



THE **STARTUP** FOUNDATION
INSPIRING EXTREME PERFORMANCE

PRESS KIT



Dream it. Design it. Live it.

OUR MISSION

**INSPIRE EVERYONE TO DESIGN AN AMAZING
LIFE AND LIVE IT!**

THE VISION

THE START UP FOUNDATION IS A PROGRESSIVE NON-PROFIT WITH INNOVATIVE SOLUTIONS FOR THE CHALLENGES FACING OUR LOCAL COMMUNITIES AND OUR COUNTRY. TRADITIONAL CORPORATE MANAGEMENT SYSTEMS HAVE BECOME OUTDATED AND NO LONGER SERVE THE NEEDS OF THE MODERN DAY WORK FORCE. UNEMPLOYMENT HAS HIT AN ALL TIME HIGH ACROSS THE COUNTRY SIGNALLING A TIME FOR PEOPLE TO DESIGN NEW WAYS OF GENERATING INCOME. THE START UP FOUNDATION WILL PROVIDE ESSENTIAL TOOLS FOR ANYONE WITH THE CURIOSITY AND INITIATIVE TO DISCOVER THEIR TRUE DESIRES AND CREATE A BUSINESS AROUND IT.

THE EXPERIENCE

THE START UP FOUNDATION IS THE LAUNCH PAD FOR DEVELOPING EXCITING NEW LIFESTYLES. OUR INTERACTIVE EXPERIENTIAL EDUCATION PROGRAM INCLUDES AN ONLINE ENTREPRENEURIAL UNIVERSITY, WORLD-CLASS BUSINESS COACHING AND BUSINESS ROUNDTABLES THAT GIVE PARTICIPANTS A GAME PLAN FOR GENERATING NEW SOURCES OF INCOME. THE EXTREME PERFORMANCE ART CENTER WILL OFFER STATE OF THE ART RESOURCES FOR DEVELOPING ESSENTIAL VOCATIONAL SKILLS AND LIVE TRAINING WITH ACCOMPLISHED INDUSTRY PROFESSIONALS. OUR FUNDRAISING EVENTS WILL SHOWCASE FRESH ENTERTAINMENT PERFORMANCE ART ORIGINATING FROM THE COLLABORATIVE PROJECTS OF THE START UP FOUNDATION.



UP START PROGRAM **3-MONTH CYCLE OUTLINE**



ADMISSIONS

The Start Up Foundation advertises the program to the public and begins accepting applications from interested people.

SELECTION PROCESS

Directors of each Entertainment Division convene to review applications and decide on the most dynamic combination of participants to fill 175 admissions for a 3-month cycle.

MONTH 1

FREE AGENT ENTREPRENEURIAL EDUCATION

Selected Start Up participants will begin the program with educational courses designed to shift their perspective from traditional employment wage earning to an entrepreneurial mindset. Interactive courses will also build confidence, sharpen the focus of participants, establish clear lines of communication, set the parameters for interaction amongst team members and create a safe environment for feedback and growth.

BUSINESS COACHING

A Coach will be assigned to each participant to provide personalized one-on-one sessions. Coaches will provide guidance, define goals, create individual projects and hold participants accountable in meeting their goals.

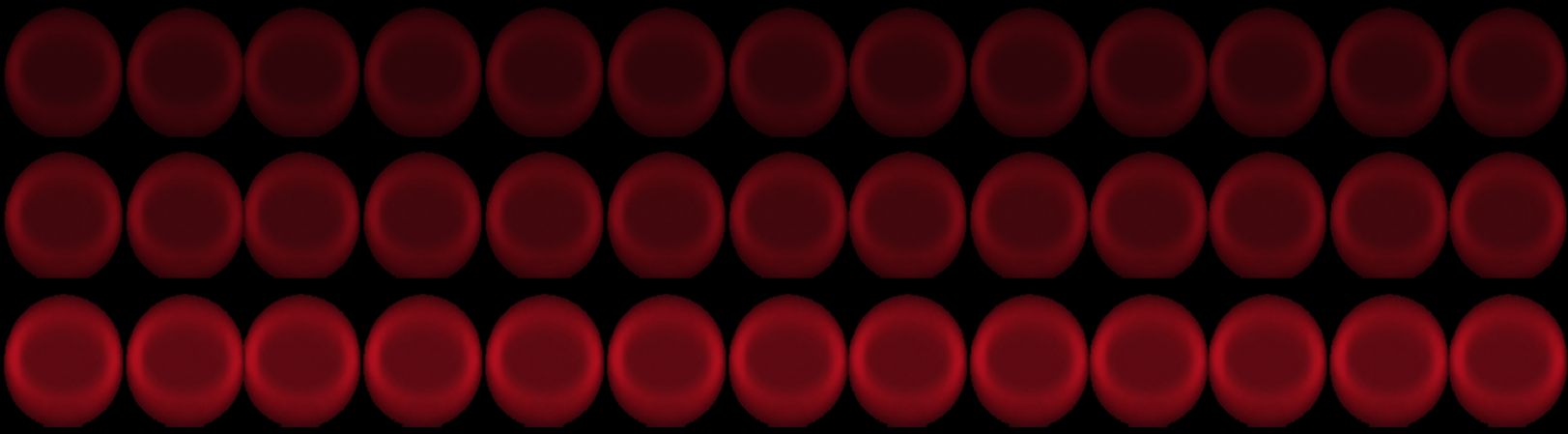
MONTHS 2+3

EXTREME PERFORMANCE ART CENTER

Participants will now have access to the Extreme Performance Art Center for specific vocational training in their designated Division. Pre-production for the fundraising event begins and each Division formulates projects that will be their contribution to the event. All Divisions will collaborate with each other, do cross-trainings and share resources interdepartmentally.

FUNDRAISING EVENT

It's show time! Our Extreme Performance Artists showcase their talents performing in our avant-garde fundraising event. Each Division will contribute cutting edge entertainment to the event creating an extreme experience for the participants and sponsors.



ENTREPRENUERIAL EDUCATION

Transforming Your Passion into Your Profession

Every man and woman has a precious gift to share with humanity. By discovering your hidden talents and doing what you love for a living, you will naturally be outstanding in your field. We are entering a new era in which people will earn their living by providing tangible value to their fellow human beings. When you can consistently light people up, you can earn great prosperity over the span of your career.

STIMULATE CURIOSITY

Our culture is based on coaching and training that brings out curiosity along with knowledge. We have pioneered a unique education model that contributes to an enthusiastic learning experience. Our cutting edge courses utilize theater methods, field trips and project based exercises so that you can enjoy learning by doing. Our positive approach will enhance your self esteem and move you beyond the guilty work-ethic mentality that harnesses most people to the hamster wheel.

DEVELOP AN ENTREPRENURIAL MINDSET

The Start Up Foundation's global university program is designed to prepare students to work in a team environment and maximize production value across entertainment divisions in the Extreme Performance Art Center. To build your craft we offer four essential skill sets:

ENTREPRENEURSHIP * LEADERSHIP * SALESMANSHIP * RELATIONSHIP

This essential combination of competencies paired with world class business coaching will give participants the tools they need to succeed as free agent entrepreneurs. The synergistic environment created will encourage networking allowing students to forge bonds that create partnerships with like-minded people.

BE INSPIRED

You are a unique individual, so your career shouldn't look like anyone else's. We will conduct seed projects with you to help you grow exciting, organic services and products that require minimal investment and provide maximum inspiration.



EXTREME PERFORMANCE ART CENTER

The Start Up Foundation will establish an Extreme Performance Art Center as the hub for exploration, collaboration and development. The Center will be multi-functional providing a space for seminars, business coaching sessions, vocational training, event production, rehearsals and fund development parties.

Students must first complete the entrepreneurial education program before they are allowed access to the Extreme Performance Art Center. It is essential that participants have the proper mindset in place so that they get the maximum benefit from this intensive experience. The focus of this program is for artists to build their craft by designing and developing avant-garde entertainment for the Start Up Foundation's fundraising events. Inter-departmental collaboration will be a key factor in the success of the individual as well as the team.

The Extreme Performance Art Center is the heart of the company. The Start Up Foundation will use this prototype for new city launches in the US and Europe and to create a global network for talent exchange.

EVENT PRODUCTION

Event Bookings & Promotion
Production Coordination
Rigging & Staging
Lighting Design
Set Design

PERFORMANCE ARTS

Aerial Acrobatic Training
Aerial Rigging
Dance Choreography
Event Staging & Directing
Body Art Modeling

ART COLLECTIVE

Graphic Design
Canvas Painting
Gallery Exhibits
Large Scale Installations
Body Painting
Photography
Metalwork & Sculpture

TV & FILM

Promotional Video Production
Educational Video Production
TV Series Development
Indie Film Making
Set Design Visuals

SOUND DIVISION

Recording Studio
Audio Engineering
Live Band Performances
DJ Workshops
Digital Music Production
Event Audio Set-Up/Tear Down

COSTUME & FASHION DESIGN

Runway Modeling
Fashion Shows
Image & Wardrobe Consulting
Photo Shoot Styling
Theatrical Costume Design
Make Up / Film-Fashion-Theater
Hair Design / Film-Fashion-Theater
Company Logo / Brand Clothing

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July 8, 2011

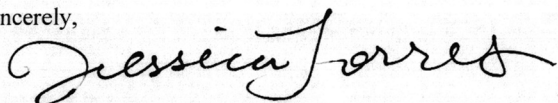
RE: 501 c3 Tax-Exempt Filing

Start Up Foundation, Inc. – EIN: 27-3174911

To Whom It May Concern,

The above named entity is currently pursuing their 501 c3 tax-exempt status from the IRS with our law firm. Once the IRS issues the determination letter, the organization will receive its 501 c3 tax-exempt status. The exemption date will be recognized retroactively to the incorporation date filed with the Secretary of State.

Sincerely,

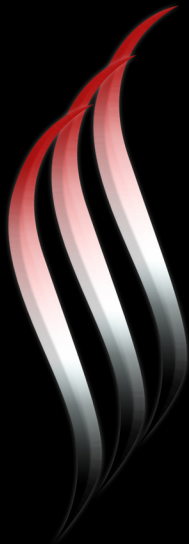


Jessica Torres
Paralegal

***The Start Up Foundation was incorporated on August 2, 2010.**

SPONSORSHIP

Be part of the experience. Contribute and help participants of the Start Up Foundation realize their extreme dreams. Monetary funding and product donations are always greatly appreciated. However, the real magic happens when you donate your time and get involved. We are embarking on an amazing global adventure. Join our entourage as we initiate transformative change in ourselves and society by opening our hearts and sharing our unique talents with the world. The possibilities are endless. The experience is priceless.



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Websites:

TheStartUpFoundationLasVegas.org
IndieGoGo.com/ExtremeDream

Facebook:

[/groups/thestartupfoundation/](https://www.facebook.com/groups/thestartupfoundation/)
[/pages/The-Start-Up-Foundation-Inc/](https://www.facebook.com/pages/The-Start-Up-Foundation-Inc/)

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