



# iMANIFEST LTD.

## EXECUTIVE SUMMARY

**iManifest Ltd. | iManifest University (iMU) | iManifest Academy (iMA) | iManifest Vets (iMV) |  
iManifest Investor Relations**

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## 1. Executive Summary

**iManifest Ltd.** is an innovative online education platform designed to revolutionize personal development, health & wellness, fitness & nutrition, and wealth creation. Our mission is to empower individuals to unlock their full potential through accessible, high-quality education. With our flagship product, **iManifest University (iMU)**, we offer a comprehensive range of courses including mindset mastery, manifestation, health and wellness, and wealth creation strategies.

Our platform fosters a vibrant community for interaction, collaboration, and support, ensuring an engaging and enriching learning experience. We combine Millionaire Mentorship, our Marketplace, and regular Podcasts to deliver a winning combination that prioritizes high-quality content, expert instruction, and a user-friendly interface. **iManifest** strives to become the go-to platform for personal growth.

As a technology startup, **iManifest Ltd.** is currently undergoing a capital raise process to fund its expansion and development initiatives. The company's pre-money valuation stands at \$3 - \$10 million. Our strategic approach to marketing, robust risk mitigation strategies, and focus on financial sustainability position **iManifest** for success in the dynamic and evolving personal development landscape.

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## 2. Company Description

**iManifest Ltd.** is dedicated to empowering individuals to transform their lives through accessible and comprehensive personal development courses. Our platform, **iManifest University (iMU)**, offers a wide range of courses covering various aspects of personal growth, including mindset mastery, manifestation, relationship enhancement, wealth creation, investing, diet and nutrition, and social development.

We prioritize community interaction to create an immersive learning environment where individuals can learn, grow, and thrive. Our platform is designed to be user-friendly, with a seamless interface that allows learners to access content easily and engage with instructors and peers in a supportive community.

Our offerings are continually expanding. In June 2025, we plan to launch **iManifest Academy (iMA)**, targeting younger students, and in January 2026, we will introduce **iManifest Veterans (iMV)**, providing specialized resources for armed forces personnel transitioning to civilian life.

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### 3. Market Analysis

The personal development market is experiencing significant growth, driven by the increasing demand for self-improvement, career advancement, and holistic well-being. The global personal development industry is projected to reach \$56.5 billion by 2026. In the online education sector, e-learning platforms are expected to grow at a compound annual growth rate (CAGR) of 9.23% from 2021 to 2026.

**iManifest Ltd.** is strategically positioned to capitalize on this growth by offering a unique blend of specialized courses that cater to diverse interests and goals. Our approach differentiates us from competitors, allowing us to capture a significant share of the market.

#### Key Market Position Factors:

- **Growing Demand:** The increasing emphasis on personal growth, career advancement, and holistic well-being creates a strong demand for innovative and effective personal development solutions. **iManifest** is strategically positioned to tap into this demand and offer unique offerings that resonate with its target audience.
  - **Technological Advancements:** The widespread availability of technology and the internet has revolutionized the personal development industry, enabling companies like **iManifest** to deliver their courses online. This technological infrastructure facilitates broader reach, scalability, and cost-effectiveness, providing ample opportunities for market expansion.
  - **Niche Specialization:** By offering specialized courses, **iManifest** caters to specific interests and goals within the personal development space. This focused approach allows the company to establish expertise and attract individuals seeking targeted and relevant learning experiences.
  - **Flexibility and Accessibility:** **iManifest's** online platform provides flexibility and accessibility, enabling learners to access courses at their convenience regardless of geographical location. This convenience appeals to individuals with busy schedules, further enhancing the company's market positioning.
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## 4. Competitive Analysis

The personal development industry is saturated with various online and offline offerings. **iManifest** differentiates itself through its comprehensive and specialized course offerings, community-centric approach, and user-friendly platform.

### Key Competitive Advantages:

- **Extensive Course Portfolio:** **iManifest** offers a wide range of specialized courses that cater to diverse interests and goals within the personal development space. We collaborate with expert instructors who possess in-depth knowledge and experience in their respective fields, ensuring the delivery of high-quality content that resonates with learners and addresses their specific needs.
- **Collaborative Learning Community:** **iManifest** offers a vibrant and interactive community where learners can engage, collaborate, and support one another. This community-centric approach creates a unique learning environment that enhances the overall experience for participants. By encouraging peer-to-peer interaction, **iManifest** promotes networking, knowledge sharing, and personal growth.
- **User-Friendly Platform:** Recognizing the importance of a seamless user experience, **iManifest** prioritizes the development of a user-friendly platform. The platform is designed to provide easy navigation, intuitive access to course materials, and a seamless learning experience. By simplifying the learning process and minimizing technical barriers, **iManifest** enhances learner satisfaction and engagement.
- **Quality Assurance:** **iManifest** places a strong emphasis on maintaining high standards of quality throughout its course offerings. Rigorous quality assurance measures are implemented to ensure that the content remains relevant, up-to-date, and aligned with industry best practices. By consistently delivering valuable and impactful courses, **iManifest** builds credibility and trust among its target audience.

While **iManifest** possesses several competitive advantages, it is crucial to acknowledge the presence of established competitors in the personal development industry. Competitors may include established online education platforms, traditional personal development institutions, and other niche players. Continuous monitoring of market trends, competitor strategies, and customer feedback will allow **iManifest** to identify opportunities for improvement, innovation, and differentiation.

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## 5. Management and Organization

**iManifest Ltd.** is led by a seasoned team of industry professionals with a deep passion for personal development and education.

### Key Management Team Members:

- **Steven Zee - Founder and CEO:** As the Founder and CEO of **iManifest Ltd.**, Steven Zee plays a pivotal role in shaping the company's vision, strategy, and overall direction. With a profound passion for personal development and major success with Harvard Business School, Steven has a deep understanding of the industry and brings extensive experience and leadership to the organization. As the controlling shareholder, Steven exercises significant control over the company's decision-making processes.
- **Frederick Bowen Potter V - CFO:** Frederick Bowen Potter V serves as the Chief Financial Officer (CFO) of **iManifest Ltd.** With a 15% stake in the company, Frederick oversees financial operations, investment strategies, and capital allocation. His expertise in financial management and strategic planning contributes to the company's financial stability and sustainable growth.

### Management Responsibilities:

The management team at **iManifest** will consist of dedicated professionals who oversee various aspects of the company's operations, curriculum development, and community engagement. These individuals possess a deep understanding of the personal development industry and bring a wealth of experience to their respective roles. They collaborate closely with the CEO to execute strategic initiatives and drive the company forward.

### Responsibilities Include:

- **Operations:** Overseeing day-to-day operations, ensuring efficient execution of processes, and maintaining a high level of operational excellence.
- **Curriculum Development:** Working closely with subject matter experts and instructors to develop specialized courses that meet the needs and expectations of learners.
- **Community Engagement:** Cultivating a vibrant and interactive learning community, fostering collaboration, and providing support to learners throughout their personal development journeys.

The combined expertise and dedication of the management team contribute to the overall success of **iManifest**. By leveraging their industry knowledge, strategic insights, and operational acumen, the team aims to position **iManifest Ltd.** as a leading provider of specialized personal development courses in the market.

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## 6. Products and Services

**iManifest Ltd.** offers a comprehensive range of products and services through our online platform, **iManifest University (iMU)**.

### Key Offerings:

- **Mindset Mastery Courses:** Designed to help individuals develop a positive and resilient mindset, overcome limiting beliefs, and cultivate a growth-oriented mindset. These courses provide valuable insights, practical techniques, and actionable strategies to empower individuals to unlock their full potential.
- **Abundance Manifestation Programs:** Guide individuals in harnessing the power of manifestation to attract abundance and create a life of prosperity. Participants learn to align their thoughts, emotions, and actions with their desired outcomes.
- **Relationship Enhancement Workshops:** Provide individuals with the tools and strategies to build and nurture healthy, fulfilling relationships. These workshops cover various aspects of interpersonal dynamics, effective communication, conflict resolution, and personal growth within relationships.
- **Wealth Creation Courses:** Equip individuals with the knowledge and skills to build financial wealth and achieve long-term financial stability. Topics include e-Commerce, investment strategies, financial planning, asset management, and entrepreneurship.
- **Personal Development Guides:** Address various areas of personal development, including self-improvement, goal setting, time management, leadership skills, and stress management. These guides provide actionable steps and practical advice to enhance different aspects of life.
- **Crypto-Based Investing Courses:** Offer an alternative approach to crypto investing, led by experienced investors.
- **Diet, Nutrition, and Exercise Programs:** Focus on holistic well-being and healthy lifestyle choices. Participants receive guidance and support in achieving their health and fitness goals.

All courses and programs are delivered through our user-friendly online platform, which offers a seamless learning experience. Participants have access to a variety of learning resources, including video lectures, text modules, quizzes, podcasts, live-streams, and interactive community forums. The community aspect fosters collaboration, support, and accountability, allowing individuals to connect with like-minded individuals and seek guidance from instructors and peers.

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## 7. Cost Structures

**iManifest Ltd.** employs a cost-efficient and integrated approach to operations, utilizing a multifunctional compound that serves as living space, office, operations hub, and production studio.

### Key Cost Structure Components:

- **Content Development:** Funds are allocated towards content development, collaborating with esteemed professors, experts, influencers, and instructors to create comprehensive courses, podcasts, and interviews.
- **Technology Infrastructure:** Investments are made in state-of-the-art technology systems and tools to support our online platform, including server infrastructure, software licenses, maintenance, AI implementation, and security measures.
- **Platform Operations:** Resources are allocated for platform maintenance, content updates, technical support services, and ongoing improvements to enhance the user experience.
- **Marketing and Promotion:** Funds are dedicated to marketing and promotional activities, including digital advertising, content creation, social media campaigns, and strategic partnerships.
- **Administrative and Overhead Costs:** The compound provides a cost-effective solution by accommodating various functions within a single space, including administrative expenses such as salaries, benefits, office supplies, utilities, insurance, legal and accounting services, and other operational overheads.
- **Research and Development:** Resources are dedicated to R&D initiatives to stay at the forefront of the personal development industry.
- **Living Space and Studio:** The compound includes living spaces and a studio for content production, reducing costs and improving collaboration.

By consolidating living space, offices, servers, and studio under one roof, **iManifest** optimizes space and cost efficiency.

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## 8. Marketing Plan

**iManifest Ltd.** employs a multi-faceted marketing strategy that encompasses online and offline channels, with a focus on digital marketing techniques.

### Key Marketing Components:

- **Social Media Marketing:** Developing compelling social media campaigns across platforms like Facebook, Instagram, Twitter, LinkedIn, YouTube, Snapchat, TikTok, etc. to increase brand awareness, drive user engagement, and generate leads.
- **Content Marketing:** Establishing thought leadership and providing value to our target audience through video tutorials, podcasts, infographics, and more.
- **Influencer Collaborations:** Leveraging the influence of industry experts and thought leaders through guest appearances, joint webinars, affiliate partnerships, and endorsement campaigns.
- **Affiliate Programs:** Implementing an affiliate program that allows students and users to earn commissions by referring our courses and services to others.
- **Partnerships:** Exploring strategic partnerships with complementary businesses, organizations, and platforms to expand our reach.
- **Public Relations:** Engaging with media outlets, industry publications, and relevant influencers to share company updates, success stories, and thought leadership content.
- **Student-Led Marketing:** Encouraging students to become brand advocates and leverage their networks to promote our courses and services.

By implementing this comprehensive marketing plan, **iManifest** aims to effectively reach our target audience, create brand awareness, foster user engagement, and establish ourselves as a leader in the personal development industry.

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## 9. Sales Strategy

**iManifest Ltd.** employs a strategic sales approach that highlights the unique value propositions of our courses and emphasizes the benefits users can gain from our platform.

### Key Sales Strategies:

- **Compelling Landing Pages:** Creating visually appealing and informative landing pages that clearly articulate the benefits and features of our courses.
- **Free Course Offerings:** Offering select courses or modules as 'Freemium' to establish trust and credibility with potential customers.
- **Limited-Time Promotions:** Implementing limited-time promotions and discounts to create a sense of urgency and drive immediate action.
- **Email Marketing Campaigns:** Utilizing email marketing to nurture leads, provide valuable content, and showcase the benefits of our courses.

- **Referral Program:** Implementing a referral program that incentivizes existing customers and students to refer our courses and services to their networks.
- **Customer Relationship Management:** Prioritizing building strong relationships with our customers throughout their journey.
- **Customer Reviews and Testimonials:** Actively encouraging customers to share their experiences and provide reviews and testimonials to build trust and credibility.

By combining these strategies, **iManifest** aims to engage potential customers, effectively communicate the value of our offerings, and drive conversions.

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## 10. Analysis of Key Risks

While **iManifest Ltd.** has identified numerous growth opportunities, it is crucial to acknowledge and mitigate potential risks that may impact the success of the business.

### Key Risks:

- **Market Saturation:** The personal development industry is highly competitive with a wide range of online and offline offerings. To mitigate this risk, **iManifest** will focus on differentiation through specialized course offerings, high-quality content, and an engaged community.
  - **Technological Challenges:** As an online platform, **iManifest** relies heavily on technology infrastructure and systems. Potential risks include system failures, cybersecurity breaches, and data privacy concerns. Robust security measures, regular system maintenance, and data encryption will be implemented to mitigate these risks.
  - **Changing Consumer Preferences:** The personal development industry is dynamic, and consumer preferences and trends can shift rapidly. **iManifest** will stay agile and responsive to changing market demands through regular market research, feedback analysis, and course evaluations.
  - **Regulatory Compliance:** As an online education platform, **iManifest Ltd.** must comply with applicable laws and regulations, including data protection, intellectual property rights, and consumer protection laws. Regular legal consultations and adherence to industry standards will be integral to mitigating regulatory risks and maintaining the trust of our users.
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## 11. Financial Projections

Based on market analysis and projected revenue streams, **iManifest Ltd.** has developed the following financial projections for the next three years:

### Year 1:

- Sign-ups: 25,000
- Long-term Subscribers: 2,500 (10% of sign-ups)
- Sales: \$1,499,400
- Revenue @ 15%: \$224,910
- Gross Profit: \$1,274,490
- Expenses: \$449,820

### Year 2:

- Sign-ups: 100,000
- Long-term Subscribers: 10,000 (10% of sign-ups)
- Sales: \$5,997,600
- Revenue @ 15%: \$899,640
- Gross Profit: \$5,097,960
- Expenses: \$1,799,280

### Year 3:

- Sign-ups: 200,000
- Long-term Subscribers: 20,000 (10% of sign-ups)
- Sales: \$11,995,200
- Revenue @ 15%: \$1,799,280
- Gross Profit: \$10,195,920
- Expenses: \$3,598,560

These projections are based on conservative estimates of user acquisition and retention rates, pricing strategies, and ongoing investment in marketing and platform development. **iManifest** will closely monitor financial performance and make adjustments as necessary to ensure sustainable growth and profitability.

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## 12. Share Issuance and Distribution

Considering **iManifest's** current valuation of \$3 million and the proposed share distribution, an allocation plan has been developed to determine the number of shares to be issued. **iManifest Ltd.** plans to issue a total of 1 million shares.

**\*Current Share Allocation:**

- **Founder and CEO (Steven Zee):** 400,000 shares (40%)
- **CFO (Frederick Bowen Potter V):** 150,000 shares (15%)
- **Venture Capitalists (VCs):** 300,000 shares (30%)
- **Employees:** 150,000 shares (15%)
- **Public Offering:** 50,000 shares (5%)

This allocation is based on the current share distribution and may vary depending on negotiations, market conditions, and the interests of potential investors.

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### **13. Dividend Protocol**

As **iManifest** progresses and achieves sustainable profitability, it may consider implementing a dividend protocol to distribute profits to shareholders. However, dividend distributions are at the discretion of the company's management and subject to various factors, including financial performance, cash flow, and reinvestment opportunities.

**Illustrative Dividend Protocol:**

- **Year 2025:** Net profit: \$300,000; Dividend payment: \$90,000
- **Year 2026:** Net profit: \$800,000; Dividend payment: \$240,000
- **Year 2027:** Net profit: \$1,700,000; Dividend payment: \$510,000

This dividend protocol should be reviewed and adjusted periodically to ensure alignment with the company's financial goals and shareholder expectations.

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### **14. Venture Capital (VCs)**

**iManifest Ltd.** recognizes the importance of securing adequate capital to fuel its growth and expansion plans. The company plans to attract Angel Investment and Venture Capital to raise the required capital.

**VC Funding Plan:**

- **Angel Investment:** Targeting early-stage capital in exchange for equity ownership.
- **Venture Capital:** Following the successful completion of the angel round, **iManifest** will approach venture capitalists for a private placement raise.

The capital raised from venture capitalists and subsequent listing on the OTC market will enable **iManifest** to accelerate its expansion plans, further develop its platform, enhance its marketing efforts, and strengthen its market presence.

## 15. Employees

**iManifest Ltd.** places great importance on the role of its employees in driving the company's success. To foster a sense of ownership and incentivize performance, the company has implemented an employee stock option plan.

### **Employee Stock Option Plan:**

- **Allocation:** 15% of the company's total stock (150,000 shares) allocated to employees based on performance, tenure, and contribution to the company's growth and success.

By offering employee stock options, **iManifest** aims to cultivate a motivated and committed workforce, driving growth, innovation, and market competitiveness.

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## 16. Public Offering

To facilitate future growth and market expansion, **iManifest Ltd.** may consider a public offering at a later stage. The specific details, including timing, number of shares, and pricing, will be determined based on market conditions and regulatory requirements.

### **Public Offering Strategy:**

- **Initial Listing:** **iManifest** plans to list its shares on the Over-the-Counter (OTC) market through a brokerage firm.
- **Transition to Recognized Exchange:** **iManifest** will evaluate its growth trajectory and market conditions to determine the optimal timing and suitability for transitioning to a full listing on a recognized stock exchange.

The decision to list on a public exchange is a significant milestone for **iManifest Ltd.**, providing increased access to capital, enhancing visibility, and establishing a strong presence in the public markets.

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## 17. Return Expectations

Venture Capitalists (VCs) and other investors typically seek attractive returns on their investments. **iManifest Ltd.** aims to present a compelling business case highlighting its competitive advantage, growth prospects, and ability to deliver attractive returns.

### Investment Opportunity:

- **Growth Potential:** **iManifest** projects strong revenue growth driven by its unique offerings and market positioning.
- **Competitive Advantage:** **iManifest** offers specialized courses, a vibrant community, and innovative technology, positioning it as a leader in the personal development industry.

By articulating a well-structured business plan and showcasing competitive advantages, **iManifest** aims to attract strategic partners who share its vision and can contribute to its long-term success.

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## 18. Timeline

The timeline for **iManifest's** capital raise and platform development is crucial for aligning investor expectations and ensuring timely delivery of key milestones.

### Timeline:

- **Seed Capital and Angel Investment (Months 1-2):** Focus on securing seed capital and angel investment.
- **MVP Development and Beta Testing (Months 2-5):** Develop the Minimum Viable Product (MVP) for **iManifest University (iMU)** and conduct beta testing.
- **Investor Due Diligence and Term Sheet Negotiations (Months 5-6):** Engage in investor due diligence and finalize term sheets.
- **Full Platform Development and Capital Raise Completion (Months 6-9):** Complete the full-scale development of **iMU** and secure the necessary funding for the platform's successful launch.

This timeline is designed to ensure a quick and successful platform launch within the six-month timeframe.

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## 19. Closing Statement

In conclusion, **iManifest Ltd.** presents an extraordinary investment opportunity within the personal development industry. With our comprehensive platform, **iManifest University (iMU)**, we are on the verge of revolutionizing how individuals approach personal growth and financial success. Leveraging our solid foundation and dedicated subscriber base, **iManifest** is strategically positioned to secure a significant share of the rapidly expanding market projected to reach \$56.5 billion by 2026.

**iManifest** stands at the forefront of revolutionizing the personal development industry with **iMU**. Backed by a solid foundation and poised for success, we are well-positioned to capture a significant market share. Our financial projections reinforce the compelling investment opportunity at hand. With our aggressive growth strategy, strategic partnerships, and continuous innovation, we are confident in our ability to deliver outstanding results.

Invest in **iManifest** and become a driving force behind a transformative journey that redefines how people approach personal growth and financial well-being. Together, we will unlock untapped potential, fuel extraordinary success, and propel sustainable growth.

Thank you for considering **iManifest** as your investment opportunity. Together, we will pave the way for a brighter and more prosperous future.



Our Creed

"We believe in the power of Self, and the limitless potential of the human spirit. We strive to provide unparalleled education and support to those seeking to manifest their dreams into reality. Through hard work, determination, and the principles of iManifest Theory, we can achieve anything we desire. We are committed to excellence, innovation, and personal growth. As members of the iManifest community, we stand united in our pursuit of greatness and our dedication to living our best lives."

Steven Zee Founder