

INNER BALANCE MODEL

AND THE FOUR PILLARS



IGNITE YOUR INNER BALANCE

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INTRODUCTION

At Balance Spark, we believe the current health and wellness domain is overly complicated and challenging for people to understand and put into consistent practice. Most models embody a multitude of dimensions (e.g., 6 or 7 and sometimes 8) resulting in people only focusing in on one or two (i.e., "Diet & Exercise"). As a result, most people who are aspiring to achieve a practical, balanced lifestyle often fail and don't ignite their inner balance.

To combat this unnecessary complexity, we have simplified the nuances of health and wellness into four simple pillars: Physical, Nutrition, Energy, and Social. We combine these pillars with our "Inner Balance Model" which represents a lifecycle designed to make it easier for people to better conceptualize health and wellness as well as more effectively self-manage it on a regular basis.

By taking this unique approach, we believe people will have a higher success rate creating a healthy lifestyle and ignite their inner balance.

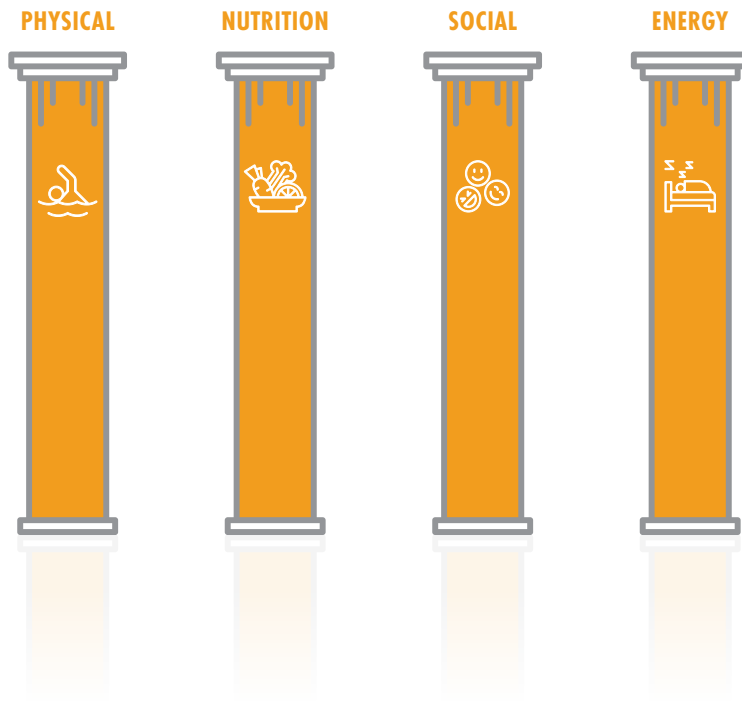
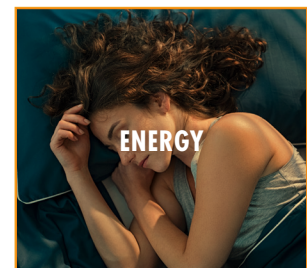


THE FOUR PILLARS

When defining the four pillars, our goal was to identify focus areas that the everyday individual can easily relate to. Mobile applications have become the predominant tool for life's problems.

Knowing that most mobile solutions that people relate to fall into the categories of Physical, Nutrition, Meditation, and Social Media we were confident these areas would cover our foundation.

Through the visual representation of our four pillars, you can identify an imbalance in your wellness and adjust accordingly. The goal is never perfection, but rather a process of consistent, incremental self-improvement.



WELLNESS PILLARS

PHYSICAL PILLAR

We have become so heavily reliant on the world of medicine to give us the quick solution for all that ails us that we've lost our ability to self-diagnose basic ailments and heal ourselves. By interacting with our physical pillar, one can learn to educate, self-diagnosis, and monitor their own physical well-being.

Interactions with the Physical Pillar allows people to discover the following:

- Homeopathic medicine and various methods of physical activity
- Biometric monitoring of heart rate, blood pressure, glucose, steps, etc.
- Identification and monitoring of sleep patterns and related gaps
- Goal setting around physical activity, biometrics, and sleep

PHYSICAL



NUTRITION PILLAR

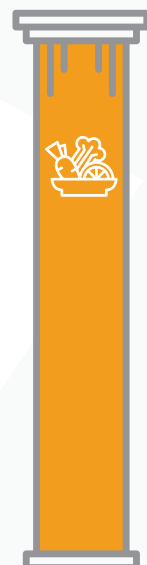
Most people engage in some form of "diet" (e.g., Keto, Vegan, Paleo, etc.) and more often than not fall back on old habits. This difficulty is rooted in a lack of consistency with regular monitoring being the key; however, beyond monitoring is adaption to change.

Adaption can only take place when we have a method to understand our gaps and be willing to consistently take incremental steps. And unfortunately, the human body is not designed for drastic changes in small time frames.

Interactions with the Nutrition Pillar allows people to discover the following:

- Nutrition plans and their impact to the systems of our bodies and brain
- Daily tracking of all nutritional elements based on an individual's make up
- Understanding of "red lines" (unresolved gaps that repeat daily)
- Goals surrounding personalized diets and how to address red lines

NUTRITION



ENERGY PILLAR

Our Energy Pillar primarily focuses on emotional intelligence (EQ) and mindfulness. In order to be aware of our surroundings we need a clear state of mind, which can really only be achieved through meditation. By dedicating time each day to pull away from the busyness of life and focus on our mental well-being we can truly alter our perception of life and how we approach it.

In addition to this focus, we also couple it with a suggestion of hobbies. A hobby is **“you time”** where you can clear your mind, focus, and enjoy what makes you happy.

Interactions with the Energy Pillar allows people to discover the following:

- Their emotional intelligence and mindfulness
- Meditation monitoring and the impact it has on your thinking
- Hobbies and the **“you time”** in life and the happiness it brings
- Set goals surrounding your meditation and EQ skills

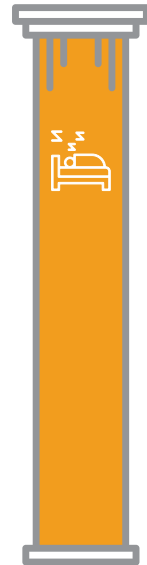
SOCIAL PILLAR

The Social Pillar emphasizes our need to interact with people and creates an opportunity to practice our EQ and mindfulness skills that we obtain through the Energy Pillar. It also allows us to create a community of people that support the goals of our friends and family as well as celebrate our own personal achievements from the Physical, Nutrition, and Energy Pillars.

Interactions with the Social Pillar allows people to discover the following:

- New information around your interests through a community of like-minded individuals
- Receive positive affirmation through your regular interaction with others
- Identify and focus on similarities rather than differences in community members
- Goals surrounding increased social interaction and support of others

ENERGY



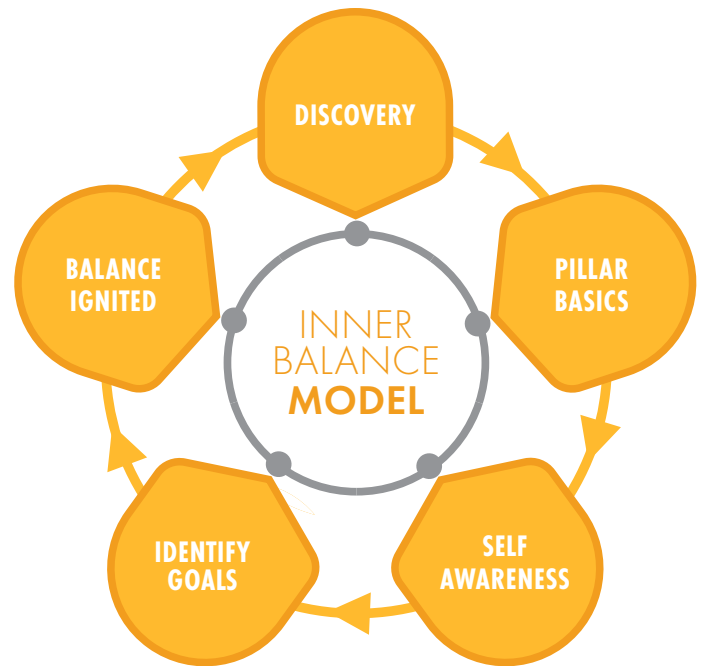
SOCIAL



INNER BALANCE MODEL

The Inner Balance Model is a lifecycle that can provide continuous improvement in the area of health and wellness throughout an individual's life. The life cycle takes an individual on a journey through five phases (e.g., **Discovery, Pillar Basics, Self-Awareness, Identify Goals, Balance Ignited**), at their own pace, generating an improved sense of balance through each iteration.

As individuals proceed through each iteration, their skills can incrementally improve, increasing the goal level from beginner to intermediate or advanced.



DISCOVERY EXPLAINED

During the Discovery phase, an individual will be able to realize the following:

- Identify specific health conditions that could hinder their inner balance.
- Reflect and understand how they manage their time and how it relates to their work-life balance.
- Identify personal activity levels whether they are low, moderate, or high.
- Identify personal interests in the areas of physical, nutrition, energy, and social.

PILLAR BASICS EXPLAINED

During the Pillar Basics phase, an individual will be able to realize the following:

- Measure basic elements of their health which requires and promotes self-awareness.
- Notification setting around Pillar Basics to create healthier habits.
- Understanding of the four pillars and how to measure one's inner balance.

SELF-AWARENESS EXPLAINED

During the Self-Awareness phase, an individual will be able to realize the following:

- Start and become engaged in continuous, incremental self-improvement.
- Identify gaps in life relationships, work, personal, or social.
- Ability to change previously selected personal interests as you continue to evolve as an individual.

IDENTIFY GOALS EXPLAINED

During the Identify Goals phase, an individual will be able to realize the following:

- Gaps and improvement areas of focus are identified.
- Creation of “**S.M.A.R.T.I.E.**” goals to fill the gaps you identified during self-awareness.

- S** Specific
- M** Measurable
- A** Action-Oriented
- R** Relevant
- T** Time-Bound
- I** Inclusive
- E** Equitable

- Emphasis on time management for work and personal life.

BALANCE IGNITED EXPLAINED

During the Balance Ignited phase, an individual will be able to realize the following:

- Increased goal levels (e.g., Beginner to Intermediate or Advanced)
- Significant decrease in stress levels.
- Positive pay it forward mentality.





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