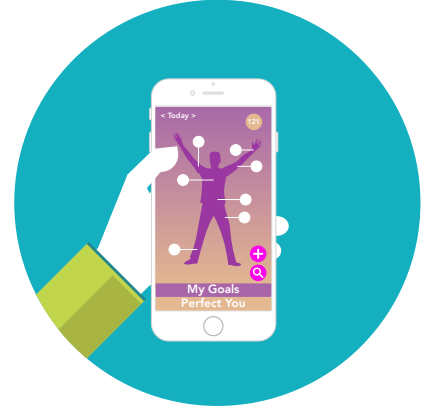


My App My Life:

A Fully Hardened Innovative New Start-up Model

THE WORLD-CHANGING WELLNESS APP AND SOCIAL NETWORK WITH MULTIPLE REVENUE STREAMS AND MULTIPLE CHANNELS TO MARKET.

Tracy Crawford, CEO, Rain8 Group



5 Primary Revenue Streams



2 Fall Back Parent Revenue Streams



Over 250 Sub-Revenue Streams



4 Channels to Market



Nearly Endless Social Paths to Market

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My App My Life

Revenue Streams

Channels to Market

Investor Info



Background

We've been working with our friends over at Perfect You (<http://myappmylife.com>) helping them develop and refine their solid, world-changing new business model.

Start-ups face a wider array of challenges than do established businesses, as we all know. This is the reason so many struggle. One of the key challenges for start-ups occurs when the main thing they are trying to accomplish is more difficult than expected. Most start-ups have one main idea, and this main idea must work out in order to materialize their single source of revenue.

"Perfect You is initiating My App My Life as the smartest, coolest, and most influential global health movement of the 21st century that is undoubtedly going to have a positive impact on millions of lives, spreading inspiration, motivation, faith, as well as love for our families and communities."

*- Monica & Kat,
Founders of Perfect You*

If one of the key assumptions in a start-up is wrong or things don't go quite as planned, then the single source of revenue is jeopardized. Building robustness against unforeseen developments is thus one of the key challenges in start-up planning.

SFA: Sustainability Forensic Analysis

One of the most important developments in strategic planning, especially for start-ups, is what we call Sustainability Forensic Analysis (SFA). Since start-ups often operate in an entirely new environment, they face different risks than established businesses. We use SFA in our business planning to counter those risks. SFA expounds on traditional SWOT-type analysis to ask deeper questions and more fundamental questions about some of the foundational assumptions that have gone into the underpinnings of the business model.

In short, SFA asks, "What if it doesn't work?" where "it" is the main idea behind the model.

The Perfect You model is great. It's going to work. We are sure of it.

But in SFA we still ask, "What if?" Furthermore, in SFA, we try to develop multiple, distinct revenue streams, and multiple channels to market so that the business is not exposed entirely to the risk of just one revenue stream or one channel...again, "What if?"



Let's see how it works!

My App My Life:



My App My Life aims to reverse trends that have led to 2.1 billion overweight or obese people, 5 million deaths from diabetes annually and over 200 million people being unemployed. Indeed, The Fiscal Times reports that the lifetime estimated costs in the US for obesity are \$US 92,235 per person.

So what is this awesome new My App My Life? Well...

It's a holistic app. It's a lifestyle. It's a

membership in an elite club of like-minded socially aware individuals. It's a social network with a purpose. It's a curated couture store featuring fully vetted best-in-category products. It's your Life Coach in your pocket 24/7.

Set + Track Personal Goals

Fitness + Exercise

Spinning Classes with K

Spiritual Body Exercises with M

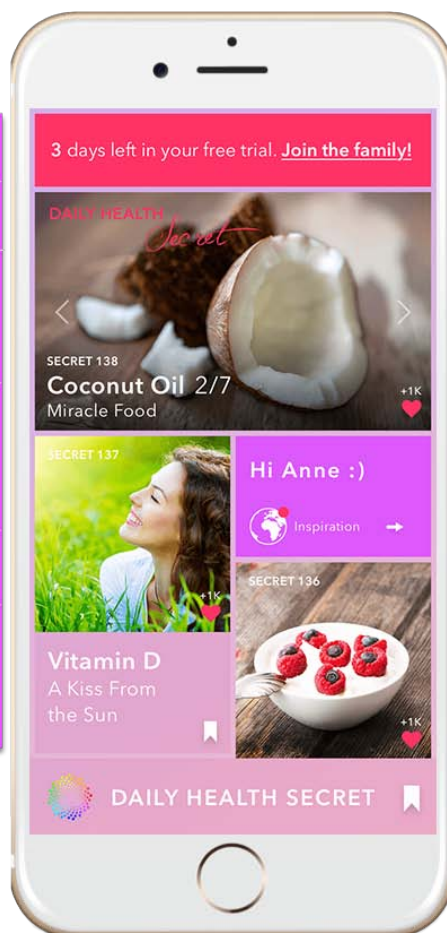
Monthly Challenges

Personal Development

Personal Diary + Mood

Closed Loop Community

Business Network



Daily Health Secret 365

Smart Nutrition Guide

Recipe Transformation

Cooking Network

Cleanse + Detox

Wellness + Beauty

Life Coaching with M&K

Supplement Shop

Online Retail Platform

My App My Life:



To best explain, let's start with the app as this is the daily interface to users. My App My Life is the world's first 360-degree, 365-day holistic blueprint to healthy living. Sound like a lot? It is.

Think of any fitness app you know of – maybe a step tracker. Or maybe a calorie counter or recipe app. These are point apps. They cover mainly one point. Or the app solves one problem that, after solved, is abandoned.

My App My Life covers all aspects of healthy living. All? Well, it has more than 20 functions including real human connection and daily involvement of Life Coaches Monica and Kat – not just computerization like other apps!

Set and Track Personal Goals

- Fitness & Exercise
- Spinning Classes
- Spiritual Body Exercises
- Monthly Challenges
- Personal Development
- Weekly Meal Planner & Smart Shopping List

Diary/Mental Outlook Tracking

- Closed Supportive Community
- Geo-tagged VIP Loyalty Network
- Business Network
- Daily Health Secret Push
- Recipe Healthy Transformer

Cooking Network

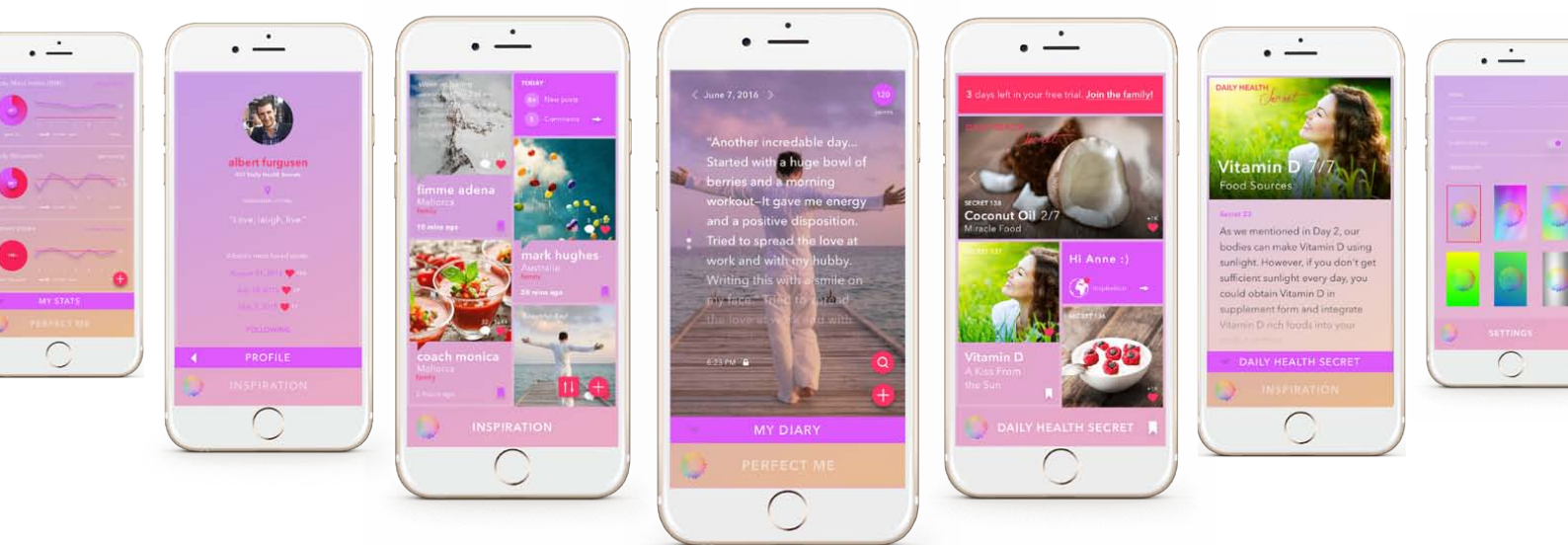
- Cleanse & Detox
- Wellness & Beauty
- Life Coaching Daily Messages
- Nutritional Market
- Curated Fitness Products
- Smart Nutrition Guide

My App My Life:

A truly multi-
functioning app.



It's a wonderful product. The original idea was to monetize the offer by paid membership. Many businesses successfully employ ad-free, trial, premium or freemium models. Examples include QuickBooks, Asana, LinkedIn, MailChimp, Dropbox, and many others.



The Perfect You model is quite similar to what is referred to as Software as a Service or SaaS. SaaS is proving to work well the world over; a friend works for English First in China who sells SaaS memberships for English language study for over \$US3,000 per year!

The market hurdle of consumers paying for app-based software services and content they value has been cleared.



Revenue Streams

Understand the App to Understand the Revenue Streams

The result of SFA with My App My Life is 5 distinct revenue streams making it an extremely robust business model. To understand the revenue streams you need to understand the app structure. My App My Life has these three parts:

1. 365 Family Membership: 365 Family has Daily Health Secret 365 and is like a “mini-app.” It consists mainly of a daily tip pushed once a day at a time selectable by the user and membership in the in-app social network. It’s affordable – around \$15 per year. 365 Family acts as a “marketing gateway” into the larger app. Daily Takeaway Tips are app-integrated, value added, daily changing tips, conceptualized for customers to socially forward as a form of “giving” to influence healthy behaviors in family, friends and co-workers, to act as a lead generation tool for the business, and to expand the Perfect You customer base.
2. 365 Premium Membership: This is the full Life Coach (LC) app with >20 functions as noted above but will have some limitations to encourage users to select the Elite membership. Premium Membership is developed mainly as a positioning tool to encourage users to use the full membership (below) and is sold as a monthly and annual membership.
3. 365 Elite Membership: The full Life Coach app with VIP monthly and annual membership and with no limitations.



Revenue Streams

Membership Revenue

Revenue from memberships comes from three different price points starting at \$15/year (indicative retail pricing) and increasing to a monthly fee for Premium and Elite memberships.

Membership Revenue Streams

- 1 Primary Model Revenue Stream
- 3 Sub-Revenue Streams

Daily Health Secret 365, a component of My App My Life, is a daily push notification intended to be easily shared via social media, increasing brand visibility amongst 2.34 billion social network users worldwide.

It serves as powerful, viral lead generation and contains links to corporate resellers' marketing resources.

Corporate Reseller Revenue

Think of national gym chains as one example. These clients can purchase blocks of 365 memberships that they can then give or sell as part of their packages to their clients. When a corporate reseller inks a deal with Perfect You, the memberships they receive are branded to their brand so that they get the marketing value. 365 has daily pushed tips conceptualized for social sharing that contain the corporate reseller's logo, branding and links. Do the math here:

100,000 memberships = 100,000 daily marketing impressions

100,000 membership x 200 social contacts/member = 20,000,000 social forward opportunities/day

20 Million Potential Social Views Per Day!



Revenue Streams

“Corporate branded My App My Life represents a brand-defining, signature assets.”

To be very conservative we could imagine five (though it could be much higher) corporate resellers per country in, let's say, 30 major countries for 150 corporate reseller revenue sub-streams. Corporate resellers will be in industries directly or peripherally related to wellness including gym chains, sports wearables & gear, medical, physical therapy, cruises, wellness resorts and spas, organics, nutrition & supplements, and so on.

Corporate Country Sponsor

One corporate sponsorship will be offered per country offering tasteful corporate branding and one link to the sponsor's site.

Corporate Revenue Streams

2 Primary Model Revenue Streams
150+ Revenue Sub-Streams

Product Revenue

The full app will feature an in-app store filled with curated, fully vetted products including best quality supplements, wearables, fitness gear, etc.

Product revenue comes from 4 distinct sources.

Product Drop Shipped Revenue

This method is the primary initial focus. In drop shipping, a user sees a product in the in-app store and reads a review. When they purchase the product, we transact the sale, deposit the purchase price, place the order on the product manufacturer who then fulfills the order. This is what we call a cashless transaction in that it requires no up-front cash from our side thus our cash flow is never negatively impacted by inventory costs. Growth potential is thus not limited by our cash – we use the cash of the product manufacturers! Gross margin in drop shipping can be from 20% to around 35% with no cost for inventory, warehousing, no licensing fees, or shipping.

Revenue Streams



Product Affiliate Revenue

In this method, an affiliate product is placed in the in-app store and recommended along with a link to the seller. When a My App My Life user

links to the product and makes a purchase, we earn a commission – let's say around 5%. Virtually all online-retailers have some sort of affiliate program.

Product Sales Revenue

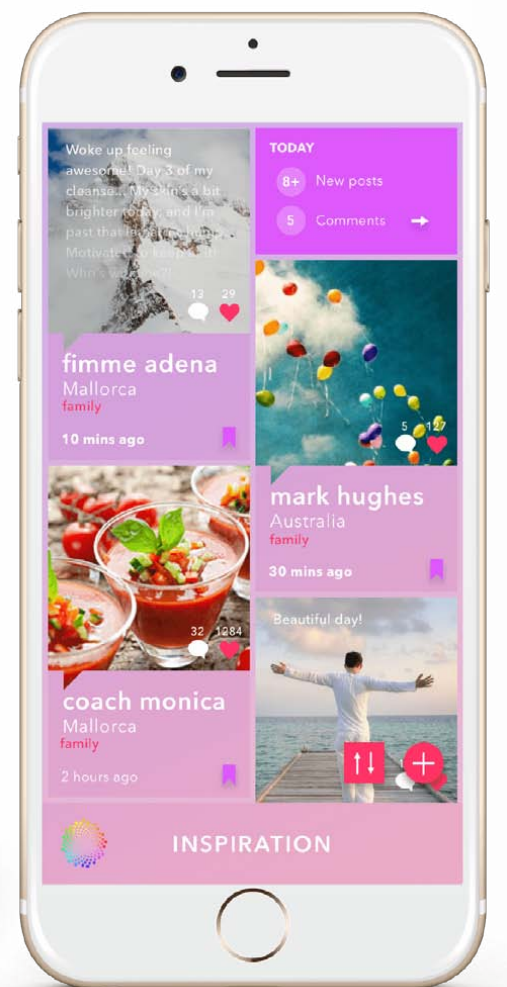
In this method, we will curate and stock product inventory that could be sold in the in-app store. Product sales revenue typically generates 50% gross margin or more. But it requires cash for inventory and all the associated costs of inventory. We do not currently plan to initially use this method, but in SFA we always ask, "What if?", so product sales is a fall back potential revenue stream.

Product Advertising Revenue

Advertising is not currently planned, but is a well-known method. Advertising is also a fall back revenue stream.

Product Revenue Streams

- 2 Primary Model Revenue Streams
- +2 Primary Model Fall Back Revenue Streams
- 100+ Sub-Revenue Streams



“Multiple, distinct revenue streams derived from differing sources creates a degree of robustness not seen in most business models.”

- Kyle Jin, GM
Yes Digital China

Channels to Market



Direct-to-User (B2C)

Not to make a big list here, but we reach users directly by many of the well-known digital marketing methods.

Social Forward (C2C)

Users, via social forward mechanisms create countless additional sub-channels to market and reap the personal benefits of sharing positive, life-altering resources with family, friends and co-workers.

Power User (C2C)

Power users are people such as key opinion leaders (KOLs), health & fitness bloggers, etc. These users can be membership resellers and can earn let's say around 50% commission to generate a lot of buzz in this elite community. We know some with over 150,000 followers!

As power users recruit new members the model then also benefits from the user social forward mechanisms.

Corporate Reseller (B2B)

When corporate resellers sell or give memberships to their clients our ecosystem grows accordingly. Corporate partners reap marketing advantages and, once again, new corporate members create additional business model leverage via the social forward mechanism.

My App My Life: Fully Hardened!

5 primary revenue streams
2 fall back primary revenue streams
Over 250 sub-revenue streams
4 channels to market
Geo-tagged VIP Loyalty Network
Nearly endless social channels to market

Join Us Today!



Become an Investor!

OUR INTERNATIONAL SHAREHOLDERS



KARL FENDER
AUS



TIM BARNARD
USA



JIM WELCH
USA



JUAN HILL
USA/VEN



ALFREDO COSSIO
MEX/ESP



ATHENA SUN
CN



MICHAEL WU
CN



GIORGIO
BRANDINELLI
ITA/CN



CENGİZ
GENCEROĞLU
TUR



İNAN OKMENGİL
TUR/SWE

Welcome
to our
family!

You!

OUR CORPORATE PARTNERS

Please visit!





Become an Investor!



Monica & Kat,
mother and daughter,
Life Coaches and
Perfect You
Founders

Meet our Team

IT TAKES TEAMWORK
TO MAKE A DREAM WORK.



DETLEF STUEBE
Founder / CEO



MONICA STUEBE
Founder / Life Coach



KATARINA STUEBE
Founder / Life Coach



JANAK JOSHI
Advisor Digital Health



TIM BARNARD
Director App Design



BERNAT BUSQUETS
Spanish Champion 2010 IFBB
Advisor Sports Nutrition



AURORALABS SPAIN
App Developer



TRACY CRAWFORD
Master Distribution Partner
China



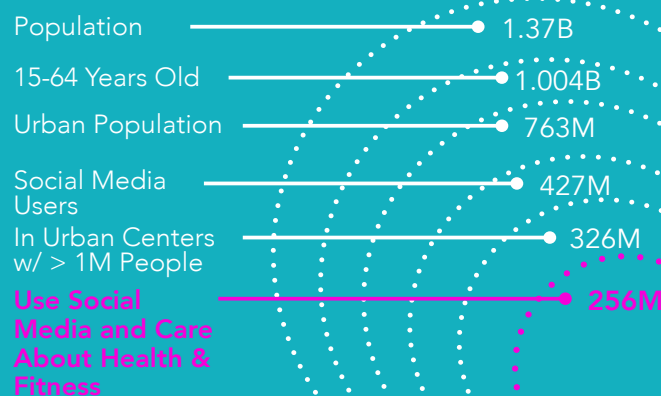
Become an Investor!

The Market: It's Big...
Really Big

Global Highlights:

9,600,000,000 social media accounts globally
2,950,000,000 social media users
1,000,000 new social media accounts...per day
2,100,000,000 overweight or obese people
422,000,000 people with diabetes
5,000,000 diabetes deaths/year
>200,000,000 people being unemployed from overweight
41,000,000 children under age 5 overweight or obese
US obesity costs: \$92,235/person.
>1,750,000,000 (est.) people who care about wellness subjects

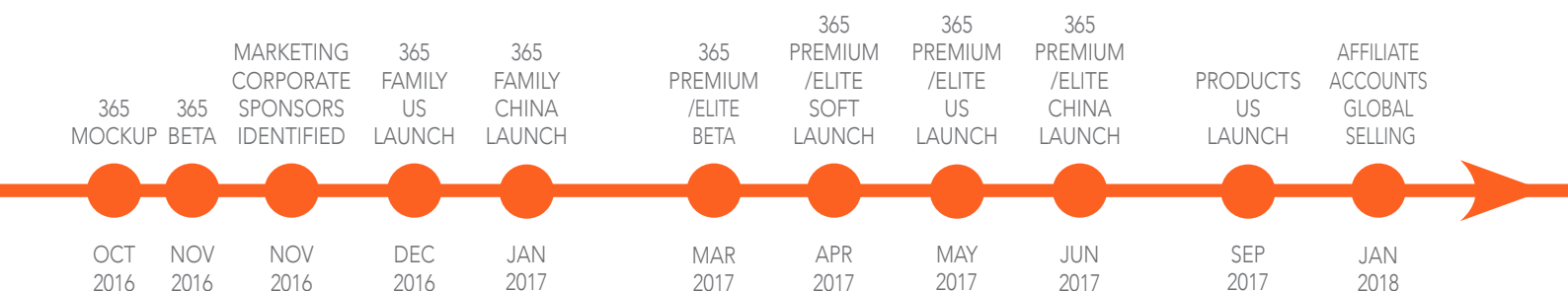
The Chinese Market Alone



Sources:
Kay Degree Research Group
data.worldbank.org/country/china

Global market details are available upon request.

Launch Timing





Become an Investor!

ARE YOU A VISIONARY TOO?

BECOME A SHAREHOLDER!

We now offer 1,427,200 shares of 123 Perfect You Holdings Ltd to be acquired by you and a select few until remaining shareholder openings have been filled.
Join us!

We have developed a revolutionary business model that catapults 123 Perfect You Holdings Ltd into the pole position in its field of business not only locally but on a global scale!

We are the First Mover and successfully marry two of the fastest growing industries that prevail across all countries and appeal to all mankind alike, traversing cultures, economies, and societies, addressing today's worldwide problems of diabetes, obesity, sub-health, and unemployment while offering a long-term and socially responsible business opportunity for all.

We invite you to take advantage of this exceptional opportunity to invest into your future - health wise and financially - by becoming a valued shareholder of a pioneering company right at the beginning of its venture.

As a member of our Perfect You Shareholder Family your benefits are manifold and go far beyond the unparalleled financial return.



Become an Investor!



PURPLE SHAREHOLDER OPPORTUNITY

US \$5,000
10 OPENINGS

Purple Shareholders receive:
35,680 Company Shares
Annual Dividend Payouts
Exit Any Time
Projected return after 5 years:
US \$90,000 in Dividends
US \$205,000 Share Value
Total return on Investment:
US \$295,000*



GREEN SHAREHOLDER OPPORTUNITY

US \$10,000
4 OPENINGS

Green Shareholders receive:
71,360 Company Shares
Annual Dividend Payouts
Exit Any Time
Projected return after 5 years:
US \$180,000 in Dividends
US \$410,000 Share Value
Total return on Investment:
US \$590,000*



BLUE SHAREHOLDER OPPORTUNITY

US \$20,000
4 OPENINGS

Blue Shareholders receive:
142,720 Company Shares
Annual Dividend Payouts
Exit Any Time
Projected return after 5 years:
US \$360,000 in Dividends
US \$820,000 Share Value
Total return on Investment:
US \$1,180,000*

Conservative projection assumptions include:
Valuation = 2x Revenue

Not calculated revenues: Online marketers, additional digital products, sale of physical products, cross marketing, simultaneous launch of China (now planned).

Become an Agent of Change!



Become an Investor!

Choose an investment that's right for you.

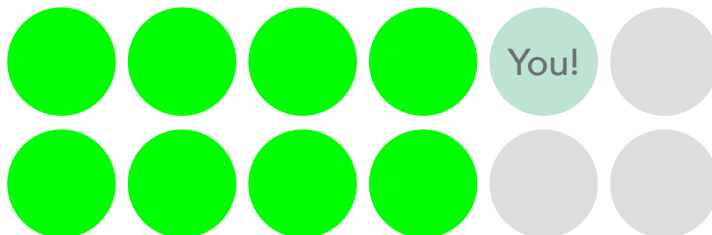
PURPLE SHAREHOLDER POSITIONS

TAKEN 6 / AVAILABLE 10
US \$5,000



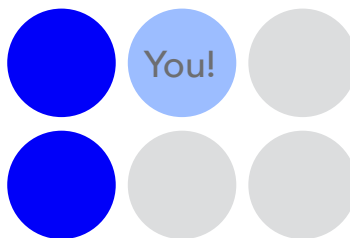
GREEN SHAREHOLDER POSITIONS

TAKEN 8 / AVAILABLE 4
US \$10,000



BLUE SHAREHOLDER POSITIONS

TAKEN 2 / AVAILABLE 4
US \$20,000



SIPP + Self-managed Superannuation Fund
Investment possible.
Want to own more shares?
Mix + match any shareholder positions you like!
Details and full financials are available upon
request.

Contact Us!



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Rain8 assists Western firms with all aspects of China market entry including taking full responsibility for revenue generation in appropriate cases.

Visit us at <http://www.raineight.com/>

Perfect You Holdings Limited develops world-changing holistic lifestyle concepts that address today's global problems of obesity, diabetes and sub health while offering long-term and socially responsible business opportunities.

Visit us at <http://www.myappmylife.com/>

