



# CREATETECH ALLIANCE

*Creating the Future of Art and Technology*

---

## **Executive Summary**

**CreateTech Alliance** is a scalable education and wellness ecosystem designed to integrate personalized learning, career-aligned technology pathways, creative industries, and accessible wellness technologies into a coherent platform.

The Alliance is structured to scale through:

- Voucher/ESA-funded boutique schools (where legally permitted)
- Arizona ESA hybrid and referral programs
- International accredited online/hybrid enrollment
- Vendor online course catalog distribution
- SEL and coaching partnerships (PQ Life)
- Wellness technology products through **Anywhere Healing via HATSF**

To preserve clarity for investors and reduce operational risk, the Alliance is organized into two distinct initiative tracks:

### **Track A: CreateTech Alliance Education & Product Ecosystem (Operating Business)**

A multi-stream education enterprise and product platform that generates recurring revenue from student enrollment, vendor licensing, commissions, and wellness product sales.

### **Track B: Sedona Retreat & Innovation Campus (Real Estate + Hospitality)**

A premium destination campus in Sedona, Arizona acquired and developed as a flagship retreat, training, and media-production site. The retreat center will be financed and operated as a separate entity.

A decorative wavy line at the bottom of the page, transitioning from a light purple on the left to a dark purple on the right, with a white highlight in the center.



## Status Quo

### **A. Education Funding Is Rapidly Shifting Toward Parent-Controlled Models**

- families become direct education consumers
  - boutique hybrid learning centers become financially viable
  - education providers must compete on outcomes, flexibility, and program relevance
- 

### **B. Healthcare Premium Shifts Are Driving Demand for Alternatives**

- lower-cost wellness supports
  - non-invasive home-based solutions
  - preventative tools to reduce stress and improve daily functioning
  - alternatives that can be used without ongoing medical billing
- 

### **C. Learning Readiness and Disability Support: Why Wellness Belongs in the Education Model:**

- ADHD and attention regulation challenges
- anxiety and trauma-related stress responses
- sensory processing difficulties
- autism spectrum-related regulation challenges
- sleep disruption and fatigue impacting learning

When no one changes the failing status quo...

**CreateTech Alliance has the initiative!**

---



**CREATETECH ALLIANCE**





# **CreateTech Alliance Success Initiative**

CreateTech Alliance functions as an integrator across education, SEL, and wellness technology.

## **A. CreateTech Alliance Educational Initiative**

### **1) Voucher/ESA Boutique Schools (Expansion Model)**

CreateTech will establish boutique schools and learning centers funded through voucher/ESA programs in states where legally available.

Core design:

- hybrid scheduling (flex + in-person intensives)
- technology pathways (VR/AR, media, coding)
- performing arts integration
- SEL embedded in advisory
- wellness tools offered as optional supports for families and staff

### **2) Arizona ESA Programs (Existing)**

- Referral model (net ~\$1,200/student)
- Hybrid model (net ~\$2,500/student)

### **3) International Students (Existing)**

- U.S.-accredited hybrid/online enrollment
- Annual tuition: \$15,000
- Net to CreateTech per student: \$5,280 after allocations/commission

### **4) Vendor Online Courses (Existing)**

CreateTech serves schools and agencies with:

- accredited core courses
- specialty electives (VR/AR, media arts, performing arts, coding)
- bulk licensing packages

### **5) SEL Partnership (PQ Life) (Existing)**

CreateTech earns commissions on SEL assessments, curriculum, coaching, and PD.





## 6) Sedona Retreat & Innovation Campus (Separate Entity)

The retreat center is positioned as an immersive creekside destination campus in Uptown Sedona, supporting retreats, workshops, and teacher training with indoor/outdoor classrooms and lodging.

Fwd 333 Schnebly Hill Rd Sedona...

### Key differentiators:

- destination appeal and premium pricing
- indoor/outdoor education + wellness campus
- privacy and red rock setting
- **proven livestream/broadcast history**, enabling hybrid delivery and recorded course monetization

Fwd 333 Schnebly Hill Rd Sedona...

### Indicative capacity (confirm with permits):

- Great-room hall: ~150–200 seated; ~200–300 standing
- Outdoor terraces/lawns: ~150–400+
- Whole campus distributed: ~300–500 with overflow

Fwd 333 Schnebly Hill Rd Sedona...

---

## B. CreateTech Alliance Healthcare Initiative

### Anywhere Healing via HATSF (Newly Integrated Stream)

Anywhere Healing / HATSF functions as a wellness technology product stream

#### Direct revenue

- online sales and partner distribution

#### Education & Retreat Center Integration

- student self-regulation supports
- teacher and staff wellness programs
- SEL reinforcement and home-based family support
- product demonstrations
- wellness intensives
- leadership and recovery programming





# Marketing Plan (Summary) + Growth Strategy

## **A. Education Platform Marketing (Voucher/ESA + International + Vendor)**

### **1) Voucher/ESA Boutique Schools**

#### **Messaging**

Families seeking flexible, accredited alternatives to traditional schools—including homeschool families, tech and arts-focused learners, and students who benefit from personalized pacing and SEL supports.

#### **Channels**

- parent ambassador program
- local outreach events
- targeted digital marketing by zip code
- ESA vendor listings and referral networks
- partnerships with microschools and tutoring hubs

### **2) International Enrollment**

#### **Messaging**

U.S.-accredited academics with flexible time-zone scheduling, differentiated electives, and personalized advising.

#### **Channels**

- referral agencies by territory
- international partner portal
- education fairs and targeted digital campaigns

### **3) Vendor Online Courses**

#### **Messaging**

A vendor-ready online course catalog that schools and partners can license—offering U.S.-aligned core courses and high-demand electives (VR/AR, media, coding, performing arts)

#### **Channels**

- charter associations and conferences
- district procurement lists
- international schools
- pilot programs that convert to bulk licensing





## **B. Retreat Center Marketing**

### **Messaging**

Premium curated retreats offering executive, education, and wellness programming with hybrid livestream and recorded content monetization.

### **Channels**

- retreat brokers and corporate planners
  - education conferences and leadership networks
  - wellness communities
  - investor and donor events
  - digital course library sales
- 

## **C. Anywhere Healing / HATSF Marketing (Wellness + Education)**

### **Messaging**

Affordable non-invasive self-care support wellness tools for stress management, relaxation, self-regulation, and performance.

### **Channels**

- ecommerce storefront and partner distribution
- wellness content marketing
- affiliate/influencer partnerships
- retreat demonstrations and wellness intensives
- school staff wellness packages (optional)





## Budget, Startup Funds, and Capital Requirements

### (Two Track Strategy)

#### **TRACK A — Alliance Platform Startup & Working Capital**

(Education + Vendor + SEL + HATSF/Anywhere Healing)

##### **Use of Funds**

- staffing ramp (enrollment, advising, partner success)
- multi-state ESA boutique school legal/compliance setup
- vendor catalog packaging and course development
- international partner portal + CRM + lead gen
- marketing campaigns
- Anywhere Healing integration: fulfillment, customer support, training materials, and affiliate setup
- working capital and operating reserves

##### **Track A — Alliance Platform**

**\$900,000 – \$1,400,000**

#### **TRACK B — Sedona Retreat & Innovation Campus**

(Real Estate Acquisition + Renovation + Lodge Development)

##### **Confirmed asking price (excluding large house)**

The asking price for the 20-acre package is stated as:

**\$23,000,000**

**Fwd 333 Schnebly Hill Rd Sedona...**

(Separate optional package referenced: \$26,000,000 including additional units.)

Fwd 333 Schnebly Hill Rd Sedona...

**Track B — Retreat Center (Phase 1)\$7,750,000**





## Combined Capital Raise Summary (Track A + Track B Phase 1)

**\$8,650,000 – \$9,150,000**

### **Phase 1 — Acquisition + Stabilization Capital Stack**

#### **Option A: 20% Down**

- Purchase Price: \$23,000,000
- Down Payment (20%): **\$4,600,000**
- Loan (80%): \$18,400,000

#### **Option B: 25% Down (recommended for specialty retreat properties)**

- Purchase Price: \$23,000,000
- Down Payment (25%): **\$5,750,000**
- Loan (75%): \$17,250,000

---

### **Phase 1 Cash Requirements (Purchase + Launch)**

<b>Item</b>	<b>Amount</b>
Down Payment (25%)	<b>\$5,750,000</b>
Closing & Due Diligence	\$250,000
Renovation (Phase 1)	\$900,000
FF&E / Furnishings	\$250,000
Operating Reserve (12 months)	\$600,000
<b>Total Phase 1 Cash Required</b>	<b>\$7,750,000</b>



## **END Phase 1**

### **Future Phases Year 2-5**

#### **Phase 2 — Program Activation (Year 2)**

- marketing expansion
- staffing for event operations
- streaming upgrades
- partnerships with hotels/transport providers
- program schedule scale-up

**Estimated Phase 2 add-on:** \$500,000 – \$900,000

#### **Phase 3 — Modest Lodge/Hotel Building (Years 3–5)**

(Separate raise; operator-managed)

**Concept budget range:** \$4,500,000 – \$9,500,000

- design/engineering/permitting
- construction
- soft costs + contingency
- third-party operator lease or management model

#### **Phase 4 — *Create the Future of Art and Technology!***

