



# INVESTING IN DUALISTIC UNITY

ENOUGH RIPPLES CHANGE THE POND

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# INTRODUCTION

AT DUALISTIC UNITY, WE ARE REDEFINING THE PODCAST LANDSCAPE BY TACKLING THE MISCONCEPTIONS THAT FUEL SOCIETAL AND PERSONAL DISCORD. OUR PLATFORM CHALLENGES THE ILLUSION OF SEPARATION BY EXPLORING THE INTERCONNECTEDNESS OF ALL EXISTENCE, HELPING OUR LISTENERS OVERCOME THE BARRIERS CONSTRUCTED BY THEIR SELF-CONCEPTS.

OUR PODCAST GOES BEYOND MERE DISCUSSIONS, FOSTERING A COMMUNITY WHERE AUTHENTIC DIALOGUE AND UNITY THRIVE OVER ISOLATION AND CONFORMITY. THROUGH ENGAGING RETREATS, IN-DEPTH DISCUSSIONS, AND COLLABORATIVE LEARNING, WE EMPOWER INDIVIDUALS TO EXPLORE, QUESTION, AND TRANSCEND THEIR SELF-IMPOSED IDENTITIES.

JOIN US IN TRANSFORMING PERSONAL AND SOCIETAL DYNAMICS BY EMBRACING A SHARED REALITY WHERE CLARITY AND EMPATHY PAVE THE WAY TO A MORE HARMONIOUS WORLD.





# DEMOGRAPHICS

## GEOGRAPHIC DISTRIBUTION

- UNITED STATES: 67%
- CANADA: 8%
- UNITED KINGDOM: 5%
- AUSTRALIA: 3%
- REST OF THE WORLD: 17%

## AUDIENCE INTERESTS

- PSYCHEDELICS
- HEMP/CANNABIS
- MEDITATION PRACTICES
- YOGA
- SPIRITUALITY
- SELF-HELP
- HEALTH & FITNESS
- ENVIRONMENTALLY FRIENDLY PRODUCTS



*This global distribution underscores the universal appeal of our content and the wide-reaching impact of our message.*

# CORE AUDIENCE VALUES & TRAITS

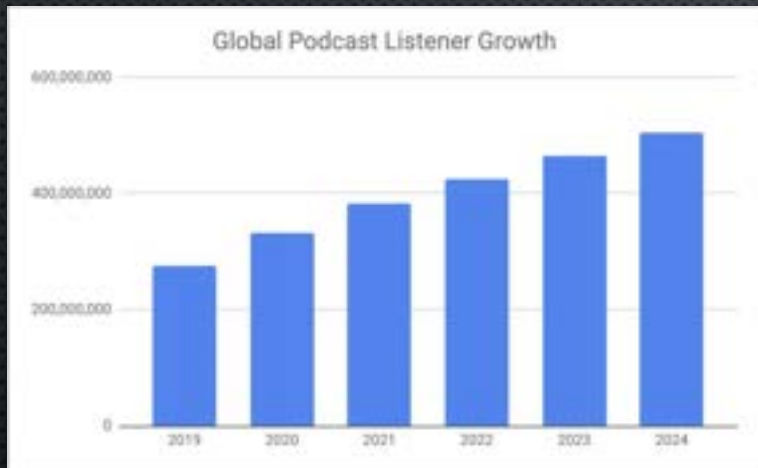
OUR AUDIENCE VALUES AUTHENTICITY, PERSONAL FREEDOM, AND ENJOYS DELVING INTO LIFE'S DEEPER MEANINGS.

THEY ARE CHARACTERIZED BY OPEN-MINDEDNESS, CURIOSITY, AND A SKEPTICISM TOWARDS TRADITIONAL NARRATIVES.

EMBRACING INTROSPECTION, THEY SEEK UNCOMFORTABLE TRUTHS AND APPRECIATE A SENSE OF COMMUNITY IN THEIR INDIVIDUALISTIC JOURNEY.

# PODCAST MARKET ANALYSIS

## THE PODCAST LISTENER INDUSTRY IS BOOMING



THE PODCAST INDUSTRY IS BOOMING GLOBALLY, WITH OVER 500 MILLION LISTENERS MONTHLY WORLDWIDE AND OVER 100 MILLION PEOPLE IN THE US.

THE GLOBAL PODCAST MARKET, VALUED AT \$2.22 BILLION IN 2022, IS EXPECTED TO REACH \$17.59 BILLION BY 2030 WITH A 28.9% COMPOUND ANNUAL GROWTH RATE (CAGR).

FOR DUALISTIC UNITY, THIS THRIVING LANDSCAPE PRESENTS VAST OPPORTUNITIES FOR AUDIENCE GROWTH, CONTENT INNOVATION, AND MARKET INFLUENCE, POSITIONING US TO LEVERAGE INDUSTRY TRENDS FOR STRATEGIC EXPANSION.



# OUR PODCAST: STATISTICS

- **GLOBAL STANDING:** TOP 1.5% PODCAST GLOBALLY, SHOWCASING WIDESPREAD APPEAL.
- **LISTENER APPROVAL:** HIGH RATINGS OF 4.5/5 ON APPLE (109 REVIEWS) AND 4.9/5 ON SPOTIFY (545 REVIEWS) REFLECT EXCEPTIONAL LISTENER SATISFACTION.
- **ACTIVE ENGAGEMENT:** OVER 230 PATREON SUPPORTERS, OVER 1000 USERS ON DISCORD, AND 1000S LISTENING TO THE PODCAST ON A REGULAR BASIS INDICATE A STRONG, ENGAGED AUDIENCE BASE.
- **UNIQUE CONTENT DELIVERY:** DISTINCTIVE MALE AND FEMALE HOST DYNAMIC, OFFERING RELATABLE AND GENUINE DISCUSSIONS IN 75-MINUTE DAILY EPISODES.

THIS DATA HIGHLIGHTS DUALISTIC UNITY'S COMPETITIVE EDGE IN LISTENER SATISFACTION, GLOBAL REACH, AND ENGAGING CONTENT DELIVERY.

# CLOSEST COMPETITORS

Based on topics discussed, Apple + Spotify reviews, and global rank, these are some of Dualistic Unity's top competitors:

<u>Podcast Name</u>	<u>Subject</u>	<u># of Reviews</u>	<u>Global Rank</u>
The Daily Mastery Podcast by Robin Sharma	Self-Improvement	772	0.5%
<b>Dualistic Unity</b>	Self-Expression	654	1.5%
The Nonduality Podcast	Non-Duality	108	2.5%
A Window to the Spiritual World	Spirituality	15	3%
The Existential Stoic Podcast	Existential	31	5%
Pure Experiences	Non-Duality	11	10%

All podcasts made one of Feedspot's top podcast lists in 2023



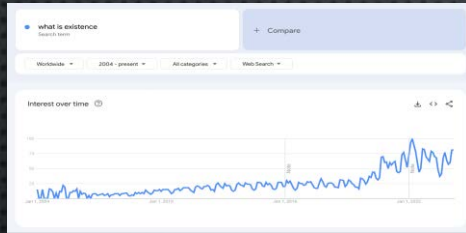
# WHAT SETS DUALISTIC UNITY APART?

- **CONSISTENT COMMUNITY:** DEVELOPED A STEADFAST LISTENER BASE THAT HOVERS AROUND 10,000 PEOPLE DESPITE INITIAL AUDIENCE FLUCTUATIONS.
- **DAILY ENGAGEMENT:** SURPASSES COMPETITORS WITH ALMOST DAILY EPISODE POSTINGS, FOSTERING FREQUENT AUDIENCE INTERACTION.
- **UNIQUE COMMUNITY INVOLVEMENT:** UNMATCHED LEVELS OF PARTICIPATION - WEEKLY EPISODE JOIN-INS, DAILY GROUPS, DISCORD, RETREATS, ETC.
- **DIVERSE CONTENT:** THE EXPANSIVE RANGE OF TOPICS COVERED DEEPENS APPEAL, DRAWING LISTENERS SEEKING BOTH DEPTH AND VARIETY.
- **STRONG SOCIAL PRESENCE:** OVER 30K FOLLOWERS ON DU ACCOUNTS AND OVER 1.2 MILLION FOLLOWERS ON PERSONAL SOCIAL MEDIA, ENHANCING LISTENER LOYALTY AND ENGAGEMENT.

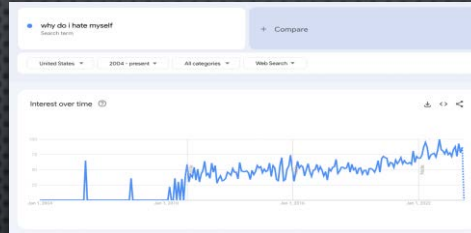


# MARKET/SEARCH TRENDS

GLOBAL INTEREST IN EXISTENTIAL AND PERSONAL GROWTH TOPICS VALIDATES MARKET POTENTIAL, ALIGNING DUALISTIC UNITY WITH SOCIETAL TRENDS TO ATTRACT A BROADER AUDIENCE AND PRESENTING A LUCRATIVE INVESTMENT OPPORTUNITY WITH SCALABLE REVENUE POTENTIAL.



"What is existence"



"Why do I hate myself"



"How do I be myself"



"What is my identity"



"How do I relax"



"What's the point"

# EXECUTIVE SUMMARY

WITH A PROVEN TRACK RECORD OF IMPACTFUL CONTENT AND ROBUST COMMUNITY ENGAGEMENT, WE STAND AT A PIVOTAL GROWTH JUNCTURE. WE OFFER YOU THE CHANCE TO INVEST IN A COMPANY WITH A VISION TO ENHANCE GLOBAL WELL-BEING AND SELF-AWARENESS.

DUALISTIC UNITY IS CURRENTLY IN IT'S 6TH SEASON WITH OVER 450 EPISODES PUBLISHED.

- 120+ "CLASSIC" EPISODES
- 150+ "RAW"
- 35+ "SOCIAL" EPISODES
- 40+ "COMMUNITY TOPICS" EPISODES
- 30+ "ROUNDTABLE" EPISODES
- 20+ "MOVIE REVIEW" EPISODES
- A NEW MUSIC SERIES JUST STARTED AS WELL

*2023 FINANCIALS SHOW \$173,214.69 IN REVENUE AND \$53,024.69 PROFIT, HIGHLIGHTING A SCALABLE MODEL.*



# COLLABORATIVE CROSS-PROMOTION

## HIGHLIGHTS

DUALISTIC UNITY LEVERAGES COLLABORATION BY CROSS-PROMOTING WITH GUESTS, EXTENDING OUR REACH INTO THEIR DIVERSE AUDIENCES. OUR STRATEGY INCLUDES SHARING EPISODE HIGHLIGHTS ACROSS BOTH OUR PLATFORMS AND GUESTS', ENHANCING COMMUNITY ENGAGEMENT. NOTABLE COLLABORATIONS INCLUDE:

- **JAVIER "CHICHARITO" HERNANDEZ:** EXPLORED THE MENTAL RESILIENCE REQUIRED IN PROFESSIONAL SPORTS, BROADENING OUR APPEAL TO SPORTS FANS.
- **QUINN XCII:** DELVED INTO HIS MUSICAL JOURNEY, OFFERING INSIGHTS INTO THE CREATIVE PROCESS, APPEALING TO MUSIC ENTHUSIASTS.
- **SHAUN T:** SHARED HIS EVOLUTION IN THE FITNESS INDUSTRY, RESONATING WITH LISTENERS PASSIONATE ABOUT HEALTH AND WELLNESS.
- **LISA ANN:** DISCUSSED CAREER REINVENTION AND RESILIENCE, OFFERING A FRESH PERSPECTIVE ON PERSONAL GROWTH.
- **BEN STEWART (SLOWLY SLOWLY):** GAVE AN INSIDE LOOK AT THE INDIE MUSIC SCENE, ATTRACTING INDIE ROCK LISTENERS.

THESE COLLABORATIONS NOT ONLY DIVERSIFY OUR CONTENT BUT ALSO REINFORCE OUR COMMITMENT TO EXPLORING PERSONAL DEVELOPMENT AND UNITY FROM VARIOUS ANGLES.



# FIDELIUM

DUALISTIC UNITY PROUDLY ANNOUNCES A COLLABORATION WITH FIDELIUM, THE AWARD-WINNING YOUNG MUSICIANS FROM VANCOUVER ISLAND, CANADA. WINNER OF THE CANADIAN FOLK MUSIC AWARDS' YOUNG MUSICIAN CATEGORY IN 2023, FIDELIUM CAPTIVATES WITH THEIR FOLK PROWESS.

**COLLABORATIVE VENTURES:** LAUNCHING A MUSIC SERIES FEATURING FIDELIUM, BLENDING OUR AUDIENCES WITH FOLK MELODIES AND STORIES.

**SUPPORTING TALENT:** THROUGH FUNDRAISING, WE'RE INVESTING IN FIDELIUM'S GROWTH, HELPING THEM SOAR IN THEIR MUSICAL JOURNEY.

**AMPLIFYING REACH:** A STRATEGIC SOCIAL MEDIA CAMPAIGN IS IN PLACE, AIMED AT WIDENING FIDELIUM'S AUDIENCE AND ENGAGEMENT.

STAY TUNED FOR MESMERIZING MUSIC COLLABORATIONS AND LEARN HOW YOU CAN SUPPORT FIDELIUM'S JOURNEY WITH US.



# CANNABIS REVIEW SERIES

DUALISTIC UNITY LLC INTRODUCES THE CANNABIS REVIEW VIDEO SERIES, TARGETING GROWING CURIOSITY AND ONLINE ENGAGEMENT AROUND CANNABIS BRANDS. THIS NEW SERIES WILL FEATURE ENGAGING AND INFORMATIVE VIDEOS WHERE HOSTS SHARE THEIR EXPERIENCES WITH VARIOUS CANNABIS PRODUCTS, ENHANCING OUR CONTENT AND RESONATING WITH OUR AUDIENCE'S EVOLVING INTERESTS.

## Highlights of integration with the Cannabis industry

**Combining Education and Fun:** Our series mixes enlightening cannabis insights with engaging adventures, offering a comprehensive look at cannabis effects while spotlighting local businesses. Each episode promotes community through social media shout-outs, enhancing collaboration.

**Tapping Into Rising Cannabis Curiosity:** With increased online searches for cannabis, we position our series to meet this growing interest, ensuring our content is timely and appealing.

**Building Community Networks:** By tagging and collaborating with local spots, we foster a mutual support network, enriching our series' community appeal and cross-promotional opportunities.

# INNOVATIVE BUSINESS REVIEW SERIES

DUALISTIC UNITY LLC IS EXPANDING ITS HORIZON WITH A NEW REVIEW VIDEO SERIES FEATURING BUSINESSES ALIGNED WITH OUR CORE VALUES. THIS INITIATIVE ENHANCES OUR COMMUNITY ENGAGEMENT AND GROWTH BY:

**COMMUNITY SYNERGY:** HIGHLIGHTING BUSINESSES OUR AUDIENCE LOVES, FOSTERING A SENSE OF UNITY.

**COLLABORATION OPPORTUNITIES:** OPENING DOORS TO PARTNERSHIPS THROUGH SOCIAL MEDIA, INCREASING VISIBILITY FOR ALL INVOLVED.

**AUDIENCE EXPANSION:** ATTRACTING NEW LISTENERS BY ENGAGING WITH BUSINESSES THAT SHARE OUR DEMOGRAPHIC.

**ADVERTISING NETWORK GROWTH:** EXPANDING OUR ADVERTISING OPPORTUNITIES WITH CONTENT THAT RESONATES WITH POTENTIAL ADVERTISERS.

WE'RE NOT JUST EXPANDING OUR CONTENT; WE'RE BUILDING COMMUNITY BRIDGES AND SETTING THE STAGE FOR SIGNIFICANT GROWTH AND MARKET IMPACT.



# THE DUALISTIC UNITY CHATGPT LIFE TROUBLESHOOTER

THE DUALISTIC UNITY LIFE TROUBLESHOOTER IS A SPECIALIZED TOOL DESIGNED TO GUIDE USERS THROUGH SELF-AWARENESS AND PERSONAL TRANSFORMATION. IT ENCOURAGES USERS TO CONFRONT AND RELEASE MISCONCEPTIONS ABOUT VALUE, CERTAINTY, AND CONTROL, FOSTERING A MORE FLUID UNDERSTANDING OF SELF AND REALITY.

## FEATURES:

**INSIGHTFUL GUIDANCE:** UTILIZES INTEGRATED INSIGHTS FROM THE DUALISTIC UNITY PODCAST EPISODES AND TAILORED USER INTERACTIONS TO OFFER PERSONALIZED SUPPORT.

**EPISODE RECOMMENDATIONS:** AUTOMATICALLY SUGGESTS RELEVANT PODCAST EPISODES BASED ON USER QUERIES, INCORPORATING DATA FROM FOUR SEASONS OF CONTENT.

**SELF-REFLECTION PROMPTS:** PROVIDES THOUGHT-PROVOKING QUESTIONS AND SCENARIOS THAT CHALLENGE USERS' ASSUMPTIONS AND ENCOURAGE PROFOUND INTROSPECTION.

## BENEFITS:

**ENHANCED USER ENGAGEMENT:** KEEPS THE COMMUNITY ENGAGED WITH CONTENT THAT IS TAILORED TO THEIR GROWTH AND EXPLORATIONS IN PERSONAL AND COLLECTIVE CONSCIOUSNESS.

**SUPPORTIVE AND EMPATHETIC:** OFFERS A NON-JUDGMENTAL PLATFORM FOR USERS TO EXPLORE THEIR THOUGHTS AND FEELINGS, PROMOTING MENTAL AND EMOTIONAL WELL-BEING.

**COMMUNITY BUILDING:** ENCOURAGES DEEPER INTERACTION WITHIN THE DUALISTIC UNITY COMMUNITY, FACILITATING A SHARED JOURNEY OF GROWTH AND DISCOVERY.

# AND MORE...

**STREAMING GAMES COLLABORATION:** WE'RE TAPPING INTO GAMING COMMUNITIES BY FEATURING GUESTS WITH SIGNIFICANT ONLINE FOLLOWINGS, BROADENING OUR REACH INTO ENTERTAINMENT WHILE ECHOING OUR MESSAGES OF GROWTH AND UNITY.

**UPCOMING BOOK LAUNCH:** SET FOR SUMMER 2024, "PROOF THAT YOU'RE GOD" AIMS TO SPARK CURIOSITY AND DISCUSSIONS, DRAWING NEW LISTENERS AND SOLIDIFYING OUR STANCE AS THOUGHT LEADERS.

**COOKING WITH DUALISTIC UNITY:** A NEW VIDEO SERIES DEDICATED TO TRYING NEW RECIPES AND SHARING THE EXPERIENCE. THIS SERIES NOT ONLY REINFORCES CONNECTION WITH THE HOSTS AS REGULAR HUMAN BEINGS, IT ALSO INTRODUCES THE PODCAST TO FOOD LOVERS WHO RESONATE WITH THE HOSTS' MENTALITY.

THESE STRATEGIES AIM TO LEVERAGE DUALISTIC UNITY'S EXISTING SUCCESS WHILE EXPLORING NEW ENGAGEMENT CHANNELS, ENSURING OUR COMMUNITY'S GROWTH AND IMPACT CONTINUE TO FLOURISH.



# OUR TEAM AND EXPERIENCE

## ANDREW MURNANE

ANDREW COMBINES DEEP INDUSTRY INSIGHT WITH A PASSION FOR AUTHENTICITY, PREVIOUSLY ENHANCING DIGITAL ADVERTISING AT MEDIA MONKS AND MIGHTYHIVE AS SENIOR ACCOUNT MANAGER. AS A CO-FOUNDER OF MD INVESTMENT PARTNERS, LLC, HE HAS POSITIVELY IMPACTED PHILADELPHIA'S LOWER-INCOME COMMUNITIES THROUGH STRATEGIC REAL ESTATE INVESTMENTS. AT DUALISTIC UNITY, HIS EXPERTISE IN SOCIAL MEDIA STRATEGY AND PODCASTING SIGNIFICANTLY CONTRIBUTES TO BOTH STRATEGIC DEPTH AND MISSION-DRIVEN GROWTH.

## RAY RHEAULT

RAY'S DIVERSE EXPERIENCE, RANGING FROM PERSONAL GROWTH COACHING AT TRANSCENDENCE LIFE COACHING TO DIGITAL MARKETING LEADERSHIP AT VERNON WEB AND SEO, ALIGNS CLOSELY WITH DUALISTIC UNITY'S MISSION. HIS INVOLVEMENT IN ECO-FRIENDLY PROJECTS AND THE CANNABIS INDUSTRY ENHANCES OUR COMMUNITY-FOCUSED INITIATIVES, WHILE HIS EXPERTISE IN WEB DEVELOPMENT, SEO, SALES, AND MARKETING SUPPORTS OUR GROWTH IN PRO-CANNABIS HOUSING AND EDUCATIONAL CONTENT, MAKING HIM A KEY ASSET FOR OUR STRATEGIC EXPANSION.

## AMANDA VON HERA

AMANDA VON HERA, CHIEF OF OPERATIONS AT DUALISTIC UNITY, SIGNIFICANTLY BOOSTS OUR GROWTH AND COMMUNITY ENGAGEMENT THROUGH HER LEADERSHIP IN BUSINESS DEVELOPMENT, CONTENT CREATION, AND HOSTING. HER ORCHESTRATION OF RETREATS AND WORKSHOPS HAS INCREASED LISTENER ENGAGEMENT AND MERCHANDISE SALES. AMANDA'S STRATEGIC INITIATIVES, INCLUDING A PARTNERSHIP WITH THE GLOBAL CONSCIOUSNESS PROJECT, EXEMPLIFY HER ABILITY TO ENHANCE BRAND VISIBILITY AND FOSTER A COMMUNITY FOCUSED ON PERSONAL GROWTH AND RESPONSIBILITY, MAKING HER INTEGRAL TO OUR OPERATIONAL SUCCESS AND INVESTOR APPEAL.

## JACKIE KALLEBERG

SINCE OCTOBER 2023, JACKIE, A CO-HOST AT DUALISTIC UNITY, ENHANCES OUR PLATFORM WITH HER EXPERTISE IN PSYCHOLOGICAL AND BRAIN SCIENCES AND HER BACKGROUND IN BEHAVIOR THERAPY AND RESEARCH. HER AUTHENTIC AND INSIGHTFUL CONTRIBUTIONS, ROOTED IN HER ACADEMIC AND PRACTICAL EXPERIENCES, RESONATE DEEPLY WITH OUR AUDIENCE. AS A 200-HOUR CERTIFIED YOGA TEACHER AND ACTIVE TIKTOK USER (@JACKIETERNITY), JACKIE'S MULTIDIMENSIONAL ENGAGEMENT IS PIVOTAL IN FOSTERING COMMUNITY CONNECTION AND EXPANDING OUR LISTENER BASE, ALIGNING WELL WITH OUR INVESTMENT POTENTIAL.

## FIONA FORD

FIONA, OUR DIRECTOR OF GROWTH AND STRATEGIC PARTNERSHIPS, BRINGS EXTENSIVE DIGITAL MARKETING EXPERTISE FROM HER TENURE AT IPROSPECT AND FETCH, WHERE SHE LED INITIATIVES FOR HIGH-PROFILE CLIENTS LIKE HULU AND APPLE. HER GLOBAL EXPERIENCE AND SKILLS IN DIGITAL STRATEGY AND MARKETING FUEL OUR DIGITAL ENGAGEMENT AND GROWTH EFFORTS. FIONA'S VISIONARY LEADERSHIP IS INSTRUMENTAL IN DRIVING OUR COMMUNITY DEVELOPMENT AND EXPANDING OUR DIGITAL FOOTPRINT, ALIGNING WITH OUR STRATEGIC GOALS FOR INVESTOR ENGAGEMENT.

## ORAN ALLEN

AS DIRECTOR OF CREATIVE EDUCATION AND SPONSORSHIPS, ORAN LEVERAGES HIS JOURNALISTIC AND DIGITAL SKILLS TO ENHANCE DUALISTIC UNITY'S NARRATIVE IMPACT. HIS EXTENSIVE BACKGROUND IN BUSINESS DEVELOPMENT, BRAND PROMOTION AT ORAGANJI, AND COMMUNITY OUTREACH WITH CURALEAF AND AYR WELLNESS ENRICHES HIS ROLE. ORAN'S EXPERTISE IN SOCIAL MEDIA MARKETING, PUBLIC SPEAKING, AND EVENT MANAGEMENT STRATEGICALLY ADVANCES OUR CANNABIS EDUCATION AND PERSONAL BRANDING INITIATIVES, CONTRIBUTING SIGNIFICANTLY TO COMMUNITY ENGAGEMENT AND PARTNERSHIP DEVELOPMENT, MAKING HIM A KEY ASSET IN OUR GROWTH STRATEGY.



# SUSTAINABLE COMPENSATION: PRIORITIZING GROWTH

DUALISTIC UNITY LLC CAPS EMPLOYEE SALARIES AT \$5,000 MONTHLY, ALIGNING WITH OUR GROWTH, SUSTAINABILITY, AND COLLECTIVE SUCCESS VALUES. THIS MODEL SUPPORTS REINVESTMENT INTO EXPANSION, ENSURES FAIRNESS, PROMOTES FINANCIAL SUSTAINABILITY, AND EMBODIES OUR UNITY AND COLLABORATION ETHOS.



# PODCAST OVERVIEW

DUALISTIC UNITY LLC COMBINES FINANCIAL GROWTH WITH SUSTAINABILITY, BENEFITING FROM LOW OPERATING COSTS DUE TO ITS EFFICIENT, HOME-BASED OPERATION MODEL MANAGED BY THE HOSTS. THIS LEAN APPROACH ENHANCES PROFITABILITY WHILE MAINTAINING HIGH-QUALITY CONTENT AND AUDIENCE ENGAGEMENT.

**DIGITAL WORKSHOPS:** GENERATED OVER 200 SALES, UNDERSCORING OUR AUDIENCE'S ENGAGEMENT WITH OUR EDUCATIONAL CONTENT.

**RETREATS:** A SIGNIFICANT SOURCE OF REVENUE, WITH 10 RETREATS AND 120+ TICKETS SOLD, REFLECTING THE HIGH DEMAND FOR OUR IMMERSIVE EXPERIENCES.

**PATREON SUPPORT:** ROBUST COMMUNITY BACKING WITH OVER 200 SUPPORTERS.

**ADVERTISING REVENUE:** A BUDDING YET SWIFTLY EXPANDING STREAM, ACCUMULATING IT'S FIRST \$10K IN 2023.

FUTURE COSTS ARE ANTICIPATED TO INCLUDE THE SERVICES OF A VIDEO EDITOR FOR CONTENT ENHANCEMENT AND A WEB DESIGNER TO REVAMP OUR EXISTING WEBSITE, ENSURING WE CONTINUE TO RESONATE AND ENGAGE EFFECTIVELY WITH OUR GROWING AUDIENCE.



# INVESTMENT

## EQUITY AND NON-EQUITY INVESTMENTS

DUALISTIC UNITY LLC INVITES VISIONARY INVESTORS INTO OUR WELLNESS AND PERSONAL DEVELOPMENT VENTURE, OFFERING A 15% RETURN OVER 7 YEARS. PAID ANNUALLY.

OPTIONS INCLUDE EQUITY INVESTMENT WITH A \$10,500 MINIMUM FOR A 1% SHARE, UP TO 20% TOTAL EQUITY, OR A NON-EQUITY INVESTMENT FOR A STRAIGHTFORWARD ROI.

# USE OF INVESTMENT FUNDS AND GROWTH STRATEGY

DUALISTIC UNITY'S EXPANSION HAS BEEN PRIMARILY ORGANIC, EMPHASIZING MINIMAL SPENDING ON PRELIMINARY ADVERTISING TESTS.

FUTURE INVESTMENTS ARE TARGETED TO ENHANCE OUR AUDIENCE REACH AND BUILD UPON OUR CURRENT AVERAGE REVENUE PER LISTENER (ARPL). PLANNED EXPENDITURE WILL CONCENTRATE ON SCALING OUR PROVEN ORGANIC GROWTH STRATEGIES, ENSURING EACH DOLLAR IS EFFECTIVELY UTILIZED TO MAXIMIZE RETURNS.

OUR LEAN OPERATIONAL APPROACH GUARANTEES THAT INVESTMENTS DIRECTLY SUPPORT GROWTH INITIATIVES, OPTIMIZING IMPACT AND VALUE.

## ADVERTISING COST PER LISTENER

### **TikTok Campaign Success:**

OUR TARGETED TIKTOK CAMPAIGNS HAVE SHOWN IMPRESSIVE ROI, DRAWING IN ENGAGED VIEWERS WITH CONTENT TAILORED TO OUR AUDIENCE. OUR AVERAGE COST PER LONG-TERM LISTENER IS BETWEEN \$1.50 AND \$2.



# AVERAGE REVENUE PER LISTENER

AVERAGE REVENUE PER LISTENER (ARPL):

CALCULATION: TOTAL REVENUE  $\div$  NUMBER OF LISTENERS

**CURRENT ARPL: \$11.55 PER LISTENER**

**1 YEAR GOAL FOR AUDIENCE GROWTH FROM INVESTING \$210,000 IN ADVERTISING:**

NEW LISTENERS FROM ADS: +81,000

ADVERTISING INVESTMENT: \$210,000

END OF YEAR TOTAL: 96,000 LISTENERS

**1 YEAR REVENUE PROJECTION FROM ADS:**

**EXPECTED REVENUE:  $96,000 \times \$11.55 = \$1,108,800$**

# FUTURE PLANS

DUALISTIC UNITY LLC IS STRATEGICALLY POSITIONED FOR SIGNIFICANT GROWTH AND EXPANSION, WITH A CLEAR VISION FOR THE FUTURE AIMED AT DEEPENING OUR IMPACT AND BROADENING OUR REACH.

**THE FIRST DUALISTIC UNITY BOOK:** EXPANDING OUR REACH THROUGH LITERATURE, ENCAPSULATING OUR PHILOSOPHY FOR READERS WORLDWIDE.

**UNBRANDED BILLBOARD CAMPAIGN:** LAUNCHING THOUGHT-PROVOKING BILLBOARDS IN KEY LOCATIONS TO STIMULATE PUBLIC INTEREST AND DISCUSSION.

**STRATEGIC EXPANSION:** INTRODUCING DUALISTIC UNITY REAL ESTATE INVESTMENTS CORP, FOCUSING ON CANNABIS-FRIENDLY PROPERTIES, AS A NEW AVENUE FOR GROWTH.

**PERMANENT RETREAT CENTER DEVELOPMENT:** A SANCTUARY THAT RESONATES WITH THE ETHOS OF DUALISTIC UNITY, OFFERING IMMERSIVE EXPERIENCES FOR OUR COMMUNITY MEMBERS TO CONNECT, GROW, AND REJUVENATE.

**CANNABIS MICRO-CULTIVATION:** THE SITE WILL ALSO SERVE AS A LUCRATIVE MICRO-CULTIVATION CENTER FOR CANNABIS, WITH THE POTENTIAL TO GENERATE AN ESTIMATED ANNUAL REVENUE OF \$2M.



# CONCLUSION

INVESTING IN DUALISTIC UNITY LLC IS MORE THAN A FINANCIAL DECISION—IT'S A LEAP INTO THE FOREFRONT OF THE PERSONAL GROWTH REVOLUTION. POSITIONED FOR SIGNIFICANT EXPANSION, WE OFFER INVESTORS THE CHANCE TO BE PART OF A LEAN, VISIONARY ENTERPRISE IN THE BOOMING WELLNESS SECTOR.

OUR TRACK RECORD OF REVENUE GENERATION AND MARKET ENGAGEMENT MARKS US AS A PRIME INVESTMENT OPPORTUNITY, PROMISING NOT JUST FINANCIAL RETURNS BUT A CHANCE TO CONTRIBUTE TO GLOBAL WELLNESS AND SELF-AWARENESS.

DUALISTIC UNITY STANDS AS A DISTINGUISHED INVESTMENT PROSPECT, POISED FOR PROFITABILITY IN THE FAST-EVOLVING PODCAST INDUSTRY. WE INVITE YOU TO JOIN US ON THIS EXCITING JOURNEY, BLENDING FINANCIAL SUCCESS WITH MEANINGFUL SOCIETAL IMPACT.

LET'S SHAPE THE FUTURE OF SELF-AWARENESS TOGETHER!

VISIT  
[DUALISTICUNITY.COM/NEXTSTEP/](https://dualisticunity.com/nextstep/)  
TO CONTINUE.