



**Disaster Recovery Hub**, DRH, is dedicated to educating businesses about Disaster Recovery and its far reaching economic and environmental impact. DRH was founded in 2009 in Huntsville, Alabama, and the DRH headquarters is located in Atlanta, GA.

While the public is being assisted by Government Agencies, our goal is to educate businesses about Disaster Preparedness and Recovery. We will communicate with the international business community through our web-based platform and variety of niche marketing methods best suited to reach each target audience.

DRH has entered into local, national and global partnerships with organizations and professionals worldwide.

DRH's exclusive network targets key partners in the Private, Government, and NGO sectors in North America, Europe, Asia, Russia, Africa, Australia, South America, Middle East and Caribbean. We are a fast growing global community of Disaster Preparedness and Recovery experts, educators and professionals. We leverage our exclusive network of experts in key locations around the world.

## Key Target Profile

- Business and Policy Leaders, Professionals, Financiers, Educators.
- A person looking for Disaster Preparedness and Recovery products and services for business.
- A philanthropist seeking to contribute to worthy causes.
- An individual focusing on environment.
- While DRH's initial categories will include Disaster Preparedness and Recovery related products and services, the list below signifies opportunities for business allies and future growth within the DRH.

## Key Corporate Partner/ Sponsor Categories

- Airlines, Appliances, Automobiles
- Banks, Beauty, Beverage, Boat, Building Supply
- Communication, Child/Elderly Care, Charity, Computer, Cosmetic, Credit Card, Clothing, Construction
- Education, Entertainment, Electronics, Events
- Food, Farming, Fishing
- Financial
- Garden
- Health, Homes, Home Furnishings, Hospitals/Clinics, Hospitality
- Interior Design, Investment Services, Insurance
- Landscaping, Law, Learning
- Magazines, Manufacturing, Marketing, Medical/Pharmaceutical.
- Remodeling, Rental, Realtor, Real Estate, Resort, Restaurant.
- School, Self-improvement
- Travel, Tourism, Transportation, Technology
- Wellness



## Corporate Responsibility

We embrace the concept that winning companies do not only provide strong returns to their shareholders, but also share their successes with the communities they serve. As part of its educational program, DRH will provide a wide array of information on its website to inform communities about Disaster Preparedness and Recovery. DRH's affiliates in each region provide FREE Webinars to entrepreneurs, corporations, non-profits, foundations, institutions, universities, professionals, policy makers, individuals, and families.

We have joined the global community of volunteers to combat Disaster Recovery for business. We encourage companies, professionals and organizations that incorporate charitable planning into their business or practice to join this worthy cause.

Participation in our programs, affords affiliates a rare opportunity to support Disaster Recovery projects and communicate in a very personal manner to a wide range of corporate and non-profit partners, organizations and their employees/ memberships, high-net-worth individuals and families, and volunteers locally, nationally and globally. We share our success with charitable organizations.

## Disaster Recovery at a Glance

Roughly 40-60% of small businesses will go out of business after a disaster strikes. Many businesses lack a basic Disaster

### Executive Summary (Brief)

Preparedness and Recovery plan. Natural and man-made disaster can impact individuals, business, economy, education, health, environment, and pets.

In the absence of a Disaster Plan that specifically addresses these "business issues", people gain their information from both formal and informal means. Business owners, leaders, professionals, and employees must quickly learn how to rebuild or reinvent their business after a disaster strikes, and we must reach them in a way that they can respond, through the world of new technology.

## DRH Business Descriptions

DRH's initial business entry category includes education and "edutainment" in the global marketplace.

## DRH Website

DisasterRecoveryHub.com is the premier business online education website focused solely on Disaster Preparedness and Recovery "edutainment" in a virtual world environment. This highly targeted virtual world creates marketing opportunities for sponsors to demonstrate their commitment Disaster Preparedness and Recovery and feature their services and goods to a highly motivated audience.

DRH was created as an education website for business that promotes Disaster Preparedness and Recovery causes, incorporates the concept of sustainability and

delivers new technology solutions to businesses and communities struck by a disaster. This site targets business owners, leaders, professionals, and employees, by focusing first on education and support. This highly interactive site involves components of personalization, peer to peer interaction, and social networking. The latest technology will allow users to interact in real time in a virtual world where they will be transported into fully animated scenarios with other global businesses seeking help.

The site will utilize the latest in streaming video technology to create a large virtual video library which will feature exciting and upbeat, educational videos from experts around the world presenting and showcasing solutions. There will also be a portion dedicated as a teaching resource center and virtual classroom which will focus on Disaster Preparedness for Employees and their Families.

Audiences learn about Disaster Preparedness and Recovery - real life crisis and lessons learned - in the comfort of their home or office - "learning" on this site.

For Families, our virtual Disaster Preparedness and Recovery platform will focus on entertainment with an underlying Disaster Preparedness and Recovery and Environmental educational focus. We refer to these concepts as "Edutainment" and "Edugaming".

## Market

The call to care for the “DRH” virtual world is an obligation that we must instill in the global business community. Businesses are using the internet in record numbers. A virtual world allows our users to explore new solutions, communicate with peers, and grow their business. FREE educational Webinars is one of the key reasons that our audience will come to the DRH website. The DRH will provide a target rich environment for our valued sponsors.

Companies focused on virtual strategies that target this demographic include small to large size enterprises across industries and continents. Most of our target audiences are on the internet daily and 100% of them have internet access. Since the site will initially be rolled out in English, we will market to the US, UK, EU and Canada with plans to translate to two other languages after the first two years. A five year strategy is being reviewed to include a broader global reach.

Although a few sites exist that utilize a Disaster Preparedness and Recovery format for business, their business approach is more regional. DRH will be the premier site for FREE Webinars on ‘Lessons Learned from Experts’ as the focus. There are several sites that provide Disaster Preparedness and Recovery information to business; however they are done in a ‘advertising’ fashion. By combining the increased awareness that our Speakers/Experts have for businesses affected by a disaster, and the obligation that we have as a business community to share this actionable knowledge with business communities affected by the latest disasters, we believe that DRH is right on target.

## Sales Strategy

DRH’s primary revenue sources are paid sponsorships. Sponsorship

opportunities will be prominent on its homepage and strategically placed within the Webinar-section of the website. An additional revenue stream is in DRH events, and merchandising categories which will include new technology and environmentally conscious items that save businesses and communities both money and natural resources.

Sponsorships are sold to be showcased on the DRH platform. The fee structure is competitively priced for an annual sponsorship.

Audiences are allowed to attend online Webinars for FREE. In order to build traffic, we will partner with business organizations as part of an introductory offer to increase platform usage.

Through viral marketing, social media marketing and traditional online avenues, DRH will communicate our message to increase exposure of the website and increase web traffic and usage.

A modest growth projection by year end (2013) for 10 lead sponsorships is targeted at 50K (10) and 25K (10) paid sponsorships. Sponsorship revenues represent US \$750K for year one.

Incremental volume opportunities exist within the DRH platform as more sponsors can purchase additional sponsorship packages or by upgrading their sponsorships, attending a live Webinar performance, downloading apps, sending e-cards, and purchasing DRH endorsed merchandise.

The brand name “DRH”, Disaster Recovery Hub, has tremendous retail potential for a multitude of Disaster Preparedness and Recovery and environmentally friendly services and merchandise. We will develop specific brands within the DRH platform that will become part of our entire marketing strategy. These brands will be Eco-friendly and easy to transfer into an

assortment of merchandising opportunities and other media possibilities.

Additional revenue streams from sponsorships on the platform will be generated from partnerships with like-minded corporations who seek to show their public support for Disaster Preparedness and Recovery and target our small to large size business demographic. The DRH “Partners in Awareness” program provides a PR platform for companies to highlight their commitment to Disaster Preparedness and Recovery, as well as to generate funding for this website. Lead and general sponsorships will be sold selectively. Branding opportunities for corporations within the virtual environment will allow sponsors opportunities to gain access to our community in a non-invasive format. On a limited basis, sponsors will have the ability to brand within the site’s Webinars for maximum exposure and impact.

DRH will have a several “micro sites within the site to inform users about specific Disaster Preparedness and Recovery-related topics. These micro sites will be available for key sponsors who have very targeted messages. The sites will contain live and archived educational Webinars, white papers, news stories, as well as information about the topic and sponsor’s message.

Educational podcasts and forums will give further sponsorship opportunities and exposure. Business owners, leaders, professionals, and employees, will be invited to discuss hot topics and tell us how they are affecting their business communities. These topics will be archived in our virtual library area. DRH’s goal is to also have a virtual library for individuals featuring unique solutions from Experts around the planet.

## Marketing Plan

DRH will take advantage of two trends: use of the internet's social and gaming sites and the "eco" movement to target sponsorship and marketing efforts. DRH has formulated a strategic online sponsorship plan as well as a grass roots viral marketing campaign. Word of mouth will be a key strategy, as research has shown that businesses in a younger age demographic are influenced by their peers. DRH will launch a reward system within the platform itself that gives points to users when they refer a friend to the website. Some offline sponsorships will be utilized to augment on line efforts.

Search Engine Optimization and pay per click combined with strategic off-line sponsorship directed specifically at businesses will be implemented. A secondary target marketing strategy will be directed at business owners and leaders, experts/speakers, and the Eco Commerce community will be utilized.

Establishment of You Tube, Facebook, Twitter and other prominent social media sites will drive viral traffic to the site.

DRH will utilize analytics to determine campaign effectiveness and make necessary adjustments accordingly.

Members will receive extra points for "referring a friend". Future contests for innovators who demonstrate real solutions to Disaster Preparedness and Recovery issues will be utilized to generate additional excitement and increase site traffic with real tangible prizes from our global sponsors. This may include travel prizes, to promote destinations that have been rebuilt and are 'open for business'.

DRH Press Releases will be sent out to all media at the local and national level.

DRH will incorporate sponsors/ brands throughout the platform. These brands will be incorporated into the marketing pieces, the set designs and all collateral material. Current research is underway to select brands that businesses identify with and have the greatest potential from both an awareness and economic standpoint. The brands will serve as guides throughout the virtual world and will be easy to identify and market.

DRH will leverage our network of partnerships with SME's, MNE'S, government agencies, NGO's, non-profits and the private sector to increase awareness of the site and increase usage. Access will be given at no charge (FREE) to use along with information for professionals and educators to for discussion about Disaster Preparedness and Recovery-related issues. Businesses will gain exposure to this website first hand in the workplace and be able to get hands-on experience with the site.

### **DRH Partners in Awareness and Education**

DRH partnership programs afford a multitude of possibilities for companies. As a "Partner in Awareness", corporations, individuals and NGO's, can join DRH and start promoting their products and services directly to DRH's global business market.

As a DRH Partner in Awareness, each affiliate is indicating their commitment to Disaster Preparedness and Recovery issues. They can also positively differentiate their organization from their competitors and provide an edge that delivers other tangible benefits, including increased visibility, customer loyalty, sales, enhanced company image and positive media coverage. Turnkey tie-in PR programs and support are a staple in the partnership program, which helps to ensure a win-win scenario.

DRH partner programs provide funds to support awareness, education and communication initiatives. One of our key goals is to help educate the business owners, leaders, professionals and employees to make the right decisions to optimize efficiency. Companies that make a difference in their communities will be showcased in front of a targeted, global audience.

Each individual and company will be invited to join DRH as our "Partner in Awareness". Each company is pre-screened to verify their specific qualifications. All key partners are required to meet these qualifications at a local level of operation.

### Our Objectives:

- Penetrate, capture and educate people worldwide.
- Establish affordable awareness, education, and partnership marketing programs.
- Provide ongoing support and unique PR opportunities to our key partners in awareness.

### Our Strategies:

- DRH platform
- Education programs, reports and email alerts delivered direct to our community.
- Execute high impact maximum exposure awareness campaigns.
- Cultivate co-op alliances with business leaders, companies, organizations and media.
- Accelerate co-op alliances with sponsors and internet portals.
- Launch targeted high impact maximum exposure consumer press publicity campaigns.
- Support charitable events.

- Deploy DRH associates in each major market around the world.

**Keys to Success:**

- Complete awareness, education and ongoing support.
- The primary contributing factors are in-house Disaster Preparedness and Recovery specific knowledge and global community, and customized and affordable tie-in PR program.
- The first and most comprehensive - Disaster Preparedness and Recovery PR partnership education, awareness and funding programs for business - in the world.
- An independent FREE online education platform that is made affordable even to small businesses through pooling many partner resources.
- Turnkey tie-in PR programs and ongoing support.
- Independent reports which will include articles of great interest to independent committed partners.
- Easy to execute as we do most of the work for our sponsors and partners

**Partner Categories:**

- Key partners in education, awareness, funding and marketing; public and private partners, NGO's, non-profits, and foundations.
- Preferred for-profit business partners that incorporate charitable planning into their business or practice.
- Media.

**Tie-in Rationale:**

- Broad-based awareness, education, image,

promotion, and business building opportunity through PPP's (public private partnerships)

- Promotional platform to communicate directly to a vast but highly targeted and committed global audience.
- Create competitive point-of-difference opportunities.
- Major integrated program made affordable through pooling many partner resources.
- Massive awareness through advertising and cross-promotional partners.

**Partners in Awareness Benefits:**

- Through philanthropy, companies can improve their bottom line profits, performance and their employees learn to set positive personal goals for themselves and their business.
- DRH partnership program is a win-win situation, a mutually profitable outcome for us and our partners in awareness.
- Cause related-marketing can be a highly effective method that contributes to building a positive image for the business, while helping Disaster Preparedness and Recovery projects gain much needed visibility and raise much needed funds.
- Disaster Preparedness and Recovery-related marketing strategy links purchases of goods and services with awareness for charitable causes
- DRH creates an outlet for utilizing the power of the brand to demonstrate a business's commitment to addressing current social issues by making available resources and funding, while addressing marketing objectives.
- DRH partnership programs are made affordable

through pooling many partner resources.

- Interaction of local, regional, national and global experts, educators, professionals, media, effective marketing and creative public relations are essential to the success of all key partners.
- To achieve these goals, DRH has formed a unique community – a diverse global network of professionals to cover every aspect of businesses' and our partners' needs.
- Due to our vast knowledge of the global Disaster Preparedness and Recovery-related markets, products and services, we are in the perfect position to evaluate a product presence in most fields, develop new markets, enhance or enlarge existing markets, and bring them to a profitable market place.

**Future Vision**

To expand in the near future into the mobile technology arena through the development of mobile applications, gaming, ringtones and a variety of cell phone applications.

To develop a profitable alternative reality website directed at businesses that promotes sustainability in Disaster Preparedness and Recovery simulated situations.

To expand into the virtual market to promote Eco Innovation and Commerce with our community of affiliates across the globe and to educate citizens through technology about opportunities that are Eco-friendly. The programs will be directed at business owners, leaders, professionals and employees.

To expand DRH's exclusive network of key partners in over 300 countries worldwide including North America, Europe, Asia, Russia, Africa,

Australia, South America, Middle East and Caribbean.

To become the first and fastest growing global community of Disaster Preparedness and Recovery Experts and professionals, and to leverage our exclusive network of Experts in key locations in developed and developing countries.

The initial investment in the DRH platform from the Management Group is \$250K. The estimated project cost is \$1 million. We are currently seeking corporate sponsors to support the initiative.

**Organization Structure**

DRH is a Strategic Global Alliance

**Management Group - Partners Worldwide**

Organization Supporting Business Owners (OSBO)  
[www.OSBO.org](http://www.OSBO.org)

Chamber of Eco Commerce (CEC)  
[www.ChamberofEcoCommerce.com](http://www.ChamberofEcoCommerce.com)

**Glossary of Terms:**

- DRH: Disaster Recovery Hub
- SME: Small to Medium sized Enterprise
- MNE: Multinational Enterprise
- NGO: Non Governmental Organization
- PPP: Public Private Partnerships
- OSBO: Organization Supporting Business Owners
- CEC: Chamber of Eco Commerce

