i-m-human.com

A Revolutionary Support System

“To truly laugh, you must be able to take your pain and play with it.”

— Charlie Chaplin
**Our Mission**

To revolutionize how we approach, seek, and gain support for personal growth

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*We’re all human, we all have our challenges.*
Some we laugh about, some we don’t talk about. But no matter what, it’s all real.

What if, instead of avoiding your challenges, you just got curious about them?
No judgements, no list of to-do’s, no pressure to make huge life changes.
*Imagine that support was right there in front of you...*

We’re creating an all new approach to support—
by bringing you real, relatable content, social community and expert guidance.
Hi, I’m Ian Shea...

And here’s my personal story...

I know firsthand that growth can be uncomfortable and challenging. *I’m in a good spot now, but behind that statement there’s been alot of work to get through fears, insecurities and doubts...which is work I continue to do each day.*

About a year ago, it became clear that the company I was building, Maestro Market, wasn’t working out as anticipated. Money was running out and traction had slowed. Some were urging me to shut it down. The fear and anxiety was constant and inescapable. But I didn’t shut it down because I knew there was still something valuable, I just wasn’t clear on what. *I was having a full-on life moment and I pulled over. And there isn’t a “playbook” for pulling over.*

So I simplified my life to only things that were nourishing and supportive. I developed a daily process that helped me stabilize, which included digesting online videos, articles, books and other content sent from trusted people. While absorbing all that, *I continually sought out different perspectives by connecting with experts, friends, family and most importantly, myself.*

This integrated process of content plus human connection shifted a potentially disastrous moment into one of tremendous growth for myself and the business. The epiphany came when I realized not only how unique and valuable this combination of support was, but also how complicated it was to seek out and assemble in a meaningful way.

*I was shocked that there wasn’t a singular, cohesive place for people to go* for their own “Life Moments”. It’s an important place and *I’m here to build it.*
Okay, so what exactly is i-m-human.com?

A lifestyle site of real and relatable content curated by experts with social support and community woven throughout.

expert interaction and informative content + social community and support + real, relatable content = a refreshingly human experience in daily support

We're witnessing a huge craving for trustworthy and relatable support around personal growth.

This is evidenced in Facebook feed conversations, article topics on mic.com and the seismic shift of traffic on the Huffington Post from their Politics and Business sections to their Health Living.

In a sea of content in disparate places, we are a single destination for:
real, relatable content for inspiration and information, social community for human connection, and expert access when you're ready to take action.
The Landscape

We’re addressing the need—for supportive content, personal connection, and expert guidance—all in one single destination.

Relatable Human Places

Tumblr  Humans of New York  Huffington Post  Oprah’s Soul Series

Buddhify  PostSecret.com  Instagram  Daily Love

Friends & Family  Alumni Groups

Community Support

Facebook  Freelancers Union

Yoga Class  SoulCycle

Personal Growth

Happify.com  PopExpert.com

Life Coach  Therapist

Expert Help

Shillshare.com  Google Helpouts  Yahoo Answers

Lifestyle Media Content

mic.com  TED.com  WebMD.com

Huffington Post  Oprah’s Soul Series  Medium

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Market Opportunity

Supporting personal growth is one of the most lucrative opportunities of our time.

health and wellness + self-improvement + spirituality + expert help and knowledge + lifestyle media = $125+ billion

examples:
- SoulCycle
- Whole Foods Market
- Fitbit
- Huffington Post's Healthy Living
- Google's Search Inside Yourself
- TED.com
- WebMD.com
- Lynda.com
- Oprah Winfrey Network
- Conde Nast
- Medium.com

Personal growth occurs in three areas: physical, mental and emotional.
The next BIG revolution is support for mental and emotional wellbeing.
"Life Moments™"

Don’t edit your own soul according to the fashion. Rather, follow your most intense obsessions mercilessly.

– Franz Kafka
Our content is structured into "Life Moments"

Real and relatable themes experienced in everyday life, designed in an interconnecting flow to drive discovery and engagement.

Each Life Moment contains a range of expert-curated content including: articles, videos, community interaction and expert engagement making support as relatable and accessible as possible.

Life After Divorce

I'm a single guy and really want a family, is that weird?

To freeze or not to freeze... my eggs?

I'm having an affair. There, I finally said it.

I'm living my 'ideal life' and I've never been more stressed out.

Midlife Career Shift: Crisis or Clarity?

I have prostate cancer and I feel scared and ashamed.

Dating in the Digital Age

I just lost my job. How will anyone want to date me?

Having kids has killed our sex life.

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Content Creation and Scalability

Our system is designed to provide unique insights into users’ emotional and mental needs ensuring ongoing relevant content.

Our content is self-generating and scales easily.

The personal, universal nature of our content invites in-depth and impassioned engagement. User engagement directly lends itself to fresh ideas and perspectives on desirable new content.
The Team

We’re building a unique team of multidisciplinary individuals to ensure a truly revolutionary approach to support and personal growth.

A big picture understanding of human behavior is essential in our leadership team. We require individuals with a multifaceted background and breadth of experience.
Revenue Model

We have multiple ways to monetize Support for Personal Growth

35% of large and mid-sized companies are bringing in some form of support for growth into companies as there is a growing awareness that there is really no trade-off between supporting employee’s mental and emotional well-being and performance in companies.

- Arianna Huffington

Four different revenue streams maximizing utilization of content. Each stream benefits the others.

- Corporate subscriptions
  Content specifically tailored for organizations and employee needs

- Expert engagement + content sales
  Unique live or streaming interactions with experts and sales of expert content.

- Marketing partnerships
  Brand sponsorships of custom curated Life Moments.

- Affiliate revenue
  Shared revenue from partners driving increased site traffic
“Growth is a fundamental part of being human. We believe every Life Moment is an opportunity for growth.”

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