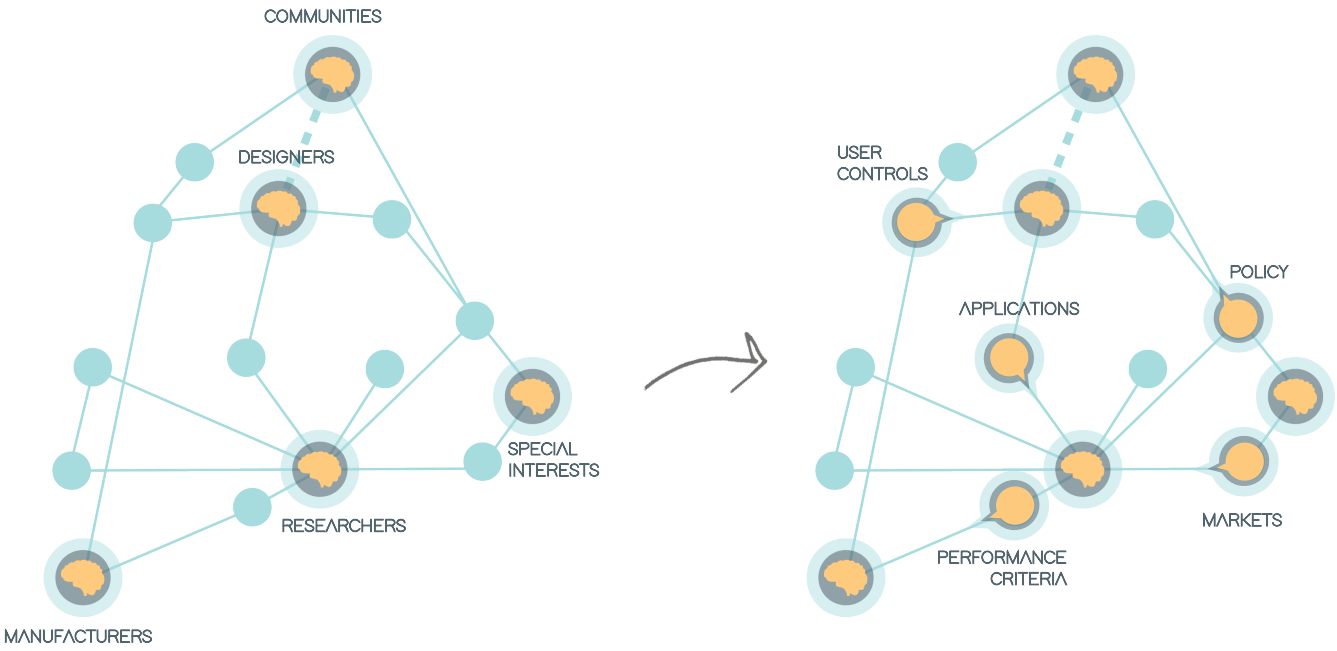
LIGHT VITALITY GROUP

A COLLABORATIVE PLATFORM FOR LIGHT WELLNESS SUPPORT



Provider Advantage Program

COMPREHENSIVE SCOPE OF SERVICES

"Regina's brilliance, knowledge base, and energy are fueling a gathering of professionals from different disciplines to work together to inform consumers, lighting designers, architects, lighting manufacturers, facilities people and health professionals about the benefits of attending to circadian health and light's important contribution to our well-being.

Please join me in supporting Regina's work and the work of the Light Vitality Group by participating in this noteworthy endeavor."

George Bosson
Executive Level Lighting Professional

EXECUTIVE SUMMARY

The Light Vitality Group Inc.'s *Provider Advantage Program* is an educational sales support program designed to expand the Light Wellness market by offering lead-to-client sales support services on behalf of market disciplines wanting to break into, or having difficulty breaking into, the Light Wellness market. In opening up a wider market share, we may be able to execute four important factors:

1. Generate higher revenue gains for *in-network Providers*
2. Rearticulate supply and demand metrics for Light Wellness industry ensuring wider and more competitive consumer access and affordability
3. Support the foundational health and well-being of individuals world-wide
4. Impart and increase new, preventative, healthcare measures within medical practitioner fields

What is the Light Wellness market?

The Light Wellness market is a collection of inter-disciplinary organizations who provide goods or services which directly or indirectly advance the proliferation of natural and electric lighting systems and solutions which support the strengthening of circadian health and the biofunctions tied to them through regulating circadian rhythms. These industry organizations include, but are not limited to, traditional and holistic medicine, engineering, manufacturing, design+build, technology, retail, local and regional planning and many more.

ABOUT US

Light Vitality Group, Inc. (Agency) is a Lead Agency employing Lead Agents from a variety of disciplines whom work together to provide a varying support services through educational programs and sales consults on behalf of *in-network Providers*. By providing a collaborative platform for light wellness support, LVG aids Providers in acquiring new leads and/or turning existing leads over into clients in promotion of supporting circadian health and Light Wellness market growth. As a Public Benefit Corporation, our mission is to support community stakeholders and their well-being through strategic alliances with industry stakeholders.

What is a Lead Agent?

A Lead Agent provides services responsible for generating, supplying and/or turning over new and existing leads into clients on a per project basis for design+build, manufacturing and technology integration disciplines through a variety of services. Agents may also provide project regulation support to client leads through procuring contracts for pre-identified, programmatic work and financial responsibility between client and contracted in-network Providers.

"*We do the introductory leg-work for both client and contractor through education and administrative implementation.*"

Who are in-network Providers?

In-network Providers are individuals or organizations with stakes in the Light Wellness industry who have been screened and approved by the Light Vitality Group as quality representatives and providers within both their discipline and the Light Wellness industry. The screening and approval process varies dependent upon the Provider type. See list below.

Design+Build Representatives

1. Architects
2. Lighting Designers
3. Interior Designers

Manufacturers

1. Lighting products
2. Controls products
3. Shading Products

Technology Integrators

1. Lighting and A/V programmers

LEAD AGENCY TRANSACTIONS

There are three (3) types of Agency Transactions:

1. RECURRING PER ADMINSTRATIVE RESOURCES: An Agency transaction involves the in-network Provider assuming a guaranteed and known relatively small loss in the form of regular, monthly payments to the Agency in exchange for the Lead Agent to facilitate meetings generated by and on behalf of the Provider to a Provider-designated scope of client leads. Services covered:
    a. Provider Representative Meetings
2. SINGLE PAYMENTS: An Agency transaction involves the in-network Provider assuming a one-time payment to the Agency in exchange for the Agency's pre-formatted content created by the Agency for use in acquiring new leads. Services covered:
    a. MarComm Support
3. RECURRING PER BID PROCESSING: An Agency transaction involves the in-network Provider assuming a guaranteed and known relatively small loss in the form of regular, monthly payments to the Agency in exchange for the Lead Agent to deliver new and unique client leads in which the Provider may Bid on goods or services in the event of a Project Bid Processing Request For Proposal (RFP) by new client lead. Services covered:
    a. Project Bid Processing

SERVICES PROVIDED BY LEAD AGENCY

<u>1. In-network Provider Representative Meetings</u>

Scope: Lead Agent will attend and/or facilitate meetings to help turn existing Provider leads into clients or communicate intent on behalf of Provider.

Terms and Conditions:

a. Tools and resources to be used in meeting process may be reviewed and approved by Provider prior to meeting facilitation.
b. Provider may make available their own resources and references to be used during the meeting process.
c. Provider may make editing recommendations which may or may not be applied by Lead Agent prior to resource approval.
d. Lead Agent will receive a set of meeting goals and objectives from Provider to guide the meeting intent at least five business days prior to meeting facilitation, or meeting will be rescheduled with fee.

Price:

a. Monthly fee of $750 covers facilitation of up to a maximum of five meetings with new, unique Leads
b. Initial meetings may be up to 90 minutes each
c. One (1) additional thirty minute follow up meeting per unique Lead within 30 days of initial meeting
d. $150 per each additional one-hour meeting whether new Lead or additional Lead follow up outside of five meeting limit
e. Reschedule fee equal to 50% of typical hourly rate ($150/hr)
f. 5% of net sales on deals closed

2. MarComm Support

Scope: Provider will be mentioned in marketing and educational content produced and distributed by Agency through existing distribution infrastructure outside of specifically contracted work or other service plans. Provider may promote products and services inside Agency events, both private and public.

Terms and Conditions:

a. Provider will be featured in relevant CE Courses and Education Programs run by Agency
b. Provider will be mentioned in general marketing and relevant consult Q&A
c. Provider will be showcased once per month on social media platforms (Facebook, Instagram, Twitter and YouTube)
d. Provider is required to issue and release company profile, key marketing objectives and relevant branding content for use in Agency marketing.

Price:

a. $1,800 annual fee.

3. Project Bid Processing

Scope: After a lead project is sourced by Agency, a Lead Agent assesses the general design program needs through an internal review, and issues a Request For Proposal (RFP) to the appropriate in-network Providers for Bids on scope of goods or services they feel they can offer. Agency will review all returned bids' relevance, completeness, and financial structure for issuance to and approval from the client lead. Typical process as follows:

a. Lead Agent works with client lead to identify key programmatic elements, design aesthetic and programming requirements (SD Phase).
b. Initial RFP will be sent to design+build in-network Provider for Scope of Work and Preliminary Specification Package Elements (DD Submittal) and for price Bid of services to win full project. Project is released from Agency to the Provider who wins Bid for CD, CA and PA phases. Bid issuance of four (4) week deadline.
c. Upon completion of design+build RFP and client lead approval, Agency will issue a product fulfillment RFP to manufacturing in-network Providers.
d. Manufacturing in-network Providers will issue a preliminary Bill of Materials (BOM) proposal with price Bid on products covered under BOM. Bid issuance of two (2) week deadline.
e. Agency compiles full set of proposal Bids on behalf of client. Upon review, Agency may return to Providers to negotiate adjustments to Bid proposals to meet lead client's needs with more precision and accuracy.
f. Final approved Bid Proposals are issued to client for selection.

"*We identify and approve the scope of work and budget with client, and procure contracts to negotiate cost on behalf of client.*"

Terms and Conditions:

a. Only in-network Providers will be offered to client leads through service.
b. Providers may set own Terms and Conditions in Bid Proposals.
c. Third-party OEM partner goods and services of in-network Providers may be offered to client leads through the service upon request from the in-network Provider and review from Agency. For example, should a manufacturer provide OEM componentry, like LED diode modules, to other manufacturers outside of the Provider Advantage Program, Light Vitality Group may approve or deny request upon official review of products and price-points. Cost of goods and circadian metrics will factor in heavily on the Agency's final decision for inclusion.
d. Only the three (3) most relevant and adhering approved Bid Proposals will be offered to client lead for their review and selection.
e. The current threshold per monthly service fee is a maximum of up to five (5) delivered client leads. This number may be subject to change for future services.

f. Monthly service fees provided below are scaled by the size of projects and not the number of projects included in each.

Price:

a. $1,500 per month for projects under 5,000sf ($4,000 per three (3) month contract)
    1. Break-even revenue value per project equals $300
b. $2,500 per month for projects between 5,000sf – 10,000sf ($7,000 per three (3) month contract)
    1. Break-even revenue value per project equals $500
c. $5,000 per month for projects between 10,000sf – 20,000sf ($14,500 per three (3) month contract)
    1. Break-even revenue value per project equals $1,000
d. Projects over 20,000sf will be charged at a per unit rate and negotiated at the time of issuance.
e. 5% of net sales on deals closed

SUPPORTED MARKET TYPES:

Residences:

a. Single Family
b. Multi-Family
c. Condominium / Co-Op
d. Townhouse Development
e. Community Development / Communal Quarters

Inpatient Clinics:

a. Hospitals
b. Acute Rehabilitation Centers
c. Extended Stay Treatment Centers
d. Assisted Living Facilities
e. Skilled Nursing Facilities
f. Independent Living Facilities

Outpatient Clinics:

a. Wellness and prevention, such as counseling and weight-loss programs
b. Imaging and Diagnosis, such as lab tests and MRI scans
c. Treatment, such as some surgeries, cardiac catheterization centers and chemotherapy
d. Rehabilitation, such as drug or alcohol rehab and physical therapy
e. Medical group practices such as walk-in clinics
f. Outpatient clinics at hospitals or other medical facilities such as Emergency Rooms
g. Mental or behavioral health centers

Offices:

a. Rented / Leased
b. Non-corporate: Co-working, Transit, Alternate, Community
c. Corporate HQ
d. Day Office

Retail:

a. Department
b. Specialty
c. Grocery / Supermarkets
d. Hypermarkets / Superstores

BILLING DISCLAIMER: The Service and Pricing details within apply from November 4, 2020. These details are subject to change at will of the Agency, Light Vitality Group, Inc., and will be applied to in-network Provider invoices upon completion of existing service option billing cycles. New billing transactions will be completed upon review by in-network Provider.

TEAM PROFILES

Regina Lausell
CEO, Chief Lead Agent (CLA), Lighting Designer
Available at www.lightvitalitygroup.com/team

Valerie Faul
Ambassador Program Manager, Interdisciplinary Program Developer, Licensed Occupational Therapist
www.lightvitalitygroup.com/team

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