

Rehabit • One Page Strategic Plan

Why [Story Summary](#)

Purpose

Why we exist

To drive change in the world. To foster change in people's lives. To foster flow-state, pre-and-post criss life-changes, events and methods.

Vision

Our North Star

Empowering World-wide Systemic Change through Self-Centred, Whole Person, Whole-Life Approach to Habits, Behaviour & LifeStyle Optimization

Values

Our Principles

1. Regeneration
2. Self-Fulness
3. Flow
4. Decisiveness
5. Integration
6. Hierarchy

How

Strategy

Areas of Focus

1. Transformative **Media**
2. Edutainment **Programs**
3. **Applications** of Practice
4. Integrated **Content**
5. **Centers** of Excellence
6. Support **Communities**

Tactics

Specific Initiatives

1. YouTube Channel - Content Marketing Tests
2. App Community Platform Prototype
3. Prime Pricing Sales Model
4. Challenge Event Model
5. Syndicus Contributor Partner Marketing Model
6. Co-Production Service of Syndicate Partners

Key Metrics

Specific Initiatives

1. Videos / Week
2. Events / Quarter
3. Challengers / Event
4. Partners / Month
5. Pending
6. Pending

Who

Accountabilities

Who does what

CEO / Dreamer (Market):

Mike Olaski will research market leaders, existing solutions, current client needs and problems and craft documentation to inform product.

CPO / Visionary (Product):

Mike Olaski will design a MPV prototype content / product to facilitate 1st test campaigns in real-world situations while documenting phase 1 designs towards long-term visions.

CTO / Doer (Tech):

Mike Olaski will lead a team of contractors to develop the tech platform of mobile-first hybrid apps and programs

CSO / Connector (Sales):

Mike Olaski will build a team of Joint-Venture partner contributors.

CMO / Architect (Integrated Media):

Mike Olaski craft a network of fully integrated platform Channels.

What

Mission

Over-Archiving Aim

The Become Most Omni-Presently Personal Transformation Support Platform in the World.

Milestones

Meaningful Progress

1. MVP Developed and Released
2. Sales Funnel Developed & Tested
3. Business Incorporated
4. First Classes OnBoard
5. Founding Team Expands to 3
6. Project listed on Seedrs [link](#)

Goals

Specific Results [link](#)

1. 1,000 YT Subscribers
2. 1,000 Challenge Subs
3. 33% Conversion Rate
4. 3 Founding Partners
5. 336 Prime Customers
6. \$10,544.00 MRR