

Breathe™ Incorporated

Executive Presentation



Connecting the Dots of Light™

Inevitable Convergence

- The **convergence** of **health, spirituality** and the **Internet** is not a passing trend but part of a **massive** and **inevitable cultural shift**.
- This convergence is creating a **\$29.7 billion demand for products and services related to Holistic Health and Spirituality (HHS)** in the **U.S. alone**.
- **WeBreathe™** is positioned at the **nexus** of this convergence.

The “natural” market is not a fad, but instead is a manifestation of deep-rooted cultural and lifestyle changes occurring within the U.S. population.



June, 1999. The Hartman Group is a research agency specializing in the Integrated Health market, which is very similar to the *HHS* marketplace.

weBreathe is the First...

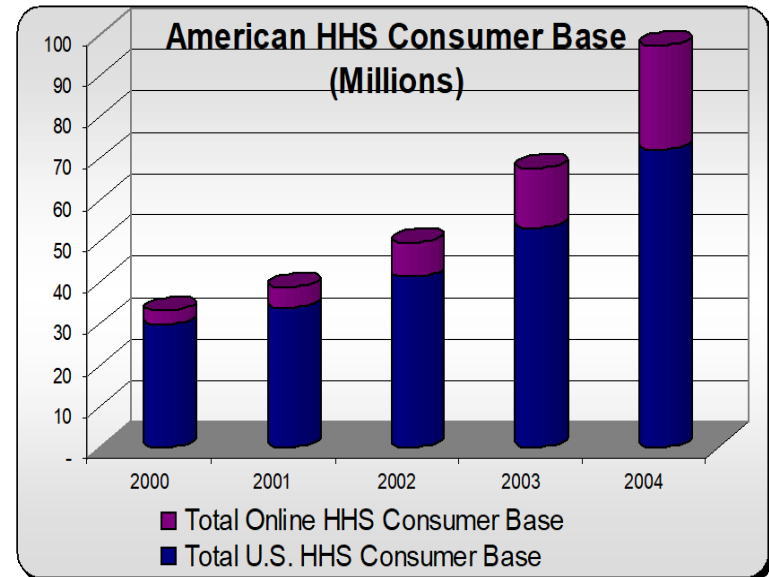
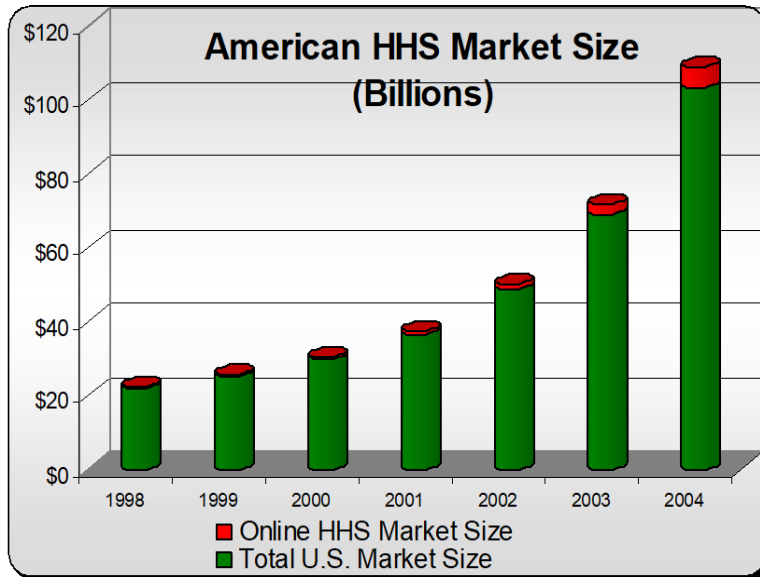
- 🍉 To understand both the Internet medium and the *HHS* marketspace.
- 🍉 To integrate multiple Internet business models.
- 🍉 To consolidate fragmented *HHS* niche-markets.
- 🍉 To serve and connect *HHS* providers and consumers.
- 🍉 To leverage the existing market share of key *HHS* players.
- 🍉 To create a credible brand.

A spiritual revival is sweeping across America... 78% feel the need for spiritual growth, up from 20% in 1994.

BusinessWeek

Nov. 1999

HHS Marketspace



	2000	2004	Annual Growth
Total HHS Market	\$29.6 Billion	\$103 Billion	202%
Online HHS Market	\$519 Million	\$5.4 Billion	945%
Total HHS Consumers	29.7 Million	71.9 Million	142%
Online HHS Consumers	3.5 Million	25.2 Million	627%

Correlational Demand



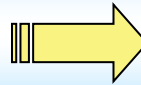
- Consumers within one *HHS* niche practice demand products and services within other niches.
- This *Correlational Demand* creates the opportunity for consolidation of *HHS* niche.
- Capitalizing on *Correlational Demand* requires consolidation without diluting the authenticity of core *HHS* teachers, practitioners, and institutions.

Value Proposition

Market Problems

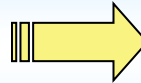
weBreathe Solutions

Information Overload



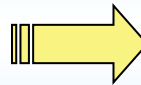
Infomediate via *Expert-Powered Portal*

Disconnected Consumers & Providers



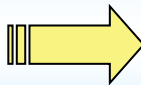
Unify Marketplace via *Correlational Demand*

Complexity & Separation of Internet Services



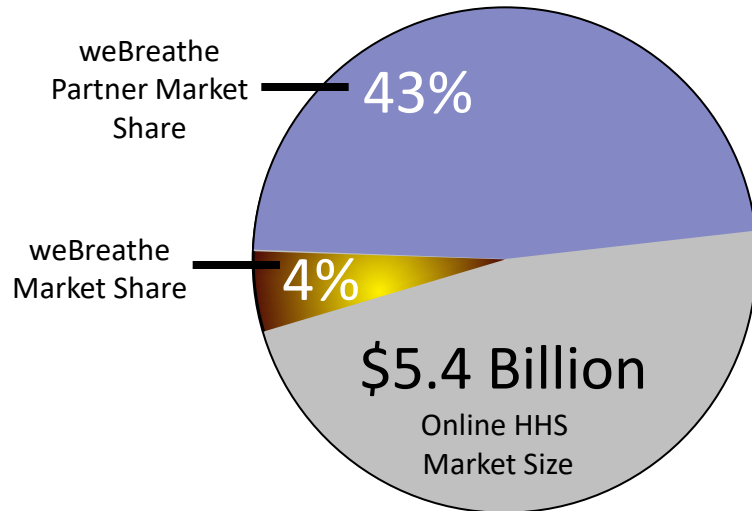
All-in-One Package via *Business Model Integration*

Mistrust

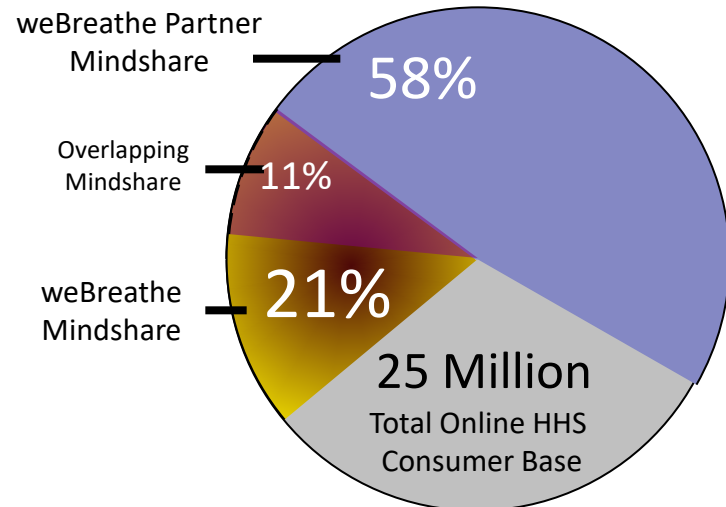


Create Trusted Brand via *Strategic Partners*

Market Share & Mindshare



2004 Market Share Objective



2004 Mindshare Objective

- Achieve **short-term profitability** with **4% online market share** by 2004
- Achieve **long-term profitability** with **21% online mindshare** by 2004.
- Position weBreathe to dominate the HHS marketplace through alliances with **Strategic Partners**.

Strategic *Satellite* Partners



The Vitamin Trader

Findhorn
Foundation

SPRITWEB

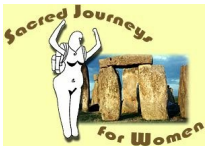
Esalen

जीवमुक्ति योग केन्द्र
JIVAMUKTI
YOGA CENTER

LIVINGarts®

The HARTMAN Group

Integral Yoga® Institute

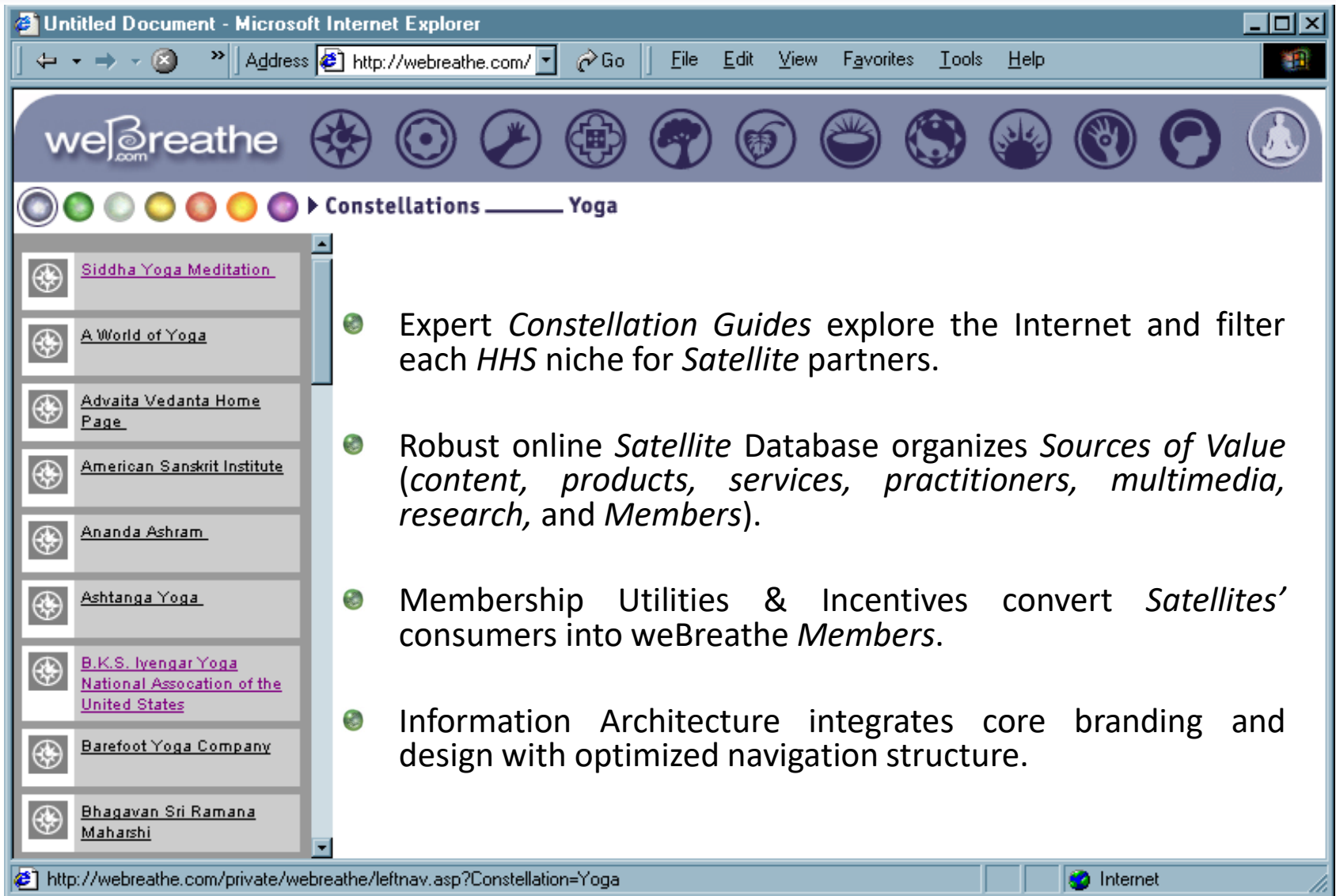


The Richard and Hinda
Rosenthal Center
for Complementary and Alternative Medicine

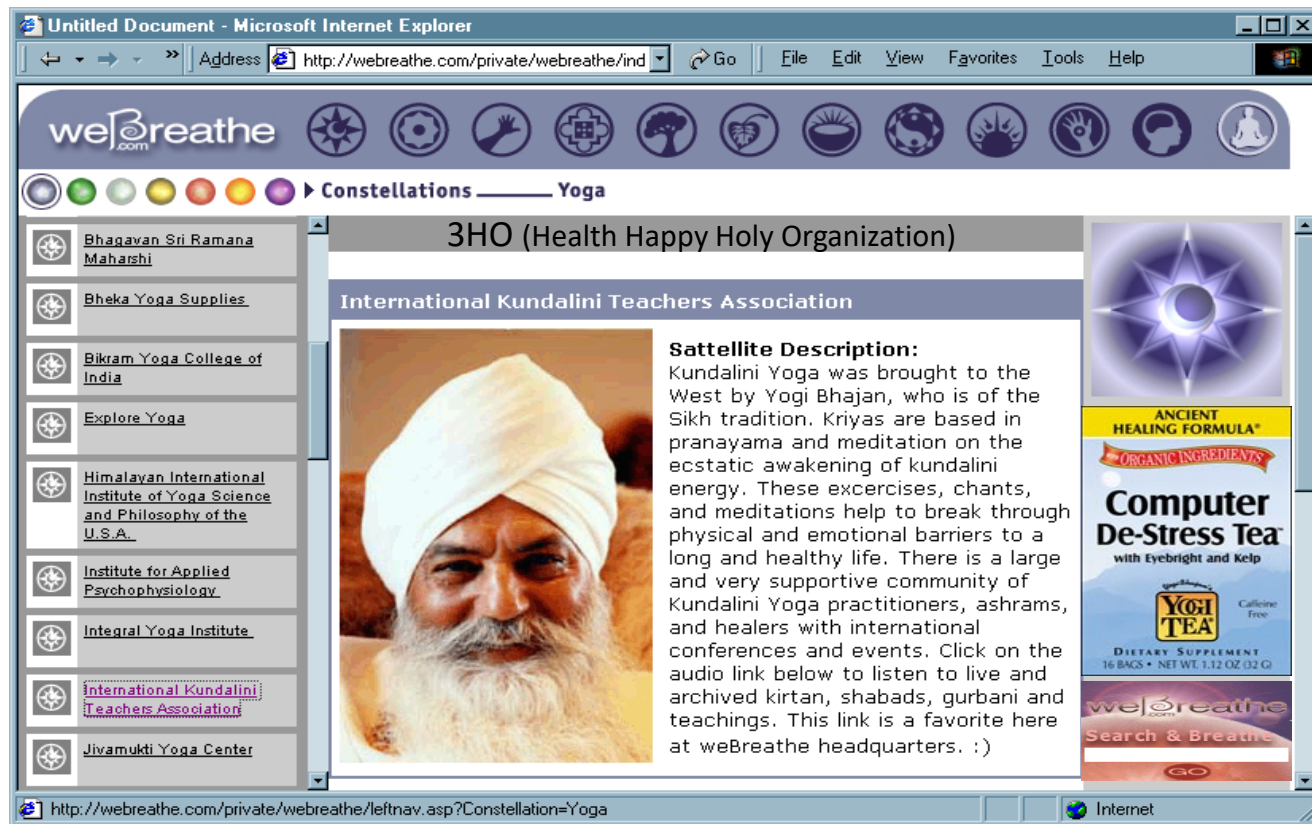


- Through its **Prototype**, Breathe has established relationships with over **50 key players** in the *HHS* marketplace.
- These strategic **Satellite** partners give weBreathe access to a **critical mass** of content, products, services, and consumers.
- Breathe will continue to leverage its **industry relationships** to expand this network **internationally**.

weBreathe 1.0 Prototype

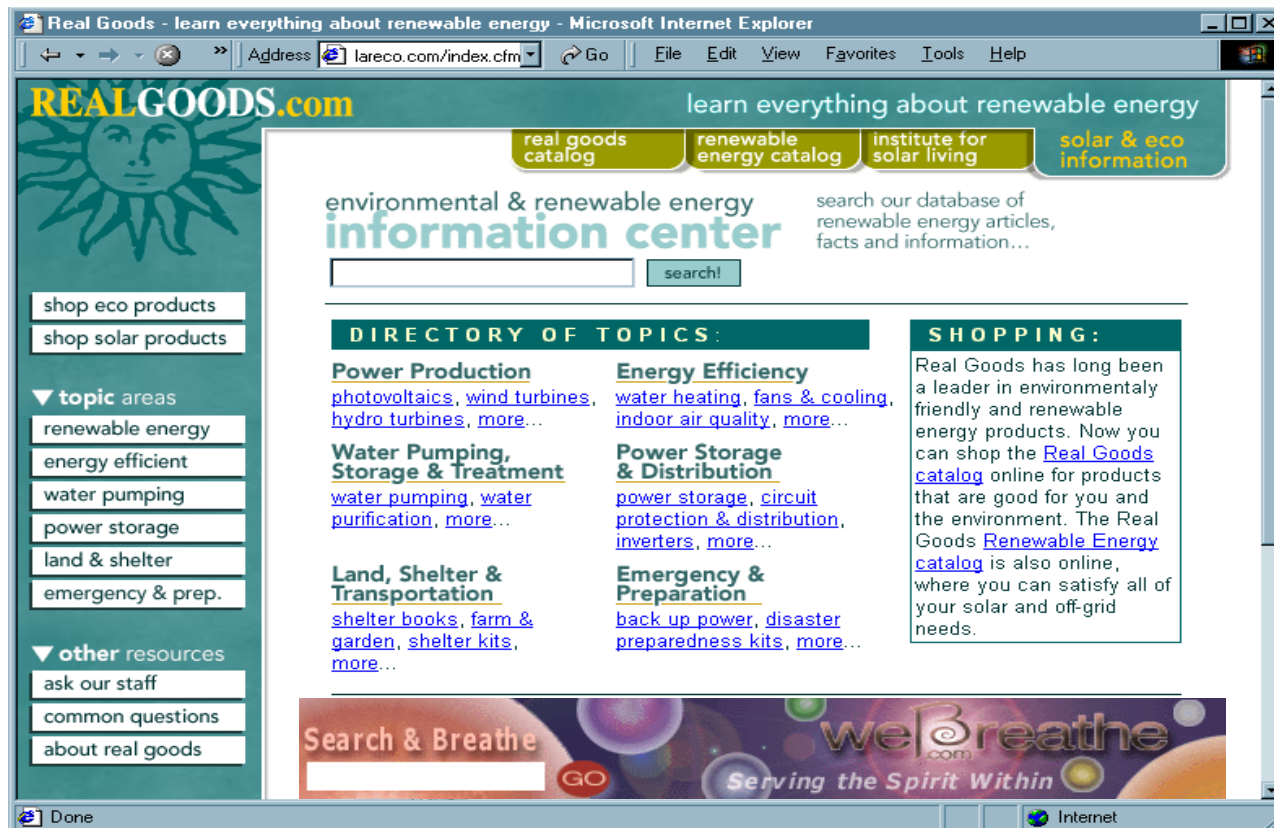


weBreathe Services Satellites...



- weBreathe leverages and markets each *Satellite's* content, products, services, practitioners, and multimedia to reach consumers from other *Satellites*.
- 3HO sold over \$150 million in health food products last year.

Satellites Promote weBreathe

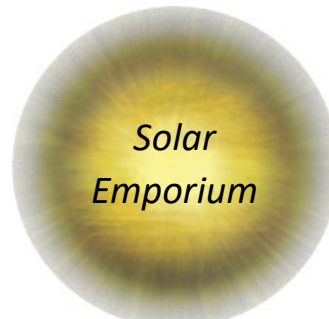


- Starting with *Search & Breathe*, a meta-search utility, weBreathe's services acquire consumers from *Satellites*.
- Real Goods* is the oldest and largest HHS catalogue selling over \$17 million in products last year.

Satellite Service Packaging



Marketing Services



B2C & B2B eCommerce
Services



Interactive Services



Net-TV Services



Practitioner Services



Research Services



Navigation Services

We are approaching the end of the Wild West days of the Web... toward the emergence of lifelong brand names, the successful exploitation of verticalization... and toward vertical sites with an inch-wide, mile-deep strategy.



Dec. 1999

Business Model Integration

	Business Model	Example	Source of Value
	Expert-Powered Portal	www.about.com	Websites/ Content
	Virtual Community Consumer-to-Consumer	www.ivillage.com www.ebay.com	Members Consumers
	Business-to-Consumer Business-to-Business	www.ubid.com www.freemarkets.com	Retailers Distributors Manufacturers
	Multimedia Aggregation	www.broadcast.com	Multimedia
	Interactive Services	www.askjeeves.com	Practitioners
	Research Databank	www.jup.com (Jupiter Communications)	Research/ Services
	Integrated Search Utility	www.infospace.com	Keywords

Business Strategy

B2B2C2C Value Exchange

Explore

Develop cross-promotional relationships with *Satellites* and identify their *sources of value*.

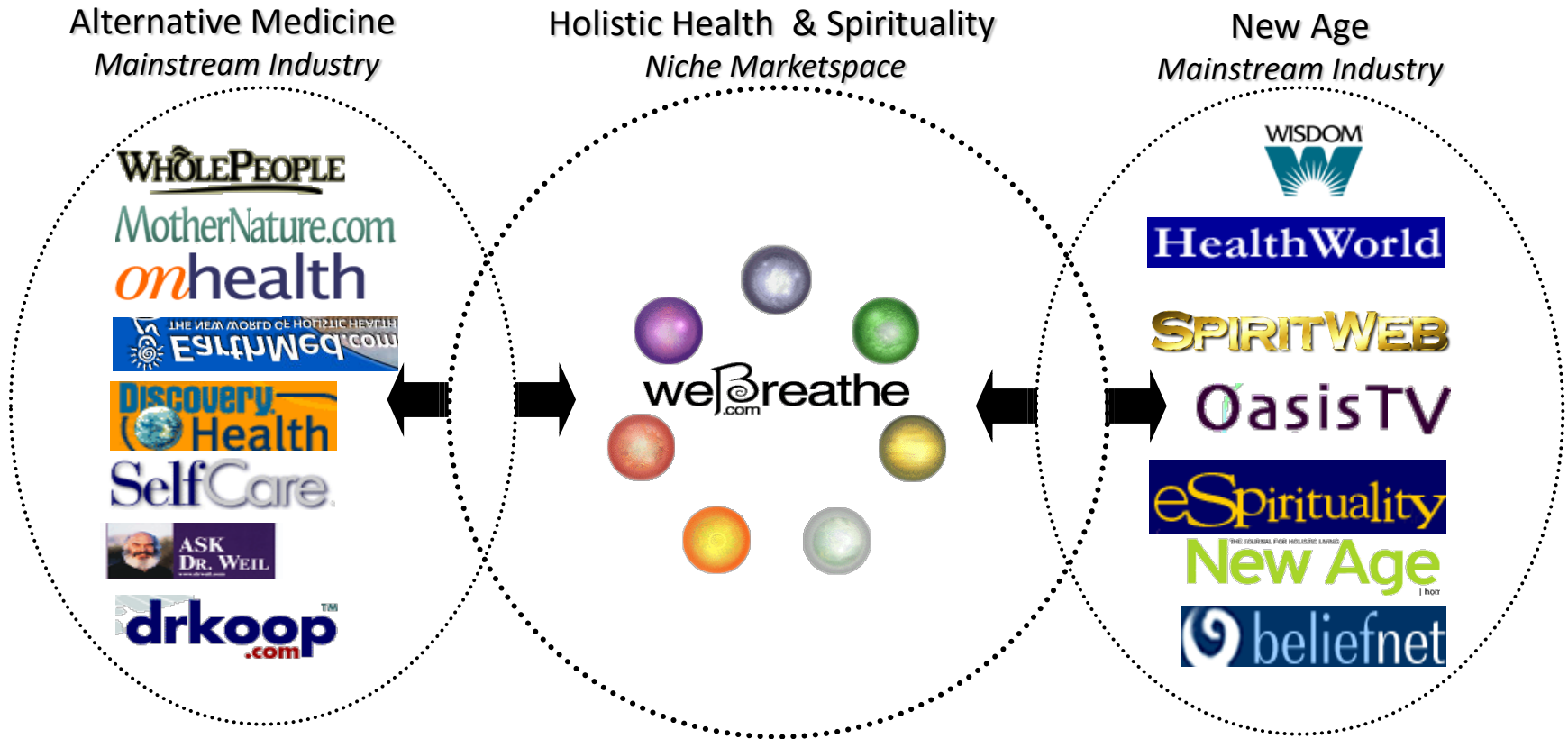
Build

Package marketing, eCommerce, multimedia, interactive, and hosting services to acquire *Satellites*, their *sources of value*, their consumers, and their brand strength.

Operate

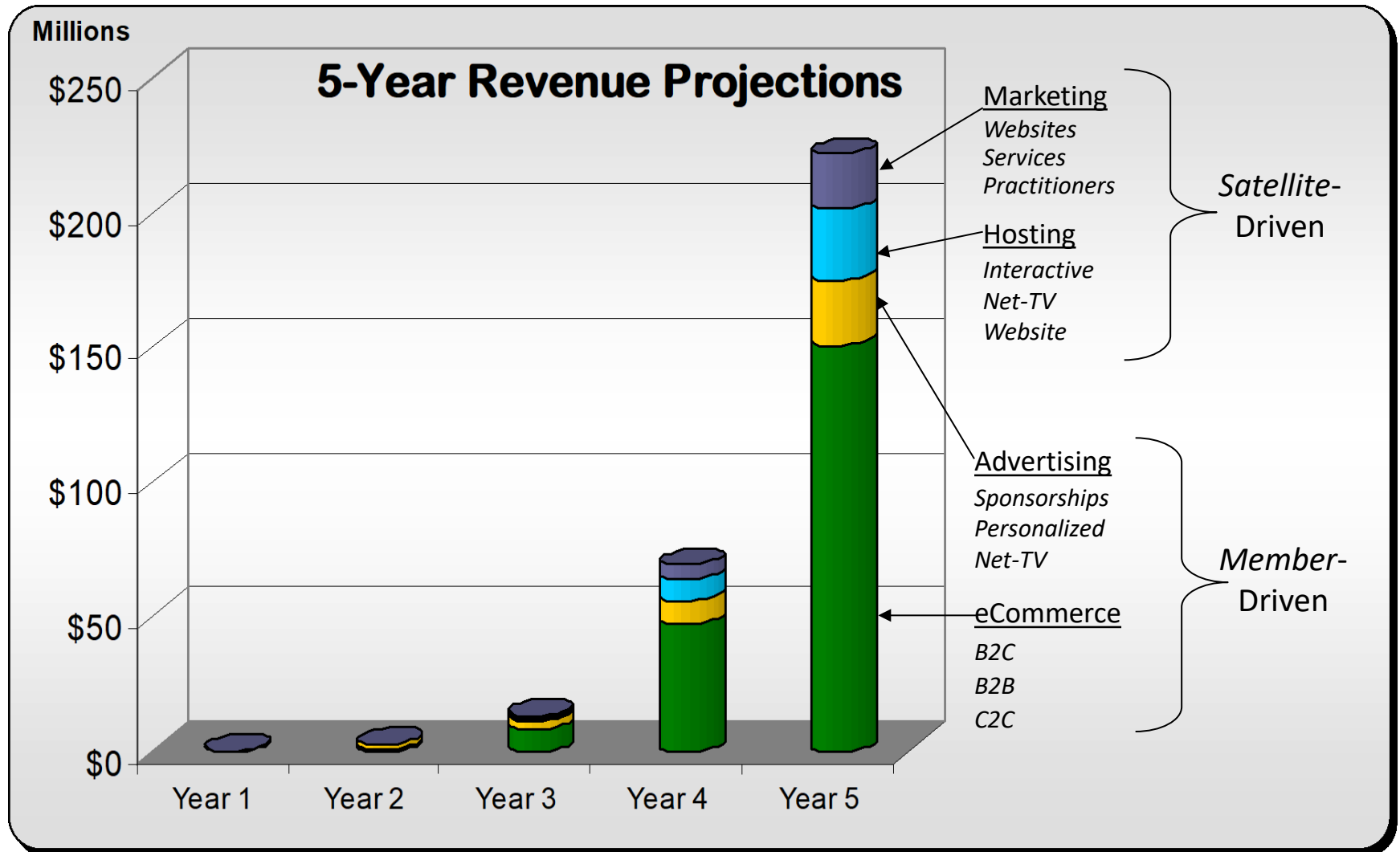
Enable *Satellites* and consumers to exchange *sources of value* through weBreathe's Business-to-Business-to-Consumer-to-Consumer *Value Exchange*.

Competitive Positioning

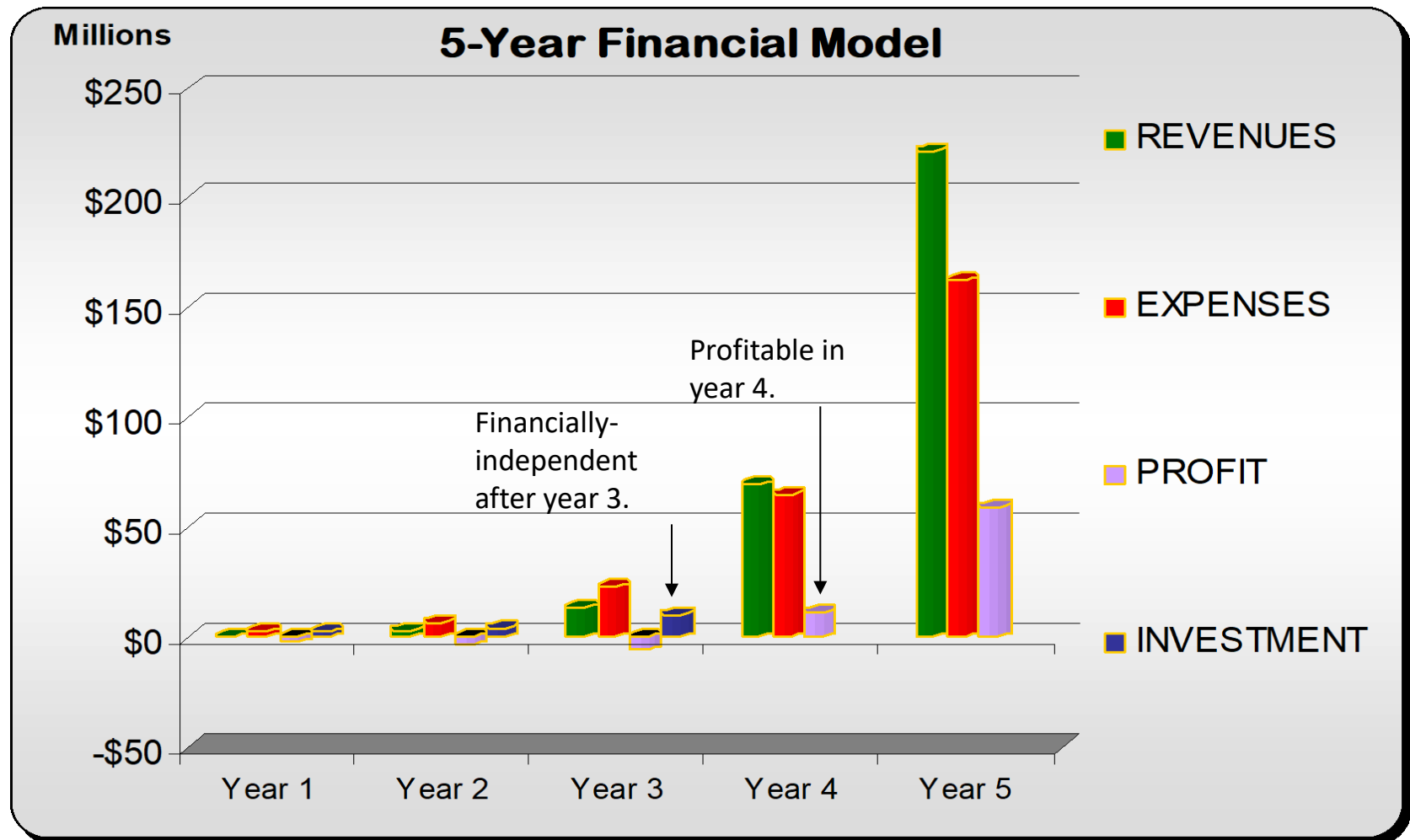


- The only niche-oriented, B2B model that services providers within each niche to reach consumers.
- Most competitors have mainstream-oriented, B2C models that target “Alternative Health” and “New Age” consumers.

Revenue Streams



Financial Model



Entrepreneurial Team

Operations

<i>Amir Hasson</i>	<i>President</i>	Internet Business & Marketing
<i>Sharon Sharrett</i>	<i>Chairperson of the Board</i>	Holistic Health Business & Practice
<i>Vanessa Weinberg</i>	<i>Content Director/ Secretary of the Board</i>	Net-TV Production & HHS Practitioner
<i>Dr. Harrith Hasson</i>	<i>Treasurer of the Board</i>	Doctor & Inventor
<i>Larry Lux</i>	<i>Board Member</i>	Veteran Internet Executive

Content

<i>Noah DeGaetano</i>	<i>Satellite Development</i>	Western & Eastern Medicine
<i>Angela Starks</i>	<i>Satellite Development</i>	Holistic Health Media & Nutrition
<i>8 Constellation Guides</i>	<i>Satellite Development</i>	HHS practices

Business

<i>Barbara Lilly</i>	<i>Marketing Consultant</i>	Marketing & Communications
<i>Tatyana Okshteyn</i>	<i>Financial Consultant</i>	Finance & Banking
<i>Derek Keller</i>	<i>Business Development Consultant</i>	eCommerce Development
<i>Morgan Simonson</i>	<i>Business Development Consultant</i>	Internet Advertising
<i>Joseph Hasson</i>	<i>Chief Legal Consultant</i>	Corporate Law

Technology

<i>Carl Bentley</i>	<i>Technology Consultant</i>	Internet Technology
<i>Jonas Goldstein</i>	<i>Interface Consultant</i>	Website Design & Development
<i>Jesse Ferraro</i>	<i>Graphic Design Consultant</i>	Interactive Telecommunications

Investment Opportunity

Round	Investment	Equity	Time Period	Milestones	2-Year Appreciation
1A	\$451,500	11.1%	0-4 Months	•116 Satellites •1,575 Members •eCommerce Technology	831%
1B	\$715,700	8.7%	4-8 Months	•227 Satellites •10,746 Members •Interactive & Multimedia Technology	363%
1C	\$1,595,300	9.1%	8-12 Months	•373 Satellites •36,969 Members •Revenues & Complete Management Team	117%