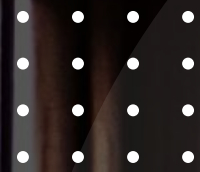




Business Plan



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Company Overview

An exclusive social club that caters to investors in South Florida, while bringing together investors and entrepreneurs collectively to network and learn about industry trends. *South Florida Investor Social Club* partners with venues and other social clubs throughout the South Florida with periodic *meetups, events, and webinars*. South Florida Investor Social Club cross-collaborates with other leading investors and key leading real estate and startup professionals and investors in the industry while maintaining being a connector in and outside of South Florida and the Bay area. The organization executes events within different venues across the South Florida, with a focus on real estate education, VC's, and startup founder trends and a lifestyle connecting fine dining, entertainment, and education all in one. Founders, Claire Hultin & CFO Richard Hultin are real estate consultants and investment enthusiasts and are always looking for additional speakers and members. South Florida Investor Social Club focuses on fireside chats, symposiums, panel discussions, summits, galas, and other stylish events additionally to mixers and other entertainment.

Event Topics Include:

Discussion of The Real Estate Market, VC discussions, startup trends, Residential, and Commercial, Using Section 1031 to Maximize Real Estate Wealth and Income, Stocks, Bonds, Cryptocurrency, Financial Tech, Commodities Trading, How to Protect Your Property or Company and Assets with an LLC or Trust, Buying Investment Property Inside and Outside of the Bay Area, Industry Trends and Real Estate Market Forecast, The Why Behind Your Profession: What Made You Decide?, Collaboration and Legal Partnerships Between Investors, Developers Talk About Upcoming Projects, buying and analyzing pre-IPO stock, and trading with AI.

Tax Strategies with Real Estate and Company Investment Portfolios, Buying & Holding Hotels & Venues, Lending Strategies and Benefits For Residential & Commercial, Tax Benefits & Strategies For Building Wealth in Real Estate, How to Maximize Investment Property Profits, Private Money Lender Strategies, Real Estate Attorneys, Do's and Don'ts In The Industry, How to Protect Your Capital and Equity, Real Estate Syndication, REITS, Trusts , Insurance: An Excellent Way to Protect Your Luxury Assets Interior Design: Top Architectural Designs with Key Industry Trends, Architectural Art in the Industry: Buildings that Showcase, Bankruptcy, How to Avoid & How to Locate Deals, Probate & Trust Real Estate: Discussion of the process

Services

24 South Florida Investor Social Club Events, Meetups, Summits, Galas, Yacht Events & Webinars.

- Discussion of artificial intelligence, financial tech, pre-ipo stock strategies
- Using Section 1031 to Maximize Real Estate Wealth and Income
- How to Protect Your Property or Company, and Assets with an LLC or Trust
- Lending Strategies and Benefits For Residential & Commercial deals
- VC trends, fundraising, and connections

Webinars, Podcasts, Coaching, JV Partner Matching, Syndicate Matching

- Buying Investment Property, Investing in Stocks, Bonds, Crypto, Commodities Trading
- Industry Trends and Real Estate Market Forecast
- The Why Behind Your Profession: What Made You Decide?
- Collaboration and Legal Partnerships Between Investors
- Developers Talk About Upcoming Projects

Networking / Off-Market Deals

- Lending Strategies and Benefits For Residential & Commercial
- Tax Benefits & Strategies For Building Wealth in Real Estate or Companies
- How to Maximize Investment Property Profits, How to maximize returns on companies
- Private Money Lender Strategies
- Attorneys, Do's and Don'ts In The Industry
- How to Protect Your Capital and Equity
- Real Estate Syndication, REITS, Trusts
- Insurance: An Excellent Way to Protect Your Luxury Assets
- Interior Design: Top Architectural Designs with Key Industry Trends
- Architectural Art in the Industry: Buildings that Showcase
- Bankruptcy, How to Avoid & How to Locate Deals

Operation Strategy

1. Produce 24 Events

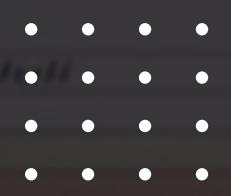

South Florida Investor Social Club produces 24 educational and entertainment events and meetups throughout the year and will continue to do so annually and monthly to blend its memberships and database.

2. Cross-Promote

We partner with several other event organizers and operators in relation to webinars, online events, zoom events, and in person events across the South Florida, this includes a total of 50 events per year to choose from.

3. Concierge and JV

We offer a partnership and a concierge service to those looking for their next business partner, JV collaborators, investors, and coaches that can help create an entry level or partnership level depending on where you are personally with leveling up your business

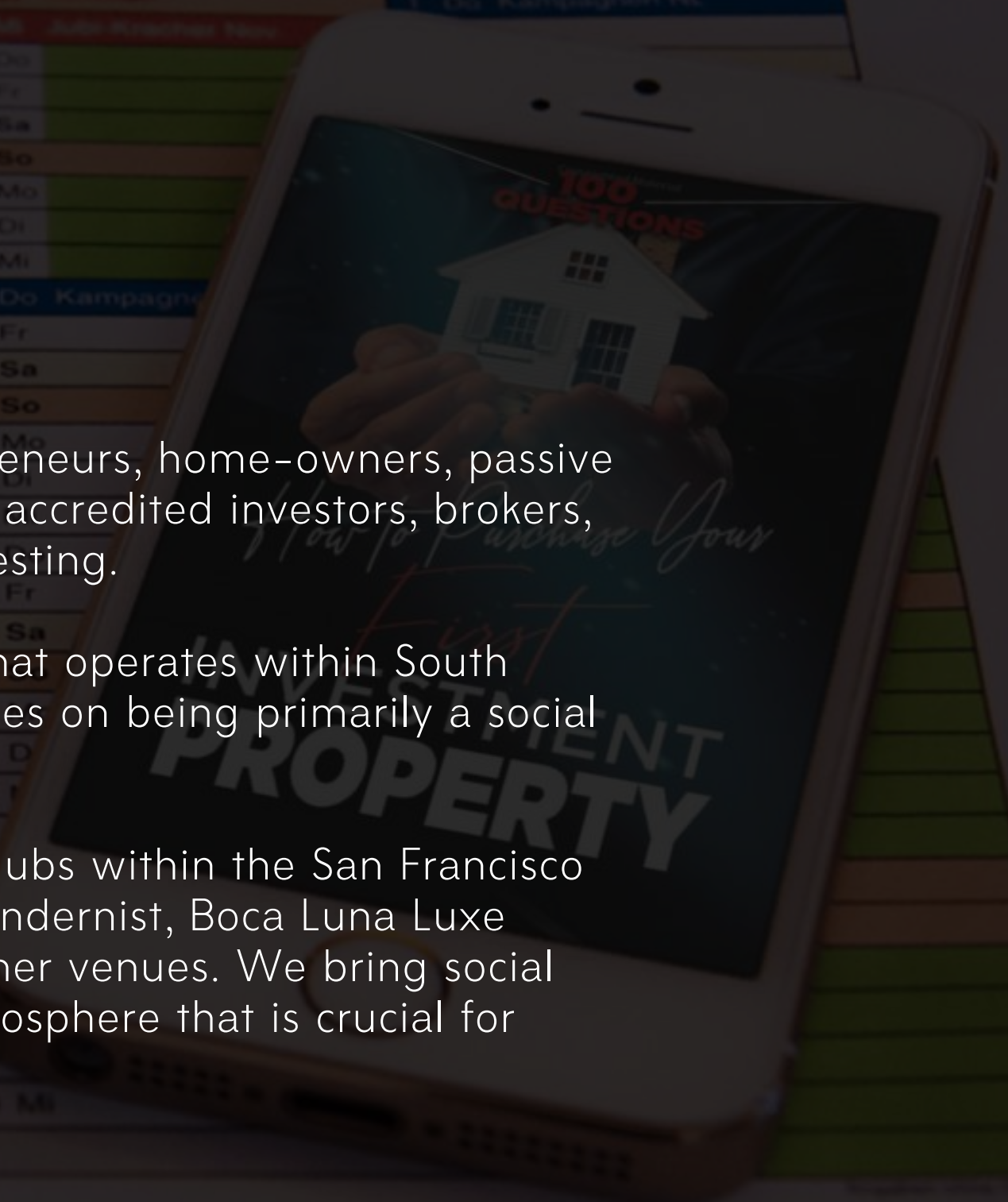


Market Analysis

The target audience of South Florida Investor Social Club are investors, entrepreneurs, home-owners, passive investors, joint venture owners, operators, developers, first time investors, VCs, accredited investors, brokers, CEOs, tech founders & those that have an interest in entrepreneurship and investing.

Our competition is low, as we are the only South Florida Investor Social Club that operates within South Florida and Bay Area and the only group that has procured a model that focuses on being primarily a social and entrepreneurial + real estate investment club.

We have cut out competition by cross promoting with different unique social clubs within the San Francisco and South Florida - like Wingtip, The Battery, Berber, The Aviator Club, the Mondernist, Boca Luna Luxe Lounge, PGA National Resort, Marriott Hotel, Camelot Yacht Club and many other venues. We bring social club connections to the table additionally to the ambiance and educational atmosphere that is crucial for success.



Market Strategy

Pricing

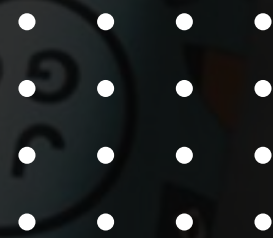
Charging memberships and ticket sales provides cash flow monthly for our LLC to grow and expand. Purchasing properties through an LLC, additionally to brokering out a 2.5-5% sales fee additionally to a 5% marketing fee additionally to a sponsorship fee of \$25,00-\$150,000.

Promotion

Market through our Instagram, Facebook. Meetup.com, Eventbrite and website channels, additionally to membership database, press release, radio exposure, and online magazine exposure like Silicon Valley Magazine and Modern Luxury Magazine, exposure of 200-300k people and more. Memberships are \$1,000 USD annually for members.

Distribution

Events include key speakers, educational component, music, entertainment, books, goodiebags, and a golden network of individuals and key professionals to connect and collaborate with, within their industry.



Financial Strategy

Ticket Sales & Sponsorship Fees, Membership Fees + Purchase of Buildings

Ticket sales are between \$50-\$5,000, per attendee, corporate sponsorships from \$25,000- \$150,000, & memberships for \$1,000 USD annually. Marketing Fee 2.5% of deals through South Florida Investor Social Club LLC.

Marketing Fees & Referral Fees | Minimum of \$5,000 and \$25,000 at close for syndicates, and real estate investment companies

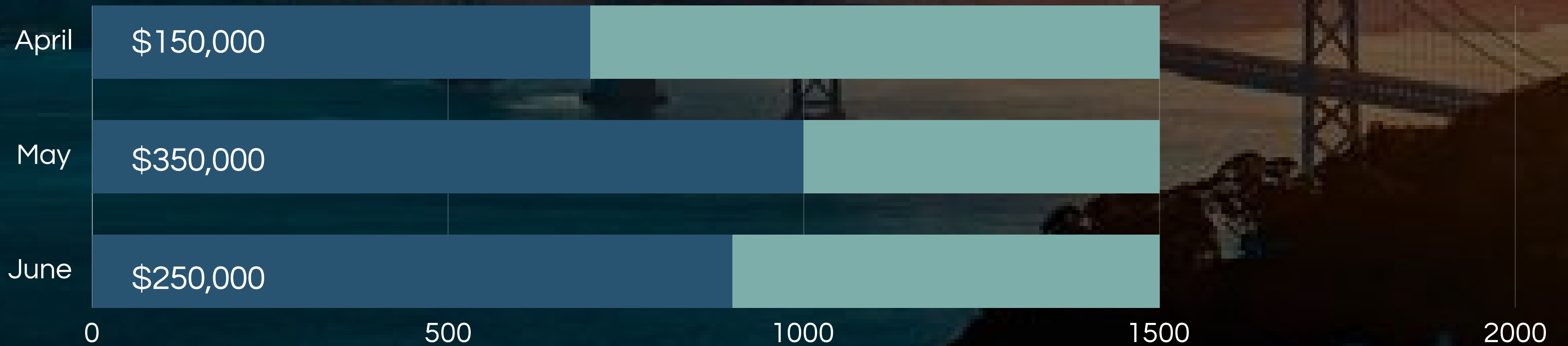
Marketing fees with vendors, operators and other companies and referral fees with agents, operators with corporations, LLCs, sole proprietorships, and limited partnerships. Marketing/Referral fees minimum \$5,000 & \$25,000 at close.

2.5% or 5% Broker Fee or Purchasing Commercial Properties under LLC

Licensed agents and brokers can effectively take a 2.5% of the sales or 5.0% brokerage fee depending on the sale and scope of sale on buy-side on buildings owned by South Florida Investor Social Club LLC.



Financial Graphic Forecast Q1



Team Members



Clare Hultin
FOUNDER



Richard Hultin
CFO



Aaron Clemens
NON-PROFIT PARTNER

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