

## **10.0 BUSINESS PROJECTS SUMMARY (see Projects Directory for each Business Plan)**

Each Deer Mountain Business Project has a detailed business plan with information on its operations, services and products, market opportunity, sales and marketing plan, management team, budgets, growth phases, strategic partners, business value and revenue projections.

Each of the business projects below has a direct implementation that works in harmony with the eco-system environment using green energy and sustainable eco-community practices that integrates modern sciences and ancient indigenous knowledge with the natural permaculture of the land, animals, nature and watershed. The design, implementation, physical location and operations of every Deer Mountain business project works harmoniously with mother nature and compliments all the other business projects into a master design of a sustainable model for spiritual land stewardship.

### **A. DEER MOUNTAIN HYDRO-ELECTRIC PLANTS (3)**

Deer Mountain has the planning specifications for three (3) Hydro-Electric plant systems that comprises 3 independent systems. Each plant will generate electrical energy from waterpower using a hydroelectric installation equipped with a turbine and generator providing an output of up to 200 kW. Phase One will build Plant 1 and Plant 2 together into a construction system with separate function and use capabilities. The 3 Hydro-Electric plants are designed, engineered and to be constructed by Eagle Ranch Construction, Inc., a strategic partner and consultant of Deer Mountain.

The hydroelectric power plants are fitted with special foundations designed to receive the turbine and generator and are installed in a housing and are connected to the water flow using inflow and outflow pipes. The three (3) Hydro-Plants will create a profitable revenue business to sell the energy by feeding it back into the energy grid. The Hydro-Electric plants will also produce all the energy requirements to run all of Deer Mountain's eco-community operations, programs and business projects.

The 3 Hydro-Electric plants operate in an eco-system balance with the engineering and design systems complimenting Deer Mountain's Rangeland Conservancy programs in Watershed and Water Quality Control; Protecting Soil Erosion; Stream Bank, Fish Populations and land treatments. The high ditch flows water to the meadows that sustains wildlife and bird migration; sustains the grasses that feeds the horses and cattle. An irrigation system sustains the man-made holding ponds that sustains the crops through drip irrigation system in summer. The overflow water also sustains the fish hatchery ponds and a return flow for excess water returns to the creeks in a natural permaculture cycle of nature harmony.

#### **1. Plant One**

Pipes the water from Frame Creek Springs (where Deer Mountain water rights initiate) and flow to the high ditch. This will bring 3.0 CSF of water to the hydro plant, with the rest in the creek to flow naturally. Plant One will run year round at 46 Kilowatt hours

#### **2. Plant Two**

Water is fed by Frame Creek Springs. In the winter when there is no need to irrigate with high ditch, the same water that goes through 1st hydro plant flows into high ditch goes into the pipe system and transported to generator turbine and then power to interface. Plant 2 will run during the 6 month winter cycle at 150 KW (kilowatt hour Plant 2 also regulates and controls the ponds that are used during the summer months for drip irrigation for the crops.

#### **3. Plant Three**

Will be built in a later Phase Two construction that is solely for seasonal water in Deer Creek.

## 11.0 MARKETING PLAN

Deer Mountain is creating a separate marketing strategy and marketing plan for each Business Project. Each Business Project will cross-promote the eco-system fluidity in the Deer Mountain integrated collective eco-community operations. Deer Mountain will create specific media advertising and branding campaigns for business project marketing plan to generate fundraising campaigns, grant presentations/proposals, sponsorships strategic partners, sales, distribution & licensing. Every promotional media asset will be catalogued and put into the Media Asset Inventory Library for future repurposing in all media formats that can be part of the following advertising, sales and marketing elements:

- A. Assemble an inventory of all the Deer Mountain media assets for repurposing in advertising media, web
- B. Develop media kit with selected inserts for press, journalists, news reporters, TV news, sponsorships
- C. Renovate its current website creating a portal to integrate all the business projects and programs
- D. Improve website optimization and visibility among the major Internet search engines
- E. Increase traffic to website with cross-promotions, affiliate programs, promo codes, banners, newsletters
- F. Redesign & improve DM brochure to expand branding of intellectual properties, programs, services
- G. Redesign TJU brochure to improve positioning of parent company (TJU) with grants, affiliates, sponsors
- H. Expand mailing lists for e-newsletters, direct mail campaigns, promotional campaigns
- I. Improve e-newsletter format to include embedded streaming video, links to website, registration pages
- J. Create new collateral and printed materials for direct mailing campaigns
- K. Design new flyers, posters, banner ads, web-streaming video promos for sales & marketing campaigns
- L. Create databases of related affiliate events for co-op advertising & cross-promotions
- M. Expand affiliates, strategic partners and alliances for conference retreat clients and cross-promotions
- N. Develop new membership packages to increase customer program revenues
- O. Telephone solicitations and emails to new customers and existing customers to maximize revenue
- P. Produce video promotional reels to promote events; place on website & affiliate websites
- Q. Develop affiliate programs with strategic affiliates tied to specific cross-promotional projects
- R. Create virtual store internet outlets for selling Deer Mountain products, events, services, programs
- S. Develop internet marketing promo codes for discounted prices to events to events, services, programs

## 11.0 MARKETING PLAN (Cont'd)

- T. Enhance & strengthen branding through Deer Mountain's fluidity of cross-promoting business projects
- U. Create tag-lines for specific business project marketing campaigns that expand strategic partner support
- V. Establish a database of all distribution channels from all strategic alliances, licensees and partners, and domestic retailers and wholesalers around the world.

## 12.0 CAPITAL REQUIREMENT

Deer Mountain is creating a master time-line calendar and staging process for all its marketing campaigns that are strategically generated to meet the capital needs and cost budgets of its business projects. Each business project has a business plan, marketing strategy, funding resource list, project manager and team members. Some business projects have Federal, State and County grants, private sector grants--non-profit and foundation, strategic partners, fundraising campaigns, donors, benefactors, material and equipment donations. Some business projects have the options of working with equity partners, venture capitalists, low interest loans and establishing endowments and trusts pursuant to the approvals and guidelines established by TJU board of directors.

## 14.0 START-UP PLAN (Stage 1 Development)

Listed below are the prioritized steps in each Business Project for Phase 1 development. Some Business Projects will be multi-tasked with other projects. Each business project has a Business and Marketing Plan; Project Manager; Assigned Team; Equipment & Construction Calendar Schedule; Vendor List; Contracts & Agreements.

### A. Hydro-Electric Plant 1 and Hydro-Electric Plant 2

- a. Finalize Business Plan
- b. Generate Funding and Grant Resources Data Base
- c. Apply for all Applicable Grants
- d. Create Strategic Partners Target List
- e. Generate Plant 1 Power Usage Chart for DM's power needs--projects/buildings/homes
- f. Develop Quarterly Revenue Chart Projection for each plant
- g. Develop Consultation to Consider Costs/Upgrades to Integrate Solar Panels in Interface
- h. Finalize Equipment, Material & Labor Installation Agreement
- i. Get Federal Power Producer Exemption Certificate
- j. Obtain PPL Contract
- k. Secure Attorney Specialist Consultation to Review PPL Contract
- l. Secure CPA/Attorney Specialist Consultation to Review Non-Profit Income Operation
- m. Assign Project Manager & Team
- n. Assign Engineer and Generate Final Design Specs
- o. Obtain Water Quality Control Permit
- p. Obtain Water Resources Development Permit
- q. Obtain Fish and Game Permit
- r. Obtain Army Corps of Engineers Permit
- s. Secure Yreka Planning Commission Affiliations
- t. Develop Construction Contract with Eagle Ranch Construction Inc
- u. Develop Start-Up, Maintenance & Project Operation Schedule for System Calibration

## **B. Irrigation & Piping**

- a. Finalize Cost Estimates
- b. Develop Operating Budget
- c. Finalize Installation Agreement
- d. Assign Project Manager & Team

## **C. Shop/Barn Building 1A**

- a. Finalize Construction Cost Estimates
- b. Develop Shop/Barn Equipment List & Cost Estimates
  
- c. Develop Operating Budget
- d. Assign Project Manager & Team
- e. Finalize Purchase & Construction Agreements
- f. Secure Permits
- g. Secure Yreka Planning Commission Affiliations
- h. Assign Project Manager & Team

## **D. Fencing**

- Finalize Cost Estimates
- Develop Operating Budget
- Finalize Purchase & Installation Agreements

## **E. Cattle & Horse Ranch**

- A. Finalize Construction Cost Estimates
- B. Develop Ranch Animals List & Cost Estimates
- C. Develop Operating Budget
- D. Finalize Construction Agreement
- E. Finalize Business Plan
- F. Secure Permits
- G. Assign Project Manager & Team
- H. Secure Yreka Planning Commission Affiliations
- I. Obtain Purchase Agreements
- J. Determine Ranch Employees Housing Needs & Cost
- K. Facilitate Housing Quarters for Employees
- L. Hire Ranch Forman/employees
- M. Secure Employee & Contractor Agreements

## **15.0 KEYS TO SUCCESS**

- A. Riparian water rights for Hydro-Electric Plant & Rangeland Conservation operations
- B. PPL Contract available for selling electricity in Hydro-Electric plant operation
- C. Local, Regional, National Demand for Organic Produce, Fruits

- D. Unique Deer Mountain Eco-Community business model combining latest science technologies and Indigenous farming knowledge
- E. International network of indigenous nations, tribal elders, wisdom keepers, spiritual leaders and elder councils
- F. Offering unique and creative programs, services and ideas not bound by convention
- G. Commitment to education and training programs in a resource center that attracts an international clientele
- H. Multiple funding sources-- federal grants, donors, foundations, fundraising campaigns, business service revenue
- I. Continual acquisition of cutting edge technology in all business projects management and operations
- J. Support from strategic partners, advisory board, consultants, project committees, coalitions, foundations
- K. Innovative team of board of directors, project managers, supervisors, engineers, consortium partners
- L. Setting exceptional performance expectations in a well designed and engineered business projects
- M. Serving as an eco-community model for project management leadership
- N. Dedicated task force of active members, employees, management, volunteers, students, indigenous elders
- O. Commitment to the spiritual integrity that all Deer Mountain programs, vendors, products are sustainable and profitable in every step of development, production, distribution and promotion
- P. Deer Mountain land is part of the watershed of the epic Klamath River and there is Federal and County funding to preserve this land and to clean up and restore the Klamath River in this area due to its unique biodiversity
- Q. TJU is debt-free, with ownership of several real estate properties and an excellent administration track record

## 16.0 ORGANIZATIONAL STRUCTURE

