

## The UKCo. An Overview:

**What We Offer:** The Unlimited Knowledge Company will promote and organise high quality Personal Development seminars delivered by the industry's leading figures. Focusing on all aspects of Personal Development, our seminars will promote proven methods to achieve success, happiness and well-being. Our customers will be able to attend the seminar at the venue itself - or book a virtual "seat" via the internet. We will also sell supporting products - such as books, DVDs, CDs, event downloads etc.

**The Market:** The Personal Development industry is founded on a mature market worth, at current estimates, US \$64 billion per annum worldwide. Consumers of Personal Development services include, at its apex, captains of industry, athletes, politicians, film stars and high-flying professionals. At its base is a wide demographic of customers dedicated to self-improvement through the medium of books, CDs, downloads etc. We are confident that we will be able to market our seminars to existing Personal Development customers, and open up entirely new markets comprising those who were previously excluded from attending such seminars by distance, price or location. In a price-sensitive environment, we aim to enable more people to attend better-priced seminars than ever before.

**Our Objective:** The Unlimited Knowledge Company's revenue stream will flow in from live attendances of events, from remote attendance and from clients accessing an online archive of previous seminars. We will work with third parties to produce television shows funded by advertising and direct sale of product, and will sell support materials in all media formats, both physically and online.

**Our Team:** The CEO of The Unlimited Knowledge Company is Personal Development seminar promoter and property entrepreneur Bernardo Moya. In his role as CEO of NLP LIFE TRAINING, Bernardo, with the aid of his extremely professional team, has organised international seminars at prestigious locations such as The Excel Centre and Wembley Stadium, London. The stars of these seminars have included the phenomenally successful hypnotist and lifestyle coach Paul McKenna, the co-creator of NLP, Dr Richard Bandler, and life coach to the stars, Michael Neill. His sales team has years of experience in working with Paul McKenna, Richard Bandler and Michael Neill.

**What Makes The UKCo Different:** The Unlimited Knowledge Company will be a "new animal" in the Personal Development forest. Currently, companies tend to promote individuals rather than a "portfolio" of stars. The Unlimited Knowledge Company's inter-disciplinary approach to Personal Development will allow a freer interplay of ideas, making the sum of knowledge imparted greater than its parts. This is expected to have far wider appeal than traditional mono-disciplinary seminars. Because we will have far deeper market penetration due to our multimedia approach, we expect to become the pre-eminent provider of Personal Development seminars and related products within 5 years.



Screen shots from theukco.com

*"There are in the world many brilliant, hugely talented people with amazing capacities for success, confidence, happiness and entrepreneurship. Leaders within their fields, these unique individuals are the movers and shakers of our generation, who are an inspiration for many others to live more fulfilled, richer and happier lives. How amazing would it be if their experience, wisdom and knowledge - their habits of success, happiness and confidence - were accessible to everyone, everywhere?"*

Bernardo Moya - CEO, The Unlimited Knowledge Company.