

Ready for Real Life Instruction and Education

Modern Manners and Mental Fortitude (MMMF) LLC

School & District Revenue Potential — readyforreal.life

EARNING POTENTIAL SUMMARY

\$7,500

Year 1 floor

\$50,000

Year 2 target

\$250K+

Year 3–5 ceiling

■ Conservative path

■ Target path

■ High path (cert + districts)

PHASE 1 — PROVING IT WORKS (NOW → 12 MONTHS)

Pilot pricing

Single class pilot

\$2,500

one-time / one class

- 3 pilots = \$7,500 in Year 1
- Low commitment for school admin
- Generates testimonials & outcome data
- Standard entry point for curriculum pilots

Individual / parent market

Self-paced online course

\$99–\$497

per individual / one-time

- Entry-level access to the curriculum
- Parents, homeschool families, individuals
- No school contract required
- Separate revenue stream from school licensing

PHASE 2 — BUILDING RECURRING REVENUE (YEAR 2)

School license

Full school — annual

\$4,000–\$6,000

per school / per year

- 10 schools = \$40K–\$60K/yr
- Annual license creates recurring revenue
- Includes curriculum + pacing guides
- Standard school licensing model

Teacher certification

Teach the teacher

\$1,500–\$3,000

per educator / one-time

- Teachers deliver the program independently
- 5 teachers = \$7,500–\$15,000
- Stacks on top of school license fee
- Enables growth without direct delivery

PHASE 3 — SCALE (YEAR 3–5)

District partnership

Multi-school district

\$10K–\$30K

per district / per year



- 5 districts = \$50K–\$150K/yr
- Scales across multiple schools per contract
- Utah has ~42 school districts statewide
- Includes rollout support + training

Outright IP sale value

If you sell the program

\$200K–\$1M+

only after proven traction



- Pre-traction value: ~\$15K–\$50K
- At 10 schools: ~\$100K–\$200K
- At 50+ schools: \$500K–\$1M+
- Valuation based on 2–5x annual revenue

5-YEAR REVENUE PROJECTIONS

Year	Conservative	Target	High Path	Key milestone
Year 1	\$7,500	\$10,000	\$15,000	3 pilots completed
Year 2	\$25,000	\$50,000	\$75,000	10 schools, 5 teacher certs
Year 3	\$50,000	\$100,000	\$150,000	First district deal
Year 4	\$75,000	\$150,000	\$250,000	Multi-district + cert program
Year 5	\$100,000	\$200,000	\$400,000	Acquisition interest begins

About the program

Modern Manners & Mental Fortitude is a 16-week, scenario-based curriculum focused on applied decision-making, real-world communication, and character development. The program was developed from nearly two decades of law enforcement experience and is structured around Social Emotional Learning (SEL) frameworks with an emphasis on transfer — equipping students to apply skills in real-life situations, not just academic settings. It targets high school students and includes instructor materials, pacing guides, scenario libraries, and student activities. The program is designed to be delivered by a certified educator without ongoing involvement from the program developer.

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About the program

Ready for Real Life Instruction and Education (MMMF) is a 16-week, scenario-based curriculum focused on applied decision-making, real-world communication, and character development. It is designed for high school implementation with instructor materials, pacing guides, scenario libraries, and student activities that support school and district rollout.