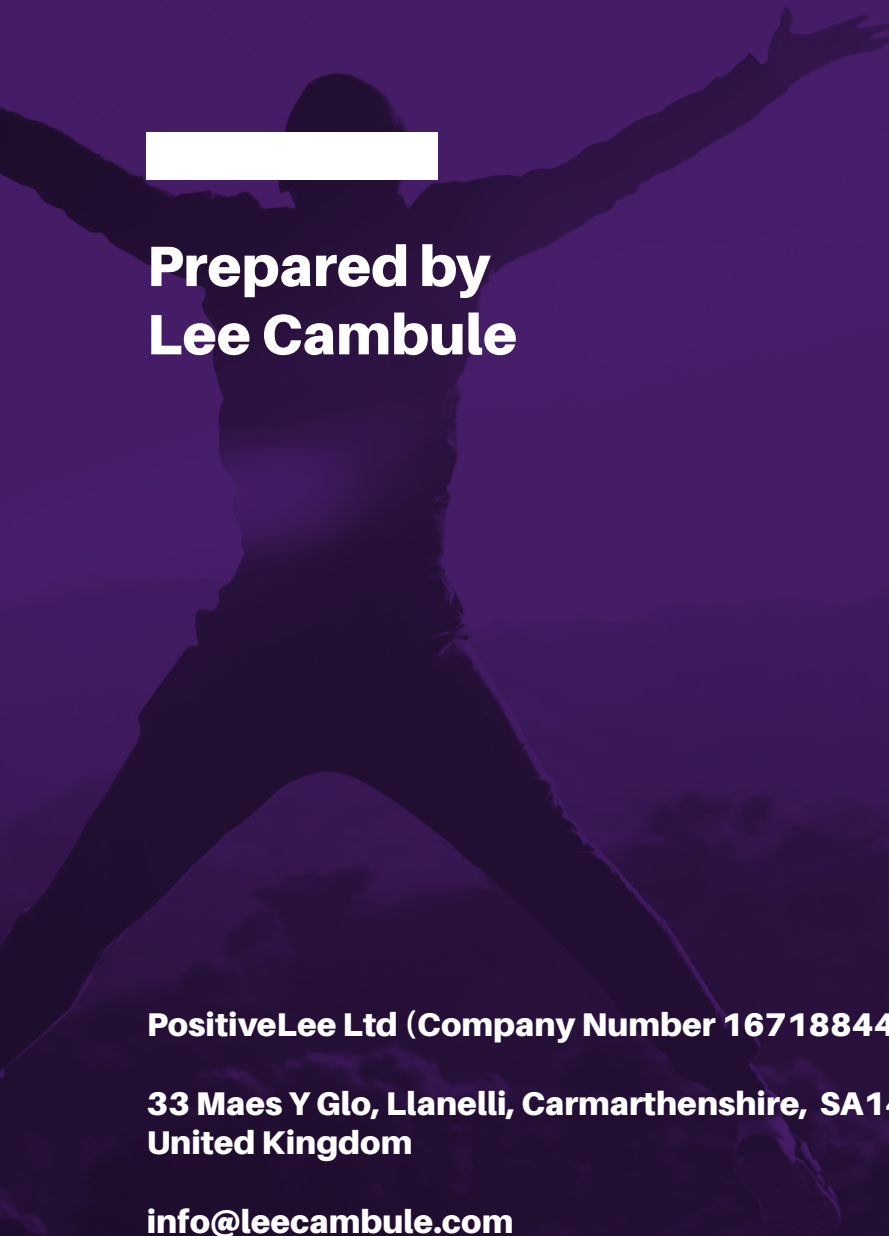




PositiveLee Ltd BUSINESS PLAN


Prepared by
Lee Cambule

PositiveLee Ltd (Company Number 16718844)

33 Maes Y Glo, Llanelli, Carmarthenshire, SA14 9QA
United Kingdom

info@leecambule.com
www.leecambule.com

2025 - 2030

If you require translation facilities or information in other languages or formats, including Welsh, Braille, and large font or on CD or tape then this can be made available on request. Please get in touch and ask for details.



BUSINESS PLAN

2025 - 2030

Introduction

PostiveLee Ltd is a new company based in South Wales that is aiming to change the narrative around our three pillars; mental health, transformation and creativity.

We set-up this business in October 2025 to deliver creative, wellbeing and personal development services that help people and organisations grow and recover. Through our main brands—The Man, Up! and The Write Guy—we provide accessible, story-led tools to support resilience, communication, and positive change.

The business is built around our founder and Director, **Lee Cambuie**. Lee has a vast array of experiences across our three pillars including:

- living with depression and anxiety since the age of 14 and the challenges that come from these mental health issues;
- over 25 years of experience in public services, focused around service and transformational delivery;
- over 15 years as a leader, manager, coach and mentor across multiple organisations;
- over 10 years public speaking, campaigning and volunteering;
- a wide range of qualifications, training and lived experiences that combine these areas of knowledge.

Now is the right time for Lee to use his skills, knowledge and talents to make a difference in the lives of other people and communities across the United Kingdom. That's what we want for **PositiveLee Ltd**; the chance to inspire and even save lives.



Our "why"

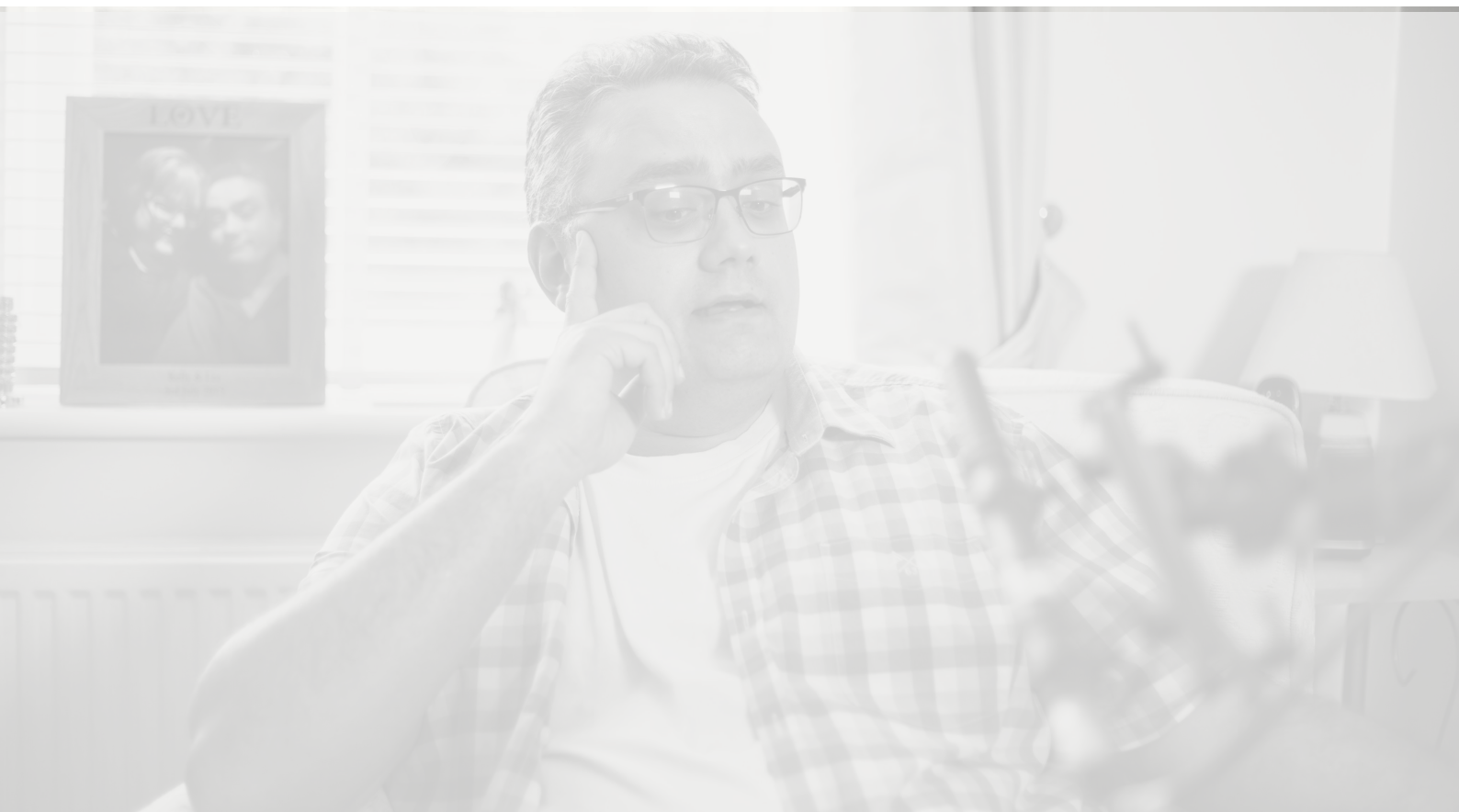
What do mental health, transformation and creativity all have in common? Lots, actually...

Our founder discovered various connections and dependencies between these three areas - which are the pillars of our business model - over the course of his life. A life that almost ended due to his mental health challenges, a life defined by a career in change and project management, a life motivated by a passion for creative writing that led to success as an author and blogger.

These three areas, when combined, can create many benefits for people but the biggest connection between them is **storytelling**:

- Mental health stories of lived experience can not only be therapeutic for the individual as part of their recovery journey but can inspire others and even save lives with their powerful messages;
- Transformation is the story of change and we can break down the steps involved in making change happen into a process that can be easily learned and shared through storytelling;
- Creativity is the art of storytelling in many different ways, from poetry to artwork to expressive dance, we can find unique and interesting ways to tell a unique story.

That's why we have created PositiveLee Ltd...to help people tell stories that can inspire and save lives.



Our objectives



Our mission is **to help people and organisations communicate better, think better, and live better** through storytelling, coaching and empowering experiences. Our Unique Value Proposition (UVP) is that we combine three elements (mental health, transformation and creativity) to create and share stories that can inspire others.

We have six objectives to help us achieve this mission:

01

Establish PositiveLee Ltd as a trusted provider of creative and wellbeing services

- Build a clear brand identity that communicates the company's dual focus on personal development and storytelling.
- Develop a unified message that connects The Man, Up! and The Write Guy brands under the PositiveLee strategic purpose.
- Create a professional online presence (website, social profiles, content strategy) that reflects the company's vision and mission.

02

Expand access to personal development and wellbeing support through The Man, Up!

- Deliver workshops, talks and resources that help people build knowledge, confidence, resilience and self-belief.
- Develop scalable digital products (courses, guides, community programmes) to reach wider audiences.
- Form partnerships with community organisations, education providers and workplaces to broaden our impact.

03

Provide high-quality creative storytelling and communication services through The Write Guy

- Offer writing, editing, content development and consultancy services that help clients communicate with clarity and impact.
- Build a portfolio of case studies that demonstrates the value of story-led communication.
- Create opportunities for collaboration with authors, organisations and creative practitioners.

04

Use storytelling and lived experience to create positive social impact

- Develop initiatives that amplify under-represented voices and share stories of lived experience that challenge stigma and promote understanding.
- Contribute to community and social projects that support people experiencing adversity.
- Leverage Storytelling for Change frameworks to support organisations working in poverty, mental health, wellbeing, and inequality.

05

Ensure sustainable and ethical growth of the company

- Implement income diversification across brands to maintain stability.
- Develop measurement tools to assess both commercial outcomes and social impact.
- Embed ethical practices, safeguarding and accessibility across all services.
- Create pathways for future organisational expansion (associates, collaborators or staff).

06

Build a reputation for authenticity, compassion, and expertise

- Share thought leadership content (blogs, videos, talks) that reflects PositiveLee's values.
- Maintain high standards of quality, client care and professional integrity.
- Demonstrate ongoing learning and reflection through continuous professional development, creative practices and lived experience expertise.

Our vision for this business is **to become a leading UK provider of creative and wellbeing solutions that help people live with confidence, purpose, and self-belief**. We believe that we can inspire positive change by empowering people to understand their stories, strengthen their voices, and unlock their potential.

Our Director and Founder is central to our business, so if you want to know more about Lee Cambule, check out his story at www.leecambule.com/positivelee/about-lee



Our values

Values, in any organisation, act as a compass to guide the business in the right direction. They shape our culture, our identity and our credibility amongst clients and stakeholders.

We have five core values at PositiveLee Ltd, the initials of which form the word PEACE. This is a sign that if we uphold our values well, we can deliver peace for the people and communities we serve with our products and services:



- **Professionalism** - Designing quality, professional services that are accessible, understandable and relatable
- **Empathy** - Treating people with compassion and without judgment, wherever they are or however they feel
- **Authenticity** - Open communication and genuine lived experience at the heart of everything we do.
- **Creativity** - Using storytelling and creative expression to unlock solutions while embracing business innovation.
- **Empowerment** - Helping people build confidence, resilience, and self-belief without dependency.

All of these values will be essential to help us provide the right products and services, which have a meaningful impact in a safe and fair way for everyone. These values are supported by our **Code of Conduct** and links to our **Social Responsibility Policy** which is part of our **Values and Behaviours Framework** and describes how our business considers human rights and works ethically to manage our social and economic impacts.



I believe that stories have the power to inspire and save lives so I want to build this business around values that put people and their stories at the heart of everything we do. We will take this responsibility seriously and ensure that the business is consistent in all of our interactions with other people.

Lee Cambule

Our business brands

As our journey begins, we have three distinct brands that are connected to our business, one for our overarching organisation and two for the initial collections of products and services we provide.



PositiveLee

Our corporate entity

Our main business brand focused on our corporate vision, mission and objectives. It ties together the three pillars of our operating model - mental health, transformation and creativity - under a unifying identity. The logo represents our dreams and aspirations taking flight as we want our business model to find its wings over the course of this business plan.



The Man, Up!

Mental health influencer

Since 2015, Lee has been openly talking about his own experiences with mental health through volunteering and public speaking opportunities. With our Aim High Five Model, this brand delivers a suite of services that will help businesses to develop their wellbeing approaches. But we want to raise awareness of mental health challenges wherever we can.



The Write Guy

Creative Writing coach

Since receiving his first rejection letter from a publisher at the age of 10, Lee has become a self-published multi-genre novelist, blogger and creative writing consultant who believes in the importance of storytelling. As well as his own works, The Write Guy aims to promote creative writing with all ages and show the benefits of storytelling and sharing inspiring stories.

More information about our approach to communications, engagement, branding and Public Relations is detailed in our **Communications Framework** document, which includes our **Branding Guidelines** and Social Media Guidelines.

Our operation



Managing this business will be a complex opportunity and starting a new venture at this time will not be without risks or challenges. So, we are setting up our business to function effectively and give us the best chance of success.

Products and Services

- Infrastructure to create, share and maintain configuration controls of all company products
- Quality procedures including processes for ensuring our products are accessible, environmental and sustainable
- **Service Specifications** and relevant service standards allow us to maintain quality and meet client expectations
- Information about how we protect data about the people and organisations who use our products and services is detailed in our **Data Framework**

Marketing and Promotion

- **Marketing Strategy** defines our approach to marketing and promotion of our brand, our business and our impacts
- **Content Strategy** defines our approach to creating and promoting our content
- Cohesive brand identities that differentiate our products and services for different stakeholder and audience profiles
- Range of channels - coordinated through the fully integrated website **leecambule.com** - to engage with our audience
- Operating out of Wales, we will promote the Welsh Language as defined in our **Welsh Language Policy**

Impacts and Measures

- **Performance Framework** defines our approach to defining and measuring our performance and the impact we make with our products and services
- Capturing feedback from clients and service users to continuously improve our products and services
- **Key Performance Indicators** (KPI) will be regularly reviewed to demonstrate progress in our business objectives
- Data management will ensure we are compliant (e.g. GDPR) and consistent as well as inform our business planning and horizon scanning
- As well as our values, we will promote equality and diversity as defined through our **Equality, Diversity and Inclusion Policy**

Risks and Issues

- **Risk Profile** defines the amount of risk we are willing to accept as a business
- Risk management processes and tools - including a corporate **Risks, Issues, Assumptions and Dependencies Register** - will allow effective oversight and control
- **SWOT** and **PESTLE** analysis will be used to inform strategic planning and regularly revisited to keep up with market changes
- Key policies which will support our business model will focus on areas such as safeguarding, ethical standards and data protection

Funding and Budgets

- **Financial Framework** will include detailed Revenue Model, Sales Model and Cash Flow Plans as well as a break-even analysis
- Beyond start-up funding, we will explore new funding opportunities at local, regional and national levels
- Operating as a limited company will make financial decision-making easier but has significant risks early on in terms of the long term sustainability of the business
- Explore different revenue and income generation opportunities

Partners and Networks

- Director has extensive local knowledge of public services, third sector and grant funding opportunities as well as connections with businesses and community groups
- **Engagement Framework** will identify potential partnerships, mapping stakeholders and identifying suitable approaches to engagement
- Effort to be a part of local networks and groups such as Mental Health Forums, to increase our exposure as a business and support local developments

Skills and Suppliers

- Until the business grows, the business will focus around the skills, talents and capabilities of our Director
- Suppliers will be used to support development of key products (e.g. using Amazon Kindle Director Publishing to create our book 'Man, Up!') and services (e.g. using Wix to host and develop our integrated website leecambule.com)



More information about our business is available on our website, including access to some of the key documents listed above. You can also find out more about our commitment to the Welsh Government Economic Contract and our Green Growth Pledge / Equality Pledge action plans.

Documents

Clearly, there is a lot of information needed if you want to know all there is to know about our business, our brands and our work. The list of documents below is a start and you can get copies of these from our Director:

- **Business Plans** for our two main brands (The Man, Up! and The Write Guy)
- **Storytelling Framework** which includes our Ethical Storytelling Policy and Content Guidelines
- **Products Framework** which includes our Quality Approach and Configuration Control Guidelines
- **Performance Framework** which includes our Key Performance Indicators and Monitoring & Evaluation Strategy
- **Communications Framework** which includes our Engagement Strategy, Stakeholder Map and Public Relations Policy
- **Data Framework** which includes our GDPR Policy, Data Security Policy and Copyright & Intellectual Property Policy
- **Risk Framework** which includes our Risk Profile, Risk Management Approach and Business Continuity Plan
- **People Framework** which includes our Safeguarding Policy, Wquality, Diversity & Inclusion Policy, Complaints procedures and Confidentiality Policy
- **Financial Framework** which includes our Optimism Bias Policy, Funding Sources and Forecasting Approach
- Values and Behaviours Policy
- Welsh Language Policy
- Privacy and Cookie Policy
- Terms and Conditions
- Risks, Assumptions, Issues and Dependencies (RAID) Register
- Service Specifications / Product Descriptions

Our outputs

Here are a few examples of some of the products and services we deliver across this business model.



The PositiveLee Speaking Podcast is a new podcast featuring guest interviewees (predominately people with real-life experiences of mental health) which will air via our YouTube channel and with short-form video extracts from episodes shared via our social media channels. Interviews will also provide us with insight and content which can be incorporated into our other products and services.

We are also planning to use this channel to deliver a series of episodes dedicated to each chapter in Lee Cambule's mental health memoirs, titled 'Man, Up!' which will be available as e-book, paperback and hardback editions. Podcast episodes will delve deeper into key moments from Lee's personal journey and explore the lessons learned along the way.

Since 2008, Lee has self-published a number of novels and this has helped to develop his reputation as a multi-genre author. We are currently developing second editions of our published novels through Amazon Kindle Direct Publishing, as well as three new novels that are currently in development.

This is more than just using a business to promote a writer; the success we can build as a novelist and blogger will enhance our reputation as an expert in creative writing. This is the platform for The Write Guy to grow as a leading expert in creative writing service development.



Lee has a range of qualifications and training around change delivery, leadership and management, coaching, risk management and more. This opens up opportunities to work with individuals, groups and organisations in different capacities including consulting, mentoring, facilitation and guided learning.

Some of the knowledge and expertise that Lee has developed over these years is also suitable to use in digital content so we are developing a suite of digital resources such as short videos and reels to promote our services and messages.

Lee has been giving talks and presentations about mental health since 2015 as part of the Time to Change Wales campaign (an anti-stigma movement led by leading mental health charities in Wales). He has worked with organisations like the RAF, LBS Builders Merchants, DVLA, Swansea Bay University Health Board and has even given evidence in Parliament concerning the mental health of men and boys

Lee has a range of subjects that he covers in his mental health speeches and presentations such as men's health, suicide prevention, burnout and resilience.



Our Financial Model

Ultimately, the success of our business will be judged by our profitability. Even though we have a social value mission, we believe our business model can stand up as a viable financial business venture.

Income

Start Up Grant Funding

We will launch the business utilising initial grant funds of £8,000 to cover start-up costs including promotion and materials.

Year 1 Revenue

During our first year, income will mainly be generated through our products such as:

- Advertising from podcast episodes;
- Royalties from book sales (ebooks, paper-back and hard-back editions);
- Payments for digital products and resources;
- Payments from clients for initial services like our first workshops;
- Grant opportunities for targeted projects and activities.

There will be some revenue from our services such as consulting, workshops and public speaking but this will grow over time. We will also explore potential crowdfunding opportunities for content creation if this is a viable opportunity.

Future Revenue

Beyond Year 1, our service delivery will increase and become more sustainable as our reputation grows. Our **Financial Model** covers projections up to the end of Year 3 (2028).

Expenditure

Start Up Costs

Our initial outlay will be required to:

- Operational start up costs and initial (Year 1) running costs for the business;
- Create marketing and promotional materials including limited online advertising costs;
- Produce limited stock of outputs such as hard copies of the book 'Man, Up!'.

Ongoing Costs

This business model is very low cost in terms of expensive elements of running a business such as staffing (no employees), capital (business will be home based) and resources (most products are digital and services delivered by the Director).

Additional running costs include:

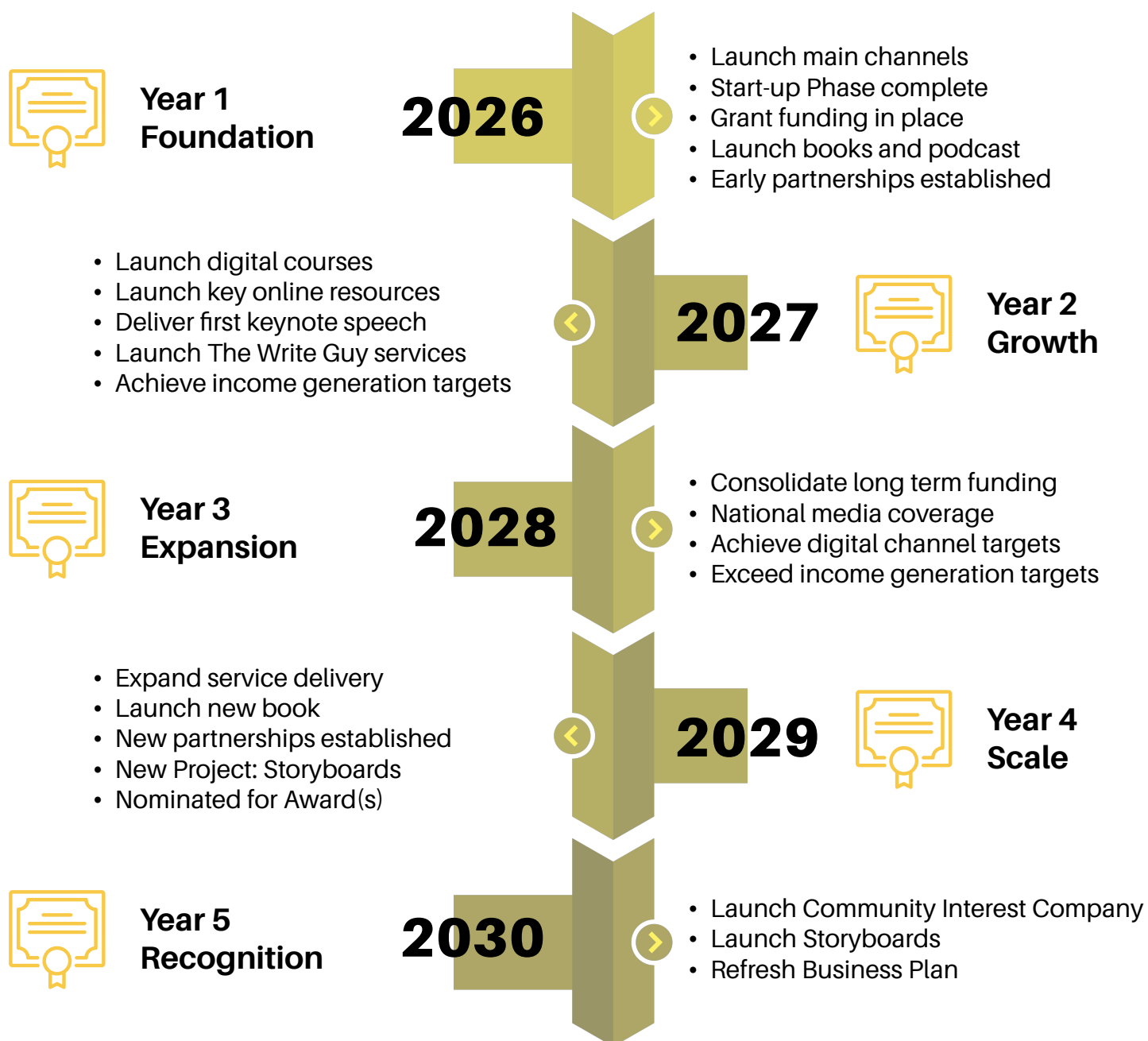
- Travel and related service delivery costs;
- Professional Membership and subscription fees;
- Supplemental outputs such as course printouts, additional promotional materials, and so on.

Our financial model is fully broken down with projections for the first three years of operation. We have included Optimism Bias calculations in our projections beyond Year 1.

We will report our fiscal activities and records of our financial performance through our **Annual Accounts**.

Our Journey

PositiveLee Ltd was formally registered as a business in October 2025 but this is only the very first step on our five-year journey to establish the business and grow our brands, services and reputation.





Our future

2025 is the beginning of an exciting journey for PositiveLee and for our ambitious plans for the future of the business.

By the end of this five-year plan, we hope to have established and been recognised as an exciting new business that is making a difference in the lives of people and communities. Our vision and mission statements are all very achievable within this timeframe but we do not want to stop there. Beyond 2030, we would like:

- To establish a Community Interest Company that is driving forward the social change element of our business model
- To create **Storyboards**, an exciting new digital storytelling platform that will allow us to share the inspiring stories of the people we come into contact with through our business
- To gain regional and national recognition for our work
- To come up with a new business model with lots of exciting new ideas and ambitions for beyond 2030

There is no specific "marketplace" where the three pillars of our business come together but if you consider all three separately, there is great potential for our business to take the best of all three worlds and combine them into a successful model. For example:

- There is a resurgence currently going on for public speaking and face-to-face events after the impacts of the COVID-19 pandemic
- There is huge growth in digital content creation which is expected to grow by up to 13% by 2030
- Mental health and wellbeing has become a strong sub-genre in the publishing world with digital formats doing especially well
- The consulting market is expected to grow in coming years despite economic challenges as organisations value short-term appointments with specialist knowledge
- Organisations want flexible learning so there is a high demand for online and hybrid courses, especially bespoke or tailored learning opportunities

While there are many influencers, motivational speakers, coaches, podcasts and consultants out there, it is hard to find someone that mirrors our three pillars in a similar way to our business model.

Conclusion



PositiveLee is really all about spreading positive feelings and I hope that you, having read this business plan, are feeling very positive about this business venture and its potential.

This is an ambitious undertaking at a challenging time to be starting a new business but we believe in what we are doing.

So, where do we go from here?

Onwards and upwards, as Lee always says. Our business model is built on social impact with a number of revenue making and monetisation streams as well as a blend of products and services that allows us to be flexible in how we deliver the business, adapting to current economic climates and the needs of our clients. These five years will go quickly and the future is full of positive possibilities.

Further documentation is available if you want to know more details about any aspect of the business that has been described in this Business Plan. Some of the documents may focus more on one of our brands but together, all of the pieces of the jigsaw fit together to illustrate our ambition, our plans and our approach.

We will be using this business plan as a platform to seek investment, support and contributions to our mission so if you are interested in having a conversation about how you can help us to achieve our aims, we would love to hear from you.

Want to follow us on social media? Of course you do, here's how to find us:

- Facebook - <https://www.facebook.com/PositiveLeeLtd>
- Instagram - <https://www.instagram.com/positivelee.ltd/>
- Threads - <https://www.threads.com/@themanupuk>
- LinkedIn - <https://www.linkedin.com/in/leecambule/>
- YouTube - <https://www.youtube.com/@PositiveLeeLtd>
- Pinterest - <https://uk.pinterest.com/PositiveLeeLtd/>



