



## BUSINESS PLAN

We The People HealthCare  
June 08, 2018

2336 SE OCEAN BLVD Stuart, FL 34996

# EXECUTIVE SUMMARY

## The Company

Healthcare in America has been problematic to say the least. Insurance Companies, Medicare and Medicaid have been sucking all of us dry as they are controlled by the pharmaceuticals, politicians, and legislatures. We The People HealthCare is years in the making to create affordable healthcare. Not fake affordable with high deductibles, but realistically affordable to all legal American Citizens. The Creation of this unique Health System was an absolute necessity and it is truly here for WE THE PEOPLE!

## The Ownership

The company will be structured as a partnership.

## The Management

Bruce Nathan- Chief Executive Officer

All decisions will need to pass through the CEO in the beginning for proper implementation and building a new health system the way it should be.

## The Goals and Objectives

A buy-in ownership program for Consumers, Providers, Farmers and Manufacturers/Suppliers as WTPHC is NOT traditional insurance. The end of reimbursements/claims will be associated with the voluntary end of Insurances, Medicare, or Medicaid within the State of Florida. Each owner will have a key interest in making this system functional, which is the overall difference between this health platform and ALL others. This Health System will have its own financing system, not controlled by the federal government. Called 'Activator', it will regulate the monetary input, with the ability to invest, as the money will make money FOR the system. As Providers have bought in for a nominal fee, they will assume a Salary based position to care for Consumers. Explanations of the full working of the system will be explained at a later date.

As the number of Owners increases, more availability of facilities will come to fruition.

The population of Florida in 2017 was approximately 20.5 Million people. With an Aggressive marketing program, the first year target is 20% of the population, approximately 4.1 Million owners.

For example, each owner contributes 110.00 per month, as only one of the 7 prongs to put money in the system, and this will amount to \$5.4 billion in the second year. When all of the 7 articles are in full bloom and an estimated 85% of the population is within this system, looking at the same single article/prong over 5 years, we will have a healthcare system working with its owners with a total input of 115 billion dollars.

An INDEPENDENT Research Center must be built to find the truth about the Cures we have growing on our planet. This will include but not limited to Marijuana/Cannabis.

## The Product

The Seven Article system as an input for implementing a health system starts in Florida and has the potential to eventually be nationwide. There is a possibility it will turn into an Eight Article system as the eventual goal is to support healthcare for all Floridians initially and then to offer this health system to other states as a privatized, consumer and provider, owned alternative to the current health system.

WE THE PEOPLE HEALTHCARE (WTPHC) is the name of this new innovative system that is a health system owned by all involved.

## The Target Market

Every Legal Florida Citizen who is not getting what they need in their health system now. Every person who is overcharged for everything they do in healthcare and they chose to own their healthcare system.

## Pricing Strategy

1 in household = 110.00\*/month 500.00\* Deductible/yr  
3 or more in a household = 285.00\*/month 750.00\* Deductible/yr

WTPHC Chronic Healing Center (CHC): 250.00\* per day.

## The Competitors

Medicare, Medicaid and other Insurance companies have been the only 'game' in town for many years. This is the first Health system of its kind to emerge in the United States of America.

## Capital Requirements

All of the Financials are on the spreadsheet following this marketing plan. The numbers provided are estimations of the needs to start such a massive Healthcare System. The government will usually spend billions to start a system bound to fail because the government never really watches over costs and expenditures. When the Government runs out of money, they traditionally go back to the tax payer. The money is not earned, it is usually taxed. This system is the exact opposite as it will generate money by itself. This entire healthcare system will take less than 50 Million dollars to start, it will Gross 600 Million Dollars by the end of the first year and can Gross 115 Billion Dollars within the first 5 years.

\*= Target pricing; subject to change with actuarial

**Intergrative\*  
Health Solutions**

**Next-gen Tele-med Tech  
To Fast-track Diagnoses**

**Consumer-owned &  
Consumer-centric Choices**

*We the People*  
**HEALTHCARE™**

U.S. Patent Pending

**DISRUPTING HEALTHCARE  
TO REPLACE OBAMA CARE**

At the State Level

**MAKE HEALTHCARE GREAT AGAIN**

**Self-Sufficient,  
Minimal Subsidies,  
Revenue Positive**

**Preventative &  
Proactive**

**Immunized from  
Waste & Fraud**

**Surge of new Jobs across  
multiple industries**

**Superior Care for All  
*Including Veterans***

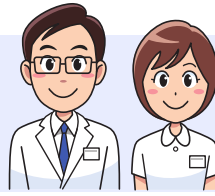
\*Intergrative = Access to the BEST of ALL medicines and modalities (Traditional, Functional, Alternative, etc)

An upgrade-replacement for MediCare, Medicaid, and every other insurance plan out there.

## HERE IS AN EXAMPLE OF HOW IT WORKS FOR EVERYONE



**Patient** now called  
**Consumer**



**ARNP/PA** now called  
**Provider**

The Patient, now called The **Consumer** is not feeling well and wants to see a doctor, who is now called The **Provider**.

via Cell & Computer: **TeamMed**

The **Consumer** has paid an affordable monthly fee to The Bank, now called The **Activator**. This allows him/her to use the **TeamMed™** system for diagnosis by their provider, via web based communications. Phone, Computer, and Tablet compatible.

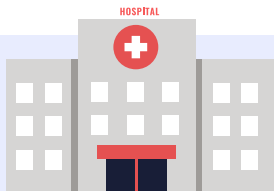


### 1. Low Level: **Local Store**

The Consumer is now speaking with their **TeamMed™** Triage Nurse/Physician's Assistant who will diagnose one of three options for them: **1. Low-Level**, the consumer needs over the counter medicine or herbal products purchased at a local store. Products in these stores are sourced from **Producers**.

### 2. Medium Level: **In Office**

**2. Medium-Level**, via **TeamMed™**, the provider has diagnosed that the provider needs to see the consumer in the office. This may be do to testing or other procedures not available at a store. An appointment is made for a same or next day visit.



### 3. High Level: **Hospital / 911**

**High-Level**, via **TeamMed™**, the provider has diagnosed that the consumer needs immediate medical attention and is recommended to go to the hospital. An ambulance is dispatched if necessary. The consumer's medical history and confidential records are being sent to the hospital.

Consumer Secure: **TeamMed Chip**

The consumer's medical data has been saved in the consumer's **TeamMed™** Chip. It is not in a database, on a hackable server somewhere. This chip can be kept on a key chain for access by emergency first responders and providers.



### **Bank** now called **Activator**

The **Activator** receives payments from consumers, distributes payments to providers, and invests in producers. Transactions utilize credits gradually evolving from the currency, dollars. The activator is able to invest outside of the system as well when needed to balance the system.

### **Farmers** now called **Producers**

The **Producers** are farming Hemp, Medical Cannabis. Herbal dispensaries and formulators are creating tested and effective alternative treatments facilitating an economic BOOM via this system.



# BUSINESS PLAN – WE THE PEOPLE HEALTHCARE

## The Company

### Business Sector

The owners would like to start a business in the following industry: A new low cost Healthcare System.

### Company History

Healthcare in America has been problematic to say the least. Insurance Companies, Medicare and Medicaid have been sucking all of us dry as they are controlled by the pharmaceuticals, politicians, and legislatures. We The People HealthCare is years in the making to create affordable healthcare. Not fake affordable with high deductibles, but realistically affordable to all legal American Citizens. The Creation of this unique Health System was an absolute necessity and it is truly here for WE THE PEOPLE!

### Company Goals and Objectives

A buy-in ownership program for Consumers, Providers, farmers and manufacturers/Suppliers as they no longer will be associated with Insurances, Medicare, or Medicaid within the State of Florida. Each owner will have a key interest in making this system functional, which is the overall difference between this health platform and ALL others. This Health System will have its own financing system, not controlled by the federal government. Called 'Activator', it will regulate the monetary input, with the ability to invest, as the money will make money FOR the system. As Providers have bought in for a nominal fee, they will assume a Salary based position to care for Consumers. Explanations of the full working of the system will be explained at a later date.

As the number of Owners increases, more availability of facilities will come to fruition.

The population of Florida in 2017 was approximately 20.5 Million people. With an Aggressive marketing program, the first year target is 20% of the population, approximately 4.1 Million owners.

For example, each owner contributes 110.00 per month, as only one of the 7 prongs to put money in the system, and this will amount to \$5.4 billion in the second year. When all of the 7 articles are in full bloom and an estimated 85% of the population is within this system, looking at the same single article/prong over 5 years, we will have a healthcare system working with its owners with a total input of 115 billion dollars. In the short term the currency generated today will turn into credits and the conversion will happen with the Activator.

An INDEPENDENT Research Center must be built to find the truth about the Cures we have growing on our planet. This will include but not limited to Marijuana/Cannabis. The use of cannabis has the potential to modify the use of Chemo treatments, pill mills and Opioids.

### Company Ownership Structure

WTPHC will be structured as owner/operators ({{C1}}patient) and Consumer ({{CV}}Veteran), Doctor ({{DP}}provider), Hospital. ({{HP}}Provider), Equipment ({{EP}}), Farmer ( {{FP}}), Technology ({{TP}}). First article is employee/employer contribution at a monthly dollar cost of 100 to 300 dollars depending on household size. Respectively there is a \$500.00 or \$750.00 deductible per year. Second article is the provider who will supply services and will buy into the system. Third article is the equipment retailer who will not only provide equipment but will buy into the system. Fourth article is the farmer that can produce product for many other parts of the system, the farmer can buy into the system as through their specific product. Fifth article is the 'Declaration of Independence'(DOI) which will be known as the 'Activator'.

Dollars and credits are converted here and will have the center of consumer / provider credits and investment system which is controlled within the State, with minimal state oversight, and will have no federal control. This Article will have the ability to grow the money within the system to help pay for extraneous costs and can expand credits for high risk consumers. {the Dollar/Credit conversion system will be developed}. As this is a health system with NO INSURANCE, OR MEDICAID and NO AGENCY involvement with the voluntary, people requested, phase out of MEDICARE, all monetary movement will go through the 'DOI'.

The Sixth article is the profits from the sales of the health systems grown and manufactured goods from hemp or other herbal products. Seventh article is Technology building and integration. With a high security database and Consumers will have more Identity security than ever before. The data construct will include a FULLY ENCRYPTED system allowing the consumer to keep all their records, with either themselves or one of their family members. For too long healthcare records have been accessed unlawfully directly from servers through security breaches. Technology or 'Data Solutions' will have a buy in to this system as well which will be a key for stabilization in each of the different articles. This article will be able to guide the consumer towards the best DP or HP for their situation, to meet all of their various needs, including equipment and farmer practices, leading to better health.

Under the new health system, providers will have exclusive rights: Doctors, Nurses, Therapists and other workers will receive compensation as owner/employees and this is both within and outside of the hospital system. Since they have bought into the system, the fees are half and half {or no} deductible. {Consumers also own the system but they cannot purchase unless they are living in the state for over one year. There will be proof of residency and Citizenship}. Once the fees/deductible is paid, consumer is protected in the health system 100%. Consumer Veterans or CV are covered 100% at no cost and no deductible from day one.

The Framers are 12 people within the system divided into groups originally proposed as follows but can be slightly deviated; {2 MDs, 2 Nurses, 2 Therapists, 3 Consumers, 1 IT, 2 Farmers.} These are all multiplied times 2. Two separate Framer groups to hear complaints, appeals and part of a professional oversight committee. {A Legal team will be required initially to write legal docs and then continue to protect WTPHC from outside legal intrusion.}.

There will be a pre-investigation team to check legitimacy of all claims. All claims must stay within system. NOT ALLOWED TO GO OUTSIDE OR GO TO COURT. This will truly put an end to a problematic health system plaguing Americans for decades. It is being built from the ground up as a private medical system with minimal state oversight, and is standing away from Federal government intervention. 'Eventually' there will be a redirect from employers who are paying into Medicare to start to pay that 1.45% into WTPHC.

WTPHC Chronic Healing Center (CHC) will be the first major enticement for people to join this system. A 75 room center built with all natural healing abilities in mind. This will be built near the center of a nearly 200 Acre farm property and within a few miles of a traditional hospital. The reason being, traditional hospitals are deficient in terms of holistic healthcare. Statistics show a revolving door pattern in which significant numbers of patients are re-admitted to hospital within weeks of discharge. CHC will undercut hospital costs, will maintain decreased bacteria and minimal, or no, return with same diagnosis. It will be a single level building with every room facing the farm surrounding. The interior will use no Chemicals of any kind for cleaning or added to any product. The Farm will consist of all natural herbs from around the world that have proven their healing aspects with humans. Consumers coming to the Healing center will sign OFF the medications they are currently taking, to increase overall health, with this approach. This type of healing is not new. It has worked for centuries around the world. Once again this will be owned by ALL parts of the WTPHC System. The Daily cost to stay at the Healing Center will be 250.00 which is a fair cost compared to any other facility or system. The Idea is to become healthy and move on. There will be a restricted time to stay in this first of 3 Healing centers to be built in various locations in Florida.

## Ownership Background

### *Bruce Nathan (CEO) (owner/operator/inventor)(Candidate For Governor):*

As a Physical Therapist for over 22 years, Bruce Nathan started as a Pediatric Therapist and in the last 2 years has become a PT working with patients of all ages. Bruce and his family came to Florida in 2000 to work for the Florida Elks Children's Therapy Services. It was a nonprofit program in its infancy which gave him a chance to work with children 0 to 18 years old as he had been doing in New York as well. In 2016, Bruce wanted to discover more about the problems with the healthcare system and began working with many agencies via his own practice. This now independent operation has given Bruce more flex time to run his campaign and to learn more about how to fix the current healthcare problems. He visits 5 to 8 homes a day for Physical Therapy home care and gets to hear a lot about healthcare issues while working with his patients. Bruce has 6 Children!

### *Jason Gilbert (owner/operator):*

Former Founder-CEO of an 8-figure hyper-growth startup during the Great Recession and is now a Global Tier 1 Advisor to startups and Mentor to their CEOs in 25 countries (on site) in Asia, Africa, Australia, Europe and the N. America. Jason is the current founder of Access Anybody, which is divided into the global regions above, facilitating access to politicians, philanthropists and CEOs at the highest levels, along with his partner Ndaba Mandela (Nelson's grandson), "The Business, Political & Philanthropic Ambassador to Africa". Jason is the current Campaign Manager for Bruce Nathan for Governor 2018.

### *Rodney Peyton MD:*

Honored by the Queen of England for services to medicine, he is internationally highly regarded as an accomplished consultant trauma surgeon, award winning international author and trainer with a longstanding commitment to surgical education, and a proven track record of pro-activity in developing and implementing both clinical and training initiatives. As well as his original medical degree, an MSc in Medical Education and Law degree, Mr. Peyton's almost peerless list of academic distinctions are available on his website. His mission statement is to ensure patients receive and enable doctors to deliver the highest quality of medical care.

### *Greg Saville:*

Former CEO of Stay Clean Treatment (marketing/management/turnaround for substance abuse providers). Former VP of Sales and Insurance Marketing. Former VP of Board of Trustees (Discovery Institute for Addictive Disorders). Certified Criminal Justice Addictions Professional (CCJP). Caused revenue hyper growth in 4 healthcare assets (6-figures to 9-figures in 2 years in best case)

## Company Management Structure

Bruce Nathan- Chief Executive Officer

All decisions will need to pass through the CEO in the beginning for proper implementation of We The People Healthcare.

## Organizational Timeline

Integral Associates (IA) gather the first 5 million dollars through five 1 million dollar IA by 12/15/2018. Each 1 million dollars will be dedicated to the construction of Monetary Activation, Technology, Marketing, Provider integration, and Farm practices to be utilized ASAP within the system.

- 01/15/2019 there will be a total of 11 partners running all of the dynamics with a hard lean on technology to work with the Consumers and Providers.
- 03/01/2019 A test of the beginning of the new Healthcare. It will be a 30 day test to work out problems. All consumers will be aware it will take a short time to work through all the system kinks.
- 05/01/2019 Full Implementation of the system.
- 06/15/2019 readjust any seen problems and move to phase 2 with the Research.
- 09/15/2019 Break Ground to build a State of the Art INDEPENDENT Research center in Central Florida.



## Company Assets

A provisional Patent with the only Healthcare System ever created with People in mind.

## The Product

### The Product

Seven Article system as an input for implementing healthcare starting in Florida and will eventually be nationwide. There is a possibility it will turn into a Eight Article system as the eventual goal to support health for all Floridians at first and then to offer healthcare to other states all as a privatized, Consumer and provider, owned alternative to the current health system. WE THE PEOPLE HEALTHCARE (WTPHC) is the name of this new innovative plan that is ownership of healthcare by all involved. Consumer ({{C1}patient) and Consumer ({{CV}Veteran), Doctor ({{DP}provider), Hospital ({{HP}Provider), Equipment ({{EP}), Farmer ( {{FP}), Technology ({{TP}). First article is employee/employer contribution at a monthly dollar cost of 100 to 300 dollars depending on household size. Respectively there is a \$500.00 or \$750.00 deductible per year. Second article is the provider who will supply services and will buy into the system. Third article is the equipment retailer who will not only provide equipment but will buy into the system. Fourth article is the farmer that can produce product for many other parts of the system, the farmer can buy into the system as through their specific product. Fifth article is the 'Declaration Of Independence'(DOI) of monetary funds, which will be known as the 'Activator'. Dollars and credits are converted here and will have the center of consumer / provider credits and investment system which is controlled within the state and will have no federal control. This Article will have the ability to grow the money within the system to help pay for extraneous costs and can expand credits for high risk consumers. {the Dollar/Credit conversion system will be developed}. As this is healthcare with NO INSURANCE, NO MEDICARE OR MEDICAID and NO AGENCY involvement, all monetary movement will go through the 'DOI'/ Activator.

Sixth article are the profits from the sales of the healthcare farms and manufactured goods from hemp or other herbal products. Seventh article is Technology building and integration. With a high security database and Consumers will have more Identity security than ever before.

The data construct will include a FULLY ENCRYPTED system to keep all Consumer records with them or one of their family members. For too long healthcare records have been stolen directly from servers through a breach of security. Technology or 'Data Solutions' will have a buy in to this system as well which will be a key for stabilization in each of the different articles. This article will be able to guide the consumer: To the best DP or HP with all of the various needs to include equipment and farmer practices that will lead the consumer to better health.

The providers within the health system will have exclusive rights: Doctors, Nurses, Therapists and other workers will receive compensation as owner/employees and this is within and outside of We The People Healthcare. Since they have bought into the system, the fees are half and {or no} deductible. {Consumers will own their healthcare but they cannot purchase unless they are living in the state for one year (12 Months). There will be proof of residency and Citizenship}. Once the fees/deductible is paid, consumer is protected in the health system 100%. Consumer Veterans or CV are covered 100% at no cost and no deductible from day one.

## **WE THE PEOPLE HEALTHCARE COURT SYSTEM; LEGAL STAYS INTERNAL**

The Framers are 12 people within the system divided into groups originally proposed as follows but can be slightly deviated; {2 MDs, 2 Nurses, 2 Therapists, 3 Consumers, 1 IT, 2 Farmers.} These are all times 2. Two separate Framers groups to hear complaints and appeals. {A Legal team through the beginning primarily to write legal docs and to continue on, to protect WTPHC from outside legal intrusion.}.

There will be a pre-investigation team to check legitimacy of all claims from consumers in regards to providers. All claims must stay within system and all members will sign off outside legal counsel in order to be in WTPHC.

## **WE THE PEOPLE HEALTHCARE CHRONIC HEALING CENTER (CHC)**

Chronic Healing Center (CHC) will be the first major enticement for people to join this system. A 75 room center built with all natural healing abilities in mind . This will be built near the center of a 200 Acre farm property. It will be a single level building with every room facing the farm surrounding. The interior will use no Chemicals of any kind for cleaning or added to any product. The Farm will consist of All natural herbs from around the world that have proven their healing aspects with humans. Consumers coming to the Healing center will sign OFF the medications they are currently taking to health with this approach. This type of healing is not new. It has worked for centuries around the world. Once again this will be owned by ALL parts of the WTPHC System. The Daily cost to stay at the Healing Center will be 250.00 which is a fair cost compared to any other facility or system. The Idea is to become healthy and move on. There will be a restricted time to stay in this first of 3 Healing centers to be built in various locations in Florida.

# PRODUCT PATENTS

## United States Provisional Patent Application

For

### A COST-EFFECTIVE HEALTHCARE SYSTEM

*Inventor:*

Bruce Nathan

*Applicant:*

Bruce Nathan

*Prepared by:*

Invoke IP

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San Jose, CA 95113

(408) 657-8483

## Technical Field

The present disclosure relates to systems and methods for providing healthcare. In particular, the present disclosure relates to a cost-effective healthcare system.

## Background

Healthcare costs are continuing to rise. Prior attempts to lower healthcare costs have not succeeded.

The approaches described in this section are approaches that could be pursued, but not necessarily approaches that have been previously conceived or pursued. Therefore, unless otherwise indicated, it should not be assumed that any of the approaches described in this section qualify as prior art merely by virtue of their inclusion in this section.

BRIEF DESCRIPTION OF THE DRAWINGS: following page:

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Health Solutions**

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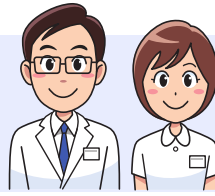
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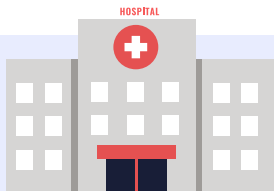


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### 3. High Level: **Hospital / 911**

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### **Farmers** now called **Producers**

The **Producers** are farming Hemp, Medical Cannabis. Herbal dispensaries and formulators are creating tested and effective alternative treatments facilitating an economic BOOM via this system.



## Detailed Description

In the following description, for the purposes of explanation, numerous specific details are set forth in order to provide a thorough understanding. One or more embodiments may be practiced without these specific details. Features described in one embodiment may be combined with features described in a different embodiment. In some examples, well-known structures and devices are described with reference to a block diagram form in order to avoid unnecessarily obscuring the present invention.

One or more embodiments include systems and methods for providing cost-effective healthcare. In various embodiments, a cost-effective healthcare system includes a consumer, a doctor, a hospital, equipment, a pharmaceutical or supplement provider, and technology. Other medical facilities that provide medical care in addition to what are generally considered hospitals may be included within the term "hospitals" herein, e.g., provisional medical clinics, outpatient surgical centers, etc. One or more computing nodes and/or data storage devices in a computing network may represent various aspects of each of the consumer, doctor, hospital, equipment, pharmaceutical or supplement provider, and technology. Various embodiments of computing nodes and/or data storage devices representing each of the consumer, doctor, hospital, equipment, pharmaceutical or supplement provider, and technology may interact with one another to achieve a cost-effective healthcare system for caring for people's health. While consumers of healthcare, e.g., patients, doctors, e.g., physicians that provide healthcare, hospitals, e.g., medical facilities that provide healthcare, equipment, e.g., durable medical equipment, pharmaceutical or supplement provider, e.g., professionals engaged in the production of medicines and dietary supplements or herbs, and technology are described herein as interacting with one another, it should be understood that in various embodiments, their interactions may be represented as interactions between computing nodes and/or data storage devices in a computing network. Each of the computing nodes may include a computing processor configured to execute instructions to perform operations according to the methods for providing cost-effective healthcare described herein. A wide range of minor ailments and every day physical injuries may be triaged and properly managed by practitioners other than MDs such as Physician Assistants, Nurse Practitioners and other Paramedics who have been appropriately trained. Similarly, many chronic conditions such as mental illness, chronic disability and long-term care of the elderly may be more appropriately managed by Nurse Practitioners, PAs and Paramedics who have the specialty interest, experience and expertise in dealing with these issues and who have more time on a day-to-day basis to look after such patients, triaging them for more specialist medical input as necessary. Patients are therefore better looked after and cared for, including in their own home, at a much lower cost base.

In various embodiments, the cost-effective healthcare system may be funded by a deposit of currency, e.g., US dollars, into a financial account at a financial institution, e.g., a bank. The financial institution may include a computing node and a data storage device to store records regarding an amount of currency deposited by each member of the healthcare system into an account in the financial institution. All financial transactions relating to each member of the healthcare system's account may be stored by the financial institution in the data storage device. Members of the healthcare system including each of the consumer, doctor, hospital, equipment, pharmaceutical or supplement provider, and technology providers may deposit funds into an operating account of the healthcare system within the financial institution in order to maintain membership and/or fund operation of the healthcare system. Members of the healthcare system may also receive funds into their own accounts of the financial institution in exchange for providing services and/or materials to other members of the healthcare system. Members of the healthcare system may also be owners of the healthcare system.

The financial institution may provide information to members of the healthcare system regarding all financial transactions, e.g., how external currency is converted into internal credits, how external currency and/or internal credits are used and/or transferred between parties, what investments are made using external currency and/or internal credits and how those investments are performing,

## Future Products

Independent Research to clarify if and what Marijuana/Cannabis can cure. A state of the Art center will be built in Central Florida to uncover the truth with 'cure'.

# MARKETING PLAN

## The Target Market

Every Legal Florida Citizen who is not getting what they need in their health system now. Every person who is overcharged for everything they do in healthcare and they chose to own their healthcare system.

## Location Analysis

As this is for ALL LEGAL FLORIDIANS, The clarity of WTPHC as it replaces Insurances, Medicaid and will show people how to voluntarily phase out Medicare for better healthcare. This is statewide healthcare. Reciprocity with other states for Floridians on the plan is available.

## Pricing

1 in household = 110.00\*/month 500.00\* Deductible/yr

3 or more = 285.00\*/month 750.00\* Deductible/yr

WTPHC Healing center: 250.00\* per day.

## Advertising

An agency specific, with healthcare Marketing strategies will be on board with We The People HealthCare. It will be a part of the ownership module to have skin in the game. ALL MEDIA WILL BE USED FOR MARKETING. In order to have the aggressive plan needed, the cost of this marketing campaign will cost in excess of 10 Million Dollars. The full numbers breakdown is on the spreadsheet.

# COMPETITOR ANALYSIS

## The Competitors

Medicare, Medicaid and other Insurance companies have been the only 'game' in town for many years. This is the first Healthcare of its kind to emerge in the United States Of America.

\*= Target pricing: subject to change with actuarial

# SWOT ANALYSIS

(STRENGTHS/WEAKNESSES/OPPORTUNITIES/THREATS)

## Strengths

The Strength of this plan and system is the unique concept to bring nonprofit Healthcare in the state of Florida that will cover all legal Florida citizens for a very low cost. It is owned by each member, provider, manufacturer and farmer. It will not have Insurance or Medicaid involvement and will eventually phase out Medicare. Minimal government intervention noting there will be a small amount of oversight. All money in We The People HealthCare is for the people and the information about each person will be encrypted. There will be no third party between the MD and the patient. This product will have a Healthcare monetary holder called the 'Activator' which will monitor funds specifically for this plan, (to be Clear, there will be NO BANK OR BANKING). It too will not have 3rd party access. Consumers who are on, or waiting for Medicaid will be able to be on We The People Healthcare. There is a Provisional Patent on file and the growth of this system with further Trademarks and Patents coming, will have the greatest impact on Floridians and the United States since the Automobile.

## Weaknesses

The variable factor that it is a new start up company that has never been tried before, is a weakness. There will be some 'how to' questions in the beginning but solution will be within the construct of the plan. It might be a year to be FULLY operational but again that is normal with a new company.

## Opportunities

This System has the potential to be as big as Amazon or Google as everyone does NEED healthcare and this is the service that will make sure they have it. As We The People Healthcare will start in Florida, the future holds this system to be sold to all the other 49 states. That will be Healthcare nationwide without Federal Government involvement. All this will strike an economic boom for Florida as all Workers will originate from here and ALL aspects of this system will never be outsourced. ALWAYS WILL STAY IN FLORIDA with regards to manufacturing and employment.

## Threats

The big threat is THEFT. Someone will try to take a piece or multiple pieces to this puzzle but there are many dynamic variables that have not been fully explained or implemented which will hold the uniqueness. This is truly a plan for the people so if someone tries to take it, they are stealing from their fellow Man and Woman, and we will rigorously defend our intellectual property rights.

# OPERATIONS

## Staffing

Doctors, nurses, therapists and others from all parts of healthcare as well as manufacturers and farmers. Data, IT and some of a legal team are needed as well to implement the creation of the fully encrypted WTPHC Network. The first quarter will bring in nearly 100 people from the network above and aggressive advertising to bring in double that number in the second quarter.



# CAPITAL REQUIREMENTS PLAN

## Capital Requirements

All of the Financials are on the spreadsheet following this marketing plan. The numbers there are estimations of the needs to start a massive Healthcare system such as this. Governments will spend billions to start a system bound to fail because the government never really watches over costs and expenditures. When the Government runs out of money, they traditionally go get more. The money is not earned, it is usually taxed. This system is the exact opposite. This entire healthcare system will take less than 50 Million dollars to start, it will Gross close to 600 Million Dollars at the end of the first year and can Gross 115 Billion Dollars within the first 5 years.

## Capital Repayment Plan

Using an example of 10 Joint Venture Capitalists Each Invest 5 Million Dollars OR Direct involvement with 100 MDs at \$500,000 each, (Any Breakdown to equal the 50M need to launch WTPHC) which will immediately be part of the Activator of the Healthcare System, and will see how the money will grow with the implementation of the credit system instead of the monetary system. Any investor can take their original principle out after 2 years of original investment with a 10% increase of said original investment. Any investor who stays with the Healthcare system for 5 years or more will earn double their original investment.