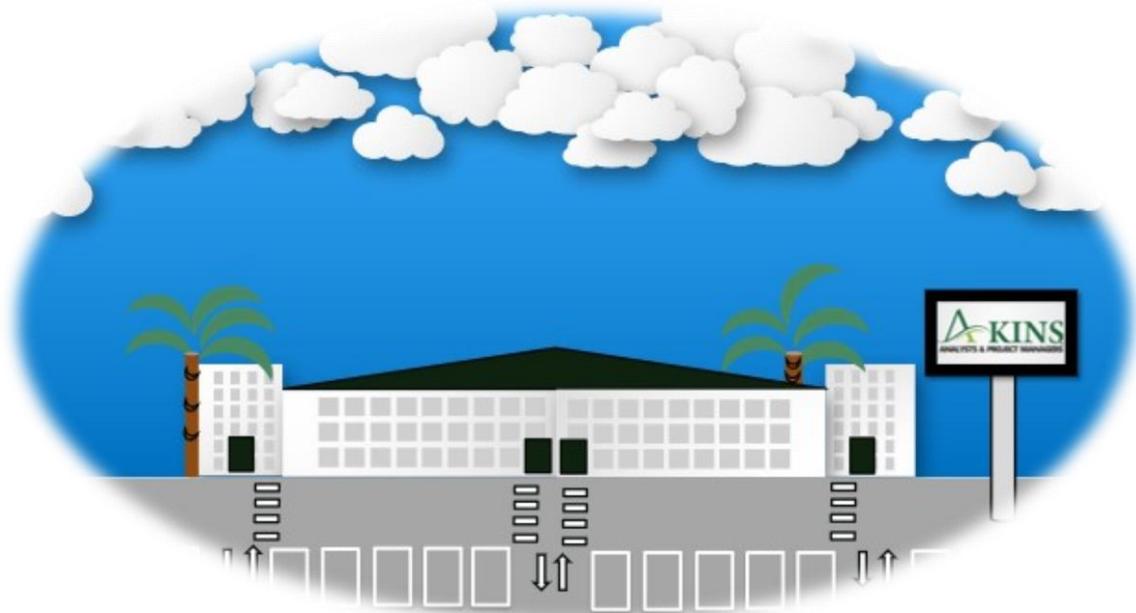




STRATEGIC BUSINESS PLAN EXECUTIVE SUMMARY

BY
Folorunso Akintan MD MPH MBA
Initially Created June 2015 & Updated March 2024







**Folorunso Akintan MD MPH MBA started
A-Kins Analysts and Project Managers, January 1, 2015
from her Business Trunk!**

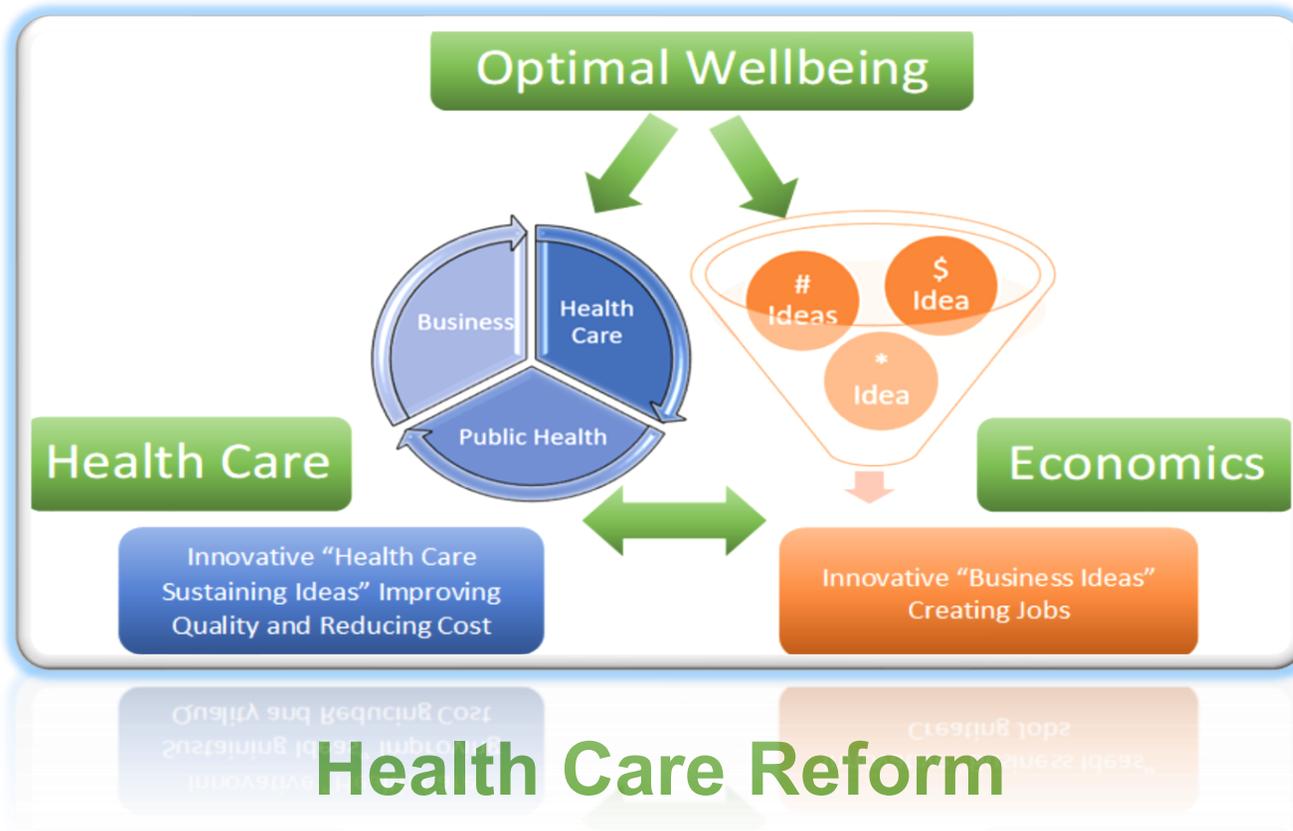


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Business Concept





Business History

*A-Kins Analysts and Project Managers, a minority, women owned, community based, small business, **Health Care Reform Consulting Firm** was established on January 1, 2015 in US, by a US Citizen. For legal purposes, A-Kins Analysts began as a Sole Proprietorship and is now a Limited Liability Company (LLC.) Health Care Reform Consulting Firm, with potential for growth.*

A-Kins was trademarked by US Department of Treasury as a US international firm, with a DBA (Doing Business As) registered with Fort Bend County, Texas in 2015. A-Kins is currently located in California and has a California Business License.

The firm is also registered in SAMs (System for Award Management), with a unique business identification number, and a general business liability Insurance with The Hartford, a US insurance company. For legal purposes, A-Kins Analysts LLC. currently retains corporate lawyers in both US and Africa.



Business Intent:

Create Value,
Making
Health Care Affordable
for both Individuals & Government,
while Maintaining Quality of Health Services,
..... *Creating Jobs.*



Purpose:

Making Optimal Wellbeing
accessible to all stakeholders, while Creating Jobs.
Creating Self-Sustained Communities with Optimal Wellbeing.

Value Proposition:

Making Optimal Wellbeing Accessible to all Stakeholders while
Creating Value.

Values:

No human comes to the world choosing his/her gender, parents, community, nationality, or race and so no one, should ever be judged by these factors. Everyone deserves an opportunity, a chance to thrive and live with complete physical, mental, and social wellbeing.

–Optimal Wellbeing.....**Trust**

Vision:

Mobilizing communities to be self-sufficient, implementing projects for the complete physical, mental, and social wellbeing of all.

–Optimal Wellbeing.

Mission:

To build a network of international workforce, mobilizing communities to be self-sufficient, executing effective and efficient assessments, feasibility studies, and implementing projects for the complete physical, mental, and social wellbeing of all

–Optimal Wellbeing.....*Creating Jobs!*



Business Description

Who are we?

A-Kins Analysts and Project Managers is a minority, woman owned, community based, **Health Care Reform Consulting Firm.**
-Small Business-

What do we do?

We are a specialty provider of Health Care Reform Consulting Services: providing healthcare reform analysis, and healthcare business infrastructure consulting services including healthcare systems development, research, analytics, assessments, feasibility studies, strategic plans, project management, and community-based social determinants of health analysis, including healthcare economics.

What do we do that sets us apart?

We take on projects, engaging a network of workforce, mobilizing the community, and creating strategic plans in order to execute effective and efficient projects, while making communities self-sufficient,
.....creating jobs!

Who do we serve?

We serve you, your Community, Organizations within your Community, and other Entities (i.e., Institutions, Counties, States, Federal Agencies, and Governments).

Who do we work with?

We work with NGOs with 501c (Non-Governmental Organizations), Institutional Boards, Community Boards, and other Entities including, i.e., Medical and Other Educational Institutions; Counties, States, and Federal Agencies/Governments; while reaching out to you and your Community.

What is our brand?

*Optimal Wellbeing of Stakeholders by:

Building a workforce, **Mobilizing** the communities, and **Creating jobs!**

**Optimal Wellbeing is defined as the state of complete Health (Physical and Mental Health) and Economic (Social Determinants of Health) wellbeing of all. "Complete" is based on Age, Sex, Race/Gene, Geography and Culture).*



Business Services

Healthcare Reform Analysis & Healthcare Business Infrastructure Consulting Services

Healthcare Systems Development,
 Research, Analytics,
 Assessments,
 Feasibility Studies,
 Strategic Plans,
 Project Management,
 Community-Based Social
 Determinants of Health Analysis
 Healthcare Economics

The Corresponding NAICS Codes (North America Industrial Classification System Codes)

PRIMARY NAICS CODES
541690 – All Other Scientific and Technical Consulting Services
SECONDARY NAICS CODES
541611 – Administrative Management and General Management Consulting Services
541618 – Other Management Consulting Services
541820 – Public Relations Agency (for health care only)
541990 – All Other Professional, Scientific, and Technical Services
561499 – All Other Business Support Services
611430 – Professional and Management Development Training
611710 – Educational Support Services
541720 – Research and Development in the Social Sciences
PRODUCE & SERVICE CODES
AN41Research & Development – R&D Medical



Research and Development Services

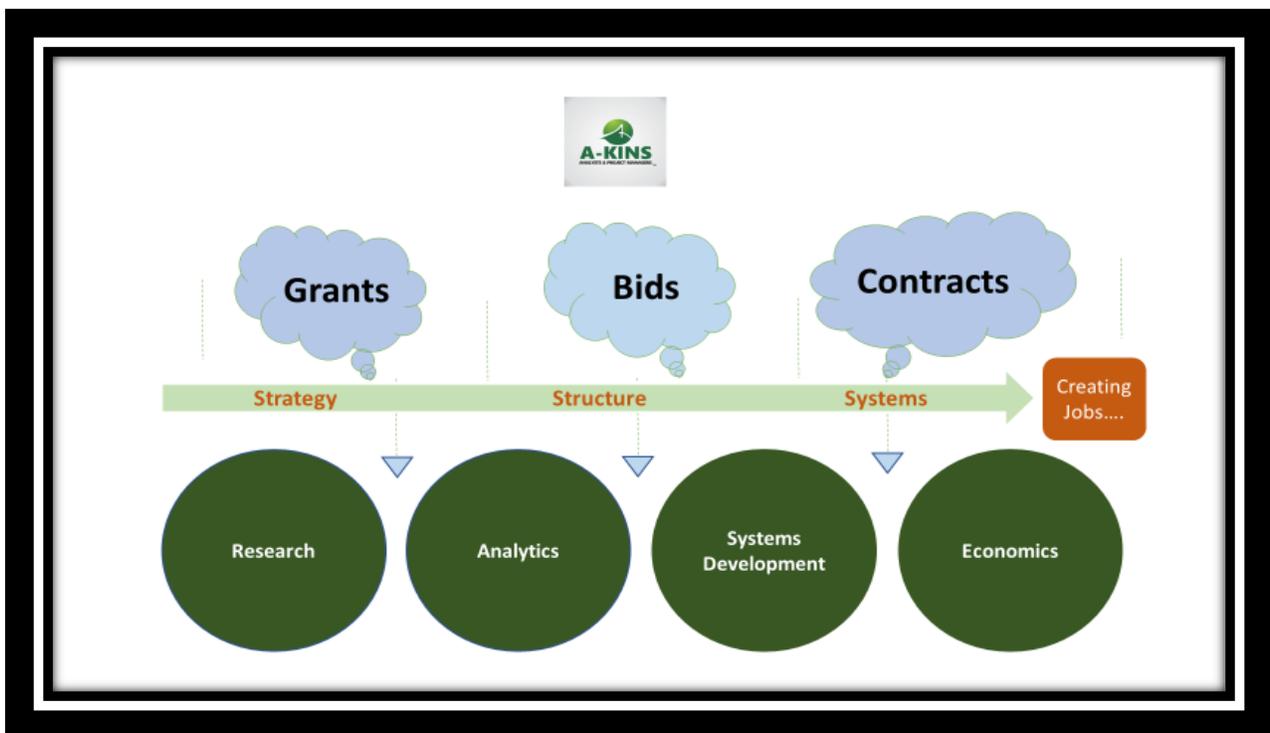
Revenue streams generated/cost structure resulting from A-Kins Analysts and Project Managers business model and services include the following services, for the purpose of government grants/contracts/bid classification:

- a) Professional Management Development, Consulting and Training
 - b) Professional Scientific Technical Services
 - c) Management Consulting Services
 - d) Research and Development
 - e) Educational Support
1. Advisory and support services
 - Management consulting.
 - Identification of key stakeholder performance metrics needs.
 - Liaising with program stakeholders via periodic meetings and update briefs.
 - Communicate and resolving findings, status, progress, issues, and other reporting.
 2. Strategic plan/Program management
 - Performance assessment.
 - Develop strategic plan based on key stakeholder performance metrics needs.
 - Develop performance standards and measures.
 - Develop operational strategy, operational support (national and international), and program management plans.
 - Implementation plans.
 - Monitoring program activities.
 - Evaluate performance against plan based on project outcome/impact analysis.
 - Develop and present periodic project report and appropriately disseminate findings.
 3. Business plan development/Financial resource planning and analysis
 - Industry market analysis.
 - Market research on cost estimates.
 - Budget development.
 - Contract development and administration.
 - Tracking of funding allocation and obligation.
 - Periodic reporting on budget status.
 - Deliver periodic financial status presentations related to program activities.



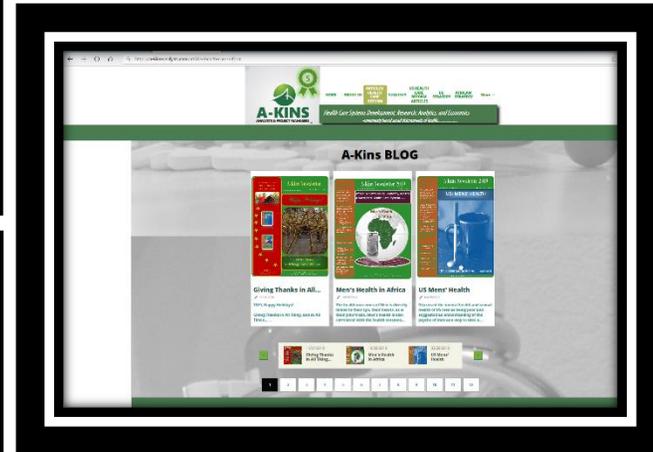
Business Operation Strategy

A-Kins Analysts and Project Managers is in the business of **building a network** of international workforce, **mobilizing communities** to create self-sustaining systems to execute effective and efficient healthcare reform strategies and business strategies in new innovative ways, **creating jobs!**



A specialty provider of **Health Care Reform Consulting Services** with economic development as a social determinant of health, using Strategy, Structure and Systems.

Strategy Webpage: <https://a-kins-analysts.com/strategy>
US Strategy Webpage: <https://a-kins-analysts.com/us-strategy>
African Strategy Webpage: <https://a-kins-analysts.com/african-strategy>



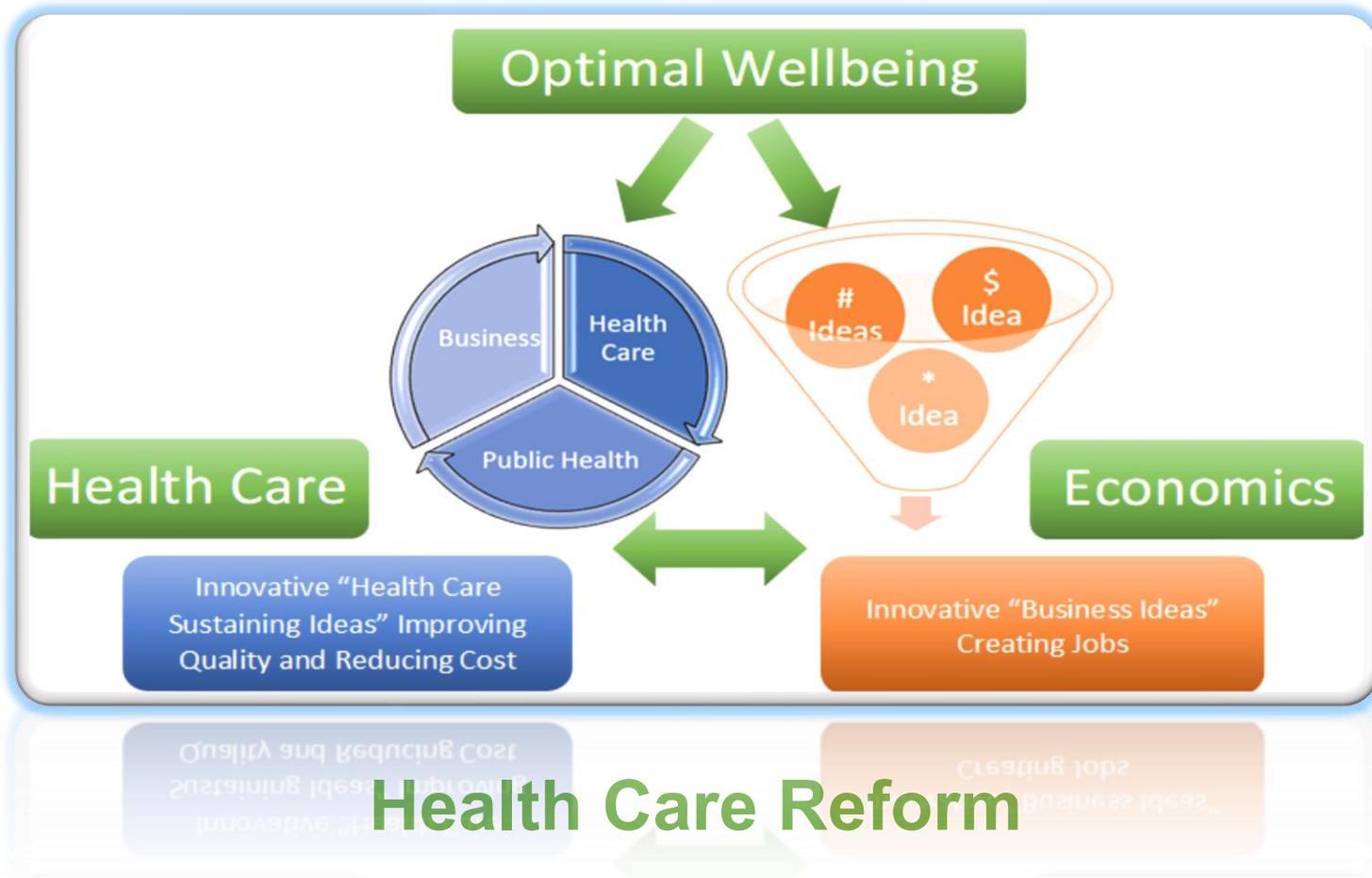
Marketing Strategy

- 1) Website
- 2) Facebook and Facebook Adverts/Blog
- 3) Newsletters/Blog

Website: www.a-kins-analysts.com
Facebook: <https://www.facebook.com/A.Kins.Analysts.Project.Managers/>
Newsletters/Blog: <https://a-kins-analysts.com/articles-health-care-reform>



Business Strategy





Business Strategy

Creating Value in US

In Order to Create Value for Stakeholders, A-Kins Analysts and Project Managers sells Specialized Health Care Reform Consulting Services to Solve US Health Care Issues in Innovative Ways.

A-Kins Analysts has Published 18 Articles on US Health Care Reform Strategies; Revolutionizing US Health Care System, by Developing Innovative Ways for “Community Based, Self-Sustaining, Affordable, Quality Health Systems, with a Focus on Preventive Health and Economic Development as a Social Determinant of Health, *while creating jobs.*

Creating Value Internationally

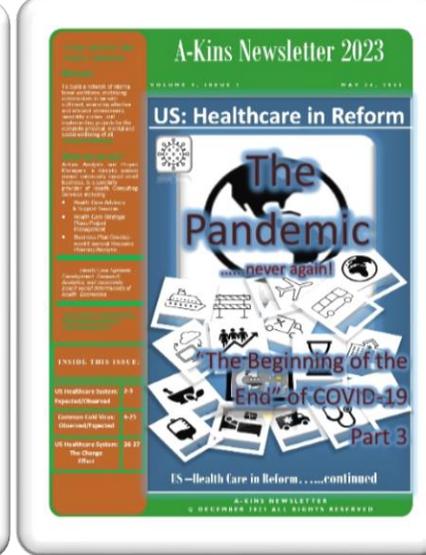
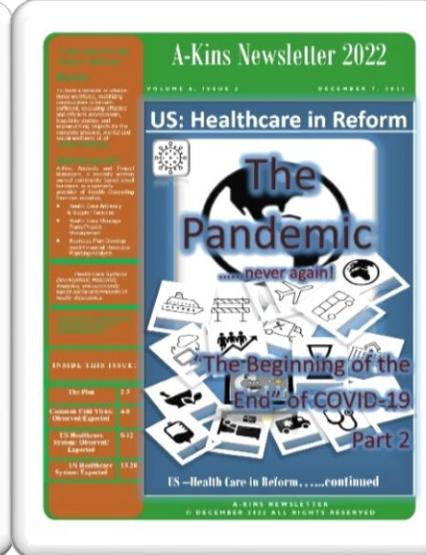
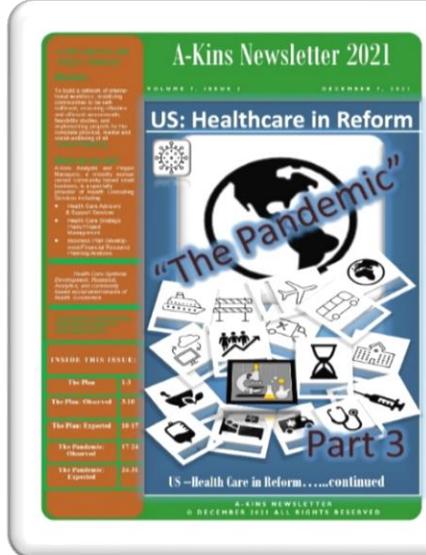
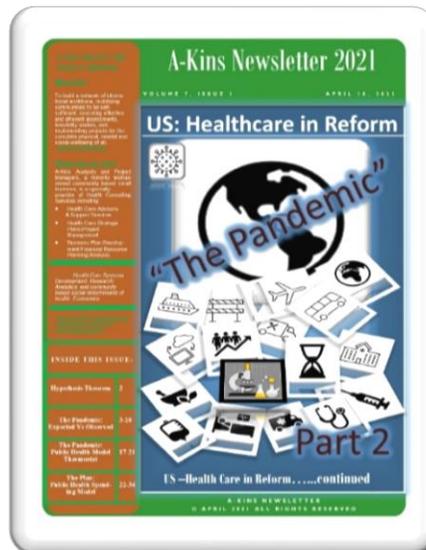
A-Kins Analysts Hopes to Re-invest its Profits in Charitable Ventures in Developing Countries with Poor Economy i.e., African NGOs (Non-Governmental Organizations); while Bearing the Burden of Risk of Investments.

A-Kins Analysts has Published 15 Articles on Developing Countries, with the Intent to Develop Strategies to fill the Global Business Entrepreneurship Gap Necessary for Self-Sufficient Trade in the Global Market, while Developing and Maintaining Sustained Health Care Systems *creating jobs.*



US Strategy

Newsletters/Blog: <https://a-kins-analysts.com/articles-health-care-reform>

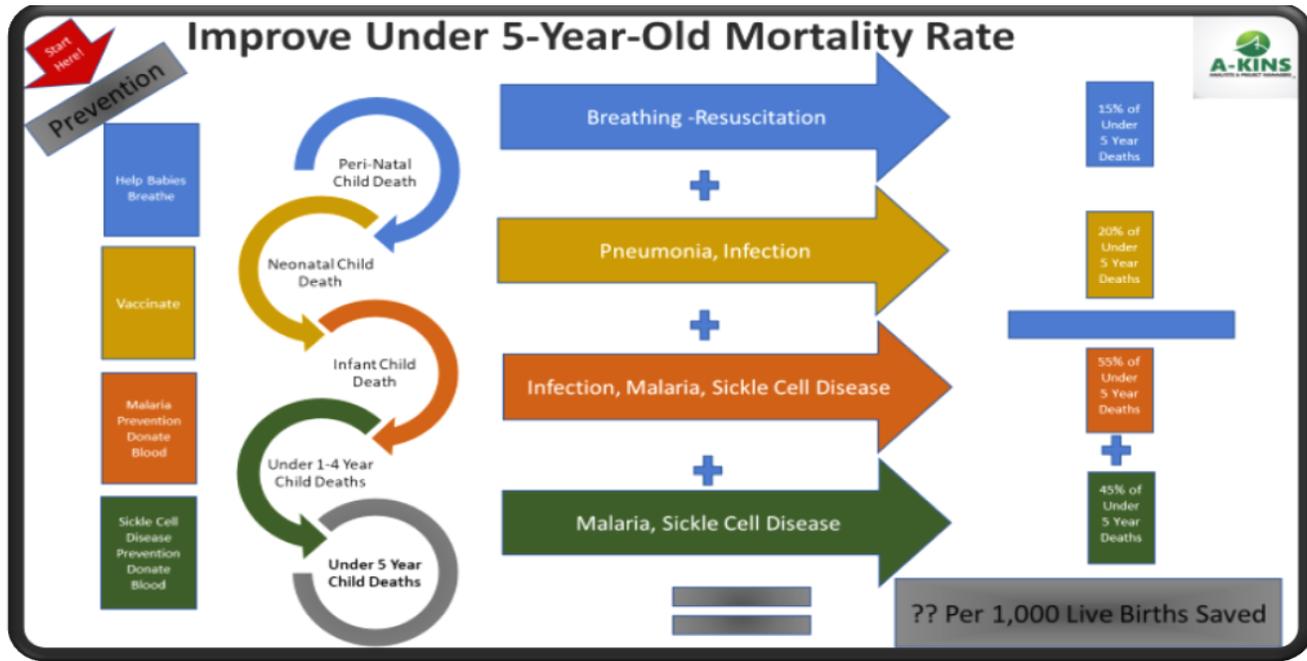




International Strategy



**Tolulope Akintan BSc MBA
Director of African Affairs**



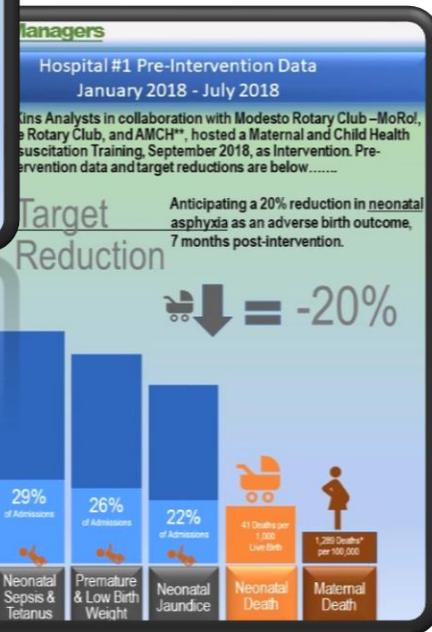
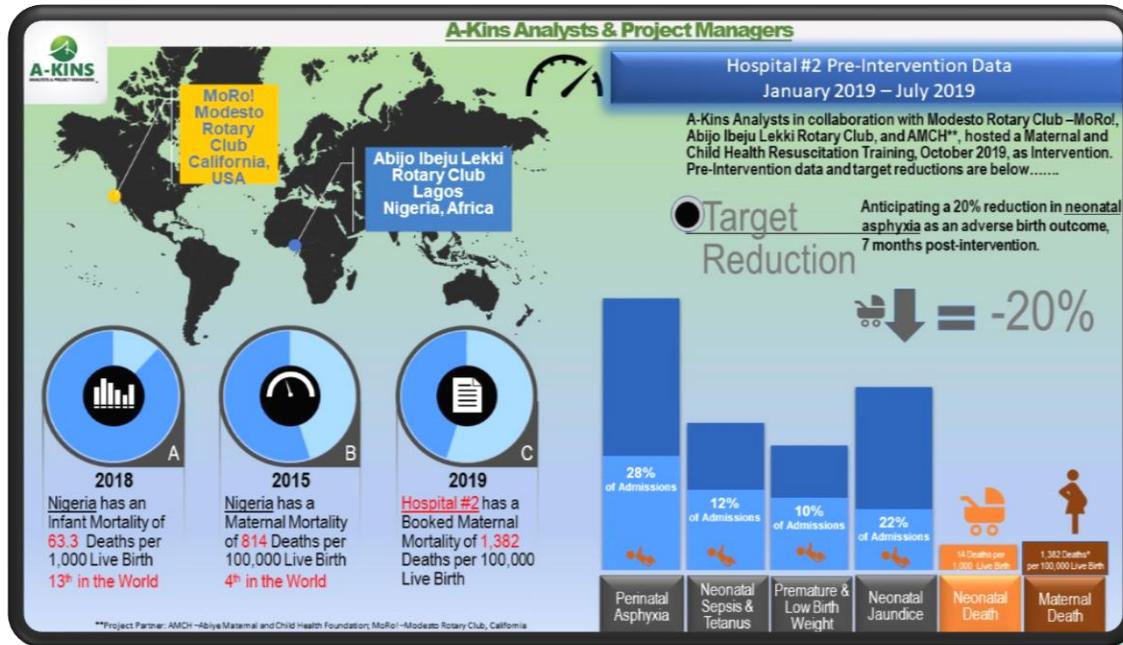
International Strategy





International Strategy

International Strategy





International Strategy





Business Partners

US
Small Business Administration
Women Owned Small Business

<https://www.sba.gov/contracting/government-contracting-programs/women-owned-small-businesses>



<http://www.wbenc.org/>

<https://www.wbec-pacific.org/>



<http://modestorotary.org/>



Business Partners



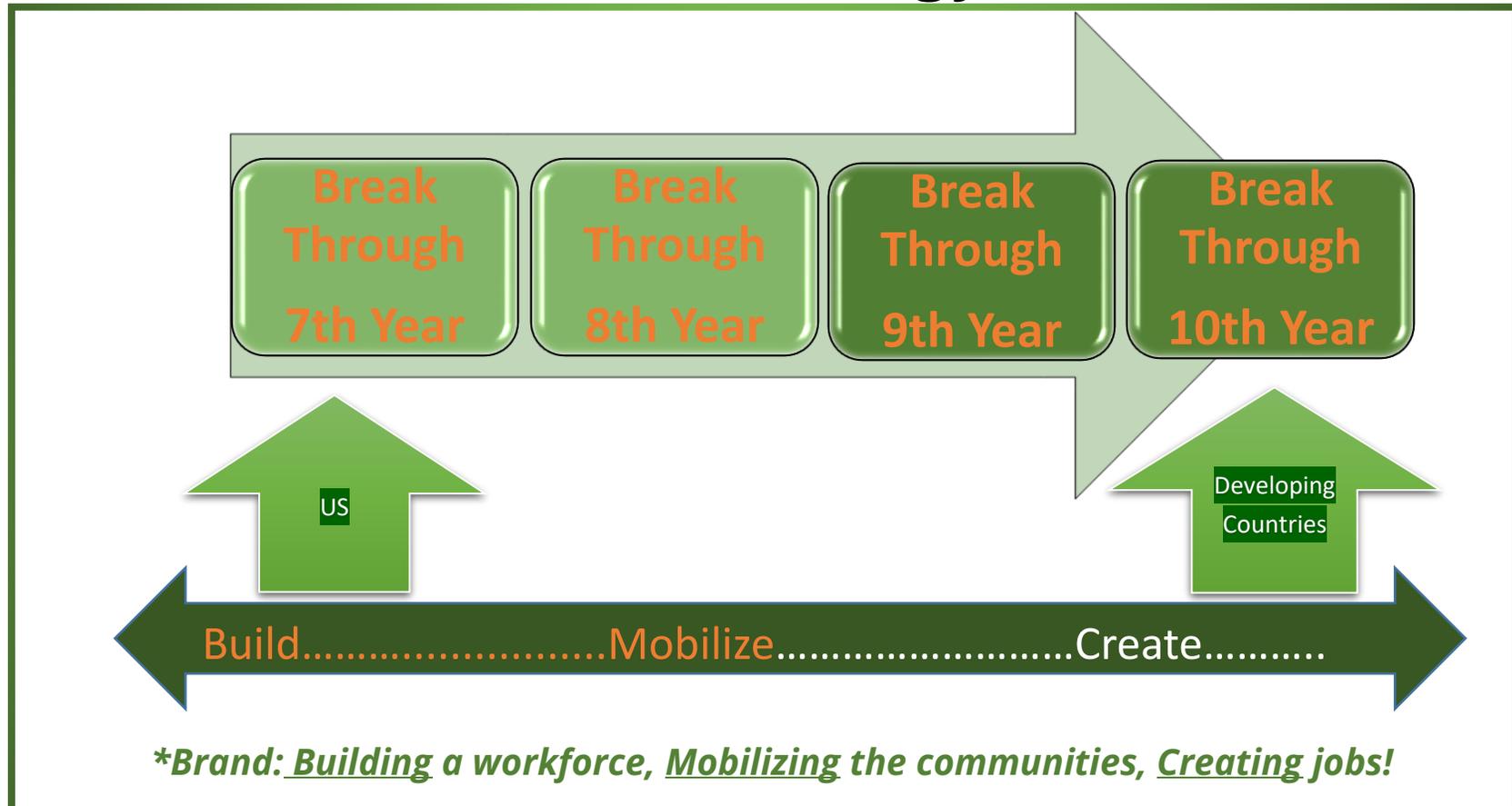
<http://modestorotary.org/>



<http://amchfoundation.com/>



Business Strategy Timeline





Business Financial Projection

Year	Source of Leveraged Funds (\$) Projection	Source of Equity/ Investments (\$) Projection	Cumulative Revenue Estimates/ (\$) Projection	Return/Total Firm Value (\$) Projection	Actual Break Year (Projection)	Actual (\$) Revenue	*Actual (\$) Return/ Firm Value
**Year One	Small Business Loan \$20,000	Owner \$70,000	Plus \$0	\$90,000	Break-In (Projection = One Project)	\$0	\$338,529.14
Year Two	Plus \$0	Family/Friends \$10,000	\$250,000	\$260,000		\$0	\$657,278.79
Year Three	Small Business Alternate Loan/ Crowd Funding \$20,000	Corporate Investors \$20,000	\$500,000	\$540,000	Breakeven One Project (Projection = Two Projects)	\$0	\$746,033.81
Year Four	Plus \$0	Consumers/ Corporate Investors Plus \$0	Plus \$0	Plus \$0		\$0	\$884,888.75
Year Five	Venture Capital Loan \$3,000,000	Consumers/ Corporate Investors \$3,000,000	\$750,000	\$6,750,000	Break Through Two Projects (Projection = Three Projects)	\$2,500	\$1,199,090.81
Year Six			\$750,000	\$6,750,000	Break Through Two Projects (Projection = Three Projects)	\$81,000	\$1,329,199.42
Year Seven			\$750,000	\$6,750,000	Break Through Two Projects (Projection = Three Projects)	\$10,080	\$1,602,467.48
Year Eight			\$750,000	\$6,750,000	Break Through Two Projects (Projection = Three Projects)	\$0	\$1,842,884.18
Year Nine			\$750,000	\$6,750,000	Break Through Two Projects (Projection = Three Projects)	\$0	\$2,059,987.72
Total Estimated Projections	Total Leveraged Funds	Total Equity/Investments	\$3,750,000	\$7,890,000	Total Revenue Estimates	\$91,080 + \$2,500	\$2,059,987.72



Business Financial Statement 9 Years Balance Sheet

Balance Sheet as of Dec 31, 2015-2023*

**Firm Value include Intangible Assets including investment in "Building a Workforce" by Education and Professional Credentialing.
** A sunk cost of \$2,350 was incurred the Opening Day Balance for the Business, January 1, 2015*

Note: All Account Statement Estimates are made using QuickBooks

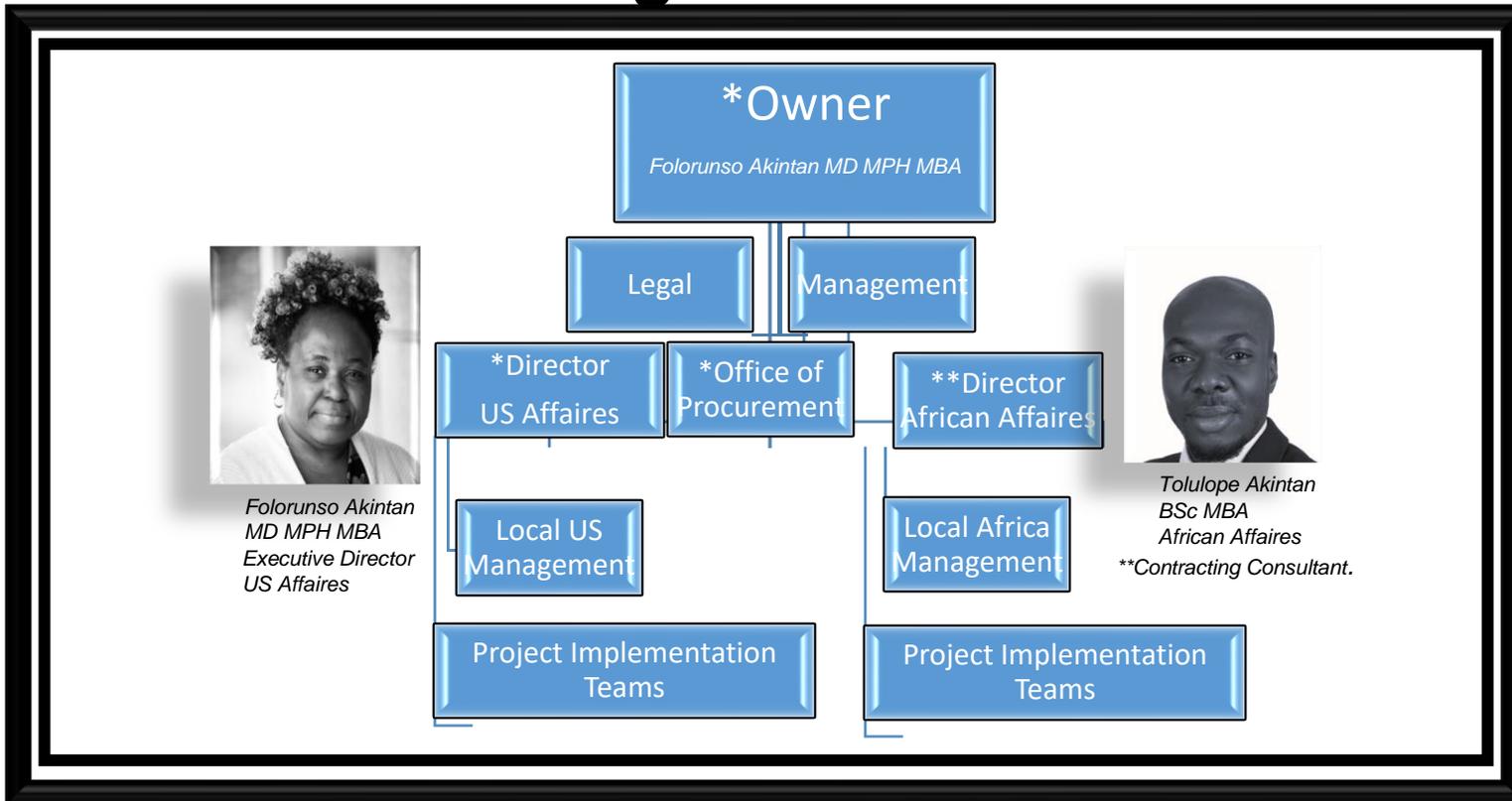
**Non-Financial/Intangible Assets = Owner's Unpaid Time and Expertise Investment in Start-up Business Set-up
(2015= \$270,713.70; Plus 2016= \$343,948.77; Plus 2017 = \$162,500.00; Plus 2018 = \$142,187.50; Plus 2019 = \$324,999.95; Plus 2020 = \$ 71,873.62; Plus 2021 = \$ 264,764.89;
Plus 2022 = \$ 243,745.32; Plus 2023 = \$ 264,057.43).*

ASSETS	31 Dec-23	31-Dec-22	31-Dec-21	31-Dec-20	31-Dec-19	31-Dec-18	31-Dec-17	31-Dec-16	31-Dec-15
Current Assets									
Checking/Savings									
A-Kins Debit Card	-17,671.38	-18,100.47	-18,100.47	-17,442.36	2,437.61	-62.39	-62.39	-14,735.05	1,797.40
Other Debit Card (Gift Card)	0.00	0	0	0	0	0	0	100	0
DBA Folorunso Akintan	-14,667.11	-15,996.38	-15,996.38	-15,996.38	-15,996.38	-15,996.38	-15,996.38	70,756.21	69,609.83
Owner's Equity Account Loan	-76,197.95	-26,316.89	-23,388.27	-22,382.01	-22,382.01	-8,264.30	-4,972.79	-5,500.07	-1,016.97
SBA Loan (Paid)	-10,597.10	-10,597.10	-10,597.10	-10,597.10	-10,597.10	-10,597.10	-10,097.10	-13,127.10	-4,000.00
Total Checking/Savings	-119,133.54	-71510.84	-68,082.22	-66,417.85	-46,537.88	-34,920.17	-31,128.66	37,493.99	66,390.26
Accounts Receivable									
Accounts Receivable	-2,600.00	-2,600.00	-2,600.00	-11,000.00	-2,500.00	0.00	0.00	0.00	0.00
Total Accounts Receivable	-2,600.00	-2,600.00	-2,600.00	-11,000.00	-2,500.00	0.00	0.00	0.00	0.00
Other Current Assets									
Other Current Assets (Consulting Services)	88,295.00	88,295.00	88,195.00	86,615.00	0.00	0.00	0.00	0.00	0.00
Total Other Current Assets	88,295.00	88,295.00	88,195.00	86,615.00	0.00	0.00	0.00	0.00	0.00
Total Current Assets	-33,438.54	14,184.16	17,512.78	9,197.15	-49,037.88	-34,920.17	-31,128.66	37,493.99	66,390.26
Fixed Assets									
Furniture and Equipment	4,635.03	3,966.22	3,966.22	3,778.72	3,778.72	458.95	2,800.00	5,122.33	1,425.18
Furniture and Equipment Depreciation	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-2,800.00	0.00
Total Fixed Assets	4,635.03	3,966.22	3,966.22	3,778.72	3,778.72	458.95	0.00	5,122.33	1,425.18
Total *Intangible Assets	2,088,791.23	1,824,733.80	1,580,988.48	1,316,223.59	1,244,349.97	919,349.97	777,162.47	614,662.47	270,713.70
TOTAL ASSETS	2,059,987.72	1,842,884.18	1,602,467.48	1,329,199.46	1,199,090.81	884,888.75	746,033.81	657,278.79	338,529.14

LIABILITIES & EQUITY	31-Dec-23	31-Dec-22	31-Dec-21	31-Dec-20	31-Dec-19	31-Dec-18	31-Dec-17	31-Dec-16	31-Dec-15
Liabilities (SBA Loan)	26,000.00	26,000.00	26,000.00	26,000.00	26,000.00	26,000.00	0	0	0
Current Liabilities (SBA Loan)	0	0	0	0	0	0	26,000.00	0	0
Accounts Payable									
Accounts Payable		43,177.96	20,480.84	-14.78	-606.69	-152.13	518.95	-16,695.90	-22,405.16
Total Accounts Payable		43,177.96	20,480.84	-14.78	-606.69	-152.13	518.95	-16,695.90	-22,405.16
Credit Cards									
A-Kins	11,311.34	11,331.47	11,331.47	8,366.49	-1,110.95	-827.93	39	0	0
A-Kins DC2020; DC2015-2019	52,019.75	52,019.75	49,812.27	51,068.49	45,656.59	45,573.86	45,573.86	71,042.03	65,622.80
A-Kins CC	20,298.31	20,298.31	20,298.31	20,298.31	20,298.31	15,572.64	18,372.64	27,261.13	10,389.45
A-KinsSBA2136	3,731.47	3,731.47	3,731.47	3,731.47	3,731.47	1,900.00	1,900.00	2,067.53	4,154.23
Total Credit Cards	87,360.87	87,381.00	85,173.52	83,464.76	68,575.42	62,218.57	65,885.50	100,370.69	80,166.48
Other Current Liabilities									
A-Kins Ally: NISSAN Pathfinder 2014	11,483.70	11,483.70	11,483.70	11,483.70	0	0	0	0	0
Total Other Current Liabilities	11,483.70	11,483.70	11,483.70	11,483.70	0	0	0	0	0
Owner's Equity Card (Folo)									
Owner's Card	30,547.98	16,755.70	16,755.70	16,755.70	16,755.70	11,551.66	3,201.87	96.89	5,051.52
Owner's Equity Card - Other Folo	51,668.96	21,861.74	21,861.74	21,861.74	21,874.34	16,081.70	15,652.78	7,078.58	0
Total Owner's Card (Folo)	82,216.94	38,617.44	38,617.44	38,617.44	38,630.04	27,633.36	18,854.65	7,175.47	5,051.52
Total Current Liabilities	181,061.51	180,660.10	155,755.50	133,551.12	106,598.77	89,699.80	111,259.10	90,850.26	62,812.84
Total Liabilities	207,061.51	206,660.10	181,755.50	159,551.12	132,598.77	115,699.80	111,259.10	87,277.16	66,435.40
Equity									
Owner's Equity #1	-144,972.32	-123,394.02	-110,393.80	-151,842.93	-128,640.33	116,438.54	106,617.69	117,250.95	96,522.95
Owner's Equity #2	-26,500.00	-26,500.00	-26,500.00	-26,500.00	-26,500.00	-26,500.00	-26,000.00	-95,142.91	-2,500.00
Owner's Equity #3	-11,483.70	-11,483.70	-11,483.70	-11,483.70	0	0	0	0	0
*Intangible Assets	2,088,791.23	1,824,733.80	1,580,988.48	1,316,223.59	1,244,349.97	919,349.97	777,162.47	614,662.47	270,713.70
Net Income	-52,909.00	-27,132.00	-11,899.00	43,251.38	-22,717.60	-7,222.48	-9,770.01	-66,768.88	-92,642.91
Total Equity	1,852,926.21	1,636,224.08	1,420,711.98	1,169,648.34	1,066,492.04	769,188.95	634,774.77	570,001.63	272,093.74
TOTAL LIABILITIES & EQUITY	2,059,987.72	1,842,884.18	1,602,467.48	1,329,199.46	1,199,090.81	884,888.75	746,033.87	657,278.79	338,529.14



Business Organization Chart



A-Kins Analysts is a Limited Liability Company (LLC.) Health Care Reform Consulting Firm, with potential for growth into a corporation, creating jobs!



**For publication or reference permission, please contact:
A-Kins Analysts and Project Managers**

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