

From: Deepak Chopra <[REDACTED]>

To: Jeff Epstein <jeevacation@gmail.com>

Subject: Fwd: Vision for Chopra Global

Date: Mon, 03 Sep 2018 19:20:44 +0000

Attachments: OutlookEmoji-1486494082887_email-signature-order.jpg.jpg

Inline-Images: image001.png; image002.png; top_25_thought_leaders_2015-12-08_at_10.05.20_AM.png

FYI - private

Deepak Chopra MD

2013 Costa Del Mar Road


Carlsbad, CA 92009

Chopra Foundation

Jiyo

Chopra Center for Wellbeing

www.discoveringyourcosmicself.com

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Begin forwarded message:

From: Deepak Chopra <[REDACTED]>

Date: August 31, 2018 at 12:44:28 PM EDT

To: "Alice Walton (Texas)" <[REDACTED]>, Matt Harris <[REDACTED]>, Raymond Chambers-NYC Office <[REDACTED]>, Eric Haskel <[REDACTED]>, Paul Detering <[REDACTED]>

Cc: Poonacha Machaiah <[REDACTED]>

Subject: Vision for Chopra Global

Dear Team,

I have had 48 hours post 'Silent Awakenings' to mull over the vision I personally have for Chopra Global and want to share it with you and get your input and feedback as we move forward.

As Matt had previously shared, our enterprise will be focused on the following themes:

1. Technology/Digital
2. B2C
3. B2B
4. Live Events
5. Products

Before Silent Awakenings, Paul and Poonacha joined me at [1440 Multiversity](#) where we had time to reinforce this structure and Paul also had illustrated it by creating the analogy of the pyramid (bottom of the pyramid being technology and the tip of the pyramid being the Bentonville the CG global HQ and the Institute. The middle of the pyramid will be programs and satellite centers. I personally think that between the pyramid analogy and the five lines of business we can create the vision.

For the last 30 years, my personal and the Chopra Foundation vision statement has been as follows: “To reach one billion people with tools for personal and social transformation, in order to help create a more peaceful, just, sustainable, healthier and joyful world”. As previously noted, we have ~15+ million community in our Chopra global eco-system who are engaged on a daily basis (if you subscribe to Deepak Chopra Google alerts free of charge, you will see the prodigious amounts of news generated worldwide around the brand). In addition, we have ~3000 certified CC teachers globally who are also health coaches, yoga/meditation coaches. They can become our ambassadors in our various partnerships. e.g Nutrition coaches with Viome, Yoga/meditation teachers at 1440/Lake Nona. According to Internet surveys from various sources (Huffington Post/World Post), Deepak Chopra is listed at #17 most influential thinker in the world and #1 in medicine (see attached photo). Obviously, we are the number one brand in the area of integrative health and consciousness (still to be leveraged in the marketplace). My vision for the next 100 days is as follows:

- I will work with Alice & Poonacha to very clearly create the program for the Sages & Scientists in Bentonville (Nov. 8-10, 2019). This will include selecting the faculty, budget, partners and sponsors and creating the best program for the conference, so that Bentonville/Crystal Bridge will become the home of Sages & Scientists and as previously mentioned be positioned as the Davos of Integrative Health & Consciousness.
- I will give my input to Paul and this team (if requested) on how I envision the future of leadership at Chopra Global. I think Paul will agree after his brief time at the center, that the current management team and leadership excel in providing the best service to our customers, guests and attendees. They have done this impeccably and consistently for the last twenty years. On a scale of 1 -10, I would give them a 10 in this area. This because they came initially as course attendees, then become volunteers, Chopra Center teachers and were eventually recruited as employees and then moved up the ladder. Paul would agree that we need to augment the leadership team with world-class talent and domain expertise. I am hoping in the next 100 days we can optimize the operations at the center and this will include hiring new talent and optimizing the number of employees. Given the direction we are moving, my hope is that we can streamline a significant number of employees and as you all have mentioned in the past, move towards an ‘asset lite’ model. I have known most of the management for several years and if my opinion regarding any employee is needed, I am happy to provide it. I believe that Paul is in the best position to make these decisions.
- As we hopefully move to creating our HQ and flagship center/institute in Bentonville which I feel will require 3-4 years, we need to find locations that we can rely on to deliver Perfect Health, some of our live events and creation of our digital offerings (with the highest quality). Ideally speaking I would like over the next 100 days to create a win-win partnership with opportunities (satellite) such as Lake Nona, 1440 Multiversity, WeWork and possibly [Sangha/Living Octave](#). Each of these partnerships will have their unique offerings.
 - Lake Nona – The Sanctuary: Can be the template for satellite centers for “Consciousness Exploration”. Incidentally this is already happening with places like Assemblage (NYC) and 1440 (Santa Cruz). They are all looking for brand association and exploring how we can help them curate/convene health/wellness brands and this is already happening with or without us. If the CG team decides not to engage in these partnerships, I would like to use these facilities for my

public/speaking events and consult on a personal basis (as I have already done this with Lake Nona over the last four years i.e. Impact Forum, Jiyo/Internet of Wellbeing, events).

- I also believe that we are today setting the stage for the “consciousness economy”. Over the next couple of decades I see the proliferation of consciousness bars, studios, mind gyms and experiences along the lines of how yoga/meditation studios are now mainstream. In the mid 1980’s I was the global ambassador for Maharishi Mahesh Yogi and the TM movement for introducing yoga and meditation to the world. My job was to speak about meditation and yoga, starting with the United States, Western Europe, Latin America, Asia and finally the eastern bloc countries i.e. The former Soviet Union. At that time there was a scattering of yoga studios and no one had ever heard of a meditation studio. Now there is a yoga studio in every block in a city and meditation studios are now beginning to crop up (<https://www.unplug.com/>). Few people remember that Maharishi’s vision and his team of dedicated ambassadors pioneered this strategy, that I had the privilege to lead across the world.
- I have signed two contracts for what I believe will be my final books. 1) Meta Human: Unleashing your Infinite Potential 2) Awakening: Deepak Chopra’s Encyclopedia of Meditation. As we move in our efforts to reduce inflammation through the Institute for Integrative Health & Consciousness, my plan is to engage our global community to initiate, “Decade of Collective Awakening & Meta Human”. This will provide the template for the next phase of the evolution of human consciousness.
- Over the next 100 days I would also like to explore how we fully leverage the brand. I have now personally met with brand experts and entrepreneurs (e.g. Tony Tjan (<http://www.cueball.com/>), who would love some kind of engagement with our brand. I understand that all of you have looked at other branding agencies. If we need to fully leverage the brand, I believe we need to engage an agency, and this can provide clarity with respect to our various go to market initiatives and partnerships.
- I would also like all of us before full integration is achieved, to setup a process for exploring opportunities and qualifying its relevance in our enterprise. As you know there are enquires on a daily basis e.g. (Fred Nazeem/Rejuvenan, Tikvah, etc.). At the present moment I see the process as follows:
 - If I feel that the opportunity is worth pursuing, I ask Poonacha to do the due diligence and bring it to Paul’s attention. Paul and Poonacha are now putting in place a financial/economic due diligence step for internal validation before presenting to the board.
 - If the final decision by the board is not to move forward, then I would like the freedom to explore engagement personally, in a way that does not conflict Chopra Global. I would like to set a time frame (e.g. 30 days) for completion of this review” process and getting the necessary approvals.
- As we integrate Jiyo with Chopra Global, I would like us to create a business plan over the next 100 days. I have now presented Jiyo to WeWork, BlueCross of North Carolina, Lake Nona Eco-system (e.g. USTA), Viome and 1440. All of them are enthusiastic to partner with the Deepak Chopra/Jiyo as their enabling platform for their wellness/technology platform. When I first presented Jiyo to Adam Neumann (Founder & CEO of WeWork), he asked me how many engineers we had? When I responded “eight”. He responded back by saying “Why not 80 or 800?”. He also said that if I wanted to exit Jiyo, I could name the price and all he wanted was the brand/content and he would acquire it. I informed him

that Jiyo was not for sale. This brings up a major point. How are we going to integrate and scale Jiyo as part of the Chopra Global Digital Platform strategy? As you may have heard from Paul that the eight engineers that were working for Jiyo, which were originally part of ABOVE (company founded by Poonacha), are currently in the process of being transitioned to a publicly traded company, with office in the Bay area and India, i.e. [Persistent Systems](#). They are a 10,000+ member team providing services to leading companies such as IBM, Salesforce and Cisco. ABOVE will no longer exist and Poonacha will not have any financial interests in either Company. Paul has been introduced to the Founder & CEO of Persistent and will be directly negotiating the contracts for the engineers. Michael McCarthy (CFO) has visited India and met with Apollo (i.e. Upasana and team) and has worked through a revised agreement that will be very favorable and provide the best outcome.

- Finally, I would like to remind us all that the reason the transition was initially contemplated was so that I did not want to be involved in business details and the center was not being run optimally. However, I was handcuffed by the fact that I did not have the ability to streamline operations because I had no operational/management rights. Now with the new management/leadership we have an approximate \$20M operation a year. This can easily become a very profitable operation “as is” with the right leadership and management team. If that is all we want to do, then we can keep the current operations optimized, smooth, efficient and profitable. However, to do justice to the new partnership and reach 1B+ people my vision or Matt’s vision of creating the “Amazon of Wellbeing” or Eric’s statement in our last meeting that he was seeing Chopra Global as a billion-dollar enterprise at least, we need a business plan, process and a management team that is professional and has the caliber to create a multi-billion-dollar enterprise. If I had a choice between impact and profitability, I would personally choose impact as I have dedicated my life to reach critical mass. I am personally not motivated by profit only, I keep reminding myself that at the age of 72 years, what I want to do with the final chapters of my life. I don’t want my deathbed regret to be “I wish I had made more money”. Rather, I would like my deathbed experience to be one of gratitude for having made a *difference* in the world. However, I have learnt that “profitable growth” is essential for a successful long-term enterprise. With the formidable partnership we are forging, Chopra Global could be the pioneer maverick in the world for “integrative health and consciousness”, creating the visionary architecture for the next generation and setting the path for our collective awakening.

Once we have a business plan, milestones and the leadership team we will be on our way and in a better position for Chopra Global to grow and evolve. I also believe that when the new CEO has created his/her team (unless Paul joins us a permanent CEO) and a firm business plan for the enterprise, we should entertain a stock options plan for management and key employees. This will instill in them a sense of ownership and commit them to the long-term success of the organization.

Love Deepak.

PS: I have already shared with Alice and some of you, my vision for the Chopra Institute for Integrative Health & Consciousness, where I have suggested Leena’s role, new board and Alice as Chairman. I will resend that email separately.

Deepak Chopra MD

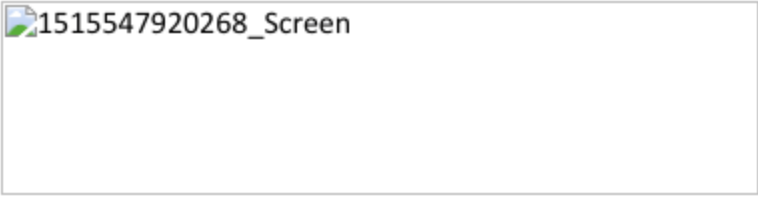
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[The Healing Self: A Revolutionary New Plan to Supercharge Your Immunity and Stay Well for Life](#)

