

AN INITIATIVE OF HOLISTIC UNIVERSITY

The Global Wellness Infrastructure

The definitive master document for unifying the world's wellness movement into one platform.

Body · Mind · Spirit · Planet

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The complete picture, in eleven parts

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PART I

The Movement and the Market

1. Executive Summary
2. The Moment
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EXECUTIVE SUMMARY

One platform for a $6.8T movement

We at Holistic University are building the comprehensive global infrastructure for the wellness economy: one platform that unifies the world's top practitioners, teachers, founders, operators, investors, and media minds into a single connected ecosystem.

SoulMatch

Matching by intent.

Gaia Healers

The global map.

Holistic University

Learning layer.

EVLVE

The front door.

SkyTrinity

Agentic AI.

Regenerative

Personal to planetary.



THE MOMENT

One of the largest forces on Earth

$6.8T	$9.8T	7.6%	6.12%
wellness economy, 2024	forecast by 2029	annual growth	of global GDP

Larger than pharmaceuticals, technology, sports, and tourism. The fastest-growing sectors are wellness real estate and mental wellness. Mental wellness is the doorway this movement walks through now.

Source: Global Wellness Institute, 2025 Global Wellness Economy Monitor.

THE STATE OF THE INDUSTRY

Eleven sectors, one white space

- Personal care & beauty
- Healthy eating & nutrition
- Physical activity
- Wellness tourism
- Public health & prevention
- Traditional & complementary
- Wellness real estate
- Mental wellness
- Spas
- Thermal & mineral springs
- Workplace wellness

Every sector has fully recovered and now exceeds its 2019 size. The opportunity is the white space between them: enormous, growing, and disconnected.

SECTOR BY SECTOR

What the platform does for each

Personal care & beauty

Vetted practitioners and clean-product makers, with a matched audience for brands.

Healthy eating & nutrition

Nutritionists and coaches matched to body and goals, with learning and accountability.

Physical activity

Trainers, movement teachers, and studios, with adaptive guidance and tracking.

Wellness tourism

Powers the events and retreats layer for discovery, booking, and curators worldwide.

Public health & prevention

Credible prevention-focused practitioners, within the wellness not medicine boundary.

Traditional & complementary

The world's traditional practitioners onto the map, vetted and findable.

Wellness real estate

The fastest-growing sector. Developers and residents connected to programming.

Mental wellness

The strategic beachhead. The right support and the men's mental health movement.

Spas, springs, workplace

Destinations onto the map; a path to corporate and institutional partnerships.

THE CORE PROBLEM

A field broken into silos

For the seeker

A maze of practitioners and modalities, no trusted map, no way to find the right fit.

For the practitioner

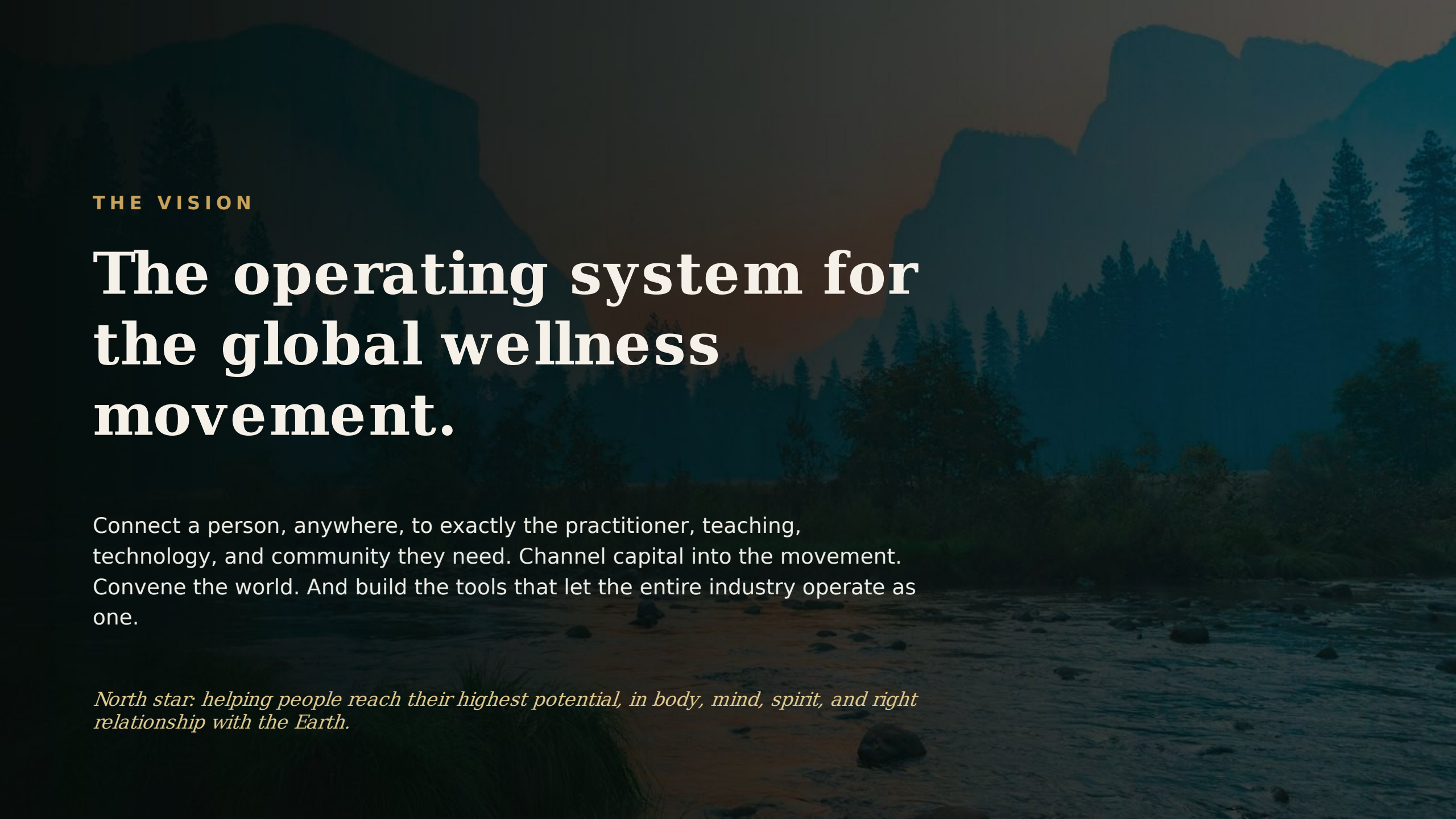
Gifted healers work alone, struggling with discovery and reach. The world cannot find them.

For the field

No unifying layer, no shared standards, no movement that treats wellbeing as one whole.

We solve the seeker's problem and the practitioner's problem at once, by becoming the connective layer between them.





THE VISION

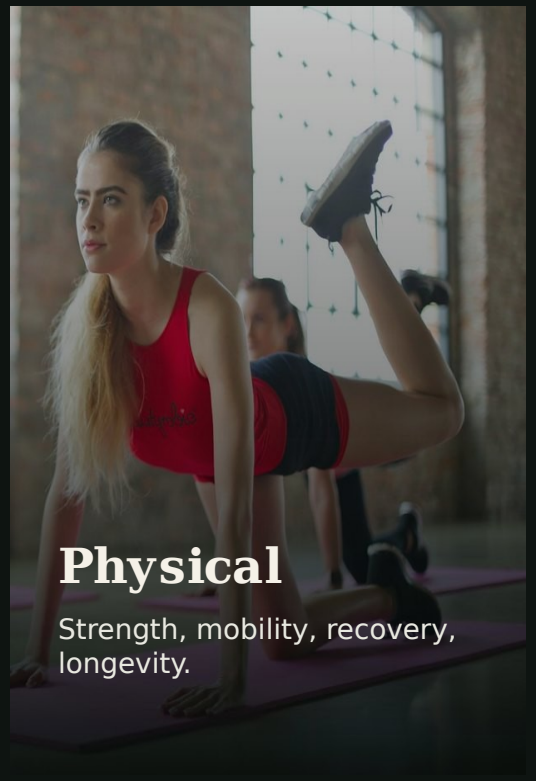
The operating system for the global wellness movement.

Connect a person, anywhere, to exactly the practitioner, teaching, technology, and community they need. Channel capital into the movement. Convene the world. And build the tools that let the entire industry operate as one.

North star: helping people reach their highest potential, in body, mind, spirit, and right relationship with the Earth.

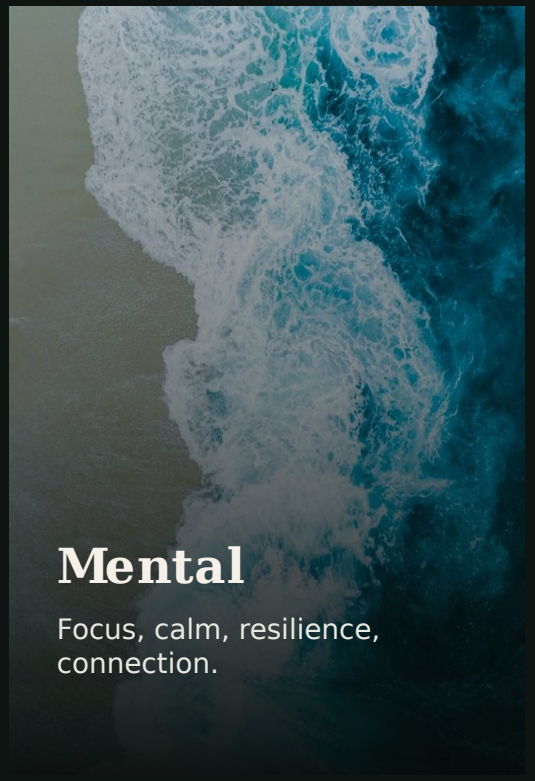
THE WHOLE PERSON

The Four Dimensions of Wellbeing



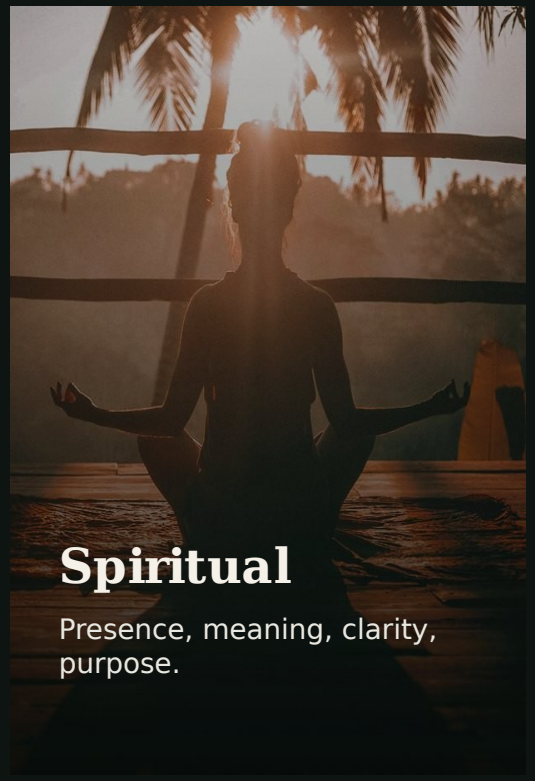
Physical

Strength, mobility, recovery, longevity.



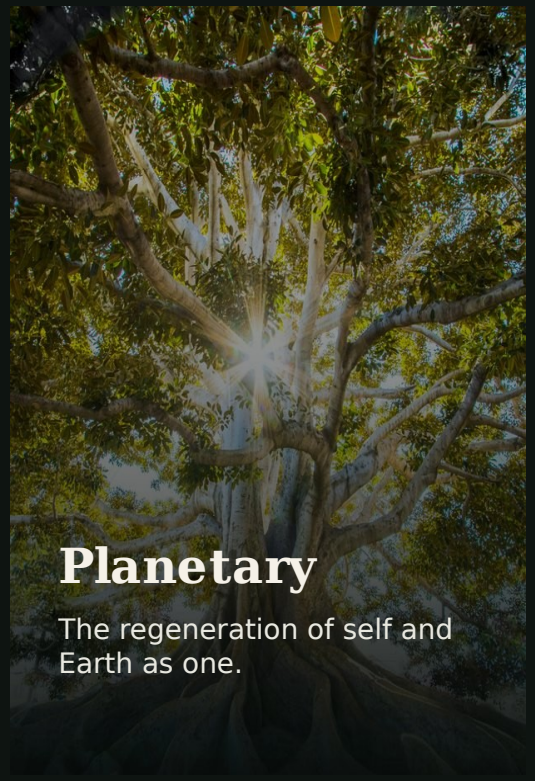
Mental

Focus, calm, resilience, connection.



Spiritual

Presence, meaning, clarity, purpose.



Planetary

The regeneration of self and Earth as one.

Held as four dimensions of one whole, never as medical promises. Practices and community support wellbeing. They do not diagnose, treat, or cure.



PART II

The Architecture

8. The Unified Ecosystem
9. The Interoperability Model
10. The Member Journey
11. The Three Flywheels
12. The Intelligence Layer

THE UNIFIED ECOSYSTEM

One federated stack

EVLVE

The front door.

SoulMatch

The connection engine.

Gaia Healers

The global map.

Holistic University

Learning, credentialing.

SkyTrinity

Agentic AI backbone.

Standards Layer

The Global Wellness Forum.

Regenerative

Personal to planetary.

One journey

Enter, match, grow.



THE INTEROPERABILITY MODEL

Four systems that make it one

EVLVE Passport

One identity that travels across every layer of the ecosystem.

The data spine

A unified, consented member profile every layer can read and enrich.

The knowledge graph

The connective map of needs to modalities to practitioners to outcomes.

Integration standard

Partners plug in their supply, content, and tools without rebuilding.

THE EXPERIENCE

One door, one journey

1 Enter

Through EVLVE, find belonging.

2 Onboard

Met by Sage, the AI guide.

3 Match

Connected by SoulMatch.

4 Discover

The world via Gaia Healers.

5 Grow

Learn, practice, regenerate.

Across the physical, mental, spiritual, and planetary dimensions of wellbeing, the journey adapts to each person.

THE ENGINE

The three flywheels

Member flywheel

Better matching brings better experiences, more trust, more members, more data, better matching.

Practitioner flywheel

More members bring more demand, more practitioners, more supply. Liquidity begets liquidity.

Data flywheel

Every interaction enriches the knowledge graph, compounding every future experience.

THE INTELLIGENCE LAYER

Connection that compounds

SoulMatch

Scores alignment across many dimensions of the whole person.

Sage

Conversational onboarding that meets a person where they are.

Knowledge graph

The strategic data asset that strengthens with every match.

Responsible AI

Members control their data. Never diagnosis or treatment.



PART III

The Platform in Full

13. The Complete Feature Set
14. EVLVE: The Front Door
15. The Practitioner Pathway
16. The Learning Layer
17. The Regenerative Layer
18. The Capital Layer

THE PLATFORM

The complete feature set, part one

Match Finder

Search 6,000+ verified leaders by intent. Soul-level matching.

Global map

Find the right person in any city and connect directly.

Events & retreats

Discover, host, and book worldwide.

Daily prompts

Valuable introductions surfaced in a leader's network, tracked.

Opportunity surfacing

Spots opportunities inside communities and prompts matches.

Consent-based growth

Compliant calling, messaging, email, and scheduling.

THE PLATFORM

The complete feature set, part two

Gold-tier lead gen

AI-assisted, continuous, from compliant sources, filtered to criteria.

Self-knowledge

Your own data, eight layers of insight. A daily practice.

Daily practice tools

Accountability partners, stage-matched practitioners, evolution tracking.

Launch your own

Full infrastructure to run your community. Launch in a weekend.

Regenerative layer

Clean-energy and environmental initiatives complete the loop.

Your data is yours

Walled off, never sold, exportable anytime.

THE FRONT DOOR

EVLVE membership

Foundations

Open entry. Orientation and a taste of matching.

Seeker

Core membership. Guided journey and mentorship.

Gold

Premium. Deeper matching and advanced learning.

Luminary

Inner circle. Founders and flagship gatherings.

The mentorship program turns audience into community and community into a self-sustaining network.



THE PRACTITIONER

A home for the gift

1 Discovery

Found through the map and matching.

2 Vetting

Held to credibility and safety.

3 Credentialing

Train through Holistic University.

4 Earning

A livelihood inside the network.

Practitioners are customers, members, and evangelists. That livelihood is the deepest reason to stay.



DEPTH AND MEANS

Learning, regeneration, and capital

The Learning Layer

Holistic University: curriculum, courses, and teachings from beginner to advanced practitioner. The body of knowledge that gives the movement depth and continuity.

The Regenerative Layer

Clean-energy and environmental initiatives connect personal healing to planetary healing. We are children of one living planet.

The Capital Layer

Channels investment into the movement, connects aligned founders to aligned capital, and lets members support the causes they believe in.



PART IV

People and Journeys

19. Personas and Day in the Life

PERSONAS

Day in the life

Maria, the Seeker

Overwhelmed, she enters, is met by Sage, matched to a first practitioner, finds a circle. Within a week: belonging and a first win.

James, the Adept

Years of practice, wanting depth. Matched to specialists, joins the practitioner track. Journey: mastery and contribution.

Aiden, the Practitioner

A gifted teacher no one can find. Discovered, accelerated, credentialed, given a livelihood. A home for his gift.

Sara, the Leader

Runs a 4,000-person group. Uploads once, gets a branded space, earns a 35% share plus commissions.

The Institution

A brand or standards body plugs in, gains reach and acceleration, connects to members. Scaled impact and credibility.

PART V

The Leader Opportunity



20. The Opportunity to Build
21. The Revenue Model
22. The Leader FAQ
23. Data Sovereignty

THE LEADER OPPORTUNITY

Your community is already a business

If you have built a community of any kind, the platform helps it run like one. Setup takes one call.

1 Upload once

Your contacts stay yours, always.

2 Branded space

Your people, matched daily by AI.

3 Earn

Revenue share plus commissions.



LEADER ECONOMICS

Share generously with those who build

Circle size	Your share	Example, illustrative
Under 500 contacts	25%	30 members, about $225/mo
500 to 1,000	30%	100 members, about $900/mo
1,000 to 5,000	35%	300 members, about $3,150/mo
5,000 to 10,000	45%	750 members, about $10,125/mo
10,000 and above	50%	2,000 members, about $30,000/mo

Illustrative estimates only. Actual results depend on engagement and audience fit. Network liquidity, the likelihood a member finds an excellent match quickly, is the master metric.

THE LEADER FAQ

What leaders ask

Does my list stay mine?

Always. Walled off, never sold or shared. Export or delete anytime.

How do I earn?

A recurring revenue share that grows with your community, plus commissions.

What do members get?

Matching, the global map, learning, daily practice, events, community.

How long is setup?

One call to start. Launch your own branded community in a weekend.

What about compliance?

Consent-based tools only. No scraping, spam, deception, or impersonation.

Build from scratch?

Yes. The full infrastructure, the same tools we use ourselves.

TRUST AS INFRASTRUCTURE

Your data is yours. Always.

We do not sell, rent, share, or cross-pollinate contacts. Communities are walled off. Leaders and members can export or delete their data at any time, and members control what is shared. In a world where most platforms use a person's data against them, this platform is built the other way. Non-negotiable, and written into every agreement.

PART VI

Why This Wins

24. Defensibility and Moats

25. Competitive Positioning

WHY THIS WINS

Defensibility that compounds

Data network effects

The engine improves with every member. Quality is not purchasable.

Marketplace liquidity

Members and practitioners lock each other in.

Switching costs

Identity, history, learning, and community in one place.

Movement and brand

People do not leave an identity they belong to.

Ecosystem gravity

Partners depend on it; it becomes the field's home.

Trust and mission

A reputation for grounded work is slow to match.

COMPETITIVE POSITIONING

The connective layer above them all

A directory

Lists practitioners, but cannot match.

A course platform

Teaches, but does not connect.

A community tool

Hosts conversation, but does not surface opportunity or serve the whole person.

A social network

Captures attention, but uses a person's data against them.

This platform does not compete with the practitioner, the teacher, the course, or the community. It connects them, organizes them, and serves the member and the leader across the whole journey, while keeping their data theirs.

PART VII

Go to Market

26. The Catalysts
27. The Men's Mental Health Movement
28. Events, Retreats, Activations
29. The Phased Roadmap
30. Movement Architecture

THE CATALYSTS

A movement needs a moment

The EVLVE launch

Featuring Dr. Kathy Maalouf. Introduces the movement and seeds the founding community.

Men's mental health

With Hillhouse Miami. The founding convening of a unified field.

Each gathering is a funnel and a flywheel. Attendees become founding members, members become ambassadors, and speakers become anchor practitioners.



THE BEACHHEAD

The men's mental health movement

The strategic beachhead, and the deepest fit. Mental wellness is the fastest-growing major sector. A rare opening exists: leading voices who want to unify the field rather than compete.

The founding act

A dedicated event, anchored at Hillhouse Miami, as the moment a fragmented field unifies.

Universal expansion

From here, the layer extends to women's wellness, longevity, recovery, and beyond.

Held with care

Experiential and supportive, never clinical. Routes toward professional support when needed.



CONVENE THE WORLD

Events, retreats, and activations

One-stop discovery

Discover, host, and book wellness events and retreats anywhere in the world.

Brand activations

Carry the movement into the rooms where the world's leaders gather.

A global circuit

Anchored in key markets, expanding to chapters and a flagship summit.



THE PATH

A phased roadmap

Phase 0

Foundation. Vision, partner terms, integration.

Phase 1

Ignition, 0 to 90 days. Catalyst events, founding members.

Phase 2

Integration, 3 to 6 mo. Deep wiring, learning, practitioners.

Phase 3

Reach, 6 to 12 mo. Standards, event circuit, chapters.

Phase 4

Regeneration, 12 mo+. Global chapters, a summit.

Five workstreams advance together, each with a gate before the next phase opens.

THE MOVEMENT

Built to be joined and defended

Platforms are used. Movements are joined and defended. We build for the second.

Minimum viable movement

A committed founding community with a clear identity and a clear enemy in fragmentation.

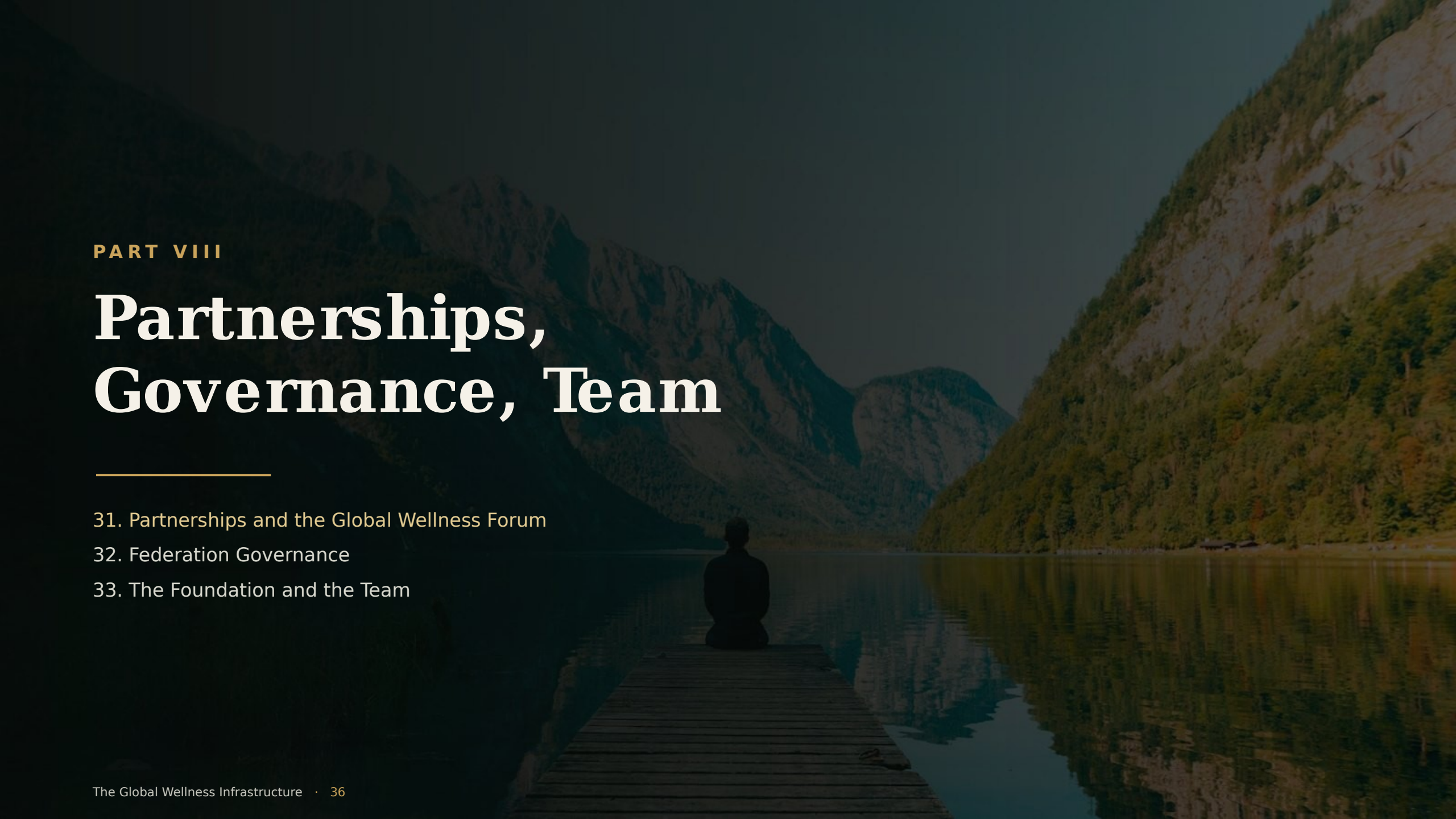
Critical mass

The network becomes liquid and the culture self-evident.

Self-sustaining

Chapters, rituals, and a status ladder mean the movement grows and governs itself.





PART VIII

Partnerships, Governance, Team

31. Partnerships and the Global Wellness Forum
32. Federation Governance
33. The Foundation and the Team

PARTNERSHIPS

Built at the movement level

Our intention is to build this in partnership with the Global Wellness Forum and the broader global wellness movement, the bodies shaping policy, standards, and the future of the industry, so the platform becomes the connective infrastructure for the movement itself, and a channel through which capital, talent, and attention flow into it.

Partnership proposed.



FEDERATION GOVERNANCE

Stewardship without bottlenecks

The founding charter

Shared principles: trust, inclusion, no medical claims, data sovereignty, regenerative purpose.

Integration tiers

Partners join at defined tiers with clear rights, data terms, and value sharing.

Councils

A practitioner council and an ethics and standards council guide quality and direction.

The founders

Steward the vision and the charter rather than bottlenecking the operation.

THE FOUNDATION

Built by Holistic University

Holistic University

The building institution and learning layer, with curriculum and a network of thousands of practitioners.

Key Reteff & Daniel Raphael

Lead partners on the initiative. Backgrounds to confirm.

David Townshend

Strategic partner and connector. Network, partnerships, and a million-plus monthly reach.

Wake

A master teacher who helped architect SoulMatch, grounding it in human and spiritual understanding.



PART IX

The Connective Network and Affiliations

34. The Connective System
35. Relationships
36. Affiliated Ventures
37. Signature Events
38. Media and Reach
39. Capital Networks

THE NETWORK BEHIND IT

The connective reach

10,000s	400+	$Bns	1M+
members	partnerships	in AUM	monthly reach

Brought by David Townshend as strategic partner and connector, the movement plugs into a private network powered by a proprietary AI matching engine, the same philosophy that powers SoulMatch, with strategy, media, capital, and agentic AI around it. A way in that money usually cannot buy.



RELATIONSHIPS

Across the movement and wellness world

Marla Maples

Wellness advocate and host, with collaboration on content and programming.

Dr. Edward Group

A leading authority in natural health and detoxification.

Sayer Ji

Founder of GreenMedInfo, author and researcher in natural health.

Dr. Mehmet Oz

Physician and broadcaster, connected across the movement's gatherings.

Dave Asprey

Connection across the longevity and biohacking world.

Peter Diamandis community

The exponential technology and longevity community.

Connected to and worked alongside in a connective capacity, never represented as endorsements.

AFFILIATED VENTURES

The broader infrastructure of health

Pulse Industries

Electron beam accelerators replacing toxic processes with electricity.

UpTerra

Farm water technology across 50,000+ acres, 20 to 30% water reductions.

MicroSnap Carbon

Organic waste into stabilized carbon and verified credits.

Atumnus

Pre-IPO biotechnology, endogenic pharmacology, ~500 patents.

Neuroscience20

The G20-aligned global brain, spine, and mental health summit.

Quantum Light & Gondor

Photonic quantum computing and post-quantum security.

SIGNATURE EVENTS

Building the rooms inside the field's gatherings

Wellness & longevity

Art Basel and FIFA World Cup longevity lounges, World of Wellness at Miami Swim Week, Beyond Biohacking, A4M, HLTH, the HealthTech Summit at JPM Week.

Capital & policy

FII and FII Miami, Peter Diamandis's Abundance360, the Hispanic Prosperity Gala at Mar-a-Lago, and AmericaFest.

Sports & culture

NBA All-Star activations and the Leigh Steinberg Super Bowl Party. Plus CES, the Oscars, Consensus, and eMerge Americas.

MEDIA AND REACH

A distribution layer for the movement

Real America's Voice

An active media partner.

Top Doctor Magazine

Health leaders before a national audience.

Biohack Yourself Media

A strategic media partner across wellness.

National placements

Forbes, Entrepreneur, Sports Illustrated, via Michael Graziano.

The personal platform reaches more than one million organic views each month, with a following of more than one hundred thousand.

CAPITAL NETWORKS

A channel for capital into the movement

Bloom Co. Capital

A General Partner seat, sourcing and aligning investment.

GSD Venture Studios

Partnership with Gary Fowler across global venture work.

Diamandis network

Via Abundance360 and FII, a leading longevity community.

Plug and Play

Direct work with the firm's health division.

Shark Tank network

Relationships including Daymond John and the broader roster.

Family offices

Connected to many of the largest funds in health and longevity.

PART X

Trust and Measurement

40. Trust, Integrity, and Compliance
41. Risk Register
42. Measurement and Metrics

INTEGRITY

Trust as infrastructure

No medical claims

We support wellbeing. We do not diagnose, treat, or cure.

Practitioner vetting

Every practitioner held to credibility and safety.

Data ethics

Built for consent and member control. GDPR and CCPA in view.

Compliant growth

Consent-based tools only. No scraping, spam, or deception.

A safety pathway

Routes members who signal distress toward professional support.

Honest representation

Proposed is proposed; figures illustrative; no invented endorsements.

RISK REGISTER

Seen clearly, mitigated by design

Complexity

Mitigation: EVLVE leads as the single front door; phased integration; AI carries the load.

Cold-start liquidity

Mitigation: launch through the men's mental health wedge with Gaia Healers supply.

Partner dependency

Mitigation: the charter, integration tiers, and written agreements.

Reputation and claims

Mitigation: the trust architecture, vetting, and institutional alignment.

Founder bandwidth

Mitigation: phasing, AI leverage, and a clear division of roles.

Brand dilution

Mitigation: stay the focused front door and connective layer, not a rebuild.

MEASUREMENT

North-star metrics

North star: the number of members who reach a meaningful outcome through the ecosystem, sustained over time.

Acquisition

Events, sign-ups, ambassador growth.

Activation

Onboarding, first match, first learning path.

Network liquidity

Match rate, time to match, satisfaction.

Engagement

Active membership and ritual return.

Retention

Cohort retention and the member-to-leader ladder.

Impact & traction

Regenerative participation and partnerships.

PART XI

The Invitation

43. The Invitation

44. Appendices

THE INVITATION

There is a place for you in this.

This is bigger than any one company, and it is built to be built together. If you are a practitioner, teacher, founder, investor, operator, or media leader who wants to help unify and elevate the global wellness movement, and grow your own work in the process, there is a place for you.

Book a call with David Townshend · calendly.com/davidtownshend12

APPENDICES

Reference

A. Glossary

Passport, data spine, knowledge graph, network liquidity, Sage, founding charter.

B. Integration tiers

Building institution, infrastructure, directory, content, and standards partners.

C. Partners and platforms

Holistic University, Gaia Healers, Gaia TV, SoulMatch, EVLVE, media partners.

D. Feature index

Every platform feature, from Match Finder to the regenerative layer.

E. The eleven sectors

The full GWI wellness economy sector map.

Sources & notes

GWI 2025 Monitor. No medical claims. Items in brackets to confirm.



PART XII

The Investment Opportunity

45. The Ask
46. Use of Funds
47. The August 21 Launch
48. Investment Tiers
49. Why Now
50. Important Disclosures

THE ASK

A $2M round to build and launch

$2M

target raise

We are raising a two million dollar round to build the connective infrastructure for the global wellness movement and bring it to the world: the platform stack, the brand, the growth engine, and a flagship launch event on August 21 that turns attention into a founding community.

Build

The platform and AI infrastructure.

Brand

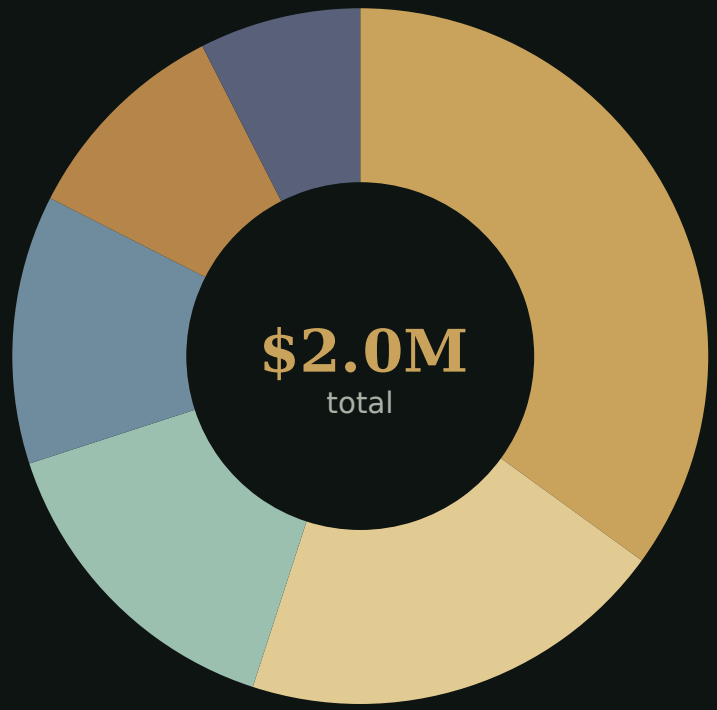
Identity, content, and creative at scale.

Launch

The August 21 flagship event.

USE OF FUNDS

Where the capital goes



Category	Amount	Share
Platform and product buildout	$700k	35%
August 21 launch and production	$400k	20%
AI growth and outreach infrastructure	$300k	15%
Brand, content, and creative	$250k	12.5%
Speaker booking and activations	$200k	10%
Operations and working capital	$150k	7.5%
Total	**$2.0M**	**100%**

Illustrative allocation, to be finalized with the team and counsel.

THE CATALYST

The August 21 launch

A produced flagship event introduces the movement, seeds the founding community, and turns national attention into membership.

Stage

A flagship event built for national media and content.

Speakers

Movement leaders on one stage. Talent to be confirmed.

Mission

Aligned with a youth-health cause. Talent and partner pending written confirmation.

Named talent and charitable partners appear only once confirmed in writing. Any charitable proceeds are handled separately by the relevant nonprofit.



PARTICIPATION

Investment tiers

Founding Investor

$100,000

- Allocation in the round, equity terms in definitive documents
- Founding investor recognition across launch and platform
- Priority access to the network, events, and leader program
- Invitation to the August 21 launch
- Quarterly investor updates

Lead Investor

$1,000,000

- Everything in the Founding tier
- Lead allocation and preferred terms, set with counsel
- Board observer seat, subject to agreement
- Recognition at the launch and on the platform
- Strategic input and a direct line to the founding team

Other amounts welcome between these tiers. All economic terms are illustrative and set only in definitive offering documents.

WHY NOW

An assembled vision, ready to build

A $6.8T market

Growing to $9.8T, and with no trusted front door yet.

A compounding moat

Network effects and a movement marketing cannot buy.

The right wedge

Mental wellness, with anchor voices ready to unify.

A launch moment

August 21 compresses awareness into one beat.

A built network

Tens of thousands of relationships ready to deploy.

Ready to build

The stack and partners exist. Capital turns it on.

IMPORTANT DISCLOSURES

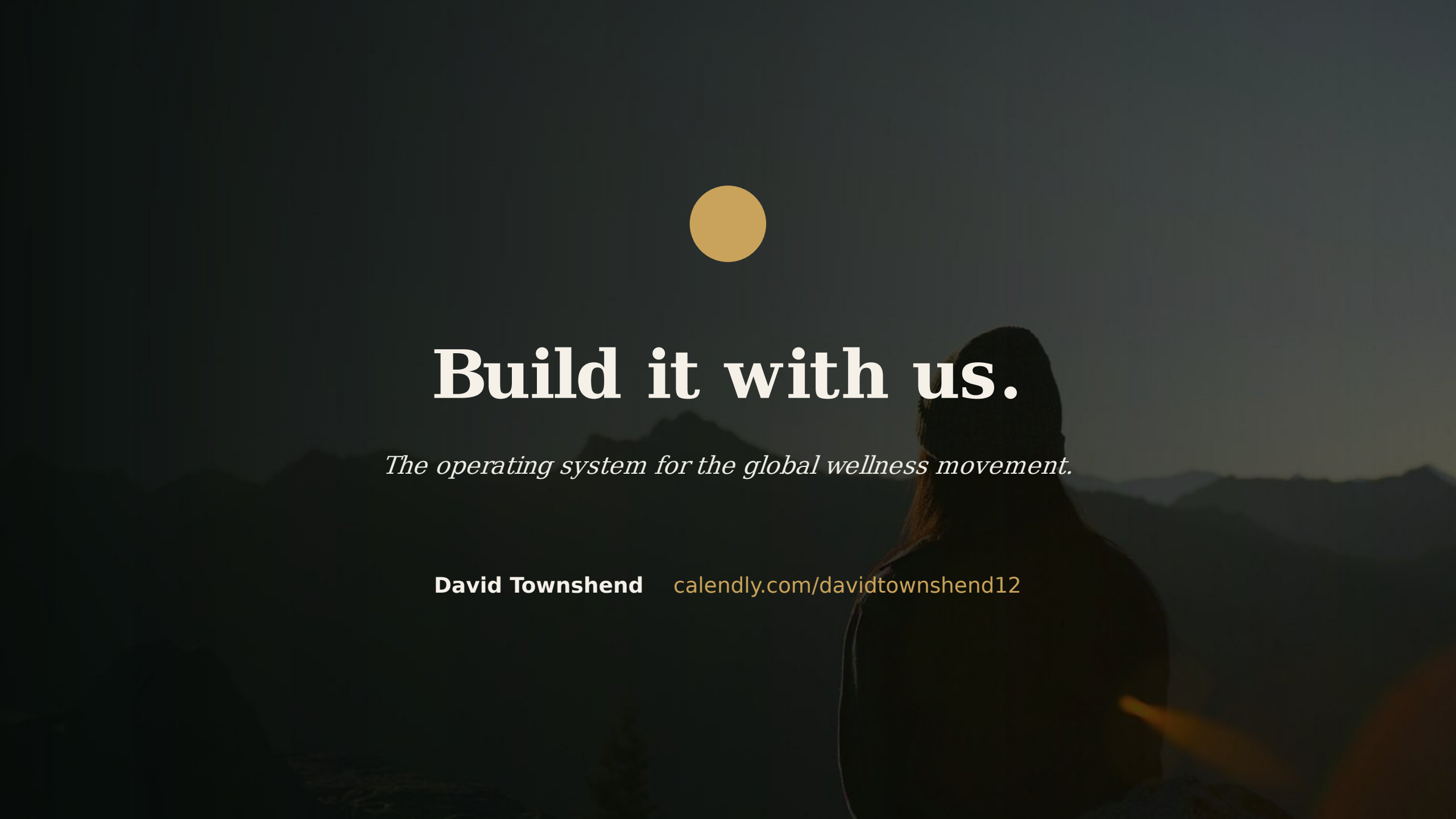
Important Disclosures

This presentation is for informational purposes only and is not an offer to sell, or a solicitation of an offer to buy, any security. Any investment will be made solely pursuant to definitive offering documents and in compliance with applicable securities laws.

Financial figures, the use of funds, valuations, and tier benefits are illustrative and subject to change. No specific financial return is promised or implied. Forward-looking statements involve risk and are not guarantees.

Named talent, partners, venues, and events are subject to written confirmation and are not represented as final or endorsed. Any charitable activity is conducted separately through the relevant nonprofit and does not fund any investor return; investor capital funds the platform, not the charity.

Market data is from the Global Wellness Institute, 2025 Global Wellness Economy Monitor. Prospective investors should consult their own legal, tax, and financial advisors. Verify accredited-investor status and general-solicitation requirements with securities counsel before distribution.



Build it with us.

The operating system for the global wellness movement.

David Townshend calendly.com/davidtownshend12