


Sustainable Wellness Program: Investment Brief

This document outlines a comprehensive and sustainable wellness program focused on breathwork, designed to foster community well-being and generate diversified revenue streams. Our strategy integrates local capacity building, digital innovation, and strategic partnerships to ensure long-term viability and impact.

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Building Community Capacity Through Local Instructors

At the heart of our program is the development of a robust Community Instructor Network. We will identify, train, and certify individuals within each locality to become qualified breathwork instructors. This initiative not only empowers local residents with valuable skills but also decentralizes access to wellness practices, making them more accessible to diverse communities, especially the elderly and underserved populations. By fostering a grassroots approach, we build genuine community capacity and create meaningful job opportunities at a local level.

- Train and certify local residents as breathwork instructors.
- Decentralize access to breathwork practices across various communities.
- Create new job opportunities and empower local economies.

Ensuring Instructor Livelihood: Paid Group Sessions

To ensure a consistent income stream for our newly certified instructors and provide affordable wellness access to the public, we will facilitate regular Paid Group Sessions. Instructors will lead these sessions, priced affordably between RM30–RM50 per session, catering to both the general public and specific groups like the elderly. This model creates a symbiotic relationship where instructors gain a sustainable livelihood, and communities benefit from accessible, high-quality breathwork guidance. These sessions will be held in community centers, parks, or designated wellness spaces.



Consistent Income

Ensures financial stability for certified instructors.



Community Access

Provides affordable wellness to all, especially the elderly.



Regular Sessions

Fosters routine and consistent engagement with breathwork.

Scaling Reach with Digital Innovation: The BreathRoot App

Complementing our in-person efforts, the "BreathRoot" Breathwork App will serve as a crucial digital platform for program expansion and recurring revenue. This monetized application will offer a comprehensive suite of features, including guided breathwork sessions for various needs (stress reduction, sleep improvement, energy boosting), personalized progress tracking, and virtual classes led by certified instructors. The app will operate on a subscription model with optional in-app purchases for premium content or one-on-one virtual sessions. This digital component allows us to reach a broader audience, provide convenient access to wellness, and generate a scalable, recurring income stream.

Supporting Wellness at Home: Comprehensive Wellness Kits

To extend the practice of breathwork beyond sessions and support independent wellness journeys, we will offer a range of specialized Wellness Kits. These kits, such as "BreathKit" for foundational breathwork practices and "HealthKit" for broader holistic well-being, will contain tools, guides, and resources for home use or specialized elderly care. The sale of these physical products will generate direct revenue, which will be reinvested to support the operational costs and expansion of our community programs. Each kit will be thoughtfully curated to provide a complete and enriching experience for users, fostering self-sufficiency in their wellness routines.

BreathKit

Includes essential tools for beginners to advanced breathwork practitioners.

- Guided audio tracks
- Instructional manual
- Comfort aids (e.g., eye mask)

HealthKit

A holistic kit designed for overall well-being and self-care.

- Mindfulness exercises
- Aromatherapy blends
- Gentle stretching guides

High-Value Revenue: Corporate and GLC HRDC Programs

A significant high-value revenue stream will come from Corporate and Government-Linked Company (GLC) HRDC-claimable training programs. We will partner with companies and GLCs to offer specialized breathwork training modules designed to upskill their internal HR or wellness instructors. These programs can be claimed under Human Resources Development Corporation (HRDC) initiatives, making them highly attractive to corporations looking to enhance employee well-being and productivity. This B2B model provides substantial funding for the program's expansion, innovation in new offerings, and enables us to reach a broad employee base, improving overall corporate wellness.

\$50K+

Average Program Value

Target for high-value corporate engagements.

10+

Corporate Partnerships

Goal for the first year of operation.

1000+

Employees Reached

Impact per major corporate engagement.

Strategic Funding: ESG and CSR Partnership Opportunities

To ensure our wellness program reaches underserved populations and amplifies our social impact, we will actively pursue ESG (Environmental, Social, and Governance) and CSR (Corporate Social Responsibility) partnership funding. By collaborating with companies on sponsored outreach initiatives, we can deliver breathwork programs to elderly homes, schools, and other community groups who might otherwise lack access. These grants and sponsorships are crucial for funding non-revenue-generating, but socially impactful, aspects of our program, aligning our mission with corporate sustainability goals and extending our reach to those who need it most.



Sustaining Growth: The Master Trainer Pathway

To ensure the long-term sustainability and quality of our program, we will establish a clear Master Trainer Pathway. This pathway provides a career progression opportunity for our senior and highly experienced instructors, allowing them to evolve into regional trainers and mentors. Master Trainers will be responsible for overseeing instructor development, maintaining program quality standards, and disseminating best practices across the network. This not only retains valuable talent within our ecosystem but also ensures continuous professional development and consistent delivery of high-quality breathwork instruction, supporting the program's growth and expansion into new areas.

