



Trout Creek Montana

Whispered Revival Ranch



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Business Plan

3/25/10

Whispered Revival Ranch

- **Problem**

- Teenage rebellion has been an increasing problem in America for years now, and many parents have come to the end of their ropes. Most of these parents have faulted teenage rebellion as a product of parental-failure, and blame themselves for their child's defiant behaviors. During the transition to adulthood, many children begin experimenting with different behaviors that are viewed as somewhat insolent in their culture or family household. These children are searching for their identities, searching for individuality independent of their parent's and family; this process of searching frequently leads to dissident decisions according to family values, etc.

- Teens have always had the desire to explore the world for a place to belong, and they will continue to do so. As parents, we must allow them to construct their own character, however, the family values need to be reiterated constantly in hopes to prevent the teens from searching in dangerous or unhealthy environments for a place to belong. By the time the teens are already involved in dangerous environments, it may be too late for the parent to reach them alone; a team of experts may be the last resort for a better tomorrow. We, at Whispered Revival are not only serve as an intervention, we provide a solution.

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- **Executive Summary**

Whispered Revival Ranch aims to assist teens in the transition to adulthood.

Students are admitted into the academy due to disturbing actions in their home environment or constant acts of defiance and rebellion; whether it is in school, at home, or in the community. Unlike our competitors, we provide intense group and individual therapy sessions that are customized for the teen and their family.

We are a Residential Therapeutic Program that is run by the Executive Producer, Mike Linderman. Mike Linderman is a certified counselor unlike any other.

Linderman has counseled some of the country's most troubled teens, approaching them with a unique blend of down-home honesty, straight-talk discipline, and pure intention that is rarely found in a therapist's office. Most of the teens Linderman has worked with have been angry, abused, violent and dangerous; considered children without hope. Despite their difficult pasts, he have achieved extraordinary success with them, earning him the nickname the "Teen Whisperer."

Linderman has extensive experience providing families and teens with intense and unique therapy, and over 15 years of experience with teens specifically (previously working for Spring Creek Academy, Thompson Falls, MT). Linderman is also the host/producer of Country Music Television's reality show "The Teen Whisperer" and author of the book "Teen Whisperer."

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With Mike Linderman's unique approach towards teens, custom-designed seminars, and constant help from formerly treated teens, Adrianna Montellano and Christopher Hayzel, we, at Whispered Revival Ranch hope to change the lives of not only teens, but the families they come from, and the direction they are headed.

- **Mission Statement**

Our mission at Whispered Revival Ranch is to assist young men and women in developing the tools with which to build strong character and positive self-esteem. We intend to help these young adults develop responsible decision-making skills, and improve family relationships. As well as dramatically touching the lives of our teens, our mission is to also give parents and siblings useful skills that will assist them in their family's journey to a new beginning.

This academy's purpose is to help families with troubled teens gain the tools they need to survive, and thrive through the difficult transition into adulthood.

- **Unique/Innovative features of Revival Ranch:**

- Character-Building Seminars
 - Child Seminars
 - Parent Seminars

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- Parent-child seminars
 - Measuring Value/Success
 - After student-graduation, if the child reverts back to their old habits within the first three months upon completion, they will be admitted back to the academy free of tuition.
 - Admitting ages: 13-18 yrs old
- **Services**
 - At Whispered Revival Ranch, we provide multiple character-building seminars, individual and group therapy sessions, accelerated academic environment, and hope for a better future.
 - Residential Environment
 - Daily Schedule

7:00 AM	Wake-up
8AM-9AM	Breakfast/Chores
9AM-12PM	PE, Individual Experiential Therapy
12PM-1PM	Lunch/Free Time
1PM-1:30PM	Girls Community Meeting/Boys Letter Writing
1:30PM-2:30PM	Specialized Group Therapy (Eating Disorders, Relapse Prevention, Grief and Loss, Adoption, etc).
2:30PM-3PM	Boys Community Meeting/Girls Letter Writing
3PM-4PM	Study Hall
4PM-9PM	School and Dinner
9PM-9:45PM	Journaling, reflections, and daily information sheet
10:30PM	Lights Out

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- In addition to supervising residential life, mentors/staff participate with their students in therapeutic experiential activities; this creates a common bond. Shared experiences help students develop relationships and provide mentors with teaching opportunities in the course of daily living.

- Academics
 - Whispered Revival Ranch is fully accredited by the Northwest Association of Accredited Schools
 - Each student is evaluated after admission and placed in the classes they test into. While the student sets the pace, the teacher directs the learning.
 - We are not limited by a semester schedule so the student's learning experience begins the day they enter Whispered Revival Ranch. The student, his/her teachers and therapist, work together to build an academic plan that best suits that student's unique learning style. This customizes the learning process for every child.
 - Students must test on the all material given to them and pass with at least an 80% score.

- Therapeutic Exercises
 - Character-Building Seminars
 - PC1 (Parent-Child 1)
 - Discovery [individually]
 - Focus [individually]

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- PC2 (Parent-Child 2)
- Keys-Communication [individually]
- Keys-Relationships [individually]
- PC3 (Parent-Child 3) –graduation
- Group Therapy: In the character-building seminars there will be a handful of processes that have been proven to change lives of thousands, and according to *Premier Programs*, these processes have been rated top 5 life experiences of 95% of all participants.

- **Market Analysis**

- Target
 - Parents in search of a solution to teenage rebellion
- Marketing Strategy
 - Country Music Television (CMT)
 - Teen Whisperer
 - Newspaper articles
 - Success stories...etc.
 - NetBiz.com “Therapeutic Boarding School”
 - NetBiz will market Whispered Revival Academy through online search engines when the search topic is related to “therapeutic boarding school.” -\$800/month

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- Main Competitors
 - Cross Creek Academy (La Verkin, Utah)
 - Academy at Ivy Ridge (Ogdensburg, New York)
 - Horizon Academy (Armagosa Valley, Nevada)

- **Goals**

- Projected Student Timeline

Student Timeline		
DATE		SEMINAR
Admission Date		PC-1
Month 2		Discovery
Month 3		Focus
Month 4		PC-2
Month 5		Keys-Communication
Month 6		Keys-Relationships
Month 7		PC-3 (graduation)

- When students arrive, they are expected to be closed off, and unwilling to participate; Discovery (2 day seminar) is the first individual character-building seminar they will attend, and it is expected that at this point in their program, they will begin to realize that their actions at home were non-working.
- Focus is a three day seminar that will change the lives of each participant. The processes executed in this seminar are intense, and

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after the completion of Focus, the students will be expected to “work the program” and prepare for PC-2 (where they will come face-to-face with their parents for the first time since their admission date).

- PC-2 is a parent-child (3 day) seminar that allows the family to openly discuss the behaviors that were occurring pre-program, and what is to be expected when the student returns home. The Life Contract begins. The Life Contract is a written set of Rules and Expectations that the student writes his/herself that will be followed after graduation of the program.
- Keys seminars are one day seminars that focus on the tools needed to obtain healthy relationships, and communicate in appropriate manners when faced with a conflict. Seminars are discussion based, and students will create their “Value Cards.” Value Cards are cards with the students core-values/morals (Honesty, Family, etc.) written on them that are to be carried with them at all times until graduation date.
- PC-3 is the last parent-child seminar at which the Life Contract will be finalized, and the student will graduate and return home with their family.

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- Management Summary

- 8-1 student-staff ratio
- Executive Director/Shift Supervisor
- 2 therapists
- 24 hr staff

- Financial Plan

- Start Up Chart:

Property	<i>Already Purchased</i>	1,300,000
Gently Used Suburbans	25,000	50,000
Econo Car	14,000	14,000
Office Furniture		7,000
Phone system	3,000	3,000
Staff Recruitment	5,000/yr	5,000
Staff Training	15,000/yr	15,000
Insurance Liability	14,000/year	14,000
Insurance Medical	4,000/Month	48,000
Fuel	1,000/Month	12,000
Electricity	700/mo	8,400
Propane	1,000/Month	12,000
Payroll taxes		35,000
Work Comp		9,000
Food	4,000/Month	4,8000
Postage	300/month	3,600
Phone	900/month	7,200
PAARP Fees	3,500/yr	3,500
NATSAP Fees	2,500/yr	2,500
Advertising	1,000/month	12,000
Vehicle Maintenance	500/Month	6,000
Garbage Removal	90/Month	1,080
Marketing	1,000/month	12,000
Total Initial costs		1,628,280

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- Payroll Chart:

Director		150,000	
Office Manager	20/hr	38,400	
DC Staff X6	20/hr	230,400	
Cook 1	15/hr	28,800	
Therapist X2	45/hr	172,800	
Maintenance Person	25/hr	24,000	(20 hrs/wk)
Cook 2	15/hr	28,800	
Driver	15/hr	14,400	
			(20 hrs/wk)
Total Salaries		687,600	
		254,280	
Total yearly operations costs		941,880	
Monthly costs		78,490	
	plus 10%	86,339	
Student Enrollment Fee		1,500	
Student Tuition		5,600/Mo	

- Enrollment Fee includes:

- Uniforms (shorts, pants, shirts, polos, belts, etc) for student's entire stay
- Academic Assessment/Placement
- Transport – from child's home to academy

- Tuition includes:

- Safe, Clean and Organized Residential Facility
- 24/7 Supervision of child by trained and qualified staff

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- Teen receives daily group and individual therapy sessions with a Licensed Clinical Therapist
- Weekly phone conferences with staff and/or child
- Character-Building Seminars
 - Child Seminars
 - Parent Seminars
 - Parent-Child Seminars
- Academics covering courses 6 thru 12, including college preparation
- Six days a week classroom instruction from trained teachers/tutors
 - Each class is small, so teen gets more individualized attention
- Academic assessment testing administered every 60 days to determine students improvement
- Contracted medical doctor team to ensure your son's health and well-being
- Physical Education scheduled Monday-Saturday.
- Extracurricular, off campus activities such as hiking, horse-back riding, etc.
- 3 Nutritious Meals a Day
- Monthly Personal Hygiene Cash (shampoo, conditioner, soap, etc.)

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- Basic Net Income/Loss

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Income Statement		
Month Ended March 31, 2011		
Revenues		
Net Sales		179,200
Total Revenues		179,200
Expenses		
Wages Expense	86,339	
Cost of Goods Sold	22,000	
Utilities Expense	2,600	
Supplies Expense	2,390	
Total Operating Expenses		113,329
Net Income/Loss		65,871
Net Income of \$65,871		

- Funding

- Actual Financers
 - McCarthur Foundation (Grants)
 - Mike Linderman (Teen Whisperer)
- Possible Financers
 - Spring Creek Academy Alumni
 - Sky View Christian Academy Alumni
 - Orval Haggerman (Director, Sky View Christian Adademy)
 - Jared & Nina Copeland (Assistant Directors, Sky View Christian Academy)

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- SWOT Analysis

- Strengths
 - First Option of week-long “Teen Whisperer” experience –free of charge
 - Whispered Revival Ranch is a “Teen Whisperer” package, and the students will be working with Mike Linderman, a well-known, successful therapist with a unique, unseen approach to broken families.
 - Year Round Admissions
 - Wide-Ranged Age Group
- Weaknesses
 - Many successful competitors
 - Limited student-admission numbers (32 students)
- Opportunities
 - Multiple Ranches
 - Post-program counseling service
- Threats
 - Lawsuits against similar academies are common
 - Recent lawsuit against top 3 competitor (Academy at Ivy Ridge)
 - Former parents and students accused Ivy Ridge of falsely certifying that they were a licensed and accredited private boarding school authorized to issue diplomas; allowing for the parents to falsely qualify for loans ranging from \$2,800-\$4,000 per month.

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- Constant microscope on therapeutic academies due to the common accusations of students being emotionally and physically abused.
 - Lawsuit against Cross Creek Academy with a total of 25 plaintiffs accusing the academy of:
 - Battery
 - Assault
 - False imprisonment
 - Negligence
 - Defendants' intentional and negligent infliction of emotional distress
 - Actual and constructive fraud
 - Breach of contract/breach of warranty
 - Conspiracy and fraudulent concealment
 - Wrongful and actionable conduct of defendants
 - Breach of statutory duty to prevent child abuse
 - Breach of duty to act imposed by prior dangerous conduct
 - Breach of duty to aid another harmed by defendants' conduct
 - Negligent assumption of risk of intentional or criminal conduct
 - Negligent misrepresentation involving risk of physical harm
 - Gross negligence and exemplary damages --

- **Social Value**

Whispered Revival Ranch is a social entrepreneurship business that catalyzes social change and addresses an important social need: a cure for teen rebellion. This is a business that is not dominated by direct financial benefits for the entrepreneurs but more importantly creates personal profit amongst American families. Teen rebellion is a critical issue in the United States that needs to be addressed and we are here to help.

According to Muhammad Yunus in his book, *Creating a World Without Poverty*, he describes a social business as being basically the same as Profit-

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Maximizing Businesses, yet differing in its objective. Whispered Revival Ranch will be a non-dividend business, in that the profit will not go directly into the pockets of the investors but will reinvest in the Academy, it's facilities and possibly the expansion to other ranches/states.

Most therapeutic residential facilities are social business at least partially, and these academies will be our main competitors. Because of this, the customers will have to decide which academy to patronize, at Whispered Revival Ranch we plan to dominate the market by being socially responsible and providing families with constant communication and evaluations of their child, and an outstanding success rate.

Whispered Revival Ranch is dedicated to producing social value rather than financial gain.