

Subliminet Inc.

Business Plan

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Executive Summary

Subliminet Inc. is a provider of information,... incredibly unique, priceless, easily monetizable and marketable information.

Subliminet Inc. has developed, and will develop unique products and unique services that it would like to make available for retail sale in stores, or online, both nationally and internationally, to as many consumers as possible, as quickly as possible.

This business plan was written to demonstrate the seemingly unlimited marketing opportunities Subliminet Inc. has created for itself, and to provide compelling reasons to provide funding for this very unique company, funding to help Subliminet Inc. become one of the most globally recognizable businesses ever created.

Given adequate funding, Subliminet Inc. projects rapid overall growth in more than several segments of the global market over the next three years. Subliminet Inc. envisions accessing more than several revenue streams by incorporating subdivisions, each new division created to facilitate the entry of one product or one service it develops for the specific market segment that product or service was designed to enter into.

Each new product subdivision and each new service subdivision will require varying amounts of start up funding to provide marketing capital. Thus far, the research and development costs of each product and service incurred by Subliminet Inc. have been funded with capital provided by the president and sole owner of Subliminet Inc.. Subliminet Inc. has developed a unique guidebook, its most valuable asset, and the projected source of its primary revenue stream. Cash resources from the retail sale of this guidebook will provide the revenue necessary to finance the unlimited growth potential of Subliminet Inc. and its subdivisions.

The Company is in need of funding in the amount of \$111,111 to market the sale of the guidebook, translated into as many languages as possible, as well as to continue to research and develop and market its unique products and services both nationally and internationally, in as many retail stores as possible, worldwide, and online.

Subliminet Inc. has already begun the process to market this guidebook with funds provided by the president and sole owner in the form of Subliminet Inc. operating space, operating equipment, software, legal fees, accounting fees, incorporation fees, recording media, web design, internet radio station start up costs and content expenses, logo design, travel and food expenses, all totaling in excess of \$55 thousand since the company's inception on August 8, 2008 in the State of New York.

This funding has also been used to research and develop all the other unique products and services Subliminet Inc. is preparing for marketing, each through their currently unincorporated respective subdivision.

By securing adequate funding or lines of credit, Subliminet Inc. can execute effective marketing campaigns that are intended to lead to high rates of return with an overall gross profit margin of 80%. The Company intends to achieve a revenue stream in excess of \$1.8 million over the next three years.

Subliminet Inc. has developed several marketing strategies, short term and long term commitments to local, regional and global advertising schemes including

- launching and maintaining a globally available website, an internet radio station, social media networks and weblink/keyword/search engine optimizations while operating guerrilla-like viral marketing campaigns.
- planning and orchestrating appearances on a major HDTV network reality television program and local, regional and national news broadcasts
- release of copyright protected corporate avatar to the general public during a pre-retail sale advertising campaign involving entry into electronically conducted contests
- operating a blogging contest, internationally, that can offer a vast array of cash awards and prizes
- word of mouth campaigns beginning on the streets of as many large cities as possible, both nationally and internationally

Adequate funding, effective marketing strategies and competitive but affordable pricing for any and all of Subliminet Inc.'s unique products and unique services will allow Subliminet Inc. to maximize revenues in more than several markets simultaneously, thereby allowing Subliminet Inc. to subdivide and grow which will allow Subliminet Inc. to research and develop as many unique products and unique services as possible, as quickly as possible, as responsibly as possible, and to market as effectively as possible, no matter the scale or complexity of the project.

Objectives

- Complete marketing campaigns to sell hard and digital copies of a guidebook online and in retail stores.
- Expand the structure of the Company by incorporating into more than several subdivisions.
- Complete research and development of more than several unique products and services for market readiness.
- Complete marketing campaigns to sell more than several unique products and services, each through any and all associated market segments.

- Maintain positive sales growth each month.
- Maintain a gross profit margin of at least 70%.
- Reach \$3.4 million in annual revenue by 2014.
- Hire talented consultants and personnel which will allow the Company to achieve its current and future goals.
- Become a highly recognized brand to as many local, regional, and global markets as possible.
- Continue raising funds for accelerating the availability of certain Subliminet Inc. products for retail sale.
- Research and develop a franchising enterprise to accelerate the global availability of a certain Subliminet Inc. service subdivision.

Mission

All that which Subliminet Inc. has researched and developed is, was, and will be developed for the purpose of sharing unique information within the context of marketing a wide variety of unique products and services in a wide variety of unique ways for the purpose of empowering any individual with the ability to learn where and how to enact a new and unique and amazingly beneficial salubrious technique so that any individual may have an opportunity to prove beyond the shadows of all doubts, that the impossible is indeed possible.

Keys To Success

- Successful launching of website and electronic marketing campaigns
- Continuously striving to uphold the strictest of safety issues.
- Internet security from unauthorized duplication of guidebook
- Implementation and maintainment of relevant weblink/keyword/search engine optimization strategies.
- Accentuating overall physical and psychical health benefits of enacting unique salubrious technique demonstrated and described in guidebook.

Risks

- Keeping guidebook protected from unauthorized duplication and sharing.
- Safety issues.
- Inability to implement all analytical and marketing strategies necessary to conduct successful e-marketing campaigns.
- Inabilty to position Subliminet Inc. at the top of any and all relevant search engine keyword queries.
- Any use of banner advertising and affiliate linking on any Subliminet Inc. website might detract visitors from purchasing guidebook.

Company History

When the discovery was made that exercise was the fountain of youth and that enacting a new and unique and never before enacted salubrious technique while within a unique environment, a unique, safe environment exclusively provided or providable by Subliminet Inc., Subliminet Inc. began conceiving, researching and developing unique information in the form of unique products and unique services.

Subliminet Inc. also drafted and developed it's foremost asset, a unique guidebook which was developed to demonstrate that the impossible is indeed possible.

The guidebook was developed pseudonymously by I from Subliminet (© 2010), a copyright protected avatar owned exclusively by Subliminet Inc.. Subliminet Inc. has also copyright ownership of a unique logo which it intends to transfer ownership of title to a yet to be incorporated subdivision.

Computers and software and recording equipment and media have been purchased and utilized to research and develop any existing, and any new product or service Subliminet Inc. intends to market.

More recent efforts have been directed toward developing content for two online marketing campaigns comprised of a wide variety of blog topics relevant to the guidebook and the technique for visitors to respond to while also interviewing and hiring the services of various legal and technical professionals, invaluable to the overall success of these campaigns.

Products and Services

Subliminet Inc. has researched and developed, is currently researching and developing, and will continue to research and develop a myriad of diverse products and services.

Each unique product and service is a unique ingredient of a unique recipe, a unique recipe developed to prove, beyond the shadows of all doubts, that the impossible is indeed possible.

Ingredients of this recipe include but are not limited to the guidebook, the salubrious technique, a blogging contest, a _____, two _____, a _____, a _____, _____, a _____, _____ - _____, a _____, a _____, an _____, a _____ and an iconically shaped, uniquely functional _____, ... a uniquely shaped _____.

Product and Service Description

Any description of any of the unique products and services Subliminet Inc. has researched and developed, other than the guidebook, the technique, and the blogging contest, is beyond the scope of this business plan. Each product and service represents a unique incorporated subdivision of Subliminet Inc. and would require its own representative, but as yet undrafted business plan.

Competitive Comparison

The guidebook includes a unique combination of inscribed information accompanied by unique digital video stills and shorts developed for retail sale in bookstores anywhere on the planet and everywhere within the world wide web that is also accompanyable by unique audio soundbytes excerpted from unique musical soundtracks previously recorded by other artists. Each unique soundtrack that Subliminet Inc. intends to present as a "MUM" (acronym purposely left undefined for marketing purposes) and eventually add to its internet radio station at www.W-MUM.com will establish a weblink to any number of music retailers and internet radio station hosting sites anywhere on the internet.

The guidebook could also be made available on a USB storage device as the only manuscript available anywhere for retail sale entirely on a USB storage device as both digitized indicia and video stills and shorts, in any retail bookstore anywhere on the planet.

The guidebook describes and demonstrates a unique salubrious technique and the unique environments within which this unique technique can be and should be enacted,... safely enacted,... unique, safe environments that only Subliminet Inc. can exclusively provide with sufficient funding. The guidebook reveals and shares information describing and demonstrating the enactment of uniquely choreographed movements while within any one of several unique environments, including those at home or along a shoreline or within a corridor or within Darkness, but it also subliminally suggests enacting these unique enactments while upon, perhaps, wide open fields of unencumbered, unobstructed green grass, or white snow, or salt flat, or dry desert sand.

This unique salubrious technique effectuates a unique experience, a unique, transforming experience throughout the enactor, for as long a duration as possible, unlike any experience experienced while enacting any other uniquely developed salubrious technique. This technique can be practiced most efficiently and safely while enacting uniquely choreographed motions and movements safely, without fear of harm or injury,... complete freedom to move unencumberedly, complete freedom to move as freely as possible while sustaining,

for as long a period of time as possible, a unique experience, an inspirationally moving experience, a magically uplifting experience, a numinous experience, a magically transforming experience that only Subliminet Inc. can present to the salubrious enactor as thoroughly and as effectively and as safely as possible, to as many salubrious enactors as possible.

Market Analysis Summary

The guidebook, the guidebook's supporting documentation, the unique, salubrious technique, all products and services either already developed or currently under development as well as the blogging campaigns combine to create a unique recipe to prove beyond the shadows of all doubts that the impossible is indeed possible, a unique recipe of unique ingredients that can effectively and profitably access markets such as

1. hardcopy/book (guidebook)
2. electronic/digital copy (guidebook) markets including:
 - a. CD
 - b. USB storage device
 - c. ebooks
 - d. Internet – access allowed account with Subliminet Inc. website, download and right click restricted
3. _____
4. _____
5. _____
6. _____
7. health
8. _____
9. _____
10. _____
11. online blogging contest
12. _____
13. _____
14. _____
15. _____
16. _____ / _____
17. _____ / _____ / _____
18. _____
19. _____
20. _____
21. _____
22. and potentially many other related or unrelated markets following the conception and research and development of future Subliminet Inc. products and services.

Market Segmentation

Subliminet Inc. is fairly certain that it monopolizes and will forever dominate the markets relevantly related to the two impossible impossibilities Subliminet Inc. proves beyond the shadows of all doubts are indeed far more possible than merely possibly possible. Each unique ingredient of the unique recipe capable of proving beyond the shadows of all doubts that the impossible is indeed possible, each, in and of itself, has the potential to access any aspect of any demographic, anywhere and everywhere across the planet.

Target Market Segment Strategy

Proceeding forward with the assumptions made in reference to Market Segmentation as specified above, Subliminet Inc. will focus its efforts on safety, accountability, creativity, authenticity, verifiability, reputability, service, availability, productivity, visibility and growth to effectively access all market segments of any and all demographics anywhere and everywhere across the planet.

Market Needs

The potential physical, psychical, emotional and spiritual benefits of the unique technique Subliminet Inc. presents in the guidebook cannot be projected at this time. However, Subliminet Inc. will state that safely enacting the technique will effectuate enormously beneficial physical, psychical, emotional and spiritual reactions and that each and every single reaction will occur uniquely,... uniquely experienced, and uniquely contextualized, uniquely, from instant to instant, unique instant by unique instant, unique instant after unique instant. Therefore, each subjectively experienced reaction may or may not be accurately related or documented, nor should they be, unless they are documented and shared anonymously, as accurately as possible, as testimonials published as blog comments.

Market Trends

The trends of the markets targeted above will depend upon Subliminet Inc.'s ability to maintain visibility locally, regionally and globally, it's ability to expand

and grow, and it's ability to gain personal endorsement either by word of mouth, by blog, by media coverage, or by anonymous testimonial by networking via social media websites.

Maximizing the numinous experience throughout the salubrious enactor for as long a continuous uninterrupted duration as possible, along with the guidebook's ability to clearly and plainly explain and demonstrate Subliminet Inc.'s unique salubrious technique will ultimately determine the intensity of interest generated for Subliminet Inc.'s myriad collection of unique products and services, and for determining the intensity of interest for proving beyond the shadows of all doubts that the impossible is indeed possible.

Strategy and Implementation Summary

Achieving and maintaining local, regional, and global market visibility begins with Subliminet Inc.'s ability to promote itself as the founder, revealer, and provider of this unique salubrious technique, the enactment of which will eventually effectuate a transforming, numinous experience throughout the salubrious enactor, but only while safely enacting this technique while within unique environments safely provided or providable by Subliminet Inc. and only Subliminet Inc., unique environments including

- a unique _____ of unique _____ and unique _____ researched and developable and safely providable by Subliminet Inc. and only Subliminet Inc..
- a single, unique _____ researched and possibly developable and possibly providable by Subliminet Inc. and only Subliminet Inc..
- any unique, unencumbered, unobstructed _____ anywhere in the world, researched and revealed and developable by Subliminet Inc. but safely providable by Subliminet Inc. and only Subliminet Inc..
- fields of flat, level, turf covered land or salt flat, or desert sand researched and revealed and developable by Subliminet Inc. but safely providable by Subliminet Inc. and only Subliminet Inc..
- home, somewhere home, any home, anywhere, as visually revealed by Subliminet Inc. through digital visual shorts available for retail sale along with the guidebook for any individual anywhere to consider will maximize and maintain local, regional and global market visibility.

Promotion of the founding, revealing and providing of the unique technique

as well as promotion of the researching, developing and marketing for retail sale of

- a) the guidebook
- b) the internet radio station
- c) all the other unique ingredients (products and services) of the recipe while
 1. implementing strategically effective ad and marketing campaigns
 2. conducting blogging forums and contests
 3. optimizing search engine capabilities
 4. expanding social media networkings
 5. establishing traffic maximizing weblinks,

all of which must be accomplished with the help of skilled and responsible contractors and personnel and with the help of other business enterprises such as

- internet radio station hosting sites
- literary agents, publishers, hardcopy printers, distributors, shippers, retailers
- digital media copiers, distributors, shippers, retailers
- and any other necessary and foreseeable or unforeseeable entity in order to build long term relationships with any and all customers, worldwide

will also maximize and maintain local, regional and global market visibility.

Value Proposition

The unique information provided either gratuitously or for retail sale by Subliminet Inc. is considered to be priceless information by Subliminet Inc.. Safely meditating and exercising while within the unique environments Subliminet Inc. reveals, shares and provides can effectuate unlimited health benefits, both long and short term, unlimited benefits for the mind and the body and the spirit and the soul, wholistically beneficial, individually beneficial benefits, not just from the unique technique including the unique video and the unique guidebook and the unique soundbyte compositions, but also from all the other unique ingredients, unique products and unique services researched or researchable, developed or developable by Subliminet Inc. including the,...

- _____
- _____
- _____
- _____
- two _____
- _____
- _____
- _____
- _____
- weblinks provided to other artist's musical soundtrack compositions
- unique _____, a myriad of unique _____ within a single, unique _____,

- and, a single, unique _____ unlike any _____ constructed any where on this planet...

...collectively.

Anonymously shared testimonials or opinions or explanations offered by any potential customer or customer visiting Subliminet Inc. blog sites that has attempted to successfully enact the unique technique should only enhance the value of this unique information, enhance the value closer to pricelessness in the heart, mind and soul of each and every single, unique customer anywhere on this planet.

Competitive Edge

Founding the only salubrious technique capable of maximizing the duration and intensity of the numinous experience attainable only by enacting the unique enactments of the unique technique while within the revealed and shared environments provided or providable by Subliminet Inc. and only Subliminet Inc., thereby maximizing this unique experience, thereby improving the possibility as well as the experience of proving beyond the shadows of all doubts that the impossible is indeed possible will undoubtedly enable Subliminet Inc. to capture, hold, and dominate the proving the impossible possible market for generations and millenia to come.

Marketing Strategy

Assuming sufficient funding has been obtained, and assuming that Subliminet Inc. has been fortunate enough to secure an appearance on a nationally broadcast HDTV reality program, Subliminet Inc. believes that the guidebook can enter into nearly all demographically diverse markets throughout the world. This can best be accomplished by implementing a pre-retail sale advertising campaign involving a electronically conducted contests where customers can blog, fill-in missing keyword puzzles, or guess the meaningful connection between the objects depicted on the copyrighted Subliminet Inc. logo, as well as enter a guess as to what the acronym "MUM" represents,... several contests in which it is declared that neither answer can be arrived at correctly. A unique street campaign would involve the dispersment of free hand outs of a unique electronic entry form directing each potential contest entrant to the Subliminet Inc. internet radio station W-MUM and to the contest process. Upon arrival at the website, a copy of the Prefece to the guidebook will be displayed gratuitously which provides a scientific interpretation of why the soon to be released guidebook (title undisclosed to the general public until hardcopy and CD/USB copies released for retail sale in stores and at the Subliminet Inc. website) was created. Local news agencies will be contacted, newspaper ads will be taken out in the city or cities (number of cities contingent upon funding totals obtained) within which the free electronic entry form handouts showing the Subliminet Inc. logo and web addresses are given gratuitously by costumed representatives of Subliminet Inc. moving through the streets of chosen cities. Other strategies include

- Creating a search engine optimized website that will rank near the top of relevant search results on all search engines.
- Creating an internet radio station W-MUM, available at as many internet radio hosting stations as possible.
- Implementation of product design contests offering a share in that products' profits.
- Relevant weblink/keyword/search engine optimization.
- Social media marketing campaigns on websites such Facebook, MySpace, Delicious, Magnolia, StumbleUpon, and Digg

Sales Strategy

Subliminet's sales strategy is to entice the potential customer to purchase advance copies of the unique guidebook prior to the guidebook's release for retail sale on February 29, 2012 with an online blogging contest unlike any other conducted before. This online marketing campaign will be initially presented as an endeavour to retain a minimum of 5,555 members for a Quest, a Quest for Relevancy (Q for R), which, if the targeted minimum is achieved, will activate the Meaningful Connections Blogging Contest (MCBC), pending a majority of membership approval. In essence, the MCBC is an "activated" blogging contest that will offer an opportunity to compete for a variety of cash awards and prizes and to search for hidden cash "treasures" throughout the Subliminet Inc. website. The Q for R is an inactive version of the MCBC conducted without cash awards or prizes. Original Members (OM)s, for a nominal, non-refundable entry fee of \$11.11, will receive a voucher entitling each OM to a copy of the guidebook (at least a \$33.33 value) on February 29, 2012, and will be granted exclusive access to the Subliminet Inc. website including a variety of unique digital stills, shorts, and videos, Q for R Blog Topics, and will receive invaluable information relevantly related to the unique salubrious technique.

Sales Forecast

See chart

Milestones

- Subliminet's Quest for Relevancy website homepage designed and ready for launch 07/11/11

- Guidebook translations into as many languages as possible 09/09/11
- Subdivisions incorporated 09/09/11
- National HDTV and local news appearances 09/09/11
- Insurance policy secured for contests 11/11/11
- Hard and electronic copies of guidebook available for retail sale 02/29/12
- Subliminet's active Meaningful Connections Blogging Contest launched by 11/11/11
- Major city street/news coverage/newspaper ad campaign setting logo and MUM contests into motion 08/08/11

Web Plan Summary

The Subliminet Inc. website including the Quest for Relevancy and the Meaningful Connections Blogging Contest (inactive and active versions), along with the internet radio station www.W-MUM.com can become one of the most dynamic pair of websites ever developed, designed to keep the visitor active, moving, anonymously participating, while also visually entertained with video stills and shorts and auditorally entertained with soundbyte samples and compositions provided by Subliminet Inc. or also by Subliminet Inc. approved website visitor suggestion.

Web Marketing Strategy

Launch and maintain Quest for Relevancy campaign to retain a minimum of 5,555 Original Members for the Quest for Relevancy.

Launch and maintain inactive, or, active and inactive 111 day 888 blog topic Meaningful Connections Blogging Contest.

Visually present along any marketing avenue found anywhere worldwide, an easily recognizable trademarked facial template avatar which allows any individual the opportunity to cognitively project an image of identity upon the avatar, either an image of self, or an image of another.

Offer visitor opportunity to participate in design contest for share in revenue earned from sales of products designed by Subliminet Inc. but aesthetically enhanced by contest winning visitor input, winner chosen by survey results of design comparison competition.

Provide internet radio station soundbyte compositions with links to audio retailers, thereby creating avenues of traffic to and from internet audio retailer sites, and, perhaps to the artists themselves and other related, relevant links. Soundbyte samples and

full length compositions categorized as MUMS.

Operate a Synchronicity blog showcasing anonymously submitted, anonymously depicted instances of synchronistic connections for consideration and comment. A fee could be charged for odds calculation, each original synchronicity submission can be calculated for odds of occurrence and ranked for odds approaching the miraculous.

Launch Subliminet Inc. subdivision websites including any and all relevant weblink/keyword/search engine optimizations.

Present anonymously submitted testimonials describing the attempts to attain or the attainment and maintainment of numinous experience demonstrated and explained by guidebook. Numinous experiences attained for extended durations of time must be achieved with proper supervision.

Provide product and service line updates.

Movie snippets with commentary pertinent to Subiminet Inc. guidebook and Mission Statement made available for visitor consideration at www.Subliminet.com. Each snippet a link to video retailing websites.

Establish weblinks to purchase download and right click protected guidebook.

Institute shopping cart/pay services for pre-sale and sale of guidebook and collect membership/contestant entry fees.

Launch and maintain guidebook blog.

Launch and maintain www.Subliminet.com blog.

Launch and maintain W-MUM blog.

Strategic Alliances

- Audio/Video retailers – online and mail order
- e-book and hardcopy retailers – online and mail order
- Printer/ Publisher/ Literary agent
- Webmaster
- Social media websites

Development Requirements

- Subliminet Inc. will utilize webmaster to design, maintain, and update its websites on a yet to be determined hosting site.

- Internet Live 365 will be utilized to host the internet radio station W- MUM and will provide links back to www.Subliminet.com and to www.W-MUM.com.
- Initial web design fee - \$20-25,000
- Yearly, on going design fees - \$500 monthly
- Web hosting \$30 - \$50 per month
- Improving evolving photo and video quality
- Pay Pal component
- Various polls and surveys to gather customer feed back.