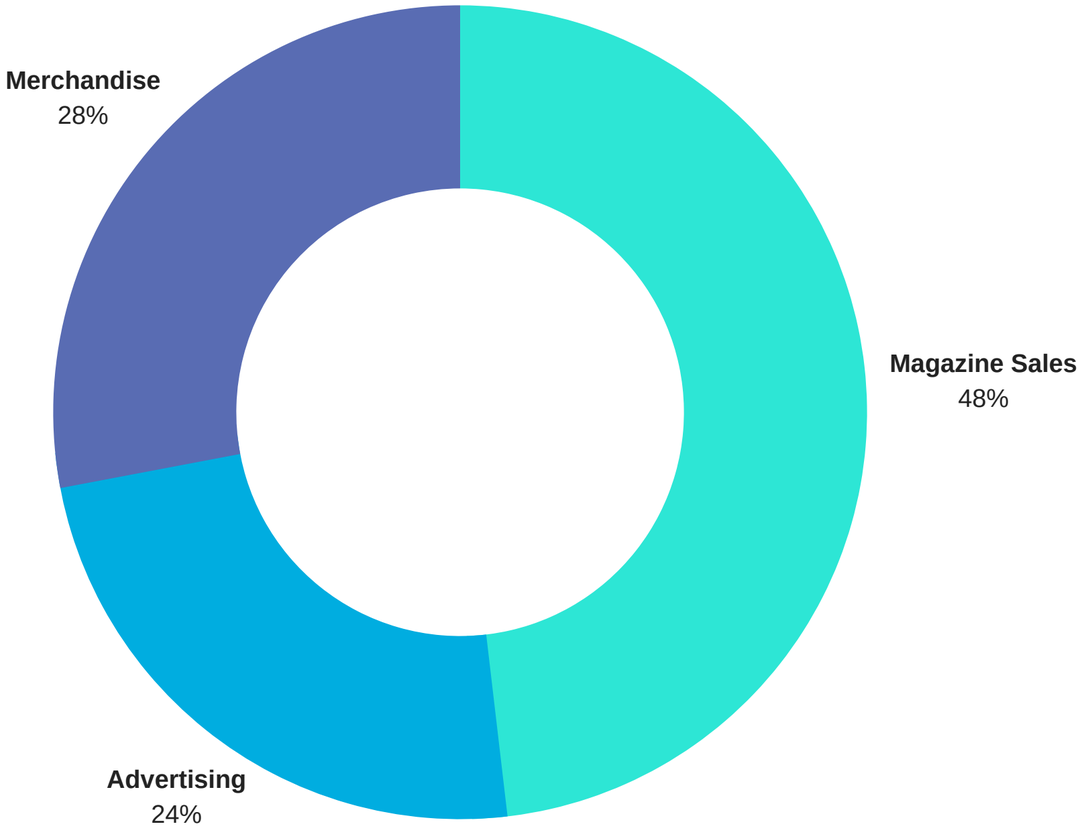
- release four digital issues every year
- create content with badass body positive movers and shakers
- develop an online community full of helpful resources
- build partnerships with organizations who share our mission
- and host events and workshops designed to serve our mission

a look at the money

We can't make *The Right Body* as awesome as we want it to be without some major financial assistance.

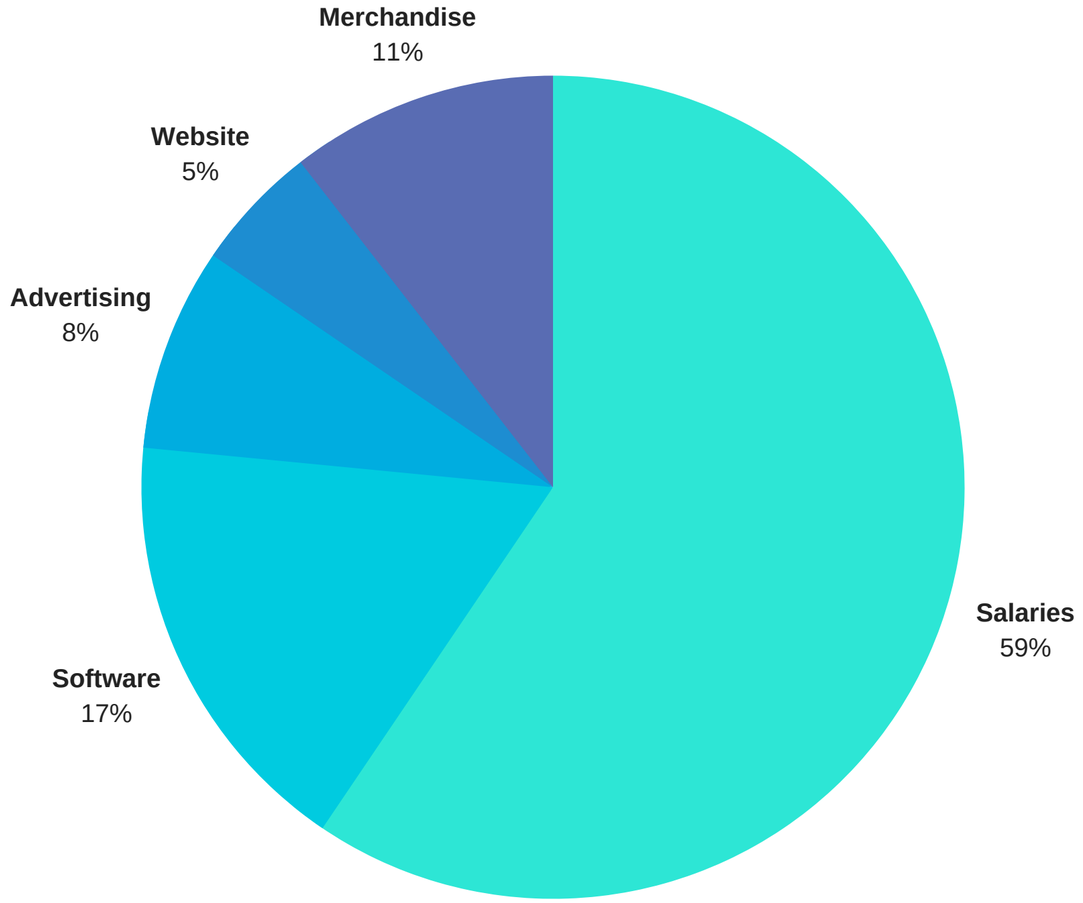
Our *revenue* is mostly pulled in from our subscription-based pricing model (just $12 a year!) and merchandise, but our *expenses* go towards staff salaries, contribution commissions, software, and more.

We will be launching an Indiegogo campaign in pursuit of $5,000 of start-up funds to help us cover our expenses. Later on, when we're ready to further *The Right Body* with events and panels and fundraising opportunities, we'll seek a small business loan from a women-in-business focused lender.



revenue

$5,110



expenses

$4,060

love your body r i g h t

the right body

magazine

The Right Body
2018 Business Plan

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Table of Contents

I. Executive Summary

The Right Body LLC is a company designed to support the mission of promoting body positivity and encouraging self-care techniques through the digital publication of a quarterly magazine in which much of the content is submitted by its own readers. In addition to *The Right Body*'s digital magazine, it also boasts a comprehensive digital community featuring editorial content and art beyond the pages of our issues and a database of helpful resources for readers to better align themselves with and learn from our mission. By its second year of operation, *The Right Body* will host a series of workshops, panel events, and parties for contributors, fans, and partners in which we further open a more public and engaging dialogue about how we can all -- together -- see our bodies positively.

Though market research indicates that *The Right Body* will attract a customer base of young women, our main goal is to also engage male readers and to go beyond the binary, making readers of all gender identities, races, sexualities, abilities, and bodies comfortable and excited to read our content and share their own work in our pages.

As a primarily digital business, *The Right Body* is in the unique position of having to continuously navigate the endlessly changing landscape of digital and social media. We view this as both a challenge and an opportunity in which *The Right Body* must frequently pivot to the demands of our customer base and build upon our digital platform with additional features.

Beyond our monetary goal to turn a profit with this product, we are fueled by our mission to serve *all* individuals with a sense of (positive) self. It is *The Right Body*'s genuine hope and honor that we successfully support artists, writers, and human beings with the opportunity to share their own experiences with body positivity and self-love.

II. Company Description

A. Mission Statement

The Right Body exists to promote body positivity, encourage self-love, and foster a healthy dialogue on mental health.

B. Vision Statement and Core Values

Our vision is to produce a digital quarterly magazine that will serve as a platform for discussions about body positivity and self-care to be had, as facilitated by content in the form of journalistic editorials, fashion spreads, poetry, fiction, visual arts, and more.

We thrive on a foundation of *transparency*, *moxie*, and *love*. We believe that being honest (with ourselves and others) will illuminate the self-understanding of others, that confidence comes with courage, and that we must learn how to love ourselves and each other. The Right Body works to highlight these tenets with each issue we put out.

C. Company Goals and Objectives

Our primary goal is to evolve into a digital community in which our readers are able to engage with others, feel comfortable enough to share their stories, and ultimately find peace with their bodies. We will form strategic partnerships with both body positive influencers and organizations working towards the same mission as *The Right Body*. We will build a full-time salaried staff and to secure a network of loyal, frequent contributors.

Our objectives are to gain at least 100 readers for the first issue we release and gain an additional 50 readers each time for every subsequent issue released. Our goal is to sell 50 copies of our first issue, 75 copies of our second issue, and 150 copies of our third issue. We intend to gain 500 followers on Instagram, 300 followers on Twitter, and 400 likes on Facebook within our first six months in operation. Within two years, we will have formed two strategic partnerships -- one brand and one influencer.

D. Brief Market Overview

We will market *The Right Body* to all gender identities between the ages of 18 and 28. Key demographics we will hone in on are age, education, and employment status. The psychographics we are most interested in are values, attitudes, lifestyle, and opinions (primarily pertaining to social and political). The geographical data is not a core interest for *The Right Body*'s market purposes. The second stage of our market segmentation studies will analyze behavioral elements, specifically how our market responds to similar products (ie. digital magazines and platforms that host body positive and self-care content).

E. Industry Description

The Right Body exists within the digital publication industry projecting growth in the years to come. According to Statista's latest analytics, revenue for digital publishing products in the United States since 2016 has grown steadily and is projected to continue an upwards growth over the next four years. As the digital landscape continues to grow, the quantity of new products, services, and abilities presented online are projected to increase as well. Because *The Right Body* exists solely in the digital sphere, we are in the unique position of being able to evolve with our industry. As the way people consume their media changes, *The Right Body* can learn to mimic it. If in the future, the digital landscape becomes less of a priority to people than is anticipated to be, and print reigns once again, *The Right Body* will make its move to print

publication. In terms of content format, we are able to delivery a variety of content (images, video, audio, written work) on one single platform.

To remain vigilant regarding the changes in our industry, we will hire a digital expert team by our second year consisting of a full-time graphic designer, a digital marketer, and a consultant specializing in the growth of digital media to assist us in our next moves as we carry on within the digital landscape.

F. Company Strengths and Core Competencies

The Right Body is primed to succeed primarily due to our socially-driven mission that is especially, and increasingly, relevant in today's age: body positivity and self-care. Our target market (see section IV) has honed in on a potential audience already proven to be significantly involved in becoming vocal about social issues, body positivity and inclusive representation among them. Our market essentially targets *all* people -- regardless of age, class, sex, race, and more -- as long as they have access to the internet. Therefore, relevancy and market reach are our two biggest strengths.

Our approach to publication is a strength in that we combine both the professional world and the DIY world of publishing, allowing us to create a product that is accessible to the wide-reaching audience we are targeting. *The Right Body*'s team itself is comprised of professional, salaried staff (editor, graphic designer) and remote contributors and consultants. Affordability is a top priority for us, as well as hosting quality content. This attention to both styles of publication allows *The Right Body* to stand out from its competitors.

G. Legal Form of Ownership

The Right Body will incorporate first as a sole proprietorship in which its founder, Savannah Davanzo, may be subject to personal liability on behalf of the business's liabilities and shortcomings, while having full autonomy and creative control as founder.

Following our first year in operation, *The Right Body* will move to incorporate as an LLC. This legal status will allow *The Right Body*'s members -- our founder and team specifically -- to be protected from liability and have significant flexibility regarding taxes.

III. Product and Service Explanation

A. Product and Service Description

The Right Body is a quarterly digital publication resulting in four, 30 page issues each year. Each issues includes written content in the form of poetry, personal essays, short fiction, non-fiction, interviews, opinion editorials, among others, and visual content in the form of graphics, images, illustrations, fashion spreads, and other forms of visual art. Each issue is concluded with a specially curated playlist, written out track by track in listicle form, ending with an active hyperlink to listen to the playlist on Spotify. *The Right Body* will be hosted on Issuu.com, an electronic publishing platform able to host digital content in the form of magazines.

In addition to *The Right Body* magazine, we will host past issues on our Squarespace website where we will build a digital community featuring message boards, social networking chat features, additional content (both written and visual) not published in our magazine issues, quizzes, interactive prompts, a robust FAQ section with customer service chat capabilities, and a comprehensive guide housing resources related to body positivity and self-care.

A mock-up of our first issue is available for viewing in the Appendix where you will also find our visual branding elements.

B. Value Propositions

The Right Body will gain competitive advantage in our industry due to its pricing model which allows for affordability. A potential competitive disadvantage is that the product being offered is starting from nothing, whereas other similar products, services, or companies may have a history already and therefore boast a following, especially on social media, which will either be an advantage or disadvantage for *The Right Body* depending on the strategy we build and how we implement it.

C. Pricing Structures

Each issue of *The Right Body* will be free to view for the first 10 pages. In order to read the following 20 pages and seek the exclusives (ie. the playlist) afforded at the end of each issue, readers must purchase the whole issue for $4 or opt to purchase a full year subscription at $12 a year which, upon once-a-year payment, automatically grants customers access to all four issues, in full, upon their publication. The annual subscription offers a 25% discount (customers are only paying the price of three issues but receiving all four).

The digital community, hosted on *The Right Body*'s website, is entirely free to access -- all additional content, quizzes, chat features, and additional features do not require payment. The e-commerce component is a store embedded in the site where customers can opt to purchase single past issues (for $4), annual subscriptions (for $12), or merchandise (stickers for $1, pins for $2, shirts for $20, hats for $15, and framed prints for between $12 and $30).

D. Intended Partnerships

The Right Body's success is partly contingent on the partnerships and opportunities we build with fellow businesses, organizations, schools, and services seeking to pursue similar missions to us. Below we have outlined a list of the potential partnerships we intend to form after conducting proper research and forging professional connections with each name.

1. DOVE Self-Esteem Project

An offshoot of national personal care brand DOVE, the Self-Esteem Project is a collective of girls and women encouraged to be empowered in their femininity with access to a comprehensive database of resources that guide parents to speaking positively about body image and encourage young girls to see their bodies in a positive way at an early point in their childhood.

2. Rosey Blair

Rosey Blair is an actress and plus-sized fashion blogger. Her social media following (boasting nearly 100,000 total followers across Twitter and Instagram) is both large and loyal, suggesting her as a body pos influencer of the digital age.

3. Proud2BMe

“An online community created by and for teens,” Proud2BMe is a website spawned by mental health organization Riverduinen. The website acts as an online magazine of sorts in which its volunteer staff create and curate content aimed at teens about a variety of topics including body image, activism, eating disorders, and pop culture.

4. Endangered Bodies

Endangered Bodies is a global initiative with eight local branches across the country working to reinvent our natural culture of toxic body image. Each of their local branches fights in specific ways to open up a more positive dialogue -- New York’s branch uses activist efforts to expose industries toxic to women’s mental health regarding body image.

5. High school and college campuses

We believe it is crucial to get involved with our target markets directly. The majority of individuals with significant body image issues are young people in the high school and college age range. *The Right Body* intends to form partnerships with schools and campuses to host events like panel talks about body positivity, special evenings dedicated to self-care, workbooks to be distributed for free to all students so they can navigate the way they see their bodies, and more.

6. Teen Vogue

US magazine *Teen Vogue* made its move from print to digital last year and now hosts a large quantity of content (photos, editorial, fashion, videos, and more) across many interests of our shared target audience including fashion, pop culture, social news, politics, body image, and more.

IV. Market Analysis

A. Target Market

Though *The Right Body* is intentionally aimed at as large an audience as possible -- consumers of all ages, races, sexualities, and genders so long as they have access to the internet -- our target market specifically focuses on women between the ages of 18 and 28 who are active and vocal in the social issues and political climate of today. The customers we attract within this market segment are likely to hold creative backgrounds, exist in a lower bracket of income than the generations they succeed, either struggle with their body image, or feel significantly more secure in their body than is indicative of the greater population within this segment.

An example of our target customer follows as such:

Chloe Miller, 24, is a recent college graduate working as a barista at a New York City coffee shop. She studied photography at university, and in addition to her interests in fashion photography, she also dabbles in painting and poetry in her spare time. Her dream position would be to pursue photography full-time and eventually open up her own gallery in Brooklyn, but she likely won't be able to see that through financially until she catches up on the thousands of dollars in student loans she's working overtime to pay off. Though Chloe supports the body positive movement and religiously follows plus-sized models and bloggers on social media, she struggles with loving her own body and taking care of her mind the way she'd like to.

What we see here is a young woman with creative interests and a relationship with the body positive movement. This is the kind of customer *The Right Body* intends to serve. The content we are offering and its delivery model are accessible, affordable, and interesting to this market segment.

B. Marketing Data Of Industry

According to Statista's latest analyses, though the time individuals spend reading magazines has declined in past years and is projected to continue to decline, the number of magazine readers has increased in the U.S. Revenue for digital magazines specifically has increased from 2017 and is projected to increase steadily through 2022. Revenue generated on a per-customer basis has also increased slightly within the last few years, suggesting that customers are willing to spend more on their digital magazine consumption. As of 2018, the ARPU in the electronic magazines segment is nearing $20. Compared to this number, *The Right Body* offers a significantly cheaper product than what customers are willing to pay, suggesting that as our following grows and we begin to generate revenue, our business may benefit by raising our prices without alienating our customers.

As of 2017, the largest age bracket of eMagazine readers is between 25 and 35 years old with our primary bracket (18 to 28) as the third largest.

While print publication continues to generate revenue successfully and retain readership in the United States, the strength of digital publication is that hosting our product on the internet allows us to advertise to the majority of the internet population, build our following on social media, and generate value in healthy competition with similar products. As the digital landscape grows, *The Right Body* will learn to anticipate and evolve with the needs of our industry.

C. Competitive Analysis

The competitive analysis we present below features SWOT analyses identifying the strengths, weaknesses, opportunities, and threats we have perceived for who we consider to be our top three competitors: *Teen Vogue*, *Vol.Up.2,* and The Dove Self-Esteem Project.

Competitor	Strengths	Weaknesses	Opportunities	Threats
Teen Vogue	- Their digital growth is remarkable, garnering nearly 5 million extra U.S. visitors within one year - Social media stats show a high and loyal following at 11 million fans (totaled from IG, FB, and Twitter)	- Could not sustain print publication after its 14th year due to cost cuts, thus its move to only digital coverage	- Though they are a direct competitor, *Teen Vogue* may very well become a partner to *The Right Body* one day because we host similar content and target a similar market - The fact that they	- Already being a household name poses a threat to *The Right Body* in that we are building our social following from scratch whereas *Teen Vogue* has been in the game for 15 years and was able to transfer their print fans to digital

	- A large staff allows them to create content in many forms and on a variety of subjects - Though they have a specific target audience they clearly (and successfully) market to, their brand also attracts a wide variety of outside markets		cover so many different topics is an opportunity for us to hone in on an important one we already know their audience (who also happens to be our audience) is interested in -- body positivity	
Vol.Up.2	- Created by a plus-sized model with a loyal following already - Gives a voice and platform to underrepresented individuals in the high-fashion industry	- Their website is not as navigable, well-designed, and clean as *The Right Body*'s intends to be - They have limited avenues for revenue	- Because they focus primarily on high-fashion, we have the opportunity to reach fashion fans of all kinds (high-fashion, casual, streetwear, etc) - They only sell print issues whereas we have the opportunity to increase revenue by also selling our digital copies	- The magazine is curated and designed beautifully with great attention to detail -- our team does not have the design capabilities *Vol. Up. 2* seems to have
The Dove Self-Esteem Project	- An offshoot of an internationally known and well-regarded self-care brand	- This project doesn't have any social media accounts, in effect automatically minimizing the amount of new consumers it could potentially be reaching	- This kind of organization could be a great partner to *The Right Body*, especially because we're not offering the same *product*, just similar content	- We are at risk of appearing to have loosely mimicked the project because they offer a comprehensive guide of resources regarding self-care and body positivity, which is what *The Right Body* intends to offer on our site

V. Marketing Strategy

A. Customer Reach Plan

Because we are a digitally-based product, our main strategy for securing readership and paying customers will be through social media marketing and advertising. We will manually build our social media following on Instagram, Facebook, and Twitter, securing hundreds of likes and active (see interaction measurement devices below) followers within our first six months.

We will measure successful activity by studying the following components of social media interaction:

- Vanity metrics
    - Total follower count across each platform
    - Number of likes, shares, and comments on each post
- Actionable metrics
    - Click-through rate on links (especially call-to-action posts like a Facebook post linking to our web store)
    - ROI calculation (ex. tracking the social source of each transaction to determine which platform being marketed on results in the most amount of sales)
    - Activity based on inquiring / interactive content (ex. the number of comments directly answering a prompt we pose on Instagram / ex. the number of results in a poll we post on Twitter)

Once we have secured a loyal following and several hundred total followers across all three social media platforms, we will then market to our customers using call-to-action content posted on social media, paid advertising specifically on Facebook (secondary: Instagram), and printed materials mailed out specifically to potential partners. We will also utilize guerilla, grassroots marketing tactics in the form of designing, printing, and distributing flyers around New York City and Westchester. Promotional stickers featuring *The Right Body*'s logo will also be used to market in a low-cost manner.

B. Marketing Mix

Product / Service Plan	● Each issue is 30 pages. White pages, black text, yellow header text. Content includes written and visual components. ● Magazine is called *The Right Body*, as are the website and all social media handles. ● To be presented digitally on both Issuu.com and our website.

	● Website hosts chat features, FAQ section, customer service capabilities, editorial content, interactive content, quizzes, giveaways, and resources.
Pricing Plan	● Sold on Issuu.com and our e-commerce store hosted on our website. ● Single issues cost $4. ● Annual subscriptions cost $12. ● Merchandise costs between $1 and $30. ● Our product (both the single issues and the subscription) is priced within (on the lower end) the average range of other digital magazines hosting on Issuu. ● Our price is higher than *Teen Vogue* (they offer entirely free content) but lower than *Vol.Up.2* (they sell print issues at nearly $15).
Promotion Plan	● We will reach our target market mainly through social media marketing, paid advertising, and guerilla marketing (print flyers and free stickers sent to readers). ● Revenue-generating call-to-action promotions won't begin until we have secured a large, loyal social following. ● We will pay special attention to advertising during the holiday season and the summer due to a high volume of consumerism for the former and a general need for body positivity content for the latter. ● We will conduct paid advertising every few months on Facebook and twice a year on Instagram. ● Any print mailings we conduct for the purpose of promotions will be for individuals we believe could become potential partners (ie. not customers or new readers, but body positive influencers active in the social media sphere who may be interested in gracing our cover in the future).

Distribution Plan	● Our issues will be sold on both Issuu.com and our website. ● Any *The Right Body* merchandise will be sold through our e-commerce store hosted on our website and possibly through Facebook's e-commerce section for business pages. ● We will not need to purchase any sales software because all transactions are built into the Issuu.com platform. We will conduct all e-commerce transactions on our website through PayPal.

VI. Operating Plan

A. Production Methods

The Right Body will be created, produced, published, and distributed entirely online. For curation and design purposes, we will use the following softwares: Canva, Photoshop, and Adobe InDesign. For editorial and scheduling purposes, we will use AirTable and the Google suite. The final product itself will be hosted on Issuu.com and *The Right Body*'s website.

We will maintain a database of customers through our Squarespace portal in which each purchase is tracked by email and automatically added to our email list. This method allows us both to keep a growing list of customers (while manually tracking their retention rate) in one space and to quickly contact all of our customers through email marketing at once.

Should we need to conduct promotions through email or send follow-up information through email, we will do so using MailChimp, a marketing automation platform allowing us quick, easy design and distribution capabilities for email use.

Customer service will be handled in a variety of ways. *The Right Body* will have a separate email address devoted to customer service inquiries (support@therightbody.com), our website will have a functioning chat feature from 12-3 EST which will allow users to direct any concerns and questions to a real customer service representative for *The Right Body* five days a week, and we will also have a robust FAQ section on our website covering a wide swath of subjects that are likely to raise concerns and questions from customers including content information (ie. How are cover stars chosen for each issue?), purchasing information (ie. How much does a yearly subscription to *The Right Body* cost?), and site information (ie. Where can I access *The Right Body*'s testimonials?).

B. Operating Details

Because *The Right Body* exists in a digital space, we are able to keep our product accessible 24/7. Our website will be functioning at all times and customers will be able to read and purchase issues at any time (with the exception of web difficulties, but should those arise, our web developer will work to have the site up-and-running again as soon as possible). Our salaried staff (including our editor-in-chief and other members of the editorial staff) will work 9 to 5 four days a week. Our graphic designer and layout designer will work on a per-project basis in which the editor-in-chief assigns them tasks to complete within an agreed upon number of hours per week (ex. Layout designer works 30 hours the week before our second issue's publication date). All submissions from contributors are submitted on a rolling basis, 24/7, meaning that anybody can submit a piece for consideration to *The Right Body* at any time.

The Right Body will employ the following four skilled full-time and per-project-based employees: editor-in-chief (*The Right Body*'s founder, who will not take a salary until the third year of operation), an editor, a graphic designer, and a layout designer. Each of these employees will have come to *The Right Body* with prior experience and having studied within the world of journalism, creative writing, or digital media. Our current team consists of individuals *The Right Body*'s founder knows personally so there will be no need for any traditional hiring process including official job listings, applications, and interviewing. Our editor will receive payment on a fixed hourly basis at $14 an hour for a total of $448 a week. Our graphic designer, working remotely part-time, will receive $20 an hour and will work no more than 15 hours a week for a maximum weekly payout of $300. Our layout designer will work on a per-project basis and will be required to work 15 hours at $40 an hour the week before each issue is published, receiving $2,400 a year for their contributions.

C. Management Team

Position	Employee	Background	Job Description
Editor-In-Chief	Savannah Davanzo	- Has held various editorial positions within the music industry - Studied Arts Management with a minor in Psychology in college - Received a Master's degree in Arts Entrepreneurship	- In charge of all hiring duties - Schedules, assigns, curates, and creates content - Manages all staff and overseas production - Final say prior to publication - Manages all associated social media accounts - Responsible for all

			advertising, promotion, and marketing efforts - Creates and maintains industry partnerships
Editor	Marie Southard Ospina	- Fashion blogger - Has journalism experience writing for many digital publications - An active voice of the body positive movement	- Brainstorms, curates, and creates content - Responsible for contributor submissions - Helps to plan and schedule content by issue
Graphic Designer and Customer Support Representative	Andi Setaro	- Studied Art History and New Media in college - Has 2+ years of customer service experience - Illustrator and graphic designer	- Handles all branding graphics - Creates content for social media - Manages the customer support email and chat
Layout Designer	Miranda Tacchia	- A professional magazine layout artist - Studied design in college	- Responsible for the design, implementation, and execution of each issue's layout from front cover to back cover

D. Legal Considerations

Legal considerations for *The Right Body* include trademarks and copyrights, incorporating (and managing the fees associated with doing so) as a benefit corporation, and drafting legal contracts covering a variety of agreements including those for salaried employees (an employment contract), per-project employees (an independent contractor agreement), interns (a non-solicitation agreement), among others. You will find in the Appendix (Item A) of this business plan a checklist of legal considerations to be completed prior to the official launch of *The Right Body*.

VII. Start-Up Expenses and Capital Formation

The Right Body's plan for capital formation will primarily be to secure funds through a crowdfunding campaign which will be developed within the first six months of our operation, but our start-up funds will be met through our personal monetary means and a family loan. In the future, upon *The Right Body* expanding past only a digital publication and into a business that offers an online platform rich with resources and hosts a series of workshops and events serving its mission, we will seek financing opportunities from a nonprofit lender who offers microloans for women-owned businesses.

Our first year in business predicts expenses just over $4,000 with a projected total revenue of $5,110 in which we make a profit of $1,050. The cost of expenses is fairly minimal for the first year, so we will not seek funding until they increase over the next two years. We will pay the expenses ourselves (a luxury we are able to afford through our founder's freelance, commissioned, and part-time work), and essentially make nearly a quarter of it back with the income generated from our first four issues.

A. Crowdfunding Campaign

In our second year, our expenses almost double, totaling just over $7,000, but our income also rises to a projected total of $7,552. By the time we reach our second year, we will have led a crowdfunding campaign to secure $10,000 in funds from friends, family, fans, and a network of body positive supporters, creatives, and more. The funds raised from that (assuming we reach our intended goal) will cover the expenses of our second year, allowing us about $3,000 of income to go towards covering our expenses in the following year.

Towards the end of our first year in operation, *The Right Body* will launch a crowdfunding campaign on Indiegogo in which we will be seeking to raise $5,000 from our network: friends, family, our prior contributors, past and future partners, and fellow organizations and magazines seeking to support our mission. To ensure we will receive all funds raised regardless of if we reach our financial goal, we have chosen Indiegogo as the platform we crowdfund on so that we are able to earn whatever amount of money we raise.

B. CDFI Lender

Upon entering our third year, we will be developing a strategic plan for how best to propel *The Right Body* forward into a more substantial business offering services, events, and workshops in addition to creating the digital magazine. Once we have completed a business and strategic plan for our advancement, we will approach a CDFI lender to apply for a $9,000 loan as a woman-owned business from Women's Venture Fund, a NYC-based non-profit organization working to financially support the entrepreneurial endeavors of women. Should we receive that loan, we will put $6,000 of it aside to be used for purposes pertaining to the launch of our new

services. $3,000 of it will help to cover the $7,400 in expenses we predict in our third year. The rest of the expenses will be paid off using the previous year's income and the significant surplus we project for our third year.

Should our original plan for paying the expenses of our first year fail, we will launch our crowdfunding campaign early -- prior to the official launch of *The Right Body* -- and seek $5,000 from donors, which, if met, will allow us to produce the full four issues we intend to in our first year, and offer an additional thousand dollars in contingency. Later, if our plan to secure funding through a CDFI fails also, we will apply for a small business loan using the lender match process presented by the U.S. Small Business Administration. If at any point our intentions for funding are unable to be secured, we will put *The Right Body*'s production on hiatus, raise funds personally through employment or family loans, then return with proper finances for this endeavor.

C. Financial Plan

Attached in the Appendix (Items B, C, and D), you'll find cost projections for the anticipated revenue and expenses of *The Right Body*'s first three years in operation, determined based on thorough research regarding industry standards, average freelancing rates, and general projections conjured by our own experience with revenue and expenses of our own businesses.

VIII. Conclusion

The following report and its proceeding appendix have been fully researched, created, and curated for the purpose of declaring our intent to pursue *The Right Body*, being fully aware of each logistic and social component of our business.

To conclude, *The Right Body* will exist as a digital magazine before evolving into a business that hosts workshops and events all centered around the mission of encouraging body positivity and self-love to our readers. We invite you now to support our product and mission with monetary or emotional contributions. For any further inquiries, please contact *The Right Body*'s founder, Savannah Davanzo, at (914) 534-1560.

IX. Appendix

A. Legal Checklist

- [ ] Complete documents required to incorporate as an LLC
- [ ] Obtain state-granted certification declaring *The Right Body* as an LLC
- [ ] Apply for a state business license
- [ ] Conduct appropriate filing to obtain an employment identification number
- [ ] Conduct appropriate research to secure an attorney available for consultation should legal issues arise (*budget for an attorney will be built in on a need-to basis: we will pull funds from our contingency plan if we need to pay a lawyer for any legal resolutions or consultation)*
- [ ] Register for a copyright for *The Right Body*
- [ ] Register for a trademark for *The Right Body*'s name, logo, and slogan in Class 16 - Paper Goods
- [ ] Complete liability assessment
- [ ] Create a strategic plan for risk management
- [ ] Draft legal agreements
    - [ ] Contributor contracts
    - [ ] Contractor agreements
    - [ ] Employee contracts

B. Year One Cost Projections

			Issue One	Issue Two	Issue Three	Issue Four	TOTAL
EXPENSES							
	Staff						
		Layout Designer			$600	$600	
		Editor	257	257	257	257	
		Graphic Designer	150	150	150	150	
	Software						
		Layout - Canva	39	39	39	39	
		Editorial - AirTable	10	10	10	10	
		Editorial - Issuu	105	105	105	105	
	Advertising						
		Facebook	50	50	100	100	
		Instagram	15	15	25	25	
	Website						
		Domain Name	5	5	5	5	
		Squarespace account	54	54	54	54	
		Total Cost	685	685	$1,345	1345	**4060**
INCOME							
	Subscription Sales						
		Single Issues ($4 each)	200	300	600	700	
		Yearly Subscriptions ($12 each)	120	120	180	240	
	Advertising						
		In-Magazine Ads	225	255	340	400	
	Merchandise						
		Stickers ($1 each)	50	80	100	120	
		Pins ($2 each)	10	20	40	50	
		Shirts ($20 each)	100	200	260	400	
		Total Cost	705	975	1520	1910	**5110**

C. Year Two Cost Projections

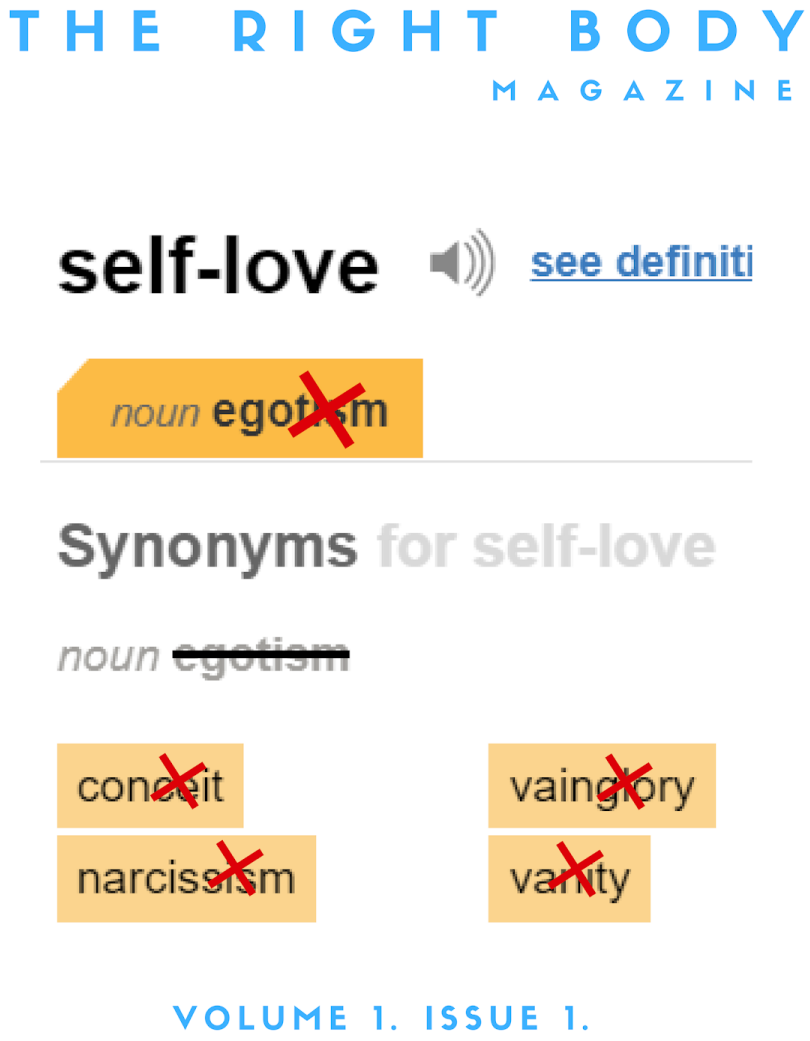
			Issue One	Issue Two	Issue Three	Issue Four	TOTAL
EXPENSES							
	Staff						
		Layout Designer	600	600	$600	$600	
		Editor	300	300	300	300	
		Contributors	150	150	150	150	
		Web Designer	150	150	150	150	
		Graphic Designer	150	150	150	150	
	Software						
		Layout - Canva	39	39	39	39	
		Editorial - AirTable	10	10	10	10	
		Editorial - Issuu	105	105	105	105	
	Advertising						
		Facebook	100	100	150	150	
		Instagram	30	30	30	30	
	Website						
		Domain Name	5	5	5	5	
		Squarespace account	54	54	54	54	
		Gmail Suite	45	45	45	45	
		Total Cost	1738	1738	$1,788	$1,788	**7052**
INCOME							
	Subscription Sales						
		Single Issues ($4 each)	400	500	600	700	
		Yearly Subscriptions ($12 each)	240	300	300	360	
	Advertising						
		In-Magazine Ads	450	450	800	800	
	Merchandise						
		Stickers ($1 each)	62	90	100	120	
		Pins ($2 each)	40	60	60	100	
		Shirts ($20 each)	100	200	260	460	
		Total Cost	1292	1600	2120	2540	**7552**

D. Year Three Cost Projections

			Issue One	Issue Two	Issue Three	Issue Four	TOTAL
EXPENSES							
	Staff						
		Layout Designer	600	600	$600	$600	
		Editor	300	300	300	300	
		Contributors	150	150	150	150	
		Web Designer	150	150	150	150	
		Graphic Designer	150	150	150	150	
	Software						
		Layout - Canva	39	39	39	39	
		Editorial - AirTable	10	10	10	10	
		Editorial - Issuu	105	105	105	105	
		Finance - QuickBooks	30	30	30	30	
	Advertising						
		Facebook	150	150	200	200	
		Instagram	30	30	30	30	
	Website						
		Domain Name	5	5	5	5	
		Squarespace account	54	54	54	54	
		Gmail Suite	45	45	45	45	
		Total Cost	1818	1818	$1,868	$1,868	**7372**
INCOME							
	Subscription Sales						
		Single Issues ($4 each)	600	600	800	800	
		Yearly Subscriptions ($12 each)	300	300	360	360	
	Advertising						
		In-Magazine Ads	450	450	600	600	
	Merchandise						
		Stickers ($1 each)	70	100	120	150	
		Pins ($2 each)	60	80	80	100	
		Shirts ($20 each)	400	400	600	600	
		Total Cost	1880	1930	2560	2610	**8980**

E. Mock-up Magazine Pages

1. Mock Cover



2. **Letter from the Editor**

There's no wrong way to have a body.

Sometimes it doesn't feel like that though. Sometimes it feels like there is a right body and it's whichever one we don't see in the mirror or it's the one we see in magazines or it's the one we see sitting next to us in class or at work or even at home. But we're serious -- every single body is the right one. Yours and mine.

We know it's not enough to just say it, so that's why we've launched The Right Body, a quarterly magazine designed to (hopefully!) bring a little sunshine to our readers. More specifically, though, we want you to look in the mirror and love what you see. With content curated by us, for you all about super awesome folks in the body positive and self-love movement, each issue will share tons of tricks and tips for building your own self-care regime, encouraging body positivity, and getting loud about the mental health movement. These aren't dirty words -- we want to turn the volume up and normalize the things that plague us all (like those pesky bastards called insecurities), the things often shrouded in shame and dismissed as trivial, when really they're the things that unite us whether we like it or not.

Point being, we are all bodies and minds and souls. We deserve a little respect, don't you think?

xo Savannah

3. **First Page of an Example Feature**

BREATHE, BABY, BREATHE

When you're feeling anxious, it can feel like your chest is collapsing or your ribcage is tightening like a snake around your heart. Try these breathing techniques designed to calm your mind (and body) down.

1. the 4-7-8

- exhale completely through your mouth
- close your mouth and inhale quietly through your nose, mentally counting out four seconds
- hold your breath for seven seconds
- exhale completely through your mouth for eight seconds
- repeat the cycle three more times or until you feel calmer