

## Mission Statement of "Go Natural Living"

1. **Promote Sustainable Living:** To advocate for and demonstrate sustainable living practices by incorporating natural elements into home design, thus encouraging viewers and participants to consider environmental impact in their lifestyle choices.
2. **Enhance Health and Well-being:** To educate homeowners and viewers on the health benefits of biophilic design, such as improved mental health, enhanced air quality, and overall well-being. The show aims to transform homes into havens that not only look beautiful but also actively contribute to the occupants' health.
3. **Foster Innovation and Creativity:** To challenge architects, designers, and landscapers to push the boundaries of traditional design by using innovative techniques and materials that reflect biophilic principles. The competition aspect encourages professionals to think creatively under pressure and budget constraints.
4. **Democratize Design:** To make high-quality design accessible by demonstrating that beautiful and functional biophilic environments can be created on a realistic budget. The show seeks to dispel the notion that sustainable and health-focused design is only for the affluent.
5. **Build Community and Engagement:** To engage a diverse audience by showcasing a variety of home environments and design challenges that resonate with a wide demographic. The show encourages community interaction and participation through viewer voting and feedback mechanisms.
6. **Educational Outreach:** To provide valuable educational content that viewers can apply in their own lives. This includes practical DIY tips, expert advice, and deep dives into the science behind biophilic design elements and their benefits.
7. **Inspire Change in the Industry:** To influence the design and construction industries by highlighting successful biophilic projects and the positive outcomes associated with them, encouraging more industry professionals to adopt sustainable and health-focused design principles in their practices.

By fulfilling this mission, "Go Natural Living" aims to be more than just a reality TV show—it seeks to be a movement that promotes healthier, more sustainable living environments through thoughtful design.

BUSINESS DEVELOPMENT MODEL

