



**N O E S I S**

**FIVE YEAR**

**BUSINESS PLAN**

**As of October 19, 2020**

## **MISSION STATEMENT**

We are Educators. Our membership-based mission is to free Humanity from the churn of perpetual conflict, by defining its evolutionary mechanisms. The demise of Humanity through unchecked conflict is as certain as it is unnecessary. The primitive heart of conflict can neither view nor redirect itself. We have taken the lead in tracing, identifying, and describing the primitive motivators of conflict. These unresolved forces rule over us--we are wholly captive to them. When we understand them, we will view all humans through the lens of Empathy, not of Conflict. We will only then emerge as responsible and proper stewards of a great gift.

## **COMPANY INFORMATION**

Noēsis is the trade name for Tee Wall, Inc., which was formed on June 18, 2019 by Anthony A. Wall, Jr. The company currently has no employees. All administrative functions are currently outsourced. Noēsis currently has a single location in King of Prussia, PA.

## **GOODS AND SERVICES**

Noēsis has not yet begun to provide goods and services. In keeping with our stated mission, we will develop an educational curriculum to help the world identify the causes of our perpetual conflict, so that when confronted with conflict, we as humans can address the conflict without casting blame. We have identified that by not casting blame we are better prepared to address conflict in non-violent ways.

## **FINANCIAL INFORMATION**

Noēsis has a banking relationship with PNC Bank and Santander Bank. Cash in bank has been maintained only to cover start-up costs related to registration and fundraising. All funds collected and deposited by Noēsis have been provided by Anthony A. Wall, Jr. and Laura J. DeVries. There is no capital debt. There is one

capital lease for a company vehicle with a monthly payment of \$321 and a current principal balance of \$16,556.

## **ORGANIZATION & MANAGEMENT**

Founder, President, and Chairman of the Board – Anthony A. Wall, Jr.

Tony was born and raised in Lafayette Hill, Pennsylvania. He is a graduate of The William Penn Charter School, in Philadelphia, Pennsylvania. Tony later graduated from Lake Forest College, in Chicago, Illinois. After a successful career as a Registered Investment Advisor for the Royal Bank of Canada, Tony retired in 2013. He now devotes all his time to the growth of Noësis.

Vice President – Laura DeVries

Laura was born and raised in North Haledon, New Jersey. She has been a member of the executive team of Quest Diagnostics in Manhattan, New York for 28 years.

Treasurer and Chief Financial Officer – Kenneth Curcio

Ken has been in this position since September 2019. He has over 15 years of non-profit experience, with companies exceeding \$30 million a year in revenue.

## **MARKETING**

Our target market is every human being and every organization in the world. We have developed an interactive website ([www.noesisproject.com](http://www.noesisproject.com)), which explains our mission through clear and concise videos. We will use social media boosting services to kickstart our campaign. Mr. Wall will be conducting seminars and conferences and will also be calling upon the many businesses and foundations who maintain community outreach programs.

## FUNDRAISING

Noesis recognizes several points that require attention under the heading of "Fundraising". The following describes the evolution of our original plans:

- There is no precedent to the mission described earlier in this presentation. A learning curve was fully anticipated. In navigating it, we have redirected our original plans accordingly. As one example, we initially felt that a "membership" format would be the most inviting fundraising conduit. (A "Member" would be any donor).
- A membership format, however, fails to consider that Noesis exists to reach and to educate the ENTIRE GLOBE. Why? Because it stands to reason that,
  1. All human beings will benefit equally by our success, and
  2. All human beings will be further stressed by our failure.
- To achieve this, a robust administrative, organizational and financial footing must exist. In order to develop and maintain conduits for global education, Noesis requires the financial freedom to FIND those conduits. Substantial, and ongoing financial support is the logical preference for this mission.
- To that end, Noesis will seek philanthropic entities that exist primarily to support global, humanitarian missions. Our donors will vigorously support Noesis, after absorbing the intelligence, the consistency, the remedial and hopeful spirit, and the fact-based approach that we maintain. These combine to make Noesis the only entity of its kind, one that exists to explain the MECHANISMS of repetitive human failures, but never to blame or judge them.
- Small donations to Noesis will be properly recognized and equally cherished. At no time will small donations be diminished in importance. Clearly, however, larger and ongoing donations will provide critical mass in reaching a global audience more quickly.

- In review, we will earn the ONGOING SUPPORT of foundations, corporations, and private-sector donors. The mission by itself will STIR interest. The material will then CEMENT interest. Noesis will then RETAIN interest through ongoing insight, fact-based education, and action-driven methodology.

THE MISSION OF NOESIS HAS ALREADY BEGUN, BUT IT MUST NEVER END.

## **OPERATIONAL PLAN**

Noësis currently operates at 140 Ivy Lane, King of Prussia, PA 19406. The administrative portion of the operations will handle all financial and personnel functions of the Company, including but not limited to:

New Hires

Human Resources

Accounting and Financial Reporting

Ongoing Business Planning

Staffing for these functions does not currently exist except for the CFO. The financial projections presented later in this business plan reflect our anticipated personnel needs as we develop our business and its related goods and services.

Initially, all curriculums will be developed and refined by Mr. Wall and Ms. DeVries. At such time that our fundraising efforts dictate we will staff additional personnel to further develop and refine our curriculum.

We will operate our fundraising largely through private, public and corporate conduits. For more detail please refer to the Fundraising section previously presented in this business plan.

## **FIVE YEAR FINANCIAL FORECAST**

### **Assumptions:**

Fundraising will generate \$150,000 in 2021, \$320,000 in year 2022, \$510,000 in year 2023, \$590,000 in year 2024 and \$680,000 in year 2025.

All revenue in this forecast is unrestricted. Additional restricted funding is anticipated but not included in this forecast.

Accounts Payable is approximately one month's total expenses.

The Company will maintain a minimum Net Assets balance equivalent to about three months of expenses.