

The Learners Lab Foundation's
THERAPY CONNECTION INSTITUTE (TCI)
 Overview of a Mind-Body-Spirit Mobility Fitness & Mental Wellness Sanctuary
 April 2021

WHAT IS THE THERAPY CONNECTION INSTITUTE (TCI) Therapy Connection Institute is a <i>MindBodySpirit Mobility Wellness Program</i> established by The Learners Lab Foundation. Its purpose is to Develop Custom-Designed Mobility & Fitness Improvement Programs and Train Mobility Professionals to Apply & Deploy It as a Customized Mobility Treatment for the Customers they serve.	
PROBLEM BEING ADDRESSED Persons with mobility challenges typically face an additional burden of not being finding treatments appropriate to maintain health AND quality of life. To make matters worse, insurance carriers rarely if ever cover the cost of the type, level and frequency of help required in order to transition their mobility restrictions and pain into a healthy, pain free & stress free life.	SOLUTION Therapy Connection Institute filled this gap by crafting treatments into a standardized program and delivering treatments that marry Rehab, fitness, wellness, relaxation, physical, message & yoga therapies that are customized to each customer with each visit. Patrons sessions are tailored both in discipline and in time, given each customer as much time as is needed, Members are served over 2-3 days, non members receive day-long sessions,
TCI'S MARKET <ul style="list-style-type: none"> Any person with mobility challenges/restricted movement due to Spondylothesis, Spondylolysis or both, Any person wheelchair bound, Any person with Sciatic pain, Any person not as healthy weight wise as desire to be, Any person unable to maintain a healthy weight, eating, sleep regiment Any person with limited mobility by resulting from non-movement to avoid pain, Any person who requires assistance in order to exercise and therefore does little to no exercise, Any person doing little to no movement except when absolutely necessary or unavoidable to do pain 	
CUSTOMER COMPETITION Spas, Rehabs, Yoga Studios, Fitness Clubs already established and in the market.	
TCI'S ADVANTAGE & WHY IT WILL STAND OUT Our Customized Mobility Program and Strategy pairs each Customer with TCI Mobility Therapist. This gives the them opportunity to work one-to-one, address specifics that go beyond what insurance carriers permit in other settings such as Spas, Fitness & Rehab Centers. Non Members have an entire day dedicated to their wellness treatment, Members have 2-3 Days for their Wellness Treatment allowing for very targeted treatments, Meditation and Relaxation Sessions in between so that no one person has a mobility treatment session that mirrors another person's or is the same as a visit they had before. Each mobility treatment engagement is customized to the individual based on that visit as a first visit, not a pre-determined insurance approved list of treatments activities that must be satisfied as complete/successful in order to be paid by insurance carrier.	
TCI SALES CHANNELS (abbreviated list) <ul style="list-style-type: none"> Visitors & Non-Members TCI Members Partners/Sponsors Vendors (staff, cross branding to customers) Local Gvt & Local Media Outlets/Solutions Local Resort Establishments: Hotels, Retail, Restaurants, Churches 	MARKETING TCI & COMMUNICATING ITS PURPOSE <ul style="list-style-type: none"> Facility Placement in Ocean City, Maryland's Local, National & World Famous Destination Resort Town that also boasts of Year-Round Visitor Traffic Unique Partnerships: Pursuing Partnerships with the Local City Gvt, Industry Suppliers Placement Partnerships with Vendors Local to

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<ul style="list-style-type: none"> ▪ Specialty Groups ▪ TLLF Stakeholders, Enterprise Entities including Membership Groups/Programs ▪ Sale of custom products via our online store, at special events, on site ▪ Ad/Business Directory and other Listing Fees ▪ Passive Income Customers/Connections 	<p>TLLFs Lanham Headquarters for OC Facility Placement,</p> <ul style="list-style-type: none"> ▪ Positioning itself to swim Upstream Toward those Persons in Limbo looking to get out of it with our type of help ▪ Attend outdoor enthusiast trade shows ▪ Host social media pages and website ▪ We will Partner with Specialty Programs/Groups for Day-Long Access
<p>TCIs PRIMARY REVENUE & PASSIVE INCOME STREAMS</p> <p>Primary Revenue Streams: Ad/Business Directory and other Procurement Listing Engagement Fees & Future Program Memberships, Non-Membership, Retail, Grant Support, Sponsor & Partnerships</p> <p>Passive Income Streams: We also sell custom products via our online store and at special events, and on site, Make your own jewelry revenue Vendor & Affiliate Reseller Engagement Revenue Branding Partnership, Line Dancing Lessons @ The SwinTyme's JazzM'tation Studio</p>	
<p>TCI NON-MEMBERS</p> <ul style="list-style-type: none"> ▪ Open Door-First Come-First Service Facility for Non-TCI Members. They will have Day-Long Access to TCI Treatments/Resources; We will have Treatment Services, Food/Beverage Products available for direct sales to Visiting Customers ▪ ALL TCI Guest receive access to JazzM'tation @ SwingTyme Studio after 6pm, and 24/7 Access to Stress-Release/Crisis Management Services with onsite Mental Health Professionals 	<p>TCI MEMBERS</p> <ul style="list-style-type: none"> ▪ TCI Members enjoy Dedicated Appointments for Customized One-to-One Treatment Services that span 2-3 Days. ▪ Member Mobility Treatments/Resources include Sauna Rooms w/Showers, Individual Lap Pools & Water Aerobics. ▪ Members receive complimentary Food/Beverages, Products Discounts and early access to Vendor/Supplier Direct Sales Products. ▪ TCI Members receive Open Access to JazzM'tation @ SwingTyme Studio and 24/7 Access to Stress-Release/Crisis Management Services with onsite Mental Health Professionals
<p>PRINCIPLES</p> <p>Jerri Thomas, Founder, TLLF/FO TBD, TCI Managing Director, Member Services & Operations TBD, TCI Curricula Developer/Instructional Designer TBD, TCI Chief Practitioner, Treatment Services</p>	
<p>PARTNERS, SPONSORS, DONORS</p> <ul style="list-style-type: none"> ▪ Facility Placement in Ocean City, Maryland's Local, National & World Famous Destination Resort Town that also boasts of Year-Round Visitor Traffic ▪ Unique Partnerships: Pursuing Partnerships with the Local City Gvt, Industry Suppliers ▪ Placement Partnerships with Vendors Local to TLLFs Lanham Headquarters for OC Facility Placement, ▪ Positioning itself to swim Upstream Toward those Persons in Limbo looking to get out of it with our type of help ▪ Attend outdoor enthusiast trade shows ▪ Host social media pages and website ▪ We will Partner with Specialty Programs/Groups for Day-Long Access 	