

 CORE VALUES

- Team Driven
- True to Self
- Addicted to Fun
- Motivated by Excellence
- Customer Champion

 OUR PURPOSE

We help people become the healthiest versions of themselves so that they can experience connection in their relationships.



 BRAND PROMISES

- Effective tools
- Safe place to grow
- High value, low price

 OUR SUMMIT 1 million active members by 2032

OUR STRATEGIC DIFFERENCES

Online, on-demand video based resources (Membership)

Vulnerable content, practical application, and easy to understand

Focus on the individual, not the couple

OUR STRATEGIC PRIORITIES

3-5 YEARS

- 100,000 Members
- B2B Partnerships
- Additional Content Creators

1 YEAR

25,000 MEMBERS

by Dec 31, 2022

QUARTERLY ROCKS

1. Staging site developed and ready for testing
2. No dependency on M365 to complete app development
3. Completed Marketing Plan for Q3 and Q4
4. Category design and brand messaging complete
5. Healthy meeting rules, agenda and timelines

NAME			
Your Quarterly OKRs:		Due Date	OKR Key
1			On track to reaching this goal.
2			Caution! At risk of not reaching goal.
3			
4			May need a new approach.