

Kings Wellness Ranch Inc

100-Acre Neuro-Regenerative Institute & Equine Performance Sanctuary

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Entity: Kings Wellness Ranch

Structure: For-Profit

1. Executive Overview

Kings Wellness Ranch is a for-profit equine-integrated wellness and performance company operating in Wellington, South Florida. The organization delivers structured equine-assisted therapeutic programs, riding instruction subscriptions, and curated retreat experiences rooted in nervous system regulation and experiential healing.

The Ranch is expanding into a 100-acre Neuro-Regenerative Healing and Performance Campus designed as a vertically integrated ecosystem combining:

- Equine-assisted regulation and performance
- Psychoneuroimmunology-informed programming
- Neurological optimization partnerships
- Functional and regenerative medicine collaboration
- Somatic recovery modalities
- Land-based environmental healing
- Retreat-based immersive revenue streams
- Education and certification pathways

The expansion creates a multi-division institute structured for scalable revenue, measurable outcomes, and diversified cash flow.

2. Mission & Ecosystem Philosophy

Kings Wellness Ranch operates as a living ecosystem where horses, humans, clinicians, land, and science function in dynamic relationship.

The Ranch is grounded in psychoneuroimmunology, recognizing the interconnectedness of the nervous system, immune system, endocrine system, emotional processing, and environmental exposure.

Core Principles:

- Neurological Regulation: Calming and retraining the nervous system through equine presence, grounding, and sensory awareness.
- Emotional Reconnection: Building empathy and self-trust through creative expression, reflection, and relational learning.
- Immunological Strength: Supporting the body's healing intelligence by reducing stress, improving focus, and promoting inner balance.

Healing and performance are approached through nervous system regulation, co-regulation with equine partners, somatic integration, and regenerative environmental exposure.

The long-term vision is to create a self-sustaining neuro-regenerative campus where therapeutic outcomes, performance optimization, and environmental stewardship intersect.

3. Legal Structure & Ownership

Legal Entity: Kings Wellness Ranch inc

Structure: For-Profit

Owner: Nancie Succes (100% Equity Holder)

Board: Advisory board planned during expansion phase

Current Assets:

- 2 owned therapy horses
- 2 leases program horses
- Client base and active retreat relationships

Future structure may include:

- Medical partnership LLCs
 - Research subsidiary
 - Real estate holding entity for land acquisition
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4. Licensing & Professional Compliance

Kings Wellness Ranch operates under:

- Licensed equine activity compliance
- Licensed mental health counselor partnerships
- Licensed medical doctor (functional medicine) partnerships

All medical diagnostics and interventions (brain mapping, neurofeedback, hormone testing, detox protocols, post-concussion care, PTSD treatment) are delivered by credentialed professionals under structured agreements.

Kings Wellness Ranch does not independently practice medicine.

Expansion phase will include:

- Insurance structure audit
- Liability expansion review
- Risk mitigation planning
- Multi-entity compliance structuring

5. Current Operations Snapshot

Active Clients:

- 2 full Six-Week Equine Neuro-Regulation clients
- 1 Monthly Riding Subscription client
- 1 Retreat Group (15 participants)

Primary Revenue Anchors:

- Six-Week Neuro-Regulation Program
- Monthly Riding Subscription
- Group & Retreat Programming

6. Current Revenue Model

A. Six-Week Equine Neuro-Regulation Program

Price: \$1,975 per client

Core trauma-informed therapeutic offering

Integrates equine co-regulation and nervous system stabilization

Primary therapeutic revenue driver

B. Monthly Riding Subscription

Price: \$395 per month
Trainer-led equestrian instruction
Recurring membership-based model

C. Retreat & Group Programming

Starting at \$5,000 per event
Youth, faith-based, organizational, and specialty groups
Scalable experiential revenue tier

7. Expansion Vision – 100-Acre Neuro-Regenerative Campus

The expansion creates a fully integrated performance and healing institute with multiple divisions designed to operate independently while sharing ecosystem infrastructure.

Division 1: Equine Therapeutic & Riding Institute

- Expanded six-week programs
- Veteran reintegration
- Neurodivergent youth support
- Athlete nervous system optimization
- Leadership through equine immersion

Division 2: Neuro-Regenerative Performance & Brain Optimization Center

- qEEG brain mapping partnerships
- Neurofeedback suites
- Post-concussion recovery intensives
- PTSD recalibration programs
- Biofeedback and HRV labs
- Sleep and circadian optimization

Division 3: Functional & Regenerative Medicine Collaboration

- Hormone optimization partnerships
- Detox and cellular restoration

- Addiction recovery collaborations
- Gut-brain axis protocols

Division 4: Somatic & Cellular Recovery Pavilion

- Red light therapy
- Cold plunge hydrotherapy
- Infrared sauna
- Float therapy
- Salt therapy rooms
- Acupuncture and craniosacral therapy
- Women's restoration programming

Division 5: Land-Based Environmental Healing

- Grounding gardens
- Sensory regulation trails
- Regenerative agriculture education
- Soil microbiome exposure programming
- Multi-species animal-assisted regulation

Division 6: Immersive Residencies

- 3-day nervous system resets
- 7-day brain rejuvenation intensives
- 30-day executive performance residencies
- Long-term regenerative living tracks

8. Education & Research Institute

- Equine-integrated therapy certification
- Trauma-informed land-based training
- Continuing education for clinicians
- Research partnerships
- Outcome measurement studies
- Data collection on neurological markers and behavioral shifts

9. Infrastructure Plan

- Expanded equine barns and arenas
 - Neurological diagnostic building
 - Performance lab complex
 - Retreat lodge and cottages
 - Practitioner housing
 - Regenerative farming sector
 - Amphitheater and event center
 - Solar and water sustainability systems
 - Café and apothecary
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10. Financial & Operational Modeling

To be completed with accounting team:

- Monthly operating expenses
- Payroll structure
- Insurance review
- 3-year financial projections
- Capital allocation modeling
- Entity structuring for asset protection
- Risk and compliance review

Current Revenue Benchmarks:

- Six-Week Program: \$1,975 per client
 - Riding Subscription: \$395 per month
 - Retreats: Starting at \$5,000 per event
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11. Strategic Positioning

Kings Wellness Ranch is positioned as a vertically integrated neuro-regenerative institute combining:

- Equine-assisted nervous system regulation
- Psychoneuroimmunology-informed healing
- Neurological optimization
- Functional medicine collaboration
- Environmental therapy
- Retreat-based experiential programming
- Education and certification

The campus is designed for:

- National scalability
- High-ticket immersive programming
- Diversified revenue streams
- Measurable neurobiological outcomes
- Institutional partnerships