

dba “**Along The Way**” Business Plan

Hans Sageng, August 2016

EXECUTIVE SUMMARY

Along The Way, and **Where Your Heart Is**, are both assumed business names that were registered in Minnesota in 2004, and renewed August 6, 2016. The form of business is sole proprietorship. None of its projects have generated income so far, but in this plan a current project will probably break even for **Along The Way**, while funding the startup of a new non-profit organization and foundation, **The Mahkato Organization**, to be incorporated as a charitable organization meeting the requirements of IRS 501(c)(3), and MN 317.

Along The Way is self employment for a self paced semi-retired phase of life utilizing life experience and talent that I have gained *along the way* to give back and substantially contribute to the good of humanity. I have skills in gardening, electronics, computer science, and engineering as well as various crafts, woodworking, and handyman, but with my progressive physical disability, the only substantial product or service I can offer is my writing, and my intention to better our world. Self publisher is the closest standard business category for **Along The Way**.

Publishing and distribution of the book, **Welcome Home, by A White Rainbow**, ©2016 is an advertising service and promotional instrument for the fundraiser and mission of **The Mahkato Organization**, so is the publication of <http://Mahkato.org> . Many copies of Welcome Home will simply be given away with an introduction and invitation to participate. Profit from sales of Welcome Home, will go to the new organization along with donations exclusively for the new corporation.

Where Your Heart Is is a companion business entity to help clearly separate funds dedicated exclusively to charity. It will serve that purpose for this project, and will be registered if possible as a Minnesota Non-Profit for fundraising, but not as a tax exempt 501c business. It will balance with no profit of its own, but will account and transfer all income as designated by its source either as contributions directly to The Mahkato Organization, or to the publishing business of **Along The Way**. **Along The Way** will be responsible for sales tax, and will report profit or loss to the IRS.