



CONFIDENTIAL

SHEKEL.WORLD

*The worlds leading blockchain secured, crypto-based marketplace for
the faith-based community.*

Business plan
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Contact Information

Mark G. Townsend
mark@shekel.world
323-331-2462
www.shekel.world

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Executive Summary

Who We Are

Shekel World Inc., is the first and only blockchain secured, crypto-driven marketplace for the world's faith-based community - over 2 billion Christians - our target market. We intend to launch our proprietary technology platform to provide services and products targeted towards those in the faith-based Christian community.

In parallel, **SHEKEL WORLD** will be launching our own cryptocurrency - **Shekel World Coin**. **Shekel World Coin** was created with the intent of becoming the world's preeminent faith based cryptocurrency.

In addition to our digital marketplace, funds raised from the Initial Coin Offering and Pre-Sale of our **Shekel World Coin** will be allocated towards multiple media projects and acquisitions, including large scale Christian or family friendly music, film and television projects. NFT creation and acquisition will also be a priority, given the explosive nature of the NFT streaming and sales market.

The **Shekel World** digital marketplace coupled with the **Shekel World Coin** cryptocurrency provides a significant opportunity for crypto-knowledgable investors and funds. This is an opportunity to participate in the ground floor launch of a world class cryptocurrency with features such as KYC, AML, as well as compliance, disclosures, and transparency built into our tech platform. Coupled with our marketing reach and execution intelligence, we anticipate significant potential growth.

End of 2022 we plan to have 30 million users/coin holders and a minimum price of \$10.00 US per coin.

Comprised of a select group of industry veterans, artists, and creatives, as well as a robust internet and app based marketplace, **SHEKEL WORLD** aims to grow at an aggressive yet sustainable pace utilizing the scalability of our media technology.

What We Sell

Shekel World provides services and products focused towards the faith based community. Engaging this community through a robust marketing campaign, we intend to offer a comprehensive platform that can service many needs. We include music, video, film, television, ebooks, NFT sales and streaming, travel (flights, hotels, car rental), ticketing for events, cell phones and cell phone service, satellite phone service, online learning platforms (K-12, through accredited University Doctorates), and much more.

As a crypto-powered platform, we are launching our own VISA debit card that will enable users to freely move between crypto and fiat currency, able to purchase goods and services with **Shekel Coin** wherever VISA is accepted.

Who We Sell To

SHEKEL World sells its Shekel World Coins to the Christian faith-based community worldwide. That community can move their coin to their Shekel World Visa debit card or spend it in our Global Marketplace. We sell coin to have people buy our goods and services with the goal of making those goods and services equal to or better than anything those consumers can find outside of the Shekel World marketplace. In doing so, we collect the coin we sold, in order to sell the coin again, only hopefully due to the activity in the marketplace we sell it a second time for a higher price.

Our marketplace enables consumers of travel, event tickets, education, and many other goods and services to participate in the metaverse in a way that provides growth and security to their own currency, potentially hedging against devaluation and inflation experienced by fiat currency.

Our cryptocurrency will meet the needs of the faith based crypto users and investors, by providing them with a transparent, safe, and value-aligned investment opportunity from its inception, coupled with the valuation curve associated with digital marketplace platforms and cryptocurrency ecosystems.

Financial Summary

Financial Highlights

Our financial highlights include a first year revenue in excess of \$175M, conservatively reaching more than \$1.2B by our third year -due mainly to the large, connected nature of our target market and the explosive combination and growth expected when we knit together NFTs, Crypto and an already connected target market of 2 billion people. Profitability is reached by FY2022, due to our strong margins resulting from "The Psalms Project", a large scale media project featuring the biggest names in Christian / Worship music.

We note, but have not included in this plan, the favorable valuations historically enjoyed by companies that are engaged in similar internet technology based platforms that are powered by cryptocurrency. Additional valuation is expected to be interjected by external assessments, giving additional benefit to our stockholders as such valuations are suggested.

Financial Highlights by Year



Company

Company Overview

Shekel World Inc., is a technology holding company launching the first blockchain secured, crypto driven marketplace for the world's faith-based community... "**Shekel.World**".

Along with the development of this platform, and the launch of our Shekel World Coin, we are developing multiple media projects including "**The Psalms Project**" - a large scale media project featuring the biggest artists in the industry. Projects comparable to "**The Psalms Project**" historically have enjoyed sales of \$250M to \$350M. We also have in development two feature films, a Reality TV Show, "The Apology" and a daily television show sponsored by **SHEKEL WORLD** that showcases our partnerships with multiple christian ministries and organizations worldwide.

Our technology partners include Smart Card Marketing Systems, Intellimedia (award winning streaming technology for Disney Plus, CNN, Fox and more), T-Mobile, Axe-Pay, VISA and others. We are planning to hire one of the world's leading PR Firms as well to book Shekel World appearances on every podcast, radio show and TV show having anything to do with faith, Christianity, blockchain or cryptocurrency. The platform has been developed but has yet to be launched.

Shekel.World is to be deployed Q1 of 2022 on the web, as well as the Google Play Store (Android) and the Apple App Store (IOS).

The company is led by CEO Mark G. Townsend who has a degree in Commercial Music Performance from Belmont University in Nashville Tennessee, and has worked with some of the most commercially successful artists across multiple genres. Mr. Townsend also has extensive experience in global finance and project development over the last 15 years, serving on the board of a diverse array of companies worldwide.

Our financial forecast does not include User Growth. But our goals for User Growth are 30 million users in Year One. Given that we will launch the ICO already

having over 1.5 million coin holders, and that many of those coin holders will have followings, friends and fans in the millions, we consider that number to be conservative. This will be an area that is constantly monitored and managed. We can have User Growth on the platform marketplace that is free and doesn't convert to coin users. We can have User Growth of Coin Owners that doesn't convert to Marketplace. This is actually a strength of the model as we'll collect data very quickly that allows us to motivate free users in the marketplace to get some coin and vice versa.

CONCEPT SUMMARY

How we explain Shekel World and the idea of "crypto" in order to make it easier to understand. If your kids want to play video games at the local arcade, you may have to convert dollars to game tokens. *What we're doing is exactly that.* - This is how we make the uninitiated understand the concept of crypto. We're just doing it for the worldwide "faith-based" community's 2 billion Christians.

All fiat currency (paper money) has physical boundaries attached to nation states. Cryptocurrency has whatever boundaries its creator places on it. Crypto can be junk coin attached to nothing (like Dogecoin) or it can be a potential one world virtual global currency like Bitcoin, or, it can be a "token" attached to a subset of "boundaries" in the virtual world AKA the "metaverse". Shekel is that.

Our "boundaries" are defined by our Global Marketplace - **Shekel World** - and by both whatever a **Shekel World Coin** owner chooses to buy or sell in **Shekel World** and whatever they choose to use their Shekel World Visa debit card to buy anywhere Visa is accepted. To ensure that the **Shekel World Coin** has the constant activity required to give it an increasing value, the Shekel World Coin is the "currency" for **Shekel World** - which offers everything from mobile phone services and NFT's to a platform for ministry and charity to thrive free of the limitations imposed by fiat currency economies.

Usage creates demand. Demand increases value. The more people use Shekel, the higher the value of each **Shekel World Coin, which increases demand.** The higher the value of each **Shekel Coin**, the more each **Shekel Coin** can buy and the more each **Shekel World Coinholder's** holdings increase. in value It works the exact

opposite of fiat currencies. The Christian community has its own books, music, movies, TV networks and culture. It is time for it to have its own currency.

Management Team

The CEO of SHEKEL WORLD is Mark G. Townsend.

Mark is a media and communications executive with over thirty years in project management and creative strategy consulting. Mr. Townsend founded Channeland Entertainment Group in 1994. Working with artists and companies such as Sony, EMI, Warner Brothers, ShaniaTwain, Michael W. Smith, TobyMac, and Lakewood Church, his work was featured on numerous Billboard #1's, Gold, and multi-platinum, and Grammy award winning projects.

Mr. Townsend formed The River Oaks Investment Group in 2006, providing alternative finance services in the Tertiary Life Settlement Market. Branching into corporate consulting, Mr. Townsend advised multiple companies through the process of branding and positioning to acquire pre-IPO bridge capital as well as several private equity placements.

In 2008 Mr. Townsend and his wife Shelly founded an orphanage in Asansol India, in honor of his late mother Bonnie, also carrying on missions work he has done in Indonesia, Manilla, China, the Philippines, and India. In 2015, Mr. Townsend joined Exponential Inc. as Chief Creative Officer, and served on several Corporate and Advisory Boards for such companies as Global Heavy Construction Company Inc., Double Infinity Inc., Nutech Inc., and Light Shine Media Project. During his 3 year tenure at Exponential, his clients attracted more than \$70 million in funding. In 2018 he left Exponentials and relocated to Los Angeles to pursue multiple media projects, establishing a state of the art recording facility with 7 time Grammy Award winner Israel Houghton.

CMO - Tim Dillard is our CMO, and has worked in the marketing and technology field for over 30 years. He was a founder/owner of North Pole Network, one of America's first in mall TV networks that was seen in over 200 US and Canadian Malls. It had 8 TV Channels for which Tim won 3 TELLY's, creating the original programming for all 8 channels. A veteran of the Marketing and Advertising wars, he has won dozens of awards including a number of American Advertising Awards

(ADDYs). His pioneering techniques created the Unknown Ad Guys who were featured on CNN and in Entrepreneur Magazine. His work has been the subject of study at major universities including Oklahoma State University and Texas A&M University. His created brands have been featured on radio and television and in national magazines such as Time, Oprah, This Old House, Newsweek and many others. He has created and owned three radio shows and is currently working on a fourth. Tim founded Dillard Local Branding (DLB), one of the first Digital Marketing Companies, doing social media marketing before there was a Facebook and doing SEO before anyone knew to call it SEO. DLB merged with Global-IMB. Tim is great at Start Ups and seeing the path through the forest. His strength is in his ability to take complex visions and simplify them for the masses. He was also called in to help Joel Osteen during the first few years after Joel took over for his dad, John Osteen. His current book, The Cow, The Buick & The Taxi is a book about nothing. It's available in all fine book stores... online at Barnes & Noble and Amazon.

CTO - Darshan Sedani is our Chief Technology Officer

Darshan oversees the implementation of Intellimedia Network's robust, cutting edge streaming and virtual reality technologies. Darshan is a technologist and professional entrepreneur with over 24 years of experience as a technology leader and innovator in media-tech, education-tech, and SaaS platforms. Darshan is President and Co-founder of Intellimedia Networks, responsible for leading the company's ideation, planning, and implementation of new and long-term business strategies. His duties include setting and driving organizational vision, operational strategy, directly oversee operations, define products and solutions blueprints, managing the company's assets and liabilities, and making major decisions in the organization. Prior to working with Intellimedia, Darshan has worked with California-based MonetizeMedia and Koyo Graphics International in an executive position to helped them to grow from start-ups to their eventual successful exits. As an ex-NASA researcher, Darshan was credited by NASA for developing the world's first media streaming protocol. His project portfolio includes impressive clientele like NASA, Bandai Inc., Citizen, Pioneer, Vodafone, Disney , Vbrick, FIFA, Olympics, ICC Cricket world cup, etc. Darshan has been recognized as an industry and tech leader by MicroAge, Economic times, Asian Age and other publications. He is the recipient of India's prestigious civilian awards like Vivekanada youth entrepreneur of the year and Gujarat-Ratna in India.

CFO - Tom Lavardera is the Chief Financial Officer

Mr. Lavardera oversees all aspects of financial accounting. He brings over 25 years of experience in finance; accounting; operational and financial planning; cost and internal controls; GAAP reporting; risk management; strategic business analysis; and investment analysis. Mr. Lavardera was the CEO/CFO of one of New York State's largest security firms. In addition, he has served for over 10 years as Assistant Controller/Financial Systems Analyst for St. John's University in New York, where he also graduated with a Bachelor's Degree in Accounting. Mr. Lavardera is a proven team leader with a track record of guiding and motivating large multi-disciplined teams to exceed corporate goals.

Accounting and Advisory Firm - Baker Tilly

Baker Tilly International is an accountancy and business advisory network represented by 126 member firms in 147 countries. The company recognizes member firms that operate in more than one country as one member. It is currently the 9th largest accounting network in the world by revenue.

Our Advisory Board will include 100 or more of recognized business people from around the world.

Products and Services

Products and Services

Our Products and Services include:

- Our Cryptocurrency "**Shekel Coin**" or **SHEKEL**
- Our digital marketplace "**Shekel.World**" includes:
 - Music Streaming
 - Video Streaming
 - Film and Television
 - Ebooks
 - Marketplace for outside vendors
 - NFT streaming and sales
 - Travel services including flights, hotel, and car rental
 - Cell Phones and Cell Phone service
 - Satellite Phones and service
 - Online learning, K-12 through accredited University Doctorates
 - Charitable giving
 - Church platforms for giving and learning
 - Cryptocurrency investing and purchase
 - Event ticketing and streaming
- "**The Psalms Project**" - a large scale (150 song) media project featuring the "who's who" of faith based music, Executive Produced by Israel Houghton and Danny Duncan (7 Grammys each)
- "**The Apology**" **Reality TV Show**. A show where we find people who need to apologize for something and we help them accomplish the apology, then we help make restitution courtesy of Shekel World. Fathers apologizing for abandoning families. A prisoner who had a transformative life change through salvation, apologizing to the children of the mother he murdered 12 years earlier, business partners apologizing for cheating a partner and many more. Shekel World comes into the picture as sponsor and helps make restitution so that the apology also has a tangible asset associated with it.
- **Knitted Booties** - a Feature Film true story set in post WW2 Tennessee. The story of how a pig farmer's wife accidentally built a coast to coast apparel

business with the help of a network of little old ladies only to run into the protagonist of protagonists - the US Attorney General. A ruthless man, bound and determined at any cost to get a landmark case on the books in support of the minimum wage act who for some reason chose a knitted bootie pig farmer's wife as his target. It's a story of tyrannical abuse of power by the federal government and the triumph of the human soul.

- **Do The 14 Days** - A Feature Film true story of the railroading of a New Mexico Pastor into Prison where he stayed only for 14 days only to transform the lives of countless prisoners and guards. Sentenced to the minimum security wing, Pastor Sutton, found himself accidentally placed in the maximum security wing. When he turned to let the guards know of the error, he felt God tell him, "I have something for you to do here..." He chose to stay and what happened in that 14 days will touch your soul.
- **"Change For Your World"** (working title) - a daily half hour television show sponsored by **SHEKEL** that showcases our partnerships with impact organizations worldwide.

NFT MARKETING

We've partnered with an artist who is creating digital art we are going to sell in our own NFT Marketplace. However, art is "perceived value," and no one has yet to do real marketing around NFT art. We are planning a story around eccentric and reclusive Japanese Cajun American artist, Dr. Bambeaux Kitchamora. In building the mystique we will start selling his digital art NFT's. In the process we will hide paintings in the metaverse and give out clues to find the art via an augmented reality app on cell phones. This will serve to promote the Kitchamora brand and increase the value of subsequent offerings.

Competitors

Our competitors are limited, but include other faith based cryptocurrencies, as well as other marketplace technology platforms. We also anticipate competition from other cryptocurrencies, though given our target market, that may be abated.

Target Market

Market Overview

The U.S. media and entertainment (M&E) industry is the largest in the world. At \$717 billion, it represents a third of the global M&E industry, and it includes motion pictures, television programs and commercials, streaming content, music and audio recordings, broadcast, radio, book publishing, video games, and ancillary services and products. The U.S. industry is expected to reach more than \$825 billion by 2023, according to the 2018-2023 Entertainment & Media Outlook by PriceWaterhouseCoopers (PwC).

INDUSTRY SUBSECTORS:

Filmed Entertainment (Motion Pictures, Television, and Video)

The U.S. filmed entertainment industry encompasses films, movie theaters, TV subscriptions and electronic home video production, and distribution and consumption. Box office receipts are expected to surpass \$11 billion in 2019 (this figure includes projected cinema advertising earnings of \$991 million). TV and home video earnings are expected to reach \$96 billion in 2019. Due to the rapid expansion of streaming video on demand (SVOD), television subscriptions are expected to experience a slight decline (to \$91 billion) through 2019.

Box office numbers are expected to grow as theaters adopt digital screens, increase ticket prices, diversify concession options, offer consumer products such as movie or brand related merchandise, and offer membership discounts to attract viewership. Traditionally the film industry consisted of multinational umbrella corporations, major studios, and independent studios or "indies." Today, multi-channel networks engage in the filmed entertainment sector and SVOD platforms are major drivers in the filmed entertainment sector.

Drawing on formidable strengths, the U.S. film industry has a proven ability to produce films that generate hundreds of millions of dollars, including revenues from distribution across strong domestic and international networks. Success in the industry is based on creativity and financing, and the industry is largely self-

regulated. The U.S. market has a large talent pool of writers, actors, producers, directors and technical experts, and is home to a variety of film crews, post-production firms, backdrops, and infrastructure to support production. U.S. filmmakers also receive critical protections for their intellectual property.

Many of the leading motion picture studios are part of larger media conglomerates that often include television, video and streaming services, music services, newspaper, cable and magazine segments. The U.S. filmed entertainment sector enjoyed a trade surplus of \$10.3 billion in 2016 (latest available data), which was roughly 4 percent of the total U.S. private sector services trade surplus that year.

The industry offers attractive possibilities for international companies, both large and small, and provides film production tax incentives. With the shift toward digital production and distribution, foreign firms are continually seeking out U.S. digital and animation expertise and new formats.

Music

The U.S. recorded music industry (including concerts and touring) grew to \$22 billion in 2019. Collectively, it is the largest global music market. Aside from contracting physical music sales, all segments of recorded music are up, including digital, streaming, and sync licensing. Since overtaking physical music sales in 2014, digital sales have helped the music industry adapt to a fast-changing entertainment landscape (royalties are expected to reach \$1.1 billion in 2019). Live and recorded music sales are rising, and digitally recorded music is expected to grow just under \$1 billion in 2019. Many companies in the industry have diversified, signing sync deals with vertical businesses for TV ads, in-flight entertainment, satellite radio, restaurants, touring, live entertainment, and merchandise. The United States also has the world's largest performance rights market and earns half of global sync revenues.

Digital technologies have revolutionized the music industry by creating high quality, low-cost recording technologies and digital distribution, along with the proliferation of devices to download and listen to music. Future industry growth is likely to come from diversified services as they capitalize on vertical business opportunities to license brand name products and services, packaging consumer experiences around touring and live music, bundling music services with other

online content services and more. Streaming services will continue to grow and offer more personalized services for consumers. The consumer has more power to influence digital entertainment industries than ever before.

Book Publishing

The U.S. publishing sector, which includes both physical and digital books, is the largest in the world: \$38 billion in 2018. Publishing is measured across three major segments: professional, educational, and consumer publishing. Consumer books cover the largest market share by far, followed by educational and then professional books. By 2023, digital publishing will account for nearly 60 percent of all U.S. publishing.

Consumer demand and reading experiences continue to evolve. For example, online retailer Amazon has opened physical book stores (for both physical and e-books). In addition to e-readers, which are designed to only display e-books, smartphones, and tablets bring entire libraries (and most human knowledge) to users' fingertips. More than 80 percent of American adults own a smartphone, and more than half own a tablet and/or an e-reader. (Pew)□

Video Games

The U.S. gaming industry accounts for a significant amount of the M&E industry, and revenues are expected to reach nearly \$26 billion in 2019. Today's consumers have access to multiple devices for gaming, including PCs, mobile phones, digital or physical consoles, and tablets. The sector is comprised of: physical, digital, and online games; mobile apps; and virtual and augmented reality (VR/AR). Electronic sports, also known as "eSports" or "e-sports", includes professional gaming, in which players compete before a live audience, and the industry is growing quickly: \$281 billion in 2019, more than double its size in 2016. In 2019, eSport media rights earnings will have quadrupled to \$69 million in that same period. (NOTE: eSports earnings data are currently available for about ten key markets worldwide).□

The industry is constantly innovating and bringing new applications to market. VR is the use of digital technology to replace reality with a complete and realistic, immersive simulation, while AR is interaction with computer-generated content overlaid with the "real world". Using VR/AR, U.S. developers and scientists are

producing cutting-edge solutions in healthcare, education, online shopping, and entertainment. VR gaming has grown more than 14 percent since 2018.

(source - <https://www.selectusa.gov/media-entertainment-industry-united-states>)

Opportunities for growth:

Advances in mobile, video, and wireless technologies have ignited an explosion in the growth of streaming services. Nearly half of US households subscribed to one as of 2016, and 60 percent of US consumers (and 82 percent of millennials) stream TV shows at least monthly.

The growth of streaming services is driving a number of media and entertainment industry trends, including:

- **The emergence of vMVPDs**—Virtual multichannel video programming distributors (vMVPDs) like DirectTV Now, Sling TV, and YouTube TV now hold about 20 percent of the US subscriber market.
- **The rise of cord-shaving**—A million US viewers recently replaced their multichannel subscription services with more streamlined solutions. Nimble media companies will seize the chance to leverage this emerging demand.
- **The growth of targeted advertising**—We're seeing pockets of innovation regarding data analytics and personalization. Look for media and entertainment companies to start augmenting customer information with social media.
- **Increased attention to virtual and augmented reality**—These technologies will gain traction for their ability to enhance storytelling as media companies seek to differentiate their content.

Emerging Markets:

A big challenge for the media and entertainment industry in the future will be to figure out how to create tailored customer experiences when there is mass customization of experience across all content, advertising, and brands.

Fortunately, customers will likely continue to generate more and more data about their preferences, relationships, habits, locations, etc. There's a big market

opportunity for companies to use this data to hyper-target their content and advertising and optimize the customer experience.

Content discovery is another market opportunity for media and entertainment companies. Success may lie in developing an intimate understanding of the consumers' media companies are trying to reach—including by tapping social media, which has become the number one way people learn about new TV shows.

(source - <https://www2.deloitte.com/us/en/pages/technology-media-and-telecommunications/articles/media-and-entertainment-industry-outlook-trends.html>)

Cryptocurrency:

Some projections and market commentary from experts predict:

Ivory Johnson, certified financial planner and founder of Delancey Wealth Management

“Cryptocurrencies will disrupt traditional finance because one of their most attractive utilities is the ability to efficiently transfer payment across borders with little to no cost, delay or foreign currency fluctuations. With respect to bitcoin, 50 years is a long time and bitcoin could either become the world reserve currency or the next AOL that made a lot of people wealthy until it was unseated by better technology.”

Frederick Kaufman, author of “The Money Plot: A History of Currency’s Power to Enchant, Control, and Manipulate”

“Way before 2071, the dollar will have more in common with a crypto than with silver or gold, so there is no need to doubt the longevity of encrypted algorithms as stores of value and media of exchange. All money is a form of media of exchange. All money is a form of encryption. It’s been that way from the start, and as our lives converge ever more closely with the digital universe, the drive to invest in tokens will only accelerate. Ironically, that impulse will connect us to primitive instincts, and do its part to keep us human.”

• **Dan Egan, vice president of behavioral finance and investing at Betterment**

“Cryptocurrencies like bitcoin have proven themselves useful for money movement and speculation, and they’re unlikely to go away. But where and how we’ll generate the energy to meet the demand of a growing crypto market is worth considering, as well as whether state actors who view it as a competitor to fiat power will make it even more of a black-market commodity.”

<https://www.msn.com/en-us/money/markets/heres-what-cryptocurrencies-will-look-like-in-50-years-according-to-experts/ar-AALJvsd?li=BBnbfcL>

Market Needs

The media market has several recurrent needs that we address as well as new opportunities . The most urgent need is meeting the unmet demand of live shows that have been without supply during the Covid-19 pandemic. Dropping from \$11B in live show revenue (2019) to \$2.5B in revenue in 2020, we aim to be at the forefront of structuring our "Psalms Project Tour" in 2022.

The significant gap in service to the media community is the streamlining and enhancement of content creation, marketing, and distribution. Ever changing trends require adapting to new streams of content, marketing, and promulgation.

The faith based community currently has no known digital currency or central digital marketplace. Though our industry is Faith Based Commerce and Giving, when you add the commerce and the donations/giving, the industry just in the United States is worth almost \$2 trillion annually. Faith Based Commerce and Giving exists on just about every faith-based ministry, artist, author and media website plus it of course depends heavily on tech stalwarts such as Facebook, Twitter, Apple, Google and Amazon.

All of those platforms exist for any business, including faith-based ministries, artists and product companies to sell products, receive donations and deliver ministry and charity. The rules in that tech based world are naturally following the lead of a culture that is moving in the opposite direction of traditional Christian and family values.

The logical conclusion to this divergence is already seen in countries like China, Canada and Australia. Churches are being marginalized and labeled as “non-essential” if not completely controlled by governmental dictate. Couple this with the universal threat posed by the many unstable fiat currencies and a financial crash or currency devaluation is no longer something to be ignored.

We’re not creating Faith Based Commerce & Giving. We’re organizing it around a common marketplace. We’re securing it with decentralized finance (defi) on a secure blockchain, with our own currency so that we protect and enhanced the Christian community.

Strategy and Implementation

Marketing Plan

Overview

MARKETING STRATEGY

1. **Solve the Problem**
2. **Create Awareness**
3. **Stimulate Usage**

1.

Solve the Problem

The problem is a train on the tracks speeding right at everyone. Few if any are paying attention to it. Technology is superseding nation states and heads of state as censorship has not only become the norm but it is expected. Pastors are being sent to jail for keeping their churches open. Chinese styled social credit scoring is being slow boiled into existence in all western countries. Anything that threatens freedom of speech threatens the faith based world. All of that pales in comparison to the threat of currency manipulation, runaway inflation and currency devaluations. The only way to protect and enhance Christian culture and faith-based commerce is to build a high wall around its revenue. By implementing a currency for the “world-wide nation of Christianity,” we protect and enhance Christian/Faith-Based, commerce, ministry and giving. A blockchain secured crypto based marketplace is the solution. The biggest challenge is making people realize the immediacy and magnitude of the problem.

Create Awareness

Is crypto a currency, a technology or a stock? The masses see it as the latter. Bitcoin has certainly transcended technology but most do not see it as something to be used for transactions. So it too seems to be more of a “stock” than a currency. The thousands of other Cryptos have become something akin to a penny stock stampede. Certainly there are exceptions to

this, but on the whole most people would be hard pressed to name a Crypto other than Bitcoin. Such are the advantages of being first.

We're creating a ERC-20 Token/Coin. We are making our Shekel Visa Debit Card available to every **Shekel World** Account to make **Shekel World Coin** more spendable and accessible. We're seeding up to 900 million coin - 9% of the total coin minted - to over 1.5 million thought leaders, media, TV networks, churches, ministries, artists, authors and more in the faith-based world - before the ICO. We're giving them all a common goal - a \$10 per coin price by YE 2022. If we hit that goal, we're doubling the coin we give each one up to 1.8 billion coin. This gives us massive reach and unprecedented influence before we even launch the coin. We're "cornering the market" and we're knitting together a group of people who collectively touch over a billion people weekly.

That would be enough but we're launching our own TV/Wifi daily show. We're partnering with an industry leader for this show. We're spending \$35 million on advertising and promotion in the first 12 months with half of that amount in the first 4 months. We have billboards going up in over 30 cities. In those same cities we're contracting local news weather stations to fly in the **Shekel World** Hot Air Balloon across the city and do the weather while we promote **Shekel World**. We're retaining one of the most powerful P.R. firms on the planet to spearhead earned media appearances by Shekel World leaders on every podcast, radio and TV show both local and national that has anything to do with business, faith, fun, technology, etc. We'll blitz Facebook and Youtube and all other social media with memes, gifs, videos, posts, success stories and more. We're targeting many of the people in the largest churches in America to with a new digital technology where we will do full phone screen video message takeovers - to as many as 20 million people a month. We are taking crypto on a populist ride and we are aiming to change the perception of crypto when it comes to Shekel.World.

Stimulate Usage

Once **Shekel World Coin** is "out there," we'll still find ourselves facing the usual inertia of trial phobia. Many do not understand crypto. Many more are against Christianity or faith-based lifestyles (which is one of the reasons the **Shekel.World** platform is needed.) Many cryptos seem to think being a crypto is all that's necessary for success. Many more rest their value on their

twist and improvement to blockchain technology. Marketing creates demand. Demand creates value. Once to the website, visitors have to realize that there is much more to **Shekel World** than a technology or a coin. It's the vision of a parallel economy that drives Shekel World. So we've created a platform whereby ministries, artists, authors, singers, etc., can stream their messages and songs and books to the masses. They can create and sell NFT's. They can seek donations through the **Shekel** platform, and they/we can do it all in one place. In short, they have free unfettered access to do what they do everywhere else which means the Shekel World community will have everything at their fingertips - in one location. We've even built a live ticketing platform to support live events. We have our own Uber, our own Groupon, our own Craigslist and so much more.

Meanwhile, **Shekel** has its own books, songs, concerts, events in the works. The biggest and first project is a collective work of many well known Christian artists who will each perform on **The Psalms Project**. This collection of 150 songs is not without precedent. These types of projects can clear over \$100 million in profit. That's profit that will now accrue to the value of the coin.

It doesn't stop there. We have a Visa Debit card for each Shekel holder to make their money more accessible, more spendable. We have a **Shekel Learning Platform** for home school students, home school teachers, seminaries, schools of ministry and colleges. We have a **Shekel** cell phone service as a reseller of T-Mobile services and we have a satellite phone service where the phone is free and the buyer gets a \$99 a month package of hardware and minutes. We're adding travel services and we're most excited about our "Christian Spotify" platform where users can listen for free or create a subscription level service. The cross marketing opportunities are endless. The platform is also there for anyone who qualifies to sell or buy through the **Shekel** Store/Marketplace.

Last but not least, we plan to make advertising for small businesses free. This may be the last line of this part of our business plan but it may be the most far reaching aspect of what we've created.

Positioning

Shekel.World is the worlds first blockchain secured, faith-based marketplace, powered by our **SHEKEL WORLD COIN** cryptocurrency.

Shekel World Coin is the worlds preeminent cryptocurrency created specifically for the faith-based community of 2 Billion christians worldwide.

Pricing

Our pricing strategy for the digital marketplace mirrors those of other digital marketplace. Users get to download the app for free and actually can get paid to use the app. Businesses and Organizations that want to take advantage of the robust platform we have developed will have multiple tiers of subscriptions, starting with free. We have other marketing and promotional up-sells available as well for those who want to grow awareness of their business, organization, product or service on the platform.

Promotion

We're spending \$35 million on advertising and promotion in the first 12 months with half of that amount in the first 4 months.

We have billboards going up in over 30 cities. In those same cities we're contracting local news weather stations to fly in the Shekel Hot Air Balloon across the city and do the weather while we promote **SHEKEL WORLD**.

We are sponsoring our own network television show, a half hour Monday through Friday interview style show featuring our partnerships with ministries and organizations. Its a feel good show about the difference **SHEKEL WORLD** is making in the world.

We're retaining one of the most powerful PR Firms to spearhead earned media appearances by Shekel World leaders on every podcast, radio and TV show both local and national that has anything to do with business, faith, fun, technology, etc. We will blitz Facebook and Youtube and all other social media with memes, gifs, videos, posts, success stories and more.

We're targeting many of the largest churches in America to geofence and geotarget their congregations with the **SHEKEL WORLD** message. We are taking crypto on a populist ride and we are aiming to change the perception of crypto when it comes to **Shekel.World**.

Distribution

Our digital platform distribution is powered by our strategic alliances Smart Card Marketing Systems and Intellimedia. These are world class, award winning tech companies that service some of the biggest names in media and streaming, including Disney Plus, CNN, Fox and more.

Milestones

Milestone	Due Date	Who's Responsible
Pre Launch Raise Start	February 01, 2022	CEO
Viral Coin Giveaway Start	February 14, 2022	CMO
Dr. Bambeaux Kitchamora First NFT auction	February 23, 2022	CMO
Advisory Board 100	March 01, 2022	CMO
Tease Marketing Begins	March 01, 2022	CMO
Pre Launch Coin Sale Completed	March 03, 2022	CEO
Psalms Project Production Begins	March 14, 2022	CEO
Author & Artists 100	March 15, 2022	CEO
100 Big Ministry Sign Up	March 15, 2022	CMO
Platform Launch Date	March 15, 2022	CTO + CDO
ICO	March 15, 2022	CDO, CTO, CEO
Full On PR + Marketing Begins Globally	March 15, 2022	CMO
1.2 Million Church Sign Up	April 27, 2022	CMO
"The Apology" Development Starts	June 01, 2022	CMO CEO
"THE APOLOGY" Airs	September 12, 2022	CMO CEO
Psalms Project Release Date	November 25, 2022	CEO

Financial Plan

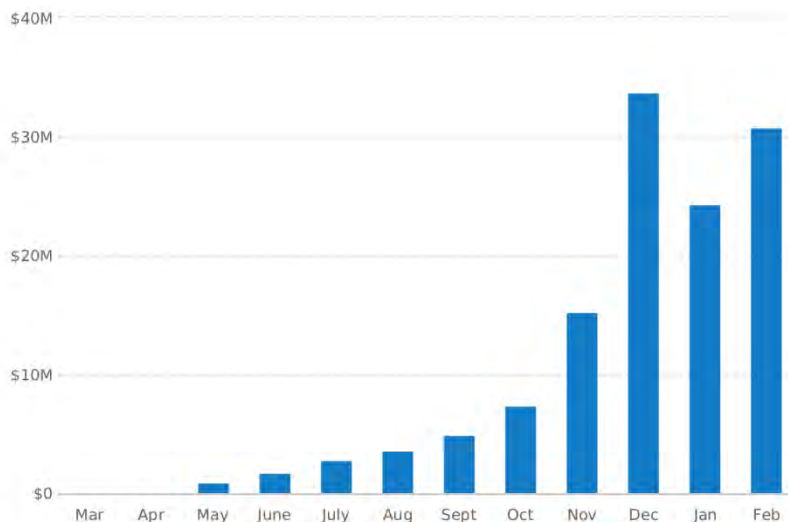
Revenue Forecast

Revenue Forecast

	FY2023	FY2024	FY2025
Revenue			
Books and eBooks	\$667,000	\$2,001,000	\$6,335,000
TV Show "Change Your World"	\$3,200,000	\$4,500,000	\$6,500,000
Music Streaming and Sales	\$43,677,500	\$52,000,000	\$65,000,000
Video Streaming	\$20,000,000	\$60,000,000	\$180,000,000
Film and Television	\$1,207,000	\$18,000,000	\$3,400,000
NFT Sales and Streaming	\$17,850,000	\$150,000,000	\$650,000,000
Online Learning - Home Schools	\$3,750,000	\$4,500,000	\$5,700,000
Online Learning - Colleges	\$13,575,000	\$40,000,000	\$120,000,000
Online Learning - Seminaries / Ministry	\$750,000	\$1,000,000	\$1,500,000
Ticketing / Events	\$1,220,000	\$3,600,000	\$12,000,000
Travel Services	\$890,000	\$2,600,000	\$7,800,000
Visa / Debit Card	\$5,582,000	\$16,600,000	\$46,000,000
Mobile Phone Service	\$10,975,000	\$34,000,000	\$98,000,000
Satellite Phone Service	\$1,205,000	\$2,300,000	\$3,500,000
Church / Charity Giving	\$1,171,000	\$2,500,000	\$7,500,000
Total Revenue	\$125,719,500	\$393,601,000	\$1,213,235,000
Direct Cost			
Television Content	\$2,560,000	\$3,600,000	\$5,200,000
Books and eBooks	\$533,600	\$1,600,800	\$5,068,000
TV Show "Change Your World"	\$2,400,000	\$3,375,000	\$4,875,000
Music Streaming and Sales	\$19,654,875	\$23,400,000	\$29,250,000

Video Streaming	\$18,000,000	\$54,000,000	\$162,000,000
Film and Television	\$362,100	\$5,400,000	\$1,020,000
NFT Sales and Streaming	\$7,140,000	\$60,000,000	\$260,000,000
Online Learning - Home Schools	\$375,000	\$450,000	\$570,000
Online Learning - Colleges	\$4,072,500	\$12,000,000	\$36,000,000
Online Learning - Seminaries / Ministry	\$225,000	\$300,000	\$450,000
Ticketing / Events	\$122,000	\$360,000	\$1,200,000
Travel Services	\$267,000	\$780,000	\$2,340,000
VISA / Debit Cards	\$1,674,600	\$4,980,000	\$13,800,000
Mobile Phone Service	\$9,328,750	\$28,900,000	\$83,300,000
Satellite Phone Service	\$1,024,250	\$1,955,000	\$2,975,000
Church / Charity Giving	\$234,200	\$500,000	\$1,500,000
Direct Labor			
Total direct costs	\$67,973,875	\$201,600,800	\$609,548,000
Gross margin	\$57,745,625	\$192,000,200	\$603,687,000
Gross margin %	46%	49%	50%

Revenue by Month



About the Revenue Forecast

Our sales forecast projections fall into two categories. The first, production services, is based on a conservative approach, looking at historical production revenue from our production company. Revenue over the past two years has been negligible given our focus on developing our current projects.

Our second category, Television, is based on our intent to develop, pitch, and sell multiple show concepts to networks.

Music content includes revenue from music sales and streaming, synchronization and mechanical fees, as well as servicing ancillary products and merchandise for our artists.

A noticeable bump in December is anticipated with the release of our large scale "**The Psalms Project**" in late November. Comparable projects have grossed \$250 million and more over time, and we expect a successful launch with strong response from our substantial target audience.

Personnel Plan

Personnel Table

	FY2023	FY2024	FY2025
CEO	\$250,000	\$262,500	\$275,625
COO (0.97)	\$229,167	\$262,500	\$275,625
CFO (0.97)	\$229,167	\$262,500	\$275,625
CMO	\$250,000	\$262,500	\$275,625
Customer Services (2.92)	\$143,001	\$163,800	\$171,990
Ministry Relations (3)	\$225,000	\$236,250	\$248,064
Executive Director - Verticals	\$200,000	\$210,000	\$220,500
Vertical Directors (17.5)	\$2,475,000	\$2,835,000	\$2,976,750
Support Staff (43.75)	\$2,227,500	\$2,551,500	\$2,679,075
Totals	\$6,228,835	\$7,046,550	\$7,398,879

About the Personnel Plan

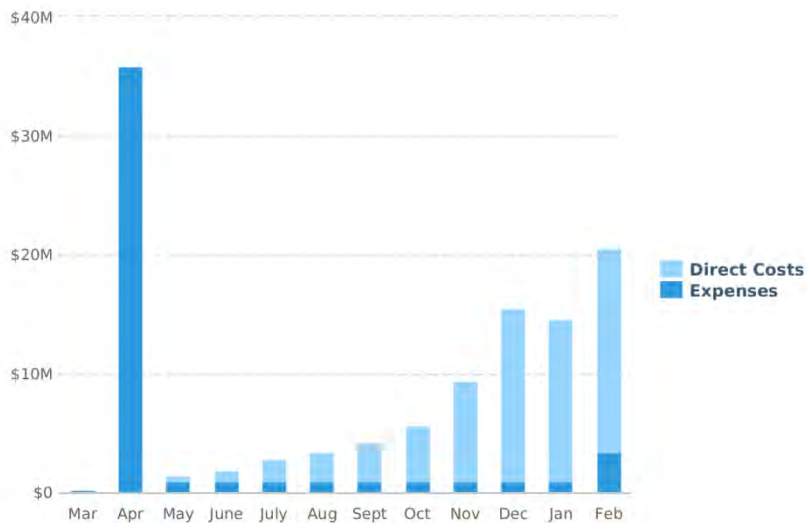
Our personnel plan outlines a comprehensive base for oversight of the wholly owned subsidiaries, as well as executives directly engaged in the growth and management in certain components of these companies. What is not included in the plan is certain technology, customer service, and marketing personnel, and support staff who will be compensated with a revenue sharing model that will be favorable to our company, and is included in the overhead costs associated with sales.

Budget

Budget Table

	FY2023	FY2024	FY2025
Operating expenses			
Salaries and Wages	\$6,228,835	\$7,046,550	\$7,398,879
Employee Related Expenses	\$1,245,767	\$1,409,310	\$1,479,776
Rent	\$1,440,000	\$1,440,000	\$1,440,000
Utilities	\$19,800	\$21,600	\$21,600
Office Supplies	\$26,400	\$28,800	\$28,800
Insurance	\$1,100,000	\$1,200,000	\$1,200,000
Marketing and PR	\$35,000,000	\$75,000,000	\$150,000,000
Total operating expenses	\$45,060,802	\$86,146,260	\$161,569,055

Expenses by Month



About the Budget

The expenditures detailed in our budget aim to front load our marketing, media production, and brand building costs. These are expected to drop as our brand becomes more well known and are able to grow through word of mouth and buzz without the need to saturate marketing.

Our ideal facilities will provide an inspirational environment for our team to work, create, and operate from. We will also be providing certain communications to our team, including phone, computer, and internet. Our team will also be provided with comprehensive health insurance, as well as a key man insurance policy on our CEO and COO.

Funds raised through the ICO and Pre-Sale will go towards marketing (\$35M), media acquisition and production (\$30M) as well as operations.

Startup Costs

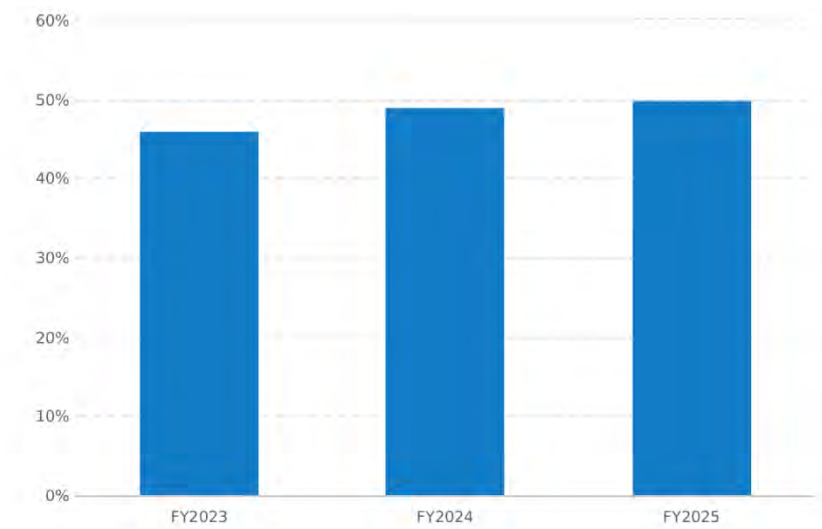
Our startup costs include additional technology development costs, as well as establishing our workplace. Marketing and Media contracts with our partners will be substantial to grow brand awareness, as well as the creation of revenue generating content.

Profit and Loss Statement

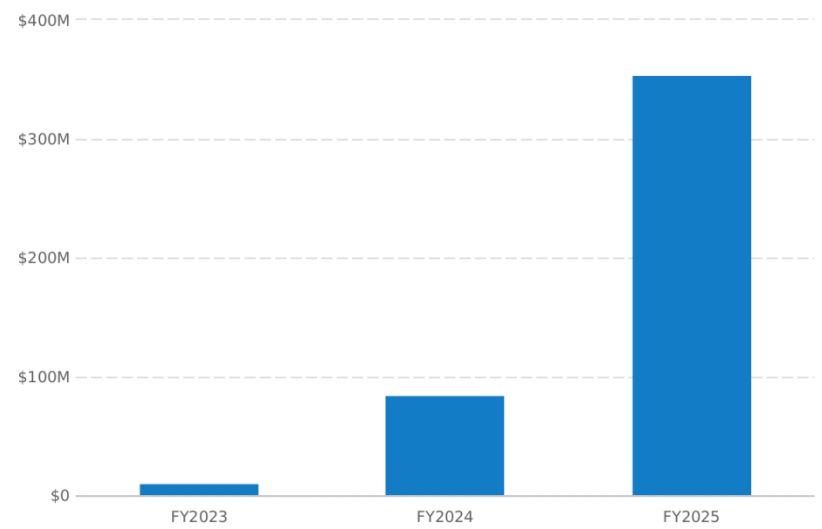
Profit and Loss Statement

	FY2023	FY2024	FY2025
Revenue	\$125,719,500	\$393,601,000	\$1,213,235,000
Direct Costs	\$67,973,875	\$201,600,800	\$609,548,000
Gross Margin	\$57,745,625	\$192,000,200	\$603,687,000
Gross Margin %	46%	49%	50%
Operating Expenses			
Salaries & Wages	\$6,228,835	\$7,046,550	\$7,398,879
Employee Related Expenses	\$1,245,767	\$1,409,310	\$1,479,776
Rent	\$1,440,000	\$1,440,000	\$1,440,000
Utilities	\$19,800	\$21,600	\$21,600
Office Supplies	\$26,400	\$28,800	\$28,800
Insurance	\$1,100,000	\$1,200,000	\$1,200,000
Marketing and PR	\$35,000,000	\$75,000,000	\$150,000,000
Total Operating Expenses	\$45,060,802	\$86,146,260	\$161,569,055
Operating Income	\$12,684,823	\$105,853,940	\$442,117,945
Interest Incurred			
Depreciation and Amortization	\$20,000	\$20,000	\$20,000
Gain or Loss from Sale of Assets			
Income Taxes	\$2,532,965	\$21,166,788	\$88,419,589
Total Expenses	\$115,587,642	\$308,933,848	\$859,556,644
Net Profit	\$10,131,858	\$84,667,152	\$353,678,356
Net Profit / Sales	8%	22%	29%

Gross Margin by Year



Net Profit (or Loss) by Year



About the Profit and Loss Statement

Our Profit and Loss estimates are conservative, as we aim to under promise and over deliver. Our company has the benefit of a world class team as well as ongoing growth in this segment. We have tracked the growth metrics and best practices in monetizing celebrity, and are confident in our ability to meet the projections based on those metrics.

In particular, we believe our margins will be particularly manageable due to the benefits of our extensive and targeted marketing which has the potential to bring synergy to multiple "viral" projects and components of our organization.

Close attention will be paid to the ROI enjoyed with our marketing efforts, enabling us to adapt quickly to profitable strategies and shutting down strategies that underperform.

Appendix

Profit and Loss Statement (With monthly detail)

FY2023	Mar '22	Apr '22	May '22	June '22	July '22	Aug '22	Sept '22	Oct '22	Nov '22	Dec '22	Jan '23	Feb '23
Revenue												
Books and eBooks	\$0	\$0	\$2,000	\$10,000	\$20,000	\$35,000	\$50,000	\$90,000	\$100,000	\$110,000	\$120,000	\$130,000
TV Show "Change Your World"	\$0	\$0	\$0	\$0	\$400,000	\$400,000	\$400,000	\$400,000	\$400,000	\$400,000	\$400,000	\$400,000
Music Streaming and Sales	\$0	\$0	\$0	\$7,500	\$110,000	\$240,000	\$320,000	\$1,000,000	\$7,200,000	\$9,800,000	\$11,500,000	\$13,500,000
Video Streaming	\$0	\$0	\$500,000	\$800,000	\$900,000	\$1,000,000	\$1,400,000	\$1,700,000	\$1,800,000	\$2,800,000	\$3,800,000	\$5,300,000
Film and Television	\$0	\$0	\$0	\$40,000	\$55,000	\$70,000	\$95,000	\$140,000	\$150,000	\$197,000	\$210,000	\$250,000
NFT Sales and Streaming			\$0	\$150,000	\$450,000	\$750,000	\$1,250,000	\$1,500,000	\$2,000,000	\$2,500,000	\$3,250,000	\$6,000,000
Online Learning - Home Schools	\$0	\$0	\$100,000	\$200,000	\$300,000	\$200,000	\$100,000	\$50,000	\$50,000	\$2,350,000	\$200,000	\$200,000
Online Learning - Colleges	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$55,000	\$450,000	\$12,350,000	\$300,000	\$420,000
Online Learning - Seminars / Ministry	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000
Ticketing / Events		\$10,000	\$25,000	\$45,000	\$55,000	\$70,000	\$75,000	\$140,000	\$180,000	\$250,000	\$200,000	\$170,000
Travel Services					\$50,000	\$58,000	\$62,000	\$120,000	\$125,000	\$145,000	\$155,000	\$175,000
Visa / Debit Card		\$12,000	\$240,000	\$360,000	\$300,000	\$350,000	\$400,000	\$700,000	\$720,000	\$750,000	\$850,000	\$900,000
Mobile Phone Service	\$0	\$0	\$0	\$50,000	\$75,000	\$300,000	\$550,000	\$1,150,000	\$1,700,000	\$1,850,000	\$2,750,000	\$2,550,000
Satellite Phone Service	\$0	\$0	\$10,000	\$25,000	\$50,000	\$75,000	\$100,000	\$150,000	\$175,000	\$20,000	\$225,000	\$375,000

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Church / Charity Giving	\$0	\$33,000	\$43,000	\$55,000	\$65,000	\$76,000	\$88,000	\$95,000	\$111,000	\$125,000	\$200,000	\$280,000
Total Revenue	\$0	\$55,000	\$920,000	\$1,742,500	\$2,830,000	\$3,624,000	\$4,890,000	\$7,440,000	\$15,311,000	\$33,797,000	\$24,310,000	\$30,800,000
Direct Costs												
Television Content	\$0	\$0	\$0	\$0	\$320,000	\$320,000	\$320,000	\$320,000	\$320,000	\$320,000	\$320,000	\$320,000
Books and eBooks	\$0	\$0	\$1,600	\$8,000	\$16,000	\$28,000	\$40,000	\$72,000	\$80,000	\$88,000	\$96,000	\$104,000
TV Show "Change Your World"	\$0	\$0	\$0	\$0	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000
Music Streaming and Sales	\$0	\$0	\$0	\$3,375	\$49,500	\$108,000	\$144,000	\$450,000	\$3,240,000	\$4,410,000	\$5,175,000	\$6,075,000
Video Streaming	\$0	\$0	\$450,000	\$720,000	\$810,000	\$900,000	\$1,260,000	\$1,530,000	\$1,620,000	\$2,520,000	\$3,420,000	\$4,770,000
Film and Television	\$0	\$0	\$0	\$12,000	\$16,500	\$21,000	\$28,500	\$42,000	\$45,000	\$59,100	\$63,000	\$75,000
NFT Sales and Streaming			\$0	\$60,000	\$180,000	\$300,000	\$500,000	\$600,000	\$800,000	\$1,000,000	\$1,300,000	\$2,400,000
Online Learning - Home Schools	\$0	\$0	\$10,000	\$20,000	\$30,000	\$20,000	\$10,000	\$5,000	\$5,000	\$235,000	\$20,000	\$20,000
Online Learning - Colleges	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$16,500	\$135,000	\$3,705,000	\$90,000	\$126,000
Online Learning - Seminaries / Ministry	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000
Ticketing / Events		\$1,000	\$2,500	\$4,500	\$5,500	\$7,000	\$7,500	\$14,000	\$18,000	\$25,000	\$20,000	\$17,000
Travel Services					\$15,000	\$17,400	\$18,600	\$36,000	\$37,500	\$43,500	\$46,500	\$52,500
VISA / Debit Cards		\$3,600	\$72,000	\$108,000	\$90,000	\$105,000	\$120,000	\$210,000	\$216,000	\$225,000	\$255,000	\$270,000
Mobile Phone Service	\$0	\$0	\$0	\$42,500	\$63,750	\$255,000	\$467,500	\$977,500	\$1,445,000	\$1,572,500	\$2,337,500	\$2,167,500
Satellite Phone Service	\$0	\$0	\$8,500	\$21,250	\$42,500	\$63,750	\$85,000	\$127,500	\$148,750	\$17,000	\$191,250	\$318,750
Church / Charity Giving	\$0	\$6,600	\$8,600	\$11,000	\$13,000	\$15,200	\$17,600	\$19,000	\$22,200	\$25,000	\$40,000	\$56,000

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Total Direct Costs	\$0	\$11,200	\$553,200	\$1,010,625	\$1,951,750	\$2,460,350	\$3,318,700	\$4,764,500	\$8,477,450	\$14,590,100	\$13,719,250	\$17,116,750
Gross Margin	\$0	\$43,800	\$366,800	\$731,875	\$878,250	\$1,163,650	\$1,571,300	\$2,675,500	\$6,833,550	\$19,206,900	\$10,590,750	\$13,683,250
Gross Margin %	0%	80%	40%	42%	31%	32%	32%	36%	45%	57%	44%	44%
Operating Expenses												
Salaries and Wages												
CEO	\$20,833	\$20,833	\$20,833	\$20,833	\$20,833	\$20,833	\$20,833	\$20,833	\$20,834	\$20,834	\$20,834	\$20,834
COO (0.97)		\$20,833	\$20,833	\$20,833	\$20,833	\$20,833	\$20,833	\$20,833	\$20,834	\$20,834	\$20,834	\$20,834
CFO (0.97)		\$20,833	\$20,833	\$20,833	\$20,833	\$20,833	\$20,833	\$20,833	\$20,834	\$20,834	\$20,834	\$20,834
CMO	\$20,833	\$20,833	\$20,833	\$20,833	\$20,833	\$20,833	\$20,833	\$20,833	\$20,834	\$20,834	\$20,834	\$20,834
Customer Services (2.92)		\$12,999	\$12,999	\$12,999	\$12,999	\$12,999	\$12,999	\$12,999	\$13,002	\$13,002	\$13,002	\$13,002
Ministry Relations (3)	\$18,750	\$18,750	\$18,750	\$18,750	\$18,750	\$18,750	\$18,750	\$18,750	\$18,750	\$18,750	\$18,750	\$18,750
Executive Director - Verticals	\$16,666	\$16,666	\$16,666	\$16,666	\$16,667	\$16,667	\$16,667	\$16,667	\$16,667	\$16,667	\$16,667	\$16,667
Vertical Directors (17.5)		\$225,000	\$225,000	\$225,000	\$225,000	\$225,000	\$225,000	\$225,000	\$225,000	\$225,000	\$225,000	\$225,000
Support Staff (43.75)		\$202,500	\$202,500	\$202,500	\$202,500	\$202,500	\$202,500	\$202,500	\$202,500	\$202,500	\$202,500	\$202,500
Total Salaries & Wages	\$77,082	\$559,247	\$559,247	\$559,247	\$559,248	\$559,248	\$559,248	\$559,248	\$559,255	\$559,255	\$559,255	\$559,255
Employee Related Expenses	\$15,416	\$111,850	\$111,849	\$111,850	\$111,849	\$111,850	\$111,849	\$111,850	\$111,851	\$111,851	\$111,851	\$111,851
Rent	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000
Utilities		\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800
Office Supplies		\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400

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Insurance		\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Marketing and PR		\$35,000,000										
Total Operating Expenses	\$212,498	\$35,895,297	\$895,296	\$895,297	\$895,297	\$895,298	\$895,297	\$895,298	\$895,306	\$895,306	\$895,306	\$895,306
Operating Income	(\$212,498)	(\$35,851,497)	(\$528,496)	(\$163,422)	(\$17,047)	\$268,352	\$676,003	\$1,780,202	\$5,938,244	\$18,311,594	\$9,695,444	\$12,787,944
Interest Incurred												
Depreciation and Amortization	\$1,667	\$1,666	\$1,667	\$1,667	\$1,666	\$1,667	\$1,667	\$1,666	\$1,667	\$1,667	\$1,666	\$1,667
Gain or Loss from Sale of Assets												
Income Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,532,965
Total Expenses	\$214,165	\$35,908,163	\$1,450,163	\$1,907,588	\$2,848,715	\$3,357,314	\$4,215,664	\$5,661,464	\$9,374,423	\$15,487,073	\$14,616,222	\$20,546,688
Net Profit	(\$214,165)	(\$35,853,163)	(\$530,163)	(\$165,088)	(\$18,715)	\$266,686	\$674,336	\$1,778,536	\$5,936,577	\$18,309,927	\$9,693,778	\$10,253,312
Net Profit / Sales		(65,188%)	(58%)	(9%)	(1%)	7%	14%	24%	39%	54%	40%	33%

	FY2023	FY2024	FY2025
Revenue			
Books and eBooks	\$667,000	\$2,001,000	\$6,335,000
TV Show "Change Your World"	\$3,200,000	\$4,500,000	\$6,500,000
Music Streaming and Sales	\$43,677,500	\$52,000,000	\$65,000,000
Video Streaming	\$20,000,000	\$60,000,000	\$180,000,000
Film and Television	\$1,207,000	\$18,000,000	\$3,400,000
NFT Sales and Streaming	\$17,850,000	\$150,000,000	\$650,000,000
Online Learning - Home Schools	\$3,750,000	\$4,500,000	\$5,700,000
Online Learning - Colleges	\$13,575,000	\$40,000,000	\$120,000,000
Online Learning - Seminaries / Ministry	\$750,000	\$1,000,000	\$1,500,000
Ticketing / Events	\$1,220,000	\$3,600,000	\$12,000,000
Travel Services	\$890,000	\$2,600,000	\$7,800,000
Visa / Debit Card	\$5,582,000	\$16,600,000	\$46,000,000
Mobile Phone Service	\$10,975,000	\$34,000,000	\$98,000,000
Satellite Phone Service	\$1,205,000	\$2,300,000	\$3,500,000
Church / Charity Giving	\$1,171,000	\$2,500,000	\$7,500,000
Total Revenue	\$125,719,500	\$393,601,000	\$1,213,235,000
Direct Costs			
Television Content	\$2,560,000	\$3,600,000	\$5,200,000
Books and eBooks	\$533,600	\$1,600,800	\$5,068,000
TV Show "Change Your World"	\$2,400,000	\$3,375,000	\$4,875,000
Music Streaming and Sales	\$19,654,875	\$23,400,000	\$29,250,000
Video Streaming	\$18,000,000	\$54,000,000	\$162,000,000
Film and Television	\$362,100	\$5,400,000	\$1,020,000

NFT Sales and Streaming	\$7,140,000	\$60,000,000	\$260,000,000
Online Learning - Home Schools	\$375,000	\$450,000	\$570,000
Online Learning - Colleges	\$4,072,500	\$12,000,000	\$36,000,000
Online Learning - Seminaries / Ministry	\$225,000	\$300,000	\$450,000
Ticketing / Events	\$122,000	\$360,000	\$1,200,000
Travel Services	\$267,000	\$780,000	\$2,340,000
VISA / Debit Cards	\$1,674,600	\$4,980,000	\$13,800,000
Mobile Phone Service	\$9,328,750	\$28,900,000	\$83,300,000
Satellite Phone Service	\$1,024,250	\$1,955,000	\$2,975,000
Church / Charity Giving	\$234,200	\$500,000	\$1,500,000
Total Direct Costs	\$67,973,875	\$201,600,800	\$609,548,000
Gross Margin	\$57,745,625	\$192,000,200	\$603,687,000
Gross Margin %	46%	49%	50%
Operating Expenses			
Salaries and Wages			
CEO	\$250,000	\$262,500	\$275,625
COO (0.97)	\$229,167	\$262,500	\$275,625
CFO (0.97)	\$229,167	\$262,500	\$275,625
CMO	\$250,000	\$262,500	\$275,625
Customer Services (2.92)	\$143,001	\$163,800	\$171,990
Ministry Relations (3)	\$225,000	\$236,250	\$248,064
Executive Director - Verticals	\$200,000	\$210,000	\$220,500
Vertical Directors (17.5)	\$2,475,000	\$2,835,000	\$2,976,750
Support Staff (43.75)	\$2,227,500	\$2,551,500	\$2,679,075
Total Salaries & Wages	\$6,228,835	\$7,046,550	\$7,398,879

Employee Related Expenses	\$1,245,767	\$1,409,310	\$1,479,776
Rent	\$1,440,000	\$1,440,000	\$1,440,000
Utilities	\$19,800	\$21,600	\$21,600
Office Supplies	\$26,400	\$28,800	\$28,800
Insurance	\$1,100,000	\$1,200,000	\$1,200,000
Marketing and PR	\$35,000,000	\$75,000,000	\$150,000,000
Total Operating Expenses	\$45,060,802	\$86,146,260	\$161,569,055
Operating Income	\$12,684,823	\$105,853,940	\$442,117,945
Interest Incurred			
Depreciation and Amortization	\$20,000	\$20,000	\$20,000
Gain or Loss from Sale of Assets			
Income Taxes	\$2,532,965	\$21,166,788	\$88,419,589
Total Expenses	\$115,587,642	\$308,933,848	\$859,556,644
Net Profit	\$10,131,858	\$84,667,152	\$353,678,356
Net Profit / Sales	8%	22%	29%

Balance Sheet (With Monthly Detail)

	Starting Balances	Mar '22	Apr '22	May '22	June '22	July '22	Aug '22	Sept '22	Oct '22	Nov '22	Dec '22	Jan '23	Feb '23
Cash	\$4,000,000	\$44,787,502	\$108,947,005	\$108,602,509	\$108,592,587	\$109,141,540	\$110,134,692	\$110,149,395	\$113,417,597	\$122,418,041	\$141,960,835	\$156,518,279	\$175,466,223
Accounts Receivable		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Inventory	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Other Current Assets													
Total Current Assets	\$5,000,000	\$45,787,502	\$109,947,005	\$109,602,509	\$109,592,587	\$110,141,540	\$111,134,692	\$111,149,395	\$114,417,597	\$123,418,041	\$142,960,835	\$157,518,279	\$176,466,223
Long-Term Assets	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Accumulated Depreciation		(\$1,667)	(\$3,333)	(\$5,000)	(\$6,667)	(\$8,333)	(\$10,000)	(\$11,667)	(\$13,333)	(\$15,000)	(\$16,667)	(\$18,333)	(\$20,000)
Total Long-Term Assets	\$100,000	\$98,333	\$96,667	\$95,000	\$93,333	\$91,667	\$90,000	\$88,333	\$86,667	\$85,000	\$83,333	\$81,667	\$80,000
Total Assets	\$5,100,000	\$45,885,835	\$110,043,672	\$109,697,509	\$109,685,921	\$110,233,206	\$111,224,692	\$111,237,728	\$114,504,264	\$123,503,041	\$143,044,168	\$157,599,946	\$176,546,223
Accounts Payable		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,532,965
Sales Taxes Payable		\$0	\$11,000	\$195,000	\$348,500	\$914,500	\$1,639,300	\$978,000	\$2,466,000	\$5,528,200	\$6,759,400	\$11,621,400	\$17,781,400
Short-Term Debt													
Prepaid Revenue													
Total Current Liabilities		\$0	\$11,000	\$195,000	\$348,500	\$914,500	\$1,639,300	\$978,000	\$2,466,000	\$5,528,200	\$6,759,400	\$11,621,400	\$20,314,365
Long-Term Debt													

Long-Term Liabilities

Total Liabilities		\$0	\$11,000	\$195,000	\$348,500	\$914,500	\$1,639,300	\$978,000	\$2,466,000	\$5,528,200	\$6,759,400	\$11,621,400	\$20,314,365
Paid-In Capital	\$100,000	\$41,100,000	\$141,100,000	\$141,100,000	\$141,100,000	\$141,100,000	\$141,100,000	\$141,100,000	\$141,100,000	\$141,100,000	\$141,100,000	\$141,100,000	\$141,100,000
Retained Earnings	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000
Earnings		(\$214,165)	(\$36,067,328)	(\$36,597,491)	(\$36,762,579)	(\$36,781,294)	(\$36,514,608)	(\$35,840,272)	(\$34,061,736)	(\$28,125,159)	(\$9,815,232)	(\$121,454)	\$10,131,858
Total Owner's Equity	\$5,100,000	\$45,885,835	\$110,032,672	\$109,502,509	\$109,337,421	\$109,318,706	\$109,585,392	\$110,259,728	\$112,038,264	\$117,974,841	\$136,284,768	\$145,978,546	\$156,231,858
Total Liabilities & Equity	\$5,100,000	\$45,885,835	\$110,043,672	\$109,697,509	\$109,685,921	\$110,233,206	\$111,224,692	\$111,237,728	\$114,504,264	\$123,503,041	\$143,044,168	\$157,599,946	\$176,546,223

	Starting Balances	FY2023	FY2024	FY2025
Cash	\$4,000,000	\$175,466,223	\$264,810,756	\$676,303,977
Accounts Receivable		\$0	\$0	\$0
Inventory	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Other Current Assets				
Total Current Assets	\$5,000,000	\$176,466,223	\$265,810,756	\$677,303,977
Long-Term Assets	\$100,000	\$100,000	\$100,000	\$100,000
Accumulated Depreciation		(\$20,000)	(\$40,000)	(\$60,000)
Total Long-Term Assets	\$100,000	\$80,000	\$60,000	\$40,000
Total Assets	\$5,100,000	\$176,546,223	\$265,870,756	\$677,343,977
Accounts Payable		\$0	\$0	\$0
Income Taxes Payable		\$2,532,965	\$5,291,696	\$22,104,861
Sales Taxes Payable		\$17,781,400	\$19,680,050	\$60,661,750
Short-Term Debt				
Prepaid Revenue				
Total Current Liabilities		\$20,314,365	\$24,971,746	\$82,766,611
Long-Term Debt				
Long-Term Liabilities				
Total Liabilities		\$20,314,365	\$24,971,746	\$82,766,611
Paid-In Capital	\$100,000	\$141,100,000	\$141,100,000	\$141,100,000
Retained Earnings	\$5,000,000	\$5,000,000	\$15,131,858	\$99,799,010
Earnings		\$10,131,858	\$84,667,152	\$353,678,356
Total Owner's Equity	\$5,100,000	\$156,231,858	\$240,899,010	\$594,577,366

Total Liabilities & Equity	\$5,100,000	\$176,546,223	\$265,870,756	\$677,343,977
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Cash Flow Statement (With Monthly Detail)

FY2023	Mar '22	Apr '22	May '22	June '22	July '22	Aug '22	Sept '22	Oct '22	Nov '22	Dec '22	Jan '23	Feb '23
Net Cash Flow from Operations												
Net Profit	(\$214,165)	(\$35,853,163)	(\$530,163)	(\$165,088)	(\$18,715)	\$266,686	\$674,336	\$1,778,536	\$5,936,577	\$18,309,927	\$9,693,778	\$10,253,312
Depreciation & Amortization	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Inventory	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,532,965
Change in Sales Tax Payable	\$0	\$11,000	\$184,000	\$153,500	\$566,000	\$724,800	(\$661,300)	\$1,488,000	\$3,062,200	\$1,231,200	\$4,862,000	\$6,160,000
Change in Prepaid Revenue												
Net Cash Flow from Operations	(\$212,498)	(\$35,840,496)	(\$344,496)	(\$9,921)	\$548,952	\$993,152	\$14,702	\$3,268,202	\$9,000,444	\$19,542,794	\$14,557,444	\$18,947,944
Investing & Financing												
Assets Purchased or Sold												
Net Cash from Investing												

Investments Received	\$41,000,000	\$100,000,000											
Dividends & Distributions													
Change in Short-Term Debt													
Change in Long-Term Debt													
Net Cash from Financing	\$41,000,000	\$100,000,000											
Cash at Beginning of Period	\$4,000,000	\$44,787,502	\$108,947,005	\$108,602,509	\$108,592,587	\$109,141,540	\$110,134,692	\$110,149,395	\$113,417,597	\$122,418,041	\$141,960,835	\$156,518,279	
Net Change in Cash	\$40,787,502	\$64,159,504	(\$344,496)	(\$9,921)	\$548,952	\$993,152	\$14,702	\$3,268,202	\$9,000,444	\$19,542,794	\$14,557,444	\$18,947,944	
Cash at End of Period	\$44,787,502	\$108,947,005	\$108,602,509	\$108,592,587	\$109,141,540	\$110,134,692	\$110,149,395	\$113,417,597	\$122,418,041	\$141,960,835	\$156,518,279	\$175,466,223	

	FY2023	FY2024	FY2025
Net Cash Flow from Operations			
Net Profit	\$10,131,858	\$84,667,152	\$353,678,356
Depreciation & Amortization	\$20,000	\$20,000	\$20,000
Change in Accounts Receivable	\$0	\$0	\$0
Change in Inventory	\$0	\$0	\$0
Change in Accounts Payable	\$0	\$0	\$0
Change in Income Tax Payable	\$2,532,965	\$2,758,731	\$16,813,165
Change in Sales Tax Payable	\$17,781,400	\$1,898,650	\$40,981,700
Change in Prepaid Revenue			
Net Cash Flow from Operations	\$30,466,223	\$89,344,533	\$411,493,221
Investing & Financing			
Assets Purchased or Sold			
Net Cash from Investing			
Investments Received	\$141,000,000		
Dividends & Distributions			
Change in Short-Term Debt			
Change in Long-Term Debt			
Net Cash from Financing	\$141,000,000		
Cash at Beginning of Period	\$4,000,000	\$175,466,223	\$264,810,756
Net Change in Cash	\$171,466,223	\$89,344,533	\$411,493,221
Cash at End of Period	\$175,466,223	\$264,810,756	\$676,303,977