



A PROFITABLE PATH TO HOLISTIC HEALING & REGENERATIVE WELLNESS

1. Executive Summary

Sacred Humboldt is a regenerative healing center and herb farm located in Humboldt County, California. Our mission is to provide individuals with accessible tools for physical, emotional, and spiritual healing through a fusion of ancient practices, frequency-based healing technology, and herbal medicine.

Operating across two core sites—our farm and healing center in Honeydew and a leased storefront in downtown Eureka—Sacred Humboldt offers plant-based healing products, wellness technology access, and educational programs. The Sacred mobile app in development complements our physical offerings by helping users identify herbal and energetic solutions based on their symptoms.

The retail space will allow for in person healing sessions, both self guided and professionally guided, access to healing tools and education, sales of herbs, water and other metaphysical tools, access to healing hot tubs and will serve as a funnel to deeper healing retreats on the farm.

The farm will grow many of the herbs used in the retail space, as well as provide healing retreats for those who are ready to go deeper. This allows us to grow the plants we need to use in our healing work, knowing they were grown with the best possible energy, and cutting costs and providing additional income streams.

Humboldt County also serves as a major tourist destination for people seeking healing and sanctuary and both the healing center and farm in Honeydew offer exactly that. Tiny homes will be built on the farm property for visitors who want to retreat for a deeper healing experience.

2. Business Model

Sacred Humboldt operates under a hybrid model of physical services, product sales, and digital wellness access. Revenue is generated through:

- Herbal product sales (on-site, online, farmers markets and wholesale)
- Healing sessions (self-guided with BEMER, Healy, Rife)
- Retreats, workshops, and events
- Membership subscriptions
- Sacred app access and referrals
- Retail sales of water systems, crystals, tools, and metaphysical products
- Hot tub sessions

3. Core Offerings

- Herbal Products: Tinctures, teas, balms, powders, and customized blends
- Energy Healing Tools: Rife, BEMER, Healy (self-assisted model with optional guidance)
- Healing sessions- QHHT (quantum healing hypnosis technique), sound healing, EFT tapping, massage, Reiki
- Retreats & Workshops: Plant medicine education, energy healing, regenerative farming, QHHT, sound healing water float events on the river
- Membership Packages: Details outlined in Section 6
- Sacred App: Symptom-to-herb lookup with spiritual/energetic integration
- Water Services: Ionized pH-balanced refills and home system sales (Alkaviva partnership)
- Retail Store: Herbs, energy tools, spiritual supplies, books, crystals
- Healing hot tubs - purified alkaline water hot tub soaking sessions to amplify healing and provide respite and relief from pain and stress

- Crystal lined private meditation rooms clients can book for a high frequency healing space

4. Target Audience

Our target market includes:

- Wellness-focused individuals (ages 25–60)
- Veterans seeking holistic alternatives
- Tourists visiting Northern California
- Local healers and alternative practitioners
- Conscious parents, empaths, and herbalists

5. Facility Overview

- Honeydew Farm: Herbal cultivation, retreats, workshops, processing facility
- Eureka Retail Store: Public-facing storefront for outreach, sales, and self-assisted healing stations
- We will lease the Eureka storefront to conserve capital and scale efficiently, with intentions to buy in the future.

6. Membership Packages

Tier 1: Sacred Mastery – \$1,000/month

- 8 Hot Tub Sessions
- 2 Hours in Crystal Meditation Rooms
- 2 BEMER/Healy Sessions
- Unlimited Water Refills
- 20% Off Herbs, Tools, QHHT, Retreats

Tier 2: Sacred Balance – \$500/month

- 4 Hot Tub Sessions
- 1 Hour in Meditation Room
- 1 BEMER/Healy Session
- Unlimited Water Refills
- 15% Off Products and Services

Tier 3: Sacred Starter – \$250/month

- 2 Hot Tub Sessions
- 30 Minutes Meditation
- 1 Healing Session
- Unlimited Water Refills
- 10% Off Retail

7. Startup Cost Breakdown

Healing Center Startup:

- Retail Buildout (Rental): \$15,000
- Hot Tub Infrastructure: \$20,000
- Meditation rooms: \$8,000
- Energy Healing Devices: \$30,000
- Water Systems Inventory: \$10,000
- Retail Inventory & Furnishings: \$15,000
- App Development: \$10,000
- Licensing/Insurance/Admin: \$8,000
- Initial Labor: \$50,000

Farm Startup:

- Land Prep & Soil Amendments: \$5,000
- Seeds & Starter Plants: \$3,000
- Processing Tools & Packaging: \$10,000
- Solar System: \$15,000
- Drying/Processing Facility: \$15,000
- Licensing/Marketing: \$8,000
- Property rental \$1500/month (with plans to purchase farm property in the near future)

Total Phase 1 Launch Budget: \$290,000

Potential Income Breakdown:

Category	Item / Service	Units / Volume	Unit Price (\$)	Annual Revenue (\$)
Herbal Product Sales	Tinctures	1500	20	30000
Herbal Product Sales	Salves & Balms	800	25	20000
Herbal Product Sales	Teas (variety packs)	1200	15	18000
Herbal Product Sales	Dried Herbs (bulk)	600	30	18000
Healing Services	Self-Assisted Sessions (Healy/BEMER/Rife)	600	75	45000
Healing Services	QHHT Sessions	150	300	45000

Healing Services	Massage / Reiki	300	100	30000
Healing Services	Hot Tub Drop-ins	400	25	10000
Memberships	Sacred Mastery (10 members)	10	1000	10000
Memberships	Sacred Balance (10 members)	10	500	5000
Memberships	Sacred Starter (10 members)	10	250	2500
Workshops & Retreats	Weekend Retreats (30 retreats @ \$1,200 avg)	30	1200	36000
Workshops & Retreats	Workshops (10/month @ \$100 avg, 10 attendees)	1200	100	120000
Water Services	Water Refills (1,000 gallons/month @ \$1.50)	12000	1.5	18000
Water Services	Alkaviva System Sales (10 units @ \$500)	10	500	5000
Retail Store	Crystals & Metaphysical Tools	800	40	32000
Retail Store	Books & Journals	500	20	10000
Retail Store	Energy Tools (tuning forks, mats)	300	50	15000
Sacred App	App Subscriptions (\$5/mo, 500 users)	6000	5	30000

Sacred App	App Affiliate Referrals / Upgrades	300	50	15000
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Profit & Loss

Item	Amount (\$)
Total Revenue	514500
COGS - Herbal Products	30000
COGS - Retail & Tools	15000
Labor (Healers, Admin, Farm)	250000
Rent (Retail & Farm Combined)	30000
Marketing & Outreach	15000
Utilities & Insurance	10000
Licensing, Permits, Admin	8000
App Maintenance & Hosting	5000
Event Materials & Hospitality	5000
Miscellaneous & Buffer	5000

Net Profit	285,500
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8. Funding Strategy

We will seek a combination of USDA grants, veteran wellness funding, private investors, and loans. Our rental-first strategy reduces capital requirements and allows us to demonstrate early success before scaling to permanent infrastructure or land ownership.

9. Vision & Healing Philosophy

Sacred Humboldt was created in response to a collective need for real healing—beyond pharmaceuticals, beyond disconnection from land, and beyond commodified wellness trends. We believe true healing is a remembrance—of what the body can do, of what the Earth provides, and of what the spirit holds.

We fuse indigenous herbal wisdom, frequency-based technologies, and self-empowerment tools to reconnect people with their ability to heal themselves. Our approach is sovereign, trauma-informed, and spiritually inclusive. We are not offering fixes—we are offering tools, spaces, and sacred experiences that help people remember who they are and allow them to learn how to heal their own bodies. Different healing tools resonate for different people and Sacred Humboldt aims to offer as many different healing tools as possible to help as many people as possible.

This philosophy guides everything we grow, build, and teach. From the crystal-lined meditation rooms to the hot tubs under the redwoods, every detail is designed to restore connection—to nature, to body, to Source.

10. Community Impact & Goals

Sacred Humboldt aims to become a hub for healing, education, and economic regeneration in Humboldt County. Our project supports the local economy by sourcing materials and talent locally, offering healing jobs to veterans and alternative practitioners, and bringing tourism revenue to the area.

Our long-term goals include:

- Hosting monthly community healing events with free access for low-income participants

- Establishing a nonprofit branch to fund QHHT sessions and trauma release services for veterans and marginalized communities
- Launching a Sacred Herbalist Apprenticeship to train local youth in regenerative farming and herbal medicine
- Developing a land-based healing model that can be replicated in other rural communities

Our space will be accessible but sacred, profitable but purpose-driven, and expansive while remaining grounded in nature's rhythms.

11. Marketing & Outreach Strategy

Our outreach combines digital presence with real-life connection.

- Digital Content: TikTok and YouTube storytelling featuring "Happy" the off-grid regenerative farmer and healer. SEO-optimized herbal blog and video content. Weekly email sequences based on seasonal herbs and healing tools.
- Community Engagement: Local herb festivals, veteran-specific healing events, collaboration with Humboldt healers and artists, and discounted services for community members in need.
- Partnerships & Influencers: Align with wellness influencers, spiritual guides, and holistic medicine educators to expand reach, secure podcast features, and drive targeted traffic to our app and retreat offerings.

We don't just market—we educate, share, and create experiences that people feel, remember and heal with.

12. Our Team

Kristen Klawitter – Founder, Herbalist, Alchemist, Healer, and Marketing Strategist

Kristen brings a rare fusion of regenerative agriculture, spiritual healing, and high-level marketing expertise. With over two decades of experience in farming, web development, and brand strategy, she has built businesses from the soil up—literally and digitally. Kristen is a seasoned herbalist and holistic healing practitioner who has cultivated her own land, grown healing herbs, and led transformational healing for individuals across the country. She has scaled wellness brands using SEO, social media, and authentic storytelling, and has deep roots

in Humboldt's healing and farming communities. Her leadership fuses sacred vision with actionable execution.

Joe Klawitter – Civil Engineer & Sustainable Infrastructure Lead

Joe is a civil engineer with over 20 years of experience in land development, soil health, water systems, and sustainable design. His expertise in site planning and regulatory compliance ensures Sacred Humboldt is built on solid structural and legal ground. Joe's passion for environmentally conscious engineering informs everything from our solar infrastructure to our water systems. He plays a key role in site acquisition, permitting, and ensuring that every element of the healing center is both functional and future-proof.

Joe “Happy” Ehman – Regenerative Farmer & Land Steward

Known simply as “Happy,” Joe Ehman is a seasoned off-grid regenerative farmer and veteran who embodies Sacred Humboldt's ethos of healing through nature. With decades of experience growing medicinal herbs, building sustainable systems, and stewarding land in Humboldt County and beyond, Happy anchors the farm side of the operation. He has a deep knowledge of permaculture, soil health, composting, and animal integration—and he lives what he teaches. As the face of Sacred's educational and online storytelling content, Happy offers wisdom, humor, and lived integrity to the project.

To ensure financial sustainability and equitable compensation for their work, each founder will receive a modest salary in Year 1 to support full time focus and contribution to the project.

Kristen Klawitter \$60,000 per year

Joe Klawitter \$60,000 per year

Joe “Happy” Ehman \$60,000 per year

These salaries are included in the financial projections under the labor category and reflect the essential nature of the founders' contributions across operations, infrastructure, marketing, healing facilitation and farm management.

One last note:

This business is a high frequency, high vibrational healing business seeking aligned investors and partners to help people heal and repair their connection within themselves. These tools and education are deeply needed in the community, and beyond. Our dream starts in Humboldt County, but it will expand to provide these same tools to people across the country, and eventually across the world. We plan to launch the healing center and farm in Humboldt County first, and then we aim to open the next healing center somewhere in the midwest, fueled by the farm in Honeydew. We intend to launch Sacred Chicago, Sacred San Francisco, Sacred Austin, Sacred Phoenix, Sacred Boston, and more, with the farm and healing center in Humboldt being our home base and main supplier. If you're interested in joining us on this journey, please reach out. Kristen is available to talk and share more information with anyone who is aligned with our mission. She can be reached at 224-509-0763, or kristen@sacredhumboldt.com. Thank you!