

Business + Brand Charter Deck

CLIENT: GDVSOURCE

Recap of Previous GDV Meetings

Past GDV Meetings

5-16-14 - GDV Discovery Meeting

- Reviewed and discussed and identified problems hindering the GDV Source brand.

8-24-14 - Defining Brand Direction

- Presented and discussed various approaches that could be taken by GDV Source.

9-16-14 - Brand Foundation Strategy Session (breakdown analysis - Phase 1)

- I analyzed with GDV Source potential factors such as clarity around product descriptions, benefits and the GDV brand ecosystem. Together we began to define how we can start to look at building cohesive packages for the products, software and training for GDV Source.

Meeting Recap

Princeton Meeting Recap

- Developed ideation architecture and looked at the entire brand eco-system.
- Discussed what is GDV Source and what does GDV Source do.
- Discussed how often GDV cameras are shipped and the frequency of software updates by KTI.
- Looked at how we can start to position Mary Milroy as a consultant
- Reviewed how sound branding for events/trade-shows, training and capturing the sound of the cameras.
- Discussed future research for GDV for veterinarians (animals).
- Discussed how do we simplify the information communicated about the products and services GDV is selling.
- Started to break down the 3 cameras and **positioning the cameras around user personalities.**
- Identified the 4 types of software packages.
- Discussed how to re-evaluate the education, training and customer service.
- Started to work through connecting the cameras, software and training offering them as packages.
- Re-evaluated the GDV training process, certificates and the benefits of implementing digital training software.
- Discussed incentives we can offer customers when you buy a camera and software.

***Answers from client have been added in Pink**

3 Camera Packages and Environments Identified

Eco Compact Camera (Novice - Basic)

- Is a dual purpose camera used to study humans and measure the environment
- Target is alternative medicine and the energy curious (researchers)
- Target are novice professionals
- This is the most affordable camera - lowest price point
- You can travel with this camera (portable) and capture spaces without a computer
- When using remotely you only need a flash drive



Environments

- Alternative medicine practitioners
- Sacred Places: Stonehenge, Machu Picchu and Pyramids
- Measure energy of the environment (clients on west coast, USA)
- Measure energy of people (clients on east coast, USA)

Pro Camera (Professionals - Standard)

- Most versatile camera has add ons (customizable)
- Most popular camera
- Price point mid-range
- Ability to do the most with this camera and grows with you
- Medical professionals, practitioners and researchers
- Portable but can only use with a computer
- Captures before and after energy analysis
- Professionals and experts



Environments

- Clinics, Dr.'s offices and Wellness Centers
- Wellness products (structured water - show effects to validate)
- Wellness product manufactures (zero point global - sell energy enhancing pendants and shows effect and quantify)

Express Camera (Experts)

- Used for volume more than 20+ people
- Captures faster than any other cameras offered by GDV
- Price point high - most expensive
- Portable but can only use with a computer
- Captures before and after energy analysis
- Professionals and experts



Environments

- Hospitals
- Professional Sport team facilities
- Universities
- Corporations
- Research facilities (trials)

Additional questions about the camera packages (KTI will offer both PC/MAC compatibility by- Dec.2014)

- Do all the cameras use the same software?

(ANS) Yes, depends on the software you pick. We can match up to levels. Should be training for every software program

- Are their trainings offered for the camera only?

(ANS) Training is offered for both camera and software. 8 hrs. comes with purchase of product with the following how to use the camera, how to use the software.

- Breakdown and describe the camera trainings.

Initial Purchase - One day - basic use, file storage and software program basics

Intensives - 2 per year Spring & Fall. Higher level case studies, research or psycho-spiritual analysis

Monthly - webinars related to programs or case studies

Coming Soon: Certification training & teachers training

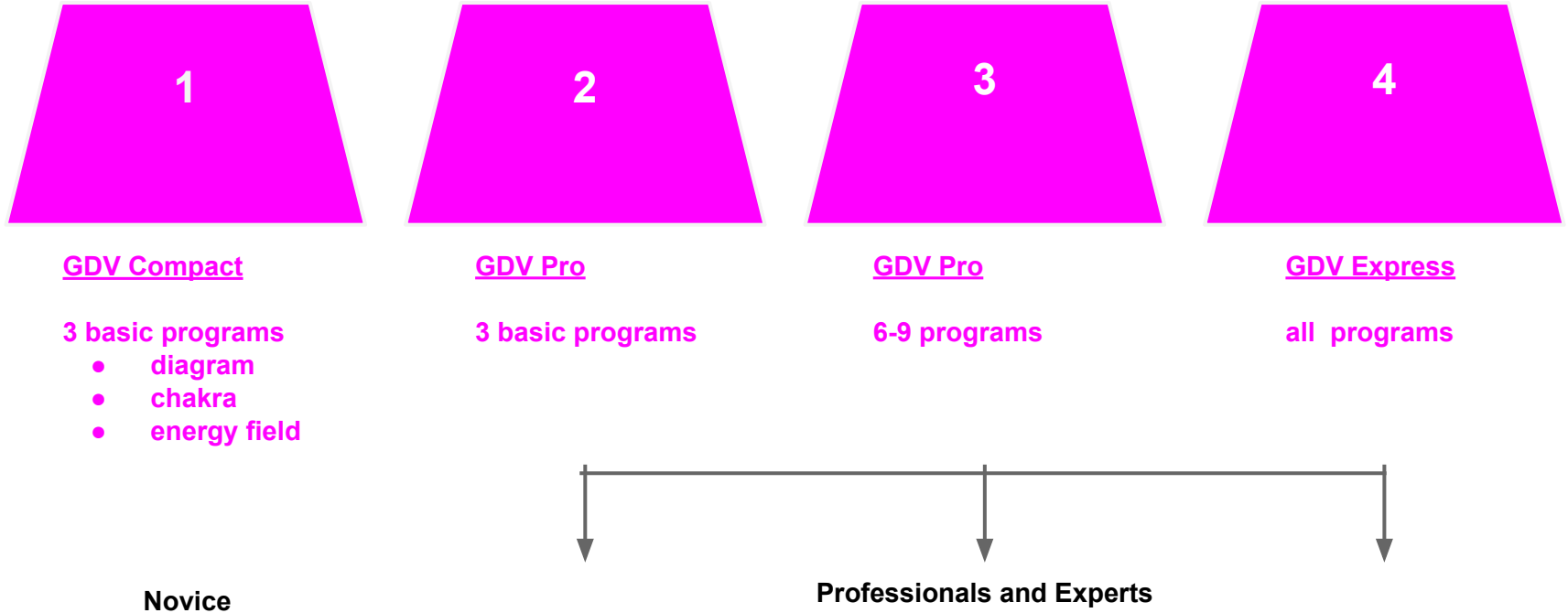
- Review this section and elaborate on any key points that were missed.
- How do we start to re-evaluate the nomenclature to flush out brand confusion and redundancies?

***Mary - In the future want to offer 5 languages: English, Russian, Spanish, French, Italian & German Asian**

***Suggestions Jada and Craig - Research/Case studies should be subscription based.
Companies should be using GDVSource to train their employees on energy reading**

4 Types of Software Packages

4 Software Packages and their Users



We need to further breakdown the Software packages and tie them to the cameras. Below are some questions to further flesh out the packages

- Should we only present 3 software packages to tie to the camera instead of 4 for initial package recommendations?

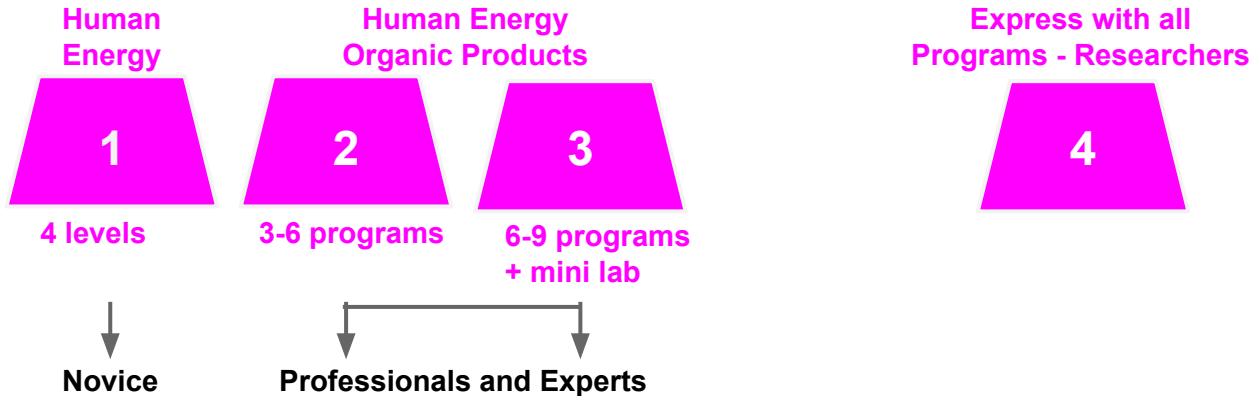
(ANS) Yes. Clients can choose from 12 but not all 12 are good

- How can we start to pair the software up to each camera and refine the nomenclature?

(ANS) Sports, medical

- How can we start to connect packages for the particular users as well as training (novice, professionals and experts)? Making it a seamless process.

Should it be 3 Software Packages and their Users? Explain the 4th package?



Additional questions about the software programs

- Which programs are necessary when you purchase a particular camera (novice, professional and experts)?

Novice
Diagram
Chakra
EF

Pro
Diagram
Chakra
EF
Screening Sports
+ 1 other

Expert
6-9

- Is software relevant to certain professions or area or expertise? If so can you break it down and visualize that for us?
- Can software be separated for users novice, professional and experts? If so can you break it down and visualize that for us?

(ANS) Somewhat

- Can the software be used with all cameras? If not explain?
- When will the software for mac computers be available? Will that software run on all cameras?

(ANS) By December 2014 or programmer will be fired. Software will run on all cameras

- How do we start to re-evaluate the nomenclature to eliminate brand confusion and redundancies?
- You have listed on your website as a fixed navigation at the top of your pages Health Analysis, Sport Performance, Water and Materials and Geopathic Analysis. Can you explain why these are main links on your website and the purpose it serves?

(ANS) They are the uses for the cameras. They can be redefined & rewritten. Should have product recommendations within those links if they remain

Let's start to connect the camera, software and recommended attachments in a more defined structure that can be tied to the levels created. Below is your existing structure let's refine this.

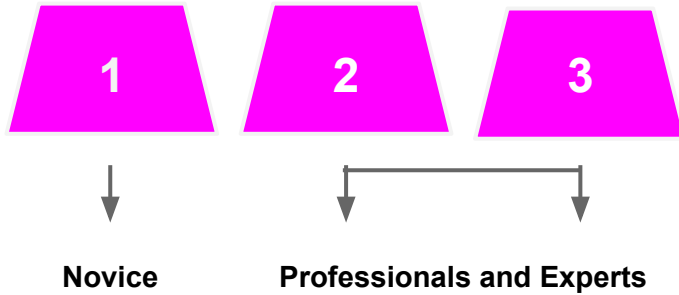
GDV SOFTWARE / HARDWARE COMBINATIONS	Prices are listed in USD. Shipping costs are additional.		
	GDV Compact Camera	GDV Pro Camera	GDV Express Camera
Basic Package: GDV Capture + 3 programs	\$8784.00 60 months, payments starting at \$240.01/month for the Compact	\$12,960.00 60 months; payments starting at \$354.12/month for the Pro	\$22,320.00 60 months; payments starting at \$595.06/month for the Express
Standard Package: GDV Capture + 6 programs	\$10,900.00	\$15,011.00	\$24,437.00
Expert Package: GDV Capture + 9 programs	\$12,240.00	\$16,416.00	\$25,776.00
Complete Master Package: GDV Capture + 12 programs	\$12,960.00	\$17,496.00	\$26,856.00

GDV EQUIPMENT & ATTACHMENTS	
GDV Product	Prices in USD. Shipping Costs are Additional.
GDV Eco-tester + Sci-Lab program stand alone - being coupled with the compact	\$5880.00
5 th Element + Sci-Lab program need pro	\$2380.00
GDV Mini-lab + Sci-Lab program only with the pro	\$2990.00
GDV + only with the pro	\$1440.00

Would rarely recommend all

Most popular recommendation

Let's start to connect the camera, software and recommended attachments in a more defined structure that can be tied to the levels created



Novice	Professional	Experts
Diagram	Diagram	Capture 6or9or12 programs
Energy Field	Energy Field	
Chakra	Chakra	
	Screening	
	Sport (Atlas or GD.Veda	

Program for Registration and Initial Processing of GDV-images

- GDV Capture - Comes with all cameras

Programs of Sector Analysis

- GDV Energy Field - fingers sector positioned around body
- GDV Diagram - most used program
- GDb Screening - organ systems
- GDV Chakra - psychological priorities

Parametrical Programs

- GDV Viewer - not used
- GDV Scientific Laboratory - mini lab or sputnik

Analytical Programs

- GDV Sport - athletes & psychologist
- GDV Neurotonus - incomplete

Expert-Level Programs

- GDV Interpretation
- GDV Effect
- SBJ Manager
- GDV. Veda - aryuvedic medicine specific

Types of Training Packages and Levels

Types of Training Packages and Levels

- Which programs are necessary when you purchase a particular camera (novice, professional and experts)?

(ANS) 3 basic - diagram, energy field & chakra

- Is software relevant to certain professions or area of expertise? If so can you break it down and visualize that for us?
- Can software be separated by for novice, professional and experts? If so can you break it down and visualize that for us?
- Can the software be used with all cameras?

(ANS) Yes

- How do we start to re-evaluate the nomenclature to flesh out brand confusion and redundancies?
- Can you explain the different types of webinars you offer, frequency and duration of those sessions?

(ANS) Webinars are about program use, case studies are case specific. 1 every 1-2 months

- How do you currently breakdown the types of training and training sessions?
- Are you interested in a subscription based training program?

(ANS) Yes but worried about copy by competitors

- Explain the differences between the webinars, online case studies, research intensive and other trainings GDV currently offers?
- Are you interested in setting up and incorporating a digital training system on your website?
- Explain your current certificate programs for the completion of courses? Do your certificates expire?

(ANS) We were certifying buyers for level 1 & 2 but need to break that down so that initial training is basic user's then students can return for certification. Need to make program videos or program classes available for buyers/users.

- Let's re-evaluate your training and education program? Let's re-evaluate duration of the training sessions.

Customer Service

Customer Service

- How do you currently track customer trainings and items they have purchased? How do you currently track the trainings and items purchased by your customers?

(ANS) List training on website by practitioners, track purchases in QB (quickbooks)

- How do we improve customer service for your customers?

(ANS) Need more time & manpower

- How do you envision the idea of a Virtual Mary? How do we incorporate a virtual Mary experience to answer frequent questions?
- Categorize and compile a list of frequently asked questions and answers.
- Breakdown and describe the GDV Technical Support Program.

(ANS) 10 skype sessions per year \$599 - must make appt. with Natalina

- Breakdown and describe the GDV special pricing offers.

(ANS) 10% off at intensives

- Breakdown and describe the GDV Source Users Group.

(ANS) Designed to provide answers to FAQ & upload cases

- Breakdown and describe the GDV Source membership Oracle.

(ANS) Like a blog

- Breakdown and describe the GDV website listing on elite practitioners page.

(ANS) Buyers are listed after purchase no time limit - others can buy listing for \$49/yr

- Do you have an existing login system for customers? If not would you be interested in us adding that feature to your website?

(ANS) Yes - through the users group, but users group has been inactive - I'm not posting - too busy & the upload needs a little work

GDV Source business plan and model

Questions about GDV Source Business Plan and Business Model

What is GDV Source

GDV Source is the leading distribution company of energy measurement electrophotonic imaging cameras, software and training for (KTI) Kirlionics Technologies International. The primary focus of GDV Source is to sell leading edge, affordable, cameras and related software, training and accoutrements to medical professionals, researchers and healers in the US and abroad for (KTI) Kirlionics Technologies International.



GDV Source TEAM



Mary Milroy
CEO



Natalina Khavkin
Director of Education

GDV Source TAG LINE

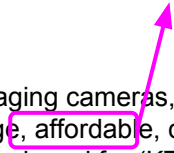
World Leader in Sales and Service

“The choice of professionals”

“When the results matter”

“The official GDV Education and Research Facility in North America”

precision



Questions about GDV Source Business Plan and Business Model

- What does GDV Source sell?

- products 1. **Training**
- software 2. **Products**
- training 3. **Membership**
- research 4. **Research/Resources**
 5. **Info. GDVSource brand story**
 6. **Education**



* Primary & Secondary

- What does GDV Source do?

GDV Source sells products, software, training and research B2B - business to business (**GDVSource is selling to businesses not direct to consumer**)

Questions about GDV Source Business Plan and Business Model

- Who are you selling products and services to? (primary target)

Novice, professionals and experts

- novice
 - researchers

**Beginners & Energy
Curious**

- professionals
- practitioners - doctors
 - chiropractors
 - naturopaths
 - holistic health
 - athletic trainers
 - physical therapist

- experts **High Volume**
 - businesses - hospitals
 - researchers
 - practitioners - doctors
 - chiropractors
 - naturopaths
 - holistic health
 - athletic trainers
 - physical therapist

We must define your SWOT analysis in order to position your brand *(STRENGTHS, WEAKNESSES, THREATS AND OPPORTUNITIES)*



- The cameras & training are excellent
- Business has integrity with clients & parent company
- open to new ideas



- I own & run the company - I do most of the background marketing, networking & documentation
- Need more help & more hours in the day

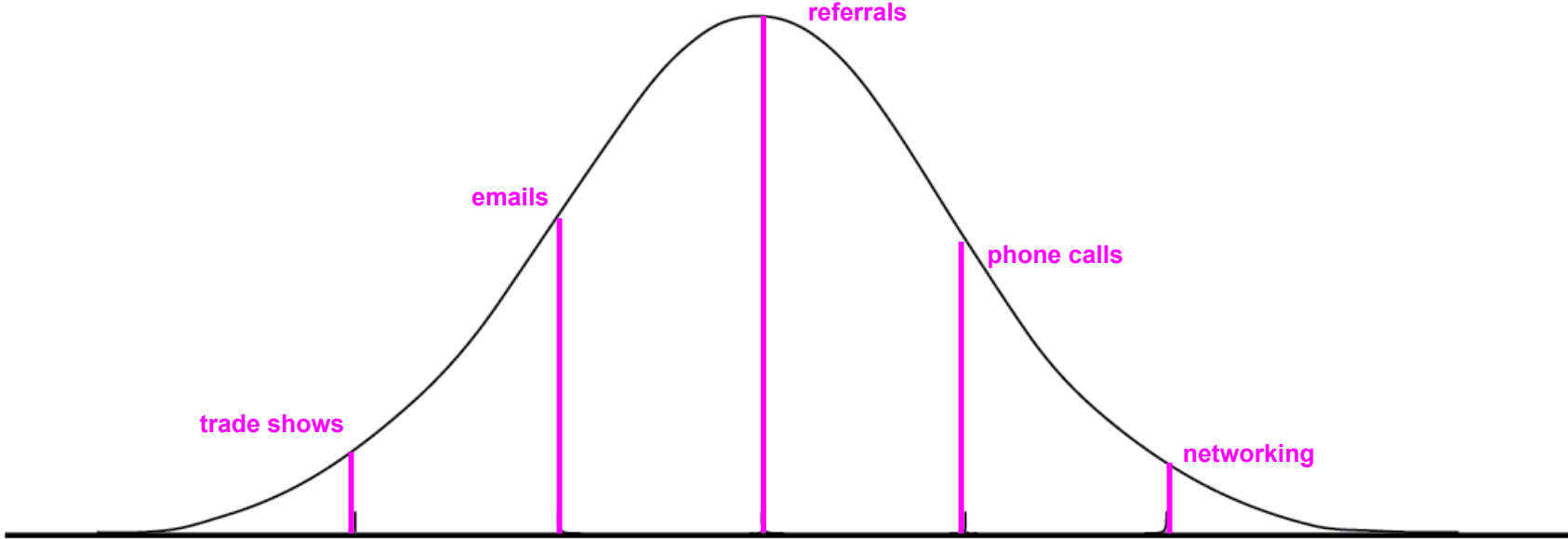


- Bio-Well marketing



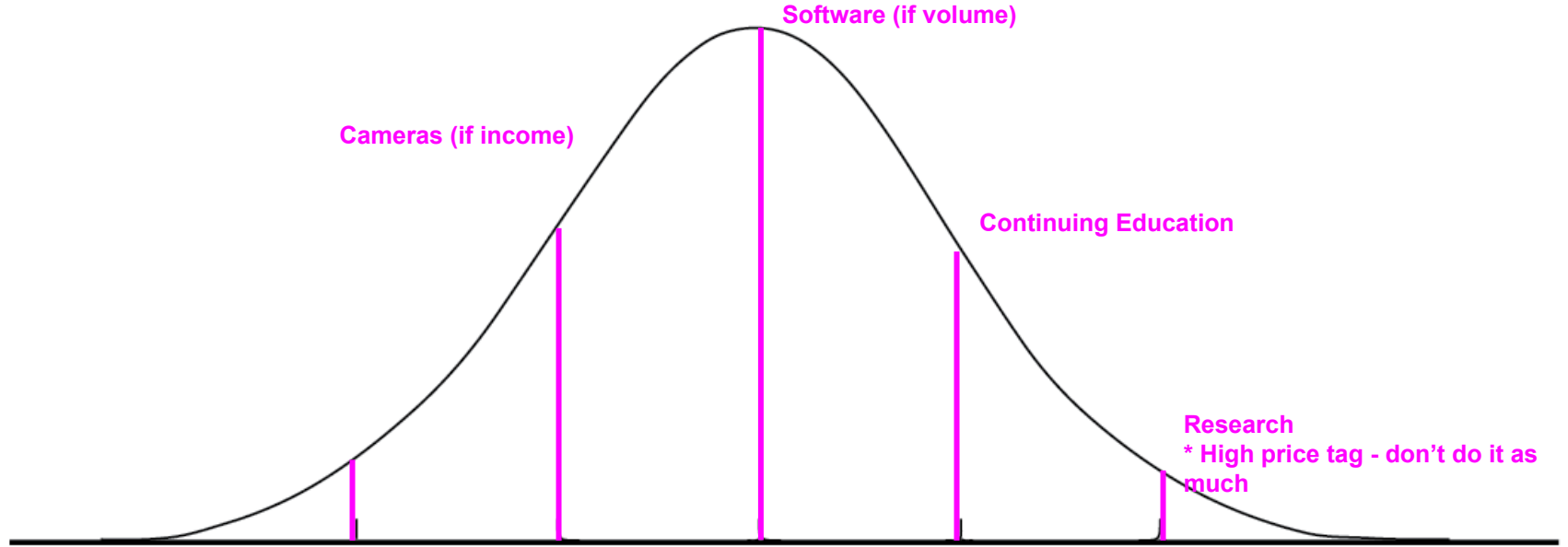
- Hippocrates Institute via Dr. Ed & Partners

What is GDV Source typical marketing distribution curve



- tradeshow/events
- web orders (mailing list)
- phone calls
- other

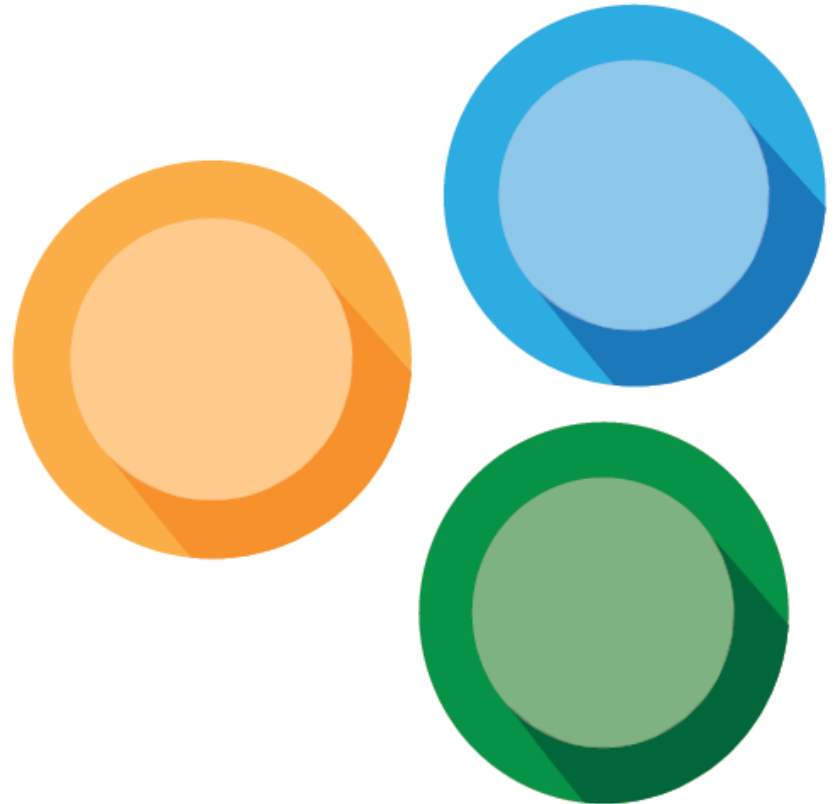
What is GDV Source typical sales curve **Is based on income or volume**



- cameras
- software
- basic training
- research
- continuous education
- consulting

What are your 3 main competitive advantages

1. Experience with the technology (world leaders)
2. Ethical business practices
3. Willingness to keep re-evaluating ourselves



Questions about GDV Source Business Plan and Business Model

- What is the vision of GDV Source - GDV Vision Statement ? *(A vision is the long-term plan for your business and why you are in business)*

(ANS) Products & Training. Build the popularity of the camera, technology & sales to become a viable company that investors are interested

- What is the mission of GDV Source? GDV Mission Statement - WHY *(A mission is what are going to do and how you plan to do it)*

(ANS) Provide the most current energy measurement technology and education to targeted markets

- What is the brand positioning statement for GDV Source? *(Brand Positioning feeds the naming, design, promotion, awareness and the approach in which you build your brand. A statement that describes the "place" that a brand should occupy in the minds of target customers. How a brand is seen in the marketplace. Focus on what is unique to the GDV brand and the benefit your brand delivers to your client.)*

(ANS) Expertise & support

- What is the brand personality of GDV?

(ANS) Cutting, straight forward, direct with personal attention to clients

- What are the business goals of GDV Source?

(ANS) Attract a wider audience online. Sell a lot of cameras by getting into some big institutions, sell the company to become GDV ambassadors, sell a lot if subscriptions

Questions about GDV Source Business Plan and Business Model

- What are your website goals of GDV Source?

(ANS) Repeat business, repetitive relationships, membership and easy to navigate

- What equity does GDV Source's have in KTI?

(ANS) None other than an excellent working relationship

- How would GDV source sustain if KTI folded?

(ANS) Start building cameras via reverse engineering

- Why does GDV only sell and train clients on KTI products and software and not distributing other manufacturer's products?

(ANS) The GDV is the best in the business

- Is GDV locked into a binding agreement with KTI to only distribute KTI products? If so please discuss those limitations.
- What other experts provide research on the human energy field other than Dr. Konstantin Korotkov?

(ANS) Others around the world

- Provide a list of competitors in different regions?

(ANS) Krishna in NM and Geoffrey in Canada

- List the motivators for GDV Source?

(ANS) Love the work & the commissions are good

- What are the financials goals of GDV Source for 2015?

(ANS) Sell more cameras by improving the website

- What are your brand values?

Questions about GDV Source Business Plan and Business Model

What is GDV Source trying to accomplish?

(ANS) Bring great technology to the world and make money doing it

- What are the implications for the GDV brand?
- How do you position KTI as an endorser of GDV Source?

(ANS) They labeled us the official North American facility

- Is Dr. Konstantin Korotkov an endorser for GDV Source?

(ANS) Yes, but is more concerned about Bio-Well

- Provide a detailed list of endorser under their areas of expertise.

(ANS)

Dr. Sam Berne - Behavioral Optometry

Dr. Beverly Kune - Naturopathy

Dr. Janet Hranicky - integrative Medicine

Dr. Aimon Koper - Integrative Medicine

Joseph Reilly - Music Therapist

What is the GDV Source business model



1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

Competitive Analysis

Direct

Indirect

Product Overview Mapped Out

Product Overview - ECO- COMPACT

- Start to map out product highlights and features
 - **Portable**
 - **Measure humans and environment**
 - **Affordable**



Product Overview - PRO CAMERA

- Start to map out product highlights and features
 - **Most Versatile**
 - **Accepts all add-on devices (footplate), plus acu-scanner & Mini-Lab**
 - **Mid range pricing**



Product Overview - EXPRESS

- Start to map out product highlights and features
 - **Great for high - volume research; measures all 10 fingers at once**



Product Overview - ATTACHMENT FOR DISABLED PATIENTS PLUS

- Start to map out product highlights and features
 - Used for small animals
 - in research mode



Product Overview - MINI LAB

- Start to map out product highlights and features
 - **Grounding kit used to measure organic objects water, blood, liquids, soil, supplements, essential oils, gems, pendants and food.**



Product Overview - FIFTH ELEMENT

- Start to map out product highlights and features
 - Switching unit that allows up to 5 antennas to be used simultaneously
 - 5 humans
 - water
 - soil (earth)
 - wood
 - air
 - sputnik (more sensitive air)

Can be used of larger measurement studies

5 samples of the same water, or can be used to evaluate the feng shui of space



Next Steps

Meeting Two

Next Steps - Phase 2 through 4

- Are next scheduled session is for Monday, October 20th to finishing flushing out the following:

First Half:

- Packages
- GDV brand foundation
- Positioning
- Business plan / business goals / website goals
- Brand experience
- Brand architecture
- Understand target audience (b2b) needs / opportunities
- Needs and their desired experience

Second Half:

- Further review, organize and position the education and training systems
- Q&A
- Phase 3 - UX, Building a bridge between the Business Goals, Website Goals, User Goals, User Findings and MVP Prototype
- Phase 4 - Web Development

Next Steps

Next Steps - After strategy and position her story at the next meeting

- brand strategy
- findings
- visualize those pathways
 - still define
 - products
 - members
 - about us
 - secondary:
 - research
 - featured members
 - education
 - content strategy - assets
 - product photography
 - digital training
 - certification process and method

execution of brand system: identity, tagline & marketing collateral
development line
hierarchical needs

Targets: practitioners, business & corporations, energy curious
• budget'

map out timeline for everything and next steps

- what does maintenance look like

Training Online

Basic user training: how to use: camera, software, basic understanding/knowledge (basic how to)

Product: Novice, Professional and Expert (Which buck do you fit in) All the steps taken before speaking with a customer service rep.

Depth Software: Beginner 1-5 levels, Intermediate 1-5 levels, and 1-5 levels, and Master Level

Intro what is Kirlian Photography? Video - Techniques and reading energy incorrectly. What is it good for, novice, professional and expert. Types of training, about GDV teaser, that is the brand story

Which training are face to face - Advanced training

When traveling promoting to attract potential client and reinforce relations

Mary likes teaching groups - advance hands on - Mary's niche

Training on Campus - Advance classes

Training Online

Vision to franchise

Mission to provide

Competitive Advantage

Key Competitors

Value proposition

Target Market