



Marketing Goal / Plan - The Ultimate Survival Package

Our marketing goal is to convey to all people, that we exceed our consumers' needs, wants and expectations with The Ultimate Survival Package, the best individual survival package product in the world. To give customers an out-of-the-box new product experience that excites and wows them like no other survival product does. To truly amaze them with all the products and things they discover that can actually be done with The Ultimate Survivor Package even though it is relatively small, light weight and inexpensive. This message will be achieved in a number of ways with a nearly instant impact, and this impact can be emotionally felt and sensory touched for decades. Because this idea is BEST, its' message will spread fast, far and wide due to people feeling better with this survival product, than without them; having more protection, being a lot safer, and easier to use these products. **This CHANGES EVERYTHING ABOUT SURVIVAL!**

This product provides all people with Life Essentials of Refuge, Water, Food, and much more; everyone needs to protect their Life Span, but can extend them much longer anyplace, anytime.

Most consumers buy what they want, not always what they need. However, when a person really needs survival items (shelter, water, and food) they care a great deal more about the essence of the purchase. If a person is really hungry or thirsty, the food or water is more important than the packaging. We give them both, great products and packaging of real value. What truly matters is that consumers believe in us, our products and programs for their survival and that they have excellent experiences with them. That we are their product of choice, because lives are at stake! We have a compelling story to tell of providing greater hope worldwide to those future survivor victims with our remarkable new survival products and programs. We offer a more resilient and humane way to survive future disasters than other products. Specifically, we provide clean off the ground sleeping comfort and protection, seven days of basic survival comprehensive items that users themselves can easily transport in a compact durable way. When it comes to survival, people always want the best products, no one asks for less water, food, and shelter.

All the above and more, translates into knowing that even if the world is going thru hell outside, with The Ultimate Survival Package and cocoon experience you get once inside one, you can survive with less stress, fear, anxiety and worry. Our message is appealing and compelling to everyone's emotional and physical want and needs in a variety of ways that can only be satisfied with The Ultimate Survival Package individual product. We have no competition, yet! But we expect some soon as our solutions spreads and people want to profit from our technology and packaging breakthroughs. Note: Our Intellectual property rights (patent and trademark) are in place so inferior copy cat products don't confuse and/or hurt our customers.

We have created a paradoxical shift in the status quo of Disaster Relief Products. This is not just an incremental shift of small changes that gets small results, but is a whole new holistic way

disaster response can now be finally addressed causing a quantum leap forward for the disaster relief industry. When you think of Hurricane Katrina of 2005 and the Haitian past conditions, and how both disasters were responded to in basically the same way...reactive and too little, too late for many victims in-a-peace-meal fashion method. This has caused us and others to question the worthiness of such past response ways and the high dollar cost per person served with historical poor response times and low survival outcomes for most.

However, now with The Ultimate Survivor Package we can provide all-inclusive and comprehensive survival packages to everyone in one or more drop-off places via drone, helicopters, or airplanes if necessary, at a very low cost. This is a transformational opportunity for all people to choose our solution over all others (which we consider inferior) or at least notices The Ultimate Survivor Package and considers it. In essence, we have products worth talking about and authentic stories we can share to better protect humanity and our shared environments.

We are further differentiating ourselves in a number of ways. We will increase the disaster survival rate while lowering the associated pain and suffering with our radical new and relatively inexpensive (and reusable) survival products. Also, we provide small but important emotional rewards to victims like; tea, small chocolate snacks, gum, fresh linden scent for Bevy Tent, etc. to enhance the survivor senses and the positive experience one gets from using this product. Furthermore, we put a Free Prize Inside to keep people focused on their survival, Playing Cards with life saving messages and a cell phone for nurturing their inner soul of hope and outside communications efforts. No company does all this, till now!

So, the question is, in a time of disaster, what product would you want? And, after experiencing using it, would you recommend it to other family and friends or fill disappointed? We fully recognize the choice is always the customers unless they are provided by our government or other organizations in times of disasters. This amazing and remarkable new product will only be the worldwide success we envision when we receive everyone's collaborations and input. We have done everything we can to date to make this project a success, but are always looking for improvements we can make in products, service, vendors, customer relations, manufacturing, etc. for a win/win position for all concerns. This product is about the end user survival, not us.

Hopefully, our customers will do most of the marketing for us...one person at a time via internet social networks and by social conscious investing by buying The Ultimate Survivor Package products and using them. We encourage word of mouth testimonials of experiences and recommendations for the Ultimate Survivor Package before the next disaster strikes. We appreciate all suggestions on how to improve or use our product in different ways than what we offer and suggest. We are fully listening to all concern parties so we can properly respond and

make changes to products and programs when feasible for everyone! Every day is a new day, a work in progress... a step forward for all humanity.