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# Stakeholder Intro Packet

## Introduction to the Kenny Bar Business Model

*A Purpose Driven, Triple Bottom Line Enterprise: Customer, Company, Community*

### **Founder’s Invitation & Kenny Bar’s Mission**

#### **I. Overview to Company, its Products and Services**

*Founder’s Foreword and Mission Statement*

*A Purpose-Driven Company & Core Values Culture*

*Problem, Need, Opportunity & KB Solution*

*Customer Needs, Market Demand; Market Size, Competition & Potential Share*

*Kenny Bar Packaging*

*Product Development 3<sup>D</sup> Matrix*

*Staged Launch & Phased Development Timeline*

*Project Management Milestone (Gant) Chart: Marketing, Production, Distribution...*

#### **II. Marketing & Publicity, Sales & Service Division(s)**

*Founder’s Marketing Insight – Creating Branding & Passion, Getting Buzz & Going Viral*

*Marketing and Sales Strategy Overview*

*KB’s Millennial Marketing Platform*

*Cause Marketing Campaign*

*Cause & Coop Marketing Alliances/Affiliates*

#### **III. Management Team, Organization; Strategic Alliances**

*Founder’s Commitment to Creating Excellence & Outsourcing for Proven Performance*

*Joint Ventures & Strategic Alliances*

*Inaugural Teams & Launch Departments*

*Sample KB Organizational Structure: Divisions & Departments*

*Management Team Bios*

#### **IV. Profit Centers, Projected Revenues, Capital Structure & Formation**

*Profit Centers & Income Streams*

*Income Statement*

*Use of Proceeds, Phased & Bench Marked Capitalization*

*Capital Structure, Phased Expansion – Holding Company & Subsidiaries*

*Investment Offer - Founders Share Opportunity, ROI & Exit Strategy*

#### **In Summary**

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### **I. Overview to Company, its Products and Services**

#### Section Enclosures:

- **A Purpose-Driven Company & Core Values Culture**
- *Problem, Need, Opportunity & KB Solution*
- *Customer Needs, Market Demand; Market Size, Competition & Potential Share*
- **Kenny Bar Packaging**
- **Product Development 3<sup>D</sup> Matrix**
- **Staged Launch & Phased Development Timeline**
- *Project Management Milestone (Gant) Chart: Marketing, Production, Distribution...*

*Founder's Overview to Kenny Bar International Business Model*



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### **II. Marketing & Publicity, Sales & Service Divisions**

#### **Section Enclosures:**

- **Marketing and Sales Strategy Overview**
- **KB's Millennial Marketing Platform**
- **Cause Marketing Campaign**
- **Cause & Coop Marketing Alliances/Affiliates**

*Founder's Marketing Insight – Creating Branding & Passion, Getting Buzz & Going Viral*



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### **III. Management Team, Organization; Strategic Alliances**

#### **Section Enclosures:**

- **Joint Ventures & Strategic Alliances**
- **Inaugural Teams & Launch Departments**
- **Sample KB Organizational Structure: Divisions & Departments**
- ***Management Team***

*Founder's Commitment to Creating Excellence & Outsourcing for Proven Performance*



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### **IV. Profit Centers, Projected Revenues, Capital Structure & Formation**

#### Section Enclosures:

- **Profit Centers & Income Streams**
- *Income Statement*
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*Making an Investment that is makes a difference*



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