



The Warrior Way Center

Executive Summary

Mission Statement

Our mission is to create a physical community to support mothers in pregnancy and postpartum and provide birth training for mothers, families and birth workers to facilitate natural birth and combat maternal mortality.

Company & Management

The Warrior Way Center is a one-of-a-kind monthly membership space providing community, birth education, birth training and support for pregnant women, families and birth workers sponsored by the non-profit FOR THE CULTURE MINSTRIES. The Warrior Way is a birth training program developed by Ajaya Divine who has over a decade of experience in education, 5 years of experience as a doula and has self-publishing 2 books. The Warrior Way was developed as a mind, body and spirit preparation for a successful birthing experience. Ajaya is the manager of The Warrior Way Center and supported by Warrior Way trained birth keepers.

Financial Goals/Projections

Below is the sales projection for The Warrior Way, it is based on the location we cover and of course the wide range of our doula services and target market. These calculations are based on us securing less than 2% of the market.

- First Year (FY1): \$90,000 (From membership fees): \$20,000 (From other services and products) 100 members for at least 6 months
- Second Year (FY2): \$135,000 (From membership fees): \$30,000 (From other services and products) 150 members for at least 6 months
- Third Year (FY3): \$180,000 (From membership fees): \$40,000 (From other services and products) 200 member for at least 6 months



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Competitive Advantages

We are going to be the only doula service providers in the whole of Indiana with a space catered to pregnant women, where they can receive education, support, birth training and build community. It is a one-stop shop for all their birthing needs and we streamline all services. With the specialization of doulas and birth workers, our program makes it easier by training in every facet with a unique title of birth keepers.

All who work with the Warrior Way center will also be members and our model allows us to grow with our membership and stay responsive to their needs. Our vested interest as members will make our birth keepers more willing to build the business with us and help us meet our goals and objectives because it allows them to make more money along with incentives for referring members who stay for at least 6 months.

Start-up Financial Requirements

The Warrior Way Center needs an estimated of forty-seven thousand nine-hundred dollars (\$47,900) to successfully set up our birth education, birth training and doulas services business in Indianapolis, Indiana. This includes 6 months of rent, 3 months of bills, birthing tools, furniture and supplies for the space

Thank you for taking the time to consider sponsoring The Warrior Way Center. The emergency state of maternal mortality makes this service a necessity to save lives. There is no person maternal mortality and birth doesn't touch. Legislation has been passed but not funded in Indiana for Medicaid to pay for doula services and H.R.959 - Black Maternal Health Momnibus Act of 2021 currently waiting to be passed by US Senate and House.

The Warrior Way Center will be a leader in birth education and training to combat maternal mortality as these laws are passed and bills funded. There will be money for community organizations and as this issue gains more attention, The Warrior Way Center will already be an established leader with a track record of success and community recognition. We are evolving the way women prepare for birth.



The Warrior Way Center

Sponsorships

Level 1-\$1000

Promotion on sponsor banner for community outreach and in the center, Monthly vending/promotional spot at one community event for 12 months.

Level 2-\$2500

Level 1 plus opportunity to directly market and speak at one community event a month for 12 months.

Level 3-\$5000

Level 2 plus and 2.5% of membership fees for 4 years.

Level 4-\$10,000

Level 2 plus and option to hold quarterly seminars to grow business and market to community and 5% of membership fees for 8 years and first priority on investing for expansion.

Please contact Ajaya Divine for more information at 317-902-6284 or ajayadivine@gmail.com. Sponsors receive a complimentary membership to Infinite Beings Association. This is for private use only.