



## ABRIDGED BUSINESS PLAN

**THIS IS THE *FIRST DRAFT* OF OUR BUSINESS PLAN WITH ALL LOCATION SPECIFIC AND EVOLVING EXPENSE DETAILS REMOVED. FOR THE CURRENT BUSINESS PLAN, WITH COMPLETE DETAILS, PLEASE CONTACT US FOR OUR NDA SO WE CAN SEND YOU THE COMPLETE VERSION.**

**OUR NON-PROFIT IS SEEKING THE FINAL STEP: FUNDING!**

- ✓ Step 1: Completed website(s): [www.OneCommunityRanch.org](http://www.OneCommunityRanch.org) and [www.SustainabilityNonProfit.org](http://www.SustainabilityNonProfit.org)
- ✓ Step 2: Establish Community Pioneer Team ready and able to move onto the property on day 1 and make One Community happen
- ✓ Step 3: Identify property with everything needed to succeed: location, available space, water, and favorable political environment
- ✓ Step 4: Complete Business Plan including all details of infrastructure, marketing, strengths, weaknesses, etc.
- ✓ Step 5: Be able to accept donations as a non-profit
- Step 6: Acquire funding

**IF THIS HAS ENDED UP IN YOUR HANDS AND YOU RESONATE WITH OUR PURPOSE, VISION, AND OUR PROJECT, AND CAN HELP - PLEASE CONTACT US!**

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## One Community Executive Summary

One Community is designed to demonstrate and inspire, because we believe in the possibility of sustainable world development if enough people want it and are taught how to create it. For that to happen a working model with widespread appeal must be demonstrated. It should be:

- Affordable
- Globally accessible
- Applicable across a diversity of cultures
- Created so that normal people with average knowledge and little or no experience can duplicate it
- Created to demonstrate a model of living that is compelling enough that people want to duplicate it
- Created with a marketing engine capable of exposing enough people for the model to begin to be duplicated

### ESSENTIAL COMPONENTS

(click links to be taken to our website)

[Building A Better World](#)

[Location Essentials](#)

[Funding Options](#)

To our knowledge, One Community is the only organization in the world that is not only creating this, but specifically purposed for creating the tools, tutorials, and resources necessary for others to create it as well. Within 6 months of arriving on the property we will be one of the largest providers of open source sustainability information in the world, within 2 years we will be capable of funding our own indefinite expansion and the expansion of others, and within 10 years we expect 10s if not 100s of duplicate communities to be building or built based on our open-source blueprints and demonstrated “new way of living” that is:

#### Ecological

- Demonstrates zero-waste living
- Innovator in the use of permaculture
- Innovator in the use of renewable energy
- Innovator in the use of recycled, reclaimed, and renewable building materials

#### Economical

- 100% food self-sufficiency
- 100% energy self-sufficiency
- 100% volunteer staff and labor force
- Cob, rammed earth, straw bale, earthbag, handmade brick, and reclaimed building materials

#### Duplicable

- Replicable open-source systems based approach to design and development
- Compartmentalization of complex ideas, tasks or components for easier modeling by others
- Creation of open-source and detailed multi-media blueprints and tutorials for others to follow

#### Self-perpetuating

- Leader in one of the fastest growing industries today
- An abundant enough model to finance and build future communities
- Becomes more cost effective and efficient with each completed community
- The number of people wishing to help move the world towards a sustainable future is growing exponentially and One Community provides an unparalleled opportunity for these people to contribute their skills full-time to a collaborative environment of like minded individuals who are doing something about it

#### Constantly Contributing

- Contribution is a foundation of our infrastructure and the values of our volunteer membership
- Diverse skill sets working together creates a fertile environment for innovation and inspiration
- Everything One Community creates is shared and taught so others can duplicate, build on and evolve our models. Our entire marketing plan, and thus our financial success, is founded upon this because it guarantees continued global contribution and the solid establishment of us as a global sustainability leader and facilitator of the necessary planetary shift

## Mission

To demonstrate and teach a new way of living that addresses the pressing problems of today and prepares the world for the challenges of the next century through sharing a duplicable model of large-scale sustainability for the complete human experience founded on a celebration of what we are capable of: completely sustainable lifestyle practices, inspired collaboration and global contribution, zero-waste living, and unconditional love for each other.

## Objectives

- To be the open-source blueprint for a sustainable civilization.
- Make sustainable and ecological living attractive and accessible to the mainstream public.
- Demonstrate a variety of sustainability and community options that can be duplicated easily and affordably anywhere in the world.
- Become an open-source multi-media leader through the production of tools, tutorials, and resources covering all aspects of sustainability and broadening the concept to include innovative models for education, recreation, and social architecture.
- Teach people how to achieve food, energy, and structure abundance beyond self-sustainability so they can help others achieve sustainability also.
- Build to a community of 200 residents cooperating and collaborating full-time to produce open source content and demonstrate and share community and sustainability as the solution to the most pressing problems of our generation.
- Host thousands of annual visitors and students interested in renewable energy, permaculture, sustainable building, personal enrichment, art, music, and a better future.
- Demonstrate a “new way of living” through successful implementation of the largest ever functioning resource based economy and consensus governing structure.
- Demonstrate and evolve, in one location, the 7 primary sustainable building methods as artistic and affordable living options with open source and duplicable blueprints for replication and further evolution around the world.

### 1.1. Keys to Success

The accomplishment of our goals is made possible by a commitment to creative and expanded approaches to our four keys to success: Self-sustainability, Talent Diversity, Open Source Sharing, and our Efficiency Model.

#### 1.1.1. Self-sustainability:

5.5 million dollars funds One Community and provides what is necessary to make us financially self-sustainable and leaders in demonstrating and teaching comprehensive self-sustainability that includes our business model for duplication, food, energy, construction, education, recreation, and fulfilled living social architecture. Our commitment to comprehensive self-sustainability serves three purposes: demonstration of ecological and ethical living, keeping our overhead low, and creating a uniquely marketable culture. Unlike the majority of sustainable communities currently in existence our primary purpose is to reach out to the world, share everything we are, and invite those interested in a more sustainable future to join us and immerse themselves in a collaborative environment dedicated to demonstrating, evolving, and teaching what is possible.

Through our comprehensive sustainability approach One Community:

- Distinguishes itself in the marketplace
- Demonstrates sustainability as the smart choice for low-overhead business creation
- Makes ecological and sustainable living accessible and demonstrate its appeal to the mainstream public
- Expands and advances the field of sustainability by exploring and integrating cutting edge cultural sustainability models with traditional sustainability practices and leadership in open-source sharing

### **1.1.2. Talent Diversity:**

One Community recognizes embracing the diversity of the world as an opportunity to expand upon and go beyond that which we already know. To achieve this, the founding group has built our infrastructure on a diverse team of talent from around the world, a comprehensive and continuous outreach program, and creation of an expanding global consortium through social networking, open source sharing, and collaboration.

Each of these pieces supports the others and helps us to better interact with the global sustainability movement while opening the doorway to the continuous expansion of the broadest talent pool possible. Our approach to success is not to just “think outside of the box,” but to think outside of as many different boxes as possible.

### **1.1.3. Open Source Sharing:**

Open source sharing is a key aspect of the Purpose of One Community, the foundation of our constant contribution to global sustainability and collaboration, and an essential component of our marketing plan. We believe people are beginning to realize the counter productive nature of information control, idea hoarding, and valuing money over the advancement of our species; we wish to demonstrate a different way.

Based on what is currently available by any one source, it will take us less than 6 months with what we are creating, and the team we already have, to become the number one most productive, comprehensive, and useful source of sustainability information in the world. Our community model includes utilization and advancement of all the traditional sustainability approaches (energy, food, recycling, water conservation, etc.) and further broadens the concept of sustainability to include education, social architecture, consensus governing, recreation, resource economy application, and more. And everything we are creating, and how we have created it, will be shared aggressively and for free with detailed YouTube videos, downloadable PDF instructions, blogging, articles, etc.

Through massive service and assistance we will be the change we wish to see in the world and become the leaders by example of how an empathic civilization relates to the rest of itself. A natural byproduct of this process will be driving more people to our website, attracting more like-minded individuals who wish to join and contribute to the growth and sharing of One Community, and accessing the most specific of target-markets who would be interested in visiting us if they couldn't just come and live with us.

Remaining open source is One Community's commitment to a new paradigm of contribution through a culture of creation, collaboration, and sharing.

### **1.1.4. Efficiency Model:**

We believe a comprehensive efficiency model that improves and evolves time-efficiency, resource-efficiency, and space-efficiency is essential to our success and contribution to the advancement of ecological and sustainable living across the complete human experience. From the organization of our work schedules, to the application of a resource based economy and zero-waste living practices, to our ultra-space efficient communal living and food production infrastructure designs, we are prepared to launch and demonstrate a new way of living that will demonstrate the advantages of an expanded and new paradigm of sustainability.

By thinking in systems with a desire for smart solutions and improvement to everyday challenges that people face across all demographics, we purpose ourselves to create working solutions that make our lives easier and more abundant while simultaneously saving time, energy, space, and resources. Just some of the areas we are structuring as foundations of this model include:

- Repurposing of all waste materials
- Permaculture and aquaponics food production
- Communal style construction and living structures
- Group organization and completion of all key tasks
- Resource based economy that pools resources and supports sharing versus individual ownership

By building on a model like this we support our environment while illuminating the inefficiency of current systems, and less cooperative approaches, by demonstrating a more collaborative way of living and the benefits it creates.

## 2. Organization Summary

We are a group of roughly forty community leaders and innovators bringing our diverse talents and skills together under the umbrella of a singular purpose: demonstration and open-source sharing of a higher-consciousness way of living through the creation of One Community. We are looking at building One Community in **NDA NEEDED** because it offers the surrounding tourism (over 5 million annually) to directly share what we create, weather, water, beauty, favorable building environment, and resident community optimal for an eco-village and intentional community with expansion plans such as ours. As we build our infrastructure of energy self-sustainability, food abundance, and a sustainable and artistic eco-village we will be creating something that will positively contribute to the surrounding communities, be a globally desirable place to visit, and provide multiple models for duplicable and sustainable communities to be built anywhere in the world.

### 2.1. Legal Entity

One Community Inc. is a nonprofit legal entity formed for the advancement of sustainable living practices and methodologies through development and sharing of affordable housing construction ideas, new community living models, and permaculture.

It has been formed by Jae Sabol and is monitored by an annually elected board of 3 directors and conducted by volunteers. Primary responsibility of directors, unless otherwise decided by the community, is fulfillment of government requirements for nonprofit organizations as community decisions are made by consensus voting of Community Members.

### 2.2. Start-up Summary

One Community starts when the organization acquires the property chosen by the board. The purchase of this property composes the greatest portion of our start-up costs. Second to the cost of the property is the building materials and equipment required to build Pod 1, Pod 2, the Center of Peace, and food production structures. Details on these construction costs are covered in section 3.3 Fulfillment. Initial energy and food cost, insurance for One Community and its members, internet and cellular communication, and legal fees comprise the rest of our start-up costs. These start-up expenses will be financed through fundraising efforts, donations, and if necessary, borrowing.

<b>Projected Start-up Expenses</b>	
<b>Property</b>	<b>NDA NEEDED</b>
<b>Road into Property</b>	<b>NDA NEEDED</b>
<b>Energy production infrastructure</b>	\$231,000
<b>Food infrastructure</b>	<b>NDA NEEDED</b>
<b>Structures Building and Materials</b>	<b>NDA NEEDED</b>
<b>Startup Food and Energy Costs</b>	\$40,000
<b>Insurance</b>	\$80,000
<b>Internet/Communications</b>	\$5,000
<b>Legal</b>	\$10,000
<b>Total Start-up Expenses</b>	<b>NDA NEEDED</b>

### 3. Products and Services

One Community's offering is our open source blueprints and the One Community Experience where participation is available in the form of community membership, our scholarship program, tourism, and timeshare ownership. Through all of these options a person will have the opportunity to immerse themselves in a sustainable lifestyle by staying in a hand-made home, eating home-grown food prepared lovingly by the people who live at and operate One Community, choose to learn and work side by side with us building and evolving our sustainable infrastructure, or just sit in on a variety of classes and activities the community conducts daily as a way of life. And when you are done, you (or anyone) can access the blueprints of this experience and duplicate it from a simple composting bin to a complete sustainable home or large-scale food production facility. Like a bed and breakfast hosted by family, One Community is a new way to live and everyone is invited to collaborate, duplicate, visit, participate, learn, and explore the novelty and intelligence of an environment where everything we do is designed to promote and support the environment, human health, and the progress and sustainability of our species.

- Sustainable Building
- Renewable Energy
- Organic Food
- Permaculture
- Zero-waste Living
- Diverse Personal Growth
- Cohesion with Nature
- Music and Art

As a byproduct of One Community's daily operations we will also generate a surplus of food that we can sell locally, have space for a few retirees, and also space for a few special students wishing to join our childhood education program. And finally, One Community will establish an internet network of businesses and offer grants and assistance staffing to Community Members to help them establish residual income streams.

#### 3.1. Product and Service Description

##### 3.1.1. The One Community Experience - Tourism:

The point of One Community is to demonstrate to people a sustainable way of living, contributing, collaborating, and sharing what we create because we know we can make a difference. Because of this, daily living at One Community, and the unique experience of visiting One Community, will include the following:

- 100% Community Produced Food
- 3 Daily Home Cooked Organic Meals
- Yoga, Meditation and Other Mindfulness Classes
- A Stimulating and Educational Childcare Environment
- A Diversity of Sacred and Quiet Meditative Spaces
- Option to participate in all aspects of the daily functioning of One Community (gardening, building, etc.)
- Art, Music, and other Creativity Classes
- Sustainable and Beautiful Home Construction
- Nature Interaction and Appreciation Time
- Walk-in Community Environment – No Cars
- Live Music and the Rest of the Social Life

Because our infrastructure is self-sustainable, and our labor-force is 100% volunteer, our operating costs are significantly lower than a traditional bed and breakfast or hotel and this allows us to price ourselves comparable to local markets while offering far more in value. Center of Peace nightly rates would run between \$200-\$250 night for a suite, and regular room rates would range from \$70-\$100/night. Food and all group recreational activities, participating in the community experience, use of the grounds, and childcare would all be included. Additional services like massage, guided tours, one-on-one exercise, art, or music classes, etc. would be offered at an additional charge.

##### 3.1.2. The One Community Experience - Timeshare:

Timeshare ownership offers all the same benefits of tourism but purchased a week at a time with indefinite ownership. Weekly timeshare cost will be very competitively priced at \$5,000, with annual dues/cleaning fees of \$150 for a family of 2 and an additional surcharge of \$30 per person over two. Because we grow all of our food this lower than industry standard fee would actually be a small revenue stream for us. People not using their timeshare would also be able to submit it to the Overflow Pool creating additional revenue, covering their dues, and potentially profiting up to \$400.

##### 3.1.3. Organic Food Sales:

One Community is exploring partnerships with organizations like **NDA NEEDED**, a nonprofit organic food distribution organization with the goal of providing locally grown, organic produce, year-round to all of **NDA NEEDED** is an expanding organization and has indicated that they will purchase all food that we produce above and beyond our own needs with purchase price averaging between \$1-\$2 per pound when purchased by them or any local grocery store.

See “3.3 Fulfillment” for details including projected food surpluses ranging from 400,000 to 600,000 lbs with a conservative estimate falling midline at 500,000 lbs. Conservative food sales set at 50% of surplus production would then generate \$250,000 with potential ranges varying from \$400,000 to \$600,000 annually.

#### **3.1.4. Private Education:**

One Community is partnered with Imagine Wisdom Education (I WE) (See 6.3 “Strategic Alliances”), an educational program founded on the teachings of Montessori, Waldorf, and Native American Nature and Spirit education. This program, like One Community, is unique in its offerings and approach to childhood education. As part of the One Community blueprints of civilization model, we will be conducting and evolving this program with the children of our community and offering a limited number (5-15 as the community grows) of spaces to those outside the community for private education. Tuition would be around \$5,000 per child (national average is \$3,116) generating \$25,000 – \$75,000 annually providing higher quality education while supporting the education needs of our own children.

#### **3.1.5. Retirement Options:**

One Community will also offer space for 10 active retirees by the third year. Because of the community model, this space will be completely different from any other retirement community on the planet offering a place for a One Community Retiree Member to actually be an active contributor and “Wisdom Keeper” member of the community. Cost of being a Retiree Member will be \$60,000 a year (national average being \$50,000) with a community contribution of 30 hours, or \$80,000 a year with a community contribution of 20 weekly hours. Community Contribution for these members would be self selected doing things like reading stories to children, gardening, answering phones, playing music, nature walks, teaching, etc.

#### **3.1.6. Entrepreneurial Model and Business Grants:**

One Community is founded on principles of diversity and collaboration that are perfect for inspired business creation. Members with business ideas are encouraged to present detailed business plans to the complete membership of the community for consensus voting on viability and community sponsorship. If 100% of community membership agrees that a business is viable, we will then sponsor the business and provide a grant or loan and staffing for the businesses’ creation. This provides on-going opportunity for us to leverage the diversity of our skills in the marketplace, individual revenue for our members, and 25% gross revenue to One Community. The criteria for business selection are:

- Submission of complete business plan
- Consensus agreement to sponsor business
- Business must require only temporary community staffing support
- Business must be in alignment with One Communities triple-bottom-line foundation
- Business model should take no longer than 1 year to be profitable AND repay supplied startup costs

### **3.2. Alternative Providers**

#### **3.2.1. Alternative Lodging Options**

The design, environment, and offerings of One Community make it uniquely different from any tourism or lodging experience available anywhere. There are, however, local options for a traditional stay ranging from \$70 a night hotels in **NDA NEEDED**. Both lodges and motels offer the traditional nightly stay options with a variety of amenities like cable, swimming pool, close proximity to national parks, mini-kitchens, etc.

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#### **3.2.2. Alternative Timeshare Options**

There are 3 timeshares close to the proposed location of One Community. Two Owned by **NDA NEEDED**

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#### **3.2.3. Organic Food Sales**

**NDA NEEDED**

### 3.2.4. Private Education Alternatives

One Community is also partnered with I WE: Imagine Wisdom Education (See 6.3 “Strategic Alliances”), an educational program founded on the teachings of Montessori, Waldorf, and Native American nature and spiritual philosophies. This is a new and unique educational combination but there are two more traditional private schooling options available 80 miles away in **NDA NEEDED**:

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### 3.2.5. Retirement Alternatives

For the right senior there isn't really any comparison between the One Community living experience and anywhere else. With that in mind, One Community will offer space for 10 active retirees by the third year with plans for more retirees in the future. The initial 10 retirees will generate \$600,000 a year of revenue while simultaneously contributing to the community model as honored guests and ‘Wisdom Keeper’ participants in the daily operation of One Community. We will not be offering adult care and there is only one active adult retirement community in the surrounding area:

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### 3.2.6. Business Sponsorship Alternatives

Alternatives for business sponsorship include private funding, corporate funding, and grants—options rarely realistic for upstart small businesses. One Community offers the unique benefit for business owners seeking sponsorship of on-site collaboration, management assistance, and unparalleled skill diversity. Sponsorship of a business by One Community brings the full power of our team into development, support, and successful implementation of any business idea we sponsor.

## 3.3. Fulfillment

One Community's blueprints for a sustainable civilization are comprised of five primary categories: Food, Energy, Structures, Community Model, and Education. Each of these elements are essential to creating a model that is appealing to the public and sustainable anywhere in the world, our open source goals and contribution, and our marketing plan.

### 3.3.1. Beyond Food Self-sustainability

One Community will build four 16,000 square foot aquaponic food production facilities that will collectively produce over 640,000 pounds of food annually. These four facilities would provide enough volume and variety to feed over 2,500 people on an entirely vegetarian diet, and the potential to generate over \$500,000 of annual revenue through a partnership with a company like **NDA NEEDED** (See 6.3 “Strategic Alliances”).

#### 3.3.1.1. Construction of Geothermal Aquaponics Food Farm

Our initial team of Community Pioneers will be able to build the first of four Geothermal Aquaponics Food Farms in the first couple months with an average daily team commitment of 2 hours to this task. The following total materials and equipment cost for all 4 Geothermal Aquaponics Food Farms are very liberal because they are calculated for new materials purchased at regular consumer prices:

### ***Complete Construction Cost Breakdown for Aquaponics Food Farms***

**NDA NEEDED**

#### 3.3.1.2. Yield and Use

Aquaponics versus traditional farming requires 2% of the water, 5% of the space, and produces ten times the yield. Traditionally used for producing cabbage, lettuce, basil, tomatoes, okra, cantaloupe, bell peppers, beans, peas, cucumbers, radishes, watercress, taro, strawberries, melons, onions, turnips, sweet potato, and most herbs, aquaponics also produces fish and shrimp! And in just 25 square feet of this growing space we will produce enough annual food to feed one person a 100% vegetarian diet.

We are building four Geothermal Aquaponics Food Farms to: demonstrate large-scale food sustainability that could be employed elsewhere in the world; increase our provided food diversity; experiment with new foods; demonstrate a variety of different fish/shrimp/bivalve/frog models of fertilization; and, because they will create enough growing space to:

- Support our own resident bee colony
- Create system redundancy and increase food security
- Provide a worthwhile amount of surplus fish and shrimp
- Grow the diversity of food we desire for One Community, visitors, and a duplicate community
- Feed 2,500 people on an entirely vegetarian diet, or provide over 500,000 pounds of surplus to support the organic food needs of **NDA NEEDED**, and every other city in a 100-mile radius with locally grown, year-round, fresh organic food generating an average of \$500,000 of annual revenue

### 3.3.2. Beyond Energy Self-sustainability

Sustainable energy, and renewable energy abundance, is all about careful planning and system redundancy. To prepare to supply electrical and heat “Off-grid” energy for One Community, an assessment of energy needs and an evaluation of available technologies to supply these needs has been conducted. We include this here because even our intent is to far exceed these liberal estimates while simultaneously creating a massive surplus of energy for continual One Community expansion. Semi-subterranean construction, solar salt ponds, new innovations in heat from composting, use of rocket mass heaters, etc. will all contribute greatly for reducing our energy needs but have not been incorporated into these calculations of our energy needs or plan because of a lack of reliable data and a desire to err on the conservative side.

#### 3.3.2.1. Energy Usage

The typical family home in the United States uses from 2 to 4 kilowatt-hours (kWhr) of energy per day. To sustain our initial community of 40 people, energy needs can be greatly reduced by conservation and timing peak-energy use during peak-energy supply availability. This initial estimate for One Community energy usage, however, will be based on general needs and is somewhat inflated. All costs and descriptions of energy systems are from April 2011.

#### 3.3.2.2. Electrical

Besides heating and water pump, the largest electrical energy uses in the typical home are in refrigeration and clothes washing/drying. Other electrical appliances are also listed in the table below for total electrical energy use per day for One Community.

Appliance	Usage (kWhr/unit)	Use Amount	Total (kWhr)
Refrigerator	2.75 kWhr/day	2 Refrigerators	5.5 kWhr
Washing Machine	.25 kWhr/load	3 Loads per day	.75 kWhr
Stove	2.4 kWhr/hr	1 hr	2.4 kWhr
Microwave	.75 kWhr/hr	1.5 hr	1.12 kWhr
Toaster	.04 kWhr/serving	15 servings	0.6 kWhr
Computer (Laptop)	.8 kWhr/hr	30 hr	2.4 kWhr
Light Bulbs	.25 kWhr	40 hr	1.0 kWhr
<b>GRAND TOTAL</b>			<b>12.77 kWhr</b>

One Community initial electrical usage will be 12.77 kWhr. Adding a buffer for surge requirements for the startup of some appliances of 20-25% will yield a total figure of around 16 kWhr.

#### 3.3.2.3. Energy Supply

The property in **NDA NEEDED** that One Community is looking at currently **NDA NEEDED**. Heating, refrigeration, and some other appliances use this system. At startup, this system can be used and slowly phased out as more efficient and self-sustaining energy supplies are brought on line.

Present Off-grid systems include fuel-powered internal combustion generators, solar power, and wind power. There are also some more exotic energy systems that may provide One Community with all its energy needs in the future. The exotic energy systems include cold fusion, water/hydrogen for fuel, and electric resonant systems.

### 3.3.2.4. Traditional Off-grid Systems

Fuel-powered combustion generators are the stalwarts of off-grid electrical energy generation. These generators are powered by gasoline, diesel, propane/natural gas, or biodiesel. Considering their low cost and high reliability as a backup/redundant system, One Community will retain the existing propane powered system with the following replacement/upgrade costs in mind:

Brand Name/ Model	Fuel Type	Capacity (kW)	Retail Cost
Cummins Onan RS20000	Propane/Natural Gas	20 kW	\$13,500
Generac 5885	Propane/Natural Gas	17 kW	\$3,400
Generac 5875	Propane/Natural Gas	20 kW	\$4,505
Generac 5872	Propane/Natural Gas	14 kW	\$3,225
Kohler 20REOD	Diesel	20 kW	\$17,200
Kohler 15EOZD	Diesel	15 kW	\$11,759
Kubota V2203	Diesel	20 kW	\$9,426
Mitsubishi TP-M20	Diesel	20 kW	\$8,300

The prices vary widely on these generators and all above prices are for new units at retail. From a cursory look at generators on eBay, some units can be had at 50% off retail. Also, it should be noted that propane/natural gas generators can be converted to run on gasoline, and diesel generators can be converted to run on biodiesel at a minimum cost so One Community is considering the possibility of achieving its energy self-sustainability by making its own biodiesel.

### 3.3.2.5. Solar Off-grid Systems

In **NDA NEEDED**, the preferable method for generating energy is solar. Eighty percent of the year is sunny in **NDA NEEDED**. Solar can be used to generate electricity with photovoltaic (PV) panels or generate hot water and heat with solar thermal panels and/or solar salt ponds.

Typical off-grid PV systems use a battery bank for continuous power (day and night), an inverter to convert the DC power into more common AC power, a charge controller for properly charging the battery bank, and a variety of wire, connectors, and other electrical components.

Below is a table listing some different sizes of Solar PV systems. Solar Panels are listed with number of panels, brand, model, and price. Battery bank is listed by brand, capacity, model number, and price. The inverter column lists brand, model, and price. The balance of system includes wiring, controls, disconnects, and other electrical components.

Solar Panels	Capacity (kW)	Battery Bank	Inverter	Balance of System	Total
(18)Trina TSM225 PA05 \$8,190	4.05 kW	16 Surrette 2.4 kWh s530 \$5,775	Mini Magnum MS4448PAE \$3,152	\$2,197	\$19,314
(15)Kyocera KD235GX \$8250	3.52 kW	SunWize® Solar Ready Battery Systems 13kWh	GTFX3048 \$8,599 (includes battery bank & controller)	\$1,500	\$18,349
(6)SolMaxx-Mono-12V55W	2.8 kW	T Series 500637 2.8 kWh	Outback 2.8 kW	All inclusive system in total price	\$7,039 <u>330W Remote Power Station</u>

The main drawback to solar is the high initial investment. The initial investment can be reduced through leasing solar PV equipment and/or reducing power requirements by planning intelligently. Intelligent planning includes the use of DC power directly (DC appliances use substantially less power than AC appliances) and proper scheduling of peak power needs during the day. Investing in a battery-bank for continuous energy needs can provide continuous power, but batteries can be an expensive part of the solar system. However, proper planning and conservation can also reduce this cost.

**3.3.2.6. Solar Salt Ponds**

Another lesser-known solar technology is the solar salt pond. The solar salt pond uses a salinity gradient to trap solar radiation in a large pond. The water heats up to 200 degrees Fahrenheit and remains hot on the bottom of the pond due to the salinity of the water. This hot water can be used to heat liquids through a series of pipes on the bottom of the pond. The liquid in the pipes can in turn heat directly or produce electricity through an Organic Rankine Cycle Engine.

Several solar salt ponds have been demonstrated in Israel, Texas, and Australia. A half-acre solar salt pond with a depth of eight feet could provide 20 kWh of electricity day, night, summer, and winter.

The costs in constructing such a solar salt pond are listed below.

<b>Solar Salt Pond Requirements</b>	<b>Cost</b>
Excavation and Construction of Pond	\$25,000
Geomembrane Liner	\$50,000
Pipes, manifold, and pumps	\$30,000
Organic Rankine Cycle Engine Infinity Model IT10 (2 units)	\$40,000
<b>TOTAL:</b>	<b>\$145,000</b>

The advantages of using a solar salt pond for generating electricity include: no fuel costs, low maintenance, and 365 day/24-hour power generation. Disadvantages include: danger of spillage of saline water to environment, high initial investment, and large land usage. Also it should be noted that the Organic Rankine Cycle Engine generates electricity with a low temperature differential of 65 degrees Celsius and could be used to generate power from any heating source such as Concentrated Solar Thermal Arrays.

**3.3.2.7. Solar Hot Water**

The typical household uses 20 gallons of hot water per person per day. For One Community’s initial 40-person household, 600 gallons of hot water would be required per day. This is a liberal estimate as conservation can reduce this number substantially.

As with solar PV systems, solar hot water systems are modular. As requirements change more or less capacity can be accommodated. Solar hot water can also be a very efficient way to heat during cold months but added capacity would then be needed to provide radiant floor heating using solar hot water. Below is the breakdown for a few typical solar hot water systems.

<b>Thermal Panels</b>	<b>Tank Size</b>	<b>Hot Water Production</b>	<b>Total</b>
SunMaxx-TS30	80 gallons	120 gallons/day	\$1890
6 SunMaxx-TS30	500 gallons	720 gallons/day	\$4000

**3.3.2.8. Wind Power**

Wind power is provided by turbines, which convert mechanical energy into electrical energy. Wind power is a good complement to solar since it can provide energy 24 hours a day. Typically on an off-grid system wind power is used to charge the battery bank of the solar system at nighttime. Below is a table listing some typical wind turbine capacities and costs:

<b>Brand/Model</b>	<b>Capacity (kW)</b>	<b>Cost</b>
Windmax V20	2 kW	\$1800
Aero 5kW	5 kW	\$8000
PowerMax+ 1000	1 kW	\$1400
Talon2	2 kW	\$4200

**3.3.2.9. Non-Traditional Energy Systems**

Currently there is much activity in non-traditional or exotic energy generating systems. These systems typically provide energy at low to no cost. One Community will stay in close watch as these systems become viable. Some of the most actively developing systems include:

**3.3.2.9.1. Energy-Catalyzer** - Uses low energy nuclear reactions or “cold fusion” to produce heat powering a turbine to make electricity. Commercial production has been announced and we are on a waiting list.

**3.3.2.9.2. Water for Fuel** – Water is electrolyzed at a resonant frequency to produce a hydrogen-oxygen gas to power anything from generators to automobiles. Presently, water for fuel is being used widely on autos to increase efficiency by up to 40%. One of our team members also has someone who claims to be building a 100% water fueled engine now.

**3.3.2.9.3. Electrical Resonance** - A specially designed antenna charges capacitors from the ambient electromagnetic field. These capacitors can provide continuous charge to 12-volt batteries and energy to any electrical device.

**3.3.2.10. Conclusion**

One Community’s initial energy needs will be met by the existing **NDA NEEDED**. As the community grows new energy systems will be phased in as follows:

Phase	System	Energy Provided	Cost (approximate)
One	Fuel-powered generator	24 kW	\$2,000
Two	Solar PV System (4@\$20,000 ea)	16 kW	\$20,000
Three	Solar Hot Water	720 gallons hot water	\$4,000
Four	Explore wind @ \$4,200/2kW and Solar Salt Pond @ \$145,000/20kW or alternative		

In Phase Two, it would be best to add solar in installments of 2 to 4 kW and we will know by the time we do this exactly how many to start with and what ratio of wind to solar we want to use. This phased approach will tie in perfectly with the modular pod-construction of One Community as modular energy systems can be added and tied into existing systems as new pods are built.

While most of One Community’s initial energy needs will be carried by the existing **NDA NEEDED**, we will begin phase 2 as soon as we have a living assessment of needs; converting over to entirely solar/wind or some other non-traditional power generation within the first year.

Very conservative accounting for the first year is accomplished by **NDA NEEDED**.

**3.3.3. Beyond Structure Self-sustainability**

One Community will consist of the Center of Peace and 7 different pods of 15-50 single-family residences and/or rentals. All structures are designed with four things in mind: creation of duplicable and cost effective alternative housing options that we can share through our open source model, showcasing of the diversity of eco-building methods, demonstrating innovative designs with mainstream appeal and aesthetic beauty, and maximizing functionality while each structure contributes something unique to the recreation aspects of One Community. Foundations of our model of building beyond structure self-sustainability are:

- Off-grid innovative energy saving designs
- Common area kitchens, computer rooms, etc.
- Maximal use of recycled and reclaimed materials
- Building as an expression of art and beauty
- Entire community built for efficiency and socialization
- Every new pod built using a different eco-building method and alternative construction material
- Every new pod used to create an easy to duplicate model of that building method through affiliation with materials providers, establishment of “simple order” complete-materials kits, step-by-step instructions for working with local governments and planning commissions, and a comprehensive archive of free and open source plans, instructional videos, and other tools and tutorials
- Theme based Pod distinction
- Maximal use of sustainable building methodologies
- Communal living versus individual living structures
- Building in cohesion with nature
- Compact living surrounded by tons of space

The seven different eco-approach we are planning include earthbag, straw bale, cob, adobe brick/earth block, subterranean construction, earthship and bottle-home/reclaimed materials construction, and tree-houses. Building with seven different eco-building methods will provide a duplicable sustainability approach and model for almost any environment or budget, a template for unique Pod design and One Community marketability, and the only

place in the world with this diversity of sustainability all in one place. Initial Pods are the simplest so we can start building immediately while we are simultaneously designing and applying for permits for the much more complex construction ideas like the Pyramid and Treehouse Pod.

The Center of Peace will be our primary meeting place, library, multi-media room, group dining hall, and 5-star option for staying with One Community; offering luxury accommodations with the closest proximity to food, music, laundry, library, etc. Through the Center of Peace we will be able to cater to, and expose, a demographic that might not normally visit a sustainability project with the goal of bringing them back for the more “alternative” stay in one of our eco-homes. It also provides community volunteer members a beautiful and open place to congregate as a balance to the much more modest community living structures that are each of the Pods.

As we expand we expect to build to and maintain approximately 30% of available living spaces allocated to rooms for scholarships, timeshares, and tourism. Our initial infrastructure will provide 15 residences and 8 Center of Peace rooms with a first-year profit potential of over \$4,500,000 if sold primarily as timeshares. With a combination of timeshare and tourism sales even a 20%-capacity first year after completion would be more than sufficient to allow us to continue to grow and accomplish our goals. Our intent is to avoid timeshare sales altogether so we can use tourism to share our sustainability model with as many people as possible and sections 10.5. “Cash Flow Analysis” and 10.6. “Three Year Projection” reflect what is possible operating One Community on tourism without the significant influx of cash that timeshare sales can provide.

### **3.3.3.1. Center of Peace**

The interrelationship of the Center of Peace and the 7 Pods is a very important one. Whereas the Pods are meant to demonstrate varying degrees of minimalism, diversity, affordability, and artistic and beautiful designs, the Center of Peace is meant to show a more contemporary and traditional approach using three connected geodesic domes with steel frames, traditional plumbing, and large open spaces for meeting, dining, etc.

The Purpose of the Center of Peace is primarily two-fold:

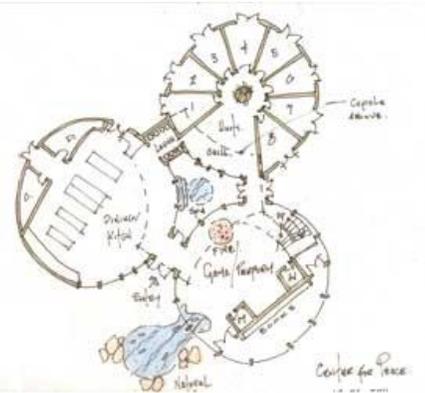
- 1.) Offer a 5-star option at One Community so we can cater to a demographic that normally wouldn't be interested in composting toilets, aquaponics, solar showers, and buildings constructed from dirt, tires, etc.
- 2.) Offer big open and beautiful spaces to support and host community activities, serving as the “grand hall” dining and living room experience complete with a fireplace, massive dining tables, industrial size kitchen, live music, etc.

#### **3.3.3.1.1. Floor Plan and Amenities**

The Center of Peace is composed of three connected 75-foot diameter geodesic domes topped with an 18' diameter Cupola Community Multi-media room and gathering space. Each of the domes is a single floor building saving significant construction costs, creating an even larger open space environment, keeping the option for expansion open, and allowing us to use and demonstrate sustainable building methods inside these buildings without any permit issues.

The floor plan and amenities of the Center of Peace are as follows:

- Over 15,000 square feet with high dome ceilings
- 8 luxury rental suites
- Solar salt pond geothermal heating
- Library and Game Room
- Ability to individually heat each dome
- Industrial sized laundry room
- Central methane fueled fireplaces
- 120 person group dining capacity
- Indoor/Outdoor living swimming pool
- Industrial sized family style open kitchen
- Central solar salt pond heated hot tub
- 4 Separate areas for large congregation
- Filled with beanbags and lounge chairs for relaxing and socializing
- Ability for us to segregate an entire dome for a business or other conference
- Accordion-style kitchen wall for drive in food delivery and removal of quantity production
- Topped with a 1,016 sq foot, wide open, sunrise/sunset multi-media room and community gathering space featuring 360-degree views, 360-degree patio, and accordion-style slider East and West walls. Beneath this patio and cupola would be 3 additional patio spaces



PLEASE VISIT [THE WEBSITE](#) FOR MORE DETAILS ON THIS PIECE OF ONE COMMUNITY

#### **3.3.3.1.2. Construction Costs Overview**

The complete Center of Peace can actually be constructed, without heavy equipment, in less than 1 year by our team and it will be shared through our open source model as well.

### ***Construction Cost Breakdown for the Center of Peace***

**NDA NEEDED**

#### **3.3.3.1.3. Contribution to Business Model**

The Center of Peace offers a 5-star One Community option so we can cater to a demographic that normally wouldn't be interested in composting toilets, aquaponics, solar showers, and buildings constructed from dirt, tires, etc. Rooms will have more traditional plumbing and electrical, be the closest to all the One Community action (music, food, pool, conference room, etc.), offer larger floor plans with pullout couches for families, semi-private little patios, and Bed and Breakfast quality room service. Rooms would cost \$150-\$250 per night and include the entire One Community experience: meals, classes, live music, childcare, use of the grounds, etc.

With 8 rooms available 365 days a year at the lowest comparable rate of \$150-\$250 there is an annual revenue potential of \$438,000-\$730,000. If we consider only weekends this potential is still \$124,800-208,000. For very conservative revenue estimates quoted at the beginning of this section we assumed only 30% occupancy of only weekends yielding 250 nights, calculated at the lowest rate, to generate \$37,440 of annual revenue.

What is not calculable is the value of exposing this 'other' demographic to what we are creating (for timeshare sales and return stays in our most green accommodations once we demystify them), the ability to host conferences and special guest parties in a separate 'dome of their own', and the marketing value of being able to invite media, and other people of influence, to: "Visit and experience One Community while staying in the Center of Peace."

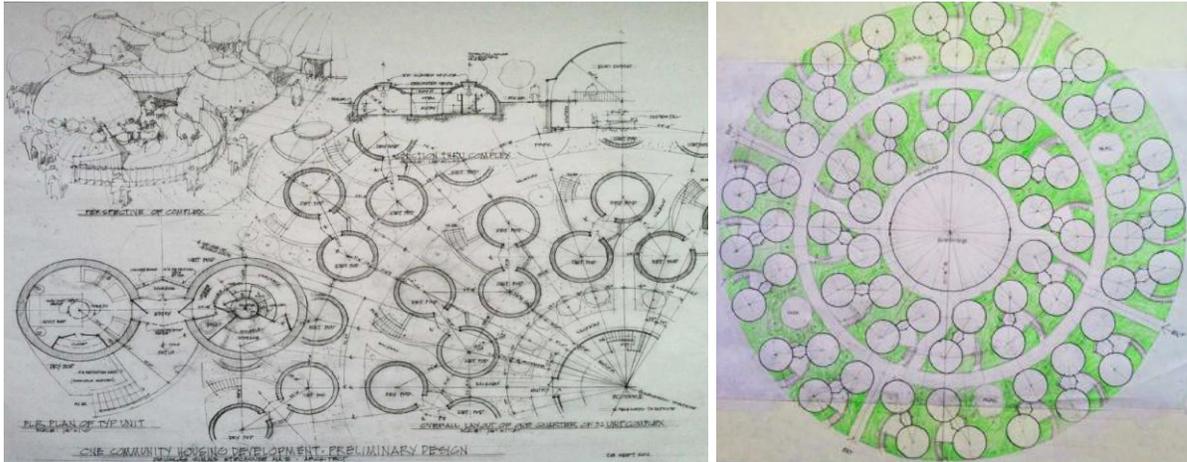
#### **3.3.3.1.4. Contribution to Community Model**

The Center of Peace is foundational to the community model in that it hosts the open and beautiful spaces to support and house community activities, and serves as the "grand hall" dining and living room experience complete with a fireplace, massive dining tables, industrial sized kitchen, space for live music, etc. This is essential to our sustainability model and "new way of living" we are sharing because we are choosing dormroom-style minimalist housing models without individual living rooms, recreation rooms, computer rooms, and kitchens because this saves massive resources, space, and supports community. The Center of Peace is one of the keys to making this comfortable workable for One Community volunteers and allows us to further allocate the resources saved to creating additional shared spaces specifically purposed to fulfill One Community needs while demonstrating additional sustainable building methods that we wouldn't choose for an entire Pod.

### 3.3.3.2. Pod 1 ~ Earthbag Eco-architecture

Pod 1 is designed to be a demonstration of simplicity duplicable in pieces or its entirety, by almost anyone, anywhere, with very little financial investment and the following unique features:

- Earthbag construction
- Composting toilets and solar showers
- Could be built with zero electrical
- Recycling of all water
- Semi-subterranean for heat control
- Rocket-mass heater heating system
- Requires virtually zero plumbing
- Large-scale example of homes that cost less than \$1,500



This Pod will consist of thirty-two 200 square foot earthbag “hotel room” style cabanas placed in a circle with thirty-two separate 200 square foot bathrooms forming a second inner-circle. These bungalow style buildings will connect with spoke like walkways into a central semi-subterranean Tropical Dome and Meditation Center that will recycle all water from the homes and house starfruit, kiwi, mango, banana and other tropical fruit plants and trees. The dome will also serve as recreational space with a central “pedastal in the trees” where an instructor will lead yoga and meditation classes.

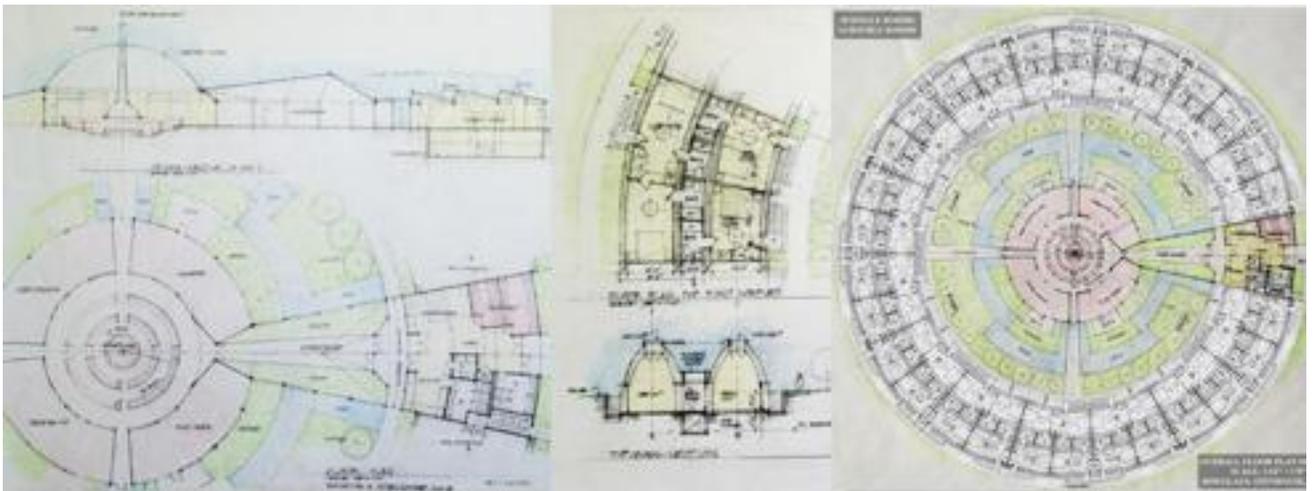
#### Construction Cost for Pod 1 – 64 structures plus 40’ diameter Tropical Dome and Meditation Center

Materials for Each 200 Sq Foot Structure		Interior and Additional	
500 Polypropylene Bags	\$500	32 Rocket-mass heaters @ \$50 ea	\$1,600
Road Base – 45 cubic yards	\$75	32 Humanure Toilets & Buckets @ \$50 ea	\$1,600
Gravel	\$15	DIY Solar Showers Construction @ \$200	\$6,400
Four-point Barbed Wire – 400 feet	\$25	32 Bathroom doors & Hardware @ \$35 ea	\$1,120
Plaster Mesh – 17 square yards	\$10	32 Shower and Hardware @ 100	\$3,200
Live Plaster / Sand – 7 Bags	\$35	32 Sinks and Cabinet Hardware @ \$80	\$2,560
Door, Frame and Hardware	\$90	Electrical Not in Energy Plan: 32 @ \$35	\$1,120
Ceiling Vent/Window and Hardware	\$120	Plumbing: 32 @ \$65	\$2,080
Nails – 2 Pounds	\$5	32 Miscellaneous @ \$200	\$6,400
6 Millimeter Plastic 2x12’x32’ = (768sq ft)	\$20	Plumbing to Dome for Water Recycling	\$3,000
Bitumen Sealer – 1 Quart	\$5	Trees for Dome	\$7,500
<b>Total Per Structure</b>	<b>\$900</b>	<b>Total:</b>	<b>\$36,580</b>
64 Structure Grand Total	\$57,600		
Total to Build Central 40’ Diameter Dome	\$10,000	<b>Grand Total:</b>	<b>\$104,180</b>

### 3.3.3.3. Pod 2 ~ Straw Bale Eco-architecture

Pod 2 will begin as soon as Pod 1 is complete and is being designed as an example of modular sustainability that we will build to completion as a demonstration of the largest straw bale construction in the world (2x the size of the current largest building) utilizing approximately 20,000 straw bales to demonstrate a torus within a torus/circular design including 42 residences and 9 common areas including a common kitchen, computer room, laundry room, children's art and playroom, reading room, meditation room, greenhouse, game room, and central fire pit and social area. The circular and semi-subterranean design of this pod is heating, cooling, and resource efficient with space for fruit trees and additional recreational areas. The circular design helps with temperature control in the center of the torus as well as keeping animals away from the orchard. Heat from the computer room, kitchen, and laundry facility will additionally contribute to temperature control in the greenhouse structure.

In the process of building this Pod we will demonstrate a system of straw bale homebuilding that is affordable and expandable. Using the torus design we will build the first few units to completion to show what is possible on the small scale, and then add onto those units to demonstrate how this style of communal housing could be expanded as a any group's needs expand, adding additional units as necessary while simultaneously improving energy efficiency and creating a protected growing space and multiple recreational and other multi-purposed communal areas in the center.



### **Construction Cost Breakdown for Pod 2** **SEE WEBSITE FOR UPDATED NUMBERS**

### 3.3.3.4. Timeshare

Timeshare sales are part of our “beyond structural sustainability” infrastructure because the value of one week sold for timeshare purposes (\$5,000) is sufficient to build an additional structure. This means our profit margin is essentially 51 times, or 5,100%, for timeshare sales AND these sales provide ongoing revenue through the annual dues structure. The “Community Experience” distinguishes us as offering a unique product and more value than the competition because timeshare ownership with One Community includes:

- 100% Community Produced Food
- 3 Daily Home Cooked Organic Meals
- Yoga, Meditation, and other Mindfulness Classes
- A Stimulating and Educational Childcare Environment
- A Diversity of Sacred and Quiet Meditative Spaces
- Option to participate in all aspects of the daily functioning of One Community (gardening, building, etc)
- Art, Music, and other Creativity Classes
- Sustainable and Beautiful Home Construction
- Nature Interaction and Appreciation Time
- Walk-in Community Environment – No Cars
- Live Music and the Rest of the Social Life

Annual dues/maintenance fees will be \$150 per family, with an additional \$30 weekly food charge for each additional visiting guest above 2 people and over the age of 12. Timeshare weeks not used can be submitted to the “overflow pool” and will be rented based on need and paid following the Entrepreneurial Model (see 3.1.6. “Entrepreneurial Model”). End of year festivals and special guests would be used to maximize our success in renting Overflow Pool rooms and increasing value for Owners and One Community. Profit potential for a timeshare owner, above and beyond the cost of annual dues, could

therefore be as much as \$400 for initial timeshares and much more for later ones. Profit potential for One Community, including the dues, would be an additional \$290.

One Community will maintain 30% of available space for visitors with 30% of this available space being sold as timeshare sales so the majority of space is bringing in new visitors. To run some conservative numbers this means once complete and housing 200 full-time community members, One Community will have an estimated 150 residences and 45 visitor homes (plus the Center of Peace). Of these 45 visitor homes, 14 would be available as timeshares offering 728 weeks. If we calculate value at the minimum of \$5,000 per week this would generate \$3.6 million dollars of revenue and \$109,000 in annual dues.

There will be a buyout option at 15% more than timeshare purchase price to allow us to eventually transition to 100% tourism income, and then to offer completely free scholarship visits.

### **3.3.3.5. Tourism**

Tourism is part of our “beyond structural sustainability” infrastructure because it allows anyone, for less than the cost of a stay at an average hotel, to have the full One Community experience. We could easily charge much more for the value we provide but because of our non-profit status, sustainable infrastructure, and desire to share what we are creating with as many people as possible, One Community is pricing ourselves comparably to traditional hotels/motels. The more successful we become, the more scholarships we will offer, transitioning over time to an increasingly money-free example of what is possible with the accomplishment of our open source model and sustainability goals.

As clearly described throughout this document and the website, the “Community Experience” distinguishes us as offering a unique product and more value than other stay/vacation/visit options because of our community model and the following aspects of our daily living experience:

- 100% Community Produced Food
- 3 Daily Home Cooked Organic Meals
- Yoga, Meditation, and other Mindfulness Classes
- A Stimulating and Educational Childcare Environment
- A Diversity of Sacred and Quiet Meditative Spaces
- Option to participate in all aspects of the daily functioning of One Community (gardening, building, etc)
- Art, Music, and other Creativity Classes
- Sustainable and Beautiful Home Construction
- Nature Interaction and Appreciation Time
- Walk-in Community Environment – No Cars
- Live Music and the Rest of the Social Life

As stated in section 3.3.3.4., One Community will build to 30% of available space for visitors with 70% of this space allocated for bringing in new visitors via tourism. To run some conservative numbers this means that One Community - once complete and housing 200 full-time community members - will have an estimated 150 residences and 45 visitor homes (plus the Center of Peace). Of these 45 visitor homes 31 would be available as visitor housing, offering 8,091 weekdays and 3,224 weekend days for a total of 11,315 available days. If we calculate value at the lowest price of \$80 per night for weekdays, and \$100 per night for weekends, One Community would have the annual potential for \$322,400 of weekend revenue and \$647,280 of weekday revenue. Conservatively considering just 10% capacity would create \$96,968 of annual revenue and enough for us to continue our sustainable expansion and duplication goals.

The best part of all of this is that our way of life is our marketable asset and our primary draw for visitors. The amount of additional time, energy and financial resources needed to run our tourism and timeshare programs will be almost negligible due to our efficiency model (See 1.1.4. “Keys to our Success”).

### **3.3.3.6. Pods 3-7**

It would be unfair to the beauty and artistic nature of what we are creating to solidly identify what Pods 3-7 will look like but concept pictures can be seen on our website. What we do know is that they will be funded by the infrastructure of the Center of Peace and Pods 1 and 2, and uniquely designed and built using sustainable materials by one of the most diversely talented teams ever assembled. They will each feature a different sustainable building method and be themed based on elemental and energy theories for enhanced human health and for marketing purposes. Here is what we are thinking about these structures thus far:

Pod #3 Cob Construction: Cob is an ancient building material made from straw, dirt and water that may have been used for construction since prehistoric times. Some of the oldest man-made structures in Afghanistan are composed of rammed earth and cob and still standing! Pod 3 is being envisioned as 20-30 cob constructed bungalows using the leftover straw from Pod 2 to demonstrate what is possible with large-scale sustainability and cob.

Pod #4 – Earth Block Construction: This pod is being planned as a feat of ingenuity and creativity that will expand on the Auroville Earth Institute earth block structures pictured on our website to demonstrate a new level of artistic and functional creation for the eco-construction world as an appropriately designed brick pyramid. Initial visions for this pyramid feature 12-15 living/rental spaces, a shared common space kitchen, a dining area, a central greenhouse and reading/meditation area, and internal earth block decorative arches and pillars, all with indigo accents. This Pod is still in the early design phase.

Pod #5 – Subterranean Living: This pod is scheduled to be a subterranean pod designed to demonstrate the energy efficiency, beauty, and affordability of living underground. It will feature a central functional pond maintained through permaculture and natural red rock accents. This Pod is still in the early design phase but concept pictures are on our website.

Pod #6 – Earthship: Right now we are planning to build the first 20-home earthship in the world. Our earthship will be built from a combination of reclaimed materials, feature passive heating and cooling, wall space utilized for growing food, and demonstrate a low impact artistic communal housing design. This Pod is still in the early design phase.

Pod #7 – Treehouse Architecture: This pod will most likely be the final pod completed but we would like to start working on this pod as soon as possible because of the anticipated time needed for design, permits, and construction. We are currently thinking of 12-15 interconnected residences built as one massive treehouse for maximum space utilization and structural integrity. This Pod is still in the early design phase.

### **3.3.4. Community Model**

The One Community Model is the part of One Community that is the most unique and powerful aspect of what One Community represents and it is founded on four key aspects: Celebration of Diversity, Community Contribution, a Resource Based Economy, and Consensus Decision Making

#### **3.3.4.1. Celebration of Diversity**

One Community is founded on a celebration of diversity and a clear understanding that encouraging people to be who they are without judgment or prejudice is the best way to coexist peacefully and productively. Because of this belief we hold each other accountable and create a space where people can feel comfortable living and expressing diverse lifestyles because everyone is empowered to communicate and enforce their own boundaries without the need to project these boundaries onto others.

In the spirit of Gandhi, Martin Luther King Jr., Jesus, Buddha, the Dalai Lama, and many other leaders demonstrating love and acceptance, we are creating a community blueprint of what “regular people” choosing to live by these practices looks like. It is a key part of our Vision, Mission, and Purpose and one of the most powerful gifts we see ourselves offering to the world.

#### **3.3.4.2. Community Contribution**

Community contribution is what keeps One Community running and provides the opportunity for anyone who joins us to start a new life. For some this new life will be a life of simple contribution, sharing their gifts and helping fellow community members as dictated by the consensus process while spending the rest of their time enjoying the diversity, entertainment and growth that our unique social structure provides. For others this new life will be a life of constant creation and expression; using the resources and talent of the community to evolve and demonstrate innovations in building, food production, sustainable energy, education, social architecture, art, and more through our entrepreneurial model and open-source community purpose.

At One Community all community members contribute a volunteer 40-hour week that is constantly changing and evolving with the desires of the individual and the needs of the community. It includes most of our domestic duties and everything we need to grow our own organic food, build our own homes, produce our own energy, provide three home cooked meals a day for all our members, provide a variety of daily enrichment classes, nightly live music or similar recreation, running our community outreach program, and everything else that makes One Community an amazing place to live while also supporting sponsored business ventures managed by individual community members (See 3.1.6 “Entrepreneurial Model and Business Grants”) and our extensive open-source contributions to the world.

#### **3.3.4.3. Resource Based Economy**

The concept of a resource based economy (RBE) originated with Technocracy and was first popularized by Jacque Fresco in the 1970's. Simply stated it is a philosophy of abundance, sharing, and cooperation in which all goods and services are available to all community members without the use of money, credits, barter or any other system of debt or servitude.

The top three reasons for this approach are common sense, ecological sustainability, and social responsibility. Most people now realize that we live on a planet with the necessary resources to feed, clothe and shelter our entire population, but greed and rationing have made these resources so unavailable that over 10,000 children die every day because it is not profitable to provide the necessities they need to survive. This pattern of withholding what is needed, and the hoarding of possessions, is both irrational and counter productive to our survival yet it continues on the national, city, community, and even the family level throughout most "civilized" cultures. One Community will be another model of demonstrating that it doesn't need to be this way.

Sharing of resources, and open-source sharing of ideas, is both ecologically sustainable and a pathway to enhanced efficiency, ingenuity and teamwork. By eliminating the need for everyone to own one of everything we free up resources for the expansion of all things shared and the replacement of things needing repair, etc., working together as a community to collectively decide whenever we need to replace, upgrade, or purchase duplicates of things to maintain the comfort, efficiency, and feeling of abundance of our community. This reduces waste, encourages cooperation, and supports an ongoing environment where relationships are rightly valued over possessions.

This does not mean we are running a free community. What it means is that we do not trade, barter, or buy anything from each other within the community. Likewise, we do not individually purchase items beneficial to other community members with our own money, but purchase them with community funds instead. People visiting the community, investing in the community, desiring to purchase community goods, or building businesses with the support of the community still participate in the traditional capitalism model - it just isn't the model used between Community Members.

#### **3.3.4.4. Decision Making Process**

One Community makes all its decisions by consensus as studied and suggested in M. Scott Peck's book The Different Drum: Community Making and Peace. There are many successful communities already operating this way throughout the world and we seek to further evolve the concept and demonstrate the largest community in existence governing this way.

For many this concept of consensus governing is either completely new or considered impossible despite its success in existing intentional communities. For this reason, we see the detailed demonstration and chronicling of the implementation and evolution of our consensus process throughout the community building and expansion process as equally as valuable as our open-source building and food production contributions.

#### **3.3.5. Education**

Education is one of the foundations of any civilization and we see childhood and adult education as keys to One Community's infrastructure and blueprints for a more sustainable future. Every member of our team and the community is considered both a teacher and a student and we seek opportunities for collaboration and sharing with every endeavor. Our Community Contribution Model (see 3.3.4.2. "Community Contribution") is designed to build enrichment, personal growth and hands-on interaction into every day, and our partnership with Imagine Wisdom Education demonstrates an open source model for inspired childhood education and participation that we are excited to incorporate into One Community.

Open source sharing educational resources specific to education is also foundational to our model, marketing, and contribution to change. Our team already includes a recording studio owner with plans to duplicate his recording studio on the property, two video editing experts, and three website designers. This diversity of talent, combined with the rest of our accredited and skilled team, means we will be able to do and document everything "in-house" and produce an ongoing selection of materials and resources that we share with the world.

### 3.3.5.1. Imagine Wisdom Education

Anna Krajec is the founder and organizer of Imagine Wisdom Education (IWE) and is committed to being a part of the education expression of One Community, sharing her experience and training our team to implement her teaching format. Here is an outline of what makes IWE special and the educational choice for One Community:

Imagine Wisdom Education is an open-source education program founded on these 5 precepts:

- **EMOTIONAL:** Creative Arts, Art History, Exploration of Selfhood, Authenticity and Transformation, Use of the Imagination, Poetry, Children Literature, Doll Making and Storytelling, Self-Love and Compassion for Everyone
- **SPIRITUAL:** Peace Practices, Circles, Mindfulness, Forgiveness, Gratitude, Empowerment, Meditation & Prana Yoga, Service, Affirmations, Community, Wholeness, Study of Peace Messengers
- **GLOBAL:** Foreign Languages (French and Spanish to begin), Belonging, Problem Solving, Anger Management, Nonviolent Communication/Peace Practices, Child Lead Rule making, Listening & Leadership Skills, Rights and Responsibilities, Boundaries, Accountability, History, Geography and Sociology taught through exploration of Indigenous and Social Cultures, Celebration of Community, Responsibility to the Natural World, our Earth and to our entire Galaxy
- **MENTAL:** Reading, Writing and Math, Life skills and Entrepreneurial Explorations, Brain Building, Wisdom of the Senses, Self-Determination
- **PHYSICAL:** Dance, Movement, Singing, Outdoors Physical Play, Yoga, Drumming, Gardening, Ecology and Science, Cooking, Nutrition, Music Making, Puppets and Drama, Field Trips

Expansion of this curriculum is as follows:

1. Exploration of Selfhood: doll making and story telling, wholeness, affirmations and declarations
2. Wisdom of the Senses: brain building, development of the six senses
3. Peace Practices: problem solving, communication skills, anger management, forgiveness, listening, agreement making & keeping, and rituals
4. Basics: Reading, Writing, Math and Rhythm + Computer Skills, Connecting all Sister Schools
5. Earth Science: garden ecology, earth pledge, nutrition and health
6. Yoga: meditation, breath as teacher
7. History and Geography: taught through social & indigenous cultures as well as the building of their communal rooms, such as tipis, mud rooms and cob houses.
8. Spirituality and Leadership: mindfulness and empowerment
9. Service: community and circle practices, belonging & volunteer work
10. Creative Arts: Video/Photography/Music making, Dance and Drumming, Foreign Language and Singing
11. Entrepreneurial: connection, life skills explorations and finances
12. Outdoor Activities: physical play and safety

Assessment and documentation happen every three months with the participation of the child who keeps an active journal of their education experience, growth and development. One Community will also use traditional home schooling curriculum guidelines to assess the effectiveness of our program and assure we are being thorough.

## 3.4. Technology

One Community will demonstrate effective and responsible use of technology and actively seek to partner with any company willing to assist us in our goals of creating open source blueprints for a sustainable civilization. Examples of using technology effectively and responsibly that we are ready to implement include:

- Our aquaponics system for food production (See 3.3.1. "Food")
- Our sustainable energy infrastructure (See 3.3.2 "Energy")
- Wireless internet for the entire property and replacement of all cell phones with voice over IP
- Internet based sharing and marketing for all aspects of One Community. Limited, if any, paper use

Wireless internet for One Community will cost \$350/month with a \$600 equipment setup fee

## 4. Market Information

While tourism has been a long-standing foundation of the United States economy, sustainability, organic food, and alternative education are arguably some of the fastest growing industries in the United States economy right now; One Community's approach to engaging all four of these industries, adding a social model for enrichment and personal development, and our strategy for open source sharing these industries combined with the social model makes us unique in the market place.

### 4.1. Market Analysis

#### 4.1.1. Tourism: The One Community Experience:

In the local area, traditional lodging options are available ranging from \$70 per night motels to \$300 per night lodges at the entrance to **NDA NEEDED**. Both lodges and motels offer the traditional nightly stay options with a variety of amenities like cable, swimming pools, close proximity to national parks, full kitchens, etc.

#### Weaknesses:

- We don't have name recognition, yet
- Our non-traditional model may not appeal to everyone
- Not as convenient for people who just want a place to sleep when visiting parks
- Remotely located with respect to city and individual parks except **NDA NEEDED**

#### Strengths: The One Community Experience

- Comparable Price – Massive Value
- Bed and Breakfast feel with food included in stay
- Unique lodging experience in hand built eco-homes
- Childcare, educational classes, and nightly live music included in stay
- We are centrally located between **NDA NEEDED**
- Every Pod will be different creating the option and marketable desire to experience them all
- Everything experienced at One Community can be recreated by you, and we'll show you how
- Meet the makers of art or music you may have purchased – or just take some home with you
- Option to participate in the gardening, cooking, and building experience as part of your vacation
- Full-on nature experience surrounds you with hiking, swimming, etc. right outside your lodging door
- Having an all volunteer staff means nobody at One Community is an employee and the feeling of people sharing and expressing a collaborative and cooperative way of living and doing what they love to do, versus just performing a job, creates a very special and marketable One Community visiting, exploring, participating, and learning experience

Once we are well established we will also offer festivals, host special guest artists, special guest teachers, conferences, guided outings to surrounding attractions, full immersion healing community packages, special building events, and more. When we are slow we can also offer reduced rate, or free stays, for people who want to join us on a work-pass/scholarship learning visit.

#### 4.1.2. Timeshare: The One Community Experience:

The closest timeshare to One Community is **NDA NEEDED** (80 miles) and they are currently selling for about \$12,000 a week using their credit exchange program. It is about the same distance **NDA NEEDED**.

#### Weaknesses:

- We are one location, **NDA NEEDED** is 100's
- Added charge for extra people easy for us to enforce unlike regular timeshares
- Perception of less stability – we will include a buyback option to assist with this
- Our non-traditional model may not appeal to everyone – no TV, limited menu options, etc.
- People who want pizza, golf, movies, and the rest of the city experience will prefer **NDA NEEDED**

#### Strengths: The One Community Experience – This is just part of living for us

- Lower purchase price (\$5,000 vs. \$12,000)
- Significantly better location for nature lovers
- Unique lodging experience in hand built eco-homes
- Overflow pool can turn timeshare into a profit center

- Lower annual dues (same price but no added cleaning fees)
- Unlike other timeshares ours really does increase in value over time
- Childcare, educational classes, and nightly live music included in stay
- More upgrade flexibility with expanded stay options in the Center of Peace
- Everything experienced at One Community can be recreated by you, and we'll show you how
- Each year One Community grows and expands, offering a constantly evolving vacation experience
- Option to participate in the gardening, cooking, and building experience as part of your vacation
- Timeshare ownership offers discounts for: visits, friend reservations, and purchasing a home with us
- Having an all volunteer staff means nobody at One Community is an employee and the feeling of people sharing and expressing a collaborative and cooperative way of living and doing what they love to do, versus just performing a job, creates a very special and marketable One Community visiting, exploring, participating, and learning experience

#### **4.1.3. Organic Food Sales:**

One Community organic food will offer incomparable quality and freshness because it is locally grown using the most cutting edge aquaponics technology available (see section: 3.3.1.1.). Through the partnership we are exploring with **NDA NEEDED** (See 6.3 "Strategic Alliances") our only task would be to produce food and they will handle all aspects of marketing and distribution. Each aquaponics greenhouse will be approximately 16,000 square feet and can produce 160,000 pounds annually of organic lettuce, bok choy, chard, chives, etc. purchased from us for an average of \$1-\$2/lb.

Weaknesses:

- Less food diversity than a traditional grocery store
- Organic market is still growing and other companies have brand recognition
- We are still working on the details with **NDA NEEDED**; they are also growing and may not initially be able to sell and distribute all we can produce

Strengths:

- People will have the option to buy direct and pick up their own food
- Most food is picked days before delivery – ours will be within 24 hours
- Food transported less than 200 miles versus the 1,300 mile average of other organic food
- Aquaponics uses 2% of the water, 1/20<sup>th</sup> of the space, and produces 10X the yield as traditional farming

#### **4.1.4. Private Education:**

One Community's partnership with Imagine Wisdom Education will provide a truly unique educational experience to our children that we will also offer to a select few children from the surrounding area.

Weaknesses:

- Limited availability for students outside of the community
- Significantly increased travel distance for **NDA NEEDED** children
- We will be a new program without an existing track record of success
- Inclusion of Native American nature and spiritual teaching may not appeal to some

Strengths:

- Lower teacher to student ratio
- We are the only private option close to **NDA NEEDED**
- We are the only option offering a nature setting with nature and spiritual teachings
- Same price, massively more value than traditional school or other private school options

#### **4.1.6. Retirement Options:**

For the right senior there isn't really any comparison between the One Community living experience and anywhere else. With that in mind, One Community will offer space for 10 active retirees by the third year with plans for more. These 10 retirees will generate \$600,000 a year of revenue while simultaneously contributing to the community model as honored guests and 'Wisdom Keeper' participants in the daily operation of One Community. The only 'competing' retirement home is **NDA NEEDED**, a retirement chain about 40 minutes away and offering a non-comparable retirement experience to a very different market.

Weaknesses:

- Less readily available medical care
- Environment non-traditional and very liberal
- Significantly smaller elderly population to socialize with
- Layout of community limits our market to active seniors only

- Possibility of having to move if health declines below our means to provide care
- Retirement with One Community still requires participation with, and contribution to, the community

Strengths:

- The community is a healing community
- The community environment is not JUST seniors
- Our environment would actually encourage family to visit
- Environment provides higher quality food and water, and cleaner air
- Seniors are active, contributing, and appreciated members of the community
- The community experience would be a unique 'dream come true' for the right seniors
- The environment is immersed in nature, encourages activity, and encourages socialization
- More affordable than most communities and offering a much larger diversity of social activities
- Choosing to participate is choosing to surround yourself with vibrant people engaging life

## 5. Marketing Plan

**NDA NEEDED FOR OVERVIEW AND 5.1**

### 5.2. Open-source Service to the World

One Community is creating the open-source blueprints for a sustainable civilization. What this means is we want to share everything we can, for free and through as many multi-media and media avenues as possible, as a foundation of our contribution to a new and better future. We believe people are beginning to realize the counterproductive nature of information control, idea hoarding, and valuing money over the advancement of our species, and we want to demonstrate a different way.

Through massive service and assistance, we will be the change we wish to see in the world and become the leaders by example of frictionless innovation and collaborative global change through information sharing. A natural byproduct of this process will be driving more people to our website, attracting more like-minded individuals who wish to join the One Community team and contribute to the growth and sharing of One Community, and accessing the most specific of target markets who would be interested in visiting us if they couldn't just come and join us as full-time collaborators and cooperative members.

#### 5.2.1. Strategy

We have created a comprehensive sharing model, with blueprints for the complete sustainable human experience. This means a model that produces usable tools and tutorials for sustainable food production, sustainable energy infrastructure, sustainable construction, new education models, new fulfilled living models, and a sustainable social architecture. We see this as more of an opportunity than a challenge for several key reasons:

- Gives us the opportunity to broaden the concept of sustainability
- We have the team to produce the quality and diversity of the tools and resources needed
- Areas we open source expand our ability to evolve even faster through global collaboration
- Each new area open sourced expands our target audience and that forwards our world changing goals
- The more we show our ability to share what we are creating, the more others sharing what they are creating will benefit and want to join this movement, and more specifically the part we are playing in it

Our open source strategy consists of 5 primary types of open source content:

- Video tutorials
- Audio tutorials
- Live streaming video
- Direct/live interaction
- Written content and downloadable PDFs

Maximum exposure is accomplished through simultaneous implementation of the following strategies:

- Scholarship and intern programs for direct learning
- Videoing or live streaming almost all classes and activities
- Tourism option for involvement in almost all aspects of One Community
- Dedicated and search engine optimized sections of our website for each key area
- Our established infrastructure that simultaneously posts to over 20 social networks
- Free audio, visual and pdf downloads as well as streaming content through YouTube, Blogging, etc.

### **5.2.2. Specific Areas with a Market for Open Sourcing**

To really understand what is possible with a model like One Community producing open source content, read the community contribution page. Everything we have already created is open source content and continues to rapidly expand and evolve with the work of our team and the help of our partners and this is only the beginning. The extensiveness of what One Community is creating is unparalleled, with additional open source plans evolving and covering:

- Permaculture
- Sustainable building
- Sustainable food production
- Sustainable energy production
- The process of working with the county and planning commission
- As many as possible of the classes created by our social architecture: yoga, tai chi, art, music, food preparation, meditation, multiple spiritual practices, child education, consensus governing, development of a resource based economy, etc.

With this model and the team we already have, it will take us only 6 months to become one of the most productive, comprehensive, and useful sources of sustainability information in the world.

### **5.2.3. Time Allocation and Achievement of Our 6-month Goal**

To become one of the most productive, comprehensive and useful sources of sustainability information in the world we have set the following specific goals for open source creation during our first 6 months:

- *300 short videos* - 3 uploads per day takes less than 3 hours/day
- *12 one hour tutorials on each of our projects from architecture to food production to consensus governing* – Estimate 20 hours of creation time each (240 total hours)
- *A live streaming page with live classes/events throughout the day* – creates 8 hours/day of content and requires less than 1 hour/per day to maintain
- *2-3 articles a week generating PDF plans on each arena of development* – 5 hours/article (2 hrs/day)
- *Library of existing resources and information* - 100 hours to build + 2 hours/day to maintain
- 3 hours a day invested in dedicated video taping for inclusion in all of the above

Based on the goals above, daily maintenance of this program will amount to 11 hours a day average plus about 360 hours of build time (spread over 6 months = 2 hours/day) for the information library and 12 tutorials for a total of 13 hours a day (91 hours a week) generating open source content. To meet and exceed this need we have allocated the equivalent of 3 full-time people (120 hours a week) to the task that will generate an estimated 2,800 hours of open source contribution to the world in our first 6 months.

### **5.2.4. Long-term Open Source Ultimate Goal**

Remaining open-source is one of our four foundational principles and One Community's commitment to a new paradigm of contribution through a culture of creation, collaboration, and sharing. Our ultimate goal is to create open source blueprints for 7 different sustainable building methods and a human needs-based social architecture that includes education, recreation, a consensus governing structure, resource based economy, and this duplicable open source model as blueprints for a sustainable civilization. People with little or no experience will be able to choose the building method that suits their budget and planned location best with all the details they need including:

- Architectural plans
- Food infrastructure plans
- Where to buy your materials
- Off-grid energy infrastructure plans

- How to build and what to watch out for
- How to work with your local government
- How much you can expect each piece to cost
- How to establish your own governing system
- How to create food self-sufficiency and surplus
- How to organize and operate your own education model
- How to establish a recreational model and personal growth model (cultural sustainability)
- Exactly how many man-hours of input can be expected for each sustainable building you plan to build
- How to involve the surrounding community in this model for living and spreading sovereignty so it is welcomed and duplicable anywhere in the world

### **5.3. Outreach, Invitation, Scholarship, and Weekend Work-crew Program**

One Community is about demonstrating a new way of living and inviting the world in to experience what we are creating. We do this through a comprehensive outreach program, an invitation program, and a scholarship program.

#### **5.3.1. Outreach**

The basic outreach program for One Community is our general tourism and word of mouth program. We consider this a part of our marketing strategy because we have tailored our business model to allow for a 30% visitor population in an industry that usually only allows for tours or campers. We, however, offer the full community experience including humanure toilets, solar showers, classes, listening in on the consensus process, live music, stories around the fire pit, home cooked meals, etc. to anyone who wishes to visit for less than the price of many local hotels or motels.

Our website, social media marketing, and open-source philosophy make it clear that we understand the power of word of mouth and we can think of no better way to truly spread the word of what we are doing than to invite people to actually experience it and let them spread the word for us.

#### **5.3.2. Invitation**

What we are creating is interesting, unique, and appealing to almost anyone into the yoga, mindfulness, sustainability, artistic expression, meditation, or spirituality vibe and we intend to leverage this attractiveness through our invitation program. Famous musical artists like Snatam Kaur, Deva Premal, and Tina Malia have already expressed interest in visiting One Community and we see special invitations for artists like this, yoga teachers, gurus, and other people possessing a passion for their art as both in line with the atmosphere of our community and excellent marketing.

By marketing this way we give talented people the opportunity to experience One Community just by doing what they love most, we as a community get to experience the wonderful sharing of their gifts, we brand ourselves as a place where things are always happening and talented people come to visit, and when appropriate we can market the presence of these people to the public.

#### **5.3.3. Scholarship Program**

One Community is also going to run a scholarship program for architects, engineers, chefs, artists, musicians, teachers, and anyone else who is skilled and passionate about what they do and would like to experience and participate in what we are creating. We will market these scholarships in trade schools, and to the public, and further move our project forward by being of service and creating win-win relationships. People who participate in the scholarship program and are voted in by consensus can then choose to join One Community if they feel called to do so.

By marketing this way we give talented and skilled people the opportunity to experience One Community just by sharing their skills, we as a community get to diversify our knowledgebase and collaborate with this new talent, we can generate new ideas through competitions and the application process, and we expose ourselves broadly, and from a space of contribution, to the markets we are advertising our scholarships in.

#### **5.3.4. Weekend Work-crew Program**

The number of people interested in learning about permaculture, sustainable building, food production, governing by consensus, and all the other aspects of One Community is huge. To allow more people to help us, and be

exposed to One Community, we will begin weekend work-crews within the first couple months. We already have a growing list of interested volunteers willing to bring their own tents and join us for a couple of days of building, community building, and enjoying live music, food, and fun.

By marketing this way we allow people who want to learn and help, but wouldn't necessarily want to pay, to visit and participate in One Community's creation. This is a great way to get to know possible new Community Members and increase our productivity while spreading the word about One Community and our progress.

## 6. Fundraising Strategy

Our ultimate goal in raising funds for One Community is to reach out and communicate our vision to as many like-minded individuals as possible. As part of a progressive shift in resource exchange, our desire is to raise 100% of our start-up costs through donations and grants so that we can more effectively accomplish our global endeavors. Everything we are creating is open source and established on a desire for global collaboration and contribution through a foundation of sustainability; eliminating the usual indebtedness that chains people to a survive versus thrive mentality by providing everything they need. Like our membership, once provided the basics (outlined in this document) to start a new way of living, One Community will be able to dedicate itself full-time to the creation of the future we all know is possible: collaborative, cooperative, open-source, ecological, economical, duplicable, and beautifully self-perpetuating.

There are four main avenues for generation donations for the start-up costs: internet communications, grant proposals, reciprocal relationships, and word of mouth. Our start-up costs are not meager, but they are conservatively realistic, and a series of key partnerships, a large group of supporters, or just one angel donor is all that is necessary to fully launch One Community and a world changing creation unlike anything currently in existence. Once One Community has purchased the property and built the initial structures, our entrepreneurial infrastructure will be complete and sufficient to support our own expansion from that point forward.

### **NDA NEEDED FOR DETAILED BREAKOUT OF THIS SECTION (6.1-6.4)**

Our fundraising efforts in all categories will be ongoing until we have raised the full start-up costs and purchased the land and supplies needed. Within 6 months we will have completed our initial infrastructure for One Community and direct solicitation of donations will no longer be necessary. Projects funded by grants will be completed within the timeframe outlined in the grant guidelines and will be evaluated on an on-going basis to determine future proposal submissions. Internet communications, word of mouth, and creating partnerships will continue to be integral to the way One Community will share their blueprints for civilization perpetually and completely.

## 7. Strategic Alliances

We believe sustainable partnerships are the key to sustainable solutions for tomorrow's problems today. This means forming alliances and creating lasting win-win relationships purposed to create something uniquely world changing by bringing together like-minded people, ideas, and resources. In the spirit of this we are looking to partner with and help anyone and everyone who is on the same page, and interested in the same vision.

Our success in this area exceeds our ability to maintain this aspect of our business plan. Please visit our Partner's Page for the most up-to-date list of our Industry Partners and Alliances: <http://www.onecommunityranch.org/partners/>

Also our community Pioneer Team page where we list the credentials of our team and our consultant partners: <http://www.onecommunityranch.org/the-one-community-team/>

## 8. Strategy and Implementation Summary

The strategy and implementation of One Community as a viable source for global change can be summarized with three categories:

- Open-source Blueprints for a Sustainable Civilization
- Community Outreach Program
- Tourism

In accordance with the purpose of our nonprofit, Open-source Blueprints for a Sustainable Civilization are the driving force of One Community that generates both the interest and exposure needed to support our Community Outreach Program and Tourism. The sustainability industry is one of the fastest growing industries in the world right now, yet it is still dominated by non-technological “earthy” and “hippy” types that really don’t have the knowledge and skill sets necessary to move the industry forward into the mainstream through the available technological avenues. One Community does.

Attracting the up and coming young talent and leadership of tomorrow is as simple as reaching out to that same talent in different technological sectors through the internet. Current communities that are doing this are all for profit communities NOT courting new members. WE are a nonprofit community building an extensive outreach and scholarship program on top of an even more extensive tourism option with space for permanent skilled members to join our cause.

Awareness around issues related to sustainability and ecological living continues to grow and this is creating more and more people that desire what One Community is creating. These are people that are educated, often very vocal about their views, and most importantly hungry for opportunities to share what they consider essential to the sustainability and future of us all. We are creating this sharing opportunity and so much more. Packaged in a welcoming and informative environment that provides more of the amenities people want most when they vacation (live music, home cooked meals, educational classes, nature) along with a lower price (possible because of the sustainability model) and the full emersion Community Experience (see 3.1.1. “The One Community Experience – Tourism”).

## 8.1. SWOT Analysis

To understand the best approach for One Community to achieve its goals we have conducted a detailed Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis.

- Strengths Summary
  - Marketing
    - Location
    - Limited competition
    - Superior marketing team
    - Marketing congruent with morality of our market
  - Financial Viability
    - 100% volunteer labor
    - Energy, food and structure self-sufficiency
  - Superior Product
    - Unique in market
    - Model is a retirement plan that continuously attracts new talent
- Weaknesses Summary
  - Most extensive sustainability vision currently in existence
  - Costs exceed funding
- Opportunities Summary
  - Growing market
  - Lifestyle changes
  - Current solutions insufficient
  - Huge positive market perception about what we are creating
  - Ability to offer greater value that will create a demand for One Community services
- Threats Summary (in order of importance/likelihood)
  - Conflict with the county
  - Natural disaster like forest fire
  - Cold Market

### 8.1.1. Strengths

One Community is specifically strong in the areas of Marketing, Financial Viability, and Product Superiority.

#### **8.1.1.1. Marketing**

There are very few talented internet marketers, website designers, video editors, and audio specialists currently in the sustainability industry; One Community has an entire team with specific skills in each of these areas (see 7. Strategic Alliances) ready to reach out to the 6 million annual visitors to **NDA NEEDED** and the surrounding area. More importantly, our marketing strategy is global and particularly inviting to the sustainability industry because of its open-source purpose that appeals directly to the values of this exploding population of conscientious people. Nowhere in the world is there any place or business with so much to offer reaching out with the opportunity and capability of what One Community is creating.

#### **8.1.1.2. Financial Viability**

The One Community model is also specifically strong from a financial viability perspective. Initial funding (see 2.2. Start-up Summary) finances the infrastructure for energy, food, and living structure self-sufficiency (see 3.3. Fulfillment) and that provides the necessities to support One Community's 100% volunteer staff. Collectively this creates a tourism business that runs at a sustainable 90% reduction of overhead versus traditional hotel, retreat, or resort models.

#### **8.1.1.3. Superior Product**

The greatest strength of One Community is the superiority of the product that we offer (see 3. Products and Services). Nowhere in the world is there the combination of social and recreational model, sustainability options and demonstration, and infrastructure to support visitors like what One Community is offering. And the best part is that what One Community represents is designed to continually grow and evolve with new talent because the foundation of our creation is the opportunity for any passionate and talented person we invite to join us to instantly retire to a life of doing what they love most as part of the One Community model. Resulting in even more new sustainability designs and innovations, products, and classes as One Community grows.

### **8.1.2. Weaknesses**

There are two key weaknesses to the One Community model: it is the most extensive sustainability vision currently in existence with no precedent for success, and the possibility of running out of funding.

#### **8.1.2.1. The Most Extensive Sustainability Vision Currently in Existence**

The one weakness that is unavoidable to recognize is that nobody has ever envisioned a sustainability project with the breadth and scope of One Community. There are existing sustainable energy communities, sustainable food communities, sustainable building communities, resource based economies, consensus based communities, communities that sponsor individual businesses, communities with scholarship programs, communities with their own education programs, and even communities that run 100% volunteer recreational and social models similar to what we propose. But nowhere in the world has anyone put together the diverse team we have already accumulated and a structure to make all of these things happen in one place, share the blueprints freely so others can duplicate the model, and demonstrate its duplicability ourselves by starting the second community within 3-5 years. With no precedent other than the successful pieces currently in existence, the creation of One Community is nothing short of EPIC.

#### **8.1.2.2. Costs Exceeding Funding**

In any business there is always the risk of expenses exceeding available capital. Fortunately for One Community our sustainability model is specifically conducive to ensuring us against this possibility, much more than traditional models, by keeping our on-going operating expenses to a bare minimum. None-the-less, we have also taken great care to use conservative numbers when estimating building costs to further ensure our success and prepare for the inevitable unexpected expenses. We are also intending to continue fundraising indefinitely to fuel even faster expansion; fundraising that will only become easier with our continued expansion and success.

### **8.1.3. Opportunities**

There are a diversity of opportunities that support the successful future of One Community including the growing market, changes in people's lifestyle that are leading to more cost effective and fulfilling vacation options, the insufficiency of current solutions, predictability of the market's positive response to what we

are creating and how we are sharing it, and our ability to offer significantly greater perceived value that will in turn create greater demand for One Community's services.

#### **8.1.3.1. Growing Market**

The sustainability industry is one of the fastest expanding industries today and accelerating: Over the next two years, the global sustainable business market will reach a tipping point, triggering rapid market expansion, according to new research from Verdantix. After analyzing spending patterns of more than 2,500 global firms, [Verdantix found that](#) "growth rates of investment in sustainable business programs will be between 50 percent and 100 percent higher in 2013 than in 2011. As a result, total spent on sustainable business programs by billion dollar revenue firms in Australia, Canada, the UK and the US markets alone will hit \$60 billion in 2013."

#### **8.1.3.2. Changes in People's Lifestyles**

It's not just the market that is changing, people's lifestyles are shifting to reflect different values also. The global recession, discussion of energy shortages, disasters like the Gulf, and rising food costs are creating a shift in public consciousness and lifestyles leaning more and more towards practicality and business models with a clear consideration of the future. People want more and more to have experiences that are not only personally fulfilling, but environmentally and economically considerate as well. This is a trend that will continue to accelerate and fuel interest in a vacation opportunity and experience like One Community.

#### **8.1.3.3. Insufficiency of Current Solutions**

For both the general public interested in an ethical and educational vacation experience with the flavor of sustainability, and the sustainability savant desiring a diverse full-emersion experience, current options are significantly insufficient. The three primary shortcomings in the market are:

- **Tourism Infrastructure:** Most communities lack the food, energy, staff, and building infrastructure to accommodate anything more than tours, let alone tourism. By devoting 30% of our structures to visitors, One Community stands to maintain our availability to the growing market.
- **Diversity:** Even the current Retreat options lack the combination of classes, sustainability infrastructure of interest, and traditional vacation options most discerning consumers, and definitely the sustainability educated seeker, are looking for when choosing to visit or vacation.
- **Lack of Growth:** 99% of the options that exist are not growing. They offer a snapshot of sustainability without consideration of its constant evolution. One Community is designed to continue to grow and evolve indefinitely; offering a fresh new experience, keeping all the foundations people will grow to love (classes, home cooked meals, live music, etc.), each time people visit.

#### **8.1.3.4. Predictable Positive Response**

The market is warming more and more to forward thinking and sustainable businesses. Our open-source model of sharing everything we create will have a predictably dramatic positive response within the marketplace that will lead to repeat business, viral word of mouth sharing, and free publicity.

#### **8.1.3.5. Perceived Value Creates Increased Demand**

One Community will offer a significantly higher-value experience than the traditional hotel/motel experience, bed and breakfasts, lodges, and even retreats and we expect demand to increase exponentially over time. What we offer to the public will also continue to increase (added construction, classes, etc.) and this will further contribute to our increased perceived value and demand.

### **8.1.4. Threats**

Threats in order of seriousness and probability that exist for One Community include conflict with the county or local population of **NDA NEEDED**, costs exceeding funding, a natural disaster like a forest fire, and potential cooling within the market.

#### **8.1.4.1. Conflict with the County**

We have already spoken to the new **NDA NEEDED** and the current climate of the planning and building board is warming to alternative building methods and projects like ours. That said, the political atmosphere of any county is subject to change. The population of **NDA NEEDED** used to be much more conservative than it is right now but we are none-the-less aware that significant negative press for One

Community due to our liberal leanings could be a potential threat to the warm welcome we have thus received. On a positive note, the significant revenue and tourism we will bring to the area will definitely help to offset this if it were to happen.

#### **8.1.4.2. Natural Disasters**

A natural disaster like a forest fire would be a significant setback to the One Community project. Our sustainable building methods and aquaponics food production facilities prepare us more for this than other tourism models but it would still be a large setback.

#### **8.1.4.3. Cold Market**

There is also the possibility, even in the growing sustainability market and a world where Burning Man is drawing 50,000 visitors, that the market could be cold to our model. We do not see this as a realistic threat, but have multiple alternative approaches to the model and marketing if it were.

## **8.2. Milestones**

**NDA NEEDED**

## **9. Financial Plan**

Jae Sabol is the Visionary, overall manager, and founder of One Community. The One Community Launch Management Team continues to evolve but the areas of marketing, fundraising, food production, construction, energy infrastructure, education, and recreational development are covered by solid members of the team that have been with this project the longest, have related skillsets and experience, and have demonstrated leadership and outstanding dependability.

### **9.1. One Community Launch Management Team**

The One Community Launch Management Team are the One Community Pioneers that are currently active in the One Community launch process, ready to move onto the property on day 1, and specifically skilled in their areas of management.

#### **ONE COMMUNITY LAUNCH MANAGEMENT TEAM (see final pages for complete resumes)**

- **Jae Sabol – Visionary and Overall Coordinator**
- **Daniel Hillyard – Associate Coordinator and Legal Manager**
- **Lorenzo Zjalarre – Energy Infrastructure Manager**
- **Jin Hua – Internet Marketing Manager**
- **Chris Cayes – Open Source Creation Manager**

## **10. Financial Plan**

Here is the summary of the One Community Financial Plan including Start-up Funding, Projected Growth, Break-even Analysis, Cash Flow, and our 3-Year Projection.

**NDA NEEDED FOR 10.1. START-UP FUNDING DETAILS**

### **10.2. Important Assumptions**

The largest assumption of the One Community financial plan is the achievement of our food, living-structure, and energy sustainability goals. Achievement of these goals is sufficient infrastructure to easily sustain 40 Community Pioneers, support enough tourism and timeshare sales to keep expanding and fund the next 2 Pods, and produce enough food to support sales, all of One Community, and eventually an entire second community. Work projections with even 2/3rds of our projected Community Pioneer team working just 40 hours a week show that we can complete these goals within 12 months.

The second important assumption is the continued growth of the sustainability industry and the effects of our approach to this industry. [Current projections](#) show the sustainability industry more than doubling in the next 2-3 years and projects such as ours aim to accelerate this even more. We are confident that open-source sharing of everything we create will be the fastest, most fulfilling, and most productive approach to creating massive industry interest in One Community as the industry continues to grow and evolve.

The third important assumption is that One Community will offer a living, contribution, and growth experience unlike anything in the world; becoming increasingly attractive as we grow, and allowing us to hand select from a larger and larger pool of skilled individuals wishing to join us. Because we are founded on sustainability, our very infrastructure is what appeals to our target market and allows us to offer passionate and skilled individuals the equivalent of an instant retirement plan to a life of doing what they love and sharing their gifts while escaping the traditional work environment, and living trend, of struggling just to meet their family's basic survival needs: food, energy, and shelter.

### 10.3. Projected Growth

One Community is projected to grow to a community of 200 permanent adult residents with the financial ability and physical infrastructure to support thousands of annual visitors, scholarship program, and thriving culture of contribution and change capable of self-duplication within three years. Building the second community of 200 people should take half as long, with the formation of a third community beginning before the second one completes in 2016. When complete by approximately 2021, One Community City will comprise over 2000 full-time architects, artists, technology experts, growers, engineers, musicians, and other skilled individuals divided amongst 10 Community Pods of 200 community members each; all working together to create the first sustainable city in the world.

Successful growth of the infrastructure to achieve these long-term goals should take 6-8 months and will consist of Pod 1 & 2 and our food and energy infrastructure. Just the completion of these foundations will allow us the self-sufficiency to bring in additional skilled Community Pioneers, start tourism and food sales, and work as long as we need to complete the Center of Peace, establish ourselves as sustainability market leaders, and build the remaining 5 pods. The infrastructure of the 7 Pods and 200 people will easily allow us to support the building of a second community and the finances and energy and food infrastructure for the rest of the city.

#### Break-even Analysis

Below is the conservative monthly break-even analysis for One Community operating with only the initial 40 Community Pioneers. The ratios of the various revenue streams that will help us hit our break-even point are hard to predict so we have included the break-even point that is possible with each individual revenue stream.

#### **NDA NEEDED FOR 10.4. BREAK-EVEN ANALYSIS DETAILS**

We expect to be able to achieve our break-even goals in all three of the categories of Tourism, Premium Tourism, and Surplus Food Production by the end of the second year. The next chart, 10.5 Cash Flow Analysis shows our expected cash flow for year two.

Please continue to next page for 10.4 "Cash Flow Analysis"

## 10.4. Cash Flow Analysis

Below is the cash flow analysis for One Community starting once we have completed our initial infrastructure of Pod 1, Pod 2, the Center of Peace, and our Food Production Infrastructure. All start-up expenses are accounted for and included in the business plan with over \$200,000 of available capital as a safety net to achieve our financial viability goals.

Infrastructure Completion room availability:

Center of Peace: 8 Premium Rooms

Pod 1: 6 Rental Rooms

Pod 2: 11 Rental Rooms

Upon completion of all of these details, conservative growth projections are estimated to start Quarter 2 (see below) and progress as follows:

- Addition of 20-30 new Community Members per quarter
- Completion of 20 additional living structures per quarter
  - Houses new Community Members
  - Adds an additional 5 rental rooms estimate to rent at an initial 20% (equal to slightly more than weekends only or +91 rented nights)
- Adoption of 3 individual businesses through the Entrepreneurial Model for Business Grants (Section 3.6) per quarter costing an average of \$2,000 each to adopt and producing \$500 gross monthly revenue each = \$125 compounding monthly community revenue
- 10% quarterly growth of Premium Room Rental
- 10% quarterly growth of food sales

The following numbers start with a conservative Quarter 1 projection of 70% occupancy rate for Non-premium Rooms and 20% occupancy of Premium Room rental and do not include Timeshare Sales because we hope to phase new timeshare sales out by year two. Surplus Food sales are calculated at 50% of estimated total production as described in 3.1.3. "Organic Food Sales." Education and Retiree revenues are not included.

<b>Cash Flow Analysis</b>				
<b>Cash Inflow</b>	<b>1<sup>st</sup> Qtr</b>	<b>2<sup>nd</sup> Qtr</b>	<b>3<sup>rd</sup> Qtr</b>	<b>4<sup>th</sup> Qtr</b>
Tourism @ \$80/night	\$62,118	\$69,398	\$76,678	\$83,958
Premium Tourism @ \$200/night	\$29,200	\$32,120	\$35,040	\$37,960
Surplus Food Production Sales @ \$1.50/pound	\$30,000	\$33,000	\$36,000	\$39,000
25% of Community Sponsored Businesses	\$4,000	\$5,500	\$7,000	\$8,500
<b>TOTAL INFLOW</b>	<b>\$125,318</b>	<b>\$140,018</b>	<b>\$154,708</b>	<b>\$169,418</b>
<b>Cash Expenditures</b>				
Food Costs	\$0	\$0	\$0	\$0
Energy Costs	\$0	\$0	\$0	\$0
Payroll	\$0	\$0	\$0	\$0
Insurance	\$16,000	\$28,000	\$40,000	\$52,000
Company Car Insurance for 5 vehicles	\$2,300	\$2,300	\$2,300	\$2,300
Quarterly Continued Construction Cost Estimates	\$30,000	\$30,000	\$30,000	\$30,000
Awarded Business Grants (3@\$2000 each)	\$6,000	\$6,000	\$6,000	\$6,000
Miscellaneous	\$8,000	\$8,000	\$8,000	\$8,000
<b>TOTAL EXPENDITURES</b>	<b>\$62,300</b>	<b>\$74,300</b>	<b>\$86,300</b>	<b>\$98,300</b>
<b>Quarterly Net Cash Flow</b>	<b>\$63,018</b>	<b>\$65,718</b>	<b>\$68,408</b>	<b>\$71,118</b>
<b>Cumulative Net Cash Flow</b>	<b>\$63,018</b>	<b>\$128,736</b>	<b>\$197,144</b>	<b>\$268,262</b>

## 10.5. Three Year Projection

Here is the annual projection 1st quarter of the 4th year assuming the following:

- Completion of enough pods to accommodate 200 full-time adult community members
- 30% available space dedicated to tourism (52 rooms)
- 8 Deluxe Center of Peace Rooms
- 4 aquaponics structures producing yields as outlined in Section 3.3.1.2.
- Continuation of Business Grant projections in table 10.5.
- Retirement Options as outlined in Section 3.1.5.
- Private Education Options as outlined in Section 3.1.4.

<b>Three Year Projection – First Quarter of 4th Year</b>				
<b>Cash Inflow at Varying Capacities</b>	<b>30%</b>	<b>50%</b>	<b>70%</b>	<b>90%</b>
Tourism @ \$80/night (52 available rooms)	\$149,760	\$249,600	\$349,440	\$449,280
Premium Tourism @ \$200/night (8 available rooms)	\$57,600	\$96,000	\$134,400	\$172,800
Surplus Food Production Sales @ \$1.50/pound	\$37,500	\$62,500	\$87,500	\$112,500
25% of Community Sponsored Businesses as projected out 3 years in 10.5 above	\$6,150	\$10,250	\$14,350	\$18,450
Retirement Option (10 available spots @ \$70,000 ea)	\$52,500	\$87,500	\$122,500	\$157,500
Private Education Option (15 available spts @ \$5K ea)	\$5,625	\$9,375	\$13,125	\$16,875
<b>TOTAL INFLOW</b>	<b>\$309,135</b>	<b>\$515,225</b>	<b>\$721,315</b>	<b>\$927,405</b>
<b>Cash Expenditures as Projected at 3 Years in Table 10.5</b>				
Food Costs	\$0	\$0	\$0	\$0
Energy Costs	\$0	\$0	\$0	\$0
Payroll	\$0	\$0	\$0	\$0
Insurance	\$200,000	\$200,000	\$200,000	\$200,000
Company Car Insurance for 5 vehicles	\$7,200	\$7,200	\$7,200	\$7,200
Monthly Continued Construction Cost Estimates	\$12,000	\$12,000	\$12,000	\$12,000
Awarded Business Grants (3@\$2000 each)	\$6,000	\$6,000	\$6,000	\$6,000
Miscellaneous	\$8,000	\$8,000	\$8,000	\$8,000
<b>TOTAL EXPENDITURES</b>	<b>\$233,200</b>	<b>\$233,200</b>	<b>\$233,200</b>	<b>\$233,200</b>
<b>1st Quarter, Year 4, Net Cash Flow</b>	<b>\$75,935</b>	<b>\$282,025</b>	<b>\$488,115</b>	<b>\$694,205</b>

These numbers do not account for accumulated revenue up to this point, only net revenue for this first quarter of the 4th year.

## 11. Closing Comments

*“In order to change an existing paradigm you do not struggle to try and change the problematic model.  
You create a new model and make the old one obsolete.*

*That, in essence, is the higher service to which we are all being called.”*

~ Buckminster Fuller ~

One Community is the result of 15 years of preparation and planning to develop a self-sustainable, conscious, and conscientious new way of living committed to the indefinite progress of humanity. We have the team, the plan, and the necessary motivation to create something historic. Help us make history if you feel called to do so.

*“Be the change you want to see in the world.”*

~ Mahatma Gandhi ~

### **Ecological**

- Demonstrates zero-waste living
- Innovator in the use of permaculture
- Innovator in the use of renewable energy
- Innovator in the use of recycled, reclaimed, and renewable building materials

### **Economical**

- 100% food self-sufficiency
- 100% energy self-sufficiency
- 100% volunteer staff and labor force
- Cob, rammed earth, straw bale, earth bag, handmade brick, and reclaimed building materials

### **Duplicable**

- Replicable open source systems-based approach to design and development
- Compartmentalization of complex ideas, tasks or components for easier modeling by others
- Creation of open source and detailed multi-media blueprints and tutorials for others to follow

### **Self-perpetuating**

- Leader in one of the fastest growing industries today
- An abundant enough model to finance and build future communities
- Becomes more cost effective and efficient with each completed community
- The number of people wishing to help move the world towards a sustainable future is growing exponentially and One Community provides an unparalleled opportunity for these people to contribute their skills full-time to a collaborative environment of like-minded individuals already making a difference

### **Constant Contribution**

- Contribution is a foundation of our infrastructure and the values of our volunteer membership
- Diverse skill sets working together create a fertile environment for innovation and inspiration
- Everything One Community creates is open source so others can build on and evolve our models

At One Community our Vision is to transform the world simply by “being the change we want to see”: ecological, economical, duplicable, self-perpetuating, and constantly contributing. To accomplish this Vision and our creation of a “new model”, One Community bases its culture, actions and constant evolution on the following core values: Communication, Community, Contribution, Diversity, Empowerment, Freedom, Honesty and Integrity, Love and Connection, Mindfulness and Fun, Open Source Progress, Personal Growth and Spirituality, and Sustainability.

**Welcome to One Community ~ A new way to Live and the open source blueprints for a sustainable civilization.**



## Jae Sabol

**POSITION** **One Community Founder and Overall Coordinator**

**EDUCATION**

<b>Completed over 50 additional courses in health, psychology &amp; nutrition</b>	<b>1998 - 2008</b>
<b>Licensed Master Prac. and Trainer of Neuro-linguistic Programming</b>	<b>2007</b>
<b>Graduated 4 Year Corrective Holistic Exercise Kinesiology Program</b>	<b>2005</b>
<b>Certified by the National Academy of Sports Medicine, International Sports Sciences Association, and National College of Exercise Professionals</b>	<b>1998 - 2003</b>
<b>Licensed Massage Therapist and Neuromuscular Therapist</b>	<b>2000 - 2004</b>
<b>Studied Engineering at the University of Washington</b>	<b>1994 - 1995</b>

**WORK EXPERIENCE**

<b>Founder of One Community – Incorporated 2011</b>	<b>1996 - Pres</b>
<ul style="list-style-type: none"> <li>• 15 years of planning, training for, and evolving the One Community model for global change and creating the open source blueprints for a sustainable civilization</li> </ul>	
<b>CEO Advanced Therapeutic Exercise Conditioning Inc.</b>	<b>1998 - 2011</b>
<ul style="list-style-type: none"> <li>• Managed all aspects of a 2,500 square foot clinic with a staff of 5</li> <li>• Built business from nothing to notoriety and a 6-figure income working with everyone from Olympic Athletes and business tycoons to housewives and children</li> </ul>	
<b>Via Viente – West Coast Leader and Coordinator</b>	<b>2007 - 2010</b>
<ul style="list-style-type: none"> <li>• One of only 5 Leaders for the US membership of 1,000’s</li> <li>• In charge of creation and development of all nutrition and health related company marketing materials, educational calls, and educational classes</li> <li>• Organizer and Host of all West Coast team and leadership events</li> </ul>	
<b>Christopher Howard Companies – Main Room Leader and Coordinator</b>	<b>2006 - 2008</b>
<ul style="list-style-type: none"> <li>• One of only 9 paid employees managing a team of 10-30 volunteers coordinating seminars up and down the West Coast for groups ranging from 200 to 2,000 people</li> <li>• Managed a variety of community building, coaching, and business skills exercises and classes running anywhere from three days to three weeks</li> </ul>	
<b>National College of Exercise Professionals – Instructor</b>	<b>1999 - 2000</b>
<ul style="list-style-type: none"> <li>• Instructor for classes on nutrition and exercise therapy</li> </ul>	
<b>Independent Business Owner then Co-owner RJS Fitness</b>	<b>1995 - 1998</b>

**SKILLS**

- 15 years experience as an entrepreneur having managed 4 successful businesses
- 20 years of leadership skills starting in high school as Sophomore Class President, then Student Body President, and 15 years as a business owner with paid staff
- 8 years psychology, communication, community building, strategy modeling, early childhood education, and conflict resolution and negotiation training and experience
- Self taught website designer, spreadsheet design, and audio, image and video editing versed in: Keynote, Powerpoint, Excel, Word, Pages, GarageBand, Photoshop, etc.
- Diversity of manual labor, gardening, composting, and building skills
- Extensive bodywork, energy work, and physical therapy skills

**AWARDS AND HONORS**

- Honors Student – High School and College
- First person ever to complete the 4-year Corrective Holistic Exercise Kinesiology program in 3 years; was offered, and declined, a position on the CHEK staff



## Daniel Hillyard

<b>POSITION</b>	<b>One Community Associate Coordinator and Legal Manager</b>		
<b>EDUCATION</b>	<b>Ph.D. in Social Ecology</b>	<b>University of California, Irvine</b>	<b>1999</b>
	<b>M.A. in Social Ecology</b>	<b>University of California, Irvine</b>	<b>1994</b>
	<b>Juris Doctor</b>	<b>UOP, McGeorge School of Law</b>	<b>1991</b>
	<b>B.A. in Social Ecology</b>	<b>University of California, Irvine</b>	<b>1986</b>
<b>WORK EXPERIENCE</b>	<b>Associate Professor, Southern Illinois University</b>		<b>2009 - Pres</b>
	<ul style="list-style-type: none"> <li>• Research and writing, teaching, and service to university and community</li> </ul>		
	<b>Assistant Professor, Southern Illinois University</b>		<b>2002 - 2009</b>
	<ul style="list-style-type: none"> <li>• Research and writing, teaching, university and community service</li> </ul>		
	<b>Lecturer, University of California, Irvine</b>		<b>1999 - 2001</b>
	<ul style="list-style-type: none"> <li>• Initial experience designing and teaching large lecture courses</li> </ul>		
	<b>Postdoctoral Researcher, University of California, Irvine</b>		<b>1999 - 2000</b>
	<ul style="list-style-type: none"> <li>• Collected data and wrote three final chapters for first book</li> </ul>		
	<b>Research Assistant, University of California, Irvine</b>		<b>2000</b>
	<ul style="list-style-type: none"> <li>• Supervised undergraduates conducting outreach in minority communities</li> </ul>		
	<b>Teaching Assistant, University of California, Irvine</b>		<b>1991 - 1999</b>
	<ul style="list-style-type: none"> <li>• Held weekly class reviews for undergraduate students, fielded their questions, and graded papers and exams</li> </ul>		
	<b>Summer Associate, University of California, Irvine</b>		<b>1997 - 1999</b>
	<ul style="list-style-type: none"> <li>• Initial experiences designing and teaching small lecture courses</li> </ul>		
<b>SELECT PUBLICATIONS</b>	<b>Books</b>		
	<ul style="list-style-type: none"> <li>• Dombrink, J. and D. Hillyard. 2007. <i>Sin No More: From Abortion to Stem Cells: Understanding Crime, Law, and Morality in America</i>. New York: New York University Press.</li> <li>• Hillyard, D., and J. Dombrink. 2001. <i>Dying Right: The Death with Dignity Movement</i>. New York: Routledge.</li> </ul>		
<b>MEMBERSHIPS/AWARDS</b>	<b>Awarded Promotion to Associate Professor with Tenure</b>		<b>1999</b>
	<ul style="list-style-type: none"> <li>• Southern Illinois University</li> </ul>		
	<b>Admitted to State Bar of California</b>		<b>1992</b>
	<ul style="list-style-type: none"> <li>• Attorney and Counselor at Law</li> </ul>		
	<b>Traynor Honor Society, UOP McGeorge School of Law</b>		<b>1990</b>
	<ul style="list-style-type: none"> <li>• Membership granted for being named multiple times to Dean's Honor Role</li> </ul>		
	<b>American Jurisprudence Award, UOP McGeorge School of Law</b>		<b>1988</b>
	<ul style="list-style-type: none"> <li>• Award for excellent achievement in the study of Advanced Torts</li> </ul>		
	<b>Excellence in Research, University of California, Irvine</b>		<b>1986</b>
	<ul style="list-style-type: none"> <li>• Award granted for outstanding contributions to the school, the community, field study, and research</li> </ul>		
	<b>Phi Beta Kappa, University of California, Irvine</b>		<b>1986</b>
	<ul style="list-style-type: none"> <li>• Membership in the oldest honor society for the liberal arts and sciences</li> </ul>		



## Lorenzo Zjalarre

<b>POSITION</b>	<b>One Community Energy Infrastructure Manager</b>
<b>EDUCATION</b>	<b>BS Physics, USAF Academy, GPA 3.91</b> <b>MBA, University of Houston Clear Lake, GPA 3.87</b>
<b>WORK EXPERIENCE</b>	<p><b>Entrepreneur, TIL Vaporizers Inc. 2008 - Pres</b></p> <ul style="list-style-type: none"> <li>Manages, consults, and installs gas efficiency devices that vaporize fuel to increase power and mileage for gasoline-powered engines.</li> </ul> <p><b>Entrepreneur, TIL Meteorites Inc. 2002 - 2008</b></p> <ul style="list-style-type: none"> <li>Created, marketed, and sold meteorite jewelry.</li> </ul> <p><b>Contractor, Rocky Mountain Renovations Inc. 1996 - Pres</b></p> <ul style="list-style-type: none"> <li>Carpenter: Building and remodeling of frame houses. Specializing in Finish Carpentry.</li> </ul> <p><b>Physicist, PRC Environmental Management Inc 1991 - 1993</b></p> <ul style="list-style-type: none"> <li>Project Manager: Led a team of engineers in testing and evaluating remedial processes for the cleanup of radioactive waste.</li> </ul> <p><b>Physicist, USAF/NASA 1986 - 1990</b></p> <ul style="list-style-type: none"> <li>Project Manager: Led a team of engineers in flight certifying and operating small payloads and experiments on NASA Space Shuttle.</li> </ul>
<b>SKILLS</b>	<ul style="list-style-type: none"> <li>Deep knowledge of traditional and non-traditional energy generation techniques. Including the internal combustion engine, solar photovoltaics, solar concentrated thermal, wind turbines, low energy nuclear reactions, zero-point energy.</li> <li>Years of experience in leading teams in the development and implementation of scientific projects.</li> <li>Construction experience in all aspects of home building including framing, plumbing, electrical, drywall, and finish carpentry.</li> <li>10 years of music production and recording experience.</li> <li>Photographer, videographer. Proficiency in Photoshop and other photography and video software.</li> </ul>
<b>AWARDS AND HONORS</b>	<ul style="list-style-type: none"> <li>Dean's list – College</li> <li>Outstanding Young Men of America</li> </ul>



## Jin Hua

<b>POSITION</b>	<b>Internet Marketing Manager</b>	
<b>EDUCATION</b>	<b>Certified On Stage Marketing Graduate</b> <b>Certified Business Growth Specialist (OSM)</b> <b>Home-Business Building Coach</b> <b>Internet Marketing Instructor</b> <b>Web Design Trainer</b> <b>Audio and Video Production Specialist</b> <b>Search Engine Optimization Specialist and Mentor</b>	
<b>WORK EXPERIENCE</b>	<b>Representative of On Stage Marketing</b> <ul style="list-style-type: none"> <li>• Telemarketing at Call Center</li> <li>• Appointment Setting, Prospecting, Closing</li> <li>• Hosting Conference Presentation Calls</li> <li>• Developed over 100 websites</li> </ul>	<b>2007 - Pres</b>
	<b>Founder of Rev Your Biz</b> <ul style="list-style-type: none"> <li>• Mentored over 100 students on business growth and internet strategies</li> <li>• Attracted over 7,000 subscribers to Website</li> <li>• Developed Marketing Videos including Powerpoints</li> <li>• Created Product Launches with Advanced Video Animations with Custom Mixed Audio/Music</li> <li>• Created Professional Video Training Series to Promote Products</li> <li>• Applied Search Engine Optimization to Various Websites, Articles, and Videos</li> </ul>	<b>2007 - Pres</b>
<b>SKILLS</b>	<ul style="list-style-type: none"> <li>• Self-taught Web Designer using Dreamweaver as main Web Builder</li> <li>• Self-taught Video Producer – Knowledgeable in Adobe After Effects and Sony Vegas Pro, Camtasia Studios, PowerPoint, Adobe Photoshop</li> <li>• Self-taught Audio and Music Producer – Knowledgeable in Adobe Soundbooth, Sony Vegas Pro, Goldwave</li> <li>• Internet Marketing Researcher – Constantly staying updated with the latest internet marketing strategies by following top leaders in the industry</li> <li>• Communication – experienced in prospecting and closing</li> </ul>	
<b>AWARDS AND HONORS</b>	<ul style="list-style-type: none"> <li>• Certified Graduate of On Stage Marketing</li> <li>• Became youngest mentor and graduate of OSM at age 19</li> <li>• Graduate from the International Baccalaureate High School Program (IB)</li> <li>• Straight A's for Entire Year 8th Grade (Honors)</li> <li>• 1st Place of the entire IB Junior year class Physics Project</li> <li>• Got Accepted to the All County Band in 11th Grade</li> <li>• Section Leader in Marching Band</li> <li>• Superior Ratings in Solo and Ensemble</li> <li>• Superior Ratings in Jazz Ensemble</li> <li>• Most Improvement in Martial Arts and Sports</li> </ul>	



## Chris Cayes

<b>POSITION</b>	<b>One Community Open Source Creation Manager</b>
<b>EDUCATION</b>	<b>Montclair State University, B.A., Cum Laude, English Education</b> <b>County College of Morris, Associate in Arts</b> <b>New Jersey Certificate of Eligibility with Advanced Standing in English</b>
<b>WORK EXPERIENCE</b>	<p><b>Social Networker and Blogger</b> <span style="float: right;"><b>2009 - Present</b></span></p> <ul style="list-style-type: none"> <li>Created and maintain a blog, multiple social network lines, and a YouTube channel purposed to share information on creating a better future for all by producing and sharing related audio, video, and written content. Now leading these tasks with One Community.</li> </ul> <p><b>English Teacher – Briarcliff Middle School</b> <span style="float: right;"><b>2009 - 2010</b></span></p> <ul style="list-style-type: none"> <li>Responsible for teaching all (five) seventh grade English classes.</li> <li>Prepared daily lesson plans and materials.</li> <li>Promoted active reading and listening skills.</li> <li>Practiced differentiated learning to reach students with different needs.</li> <li>Created student-centered learning environment, applying varied teaching methods to engage students' multiple types of intelligence.</li> </ul> <p><b>Student Teaching – Randolph High School</b> <span style="float: right;"><b>2008</b></span></p> <ul style="list-style-type: none"> <li>Responsible for teaching ninth and 11th grade English classes</li> </ul> <p><b>Teaching Fieldwork Experience – 200 hours of in-classroom support</b> <span style="float: right;"><b>2007 - 2008</b></span></p> <ul style="list-style-type: none"> <li>Volunteered at two high schools and two middle schools observing, and acting as teacher's aide and special writing group tutor</li> </ul>
<b>SKILLS</b>	<ul style="list-style-type: none"> <li>Traditionally schooled in the creation and implementation of lesson plans across a diversity of subjects through a variety of different teaching approaches</li> <li>Experienced organizer, administrator, and networking group facilitator</li> <li>Experienced in the creation of informative and educational internet audio, video, and written content</li> </ul>
<b>AWARDS AND HONORS</b>	<ul style="list-style-type: none"> <li>Cum Laude Graduate, Dean's List, GPA 3.7</li> <li>NJ Certificate of Eligibility with Advanced Standing in English</li> </ul>