



## Simplified Executive Summary

Pre-revenue Valuation: \$2,000,000

**The Problem** - I founded GoodHeart Collaborative because over my years of starting and leading a nonprofit, I noticed myself becoming incredibly burned out, overwhelmed, and feeling alone. These experiences greatly impacted my ability to stay focused on leading my organization and team. As I began investigating whether or not others were also experiencing this, I found that many female nonprofit executives and female founders felt the same way. Helping careers like nonprofits, healthcare, and emergency services are oftentimes very rewarding but can be incredibly difficult to work in. To the detriment of our communities, and our world, we are losing talented, experienced, compassionate, and innovative world changers, often due to burnout, compassion fatigue, depression, and isolation. There are many who have had helping professions negatively impact them deeply and some to the point where their burnout and mistreatment has caused them to not only leave their organizations, but their profession altogether. *The result is these fields are losing highly qualified women because of something that could be prevented.* Now we also have the added stress of the Coronavirus impact and the fact that we don't have any clue when this is going away. We have to learn the strategies of how to keep coming back every day to work and how to live through all of these stressors. "There is no question that turnover of a CEO has a long-term negative impact with a high cost missionally and financially through lost time, relationships, staffing, and program interruptions. (Gibelman & Gelman, 2002) "These people are sacrificing so much to take on the executive roles of these groups," Rogers said. "We are watching people not just burn out but make themselves sick in service of their communities. It's our job to take care of them." – article from the Stanford Social Innovation Review - Combatting Burnout in Nonprofit Leaders

**Our Solution** - GoodHeart Collaborative is a Wellness-Tech company focused on equipping 1,000,000 female executives leading helping professions for long-term professional sustainability. In order to reach as many of these women as possible, we are currently developing an app. GoodHeart App is a restorative digital retreat featuring on-demand access to hundreds of expert-led written, audio, and video sessions addressing commonly found challenges shared by our members, an opportunity to increase supportive connections digitally and IRL with like-minded leaders in their field through our forum and shared events calendar, guided journal prompts for daily gratitude building, and daily interactive mindfulness moments to build emotional resilience and promote overall wellness to tackle the day strong, all in a positive and uplifting digital environment. Through empirical evidence, there are 5 different domains that GoodHeart Collaborative will focus on that improve our overall wellbeing and build resilience. These domains will include: Psychological, Emotional, Physical, Relational, and Professional. Example, George Everly, Jr. describes how organizations can build a resilient organizational culture in an article from the Harvard Business Review. His simple framework for resilience building heavily focuses on encouragement, support, and mentoring as being vital and interpersonal support as one of the strongest predictors of success and resilience.



**Target Market** - My target market is Female Executives who lead Nonprofits, Emergency Services, Social and Community Services, Mental Health Facilities, Law Enforcement Services, Homecare, and Healthcare. According to Guidestar.com, There are currently 2.4 million registered nonprofits in the USA. 45% are run by female CEOs/EDs, that's a total of 1,080,000 female nonprofit executives out there today and that is not even counting retired CEO/EDs and/or Female Founders and Executives of the other helping professions I will be targeting. The Wellness-Tech industry is growing exponentially and it isn't showing signs of stopping. The Self-care industry in 2020, boomed to \$450 billion.

According to the Global Wellness Institute, the global wellness market is now valued at \$4.2 trillion, up 12.8% from \$3.7 trillion in 2015 — and it's only expected to continue growing over the next few years as we continue to recognize the importance of valuing ourselves first. \$2.2 Billion in investments in Wellness-Tech startups followed by a growing \$4.2 Trillion Wellness business with a desire to merge with the healthcare industry in a new market. – Medium.com. Apptopia estimates that U.S. consumers spent \$32 million on self-care mobile apps in both the Apple Store and Google Play in the first quarter of 2018, up 40% year over year, and with new installs of those apps up 36% year over year.

“The wellbeing services space was already in line to be the next sector disrupted by technology, with ever more sophisticated smartphones and wearable devices being developed. Then came COVID-19.

Lockdowns and social-distancing measures are driving more people to take on technology that can help them stay sane and healthy in a remote fashion, being it via "self-care" apps offering personalized exercises or more complex treatments such as nutrition wellness.

Since the beginning of the pandemic, fitness companies wary of this trend have extended free trials for their online and app-based classes and saw downloads and new sign-ups grew between 80% and more than 250% in recent months, a McKinsey report indicates. These tools are also getting a boost from employers looking for ways to care for the wellness of their staff in a remote way. Supermarket chain Tesco, as part of its response to COVID-19, gave its 300,000 UK employees free access to meditation app Headspace and mental health platform SilverCloud for 12 months. Start-ups developing workplace-focused wellbeing apps, like Wellness Coach, are popping up, looking to tap into this trend.”– ACG.org

**Competitive Advantage** - Other self-care and workplace wellness apps like Shine App and Sanity and Self, are focused on any woman or person from any background making content and connections less curated and impactful. Unlike other companies and resources offered, we are switching that up and really focusing on the leaders of these organizations and companies because no one else is. We firmly believe that if the leader is healthy and well, she will in turn lead a healthy and impactful organization. GoodHeart Collaborative is not for every female executive (right now). We are focused on females leading helping professions and there is a major lack of resources and research on this particular population and demographic. We cannot be the most effective helpers if we do not also take time to take care of ourselves. This type of



work can be especially demanding, stressful, and draining. That is why it is so important to take care of ourselves. You cannot serve others from an empty vessel. Intentionally participating in self-care practices is often overlooked when it comes to professionals at risk for burnout or vicarious trauma, like these women. People in these fields typically put everyone else first and don't take the time to take care of themselves. Self-care is vital to the professional's longevity and overall health. Being intentional about it daily, helps to guard against and manage stress that comes our way, as well as helps to enhance our overall wellbeing, and personal and professional functioning. I come from these fields and have lots of connections to these women and know first-hand that we are all craving our own support system from women who truly understand what we are experiencing.

**Business Model** - GoodHeart Collaborative's business model is based on a monthly subscription to the app. There will be a Free Limited Version but for the incredibly affordable (even for nonprofits!) fee of \$8/month, members will have full access to all features. Projected additional revenue sources

1. In-app purchases
2. Paid advertisement opportunities for vendors and event hosts for their events in the Events Tab of the app
3. Speaking engagements
4. Affiliate advertising on our website and through GoodHeart Gals Podcast sponsors

**Our Team** - **Kristen Harness, Founder and CEO of GoodHeart Collaborative and Extended Hands of Hope (Exiting)** My vision for GoodHeart Collaborative was birthed out of my experience being the Founder and CEO of a nonprofit called Extended Hands of Hope for almost 7 years. While starting this organization, I was told multiple times by a variety of people that I wouldn't succeed because the other homes like this didn't last past 2 months, I didn't have the social work experience or education, and that it was just too difficult and too expensive to start up and maintain. Out of sheer stubbornness, tenacity, business acumen, hard work, grit, compassion, and perseverance, I took Extended Hands of Hope from just a vision of 1 person, to the only safe home for this population in the Denver metro and surrounding areas, employing 25 people at a time; expanded our reach by developing and implementing multiple additional programs which provide a holistic treatment model for this population; developed and launched a social enterprise of which I secured \$150,000 in startup funding, and have raised close to 4 million dollars to fulfill our mission and work. My story and experience resonate with so many other female nonprofit executives and female nonprofit founders. I carry the vision, the startup experience, and the story that will connect the members to the mission of this business. I have served as Founder, CEO, Board Member, Consultant, and Volunteer across my time in nonprofit work. I have a track record of proven effective leadership skills and know what it takes to start up and scale a business.



## **Bobby Harness, PMP CSM, Co-Founder and Technical Manager**

Bobby is a Certified Project Management Professional (PMP), Scrum Master (CSM) and Scaled Agile Framework leader (certified SAFe 5 Agilist) with over 13 years in large enterprise IT experience, 2 years as a Scrum Master for a successful mobile development scrum team, 8 years collaborating successfully with Product Managers in Agile development organizations, and 6 years' experience as a consultant working face-to-face with public and private sector clients on software, hardware and professional services engagements. Bobby works closely with our professional app development team and manages the project on a daily basis.

**Money Talk –** As Founders, we have bootstrapped the first prototype of the app for \$70,000 but will need to obtain an injection of \$150,000 capital from outside investors in order to complete our MVP and go to market for actual beta testing and user experience feedback. Goal is to have 54,000 paid members each month within 2 years of launch.  $54,000 \times \$8 = \$432,000/\text{month}$  or  $\$5,184,000/\text{year}$ .

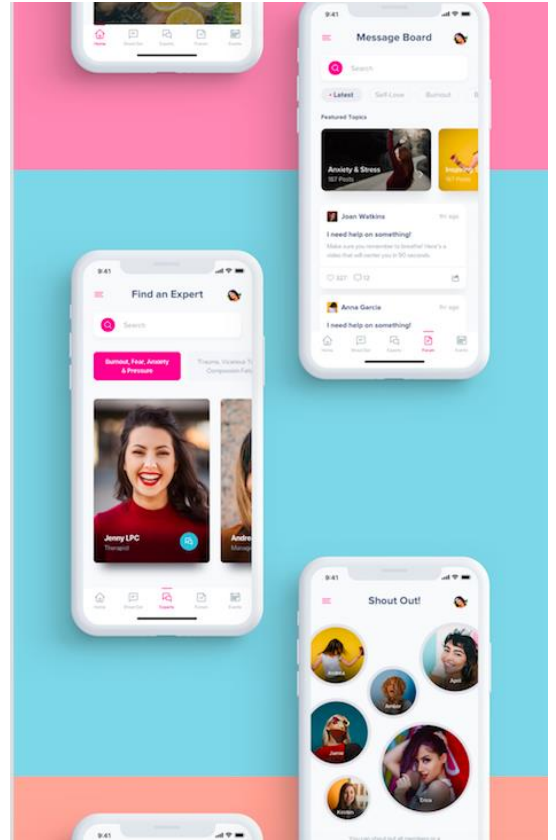
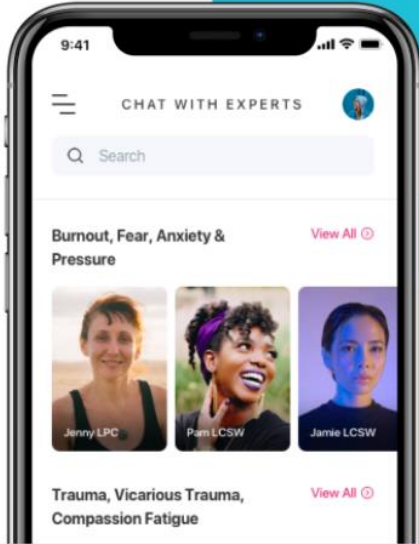
**Initial Design and Prototype** – \$70,000 - (Secured)

**Pre-seed/MVP Cost** - \$112,500 - Launch for beta testing January 2021 (Needed)

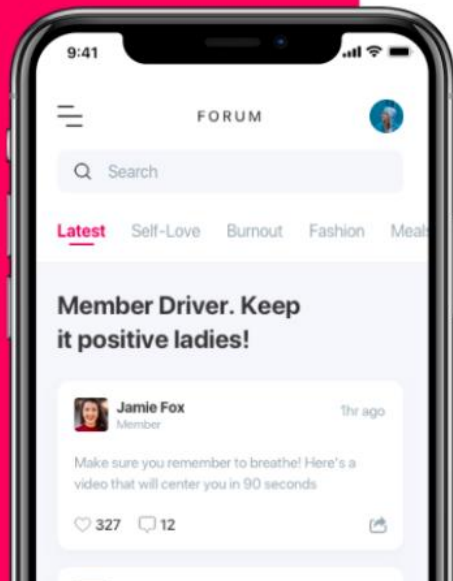
**12-month Runway** - \$396,000 based off of supportive assumptions and projections leading towards scaling and rapid growth.

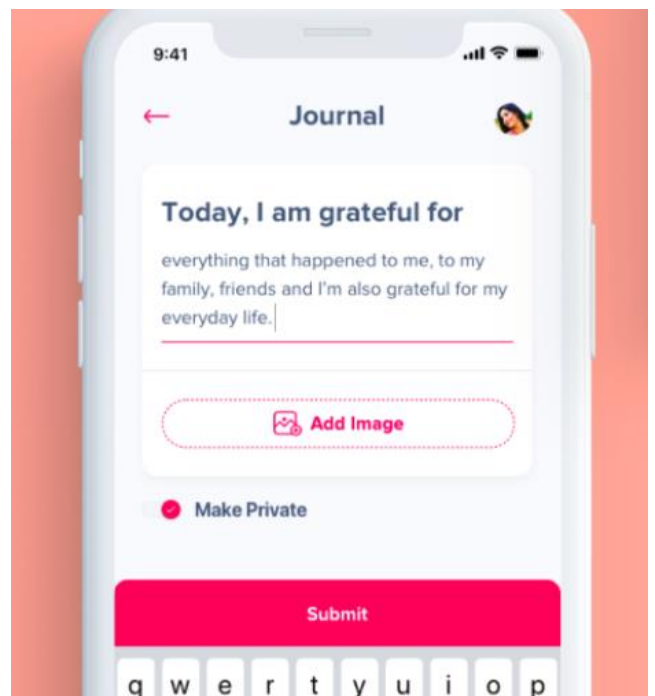
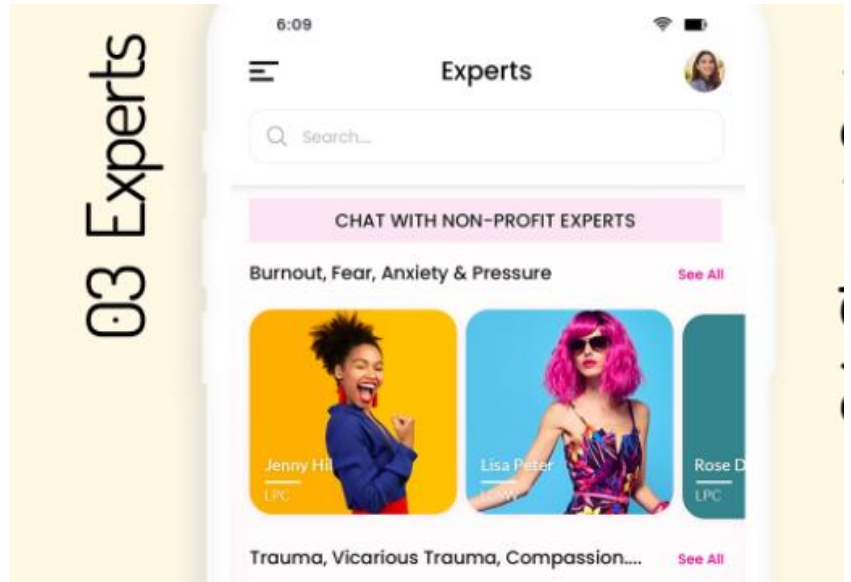
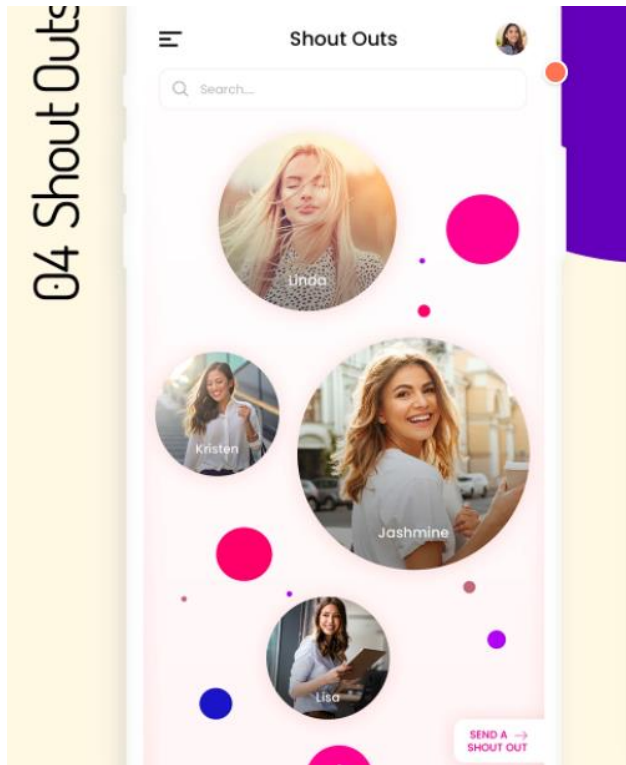
Estimated monthly burn rate of \$33,000

# EXPERTS



# FORUM





Thank you,  
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