



**GIVE YOUR LIFE AWAY**

## **BUSINESS PLAN**

7-5-2023

## EXECUTIVE SUMMARY

**Give Your Life Away (GYLA)** is a mission-driven organization founded by Phil Regan, dedicated to organizing, encouraging, and empowering individuals from diverse backgrounds and industries to give differently, and to make a positive impact on the lives of those in need. GYLA operates as a Limited Liability Corporation (LLC) and Foundation, working tandemly to fulfill its philanthropic mission.

The vision of GYLA is deeply rooted in the personal journey of its founder, Phil Regan. Having experienced adversity throughout his early life, including homelessness and addiction, Regan emerged from these challenges with a newfound determination to help others facing similar struggles. Inspired by his own transformation, Regan established GYLA as a vehicle for positive change.

In the short term, GYLA aims to forge collaborations with businesses and individuals to create and deliver high-quality products and services. The profits generated from these endeavors will be channeled into the Foundation, enabling impactful philanthropic initiatives.

Looking ahead, GYLA envisions expanding its scope by supplementing collaboration work with real estate endeavors, both as a buyer and a broker. This long-term strategy will not only contribute to GYLA's sustainable growth but also provide additional avenues to support its philanthropic endeavors.

Through GYLA, Phil Regan and his team strive to create a world where compassion, collaboration, and generosity thrive, positively transforming the lives of individuals in need.

## COMPANY DESCRIPTION

**Give Your Life Away (GYLA)** is a dynamic organization founded by Phil Regan with a rich background that fuels its mission to “give differently.” Phil's personal journey, marked by overcoming adversity and finding purpose in helping those in need, serves as the driving force behind GYLA.

Born out of the desire to create a vehicle for change, GYLA operates as a Limited Liability Corporation (LLC) and as a Foundation, a unique structure that aligns its business activities with philanthropic endeavors. The LLC and the Foundation work hand in hand to ensure that profits generated by GYLA are utilized for impactful philanthropic initiatives. The Corporation focuses its efforts on collaborating with other businesses in producing various products and services (examples include memorial T-shirts and auctioned vintage items) and engaging in real estate deals.

GYLA's operations are based in Santa Barbara, California, with plans for expansion in the future. While there are no specific industry constraints, GYLA is positioned to engage with diverse customers from various sectors, leveraging its broad mission and vision.

What sets GYLA apart is its approach to philanthropy. Rather than solely relying on donations, GYLA delivers high-quality products and services to customers in exchange for reasonable fees. The proceeds from these business activities are then channeled into the Foundation, which directly supports vulnerable individuals in the community or collaborates with established nonprofit organizations.

One of GYLA's competitive advantages is its inclusive nature. It caters to a wide range of customers, regardless of their faith or inclination towards charitable causes. GYLA embraces the opportunity to engage customers who may not initially realize the impact they are making through their involvement with the organization, much like customers of Newman's Own products unknowingly contribute to charitable causes.

At the heart of GYLA's mission is the commitment to organize, encourage, and empower individuals from different backgrounds and industries to join forces in helping those in need. With integrity as a guiding principle, GYLA exemplifies its core values of compassion, collaboration, and a genuine desire to transform lives. Phil Regan's personal journey and his unwavering dedication to giving back serve as an inspiration for everyone associated with GYLA.

## MARKET ANALYSIS

**The target market** for Give Your Life Away (GYLA) primarily encompasses individuals in and around Santa Barbara, California, where the organization is headquartered. While the local area serves as the primary focus, GYLA's broad mission and vision allow for potential expansion into other regions in the future. The typical customer of GYLA is likely to be a middle-aged man or woman, possibly a churchgoer, residing in or near Santa Barbara.

However, what makes GYLA unique is its ability to attract customers who may not have a particular faith conviction or strong inclination towards supporting charitable causes. Like the success of companies like Newman's Own, GYLA aims to offer high-quality products and services that appeal to a wide range of customers, many of whom may not initially realize the charitable impact they are making through their engagement with GYLA.

While an exact market size has yet to be determined, GYLA's early successes in California serve as a foundation for growth opportunities. As GYLA expands and Phil Regan's networks continue to grow, word-of-mouth advertising and customer referrals are expected to be key drivers for new opportunities.

While specific market research data is currently limited, GYLA draws inspiration from the accomplishments of Newman's Own. According to public information, Newman's Own donated a remarkable \$30 million in profits after achieving gross sales of \$600 million in 2016. Such impressive figures highlight the immense potential for businesses dedicated to producing high-quality goods and services while giving back to the community.

## COMPETITIVE ANALYSIS

**In the industry or market** GYLA operates in, it finds inspiration in renowned organizations such as Newman's Own, Charity Water, and Two Blind Brothers. While GYLA does not have direct competitors, it coexists within a small community of similarly committed businesses. However, if there were competitors, they would include real estate brokers and retailers who offer similar products and services.

One of the strengths of established competitors like Newman's Own lies in their well-established reputation. Companies such as Charity Water and Two Blind Brothers benefit from a clear and easily understandable product or service lineup that remains relatively consistent. In contrast, GYLA embraces its versatility and agility, allowing it to adapt to new opportunities within its extensive network. This flexibility serves as both a strength and a potential weakness, as maintaining a clear and focused brand message will be crucial.

GYLA possesses unique competitive advantages and differentiators. Phil Regan's extensive network, both in California and globally, provides a significant advantage in expanding the organization's reach and impact. Additionally, GYLA's unwavering commitment to donating all profits (after covering expenses) sets it apart from many businesses today, appealing to individuals who rally behind its mission and the desire to support meaningful causes.

To gain a competitive edge, GYLA will focus on leveraging its network and assembling a highly capable team. The power of word-of-mouth advertising will play a vital role in unlocking new business opportunities and spreading awareness of GYLA's mission. By nurturing relationships within the community and continuously delivering high-quality products and services, GYLA aims to establish itself as a trusted and impactful organization.

## ORGANIZATIONAL STRUCTURE

**At GYLA**, the organizational structure reflects its close-knit nature and family-oriented approach. The key positions within the organization and their respective roles are as follows:

### **Phil Regan: Founder and CEO**

Phil Regan is the visionary behind GYLA, driving the mission and overall strategic direction of the organization. His extensive network and experience serve as the foundation for GYLA's success.

### **Sam Regan: Chief Financial Officer**

Sam Regan assumes the crucial role of Chief Financial Officer, overseeing the financial management of GYLA. He is responsible for budgeting, financial planning, and ensuring the organization's financial stability.

### **Spencer Regan: Director of Marketing**

Spencer Regan takes on the role of Director of Marketing, leading GYLA's marketing initiatives. He is responsible for developing and implementing marketing strategies, building brand awareness, and fostering partnerships.

The reporting lines and communication channels within GYLA are designed to maximize efficiency and collaboration. Sam Regan and Spencer Regan report directly to Phil Regan, who serves as the CEO. Regular in-person meetings will be prioritized, allowing for face-to-face discussions and decision-making. Additionally, phone calls and emails will be utilized to maintain effective communication, particularly when in-person meetings are not feasible.

As a lean organization, GYLA embraces a streamlined decision-making process. Phil Regan, as the founder and CEO, holds the primary decision-making authority. His visionary leadership and extensive network enable quick identification of new opportunities and the pursuit of impactful ventures.

One unique aspect of GYLA's organizational structure is its family-oriented nature. The organization is built upon the foundation of Phil Regan's trusted family and friends. This close-knit approach fosters a sense of unity, shared values, and a deep commitment to the mission of GYLA. As a result, GYLA does not anticipate significant growth in its organizational size soon.

## FINANCIAL PLAN

The Financial Plan of GYLA encompasses the revenue streams, cost structure, and financial goals of the organization.

### Revenue Streams:

GYLA generates revenue through multiple sources, ensuring a diverse income stream:

1. **High-Quality Products and Services:** GYLA offers a range of products and services, including T-shirts, and vintage goods. These offerings provide a steady source of revenue for the organization.
2. **Partnerships and Collaborations:** GYLA leverages partnerships to create special projects and collaborations. For example, joint initiatives with established brands like Hurley for memorial T-shirts create additional revenue streams. This is the bread-and-butter of GYLA's business model.
3. **Real Estate Deals:** GYLA undertakes various real estate deals in California, functioning as a buyer and as a connector between buyers and sellers in real estate transactions, earning finder's fees and other fees for facilitating successful deals.

### Cost Structure:

GYLA maintains a flexible and agile cost structure, allowing for efficient operations. The main cost components include:

1. **Production Costs:** Variable costs associated with printing T-shirts and producing other goods and services.
2. **Networking Expenses:** Costs related to travel and networking, enabling the expansion of GYLA's reach and opportunities.
3. **Freelancers and Consultants:** Payments to freelancers and consultants who contribute to specific projects and areas of expertise.

### Financial Projections:

The primary financial goal of GYLA is to achieve profitability after covering internal costs. This goal ensures that the GYLA Foundation can fulfill its purpose of giving back to those in need. While specific financial projections are not available currently, the focus is on sustainable revenue growth and maintaining a strong financial position.

## GROWTH STRATEGIES

GYLA has developed a set of strategies to drive growth and expand its impact in the future.

### **Market Expansion:**

While GYLA does not have immediate plans for market expansion, it recognizes the potential for growth through the exploration of new business opportunities. GYLA will leverage search engine optimization (SEO), social media platforms, and the extensive Regan family network to discover and engage with potential customers in its current market.

### **Partnerships and Collaborations:**

GYLA aims to establish strategic partnerships and collaborations with like-minded organizations. While specific partnerships are yet to be identified, GYLA will leverage pre-existing business relationships, such as those with Bob Hurley, Kelly Slater, Josh Brolin, and others, to explore potential collaborative opportunities. These partnerships will provide mutual benefits by combining resources and networks to amplify the impact of philanthropic initiatives.

### **Marketing and Promotion:**

GYLA will implement various marketing and promotional strategies to increase brand awareness and attract customers. Key strategies include social media advertising campaigns to reach a broader audience, as well as search engine optimization to enhance online visibility. By leveraging these digital marketing techniques, GYLA aims to effectively communicate its mission, engage with the community, and drive customer participation in its philanthropic endeavors.

### **Scalability and Scalability Plan:**

While GYLA does not currently have immediate plans for scaling its operations, it recognizes the importance of scalability for increasing its impact in the future. GYLA will leverage its pre-existing customer base and network to identify new opportunities that fuel the GYLA Foundation. By continually seeking new avenues for growth, GYLA aims to expand its capacity to give back and make a meaningful difference in the lives of those in need.