

Going Deeper, LLC BUSINESS PLAN

Prepared by:

Liliana Trafficante

1612 Crosby Ave
Bronx, New York 10461
6466981656
Jobcoach@beautyfortheirashes.org

www.beautyfortheirashes.org

I. EXECUTIVE SUMMARY

Going Deeper, LLC (referred to from hereon in as the "Company") was established as a Limited Liability Company at 1612 Crosby Ave, Bronx, New York 10461 with the expectation of rapid expansion in the consulting and community development industry. The Company solicits financial backing in order to be able to introduce its new service (described below).

Business Description

The Company was formed on 02/01/2021 as Limited Liability Company under New York state laws and headed by Liliana Trafficante.

God uses Broken Women to help other Broken women:

God uses Broken Women to help other hurting women in realizing their dream and potential. She is a certified life coach and certified in CBT and working towards a degree in youth ministry. Liliana is a certified Chaplain offering Comfort to those who are incarcerated or Children and families facing challenges. Childcare specialist and abuse prevention advocate.

Liliana loves writing, advocacy, and working with young children.

Liliana is available for your type of work or output and private consultations. You can reach Liliana at 646-698-1656 and mentorandadvocate2020@outlook.com

Offering Chaplain Services to Prisons and Children's Hospitals

Provides compassionate, respectful support families, helping them draw on spiritual, religious, cultural, and philosophical resources to cope with an incarceration or physical Challenge:

Our Main accomplishment is the opening of Compassion cosmetics:

www.compassioncosmetics.com 85% of the Proceeds Benefit an emergency fund for trauma impacted Mothers and Daughters: as well as providing an income generating opportunity: Impacted Mothers and Daughters can sell directly from my web site. No startup fee, no starter kit and unlike any other business they get to keep 85% of what they earn. All they have to do is promote and sell. Keep a record of what they sold and who they sold it to. When Payment comes in for that item. They get 85% . Another accomplishment is being Consultants and program designers for EMPATHY HOUSE: Coming Soon to Baltimore MD, The Willie Hong Veterans Center, With Program Design exclusively by the team of Going Deeper Empathy House. A retreat and healing center for Trauma Impacted Nurses and Health care Professionals as well as a Reunification Center for Mothers coming out of prison, Dv and other traumatic experiences.

Our Next Project is our Angel Home. Senior Housing for elders who are alone, Giving them the opportunity to build a family dynamic with homeless youth.

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Management Team

The Company has assembled an experienced management team:

EXECUTIVE DIRECTOR - Catya Craig, *Now a paralegal. Catya's strong determination shows that dreams do come true. Honest and forthright with an amazing heart. She will show you through her own strength that you possess a power that you never knew you had. She will show you that life is what you make it and that you can build your vision on faith. She is a talented dancer and skilled professional:*

Adjunct Director - Ebony Gray, *A living example of what faith can do and those mountains can be moved if you believe in yourself and know your value. Ebony is a case aid . She has risen from the ashes and built an amazing life for herself and her son. She is compassionate and loving and strong willed and she took herself out of the heap of ashes and rose into beauty.*

Marketing and Program Development - Synethia Bland, *Synethia joins our team bringing to the table years of experience as an entrepreneur, model, brand Ambassador and credit repair specialist. She is a public speaker and will use her credit repair skills to help trauma impacted Mothers and Daughters get a fresh start.*

Business Mission

Going Deeper, LLC The parent Company of Beauty from The Ashes is a consulting company that specifically helps Mothers and Daughters Who are coming out of Domestic Violence, Incarceration, Shelters, or Foster Care. They are given tools that empower them, help them feel loved, valued, and appreciated. They are given Resumes and Cover letters as well as interview skills and empowerment tools which will open doors of opportunity for a full and rich life. The one God Intended them

to have. They are given cosmetics gifts to help them feel beautiful, valuable and loved. We walk into the ashes with them. We come to the prison, the shelter, the foster home and the women emerge with beauty that was always in them.

New Service

The Company is prepared to introduce the following service to the market:

Business Consulting: Helping Women build and develop their own storefronts online through Drop Bee Digital.
Providing trauma impacted mothers and daughters with the skills they need to start their own companies and field their dreams:
Make provision for the poor (Leviticus 19:9–10)

"When you reap the harvest of your land, do not reap to the very edges of your field or gather the gleanings of your harvest. Do not go over your vineyard a second time or pick up the grapes that have fallen. Leave them for the poor and the foreigner. I am the Lord your God."

GOD

Funding Request

The Company requests a total loan of \$32,000.00 in exchange for 32% equity ownership in the Company. The funding proceeds will be used for the following purposes:

- 1. Building and Development
- 2. Sponsoring of small businesses
- 3. Emergency Fund for the women.
- 4. Supplies
- 5. Emergency meals

We are also seeking a larger banking investment to acquire:
1317 Shore Drive
Bronx NYC , 10465

As the first emergency LUXURY safe house.

Purpose	Loan Amount
Development	\$32,000.00

We expect to break-even within a 2026 time period following the introduction of our service.

II. BUSINESS SUMMARY

Industry Overview

In the United States, the consulting and community development industry presently makes 25 dollars in sales.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

Short-term emergency shelter for victims of domestic violence, sexual assault or child abuse

Temporary residential shelter for homeless, runaway youths and families caught in medical crises

Transitional and assisted housing for low-income individuals and families

Volunteer construction or repair of low-cost housing

Repair of homes for elderly or disabled homeowners.

Business Goals and Objectives

Short Term:

One of our major goals of starting to Going Deeper LLC. is to build a business that will survive off its own cash flow without injecting finance from external sources once the business is officially running. Through our cosmetics, speaking engagements, Government contracts, and consulting fees.

We know that one of the ways of gaining approval and winning customers over is to offer services that are unique and to treat each individual with empathy and compassion.

Going Deeper LLC will make sure that the right foundation, structures and processes are put in place to ensure that our Mothers and Daughters are well taken care of and are self sufficient. That they become employable and that their dreams are marketable.

As a matter of fact, profit-sharing arrangement will be made available to all our management staff and it will be based on their performance for a period of three years or more. We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.

Long Term:

1. A Nation-Wide Cosmetics Business that serves as a Blueprint for the trauma impacted woman.

2. The Franchising of Empathy House and My Angel Home.

3. Trauma Impacted Women who become employable and find suitable housing

4. Financial growth.

Legal Issues

The Company affirms that its promoters have acquired all legally required trademarks and patents.

III. MARKETING SUMMARY

Target Markets

The Company's major target markets are as follows:

Victims of domestic violence

Sexual assault or child abuse victims

The homeless, runaway youths and parents and families caught in medical crises

Low-income individuals and families

Families who are interested in acquiring / renting a decent and well renovated transitional apartments.

The estimated number of potential clients within the Company's geographic scope is 22.

Pricing Strategy

The Company has completed a thorough analysis of its competitors' pricing. Keeping in mind our competition's pricing and the costs of customer acquisition, we have decided on the following pricing strategy:

Retainer: We charge a monthly fee for on-going deliverables (e.g., \$300/month for program design).

Performance-based: We charge a rate based on the results you produce (e.g., \$100 per key performance indicator reached).

Cost-plus pricing: We charge for the production costs (e.g., \$10 to make a shirt) plus a profit markup (e.g., 100%, or total \$20).

TRAUMA IMPACTED MOTHERS AND DAUGHTERS ARE NEVER CHARGED. ONLY THE AGENCIES THAT SERVICE THEM.

Services

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.

IV. FINANCIAL PLAN

Attached we have provided the following financial information:
BUDGET