

EVOLVED ECOVERSE VIVID VISION 2020

**“WRITE THE BUSINESS LOVE STORY
YOU WANT THE WORLD TO BUY.”**



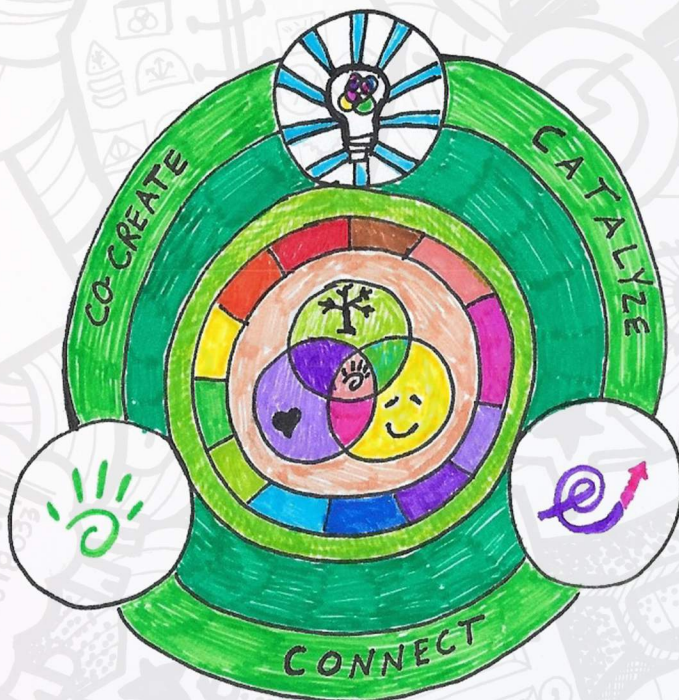
Evolved EcoVerse Vivid Vision 2020

2020^o Represents 'perfect vision'. It's time for Evolved Entrepreneurs, visionary creators and Maverick leaders to rewrite the rules of business for the 21st century.

Together we can co-create innovative business ideas applied to solve significant global issues.

Our goal is to instigate the instigators, connect the connectors and catalyze the catalysts- with a dash of maverick mischief thrown in.

We believe business can be the biggest lever for making a meaningful difference in the world. Collectively one community of impactful entrepreneurs can change the way business is played!



This unique collective is significantly stronger, more profitable and more innovative than separate companies. What's more, this 'Metastructure' co-evolves organically to create more capabilities and opportunities. This EcoVerse is often messy - but out of the 'mess' comes an elegant order with each piece perfectly aligning with and supporting the whole and ultimately serving our core customer:

Impactful Entrepreneurs.

Who are these Impactful Entrepreneurs?

21st century business leaders who collide at the intersection of bold business initiatives, happiness and greater meaning. At their core they believe in growth, impact and joy...and how each one is interconnected.



The **Evolved EcoVerse** is a group of interconnected businesses & ventures overlaid with the Evolved Enterprise framework run by collaborative Profit Partners. Think of a true thriving ecosystem, similar to an ocean reef. The whole provides an abundance of nourishment to an incredibly diverse group of organisms. And even the dead marine life around a reef provides the building blocks for the coral - just like "failed" projects or ideas provide the Ecoverse with more experience, data and insights.

Idea Factory

Co-create new business ideas and models to make a meaningful impact aligned with cause partners.



Collectives & Networks



- MAVERICK 1000
- Maverick Network members engaged to each

light 1,000 SUNS + LIGHTHOUSES in their industry or marketplace

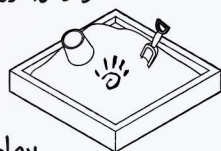


- MAVERICK NEXT
- Next generation of Maverick entrepreneurs ages 18-25

SandBox

Engage the Maverick Network to grow & play together for meaningful IMPACT with

TRANSFORMATIVE EXPERIENCES, RETREATS AND ADVENTURES

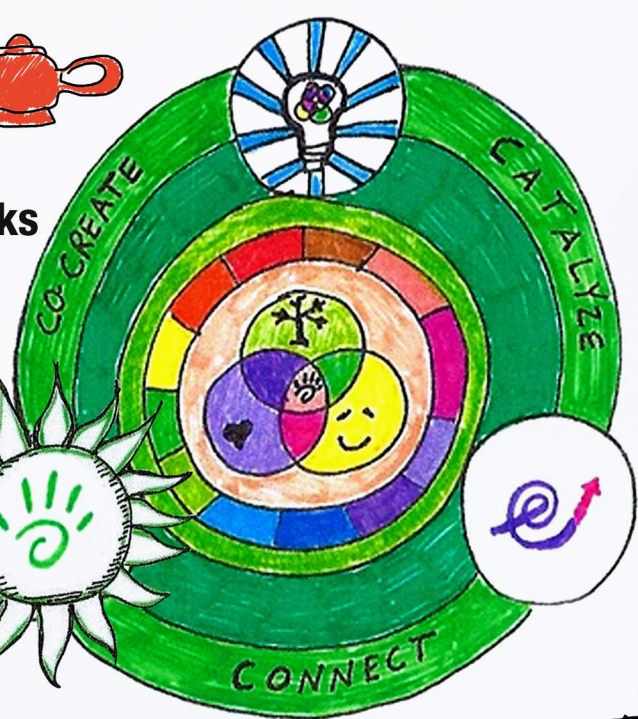
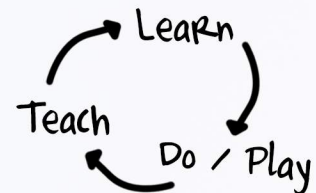


Media & Amplification

100,000 SEEDS FOR EVOLVED ENTERPRISES

Rewriting the Rules of business as usual.

Evolved Enterprise education, training and media



The Maverick 1° Network

The **Maverick Network** is at the heart of the EcoVerse consisting of concentric circles rippling out the shared mission of **"Changing the Way Business is Played."**

GLOBAL REACH:
100 MILLION+ IMPACTFUL
ENTREPRENEURS

Entrepreneurial Service,
Tool & Resource Providers

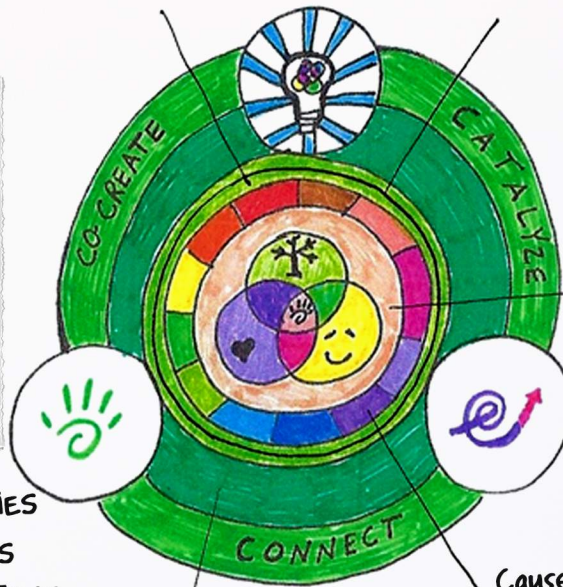
Entrepreneurial luminaries,
thought leaders, influencers,
community hubs & media publishers

**Business Icons &
Enlightened Leaders:**

2020 Pledge: A capstone to the EcoVerse is the joint 2020 Pledge, co-founded with other highly respected entrepreneurial icons, thought leaders, experts and business media. The pledge asks entrepreneurs to pledge how they will change the way business is played by 2020.

This is already happening:

- ✓ Uber pledged to enlist 1,000,000 female drivers by 2020
- ✓ \$64,000,000 pledged by multiple companies to conserve 20% of the Caribbean by 2020
- ✓ IKEA going 100% renewable by 2020



GLOBAL CAPABILITIES
CHANNELS CONNECTIONS

For Collective Projects, Key Initiatives,
new ideas aligning with solving
100 global issues through business

Industry Transformers,
Business Leaders &
Young Changemakers

Cause Partners

Non profits & Organizations
empowering entrepreneurship



Collectively the exponential leverage of the Network reaches 100,000,000+ impactful entrepreneurs across the globe...

This **Network of Networks** aligns formally to co-create global joint projects or informally on as needed and just-in-time basis to support meaningful endeavors lined up against the Global Goals. They have the leverage to co-create worlds.

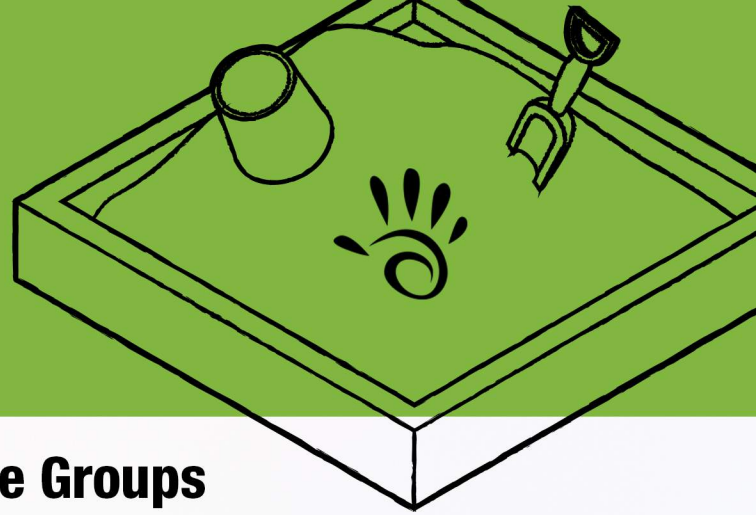
Imagine each concentric circle as an independent knob (like dialing in a safe combination lock) that can be precisely turned in a particular way, clicking into place to create a confluence of new alliances, solutions and resources for helping solve the most impactful issues through business.

Mission for the Maverick Network: Impact 100 Global Issues Aligned With the Global Goals



CONNECT

The Connection Hub is a Sandbox to engage the Maverick Network to gather, grow and play together to create a meaningful impact.



Transformative Groups

maverick1000

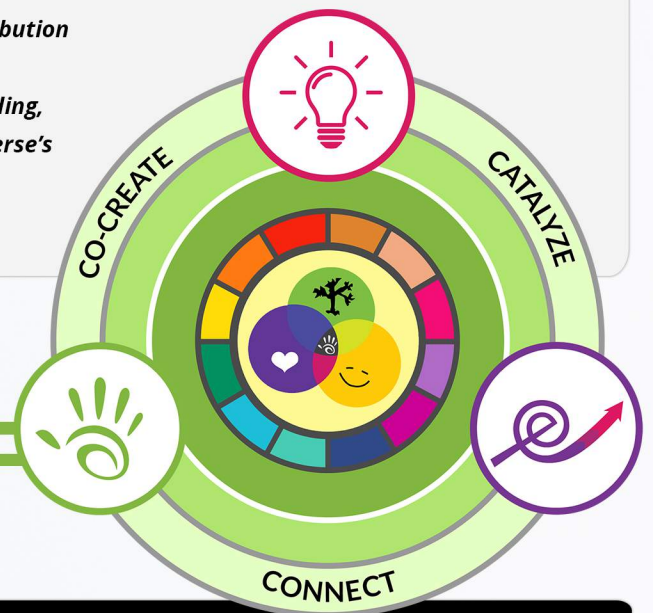
*"1 Maverick Entrepreneur Can Change an Industry...
but Together 1,000 Can Change the World."*

2020 Vision: Light 1,000 Suns

Maverick1000 is an invitation only, global network of industry-leading entrepreneurs, industry hubs or thought leaders assembling several times per year. The format centers on 3 pillars: 1) High-level growth & transformative workshops 2) Exceptional experiences and 3) Impactful idea brainstorming or mentoring.

Members are nominated for their accomplishments, reach, influence & capacity to each 'light 1,000 or more suns'. They are seen as a lighthouse in their industry or marketplace. Maverick1000 members bring their channels, capabilities and connections in support of fellow members and impactful business ideas incubated.

Impact: The Maverick Impact Fund accumulates by 10% of member dues, growing to hundreds of thousands, even millions, in 'Contribution Capital' available each year to create a ripple impact based on member direction. The Impact Fund is interconnected to the seeding, matching funds and flourishing of the "Idea Factory" in the EcoVerse's third hub.



THE NEXT GENERATION OF maverick ENTREPRENEURS

MaverickNEXT brings together successful, like-minded founders and entrepreneurs, ages 18 to 25, who are ready to make a gigantic leap in their business and entrepreneurial lives. Not only to put them together with other ambitious peers but also connect and collaborate with seasoned mentors from the Maverick Network.

TRANSFORMATIVE EXPERIENCES

The Maverick Network has access to unique experiences and opportunities, such as:

Necker Island Experience

A marquee event. Our host, Sir Richard Branson, welcomes us to his entrepreneurial paradise for big ideas, brainstorming and a bit of Maverick mayhem in support of Virgin Unite.



Camp Maverick

Imagine heading back to sleepaway camp with other exceptional entrepreneurs. Campers get all the fun activities of Summer camp combined with a transformative sessions for every area of an entrepreneur's life delivered by expert 'Camp Counselors'.

Maverick Family Freedom

Maverick entrepreneurs are also invited to exclusive events for the entire family. Sessions teach children about entrepreneurship with the kids actually going out and apply their skills by selling. Parents concurrently partake in workshops about raising more independent and less entitled children. There is also a unique element of family bonding and lifetime memories along with built-in adventures and unique experiences.

Maverick Epic Experiences & Maverick Business Adventures®

Maverick members have privileged access to once-in-a-lifetime experiences combined with intimate business building sessions. Trips take place all over the world and offer unparalleled access & experiences. Maverick is a sanctuary and retreat for high-level entrepreneurs & leaders.



Maverick Impact Trips:

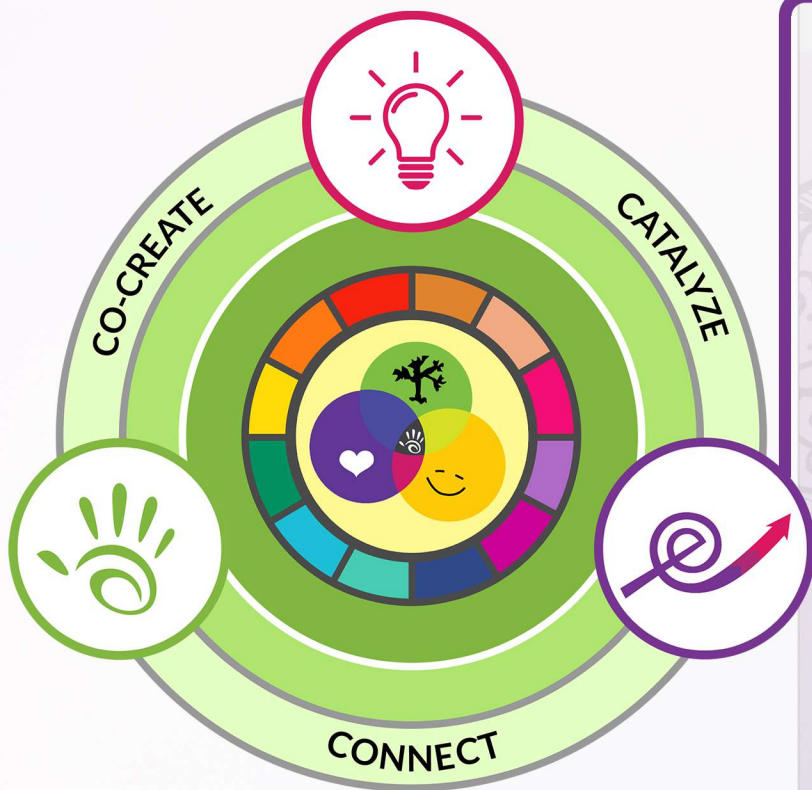
Working in partnership with our non-profit cause partners, Mavericks participate in fund raising trips that aren't just about donating money but also co-creating self-sustaining solutions to significant issues. By 2020 Impact trips have raised over \$10MM+ in contribution capital.



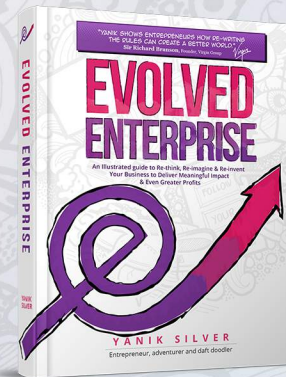
Impact Scholarships

Each year Maverick will choose young entrepreneurs to be a part of these Impact trips in support of our entrepreneurial cause partners.

CATALYZE



Media & Education



Evolved Enterprise® is about rewriting business as usual to merge the soul of your company with even greater profits. The Education Hub amplifies and captures the real-world learnings from the Maverick Network to seed, grow and enable Evolved Enterprises to flourish. The content is a combination of free information and paid knowledge products, apps, software, online learning, experiential workshops, etc.

Vision 2020: 100,000 Seeds - Evolved Enterprise Books

The Evolved Enterprise book is a massive best seller. Between both the print and digital versions, partnerships, accreditation and certification programs– the material gets into the hands of over 100,000 impactful entrepreneurs. But it's not just a book it's really a movement...

✓ **Evolved Enterprise Accreditation**

Impactful entrepreneurs can achieve the status of an **Accredited Evolved Enterprise** by applying the course material and creating conscious business practices. Our role is to help amplify and bring attention via shared promotions and media celebrating their impact.

Using the framework of **Learn >> Do/Play >> Teach** creates an ongoing loop of education, experimentation and then sharing.

✓ **Train the trainer**

The demand for companies to apply the Evolved Enterprise framework is so great that a perfect opportunity for leverage is by training and certifying trainers to deliver this material. Consultants and coaches already working with entrepreneurs and corporations are provided an opportunity to train and support this work.

Profit Partners

The Evolved EcoVerse is a unique business model partially inspired by Zingerman's Community of Businesses with integrated and interconnected companies run by collaborative Profit Partners. These Profit Partners are responsible for their hub or venture but also share in some pieces of the overall financial picture. Profit Partners come together several times per year to collaborate, share best practices and strengthen team connection.

Licensing & Leverage

We play to our strengths of creating ideas that could be "rented". There is licensing revenue created from the EcoVerse family of brands, concepts and 'Idea Factory' spin offs. These royalty deals may include translating or selling products into foreign markets, licensing brands across other categories or working with bigger partners with more distribution. This grows and grows to become a bigger and bigger piece of the EcoVerse's revenue streams.

Open Source

The growing Maverick brand is decentralized with the flexibility to organically allow members to develop local chapters or masterminds. We provide the playbook for unique Maverick Meet-ups and Maverick Mystery Dinners and a blueprint for leading Maverick Business Adventures® with the help of our Maverick Events team to make it happen.

Services for the Maverick Network

There are opportunities for Profit Partners to drive service concepts that serve our impactful entrepreneur customers and help our internal projects. i.e. "eat all you can and sell the rest". This could be via event services, digital marketing agency work or other resources for impactful entrepreneurs in the EcoVerse.

The Evolved EcoVerse also has the unique flexibility to shift into new opportunities and projects that may not even been seen yet if they line-up against the Mission, DNA and values.

#TeamGreen

This type of flexible structure also allows Team Green to internally grow an idea themselves or use the assets of the EcoVerse to create additional ventures and spin off companies serving our target market of impactful entrepreneurs.

Team Green is a small but mighty virtual team. The core team is responsible for key activities and then different world class experts are brought in as-needed based on particular projects and ventures.

There is a redoubling of focused attention to creating an internal culture of Maverick DNA. A culture of growth, deeper meaning and fun. Each member of Team Green spends 80% of their time on their 'Unique Ability', based on the concept of identifying your best habits with continual improvement, passion and energy derived from performing that activity. New hires are first selected for their DNA culture match and then their skill set. The team is a fast-learning organization with development sprints, little bets and experiments developed to enhance personal lives and for the evolution of the companies.

Team Green gets unique perks such as Maverick Mindfulness & Maverick Multiplier stipends to evolve into their highest expression. Plus the opportunity to participate in Maverick experiences and help checking something off their 'Ultimate Big Life List'.



"Changing the Way Business
IS PLAYED"
EVERYDAY FUNDAY

VENTURE FORWARD...
(further & faster)



OPEN & REAL



LITTLE HINGES



VOTE WITH YOUR HEART



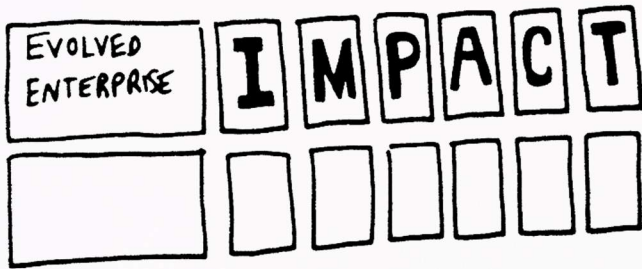
EXTRA! EXTRA!



DARE GREATLY



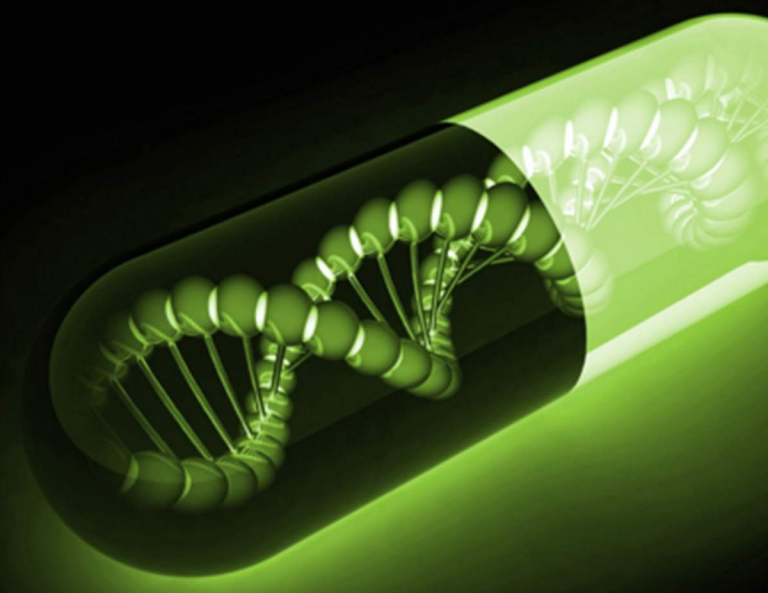
IMPACT Scoreboard



Each hub's scoreboard evolves beyond just a P&L to measure the ripple effect of growth, impact and happiness. Just like TOMS can track how many millions of pairs of shoes they've given away because there is a byproduct of profitably selling shoes. **By merging our heads and our hearts, we can creatively develop impact goals that contribute to more profitability and success as inevitable byproducts against the Global Goals and 100 global issues.**



Brand - inspires a passionate level of belonging and affinity among entrepreneurial members at all levels of growth. *Astonishment Architecture™* is part of the brand experience where each touch point is specifically designed to astonish, wow or over-deliver on expectations. Mavericks have such a strong affinity that they create their own language (*Maverick Mayhem, Maverick Moments, Maverick Mondays*), creeds & rituals. In fact, members (and their families) love wearing the apparel because their identities are tightly bound in being 'Mavericks'. Once you take the **Green Pill** there is no going back. Maverick is a comprehensive lifestyle brand for impactful entrepreneurs. And because of our strong brand, complimentary companies, media and resource providers regularly approach us to partner.



Partnerships - We work with top-level brands that enhance value for impactful entrepreneurs. Partnerships are not just a banner on a page or at an event - but are truly integrated across all aspects of the EcoVerse. The unique confluence of icons, influencers and industry leaders attracts business media partners and major companies who serve business leaders and innovators.

Press - The unique activities, adventures, impactful results and the young entrepreneur spotlight continues to gain numerous mentions in the top business, lifestyle and travel publications and online media, even landing the front cover of a major business magazine covering how we are truly **"Changing the Way Business is Played."**



"Changing the Way Business is Played"

2020 Mission: Each of the mission points hits a key aspect of the Evolved EcoVerse. Focusing on our collective global impact, while also creating an inevitable byproduct of meaning, engagement, transformation, happiness and significant profits.

