



# Creative Climate Coaching

Cultivating Sustainability-Driven Lifestyle Changes

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## EXECUTIVE SUMMARY



### **General Company Description:**

Creative Climate Coaching works with families to review current lifestyles and create plans to implement sustainable changes into their daily lives. We also offer community workshops to introduce people to sustainability and allow them to walk away with actionable steps to make more sustainable choices at home. Small actions add up, and we aim to support individuals in contributing to the larger sustainability movement to fight climate change.

### **Products And Services:**

We offer personalized sustainability consultations in tiered package options to accommodate different families' goals, budgets, and desired timelines. Workshops are a more affordable way to work with Creative Climate Coaching, and are charged per participant (or one group rate for organizations).

### **Marketing Plan:**

Since sustainability coaching is still an emerging field, there are direct competitors across the U.S but not where Creative Climate Coaching will be operating in Portland, OR. Locally there are ESG consultants for large firms and Home Energy Auditors who only look at energy rather than sustainability more expansively.

Our clients for personalized coaching will be upper and upper-middle class families who exhibit an interest in making sustainable lifestyle changes, while our workshop clients will come from more diverse backgrounds and share a passion for sustainability and wanting to make a change.

Creative Climate Coaching sees our niche as personalized client care and strategy meets grassroots climate action. Our empathetic, relationship-based connections not only help us understand how best to serve our clients, but also helps ensure success in the adoption of sustainable behaviors and follow up accountability. We follow a focused differentiation strategy by offering personalized sustainability coaching to meet every client's needs for their individual lifestyle, while charging a price that reflects the quality and time investment of our work.<sup>1</sup>

### **Operational Plan:**

While initial client intro sessions may take place over a virtual call or at a local coffee shop, most sessions are conducted at the client's home to assess and review lifestyle habits and changes. Workshops, depending on the topic and group, are usually held in public spaces such as schools or community centers, although they could also be hosted in a client home for their own curated group. For the first phase of the business, Creative Climate Coaching is operated by Owner/Founder Sarah Hashiguchi out of her home office in Portland, OR. Sarah brings a background in product design, a Masters degree in Sustainable Design, coaching certification, and home energy auditor certification to her work.

**Management And Organization:**

As Creative Climate Coaching exists in its early startup phase, Sarah Hashiguchi will manage the business and set up a solid foundation for future growth. Our future plan will include hiring additional coaches, each with their own specific areas of expertise, and eventually an administrative assistant.

**Financial Plan:**

Having a service based business allows Creative Climate Coaching to launch with minimal costs and stay nimble to adapt to changes in the economy.

**Next Steps:**

This plan should be implemented as soon as possible to have the most impact on educating people about climate change and transitioning traditional ways of living to instead be low impact on the environment and ideally climate positive.

## COMPANY DESCRIPTION

Creative Climate Coaching provides both individual family plans and community workshops to identify key opportunities and tools to improve at home sustainability efforts. When working with individual families, we take time to learn about the family's current lifestyle and then provide specific recommendations and detailed plans to maximize their sustainability impact within their means. The comprehensive plan includes looking at food, transportation, energy, water, and product choices. In addition to the plan, the personalized service dives into educating the family about why each choice matters, avoiding greenwashing, the gray areas of sustainability that require additional critical thinking to discern the best choice on an individual basis. We also cover how the family can talk to their friends and family about their new sustainable choices to further encourage others to follow suit.



The second part of our business is to host group workshops for parents and kids to better understand sustainability issues through hands-on activities and create steps for making sustainable choices at home. These groups are a more economical way for people to participate and still gain valuable takeaways to impact their day-to-day lives. Consultations and workshops are recurring to allow for check-ins and establish accountability.

Created with a goal to encourage at home behaviors to be more circular and introduce families to thinking in systems, this business aims to drive behavior change through education and developing actionable steps.



## **Guiding Principles**

The Living Principles for Design framework is a catalyst for driving positive cultural change. Created by sustainability professionals working with the AIGA (a US national graphic arts industry group), the LP-Framework distills the four streams of sustainability -- environment, people, economy, and culture -- into a roadmap that is understandable, integrated, and most importantly, actionable.

### **THE LIVING PRINCIPLES: Four Streams Of Integrated Sustainability**

#### **GUIDING PRINCIPLES**



Environment: Actions and issues that affect natural systems, including climate change, preservation, carbon footprint and restoration of natural resources.

- We will educate clients and promote their behavior to reduce water and energy usage
- We will create plans for our clients to integrate circularity and regenerative principles into their daily routines, activities, and purchasing decisions
- We will run our office with renewable energy and consciously selected materials
- We will participate in a quarterly volunteer day dedicated to ecological restoration



People: Actions and issues that affect all aspects of society, including poverty, violence, injustice, education, healthcare, safe housing, labor and human rights.

- We will guide our clients to purchase from ethically sound companies that practice Fair Trade practices
- We will provide services that enhance the lives of our clients far beyond our time working together
- We will offer free resources on our website and make payment for select workshops available on a sliding cost scale to allow the experience to be more accessible for a wider audience





**Economy:** Actions and issues that affect how people and organizations meet their basic needs, evolve and define economic success and growth.

- We will incorporate lessons and strategies for clients to share what they've learned with their networks to provide value beyond the initial intention to serve one family at a time
- We will work to connect clients to local businesses when offering better alternatives to current shopping tendencies
- We will be open and transparent about our goals, process, and success rates with clients
- We will move communities closer and closer to embracing a circular economy



**Culture:** Actions and issues that affect how communities manifest identity, preserve and cultivate traditions, and develop belief systems and commonly accepted values.

- We will build our business around compelling people to make more sustainable lifestyle choices
- We will establish and celebrate a diverse team and pool of clients
- We will respect families' cultural traditions and make plans that take them into account

## **Mission, Vision, Values, Goals**

### **Mission Statement:**

Provide education and tools to empower people to make sustainable lifestyle changes in support of climate justice.<sup>2</sup>

### **Vision Statement:**

We envision every family in Oregon having access to education and tools to level up the sustainable actions and purchasing decisions within the constraints of their individual lifestyle to ignite behavior change that will fuel the climate justice movement at a national scale.

### Communities We Serve After We Have Achieved Our Mission

We have expanded to serve clients across the country with specialized sustainability coaches who represent diverse cultural backgrounds and work with families on targeted sustainability issues. In addition to families, our organization now partners coaches with school administrators, apartment management, and small businesses to create specialized plans for contained operations existing at a community level, which include workshops open to anyone involved in the organizations (students, teachers, residents, employees).

### **Values Statement:**

We believe that everyone has the responsibility and ability to be part of the solution in addressing climate change. We believe many small actions can cumulate into profound positive impacts on larger entities such as corporations and governments. We believe when people are given the necessary education and tools that they will overcome discomfort to take action. We prioritize inspiring and uplifting our clients with a shared understanding that our work has no place for shaming. We respect our clients' diverse backgrounds and present walks of life as we value meeting people where they are, recognizing that the most important step is to begin.

### **Goals and Objectives:**

Our goals revolve around achieving behavior change in our clients and what those implications look like beyond our direct sessions together. Our objectives will be measuring quality of service and quantity of clients served. In order to accomplish our mission, we will first aim to achieve the following goals:

- To initiate sustainable behavior changes in clients that both transform their relationship with sustainability and empower them to embrace a life-long commitment to climate justice

- To cultivate a sense of community and support around people who share the desire and commitment to learning and practicing sustainable actions
- To introduce and prime clients for what a circular (or even regenerative) economy could look like
- To build a reputable brand that is well respected amongst other sustainability professionals
- To lead by example and inspire other organizations to use business as a tool for enabling and scaling positive change to combat the climate crisis

### **Business Philosophy:**

1. People want to save the planet

We like to give people the benefit of the doubt. We understand that “sustainability” can be a confusing word, that climate change can feel scary, and that the idea of taking action in the climate justice movement can be overwhelming. Despite the various barriers to behavior change, we stand behind the belief that everyone wants to be a positive force for good and to ensure a bountiful planet for future generations.

2. Small actions can add up quickly

We focus our energy on fostering the right environment and circumstances to enable sustainable behavior change one individual at a time, so that collectively our communities can lead by example and put pressure on governments and corporations to make changes at a larger scale. When we vote with our dollar, industries pay attention.

3. The time is now

There have been warnings for decades, and there's no time to lose! The Earth is rapidly approaching many different tipping points of no return in various localized climate systems, but as of now there's still hope that human actions can mitigate, stop, and potentially reverse these dangerous climate patterns.<sup>3</sup> We are here to enable sustainable behavior changes and build social momentum with urgency.

### **Industry Overview:**

Our work primarily identifies with the life coaching industry as a business model, although we do have some crossover into the sustainable lifestyle product industry as well in assessing consumer values and purchasing behaviors. Both the landscapes of life coaches and sustainable lifestyle have seen growth in recent years and are predicted to continue growing for the foreseeable future.

First, we will establish the increasing desire for sustainable products and lifestyles. In a study conducted by Composed and MaCher that interviewed 1,000 consumers (age 18-75) in the U.S. in March 2021, 94% of consumers said a more sustainable lifestyle is important.<sup>4</sup> According to MarketsandMarkets™, the global green technology and sustainability market is USD 17.8 billion in 2022 and predicted to grow to USD 60.7 billion by 2027.<sup>5</sup>

Additionally, it is clear that an increasing number of people are seeking personalized coaching services. As the Coach Foundation states in its market research findings: "Life coaching is the second-fastest-growing industry in the world with an average yearly growth of 6.7%," and "Globally, the number of life coaches went up by 33% from 2016 to 2020."<sup>6</sup> By taking advantage of combining two rapidly growing fields, we can provide an outcome of more sustainable lifestyles through a service that people are provenly receptive to.



### **Market Segment Overview:**

We intend to primarily market our products to upper middle class and high-income households, although our hope is to collect enough funding from these clients to offer affordable services to a broader audience. The affluent families will be our target market because they have the disposable income to spend on a personal coach. We will also focus on working with families who are actively looking to adopt more sustainable behaviors, rather than trying to convince climate change deniers to revise their world-view to become clients.

### **Company Strengths and Competencies:**

Our strengths and core competencies will be built on up-to-date sustainability knowledge and relationship building skills. A coach needs experience and resources to back them up, and we're confident our clients will expect nothing less. With data and reliable research at the center of our work, we will be able to provide the best recommendations to our clients offering value far beyond an internet search or social media influencer. In addition to information, we recognize that a large part of the role of the coach is people-oriented. We will establish trust, have empathy, and motivate clients to follow through so the benefits of their training last beyond our time together. Approaching this business with a background in design, we bring a level of creativity and problem solving to our role that ensures customizable solutions for every client's unique needs.

### **Legal Form of Ownership:**

Based in Oregon, this business will be a LLC Benefit Company since it exists to solve social and environmental problems.<sup>7</sup> Our sustainability coaching work will be a force for good as we work with individuals to positively impact local communities and beyond. Rather than be not-for-profit, we want to use a percentage of our profits to reinvest in our local community and make tiered

pricing available for some of our workshops. Since this business will start small before scaling, an LLC also seems more fitting than a corporation. We want a higher level of management flexibility and to allocate profits and losses without them being tied to ownership percentage. We also appreciate the variety of options when it comes to taxation, which are not the case for corporations.<sup>8</sup>

## **Products and Services**

Our competitive advantage stems from our high standards for coaching credentials including a Master's level education in Sustainable Design, impeccable communication, and exceptional client care. Our products and services consist of comprehensive personalized consultations, workshops, and online resources:

- Initial consultations → introduction, potential project scope, evaluate fit
- Individual family custom consultations → home tour + detailed plan for making changes
- Individual online consultation → general sustainability and guidance for getting started
- Community workshops → activities and recommendations tailored to specific groups
- Intro workshop → one-time introduction to activities and recommendations
- Online resources → website materials to give people background on sustainability, climate change, climate justice, and easy first steps in making sustainable changes

## **Pricing Overview**

- Initial consultations → free
- Online resources → free
- Personalized consultations → tiered package options
- Workshops → set fee per participant (group rate available for hosting organizations)

## MARKETING PLAN

Creative Climate Coaching is entering a newly emerging submarket of the sustainability industry, which itself is fairly young. Our direct competition is other sustainability coaches, and while the title unites the field, the qualifications, practices, and target markets vary quite a bit. Existing sustainability coaches also only serve specific regions of the U.S. leaving business opportunities open in Oregon, particularly in the Portland-metro area. Recently deemed the “most eco-friendly city in U.S.,” coupled with dual income families sporting salaries from corporations such as Nike, Adidas, and Intel, Portland is home to our ideal clients.<sup>9</sup>

### ***Market research: Opportunity***

The opportunities for a sustainability coach lie in the increasing desire among consumers to live greener lifestyles, with 77% of people saying they want to learn how to live more sustainably.<sup>10</sup> These sustainable lifestyle transformations are likely driven by beliefs and risk perceptions around climate change. According to the Yale Program on Climate Change Communication, 72% of Americans now acknowledge that global warming is happening, while 65% are worried about global warming and 59% believe it is already harming people in the U.S.<sup>11</sup>

Among six reactions to global warming on a scale from dismissive to alarmed, Yale scientists have found that “the Alarmed segment has grown by 15% (from 18% to 33% of the U.S. adult population) between 2017 and 2021, while the Dismissive segment has trended downward (from 11% to 9%),”



ultimately summarizing that “Americans are becoming more worried about global warming, more engaged with the issue, and more supportive of climate solutions.”<sup>12</sup>

A 2020 study also found that affluence is directly tied to higher carbon emissions. In fact “wealthy households have 25 percent higher carbon impacts than lower-income homes.”<sup>13</sup> By targeting high-income households, we will be able to make the most impact on reducing carbon emissions at the consumer level.

### ***Market research: Methodology***

Due to the function of a sustainability coach spanning multiple markets, the marketing methodology will be important in determining which parts of each market we identify with thereby highlighting our strengths and weaknesses. Our primary research will consist of focus groups and survey data collected directly from our target demographic. Both opportunities to participate in focus groups and take the survey will be posted on community pages (Facebook, Nextdoor, etc) for the Portland, OR metro area in addition to targeted Instagram ads and local mailers (depending on age demographic). The information that we gather from our primary research will inform what types of services or package offerings people are most interested in pursuing. We will also be able to gain valuable feedback on potential client reactions to our pricing models before we officially launch.

Secondary research will use census data to better understand the area’s demographic profiles. Once we have confirmed the neighborhoods where our target market primarily inhabits, we can hone in our marketing efforts to more specifically reach our intended audience, reducing our overall marketing budget. Additionally, we will look to national studies and publications to gather information on sustainability professional trends as the market continues to grow and sustainability coaches potentially become prevalent enough to be considered their own established industry.



## **Economics**

The sustainability market is growing at a rapid rate as more consumers, corporations, and governments acknowledge and work to counteract climate change. The industry is still fairly new, but is already quite large with more sub-industries emerging every year.

As previously stated, when it comes to the total size of our market, the global green technology and sustainability market is USD 17.8 billion in 2022 and predicted to grow to USD 60.7 billion by 2027<sup>x</sup>. The current demand for sustainable change from the target market is high. The World Economic Forum describes the shift in consumer attitude as a “global eco-awakening” where consumers are now driving sustainability.<sup>14</sup> Trends in the target market show that “88% of consumers want brands to help them make a difference by being eco-friendly,” which indicates that people who care about the climate crisis are looking for external support in making behavior changes.<sup>15</sup>

## **Potential Growth**

Based on the growing market size and consumer demand, the growth potential and opportunity for Creative Climate Coaching is immense. Starting small will help ensure the process and methods are well dialed before scaling, however this business could naturally scale to function as a larger agency employing a whole staff of sustainability coaches who specialize in different areas.

## **Challenges**

While our services are best suited for times of economic abundance, we are able to tailor our services to adapt to shifting markets, which is important as we plan for possible recessions and inflation issues. In the face of a recession, we will focus on hosting group workshops where we teach families how to save money by making sustainable lifestyle changes. Because the product of our business is based on services rather than material goods, we will not be as impacted by inflation.

### Barriers

Some of the main barriers to entry include:

- High marketing costs
- Brand recognition/gaining trust
- Training and skills (especially with growth as we onboard new coaches)

### Overcoming the Barriers

We will start our marketing with as many free outlets as possible and do small tests with various paid marketing outlets for one month to see which channel brings in the most clients before more heavily investing. Word of mouth will be a core piece of our marketing strategy as it comes with a low price tag and is steeped in trust. General visibility will be important as well for building our reputation, and the more people see our name and begin to recognize our branding, the more memorable we become. As the company is projected to expand over time, we will address the barrier of training and skills with carefully crafted onboarding systems. Even with experienced sustainability professionals joining the team, it will be important that everyone operates with the utmost customer care and in a way that reflects the company's mission and values.

### Responding to Change

- Technology → Changing technology will most likely be a benefit, especially as more devices become “smart” and the *Internet of Things* continues to evolve and mature. These kinds of technological changes often provide the opportunity for reduced energy use as well as more efficient energy use, which we will be sure to recommend to clients.
- Government regulations → We will stay ahead of changing government regulations, and help our clients transition early and smoothly to reduce their energy, waste, and emissions. A benefit of our services will also be to inform and clarify any changes in government regulations for our clients.

- Economy → Changes in the economy will affect which services and packages we focus on marketing. In tough economic times we will pitch affordable community workshops to help clients save money through sustainable choices (such as reducing utility bills). When the economy is more prosperous, we will lean on our more expansive individualized services to help families align the use of their disposable income with their values around sustainability rather than frivolous spending.
- Industry → The most likely change in our industry is growth, and while new *Sustainability Coaches* may flood the market within the next decade, we will be able to have established a trustworthy brand and loyal customer base to stand out against the competition.

## **Product**

Creative Climate Coaching wants to help our clients recognize, initiate, and maintain a new way of life that combats climate change through a series of sustainable everyday actions. Our products and services consist of comprehensive personalized consultations, workshops, and online resources. Our sessions explore ways to conserve resources (water and energy), recycle, compost, mend/repair, meal plan, evaluate product criteria when buying new (avoid greenwashing), and how to inspire family and friends to implement climate positive actions in their own lives. We believe it is also equally important to educate our clients about the larger systems that often make living sustainably quite challenging. We will help our clients understand that while their actions do add up and are a key piece to the larger climate action movement, governments and corporations bear most of the responsibility for creating the conditions that led to climate change and must still be held accountable for their actions.

## ***Features and Benefits***

The personalized nature of Creative Climate Coaching's services allows us to cater our education and recommendations for each client, meeting them where they are and reducing the friction of adoption of new behaviors. This model also means that we have the opportunity to build strong

relationships with clients, further leading to longer lasting results. The workshops offer the benefit of a more accessible entry point into learning about implementing sustainable practices at home.

### **Competition**

Creative Climate Coaching's primary competition will be other personal sustainability coaches, especially as the industry continues to grow. Some sustainability coaches cater most of their services towards businesses, from small establishments to corporations. Since our focus is on people at an individual level, not all our sales will be in direct competition. Even despite having an overlap of individuals in our target markets, we have yet to find another sustainability coach whose services are inclusive of including kids in the education and application of sustainable lifestyle learnings.

Our indirect competitors will include home energy auditors, who share the goal to have people reduce their energy usage. Creative Climate Coaching will obtain an energy auditor certification, however, that is just one component rather than the main driving force behind our business. Our services are founded on building relationships with our clients and making our work as personalized as possible.

Other sustainability coaches offer basic packages to teach specific topics, but there is a lack of familiarity, empathy, and genuine connection marketed towards clients. The time we invest in understanding our client's current state of living and building an actionable plan to help them achieve their sustainability goals, sets us apart from our competition.



Importance of the factor to the customer → 1 = critical; 5 = not very important.

Table 1: Competitive Analysis

<b>FACTOR</b>	Creative Climate Coaching	Strength	Weakness	Portland Home Energy Score	Randy Spelling Coaching	Importance to Customer
<b>Products</b>	High	X		High	High	2
<b>Price</b>	High		X	Medium	High	3
<b>Quality</b>	High	X		High	High	1
<b>Selection</b>	Medium	X		Low	Medium	3
<b>Service</b>	High	X		High	High	1
<b>Reliability</b>	High	X		Medium	High	1
<b>Stability</b>	High	X		High	High	2
<b>Expertise</b>	High	X		High	High	1
<b>Company Reputation</b>	Medium (not proven)		X	High	High	2
<b>Location</b>	Medium	X		High	Medium	3
<b>Appearance</b>	High	X		Medium	Medium	2
<b>Sales Method</b>	Medium	X		Medium	High	4
<b>Credit Policies</b>	Low		X	Unknown	Unknown	5
<b>Advertising</b>	Low		X	Low	Medium	4
<b>Image</b>	Medium (not proven)		X	Medium	High	1

Creative Climate Coaching has the most competitive advantage when it comes to appearance, since clients will likely find us by our website, which has more intentional graphic design and considered user interface features such as easy navigation than our competitors. While we also have a high level of expertise, our competitors have been in the market longer and established remarkable reputations over their many years of business.

## **Mainstream Competitors**

As a sustainably focused industry, mainstream competitors are harder to come by. One mainstream competitor that also touches on sustainability is Home Energy Auditors because they too help families identify opportunities and strategies to reduce their energy usage. The other mainstream competitor is life coaches. Although the content and goals of their work may vary from sustainability coaches, due to the price and time commitment of individualized coaching, people are most likely to choose one type of coach over the other causing competition between them.

**Portland Home Energy Score:** This is Oregon's original home energy score company. They perform and explain Energy Home Scores, which they follow with advice to reduce energy usage. Their inspection prices are based on the size of the client's home. Each inspection also includes a free infrared insulation check to further help increase the home's energy score. The final Home Energy Score Report lists all energy related features of the home and recommended upgrades and yearly cost savings of each upgrade.<sup>16</sup>

### Energy Home Score Assessments

- 0 - 1,000 Square ft<sup>2</sup> Home Energy Score → \$169
- 1001 - 2000 Square ft<sup>2</sup> Home Energy Score → \$189
- 2001 - 3599 Square ft<sup>2</sup> Home Energy Score → \$209
- 2001 - 3599 Square ft<sup>2</sup> Home Energy Score → \$239

**Randy Spelling Coaching:** Randy Spelling is a Portland-based coach for “entrepreneurs, creatives and business owners ready to experience personal and powerful breakthroughs,” who has been practicing for the last 15 years.<sup>17</sup> He helps clients increase productivity, overcome negative emotions, stay accountable, find support, improve relationships, and grow businesses. Above all, Randy focuses on finding what is holding his clients back and leading them through to overcome their obstacles. Randy offers five different services to cater to different levels of personalization:

- Private Coaching
- Group Programs
- High Vibe Membership (subscription based community for live teachings and group support) → 14 Days for \$, then \$69/month
- Consulting
- Personal & Small Group Retreats

*Not all prices are listed on the website.*

### ***Sustainability Focused Competitors***

Our most direct competitors are other sustainability coaches, however, they are located in areas outside of Portland, Oregon where Creative Climate Coaching operates.

**The Sustainable Life Coach:** This business is run by Annie who describes herself as a “Personal Trainer for your Environmental Impact.”<sup>18</sup> She runs her business as a solo operation and offers services to both individuals and businesses. Clients can choose Carbon Literacy Training or personalized coaching tailored to their needs. Goal for each client segment are as follows:

#### Outcomes for Individuals:

- Significantly Lower Your Carbon Footprint
- Green Your Lifestyle
- Give you the Tools & Skills to make Better Choices
- Reduce Your Eco-Anxiety & Increase Eco-Happiness

#### Outcomes for Business Owners:

- Reach Net Zero Quickly & Easily
- Create Your Organisation's Eco-Vision

- Establish New Ways To Engage With Your Customers
- Develop Sustainable Products & Services

While The Sustainable Life Coach has one of the most similar business models in the industry, we do not have overlapping sales territory (besides a potential online presence) as Annie is based in Morpeth, England, United Kingdom.

*Prices are not listed on the website.*

**Climate Conscious Coaching:** Kim is also the sole entrepreneur of her business, where she offers individual and group coaching sessions.<sup>19</sup>

One-On-One Climate Conscious Coaching:

Sessions occur bi-weekly and last for 50 minutes.

- 20-min Discovery Session → Free
- 3-conversation coaching agreement → \$300
- 10-conversation coaching agreement → \$900

Group Climate Conscious Coaching

As Kim describes on her website: “We will create a supportive, experimental space for participants to nurture resilience by exploring their feelings evoked by the climate crisis. Being present to these feelings helps individuals and the communities they create access creativity in the face of systemic complexity.”

- Group coaching classes → Sliding scale

Kim operates her business out of Raleigh, NC.

**Competitive Field Summary**

Location is one of Creative Climate Coaching’s leading opportunities, as our direct competitors operate outside of Portland, OR. It will be challenging to match the brand recognition of well-established local competitors, but using our strengths of quality and service, we are sure to make the connections and foster the relationships needed to watch our business grow. An impending threat will be the emergence of more sustainability coaches in our area as the industry continues to grow, however, getting started now, Creative Climate Coaching will have an advantage as the first with extra time to spread brand awareness.

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>● Quality</li> <li>● Service</li> <li>● Expertise</li> <li>● Appearance</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>● Company reputation</li> <li>● Advertising</li> <li>● Image</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>● New client conversion on website</li> <li>● Sustainability-focused coaching in Portland, OR</li> <li>● City’s population largely matches target demographic</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>● Rapidly growing industry</li> <li>● Recession + depression</li> <li>● Rate of climate change (how much longer we have to make a difference)</li> </ul>

## **Customers**

Creative Climate Coaching's target demographic is well educated 30 - 60 year old parents of a medium to high income level in Portland, OR. More specifically this will include families who enroll (or previously enrolled) their children in private school (Catlin Gable, OES, Arbor, St. Mary's, etc.) with an emphasis on experiential learning and likely live in the West Hills, Forest Heights, or the Irvington neighborhood. This demographic is also a two-salary household, where each adult works in a leadership position at a major corporation such as Nike, Adidas, or Intel. While we see parents as our paying clients, we do hope to consider all family members (including the little ones) as our clients as lifestyle changes affect the whole family, and we find it important that everyone learn together to best support one another.

## **Niche**

Creative Climate Coaching sees our niche as personalized client care and strategy meets grassroots climate action. Our empathetic, relationship-based connections not only help us understand how best to serve our clients, but also helps ensure success in the adoption of sustainable behaviors and follow up accountability. We are in a unique position because the foundation of our business is a new concept to most people, and simply existing is unique rather than having to carve out a special place in an oversaturated field.

## **Strategy**

We follow a focused differentiation strategy by offering personalized sustainability coaching to meet every client's needs for their individual lifestyle, while charging a price that reflects the quality and time investment of our work.<sup>1</sup>

## **Promotion**

Creative Climate Coaching intends to use word of mouth marketing, referrals, and testimonials to get the word out to potential clients once we have an established client base. Until then, we send postcard mailers to houses in target neighborhoods and rely on targeted social media ads. This

mix of advertising will appeal to different ages, and communicate both a personalized touch (letter) and contemporary knowledge of technology and branding. We also consider our free introductory session a promotional tactic to give potential clients a chance to understand more about what we offer and how we can help them reach their sustainability goals.

Since printing is more expensive, beginning with digital marketing will help us introduce Creative Climate Coaching to our target demographic and gauge initial interest. This method also provides helpful analytics that we use to follow up with interested viewers via mail. Branding and graphic design will be handled in-house by Creative Climate Coaching.

### ***Promotional Budget***

Creative Climate Coaching's promotional budget will start smaller than our on-going budget in order to test the waters with our business model in practice and work out any process issues before taking on many clients at the same time.

- Before startup → \$2,000
- Ongoing → \$4,800<sup>20</sup>

### ***Pricing***

#### Personalized Consultations

The pricing structure of the personalized consultations will be tiered package options that fall above the average cost for personalized coaching without reaching the high end:

- One-time home visit with a specific sustainability challenge in mind (4 hours) → \$600
- Monthly in-home consultation for 6 months (14 hours) → \$2100
- Quarterly home visits with monthly online check-ins (18 hours) → \$2700
- Individual online consultation (1 hour) → \$150 per session



## Workshops

This side of the business is intended to have more inclusive pricing:

- Community workshops (2 hours) → \$50 per participant
- Intro workshop (1 hour) → \$35 per participant

*Prices based on life coach pricing.<sup>18, 21</sup>*

## **Proposed Location**

It is important that Creative Climate Coaching's location is near our target market in order to enable easy home visits. We will begin operations without a formal office setting, and plan to move into a commercial space down the line as the team expands. Any initial client meetings will take place virtually over Zoom or at coffee shops.

When we do open an office, it will be in downtown Portland with enough room for meeting with clients and coach desks. Reserved parking would be ideal, but challenging to secure in this area. To be consistent with our image, the office interior will be bright, clean, and full of plants (this will apply to the home office in the meantime in order to have a professional background for virtual calls). It will feature sustainable products as well such as LED lights, reusable coffee cups, reusable trash bags, etc. At this point, we have not found any other sustainability coaches operating in Portland, let alone with an established commercial office space.

## **Distribution Channels**

Creative Climate Coaching sells our services both through our website, and an easy online check out process via iPad in person. Clients can make contact through our website by first scheduling a phone or Zoom call and continue to pay for services online or in person at the end of an initial free consultation if they choose to move forward.

**Sales Forecast**

This sales forecast projection shows what Creative Climate Coaching needs to sell in a year:

	<b>Personalized Consultations</b>	<b>Community Workshop</b>	<b>Intro Workshop</b>
Unit Cost	\$150/hr	\$25/hr per person	\$35/hr per person
Sales Goal	34 hours	2 workshops of 10 people	2 workshops of 10 people
January	\$5,050	\$500	\$700
February	\$5,050	\$500	\$700
March	\$5,050	\$500	\$700
April	\$5,050	\$500	\$700
May	\$5,050	\$500	\$700
June	\$5,050	\$500	\$700
July	\$5,050	\$500	\$700
August	\$5,050	\$500	\$700
September	\$5,050	\$500	\$700
October	\$5,050	\$500	\$700
November	\$5,050	\$500	\$700
December	\$5,050	\$500	\$700
	<b>\$60,600</b>	<b>\$6,000</b>	<b>\$8,400</b>

<b>Annual Total:</b>	<b>\$75, 000</b>
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Below is a breakdown of the numbers that were considered increasing the previous table:

Cost of basic operations per year

- Promotional materials → \$4,800
- Health insurance → \$6,000
- Mortgage → \$24,000
- Utilities → \$2,400
- Car + fuel → \$3,000
- Design software → \$1,080
- Miscellaneous office stuff → \$1,500

Total: \$42,780

Available work hours in a year: 2000-hours

Desired annual salary: \$75,000

## OPERATIONAL PLAN

Day-to-day operations will vary based on current clients, however, the following list provides a reasonable outline of daily functions:

- Client house visits – complete walk-throughs with clients to assess work to be done and track continuing progress
- Prepare reports – take insights gained from walk-throughs to write up individualized recommendations and plans for each family
- Workshops – prep and/or facilitate community workshops
- Customer service (email, chat, and phone) – process questions and requests from website intake form

- Sales – intro calls, closing contracts with new clients
  - Marketing – planning, creating, and posting new content for social media channels, putting together content for email campaigns, and designing print collateral when necessary

**Location:** The coach will primarily conduct operations in either a home office location or clients' homes. Workshops may be hosted by a client in their home or at a public location such as a school, office, or community center.

**People:** The Sustainability Coach will launch operations as a solo venture, with the intention of onboarding more people in the future including specialized coaches and an administrative assistant.



## **Implementation Framework**

Revisiting the Living Principles, this section serves to add a sustainability perspective to the operations side of Creative Climate Coaching.

### **THE LIVING PRINCIPLES: Four Streams Of Integrated Sustainability**

**ENVIRONMENT:** Actions and issues that affect natural systems, including climate change, preservation, carbon footprint and restoration of natural resources.

#### **Behaviors**

- We will center all of our advising around ways in which our clients can alter their behavior to protect and restore the environment.
- In our office space, we will practice our own advice as well and make climate conscious decisions in the products and utilities that we use.

#### **Creation**

- While our business is service based, we acknowledge that our actions will still create an environmental impact, particularly through transportation. We plan to minimize this impact by choosing Zoom calls over in-person visits for clients outside a 45 min radius from the office, and by driving an electric company car to visit closer clients in order to reduce CO2 emissions.

#### **Durability**

- The services we offer are built on the foundation of education so that the knowledge and behavior changes developed during time with clients endures far beyond our contract.

#### **Disassembly**

- In recommending products to our clients, we will be sure to prioritize objects where disassembly has been considered in the design.

### Supply chain

- We will source locally first when it comes to office needs and products for clients. We aim to support local businesses, and connect our clients with entrepreneurs in their community as we see this as the first step to building a circular economy.

**PEOPLE:** Actions and issues that affect all aspects of society, including poverty, violence, injustice, education, healthcare, safe housing, labor and human rights.

### Impacts

- We will acknowledge that the negative impacts of climate change usually impact vulnerable populations first, so by making an effort to create positive change, one of our primary end goals is to protect our fellow humans.

### Conflicts

- We will need to address that there are larger systems at play that conflict with the work of individuals trying to make sustainable changes on a grassroots level.

### Desirability

- We will benefit from the popularity of the growing sustainable lifestyle market and poise ourselves to take advantage of the desirability of this trend while also educating clients about greenwashing.

### Need / use

- We will offer services that are essential to the preservation and restoration of our planet by giving people the knowledge, tools, and guidance needed to launch their own personal sustainability journeys and further inspiring change throughout their own networks.

### Long view

- We built our business around the long view, creating offerings that will make a difference for future generations to come.

**ECONOMY:** Actions and issues that affect how people and organizations meet their basic needs, evolve and define economic success and growth.

### Systemic view

- We will directly benefit financially from services purchased, and will reinvest in our local community.

### Metrics

- We will measure our inherent value through the calculated energy and water saved, waste reduced, and restorative action taken by each client.
- We will also track reviews, testimonials, and referrals to measure client satisfaction and perceived value.

### Benefits

- We foresee clients ultimately saving money by reducing their utility bills, buying fewer new products, learning to mend/fix belongings at home, and being more in touch with their relationship to capitalism vs the natural world.

### Transparency & truth

- We will conduct our work on the basis of accurate, informed, well researched information in order to best equip our clients with the education they need to make sustainable lifestyle decisions.

### Waste=food



- We will help clients find ways to experience waste=food principles in their own homes such as using banana peels, egg shells, and coffee grounds to create fertilizer for their potted plants and gardens.

**CULTURE:** Actions and issues that affect how communities manifest identity, preserve and cultivate traditions, and develop belief systems and commonly accepted values.

### Visions

- We will formulate every business decision around how best to achieve this vision of compelling people to make more sustainable lifestyle choices, and in turn, encourage our clients to share their new found ways of life with their friends and families.

### Meanings & reactions

- We will communicate the importance of taking the initiative as individuals to step up and contribute to the larger climate action movement. Small actions add up and the time to start is now.

### A systemic view

- We will help show the importance of individual sustainable actions while still acknowledging that people exist within a larger system of governments and corporations who are arguably more responsible for solving the climate crisis. We want clients to understand that they are both an important part of the system, but not carry the guilt or overwhelm of cleaning up after powerful players.

### Diversity

- We hope to promote cultural diversity through the various programming we offer such as targeted community workshops and once we expand the team, the diverse backgrounds of all new coaches.

## **Production**

Creative Climate Coaching's services will consist of in person coaching as well as behind the scene research, and planning to best produce relevant workshop agendas and personalized client action plans.

- Quality control → We benefit from feedback from other sustainability professionals on our plan development and resources.
- Customer service → This consists of phone calls, Zoom calls, email, and in person meetings. All customer service will be handled by the Lead Sustainability Coach. As the business grows, additional coaches will be responsible for communication for their own clients, while the original coach continues to manage prospective clients. Farther down the line, an admin assistant will be hired to handle initial contact customer service and scheduling.
- Product development → Looking at this in terms of developing new service offerings and packages, Creative Climate Coaching uses client feedback from surveys and testimonials to define what is working best, and where there are areas for improvement (or addition). We collect and review feedback quarterly, and release new options yearly (unless there is a reason for urgency in launching something new more quickly)

Once we begin scaling, we plan to attain the ISO 14000 certification in an effort to further prove to stakeholders that we are following through on our mission to exist as sustainably as possible.<sup>22</sup>

## **Location**

The coach will primarily conduct operations in either a home office location or clients' homes. The home office will serve as a quiet, private space for the coach to research new sustainability products, legislation, studies, etc. as well as answer emails and take virtual meetings. Energy in the home will be 100% renewable. The office will also feature dimmable LED lights, and a sliding window to maximize manual temperature control. Clients' homes will be where the Sustainability Coach conducts walk-throughs to better understand a family's current lifestyle in order to create a personalized plan. Home visits will also be important to track progress and introduce additional lifestyle changes as a family is ready to take on the next step of their sustainability journey.

Workshops may be hosted by a client in their home (with a group of friends) or at a public location such as a school, office, or community center. The space where the workshop will be held needs to have tables and chairs in a comfortable gathering space suitable for the number of participants. Depending on the workshop objectives, a sink, kitchen, or garden may be required.

### **Access**

The most important consideration for access is the ability to reach clients for home visits in a reasonable manner. This means having a location that is convenient to freeways and many different parts of the city. Since most work will be conducted at a home office, walk-in access for clients will not be applicable until the business scales and opens a formal public-facing office space. At that point, client access will still be primarily on a by appointment only basis unless we host specific open house days. In terms of business hours, we will respond to direct contact via emails and phone calls Monday through Friday 9am-5pm PST, and offer home visit appointments Wednesday-Saturday to accommodate for traditional weekly schedules of our clients.

### **Cost**

#### Cost of basic operations per year

- Promotional materials → \$4,800
- Health insurance → \$6,000
- Mortgage → \$24,000
- Utilities → \$2,400
- Car + fuel → \$3,000
- Design software → \$1,080
- Miscellaneous office stuff → \$1,500

Total: \$42,780

## **Legal Environment**

The legal environment for coaches is broad and mostly industry specific, however there are some best practices that Creative Climate Coaching will adopt along with policies built around sustainability focused regulations:

- FTC Environmental Marketing Claims<sup>23</sup> → We will make sure to adhere to the Federal Trade Commission's Green Guides and always back up our sustainability claims to clients with specific accurate data and references as to not mislead them with.
- Become a Board Certified Coach (BCC) through the Center for Credentialing & Education (CCE)
  - “The achievement of the Board Certified Coach credential solidifies the professional identity of the coach. The BCC credential is attractive to professionals who would like to provide independent third-party verification that they have achieved certain coaching competency standards.”<sup>24</sup>
- Obtain a Home Energy Assessor certification
  - “A home energy assessor assigns residential buildings a home energy performance score, using a scoring system of the Oregon Department of Energy.”<sup>26</sup>
- Insurance coverage → While insurance is not legally required for this business to operate, Creative Climate Coaching takes the responsible step of proactively acquiring general liability insurance to protect the business from potential claims.<sup>27, 28</sup>
- Lawsuits → In an effort to further protect the business, we ensure that a contract is drawn up for every client outlining the terms of the relationship and expectations of our work. We also make sure that all sustainability claims stated in our work are backed with data and any advice given falls within our appropriate professional scope (we will not provide recommendations that need to come from a specific professional in the medical, financial, or legal field).<sup>29</sup>

## **Personnel**

It is essential to the quality of service and reputation that Creative Climate Coaching's personnel be well versed in current sustainability data and market trends. This not only looks like a degree in sustainability (or a related field), but consistent research to stay up

to date with the latest findings and recommendations from climate experts about sustainable living on the individual level.

- Number of employees → Initially Creative Climate Coaching will be run by the owner, but could scale to 5-20 and beyond.
- Type of labor → Professional labor.
- Where and how will you find the right employees? → When it's time to scale, we will use our networks of sustainable professionals (LinkedIn, ISSP, etc.) to source and recommend new candidates.
- Pay structure → Pay periods will be bi-weekly. All management positions will be salaried, while any administrative assistants will be hourly.
- Training methods and requirements → All incoming employees must have a solid background in sustainability and have worked in the industry for at least two years. There will be an employee handbook and onboarding guide to make sure everyone is on the same page and cohesively representing the company.
- Schedules and written procedures → Schedules will be guidelines for coaches, however they are expected to be responsible for managing their own time appropriately and may be allowed more flexibility with consistent quality performance.
- Brief job descriptions (including future roles) →
  - Sustainability Coach: Evaluates clients' needs in order to create personalized recommendations that encourage behavior changes to build and maintain sustainable lifestyles.
  - Administrative Assistant: Assists the Sustainability Coaches by overseeing initial customer contact, scheduling, appointment coordination, and daily office upkeep.

### **Credit Policies**

Individual family coaching clients will have a 50% deposit due up front with the rest of the payment due before the final plan document is handed over. Workshops must be paid in full in advance.

Managing Accounts Receivable

Creative Climate Coaching performs an aging bi-weekly to track how much of our money is tied up in credit given to clients and to alert us to slow payment problems.

Our receivables aging looks like the following table:

	Total	Current	30 Days	60 Days	90 Days	Over 90 Days
<b>Accounts Receivable Aging</b>						

Our policy for dealing with slow-paying customers is as follows:

- When do you make a phone call? → If there has been no active communication about a late payment from a client, we will call them one week after the payment is due and again the following week if the payment is still missing
- When do you send a letter? → We will send a letter after 30 days
- When do you get your attorney to threaten? → We will get an attorney involved after 60 days

Managing Accounts Payable

Our payables aging looks like the following table:

	Total	Current	30 Days	60 Days	90 Days	Over 90 Days
<b>Accounts Payable Aging</b>						



## **MANAGEMENT AND ORGANIZATION**

Creative Climate Coaching will begin as an organization owned and operated by Sarah Hashiguchi, Lead Sustainability Coach. Sarah brings a B.S. in Product Design with a minor in Chemistry, an M.A. in Sustainable Design, and a lifelong passion for sustainability. She has worked as a professional Product Designer + Developer at a nationally recognized luxury heirloom lighting, furniture, and homegoods brand, in addition to serving as General Manager of a custom furniture studio that also specialized in vintage restoration and retail. Through this experience, the founder has consistently demonstrated and honed her creative leadership, relationship building, problem solving, strategic thinking, and cultural development skills. Should the founder no longer be able to continue running the business (or be in a position to make further decisions about the business) before other coaches are hired, her business plan and assets will be returned to her family who will consult with her initial advisor to determine if there is another suitable individual to carry on her vision. If the founder is to be lost or incapacitated after the business has scaled, ownership will be divided amongst the Sustainability Coaches shifting the business model to an employee-owned operation.



## STARTUP EXPENSES AND CAPITALIZATION

Due to the small scale, service-based nature of the business, start-up funds are relatively low without the need for commercial building space, technical equipment, or inventory.



Forecasts and expenses are based on market research that explores other areas of life coaching and small scale consulting.

The founder will provide all initial funding, eliminating the need for outside investors. This also allows the founder to retain sole ownership rather than dividing up this responsibility.

### Start-up Expenses

Many potential expenses are items and skills already possessed by the owner. These include desktop and laptop computers, home office, smartphone, headset, and website design.<sup>30</sup>

Specific start-up expenses for the Sustainability Coach include:<sup>31, 32</sup>

- Registering the business
- Initial certifications and licensing (coaching certification, energy auditor, etc.)
- Initial marketing materials
- Website domain name registration

The following table comes from Bplans, an online platform developed to help people build and grow better businesses.<sup>33</sup>

**Start-up Funding**

Start-up Expenses to Fund	\$22,250
Start-up Assets to Fund	\$10,500
Total Funding Required	\$32,750

**Assets**

Non-cash Assets from Start-up	\$2,500
Cash Requirements from Start-up	\$8,000
Additional Cash Raised	\$950
Cash Balance on Starting Date	\$8,950
Total Assets	\$11,450

**Liabilities and Capital**

## Liabilities

Current Borrowing	\$0
Long-term Liabilities	\$0
Other Current Liabilities (interest-free)	\$0
Total Liabilities	\$0

## Capital

## Planned Investment

Owner	\$33,700
Investor	\$0
Additional Investment Requirement	\$0
Total Planned Investment	\$33,700

Loss at Start-up (Start-up Expenses)	(\$22,250)
Total Capital	\$11,450

Total Capital and Liabilities	\$11,450
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Total Funding	\$33,700
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**Capitalization**

The Sustainability Coach will be established as an LLC Benefit Company and owned in entirety by the founder.<sup>34</sup>

## **Personal Financial Statement**

Not included in this plan.



## **FINANCIAL PLAN**

Similarly to our start-up expenses, our financial plan reflects the conservative recurring costs required to run a coaching business. Information in this section is presented as estimates based on market research.

### **12-Month Profit and Loss Projection**

The owner's payroll, benefits and taxes comprise the main operating expenses of the business, closely followed by marketing and promotion.

During the first year, we expect to spend quality time on our marketing campaigns in order to build a strong client base, which will serve as the foundation of our word-of-mouth organic marketing based largely on referrals in the following years. As seen in the estimated forecasts, we will continue to quickly grow our sales and profits in the second and third year.

Once again, the following table comes from Bplans:<sup>34</sup>

**Pro Forma Profit and Loss**

<b>Sales</b>	<b>\$81,467</b>	<b>\$120,604</b>	<b>\$147,315</b>
Direct Cost of Sales	\$10,654	\$13,486	\$16,339
Other Costs of Sales	\$0	\$0	\$0
Total Cost of Sales	\$10,654	\$13,486	\$16,339
Gross Margin	\$70,813	\$107,118	\$130,976
Gross Margin %	86.92%	88.82%	88.91%
<b>Expenses</b>			
Payroll	\$27,000	\$70,000	\$92,000
Marketing/Promotion	\$4,800	\$5,400	\$6,400
Depreciation	\$0	\$0	\$0
Rent	\$2,335	\$10,000	\$10,000
Utilities	\$480	\$528	\$580
Insurance	\$972	\$1,020	\$1,072
Payroll Taxes	\$4,050	\$10,500	\$13,800
Moving Expenses	\$1,000	\$0	\$0
Other	\$0	\$0	\$0
<b>Total Operating Expenses</b>	<b>\$40,637</b>	<b>\$97,448</b>	<b>\$123,852</b>
Profit Before Interest and Taxes	\$30,176	\$9,670	\$7,124
EBITDA	\$30,176	\$9,670	\$7,124
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$9,053	\$2,901	\$2,137
<b>Net Profit</b>	<b>\$21,123</b>	<b>\$6,769</b>	<b>\$4,987</b>
Net Profit/Sales	25.93%	5.61%	3.39%

## Projected Cash Flow

We foresee the cash flow to experience an initial dip, but to be positive after the first six months, as demonstrated in the table below ([Bplans](#)). As this table represents an industry model, it does assume that the business will move into a formal office after the first year which is why operation costs go up, although Creative Climate Coaching intends to stay based out of a home office for a longer period of time.

<b>Pro Forma Cash Flow</b>			
<b>Cash Received</b>			
Cash from Operations			
Cash Sales	\$81,467	\$120,604	\$147,315
Subtotal Cash from Operations	\$81,467	\$120,604	\$147,315
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
Subtotal Cash Received	\$81,467	\$120,604	\$147,315
<b>Expenditures</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Expenditures from Operations			
Cash Spending	\$60,344	\$113,835	\$142,328
Subtotal Spent on Operations	\$60,344	\$113,835	\$142,328
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
Subtotal Cash Spent	\$60,344	\$113,835	\$142,328
<b>Net Cash Flow</b>	<b>\$21,123</b>	<b>\$6,769</b>	<b>\$4,987</b>
Cash Balance	\$30,073	\$36,842	\$41,829



When we work with individual families offering customized coaching and action plans, they will be making deposits when they sign their initial contract, and finishing their payments before their last scheduled session. This will lead to payments coming in at varying intervals all year long. We anticipate working with clients who have opted for different packages (timelines and number of coaching sessions) to stabilize the cash flow to our best ability. We will also be paid ahead of all workshop offerings, which will further supplement our private coaching income.

Our expenses will more regularly be paid on a monthly basis for costs such as internet, insurance, Creative Cloud subscription, etc. Other expenses will occur yearly, such as licensing and certification renewal or sustainability professional group membership dues.

### **Opening Day Balance Sheet**

#### Current Assets

Bank	\$8,950
Accounts Receivable	\$ -
Grant	\$ -
Inventory	\$ -

TOTAL: \$8,950

#### Fixed Assets

Equipment	\$ -
Other Assets	\$2,500

TOTAL: \$2,500

TOTAL ASSETS: \$11,450

#### Current Liabilities

Accounts Payable	\$ -
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Tax	\$ -
Credit Line	\$ -

Long-Term Liabilities

Bank Loan	\$ -
Mortgage	\$ -
Other Loans	\$ -

TOTAL LIABILITIES: \$0

Liabilities & Assets

NET TOTAL: \$11,450

Based on numbers from the Start-Up Funding table.

**Break-Even Analysis**

Creative Climate Coaching’s break-even analysis predicts the sales volume required to recover total costs is \$58,052 assuming that the variable costs are 30% of the fixed costs.

$$\text{Breakeven Sales} = \frac{\text{Fixed Costs}}{1 - \text{Variable Costs}}$$

$$\$58,052 = \frac{\$40,637}{0.70}$$





## **NEXT STEPS**

### Situation

The current situation at hand is that humanity has caused unprecedented global climate change due to the amount of greenhouse gasses released into the atmosphere over the last several decades, the pollutant particles of which do not properly allow heat to escape into space. We are on the brink of surpassing multiple points of no return in various climate regions across the world, and must act with urgency to stop and hopefully reverse greenhouse gas emissions.

To compound the issue of climate change, we are living through the third year of a global pandemic and dealing with times of change, uncertainty, and instability. During this time, people have shifted their focus to comfort, convenience, and safety, which has led to more single-use plastic items and household waste rising “to a degree that offset the decrease in commercial waste.”<sup>35</sup>

### Target

The ideal state would be a world in which the gasses in the atmosphere were at safe stable levels, glacial ice levels were restored, plastic pollution was non-existent, extreme weather events once again became rare natural phenomena, people understood their impact on the environment and respected a harmonious relationship with the natural world.

### Proposal

Everyone must be part of the solution to solving the climate crisis. From governments and corporations down to the individual citizen, we all have something to contribute to the global efforts, and we must start now. Creative Climate Coaching recognizes this urgency and wants to assist in facilitating the education and behavior change of individuals striving to live more sustainably. Often people have good intentions, but don't know where to start, however, we are here to help them not only take the first step, but also establish lasting change in their own lives.

The COVID-19 global pandemic brought attention to the interconnectedness of people around the world. Once again, we are all working towards the same goal of safety and stability, just in a different context. Quarantines also meant more time spent at home, often developing new routines and habits. Creative Climate Coaching offers families the opportunity to examine the lifestyles that they have become accustomed to, perhaps out of comfort and convenience, and guide them to live by their values of environmentalism and climate justice. Let's get started!

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