



PerfectCureRX™

Certified Teeth Whitening Therapy

Spa | Showroom



Business Formation and Planning

by Dr. Kim R. Hyde



RECOGNIZES

Kim Hyde



FOUNDER
PERFECT CURE RX. LLC



Amplifying the achievements and influence of women who lead, innovate, and inspire.



PerfectCureRX™

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Spa | Showroom



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KIM (Dr. Hyde) HYDE ✓
Doctor of Business Administration, Practitioner
Diamond Grading Expertise GIA - GTL Gem Trade
Laboratory, New York, USA 1993-2000

PERFECT CURE RX, LLC
Oakland, California, United States

500+ connections

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510.355.6618

**11881 Skyline Blvd., Suite B
Oakland, CA 94619**





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Perfect Cure RX™ | Teeth Whitening Spa | Showroom | Distributor | Beyond® Affiliate

Purpose

The Founder of Perfect Cure RX (PCRX), Applied for \$100,000 in "Micro-Funding" to Construct a Prototype for Emerging Ventures In Office Teeth Whitening Spa Showroom. Funding distribution as follows:

Beyond II Ultra Whitening Accelerators (x10)	\$ 7,900
Polus Advance Ultra Whitening Accelerator	1,500
Beyond Professional Teeth Whitening Kits (x55)	7,500
Beyond Teeth Whitening Gel Pens	6,500
Tatsoul Hydraulic Pro Dental Chairs (x2) Mobile Dental Chairs (x2)	3,200
HP Color Laser Jet Pro HP Photo Smart Printers	6,000
HP Laptop Computers (x4)	10,000
Professional Security Video Camera System	5,000
Website Development Maintenance	3,500
Electrical Lighting Fixtures Upgrade	6,500
Marketing Collateral	4,000
Working Capital	53,400
TOTAL	\$ 100,000

About the Business

Perfect Cure RX™(PCRX) is a Premier Dental Esthetics, Spa Showroom, located atop the Beautiful Oakland, California, Hills with Panoramic Views of the San Francisco Bay Area Skyline. The Liability Corporation (LLC), was established in the State of California, on April 22, 2022, by Dr. Kim R. Hyde. Perfect Cure RX™ is a Certified Teeth



Whitening Company. Perfect Cure RX privately held through Sovereign Estate Tr We offer In-Office, teeth whitening therapy, At-Home dental treatment systems, In-person teeth whitening certification training, mobile service, and merchant opportunities. Our safe and effective dental grade products, whitening accelerators, and proprietary hydrogen peroxide gel formulas are designed and manufactured by Beyond® International, Inc. Beyond® is recognized by the Federal Drug Administration (FDA), as a USA Global Leader in dentistry esthetics. PCRX is a socially responsible firm, that endorses "green" initiatives, and operates an eco-friendly, sustainability - compliant corporation. In 2015, the United Nations established Sustainable Development Goals (SDGs), Global Goals, as a universal call to action, to end poverty, protect the planet, and ensure that all individuals enjoy peace and prosperity, by the year 2030 (UNDP, 2022).

The World Health Organization (WHO) noted that oral health neglect affects vulnerable and disadvantaged population groups throughout societies (WHO, 2022). Oral diseases affected 45% or 3.5 billion individuals worldwide (WHO, 2022). Periodontal disease is an inflammatory disease that affects the hard and soft structure that support the teeth (Newton, 2021). The Center for Disease Control (CDC, 2021) noted that 47.2 % of Americans over 30 years old had periodontal disease. Oral hygiene-neglect often affect the mouth adversely. Good oral hygiene is vital to an individual's health and magnetism.

The Key Barriers to Essential Oral Health Services:

- Lack of dental health care insurance-integration with primary care
- Expensive out-of-pocket costs
- Poor information and surveillance systems
- Low priority for public oral health awareness marketing
- Outdated oral health interventions and policies

In the pursuit of a brighter smile, 100 million Americas have whitened or bleached their teeth and spent over \$1.4 billion dollars annually on over-the-counter (OTC) whitening products (Ahmed et al., 2022). Tooth whitening is the process of lightening the color of human teeth (Newton, 2021). Brighter teeth is associated with friendliness and success (Subramanian et. al., 2022). The American Academy of Cosmetic Dentistry (AACD, 2022), noted that 99.7% of Americans believe a smile is an important asset (Brinker, 2017).

In 2021, North America accounted for 32.4% of the global teeth whitening market growth (AACD, 2022). Teeth brightening is a frequently requested cosmetic procedure that is practiced globally (Ahmed et al., 2022). Individuals who brighten their teeth, expressed experiencing positive emotions of psychological well-being (Subramanian et. al., 2022).

Dentist, dental esthetic professionals, innovators, and product suppliers are leading the teeth whitening market phenomenon of advanced technologies in cosmetic dentistry (Moura et al., 2022). Perfect Cure RX™ mission is to help brighten millions of smiles by offering vetted dentistry esthetics products and services throughout communities sustainably.



Key Drivers:

- Cosmetic dentistry was popularized by social media influencer and new product approvals
- Increased incidences of teeth discoloration and staining
- Social media marketing and advertising of teeth whitening products and equipment
- Stringent regulatory standards for teeth whitening
- Rapidly growing esthetics dentistry industry

Key Industrial Vendors:

- Colgate – Palmolive Company
- GlaxoSmithKline
- Johnson & Johnson
- Procter & Gamble
- Unilever

Key Private Label Vendors:

- Beyond[®] International, Inc.
- Zhengzhou Huaer Electro-Optics Technology Co. LTD.
- Cinoll
- Dental Bright
- Red Carpet Smiles
- WSD Labs

Why Startup Teeth Brightening Company ?

- Minimum investment
- Low risk / low overhead cost
- Boundless revenue generation opportunities
- Financial profitability
- Profitable career path / jobs creation / business ownership

Products & Services

Perfect Cure RX will provide In-office, chairside, LED/Halogen/Ultrasonic accelerator light, teeth whitening services to clients with natural teeth, extrinsic discoloration stains. One hour treatment - 60 minutes that consists of 3 rounds of 20 minute sessions.

Additional service offering includes a hands-on teeth whitening certification training course.

Services will include (In-Office and At-Home offerings):

- Introducing clients to safe, high-quality, simple, and affordable whitening treatment system.



- Providing comfortable, bright and long lasting whitening results to smiles across communities throughout Oakland, San Francisco, Bay Area, and beyond.
- Explaining the details of common, yet potentially adverse effects: gum irritation, teeth sensitivity, and oral irritation caused by the halogen/led lighting unit.
- Offer teeth whitening certification training to practioners on basic oral hygiene, health, and safety protocols.
- Informing client on how to avoid over using teeth whitening products and the lighting units.
- Share with clients the importance of keeping teeth clean at-home, using quality aftercare products, will help whitening procedures last longer.
- Provide mobile teeth whitening services to clients with ADA accessibility limitations.
- Free product and whitening unit demonstrations.

Clients

The average cost of In-office, chairside, teeth whitening treatment can range between \$300 and \$600 (Ryskina et al., 2022). However, cost can vary depending on the location and experience. Access to teeth treatment may depend on the individuals budget. Individuals who have dental implants or veneers, and some cases, crowns or bridges are not candidates for teeth whitening. Clients should have healthy gums. The good news is that clients can have teeth restored and gums treated to become whitening candidates. Teeth that are yellow are more likely to respond to the teeth whitening treatment (Ryskina et al., 2022). Children should be at least 16 years or older to receive whitening treatments, unless treated by a dentist. Nursing mothers are warned against teeth whitening during lactation (Moura et al., 2022). Some individuals expressed that teeth whitening helped increase their self-confidence. Even so, it is important that we embrace the natural diversity of smiles (Subramanian et. al., 2022).

Competition

There are eleven primary competitors in San Francisco/Oakland/Bay Area, California. The Competitors locations and teeth whitening price ranges:

- Discovery Bay (\$125 - \$57)
- Hayward (\$75 - \$40)
- Newark (\$379 - \$49)
- Oakland (\$199 - \$163)
- Pleasanton (\$89 - \$71)
- Pleasanton (\$90 - \$81)
- Redwood City (\$261 - \$208)
- San Francisco (\$249 - \$199) • San Francisco (\$500 - \$195)
- San Francisco (\$895 - \$394)
- San Leandro (\$139 - \$109)
- San Leandro (\$95 - \$76)

Management

Dr. Kim R. Hyde, Founder, Perfect Cure RX™



First venture, 1987

Gift baskets for hotels. Trendy, personal-pampering soaps, shampoos, lotions, and more in esthetically distinctive presentations. Learned all aspects of the business from a skilled entrepreneur and served active clientele during high school and college.

Jewelry design and reselling

Leveraged knowledge as a Graduate Gemologist (G.G.), Diamond Grader with The Gemological Institute of America, in New York City. I expanded my network of contacts, working in the international Jewelry District of Manhattan, NYC. My personal interactions provided insider track to emerging trends and opened doors to best sources and prices. Sold merchandise at street fairs, festivals, tradeshow, and to online clientele. On-street and online markets based on original designs and curated collections from others.

Non-profit start-up and management

Partnered in founding a youth corps-mentoring program, non-profit organization, focused on drill ceremonies, drums, and horns, national events. Managed as the Executive Director of the organization. Group participated in national parades, openings, and civic celebrations. Raised funds by federal grants (presentations to Oakland City Council), parade in-kind earnings, and private donation.

Mastery of business management and funding

Building on B.A. in International Business, mastered professional leadership with a MBA, completed Doctorate in Business Administration in Entrepreneurship. Dissertation study centered on accessing funding for start-up founders and companies.

Perfect Cure Rx Founded

Currently pursuing opportunities in the burgeoning self-care wellness market with a start-up concentrating on personal enhancement and esthetics focused on teeth whitening.

Go-To Team – Specialists

<u>Functional Area</u>	<u>Status</u>
Branding	Onboard
Marketing	Founder
Social Media Outreach	Onboard
Business Planning	Onboard
Information Technology	Onboard
Online Capabilities (Cart, Payments)	Onboard
Operations	Identified



Sourcing	Founder
Compliance, Legal	Founder
Finance	Founder

Financial Projection Highlights

Creating a viable path to revenue is the key to business sustainability and growth!

The cosmetic dentistry is a \$6.4 billion-dollar industry, expected to expand at a Compound Annual Growth Rate (CAGR) of 4.95% to 6.9% (Arya et al., 2022). In 2020, the US teeth whitening market reached \$6.1 million and project to reach \$8.2 million by 2026.

Perfect Cure RX™ will profit on the rising oral hygiene awareness movement, increased spending capacity of the Millennial / GenZ population, and easy access to OTC products that are propelling industry growth. The accelerated teeth whitening industry is a profitable venture that require a low capital investment with high-profit margins. For example, an entrepreneur can start this business with \$1,500 and charge \$150 per customer and break-even with only 10 clients. A business owner can earn \$80,000 annually by performing 5 teeth whitening treatments per day (Tamburrio et al., 2022).

Perfect Cure RX™ financial success will grow from a savvy management, go-to- team, industry networks, and word-of-mouth referrals, and social media marketing (Ofori-Okyere, 2022). The team will focus on providing the highest quality teeth whitening products that guarantee amazing aesthetic results.

The market and financial analyses indicate that with a start-up expenditure of \$100,000, Perfect Cure RX™ can generate \$1.6 million in sales by year two, \$3.3 million in sales by the end of year three and produce net profits of 33.7% on sales by the end of year three. Profitability can be reached in the sixth month of Year 1.

The Millennial and GenZ population love a perfect set of white teeth (Tamburrio, 2022). In the past, consumers focused of straightening deformed teeth, in fact, the entrance of ultra-HD viewing devices and superior quality print media, the color of teeth is a priority. Americans agree that a smile is a vital social asset and spent \$2 billion annually to keep their teeth shining bright, and 80% of American 18 to 49 age group want whiter teeth (Tamburrio et al., 2022).

Selecting the appropriate business model is an essential step in creating a viable brand. Perfect Cure RX™ business model is the Spa-Showroom, Premium location model.

Business Model Niches:



- Teeth Whitening Clinic
- Teeth Whitening Spa, Salon, Location
- Teeth Whitening Distributor or Reseller
- Teeth Whitening Kiosk or Online Store
- Teeth Whitening Product Production
- At-Home Teeth Whitening Services
- In-Office Dental Whitening Services
- Mobile Services

Teeth Whitening Business Franchises:

- Whitening on Wheels: \$59 - \$3,729
- SPAVIA: \$353,251 - \$700,820
- Ideal Image Medspa: \$694,485 - \$1,347,858
- Planet Beach Day Spa: \$104,300 - \$248,900
- Massage Retreat and Spa: \$319,475 - \$480,655
- Liptak IT: \$60,700 - \$73,400
- ATC: \$134,970 - \$262,170

Teeth Whitening Salaries Industry Average/Year

- Chief Executive Officer (Owner): \$59,600
- Human Resources & Admin Manager: \$41,930
- Cosmetic Dentist: \$51,800
- Technician/Asst.: \$48,000
- Accountant: \$38,710
- Front Desk Officer: \$23,490

Profit making factors:

- Niche
- Marketing and Customer Retention Strategies
- Investment
- Number of Clients
- Supplier

Financial Projections: Profit margins of PCRX will range within 35% - 50%.

- Average In-Office Teeth Whitening: \$150 - \$200
- Teeth Whitening Take Home Trays: \$60 - \$110
- At-Home Teeth Whitening Units: \$125 - \$150
- DIY Whitening Maintenance Products \$15-\$40



Sales Forecast: 1 Accelerator Unit

- Fiscal Year (FY1) \$140 per treatment @ 10 clients per day = \$1,400 x 5 days = \$7,000 x 4 Weeks = \$28,000 x 12 months = \$336,000
- Fiscal Year (FY1) \$150 per treatment @ 10 clients per day = \$1,500 x 5 days = \$7,500 x 4 Weeks = \$30,000 x 12 months = \$360,000
- Fiscal Year (FY1) \$200 per treatment @ 10 client per day = \$2,000 x 5 day = \$10,000 x 4 Weeks = \$40,000 x 12 months = \$480,000
- Fiscal Year (FY2) \$140 per treatment @ 20 clients per day = \$2,800 x 5 day = \$14,000 x 4 Weeks = \$56,000 x 12 months = \$672,000
- Fiscal Year (FY2) \$150 per treatment @ 20 clients per day = \$3,000 x 5 day = \$15,000 x 4 Weeks = \$60,000 x 12 months = \$720,000
- Fiscal Year (FY2) \$200 per treatment @ 20 clients per day = \$4,000 x 5 day = \$20,000 x 4 Weeks = \$80,000 x 12 months = \$960,000

1 Accelerator Unit = \$336,000

5 Accelerator Units = \$1,680,000

10 Accelerator Units = \$ 3,600,000

Key Objectives

1. Sales of \$1.6 million in Year 2 with 200 new clients.
2. 4% decrease in labor cost per year.
3. Increase client referrals by 7% per quarter.
4. Grow brand awareness with evidence of an increase in unsolicited request for services.
5. Significant profitability by the end of the year 2.
6. Hire additional staff to perform Teeth Whitening Services.
7. Offer Certified Teeth Whitening Training Class \$80 Per Client (hands-on demonstration).

Assumptions

- State and local laws will be changing.
- Compliance regulation will change.
- Market prices per treatment will decrease.
- Teeth whitening is bad for the enamel or causes permanent sensitivity issues.
- Clients may think that they cannot afford teeth whitening because it is not a procedure that is covered by standard dental insurance policy.



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Media Links

<http://drkimhyde.journoportfolio.com/>

<https://linktr.ee/DrKimRHyde>

<https://g.co/kgs/zqpnFbf>

<https://photos.app.goo.gl/XLoHGRHfwXMNDaKw8>

<https://www.facebook.com/perfect.cure.rx?mibextid=ZbWKwL>

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2023-2025 SALES REVENUE PATH 12-10-2022

Beyond II Accelerator Unit (s)	Cost Per Whitening Treatment	Whitening Treatments Per Day	Work Week Day 1	Revenue Per Day	Work Week Days 2	Revenue Per Week	Work Week Days 3	Revenue Per Week	Work Week Days 4	Revenue Per Week	Work Week Days 5	Revenue Per Week
1	\$140	10	1	\$1,400	2	\$2,800	3	\$4,200	4	\$5,600	5	\$7,000
	\$150	10	1	\$1,500	2	\$3,000	3	\$4,500	4	\$6,000	5	\$7,500
	\$160	10	1	\$1,600	2	\$3,200	3	\$4,800	4	\$6,400	5	\$8,000
	\$175	10	1	\$1,750	2	\$3,500	3	\$5,250	4	\$7,000	5	\$8,750
	\$180	10	1	\$1,800	2	\$3,600	3	\$5,400	4	\$7,200	5	\$9,000
	\$200	10	1	\$2,000	2	\$4,000	3	\$6,000	4	\$8,000	5	\$10,000
	\$300	10	1	\$3,000	2	\$6,000	3	\$9,000	4	\$12,000	5	\$15,000
5	\$140	50	1	\$7,000	2	\$14,000	3	\$21,000	4	\$28,000	5	\$35,000
	\$150	50	1	\$7,500	2	\$15,000	3	\$22,500	4	\$30,000	5	\$37,500
	\$160	50	1	\$8,000	2	\$16,000	3	\$24,000	4	\$32,000	5	\$40,000
	\$175	50	1	\$8,750	2	\$17,500	3	\$26,250	4	\$35,000	5	\$43,750
	\$180	50	1	\$9,000	2	\$18,000	3	\$27,000	4	\$36,000	5	\$45,000
	\$200	50	1	\$10,000	2	\$20,000	3	\$30,000	4	\$40,000	5	\$50,000
	\$300	50	1	\$15,000	2	\$30,000	3	\$45,000	4	\$60,000	5	\$75,000
10	\$140	100	1	14,000	2	\$28,000	3	\$42,000	4	\$56,000	5	\$70,000
	\$150	100	1	15,000	2	\$30,000	3	\$45,000	4	\$60,000	5	\$75,000
	\$160	100	1	16,000	2	\$32,000	3	\$48,000	4	\$64,000	5	\$80,000
	\$175	100	1	17,500	2	\$35,000	3	\$52,500	4	\$70,000	5	\$87,500
	\$180	100	1	18,000	2	\$36,000	3	\$54,000	4	\$72,000	5	\$90,000
	\$200	100	1	20,000	2	\$40,000	3	\$60,000	4	\$80,000	5	\$100,000
	\$300	100	1	30,000	2	60,000	3	\$90,000	4	\$120,000	5	\$150,000

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1 UNIT														
Revenue 1 Day Work Week	52 Weeks (1 YR)	Revenue 52 Weeks	Revenue 2 Day Work Week	52 Weeks (1 YR)	Revenue 52 Weeks	Revenue 3 Day Work Week	52 Weeks (1 YR)	Revenue 52 Weeks	Revenue 4 Day Work Week	52 Weeks (1 YR)	Revenue 52 Weeks	Revenue 5 Day Work Week	52 Weeks (1 YR)	Revenue 52 Weeks
\$1400	52	\$72,800	\$2,800	52	\$145,600	\$4,200	52	\$218,400	\$5,600	52	\$291,200	\$7,000	52	\$364,000
\$1500	52	\$78,000	\$3,000	52	\$156,000	\$4,500	52	\$234,000	\$6,000	52	\$312,000	\$7,500	52	\$390,000
\$1600	52	\$83,200	\$3,200	52	\$166,400	\$4,800	52	\$249,600	\$6,400	52	\$332,800	\$8,000	52	\$416,000
\$1750	52	\$91,000	\$3,500	52	\$182,000	\$5,250	52	\$273,000	\$7,000	52	\$364,000	\$8,750	52	\$455,000
\$1800	52	\$93,600	\$3,600	52	\$187,200	\$5,400	52	\$280,800	\$7,200	52	\$374,400	\$9,000	52	\$468,000
\$2000	52	\$104,000	\$4,000	52	\$208,000	\$6,000	52	\$312,000	\$8,000	52	\$416,000	\$10,000	52	\$520,000
\$3000	52	\$156,000	\$6,000	52	\$312,000	\$9,000	52	\$468,000	\$12,000	52	\$624,000	\$15,000	52	\$780,000
5 UNITS														
Revenue 1 Day Work Week	52 Weeks (1 YR)	Revenue 52 Weeks	Revenue 2 Day Work Week	52 Weeks (1 YR)	Revenue 52 Weeks	Revenue 3 Day Work Week	52 Weeks (1 YR)	Revenue 52 Weeks	Revenue 4 Day Work Week	52 Weeks (1 YR)	Revenue 52 Weeks	Revenue 5 Day Work Week	52 Weeks (1 YR)	Revenue 52 Weeks
\$7,000	52	\$364,000	\$14,000	52	\$728,000	\$21,000	52	\$1,092,000	\$28,000	52	\$1,456,000	\$35,000	52	\$1,820,000
\$7,500	52	\$390,000	\$15,000	52	\$780,000	\$22,500	52	\$1,170,000	\$30,000	52	\$1,560,000	\$37,500	52	\$1,950,000
\$8,000	52	\$416,000	\$16,000	52	\$832,000	\$24,000	52	\$1,248,000	\$32,000	52	\$1,664,000	\$40,000	52	\$2,080,000
\$8,750	52	\$455,000	\$17,500	52	\$910,000	\$26,250	52	\$1,365,000	\$35,000	52	\$1,820,000	\$43,750	52	\$2,275,000
\$9,000	52	\$468,000	\$18,000	52	\$936,000	\$27,000	52	\$1,404,000	\$36,000	52	\$1,872,000	\$45,000	52	\$2,340,000
\$10,000	52	\$520,000	\$20,000	52	\$1,040,000	\$30,000	52	\$1,560,000	\$40,000	52	\$2,080,000	\$50,000	52	\$2,600,000
\$15,000	52	\$780,000	\$30,000	52	\$1,560,000	\$45,000	52	\$2,340,000	\$60,000	52	\$3,120,000	\$75,000	52	\$3,900,000



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10 UNITS														
Revenue 1 Day Work Week	52 Weeks (1 YR)	Revenue 52 Weeks	Revenue 2 Day Work Week	52 Weeks (1 YR)	Revenue 52 Weeks	Revenue 3 Day Work Week	52 Weeks (1 YR)	Revenue 52 Weeks	Revenue 4 Day Work Week	52 Weeks (1 YR)	Revenue 52 Weeks	Revenue 5 Day Work Week	52 Weeks (1 YR)	Revenue 52 Weeks
\$14,000	52	\$728,000	\$28,000	52	\$1,456,000	\$42,000	52	\$2,184,000	\$56,000	52	\$2,912,000	\$70,000	52	\$3,640,000
\$15,000	52	\$780,000	\$30,000	52	1,560,000	\$45,000	52	2,340,000	\$60,000	52	\$3,120,000	\$75,000	52	3,900,000
\$16,000	52	\$832,000	\$32,000	52	1,664,000	\$48,000	52	2,496,000	\$64,000	52	\$3,328,000	\$80,000	52	4,160,000
\$17,500	52	\$910,000	\$35,000	52	1,820,000	\$52,500	52	2,730,000	\$70,000	52	\$3,640,000	\$87,500	52	4,550,000
\$18,000	52	\$936,000	\$20,000	52	1,872,000	\$54,000	52	2,808,000	\$72,000	52	\$3,744,000	\$90,000	52	4,680,000
\$20,000	52	\$1,040,000	\$40,000	52	2,080,000	\$60,000	52	3,120,000	\$80,000	52	\$4,160,000	\$100,000	52	5,200,000
\$30,000	52	\$1,560,000	60,000	52	3,120,000	\$90,000	52	4,680,000	\$120,000	52	\$6,240,000	\$150,000	52	7,800,000





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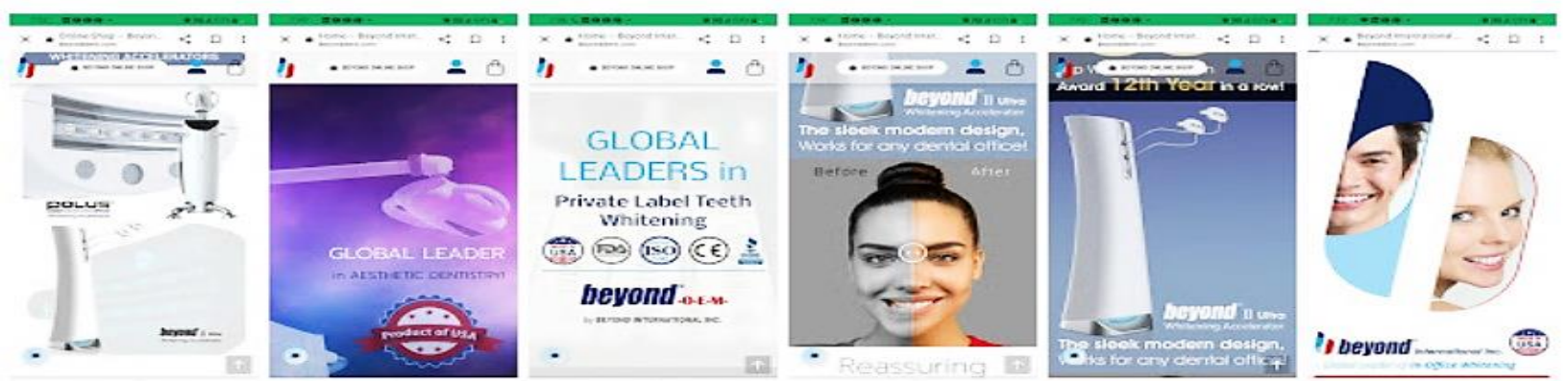
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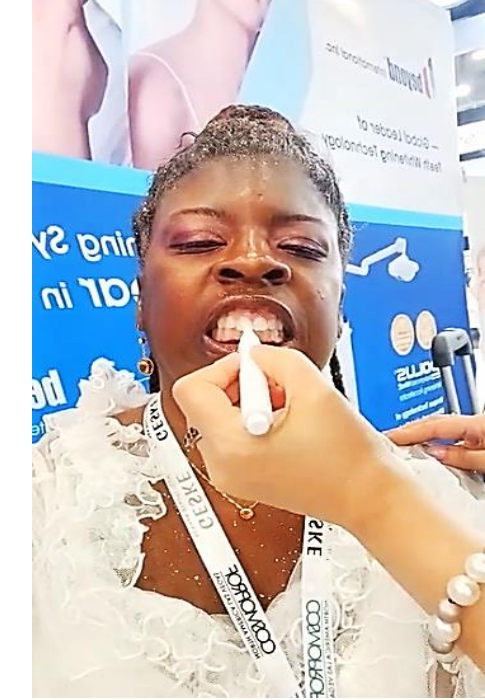


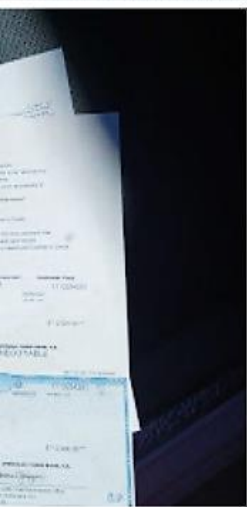
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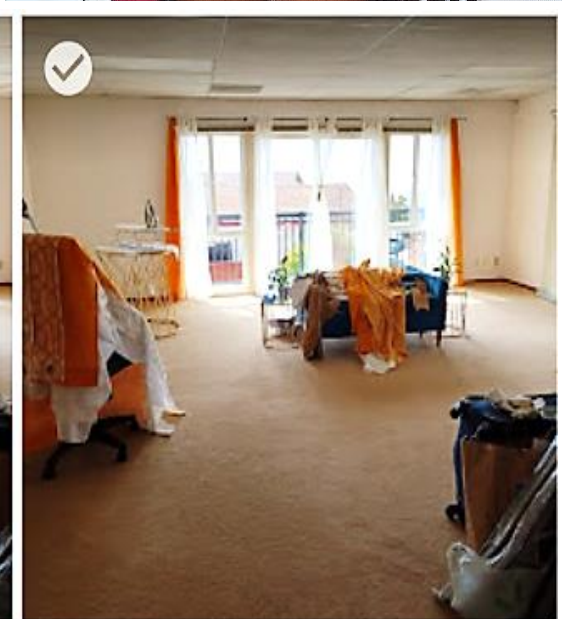
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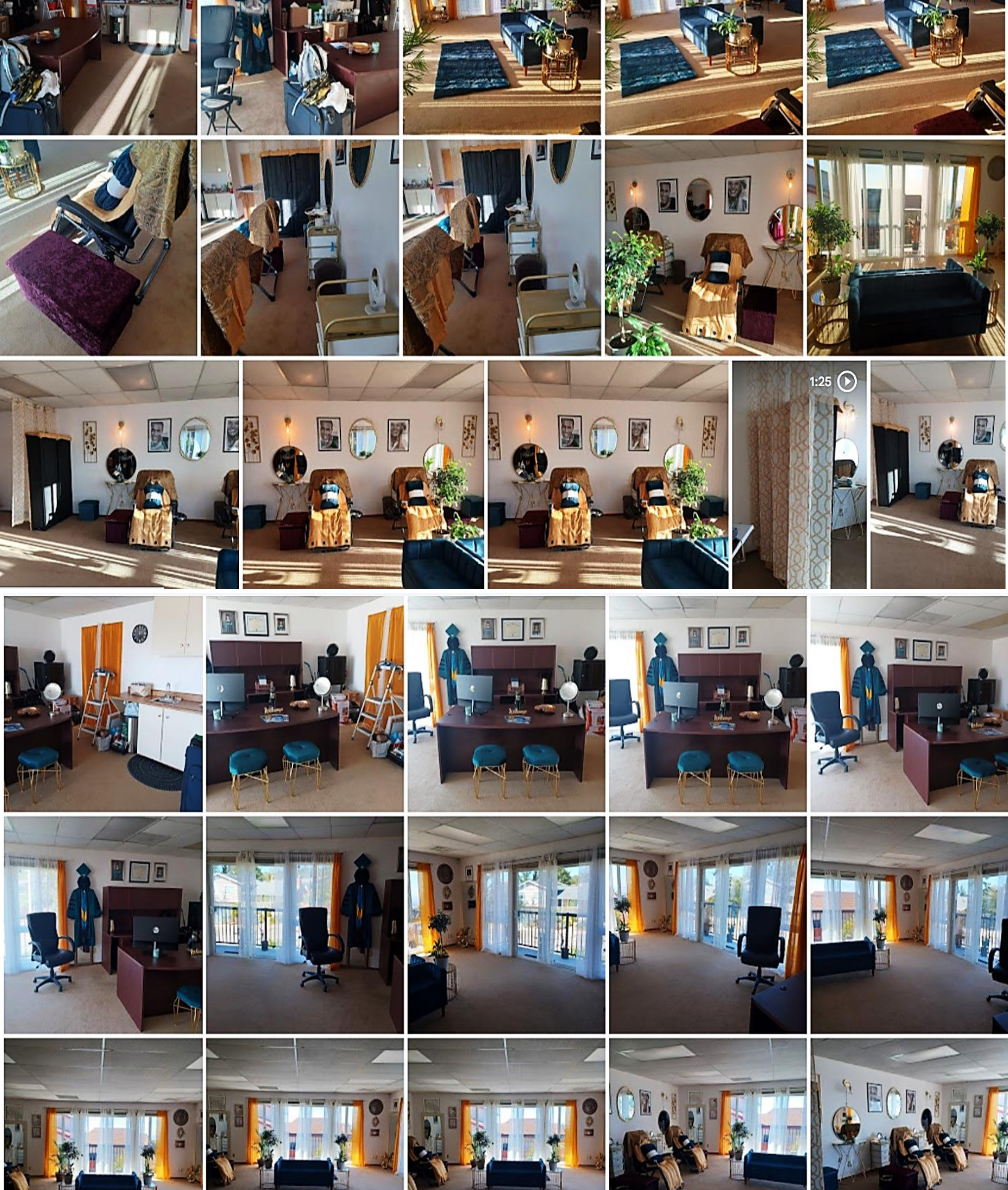


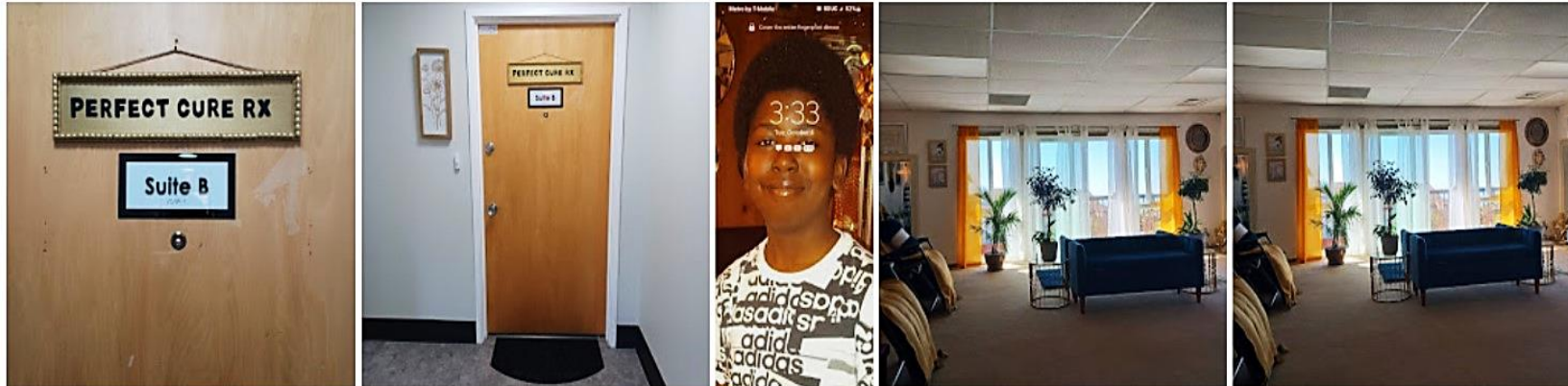


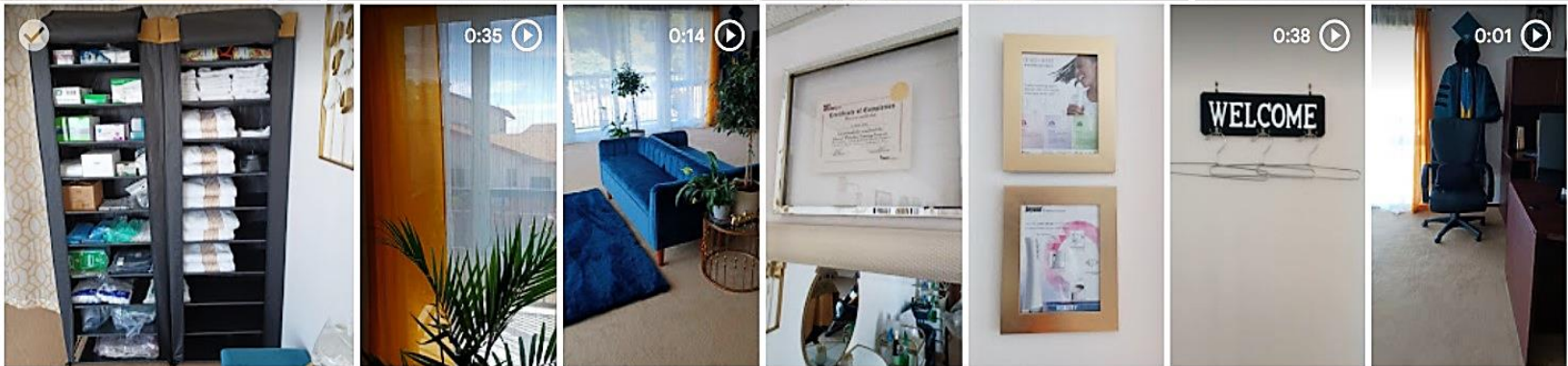












Sun, Oct 16, 2022 Oakland

SAVE THE DATE
 November 4th, 5th, & 6th, 2022
 8:00 AM - 6:00 PM
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 The "Three" Business Launch!

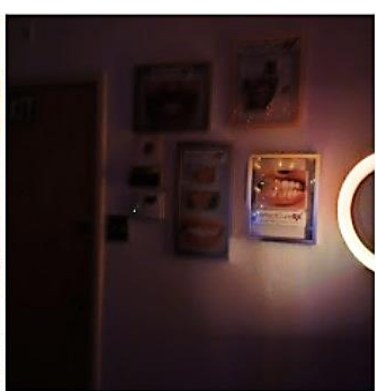
To-do items
 Send a private note

Perfect Cure Rx - Business Launch Greetings
 Friday, November 4, A, 2022
 Friday, November 4th, 11 am to 6 pm
 Saturday, November 5th, 11 am to 6 pm
 Sunday, November 6th, 12 pm to 6 pm
 11831 Skyline Blvd., Suite B., 2nd Fl.
 Oakland, California 94612
 Hosted by Dr. Kim B. Hyde

SAVE THE DATE
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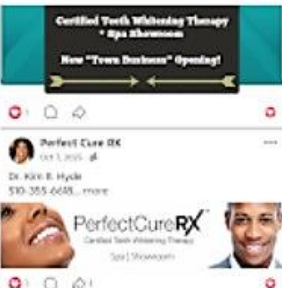




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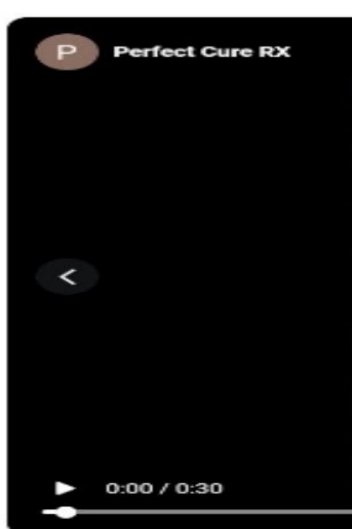
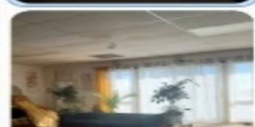
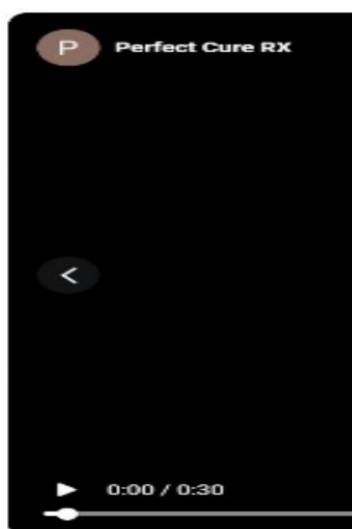
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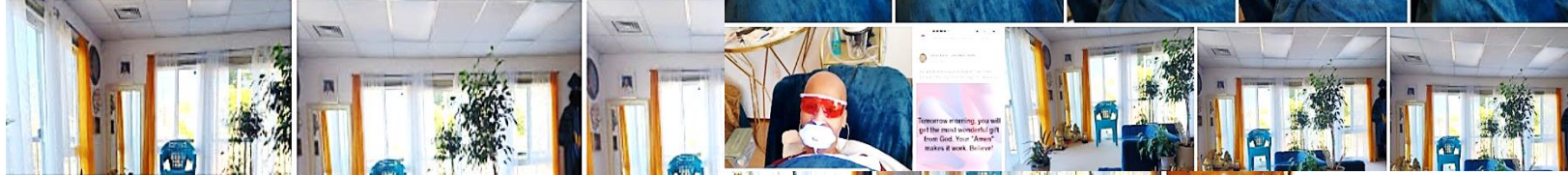
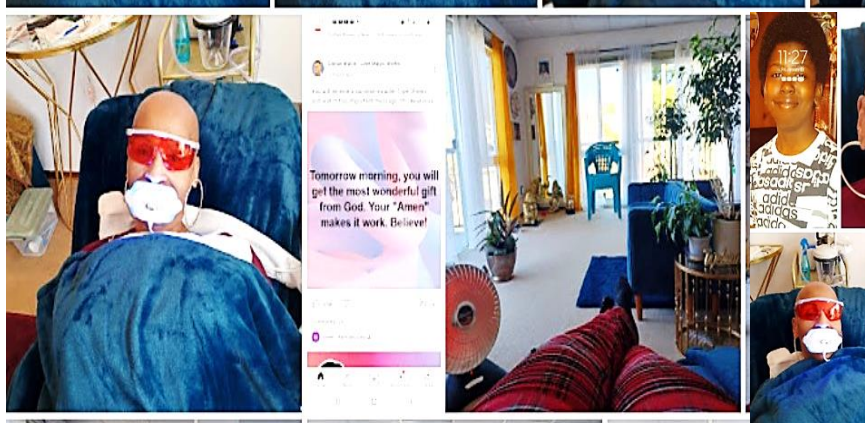
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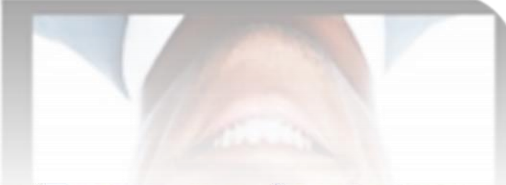
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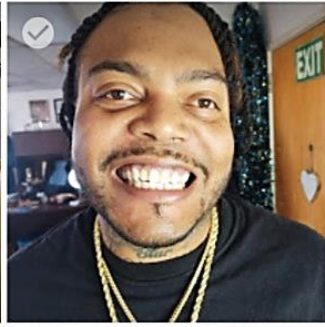
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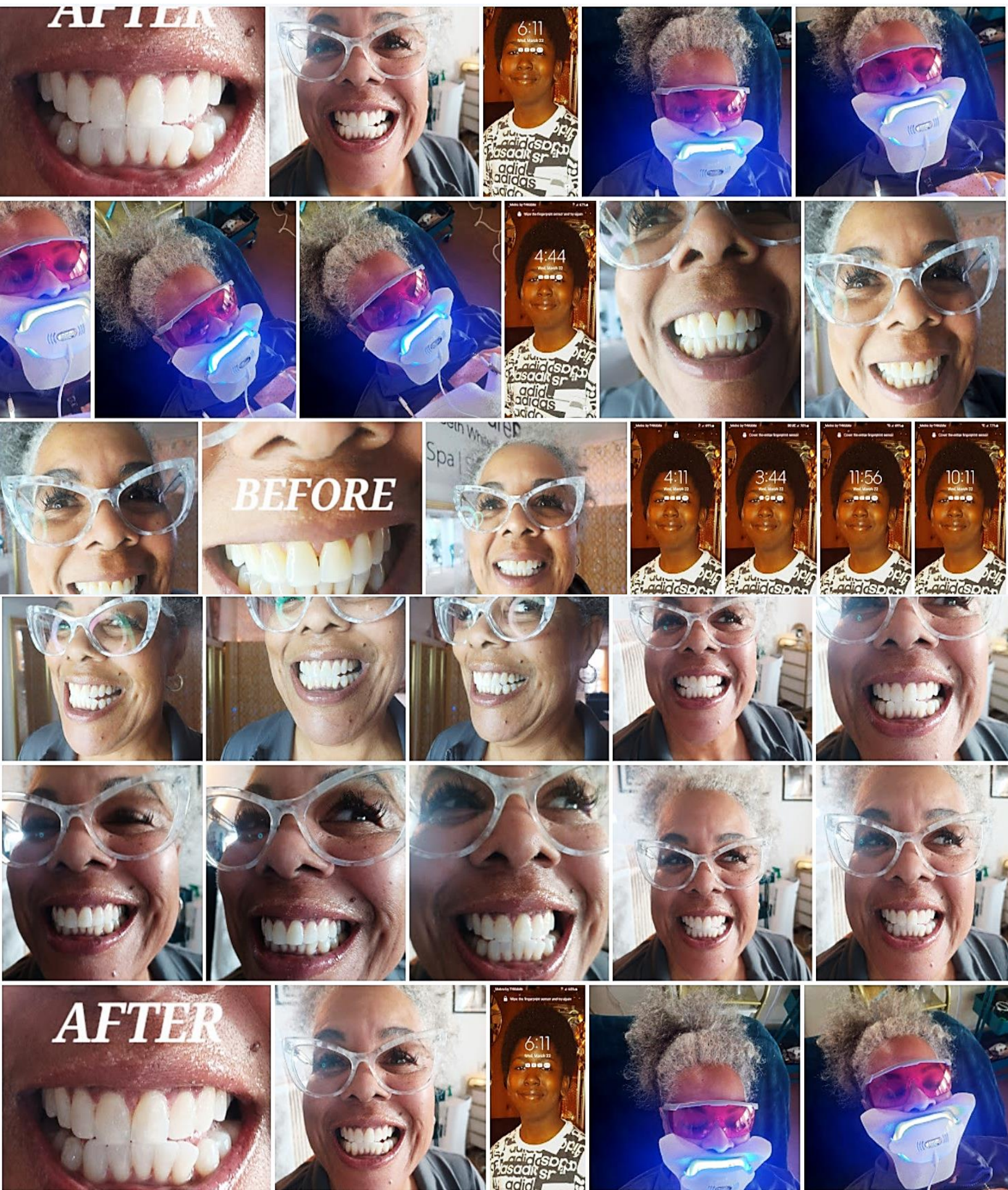
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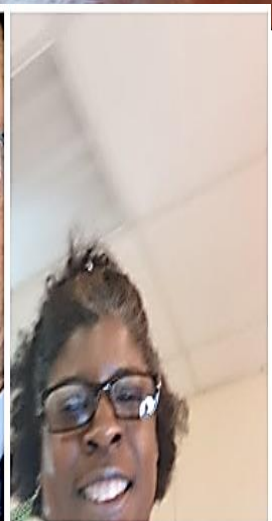
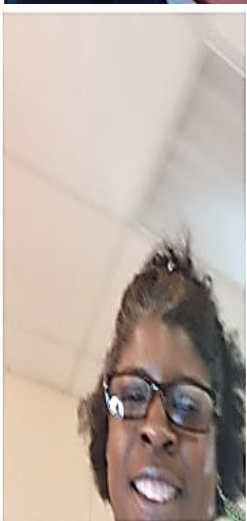
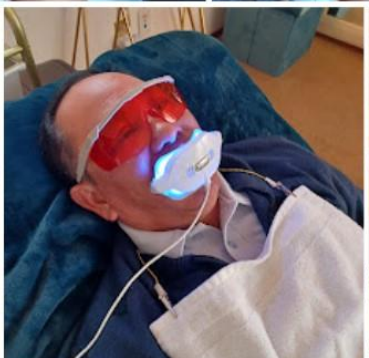
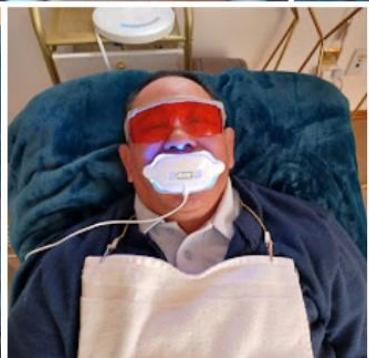
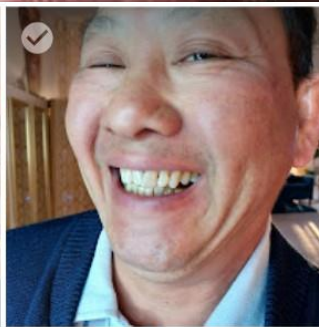
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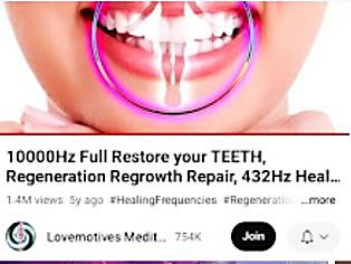
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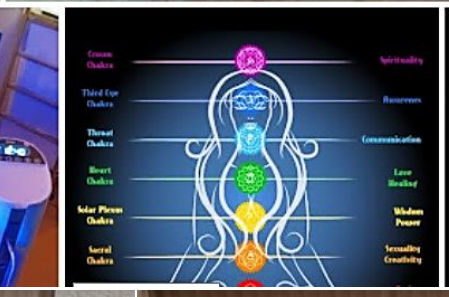




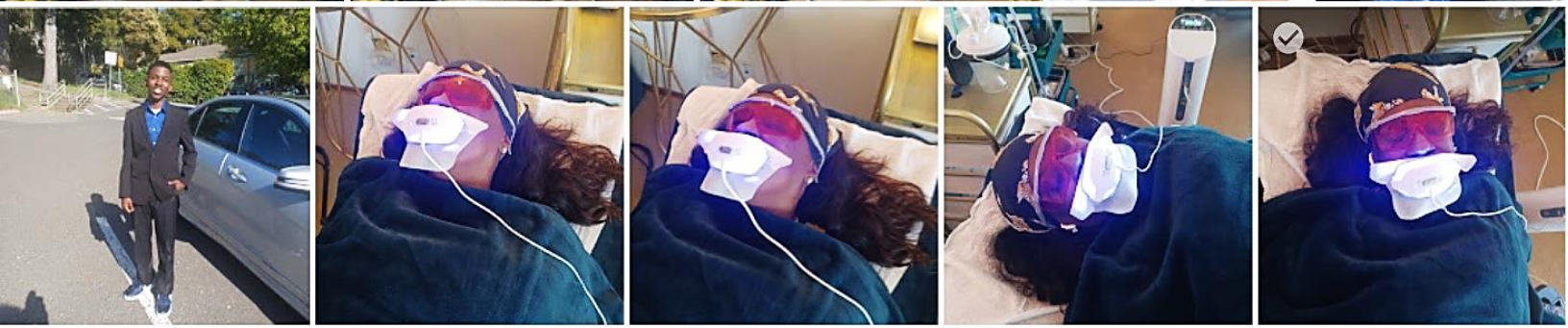
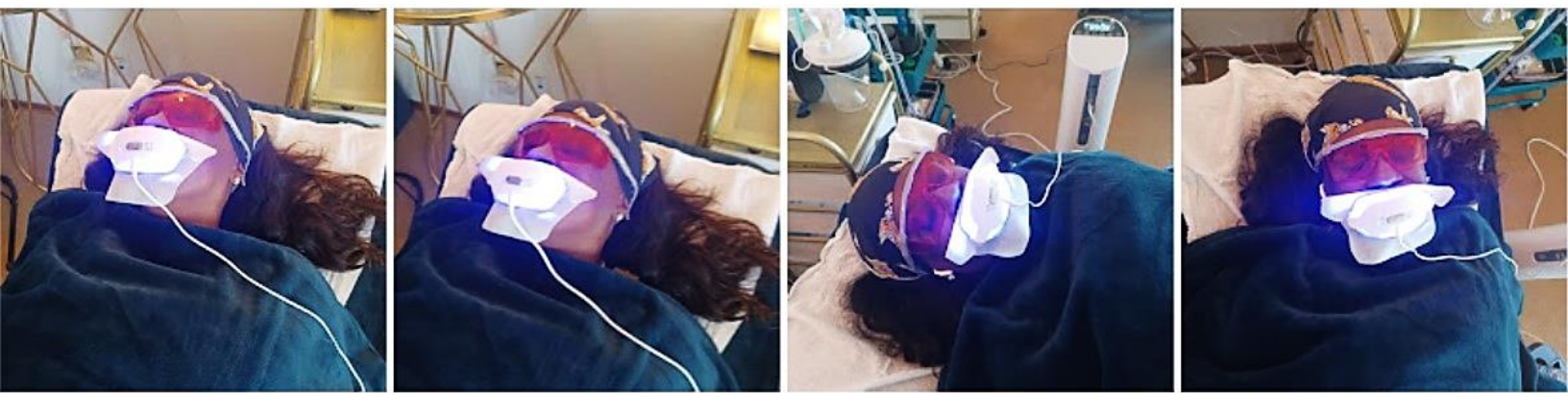


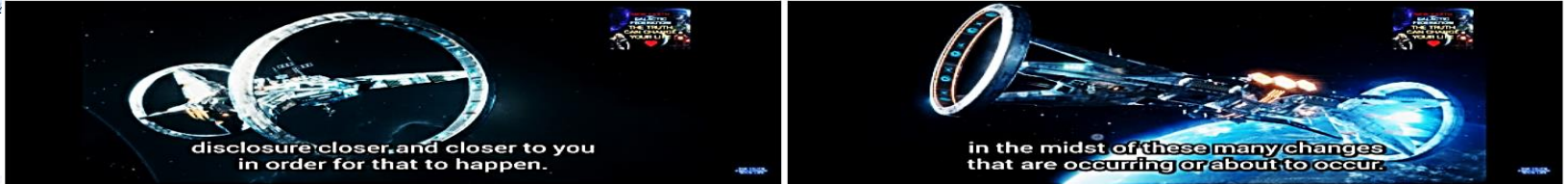


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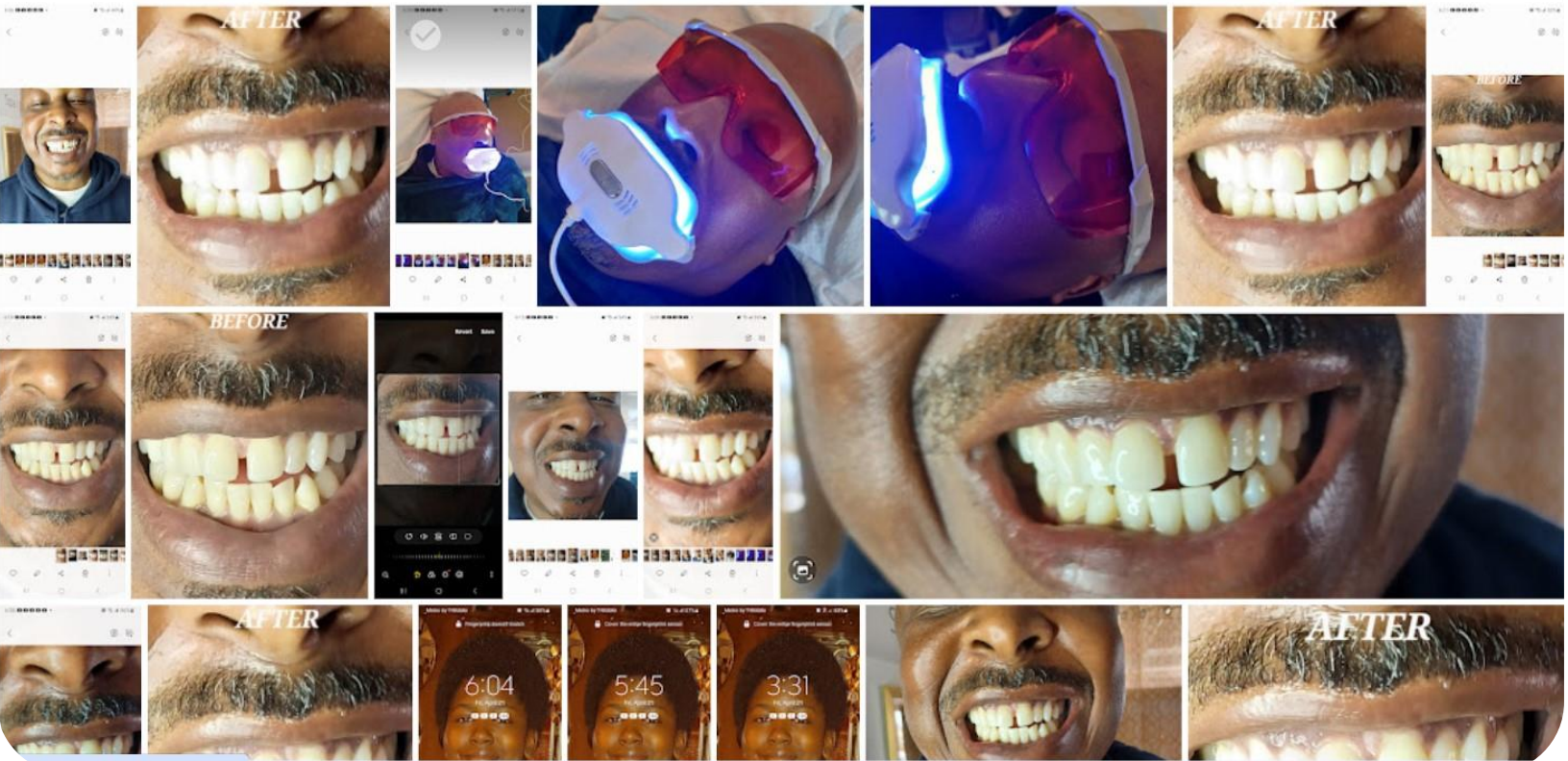
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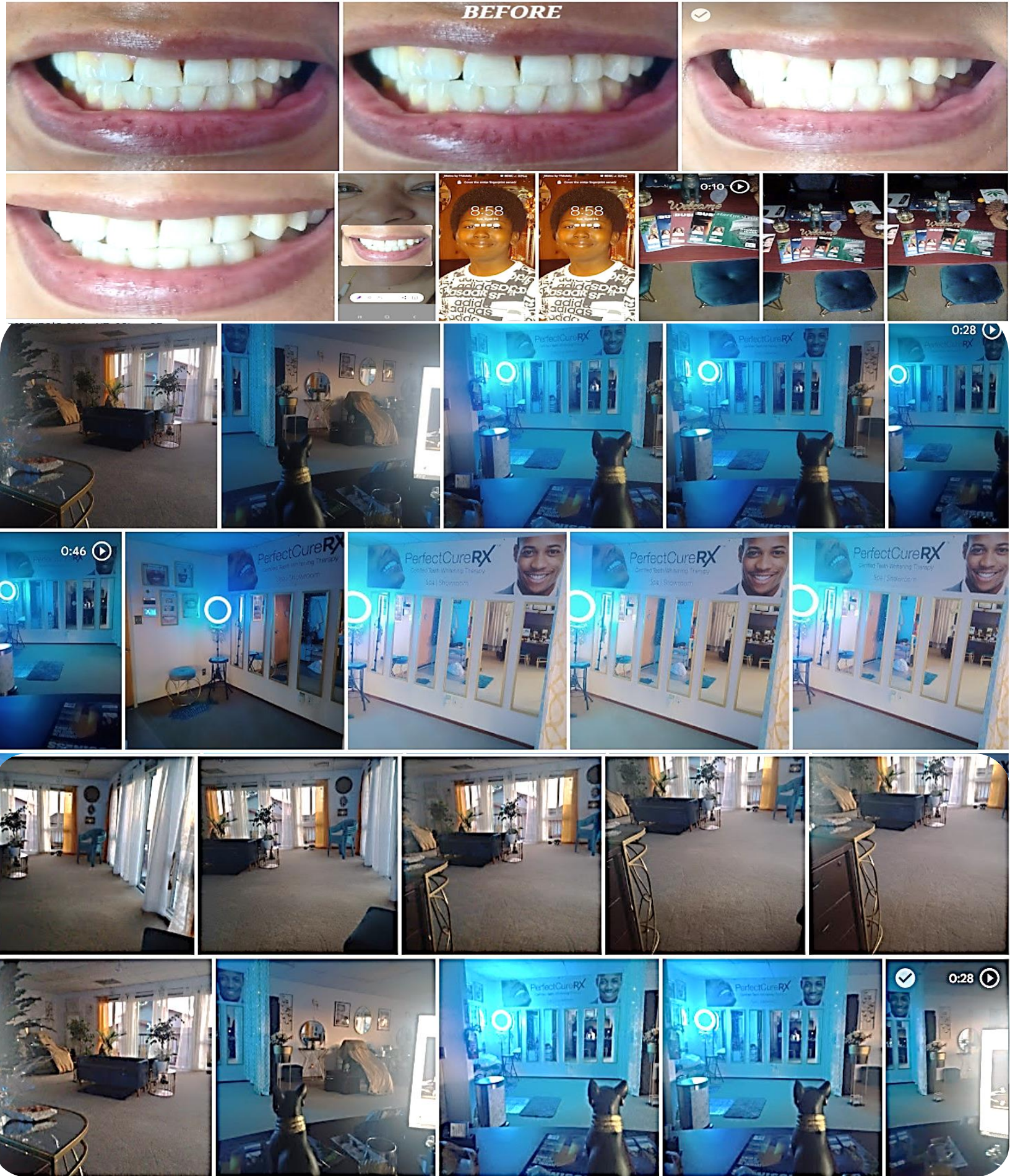


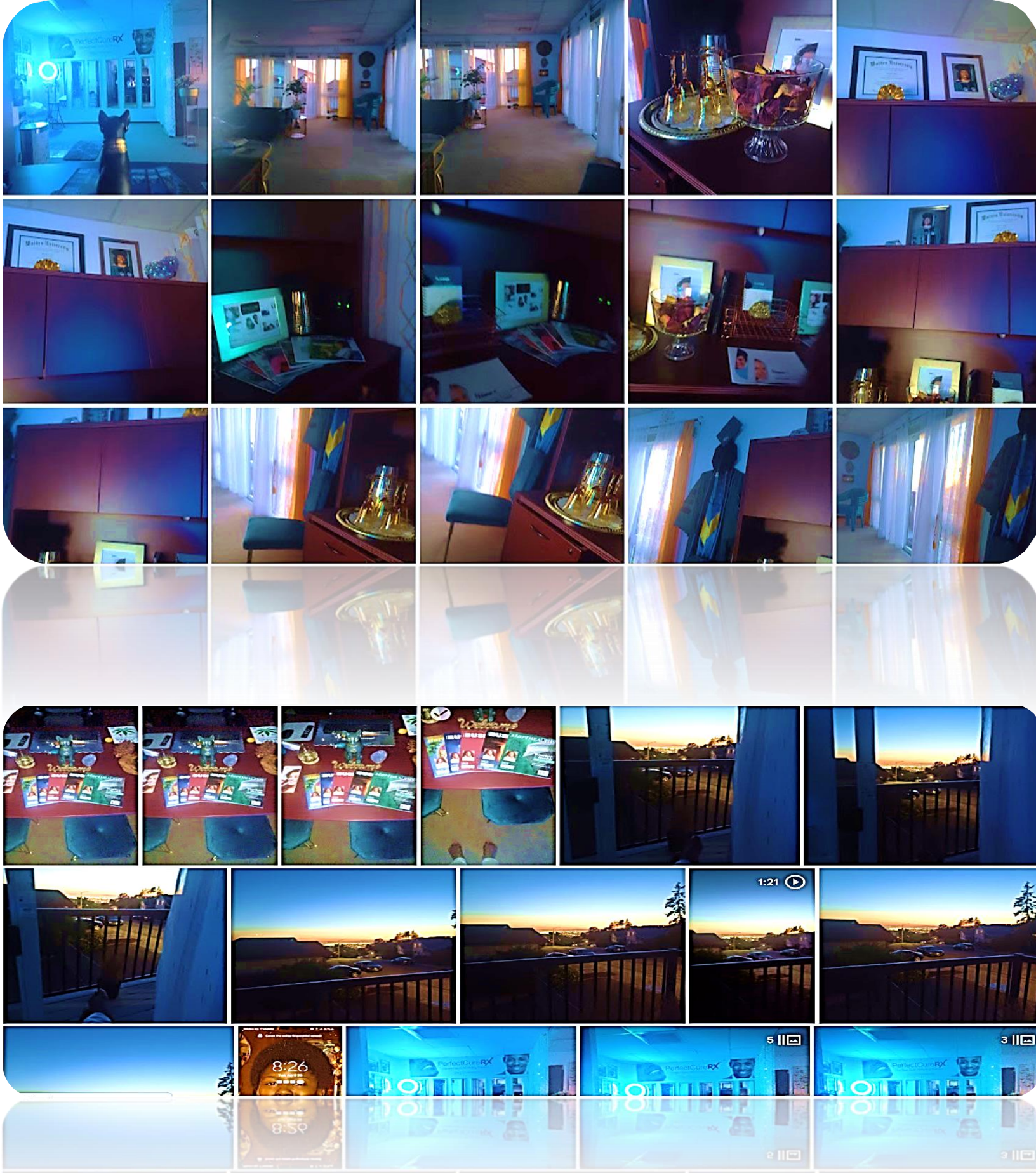


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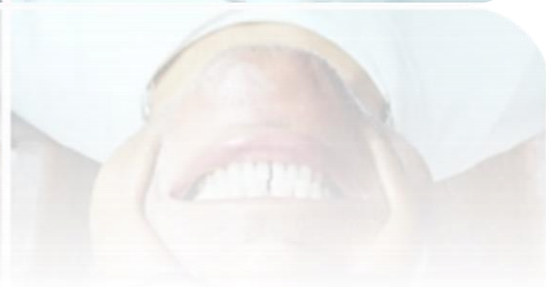




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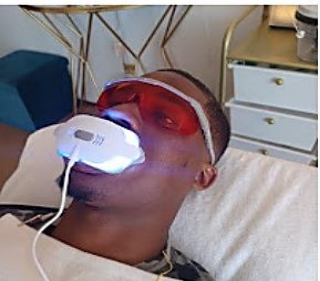
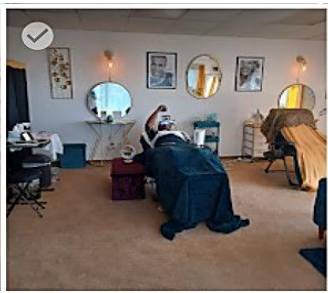
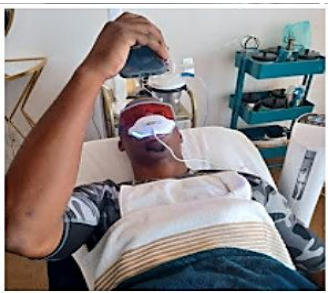
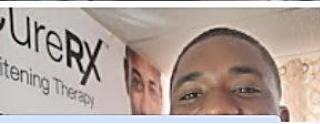
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"She's professional, meticulous and treats you like you're a guest in her home."





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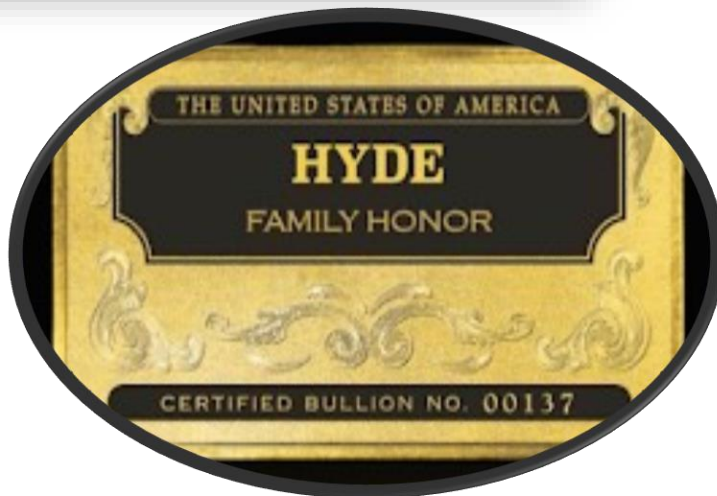
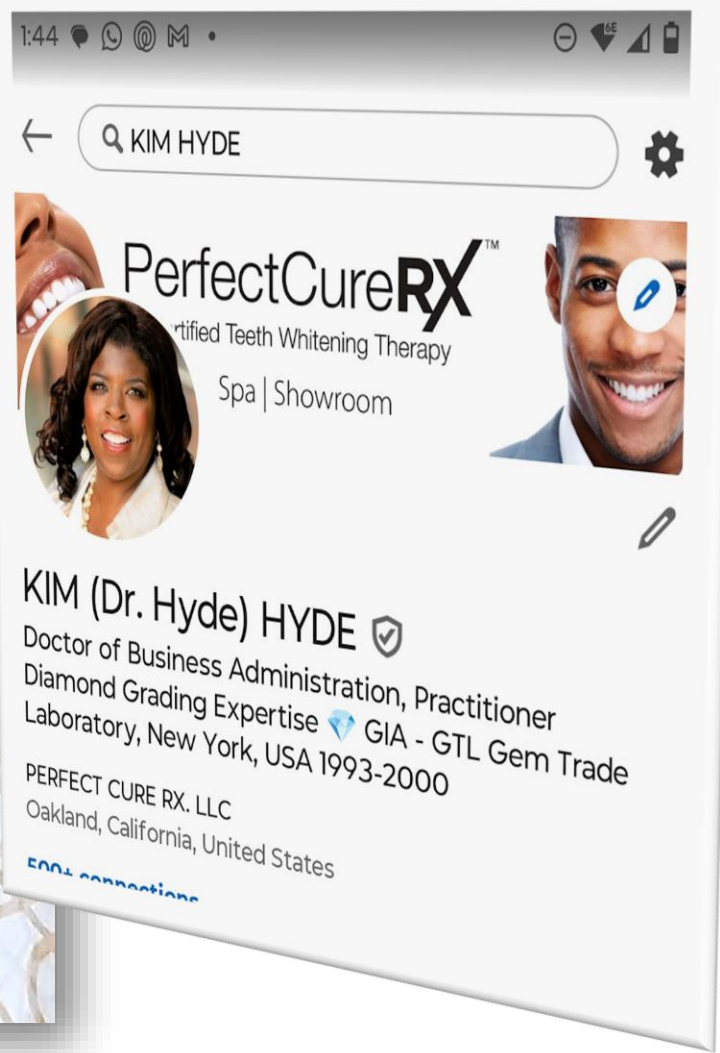
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


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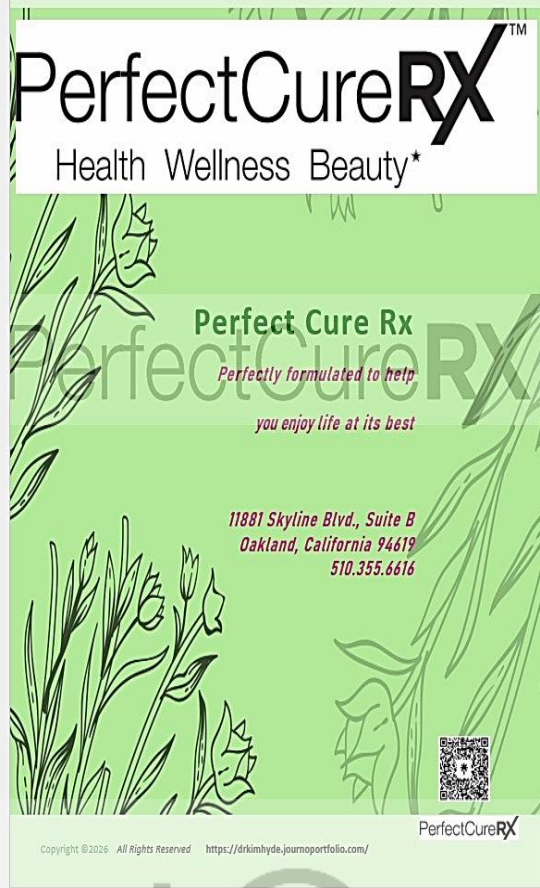
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PerfectCureRX

Dr. Kim R. Hyde, Founder | Launch to First Revenue Business Plan | Perfect Cure Rx | Established 4/11/2022

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Business Plan Prototypes

Dr. Kim R. Hyde, Founder | Business Plan: Launch to First Revenue | Perfect Cure Rx | Page 1

PerfectCureRX INTRODUCTION
Health Wellness Beauty*




The beginning. Dr. kim R. Hyde, CEO and Founder of Perfect Cure Rx, started her company after using a cannabinoid rub that brought relief from a painful knee injury. Her appreciation for the product led to learning more about cannabis-based products, legal issues, and formulations as she sought answers to a long list of concerns including product variants, regulatory constraints, sourcing of ingredients, and chemical testing. As she became knowledgeable, she also learned to navigate the maze around the complex cannabis market and the competitive landscape of cannabis and other wellness products used in traditional and alternative healthcare. These inquiries and her analysis led to forming Perfect Cure Rx.

Mission. The mission of Perfect Cure Rx is to:
 - bring cannabinoid and wellness solutions into the mainstream for relieving pain and enhancing wellbeing
 - Offer unique and superior products that meet and surpass customer needs
 - Delivering excellent service to customers that leads to organic growth of loyal followers

Values and profile. Founder Kim Hyde formed Perfect Cure Rx based on values and characteristics that guide the firm's path in contributing positively to the lives of employees, community members, and human experience generally. Among these are:
 - Grit, great team, endure and win
 - Clear path forward
 - Timing on our side
 - Receptive sales channels
 - Online and on-street customers
 - Funding sources judiciously accessed
 - Momentum paced by bold vision






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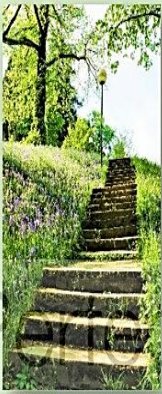
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BUSINESS FORMATION

Milestones met. Early influences in forming Perfect Cure Rx, were the wellness and cannabinoid product business culture, life cycle phase, market dynamics, competition, and culture. These prompted business formation steps:

- Named the company and created its logo
- Set up the entity and complete basic business formation steps
- Established Perfect Cure Rx as a California Limited Liability Corporation (LLC)
- Gained understanding of legal and market opportunities and constraints
- Developed branding identity and guidelines
- Designed packaging / label alternatives
- Tested formulations and obtained chemical lab results (creams and rubs)
- Leased and set up office / demonstration space



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MARKET POTENTIAL

For the year 2020 the market size estimate for Cannabinoid-based pharmaceuticals in the U.S. was \$2 billion. Growth projections indicate potential to reach \$50 billion by 2029. Steady, rapid growth is anticipated to range between 20 and 25% annually between 2023 and 2029 (americanmarijuana.org).

The growth projection for the CBD market by the Brightfield Group is substantially lower, beginning at \$5 billion in 2022 and increasing to \$11 billion by 2027. Brightfield's projection is even lower, at \$6.2 billion in 2027 if the U.S. Food and Drug Administration does not announce certain approvals by 2024.

CALIFORNIA MARKETPLACE

California welcomes the Cannabis industry. California ranks near the top among U.S. states on measures judged to be cannabis-friendly. Although the state of Cannabis regulations remains in flux, California's bureaucracy has collaborated to support growth of the Cannabis industry. State agencies involved in the activity include:

- California Bureau of Cannabis Control
- California Department of Food and Agriculture
- California Department of Public Health
- Governor's Office of Business and Economic Development



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Product Strategy

The State of California's efforts have led to support for the Cannabis industry including:

- Access to banking and other financial services
- A \$15 million program of equity grants for local jurisdictions
- Establishment of cannabis growing regions that allow cultivators to promote their unique flavor, potency, and other characteristics of the growing region (similar to wines)
- Initiatives to promote farming cooperatives and co-branding among farmers and between farmers and distributors
- No residency requirement for licenses and no maximum placed on the number of licenses the state can issue

California market and growth projections: The recreational marijuana market estimate for 2022 is \$5 billion, which represents 25 to 28% of the legal marijuana sales in the U.S. Growth projections vary widely due to regulatory changes and the unsettled condition of the market. Highest growth among users is attributed to Generation Z (born 1997 to 2012), with Millennials (born 1981 to 1996) continuing to hold the predominant share of purchases (Source: 805-Cannabis, 2021).



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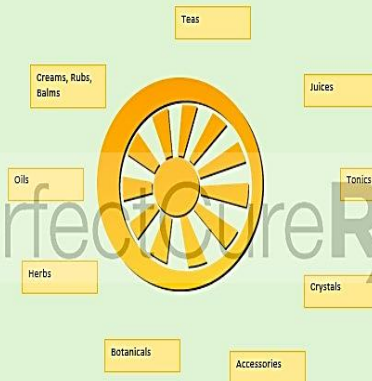
Perfect Cure Rx PRODUCTS

- Hemp-Based Creams Rubs, Balms, Oils
- Medicinal Herbs, Botanicals
- Teas for Calming, Cleansing, etc.)
- Juices, Tonics, Waters
- Stones (Crystals)
- Accessories
- Water and Tea containers



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THE PERFECT CURE Rx WHEEL OF WELLNESS



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COMPETITIVE LENS

Resistance comes from **every corner**

Our challenge

- Seize attention
- Advocate
- Acquiring customers

Keep our message ahead of the crowd



We Contend Against

- Traditional products
- Alternatives
- Non-Users
- Skeptics
- Channels
- Legislation
- Regulation
- Similar seeming products



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Health Wellness Beauty*



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COMPETITIVE LENS



Saturation? The market shows evidence of saturated demand for medicinal cannabinoid products in some sales channels, although the projected growth in numbers of consumers and market size suggests an expanding market overall.

Future opportunity. Further growth in saturated segments will be driven by product variations and development of niches. Acceptance of cannabinoid products (also termed "restorative botanicals") in mainstream online and physical outlets will increase sales as well in physical stores and from shelves of healthcare professionals and personal enhancement services such as spas and salons.

Pain relief drives use. Using reports by the Oregon Health Authority as surrogate for the nation, patients seeking relief from pain constitute 87% of medical marijuana patients. Many variations of these products are sold.

- | | | |
|---------------------|--------------|-------------------------------------|
| Drops (oils) | Extracts | Soaking solutions (with Epsom Salt) |
| Creams, balms, ribs | Roll-ons | Liquids |
| Gummies | Massage oils | |

Manufacturers proliferate their products by using a mix of ingredients in their formulations along with offering several sizes, scents/flavors, dispensing choices, and packaging configurations.

Non-pain relief uses. Hemp Oil is also represented in personal care and other consumer products, which is interpreted as a sign the public is intrigued with hemp and its potential benefits. A sampling of non-analgesic uses includes:

- | | | |
|-------------------|-------------------------|---------------------------|
| Bath and body oil | Hemp oil-infused coffee | Night cream |
| Hair conditioner | Furniture polish | Hearts (sprinkle on food) |
| Skin moisturizer | Candies | Seeds Hulled (edible) |
| Body wash | | |

Competitors and brand leaders.

- Charlotte's Web (No. 1 Overall and in online sales)
- SUNMED (No. 2 Overall and No. 1 in retail chains)
- High Tide (No. 3)
- Leaf Naturals, FAB (CBD)
- Simply Better (No. 2 in Retail chains), Brands (GoatGoiol)
- CBD American Shaman



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MARKETING



Joint Pain Product Suppliers: Arthritic aids, braces, orthotics, medical supply stores

Licensed Health Professionals: Naturopathic physicians, acupuncturists, podiatrists, physical therapists

Wellness Professionals: Nutritionists, stress counselors, alternative healers, fitness trainers

Personal Enhancement: Spas, salons, manicurists, estheticians, beauty supply stores

Spiritual Healers: Meditation centers, yoga studios, internal harmony coaches

Individual Consumers (Online) Athletes, rehabbing patients, seniors, trades workers



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FOUNDER LEADERSHIP

Dr. Kim R. Hyde: Entrepreneurial Ventures

First venture

Gift baskets for hotels. Trendy, personal-pampering soaps, shampoos, lotions, and more in esthetically distinctive presentations. Learned all aspects of the business from a skilled entrepreneur and served active clientele during high school and college.

Jewelry design and reselling

On-street and online markets based on original designs and curated collections from others. I have leveraged knowledge as a Graduate Gemologist (G.G.), Diamond Grader with The Gemological Institute of America, in New York City. I expanded my network of contacts, working in the International Jewelry District of Manhattan, NYC. My personal interactions provided insider track to emerging trends and opened doors to best sources and prices. Sold merchandise at street fairs, trade shows, and to online clientele.

Non-profit start-up and management

Partnered in founding a youth mentorship, non-profit organization, focused on professional drill ceremonies, drums, horns, parades national events. Managed as the Executive Director of the organization. Group participated in national parades, openings, and civic celebrations. Raised funds by grants (presentations to Oakland City Council), parade in-kind earnings, and private donation.

Mastery of business management and funding

Building on B.A. in International Business, completed Doctorate in Business Administration in Entrepreneurship. Dissertation study centered on funding for start-up founders and companies.

Perfect Cure Rx Founded

Currently pursuing opportunities in the burgeoning self-care wellness market with a start-up wedge of cannabinoid-based products. Additionally concentrating on personal enhancement and esthetics focused on teeth whitening.



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TEAM

Go-To Team – Specialists

Functional Area	Status
Branding	Onboard
Marketing	Founder
Social Media Outreach	Onboard
Business Planning	Onboard
Information Technology	Onboard
Online Capabilities (Cart, Payments)	Onboard
Operations	Identified
Sourcing	Founder
Compliance, Legal	Founder
Finance	Founder



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SALES CHANNELS

Retail (and Online) Categories

- Online Mega-Retailers
 - Amazon, eBay, for example
- Clubs, Membership Warehouses
 - Costco, Sam's Club
- Mainstream Drug Stores
 - CVS, Walgreens, Rite Aid
- Large Health Food Chains
 - Whole Foods, Sprouts, Farmer Joe's, Berkeley Bowl. All in or adjacent to Oakland, California
- Nutritional Supplement Chains
 - Pharmacia, General Nutrition
- Pet Store chains
 - Petco, Pet Food Express, PetSmart
- Cannabis marijuana dispensaries
 - Adult-use Lounges and Medical Marijuana Dispensaries



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Additional Sales Categories

Licensed Medical, Health and Wellness Providers

- Orthopedic physicians
- Sports medicine physicians
- Pain physicians and clinics
- Gerontologists
- Naturopathic physicians
- Osteopathic physicians
- Physical therapists
- Chiropractors
- Acupuncturists
- Holistic practitioners
- Veterinarians

Wellness and Personal Enhancement Providers

- Medi-Spas (Botox, Lasers)
- Nutritionists, dietitians
- Weight control specialists
- Massage therapists
- Gyms, fitness trainers
- Rehabilitation facilities

Spiritual Centers and Healers

- Meditation centers
- Yoga studios, instructors
- Retreat centers



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LAUNCH TO FIRST REVENUE

Observations

The growing market interest and sales growth of cannabinoid products may mask certain complexities of the industry that are associated with legalities and restrictions imposed by state and local governments. The industry is in a high state of flux. The rate of change and ambiguities have interfered with market dynamics and have held back participation by significant sales channels.

- The marketplace is saturated with many product choices. Amazon lists more than 500 items on its screens that show hemp creams and lotions.
- Perfect Cure Rx can expect to compete against non-cannabinoid pain relieving products that do not have the added handicap of marijuana ingredients and regulation. Many similar-seeming products make it difficult to differentiate products.
- Products are offered in many variations including size, form (cream, roll-on, etc.), scent, and added ingredients.
- Prices are typically less than \$25. Most prices are under \$15, and many are under \$10. A premium pricing option would need to be perceived as unique and superior for sales success.

Business opportunities, though, are ready to be developed by entrepreneurs who are skilled in market navigation. Generating clientele in less saturated user segments and channels can be explored. Pursuing alternative sales channels may mean less formidable barriers to market entry, more controllable sales costs, and a faster track to sell products online and place them on sellers' shelves.



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Paths to Consider – Near Term Priority

Path 1. Enter with wellness products without hemp ingredients. Sales to luxury marketplaces. Differentiate by high end packaging. Be unique to connote value and justify pricing. Consider formulations that add ingredients such as elderberry for immunity and other ingredients that have anti-inflammatory properties. Develop a client base by personal contact (sales associates) and selectively by exhibiting at trade shows.

Path 2. Enter with hemp-based pain relieving creams in the San Francisco East Bay with focus on Oakland and adjacent communities. Use the immediate vicinity as a market testing ground leveraging local access through familiarity with micro-segments and contacts to gain feedback. Identify segments with high interest and potential to adopt Perfect Cure Rx products.

Lead generation methods to consider:
Personal contact with owners and operators
Email
Text messages
Focused on social media, including TikTok and Snapchat
Influencer marketing through Cameo.com
Infomercials (cable and streaming media) in non-prime times
Local trade shows and exposure opportunities

Path 3. Develop clientele of health professionals and licensed wellness practitioners. Gain following clients who will give credible testimonials. Generate leads and develop potential through email. Send consistently. Consider trade show opportunities at regional professional meetings.

Path 4. Explore white labeling. This practice may be a viable option across selected sales channel outlets, both online and in-stores. Minimum sales volume thresholds may be needed. Additionally, a supplier may be needed that can produce (package) inventories on demand.



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POST-LAUNCH EXPANSION

Develop and leverage clientele. Focus on best-selling products and established clientele after learning what works and what does not.

Go to the next level after demonstrating sales, profitability, and stability of sources. Expand to chains selling nutritional supplements and alternative medicines such as Pharmacia.

Acquire large accounts. Many market leaders have hung back in their sales of cannabinoid products. With a more stable market, they are likely to begin selling cannabinoid products. Examples are:

- Traditional drug stores: CVS, Walgreens, Rite Aid, and similar
- Pet food stores: Petco, PetSmart, Pet Food Express
- Gyms and fitness centers and fitness trainers, golf and tennis equipment sellers

Qualify for and secure high volume accounts among large aggregators. Candidates can be approached such as the pharmacies of the Veterans Administration, Kaiser Permanente, and Costco.

Five generations. One name.

PERSONALIZED 999 PURE SILVER BARS



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SOURCING / OPERATIONS

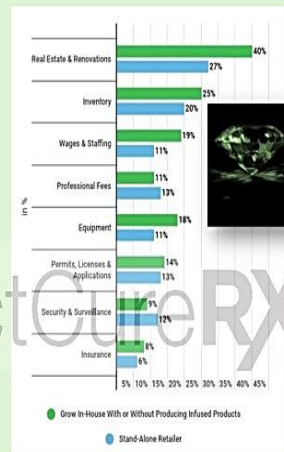
The Founder of Perfect Cure RX, is responsible for all aspects of operations and sourcing. Laboratory Product testing is a priority and immediate focal point concerns:

- Primary Sources
- Chemical testing
- Backup Sources
- Lawful Compliance
- Logistics
- Inventory Control Methodology



FINANCIAL

Following is a summary of typical startup costs for medical and recreational marijuana retailers in the U.S. which provides a useful breakdown.



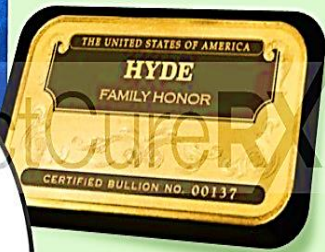
Source: Medical Marijuana Statistics 2020, Usage, Trends and Data. AmericanMarijuana.org



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We are working to project the financial snapshot of revenue, expenses, and investment needs for years 1, 2, and 3. The following statements and data are to be included:

- Quantum Revenue / Goss Profit
- Income Statement
- Cash Flow
- Balance Sheet
- Ratios
- Break Even



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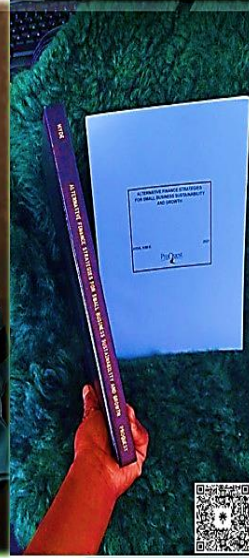
ASSUMPTIONS

- State and local laws will be changing.
- Compliance regulations will change.
- Derogatory health evidence from cannabinoid usage could emerge.
- New products could outperform Perfect Cure Rx products.
- The current fragmentation of the industry could slow market growth.

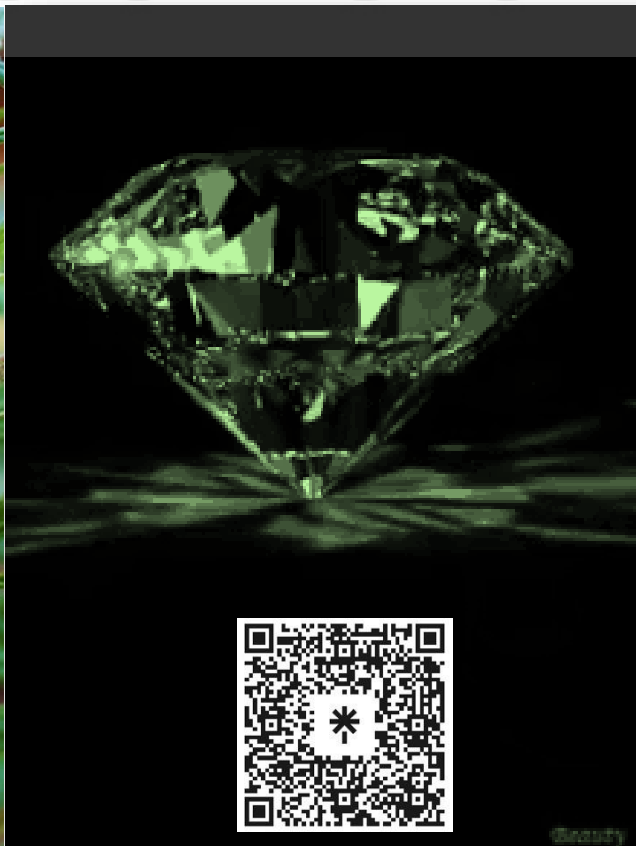


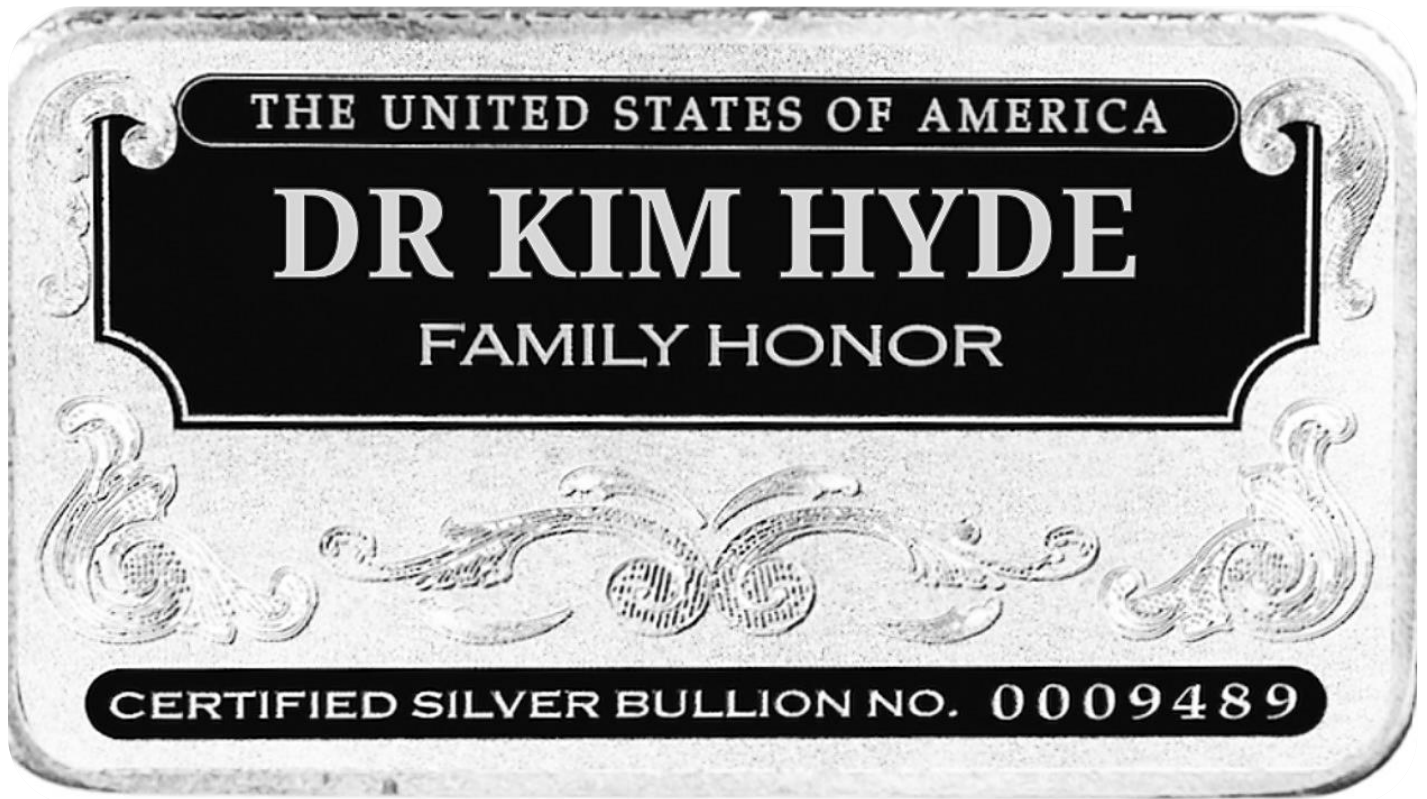
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PerfectCureRX Complete Dissertation
Dr. Kim Renita Hyde <https://scholarworks.waldenu.edu/dissertations/1050/>



PerfectCureRX





Business Formation and Planning

by Dr. Kim R. Hyde

A Business Plan Example

(This plan was developed to support a proposal to lease space for the business. The plan shows the concept, operations, and marketing, but was not fully completed.)

The business is a multi-functional event space. The space is intended for short-term uses such as celebrations, group meetings, club activities, and commercial events sponsored by the business. The space accommodates tables for sale of jewelry and crafted products and has a small dance floor. An industrial kitchen serves as a catering preparation base and facility for heating, cooling, and preparing food brought to an event. The projected activities cover day, evening, and late night events, allowing the business to generate revenue over a 12 to 18 hour timeframe 7 days a week and provides attractive potential for generating revenue.



INSPIRATION GALLERY

An event space for commerce, gatherings, celebrations, and inspiration



INSPIRE

INSPIRE TRADE CENTER, LLC

Oakland, California

Kimhyde.inspire@gmail.com

1(510)355-6618

BUSINESS PLAN

April 10, 2017

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INSPIRATION GALLERY

A Multi-Purpose Center for Social Gatherings and Commerce





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CONCEPT**PURPOSE**

The business is both a producer of its sponsored events and a provider of space which it rents to other event producers on an hourly basis with accompanying amenity enhancements.

The business is owned by Inspiration Trade Center, LLC, Oakland, California. It will operate as one or more identities (brands) for marketing purposes. "Inspiration Gallery," the primary brand at business launch has the potential to generate revenue for day and evening use.

Inspiration Gallery will be marketed as a venue that may be used by private individuals, social groups, nonprofit organizations, and companies.

Revenue will be generated by three activity types:

- 1) Inspiration Gallery-sponsored events that occur once only or irregularly and events that recur on a scheduled basis. Clients/Companies pay to participate. Example: A micro-trade show for dealers in gems and high-end jewelry.
- 2) Community organized events that generate revenue by renting the space and contracting for add-on amenities including food, custom décor, and music.
- 3) A Social Club with paid memberships. The club will attract night owls who wish to extend their evenings to Friday and Saturday nights on one weekend monthly. Membership will be open to individuals over 21.

The social club will be secured by obtaining 501(c)7 status. As such, Inspiration Gallery and all activities and events held in the event space may legally serve alcoholic beverages.

AUDIENCE

Individuals, groups and companies using our facility will be drawn primarily from the community within a 5 to 7 mile radius of the Foothill Square shopping mall. Sponsored events for audiences with specific interests, for example, a chess tournament, will draw attendance from the entire San Francisco Bay region.



■ COMPETITION

Local Appeal. Rather taking business from other event spaces, the upgraded Foothill Square mall itself will appeal to residents in the area who have previously needed to travel to other parts of Oakland, Hayward, Castro Valley, and San Leandro to conduct business and do their shopping. Having an event destination in their immediate community will be a welcome alternative.

Pricing Strategy. The rental space for events will face price competition. We will charge the prevailing rate for basic services and standard amenities. Adding to the basic charge there will be an assortment of amenity choices that will enhance our clients' events. The add-on options will include a percentage over the cost of products or vendor services (caterers, DJs, and entertainers), including special theme decors, furnishings, and use of limousines.

■ OUR ADVANTAGES

Our uniqueness will be significantly tied to the burgeoning interest in the upgraded Foothill Square Mall. Our value is a combination of convenience, price, value, and the versatility of our space which will appeal to clients with requirements as diverse as companies to conduct training, families for celebrations, the late-night/week morning hours crowd, and discretionary spenders for luxury items including gems, jewelry and art who will be attracted to micro trade shows, special sales, and investment opportunities.

Our name, logo, branding and promotional programs will establish our identity and convey value.

PRE-LAUNCH

■ FACILITY

Multi-purpose uses. The facility will be prepared to accommodate widely different needs depending on purposes and audience expectations. Example: Rectangular tables will be used for training events; round tables of 8 will be used for late-night social events; small tables seating 2 or 4 will be used for games and dances.

Our plan is to be highly versatility including the ability to change the ambiance and space layout quickly to fit the tone and style of a business crowd, a game afternoon, and a disco scene.



FURNITURE AND EQUIPMENT

In addition to the tenant buildout negotiated in the leasing contract, furnishings will include:

Food equipment: Refrigeration, ice-making, oven, dishwashing, heating electronics, coffee making

Food preparing and serving: Counters, utensils, trays, waste receptacles

Office, Reception Furniture

Audio equipment

Projection equipment and white board

Speaker lectern, check-in kiosk (wheel-able)

Computer for projection equipment; computer/printer for office

Wi-Fi, large screen television

Vacuum cleaner

Portable room dividers

Signage

Wi-Fi

Waste disposing instructions

Supplies

Kitchen, serving, cleaning, decorating, installation tools

Safety/security

Fire extinguisher, CCTV, security, first aid, CPR (defibrillator) and drug overdose pharmaceuticals



OPERATIONS

MANAGEMENT

Kim Hyde

Partner,
Inspiration
Gallery

Offers experience managing a nonprofit organization, expertise in gemology, and business understanding with completion of her MBA and DBA (doctorate in business administration). She is effective in working with business and community organizations and leverages an extensive network of talent and resources.

Anonymous

Partner
Escape Den

Brings experience in promoting and staging music performance and social events with experience that extends over a span of years. His thorough understanding of the business of late night entertainment reduces time to profitable revenue.

SUPPORT NETWORK

Both partners are well established in their communities of interest. They have readily available qualified resources to draw on to execute the startup phase and assure predictable high quality ongoing operations. Their networks include:

Pre-Launch contractors include

Electrical including lighting, plumbing, and audio/visual

Professional expertise includes

Legal, Business Strategy/Planning, Insurance, Tax and Financial, Safety and Regulations

Marketing

Graphics, social media, promotional campaigns

Performance

Entertainers for music, dance, magicians, clowns, etc.

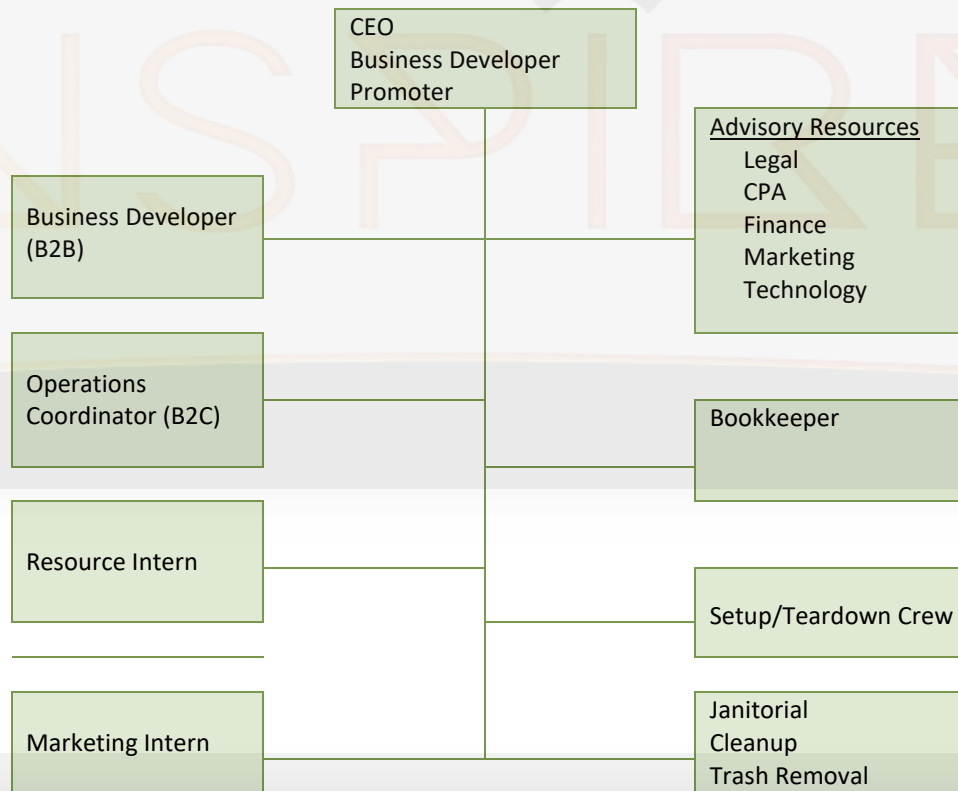
ON-GOING OPERATIONS

Roles of Partners, Kim Hyde and Partner

Kim Hyde and Partner will jointly operate the space. Kim will be the ongoing managing partner with administrative, operating, staffing, marketing, facility and related responsibilities.



Organization and Management

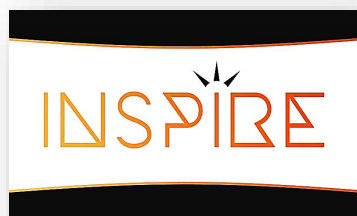


MARKETING

■ EVENT TYPES

Three distinct event types will be marketed, each targeting a different market and user:

- | | |
|---------------------|--|
| Inspiration Gallery | (1) Sponsored and staged gatherings Example: A micro-trade show for dealers in gems and high-end jewelry. |
| | (2) Space rental for events organized by clients, including community organizations and individuals. |
| The Escape Den | (3) A social club open from midnight to 4:00 a.m. with membership open to individuals over 21 who pay a fee to join. |



■ MARKET TARGETING**Inspiration Gallery**

Sponsored and staged gatherings

Businesses Luxury goods dealers, including jewelry, imported brands, lending clubs, investment (crowd funding), and trade shows (travel, touring) and similar. A participation fee will generate revenue from businesses.

Customers Discretionary spenders such as users of spas, cosmetic procedures, high end sports (golf, skiing), luxury travelers and similar will be drawn to the event through promotion by the participating businesses. A portion of the participation fee will be used to increase attendance by placing announcements in local print and online media.

Community Events Space Rental

Organization Social clubs, civic organizations, political advocacy groups, senior centers, and nonprofits of many types will use the facility on a rental basis. Individuals and families will contract with the business for events such as wedding receptions, graduation parties, birthdays, reunions, and many other celebrations

Escape Den

Alliances The audience for the late night social club will be associated with late night entertainment. Participants will be socially minded people who enjoy music, entertainment, and a place to escape.



■ **MARKETING STRATEGIES**

Escape Den

Attendance will be promoted through nightclubs, bars, restaurants and hotels and other businesses associated with the nightlife community.

Website

Print Radio

Television

Email

Local Cable TV

Promotion

■ **PRICING**

BASIC TERMS

4 hour minimum

10-24 attendees

25 and over (to limit of 55)

Paid in advance

Cancellation Fee

Note: standard contracts for event space rental are available by Googling

STANDARD AMENITIES

Wi-Fi

Audio system

Kitchen area

Projection equipment

Whiteboard Chairs and tables



ENHANCED AMENITIES (ADD-ON AT COST + MARGIN)

Catered food: From break food and beverages to full evening meal service

Drink station and servers

Table servers

Security

Extra janitorial needed if food

Live music (harp, guitar, combo, or DJ)

Event theme "package"

Colors

Banners, balloons, party favors

Special table setups (linens, centerpieces)

Special furniture (requires rental)

Research on Hourly Rates Rental for Spaces in Oakland

Anonymous Space A, 17th and Broadway area, Oakland, \$100+/Hr.

URL provided

Anonymous Space B, Uptown 20th and Broadway area, Oakland, \$115/Hr.

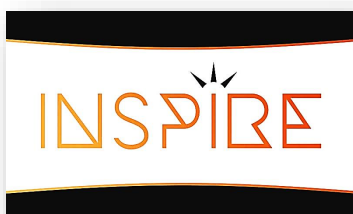
URL provided

Anonymous Space C, Lake Merritt area, Oakland, \$125/Hr.

URL Provided

Anonymous Space D, Union Square area, San Francisco, \$200/Hr.

URL Provided



FINANCIAL**FACILITY****The proposed lease terms:**

1,835 square feet consisting of the large space of 1,454 s.f. 2 small spaces of 113 s.f. (230 s.f.) and an additional space of 155 to equal a total of 1,835 s.f.

Cost per square foot is negotiable within the range of \$.80 to \$1.25.

We propose a 3-year contract with an 18-month option to renegotiate terms.

The abatement request consists of (a) 4 consecutive months and (b) 2 consecutive months after the first 18 months of tenancy. Buildout of the space will be planned as follows:

Permanent/Structural Changes – Owner-provided

Plumbing to provide water in a kitchen and an internal bathroom

Sink with garbage disposer built into counter unit

220 volt electrical wiring

Floor covering

Painted walls

Recessed lighting with wall controls

Structural Changes – Tenant Responsibility

Built-in (ceiling mounted) projection equipment

Built-in speakers for audio

Compensation, Governance, Insurance

Partner's Compensation

Investor's Return

Legal

Agreements

Liability

Renter's Contracts

Insurance



■ NON-RECURRING START-UP COSTS

■ SOURCES OF FUNDS

■ PROJECTED FINANCIALS

Revenue and Expenses

Revenue Projection

First 3 Months

Second 3 Months

Next 6 Months

Cost projection

Breakeven

Profit Projection

Assumptions

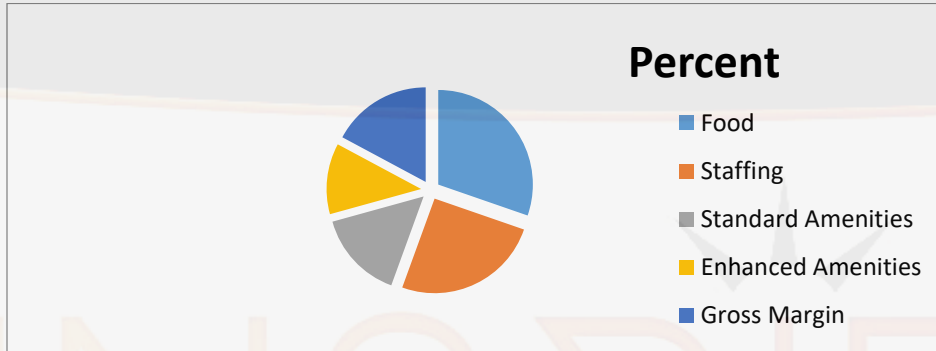
Assets and Liabilities

■ COST PROFILE (Single event)

Item	Inspiration Gallery		
	Sponsored Events	Space Rental (Groups)	Escape Den
Typical attendance	55	35	45
Revenue -Standard			
Revenue-Markup			
Enhanced Services			
Expenses			
Fixed Expenses			
Variable Expenses			
Food			
Beverages			
Crew			
Setup/Breakdown			
Servers/Coordinator			
Cleanup			



Item	Percent
Food	30
Staffing	25
Standard Amenities	15
Enhanced Amenities	12
Gross Margin	17



TIMELINE

Objectives (Responsibility)	April		May		June		July	
	1 st Half	2 nd Half	1 st Half	2 nd Half	1 st Half	2 nd Half	1 st Half	2 nd Half
Lease finalized								
Space buildout								
Furnishings installed								
Administrative/Financial								
Marketing launched								
Client company commitments								
Community group reservations								



INSPIRE



INSPIRE

