

THE DARK HORSE PROJECT

Sharing
the
HEART 
of the
HORSE
with the
WORLD



VIVID VISION 2025

* This is the vivid vision of The Dark Horse Project. It's an overview of what The Dark horse Project will look like, act like, and feel like three years out—by December 31st, 2025.

THE WHY

It ALL starts with WHY.

Our purpose, our driving force, our northstar.
The reason we do what we do!

For us it is EMPOWERMENT.

Giving people the power to do great things and
the ability to achieve their goals, visions and
dreams.

We believe there is power in learning.

We believe in the role model mindset and servant
leadership.

And together we are EMPOWERING VISIONS
through collaboration and education because
today's community is tomorrow's world

em·pow·er·ment

/im'pouərment/

noun: empowerment; plural noun: empowerments
authority or power given to someone to do
something.

~ the process of becoming stronger and more
confident, especially in controlling one's life and
claiming one's rights.



THE WHO



You! Me. Our friends, our families and our communities!

We are a growing global community and with each person the ripple effect of EMPOWERMENT
continues to strengthen our members, their businesses and our world.

Our CoLAB Partnerships are win-win opportunities focused on optimizing impact, increasing
efficiency and developing sustainability. Our Promo Partners give our community a voice and our
educators are world class experts in their fields.

Our members are the life of The Dark Horse Project. Our membership levels range from virtual
CoLABers to the Founders Club and provide a variety of ways to learn, connect and grow.
Members engage virtually on the Dark Horse Network and gather in person for local chapter
programs and events at our campuses and affiliate locations.

Our core team of coordinators are exceptional servant leaders who are insanely effective at
fanning the spark of idea into a raging inferno of purpose. (Yes the WHY thing again!)

THE WHAT

A leader in the alternative education space The Dark Horse Project is an award winning media company on a mission

**THE
DARK HORSE
PROJECT**

EMPOWERING VISIONS through COLLABORATION and EDUCATION

We FOCUS on:

PRODUCING EMPOWERING MEDIA and EVENTS

CREATING AMAZING GATHERING SPACES

DEVELOPING EDUCATIONAL CURRICULA

PROVIDING LEADERSHIP, RESOURCES and SUPPORT

PROMOTING COMMUNITY, PHILANTHROPY and SUSTAINABILITY

THE HOW



The Dark Horse Network is the centralized hub of empowerment, connection, inspiration and resources for our members, audiences and community.

Connecting a global membership of 10+ million users, the virtual platform designed with collaboration and education in mind is the online location where CoLABers gather to engage and exchange with each other. Broadcasting The Dark Horse Project's empowering programs, series and events both live and on-demand, the platform provides award winning world class education, experience and entertainment.



Dark Horse Digital Media is the production department of the DHP and is responsible for production of media content for the project, its subsidiaries, brands, partners and clients.

**Video, Audio + Graphics
Software, Systems + Marketing
Content Development + Events**

Our digital media team LOVE'S to manage and create content for live events, video and audio production, website development, app/software development, social media scheduling, as well as project management and online marketing.

Learn the Art of Horsemanship + Experience Equestrian Sports

DHP Equine develops curricula that empowers, supports and inspires horsemanship, wellness and collaboration in the equine industry. This is accomplished by providing quality virtual and hands-on training for horsemen and equestrian athletes (across all equestrian sports) with focus on horsemanship, equine care and management, sports medicine, sports psychology and business practices.



DHP Equine

COLAB MEMBERS + PARTNERS

Connecting in the spirit of collaboration, together our members and partners are creating a better and more sustainable tomorrow.

Memberships

Network Subscriber - Access to the Dark Horse Network collaboration and education platform. Basic subscription includes a social profile, access to groups and the ability to purchase products or services from the Marketplace, additionally basic subscribers access the Network broadcast, both live and on demand. The only requirements for an account are a verified email address and adhering to the Code of Conduct.

CoLABer - Includes the basic subscription plus access to the Exchange and additional CoLAB resources.

CoLABer Pro - Includes CoLABer benefits plus the ability to create Groups and Organizations, which enables the promotion of products and services in the Marketplace. In addition CoLAB Pro subscribers receive valuable resources for entrepreneurs, influencers and business owners.

Supporting Member - Includes CoLAB Pro subscription plus VIP level tickets to DHP Events, DHP swag and discounts to products and services available on the Dark Horse Network Marketplace.

DHP Group - Includes Supporting Member benefits plus DHP Group monthly networking events and annual skill building workshops, plus multiple promotional opportunities.

Founding Member - As servant leaders, influencers and creators in their fields and industries this tight group of members make up the Founders Club. Through their contributions, influence and insight, the DHP's ability to impact our world as a FORCE FOR GOOD is multiplied many times over.

CoLAB Partnerships

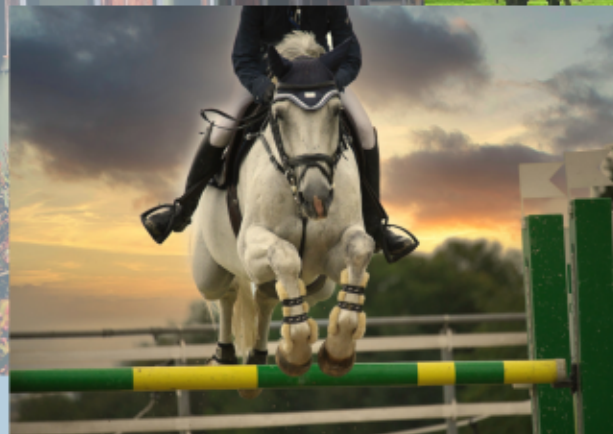
Promo - Our Promo Partnerships range from the typical affiliate marketing relationships to full blown projects and include both short or long term options, always creating win-win solutions through connection, promotion and collaboration.

Edu - Our Edu Partnerships empower educators by collaborating to develop their curriculum, produce their content and promote their message.

Affiliate Locations - Our Affiliate Locations are made up of physical businesses in alignment with the DHP Code of Conduct, which serve and provide gathering spaces for local chapters and members. Our Affiliates add massive value to the DHP global community.

CAMPUS LOCATIONS

- Production + Recording Studios
- Cowork + Mastermind Spaces
- Fabrication, Workshops + Studios
- Equine Facilities + Event Centers
- Wellness Centers
- Event + Gathering Spaces
- Coffee Shops, Juice Bars and Kitchens
- Accommodations
- Agriculture + Horticulture



**THE
DARK HORSE
PROJECT**

2 CAMPUS LOCATIONS

**OCALA, FLORIDA
SOUTHERN CALIFORNIA**

**250+ AFFILIATE LOCATIONS
WORLDWIDE**

THE WORD *On the Street*



The Dark Horse Project is a global media company known for its popular online platform, award-winning media productions including “A True Dark Horse Story”, best in class educational programs and world class locations, where learning and collaboration brings members and communities together creating a growing ecosystem focused on building a better tomorrow.

The Dark Horse Network is known as one of the world’s best entrepreneuring and personal development social platforms and a leading virtual marketplace in the alternative education space.

Dark Horse Digital Media is recognized for its world class video and sound productions, events and studios.

In sharing the heart of the horse with the world, the DHP has become a major influencer in the equine Industry and is praised for its visionary leadership role in uniting, strengthening and growing the industry.

The DHP Equine has partnered with top educators in the equine space to develop and produce best in class educational programs, including both virtual and hands-on events, courses and programs.

DHP Campus locations provide retreat style amenities where creatives go for inspiration, families meet for celebrations, influencers transform lives and members are considered friends.

Built on win-win CoLAB Partnerships with industry leaders, the DHP is able to amplify impact and reach, while empowering entrepreneurs to launch, run and scale their businesses.

The culture of the DHP is caring, supportive, inclusive and collaborative. The core team overseeing daily operations are a tight group of high performing servant leaders.

Through its dedicated philanthropic Pay It Forward budget the DHP has empowered our community of entrepreneurs, innovators, creators, makers, educators and causes to impact our world as a force for GOOD.

A note from our Founder

Lisa Ciesniewski

The greatest honor of my life has been to lead The Dark Horse Project.

I am inspired daily by our community!

I am always in awe of the amazing team of striving servant leaders that I have the pleasure of working alongside and who are the greatest of friends.

This is an amazing journey.

As an entrepreneur with a visionary spirit I often find myself a bit outside the box and it has been a humbling experience to witness the impact and reach the project has made. What started as an idea sparked during a Tony Robbins event and was fanned by the inspiration and coaching of Brendon Burchard and Dean Graziosi has truly become a FORCE FOR GOOD.

Follow your dreams my friends. Listen to your intuition. Be true to your passions. And BELIEVE!!

There is power in intention.
There is power in vision.
There is power in strategy.

The secret sauce is in the habits.

If you are not already a member of The Dark Horse Project and this vivid vision resonated with you, I want to invite you to check us out and join our growing community.

With love,

Lisa Ciesniewski

THE DHP FUND

As a vehicle to empower visions the DHP in collaboration with the Founding Members developed the DHP Fund, a private investment fund primarily focused on real estate, local municipal bonds, select startups and providing small business loans to entrepreneurs. The fund provides a win-win situation for both the fund's investors and the entire DHP membership.

DHP Fund is a great option for Impact Investors and outperforms the major indexes while impacting our world as a FORCE FOR GOOD.



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www.dhpcolab.com