

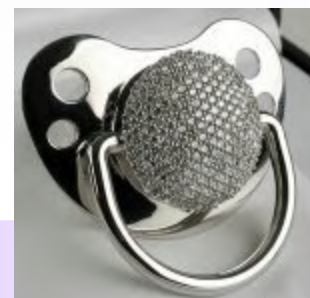
*Binky Magic Enterprise
Business Plan
2007*

Bring the Magic back

Co Founders: Cheryl Hajjar & Denise R Fix

Creative Writer: Amy Perreault

Business Support: Tara Vy Rodgers



Confidentiality Agreement

Binky Magic Enterprise

It is understood and agreed to that the below discloser of confidential information may provide certain information that is and must be kept confidential. To ensure the protection of such information, and to preserve any confidentiality necessary under patent and/or trade secret laws, it is agreed that

1. The Confidential Information to be disclosed can be described as and includes:

Invention description(s), technical and business information relating to proprietary ideas and inventions, ideas, patentable ideas, trade secrets, drawings and/or illustrations, patent searches, existing and/or contemplated products and services, research and development, production, costs, profit and margin information, finances and financial projections, customers, clients, marketing, and current or future business plans and models, regardless of whether such information is designated as "Confidential Information" at the time of its disclosure.

The Recipient shall limit disclosure of Confidential Information within its own organization to its directors, officers, partners, members, employees and/or independent contractors (collectively referred to as "affiliates") having a need to know. The Recipient and affiliates will not disclose the confidential information obtained from the discloser unless required to do so by law.

This Agreement imposes no obligation upon Recipient with respect to any Confidential Information (a) that was in Recipient's possession before receipt from Discloser; (b) is or becomes a matter of public knowledge through no fault of Recipient; (c) is rightfully received by Recipient from a third party not owing a duty of confidentiality to the Discloser; (d) is disclosed without a duty of confidentiality to a third party by, or with the authorization of, Discloser; or (e) is independently derived by Recipient.

This Agreement states the entire agreement between the parties concerning the disclosure of Confidential Information. Any addition or modification to this Agreement must be made in writing and signed by the parties.

Although this Agreement may be signed by the Recipient prior to signature by Discloser, the obligations herein will become effective only upon the Recipient receiving a signed copy of the Agreement.

If any of the provisions of this Agreement are found to be unenforceable, the remainder shall be enforced as fully as possible and the unenforceable provision(s) shall be deemed modified to the limited extent required to permit enforcement of the Agreement as a whole.

WHEREFORE, the parties acknowledge that they have read and understand this Agreement and voluntarily accept the duties and obligations set forth herein.

Recipient of Confidential Information:

Name (Print): _____

Signature: _____

Date: _____

Discloser of Confidential Information:

Name: _____

General Company Description:

Binky Magic Enterprise will provide entertainment for children through nursery rhymes and storybooks encompassing life skills such as accepting others, taking care of our planet and tolerance for others differences in our diverse society.

Mission Statement:

The Binky Magic Enterprise mission is to bring back the magic into our children's lives by focusing on songs and stories encompassing moral development and teaching them to respect themselves, others and nature.

Business Philosophy:

Enriching the lives of children in order to positively impact the future of our society.

Target market:

The possibilities are endless. Anyone that comes into contact with children. It starts at home with parents then branches out to society whether it is at school, daycare, libraries, or hospitals.

- Age = 0 to 4 year
- Gender = Both
- Location = ALL
- Income level = ALL
- Social class and occupation = ALL
- Education = ALL

Industry

It's a sad fact that children spend far too much time watching TV, DVDs or playing video games - and a study suggests that an alarming number of babies are being turned into "screen time" junkies as well. Parents are naturally anxious about their children's welfare and futures, a market that barely existed a generation ago -- is now a multi-billion dollar industry.

In a study of more than 1,000 families, U.S. researchers found that 40 percent of three-month-olds and about 90 percent of kids aged two years or younger regularly watch television, DVDs or videos. The study found that the infants and toddlers were spending up to 1 1/2 hours a day viewing television shows or DVDs, an activity the researchers say can be harmful to cognitive development.

Early childhood educators have long known the many benefits music can bring to child's development, such as language and movement skills, concepts of high and low, loud and soft, and even colors and numbers. But what Binky Magic Enterprise marvels at is how the youngest babies are able to respond to and communicate through music. Perhaps most importantly, parent and child will be focused on the here and now. It's a parent's responsibility to be able to prepare their children for the transitions of letting things go.

Product

Children are naturally anxious when it is time to give up a comfort item such as their Binky's. The Binky Fairy song soothes a child's fear about letting go of their beloved Binky.

Sold as a set so parent's can introduce the song to their child to prepare them. There will be the Binky Fairy song, a fold out story about the Binky Fairy. The Indigo Forest Animal that the child has chosen, which will have the Binky Fairy Song inside. The Binky box that parents will use with their child so that they can say good bye to their beloved Binky. While their child is sleeping, the parent will take away the Binky box.

When the child awakes and finds their Binky is gone they can press the belly of their Indigo Forest Animal and it will help them remember what the Binky Fairy sang:

When you're tucked away asleep in bed
Lay the Binky near your head

She'll wave her magic wand
And make you big and strong
When you wake up, in the morning
The Binky will be gone

She'll take the old Binky from you
and for the babies make it new
So they can go to sleep and rest their eyes
And we won't hear their little cries

Their Indigo Forest Animal now becomes a new comfort item that is emotional healthy.

Deep in the forest near a stream
the BINKY FAIRY likes to dream

She dreams of the little boys and girls
Helping them grow in a grown up world

The doctor says the Binky must go
so that you're teeth can grow

When you're tucked away asleep in bed
Lay the Binky near your head

She'll wave her magic wand
And make you big and strong
When you wake up, in the morning
The Binky will be gone

She'll take the old Binky from you
and for the babies make it new
So they can go to sleep and rest their eyes
And we won't hear their little cries

So don't you fret now, don't you fear
You won't shed a single tear

Tonight is the night she will take flight
So lay your head and close you're eyes

She comes when you're asleep
And you won't hear a peep
The only way to see, is to believe
In the Binky Fairy

Deep in the forest, near a stream
The Binky Fairy likes to dream

She dreams of the little boys and girls
Helping them grow in a grown up world

THE BINKY FAIRY

Once upon a midnight hour
The Binky Fairy saw a flower

She blessed it with her pixie wand
To take its gift before the dawn

The crystal blossom was the flower
Its golden nectar gave her power

The flower wished the fairy well
And watched her cast her magic spell

She spread her wings into the night
And flew off on her mystic flight

She perched upon the window sill
And through the glass the child laid still

She waved her wand and in she flew
Twas time to make the Binky new

She placed her wand upon his head
Spilled pixie powder , then she said

I fly to thee, oh little one
You must be brave, the time has come
Your Binky you won't need again
I've made you strong, my special friend

With the flash of her wand, In the blink of an eye
The fairy soared the starlit sky

And all the forest came alive
When the Binky Fairy did arrive

The forest friends had work to do
Time to make the Binky new

They worked their magic through the night
By morning they were out of sight

Deep in the forest near a stream
The Binky Fairy now can dream

She rests her wings in the warm sunlight
Soon she'll take another flight

And in the morning a child awoke
Remembering the words that she spoke

Little fairy , I do believe
In the magic that you conceive
I'll run and tell every boy and girl
That you help us grow in a grown up world

Place holder for
picture of fairy

Promoting product line:

The Binky Magic Song

We will be marketing this item first. We will utilize the newest technologies on the internet with music downloading websites.

- Itunes
- Napster
- Rhapsody
- Sony in 5 different countries
- Broadjam.com
- Amazon.com

The possibilities are end list. With today dependence on the internet we will be able to reach millions of people all over the world.

We have created a myspace page (myspace.com/binkymagicenterprises) which is a powerful tool that is free advertising in anticipation of a successful launch. From this resource we will set up The Binky Fairy song so that you will be able to buy the song on Snowcap, the myspace downloading platform.

We have purchased the domain name BinkyMagic.com. This will enable us to advertise our complete line of products. We will make The Binky Fairy song downloadable from our own website as well. We have already purchased a hosting package that will enable us to feature 5 pages.

Future Product Expansion

Audio Books:

We will be recording an audio book of the Binky Fairy story that has been created . This story will be available as a Pod cast on :Itunes in 5 different countries.

Other sites we will be marketing to include:

- Audible.com
- Brilliance audio.com
- Amazon.com
- Candlelight stories.com

We will also be searching for more of these particular sites to put our story on.

Books:

While the Binky Fairy Song set is being marketed, we will be looking to illustrate and create a children's book proposal to book Publishers. Along with this story/song, we have many other songs and stories that we would like to propose to Publishers as well. For example:

- The Tooth Fairy story and song
- The Potty Fairy story and song
- The Bubba Fairy story and song
- The Naptime Fairy story and song

Our stories and nursery rhymes are geared to help children accept and grow so they can achieve the many childhood milestones that they will have go through.

Other possible product lines:

We plan on adding a children's Clothing line called Indigo Babies. We are in the process of trade marking this name.

Jewelry line for children

The Indigo Forest Collection will be created using the animals from The Enchanted Forest story. We are in the process of trade marking this name.

An Educational game such as The Enchanted Forest Game.

A series of Books of all of the Fairies, each having their own series.

Animated television series and Major motion picture

Sale to stores such as:

- Babies R Us
- Baby Depot
- Toys r Us
- Walmart
- Target
- Specialties shops

Binky Magic Enterprise wants their image to reflect who we are and what we stand for; as mothers we always advocate for our children and look after their well being. We make sure they feel safe and secure in their environment. Our goal is to bring the believe of magic back into children's lives by stimulating their imaginations. Why not give our children the childhood that they deserve. Lets go above and beyond to fill their lives with peace and love for one another. Let's praise them when they use their imaginations. You must believe to see!

The Women of The Binky Magic Enterprise

Cheryl Leigh Hajjar was born and raised in North Andover, Massachusetts.

Cheryl started playing classical piano at age 7 and from there went on to study music theory and composition at UMass Lowell. She also holds a BA in Criminal Justice and is a former paralegal.

Cheryl is actively pursuing a songwriting career as a pop/country writer. She has written and produced many of her own works herself and travels back and forth to Nashville co-writing and producing material.

Cheryl is also a single mother of a 5 year old boy named Dylan.

Denise R. Fix was born and raised in Salem, Massachusetts.

During the past 20 years Denise has used her abilities in many ways, some of which have included: Providing psychic readings to people across the world; Making television appearances and performing psychic readings for celebrities; consulting for a spiritual movie; changing the lives of thousands; offering life-altering information. Denise is open to many dimensions of life and vibrations of energy. She accepted these abilities as gifts and wanted to share her treasure with others. Over the years Denise has developed her skills as a psychic healer. With this knowledge and specialized training Denise started helping children in need. For 10 years she has been working with multiple government agencies providing a loving home for children with special behavioral needs.

Denise is the mother of four children Jennifer, Philip, Katie and Jeremiah. Currently Denise is in the process of becoming an approved adoptive home. Her hope is to be able to adopt the foster children that are currently placed in her home.

Amy Perreault was born and raised in Lawrence, Massachusetts.

Amy attended Lesley University studying in Human Development with a Minor in Early Childhood Education. She currently is running her own home daycare. With her educational background Amy is able to enrich the lives of every child she is in contact with. Her greatest passions are her family and her love for children's literature.

Amy also offers 17 years experience in retail management and corporate training for a large retail operation.

Amy is the mother of a 2 1/2 old boy named Nicholas.

Tara Vy Rodgers was raised in Ipswich, Massachusetts.

Schooled in Business Administrations at Katharine Gibbs School in Boston, MA. Tara offers 19 years experience in the day to day running of an office environment. She has experience with the following : AR/AP, HR/Payroll & Executive Secretary duties.

She currently hold the position of Senior Buyer with a switch manufacturing company. She has experience with international vendors located in France, UK, MX, China, Hong Kong, etc.

She is the mother of four children Joshua (16), Elijah (10), Noah (7) and Ella (1).

Place holder for
website doc

Place holder for
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