

**From:** "[REDACTED]" <[REDACTED]>

**To:** Jeffery Edwards <jeevacation@gmail.com>

**Subject:** my most important email to you, aside from happy birthday email

**Date:** Sat, 29 May 2010 01:43:22 +0000

**Attachments:** MD\_Estimate\_00003-10-E\_052...pdf

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Hi Jeffrey,

A while back, I had told you a little bit about the massage company I was working on for most of 2008. It had shown a lot of potential for success and I have a lot of regrets about closing everything down when I had that health issue. Even with how minimal and simplistic the company was initially, building managers loved the idea and were excited to offer my services to their residents. You can see what my company was at [REDACTED]

I know your first concern was liability insurance, but with everyone working for me having their own professional insurance I was recently able to find a policy for general liability coverage at a very low cost. The biggest complication with getting the ball rolling previously was that my services were not well marketed and the scheduling software I was using did not make it easy for the customers to book. I had a lot of requests for packages of sessions, but I hadn't figure out how to make that possible with the software.

I had developed a friendship with a social marketing genius in Miami, whom I believe could make my company work and be incredibly successful. We have decided to somewhat mimic the website of Tom's shoes, [www.toms.com](http://www.toms.com) (conceptually, not aesthetically). What is incredible about Tom's website is that it integrates a lot customer feedback and to some extent lets the customers do the marketing for them. Something else Jessica (social marketing genius's name is Jessica Venezuela whom is the founder of the company Mavin Digital) plans to do for me is to customize my scheduling software to make it incredibly simple purchase and book any of the services I am offering. With having her customize it, I will now be able to offer a lot more types of services in addition to massage. Examples being (but not limited to):

- fitness for health
- fitness for body building
- fitness for weight loss
- fitness for athletes
- pilates
- gyrotonics
- feldenkrais
- yoga
  - for couples
  - for kids
- guided meditation sessions
- nutritional counseling
- kitchen makeovers (directed by a dietician)
- grocery shopping services (directed by a dietician)
- personal chefs

To develop the residents' trust in our expertise of these services I am hiring a lead for each service offered who will also be responsible for posting educational material on what we offer on our company blog. The clients will also be able to respond and further develop a relationship with my team. I have some wonderfully talented people on board, such as a pilates teacher who is also in the Martha Graham Company, a fitness trainer who use to perform with cirque du soleil, and a yoga teacher from India who has been studying yoga since he was born and has been teaching for more than 15 years.

One of the reasons I am so in love with this business is that it require much much less overhead than most start-ups. In the past the buildings agreed to take care of the expenses for the supplies which left me with only being responsible for the cost of insurance,

uniforms, the website, and a few other inexpensive odds and ends. With Jessica's help I am confident to be a million times more successful. However, the start-up cost will be about 50x more expensive.

I realize you have seen me jump around a lot trying to figure out what I want to do. I've invested more time and energy into this than anything I have ever pursued aside from dance and it's the only thing I've wanted to do more than dance. After speaking with the head of the entrepreneurial department at [REDACTED] University and receiving positive words from her that I am on a good path, she directed me to the small business development center where I was able to learn a lot about starting a business and has made me confident that my business will be successful.

I have attached [REDACTED] estimate for everything needed to be done, which totals \$60,000. I am wondering if you would be willing to help me on your terms. I hope I'm not being inappropriate to ask.

I miss you lots. Please let me know if I can give you any more information about my plans to decide if you support them.

xo [REDACTED]

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