



Executive Summary

May 1, 2009

Company Information:

Wisdom of the World, Inc
336 Bon Air Center, #143
Greenbrae, CA 94904
(888) 242-6608

Executive Team:

Gary Malkin, Founder
Bill Heinrich, CEO
Paul Hoyt, CFO/COO

Round "1B" Equity Funding

We are close to completion of our Round "1B" funding. With 50% of the \$450,000 total raise completed we expect to close Round "1B" in June.

Use of Funds - Round "1B":

Affiliate Marketing Program
Complete 10 Wisdom Films
Complete Video Blog
Operational Infrastructure

Growth Strategies

Launch on Fox Digital
Produce Content in
 English
 Spanish
 French
Sell Existing Products
Leverage Customer Base
Expand Our Database
Leverage Relationships
Develop New J V's
Work with "The Best"
Create a Premium Brand
Superior Marketing
Strong Internet Presence
Premium Affiliate Programs
Leverage Existing Content
Leverage Content of Others
License Intellectual Property

Vision Statement

"Wisdom of the World is a global media publishing company, creating products that deeply touch people's lives. We deliver the spoken wisdom of known and unknown visionaries of our time, enhanced with music and powerful imagery. Our innovative tools cultivate spiritual and emotional intelligence, empowering people to access and share their innate wisdom, realizing a greater sense of meaning in their lives. "

Wisdom of the World produces innovative media resources that offer a new way to access and experience the world's known and unknown visionaries, enhanced and immortalized through the power of music and, now, imagery. Our products, which feature the "Integrative Audio Alchemy" method of setting potent spoken messages to music, exemplify an essential role that media and music can play in our lives: to help deepen and guide us through our life transitions – and to support us in becoming more compassionate and connected to ourselves as well as to those we love and serve. Only when we can collectively embrace the importance of our humanity - distinguished not only by our intellectual intelligence, but by our innate emotional and spiritual intelligence as well - will we create a sustainable, life-affirming world. The list below offers a peek into the extraordinary opportunities that are currently on the doorstep of Wisdom of the World.

We reached an agreement with Fox Digital Media to establish a featured page on Beliefnet.com, reaching an audience of more than 15 million per month.

We've come to a verbal agreement to Joint Venture and create co-branded content for one of the most successful viral marketing websites on the internet, with over 100 million visitors and 14,000 affiliates.

We have completed four new WisdomFilms™ in the last months, and are finishing a custom short film for the internationally respected World Business Academy.

We have negotiated an agreement with one of the top HD cinematographers in America to provide breathtaking footage and editing services for our next crop of WisdomFilms™.

We shot the first twelve episodes of our new video blog, which will feature Gary Malkin as a leading advocate of media as a life-enhancing tool.

We produced and released our first commissioned WisdomFilm™ for a nationally recognized financial advisor as a part of his book launch.

Development has begun for "Play if Forward", a non-profit project that will supply our music to hospice and palliative care providers and patients.

We've relocated our recording studio into a state-of-the-art recording facility in San Francisco.,

We have signed a license agreement with the Monroe Institute to create a "hemi-sync" volume entitled "The Music of Graceful Passages - with Hemi Sync".

We are on the verge of a major breakthrough, with the potential to bring our work to a global audience that is yearning for works of beauty, mindfulness and inspiration.

Bill Heinrich, CEO
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