

Business Spotlight

Mission

Enlightened Energies (EE) is a disrupter wellness company that revolutionizes meditation to positively impact humanity's empowerment. EE's vision is to empower humanity through crafted meditations and mentorship so that everyone can optimize their well-being, reach their enlightened potential, and fulfill their authentic journey.

EE has created and launched meditation programs called 'Mindful Moments' that help people to build a consistent mindfulness practice. Each day of this program is structured with a theme and several simple activities such as movement, breathwork, affirmation, visualization, gratitude, emotional check-in, and reflection. The mentorship program utilizes these meditations and other tools to help build a robust mindfulness practice for the meditator.



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Mission (cont.)



With the power of mindfulness, EE is driven:

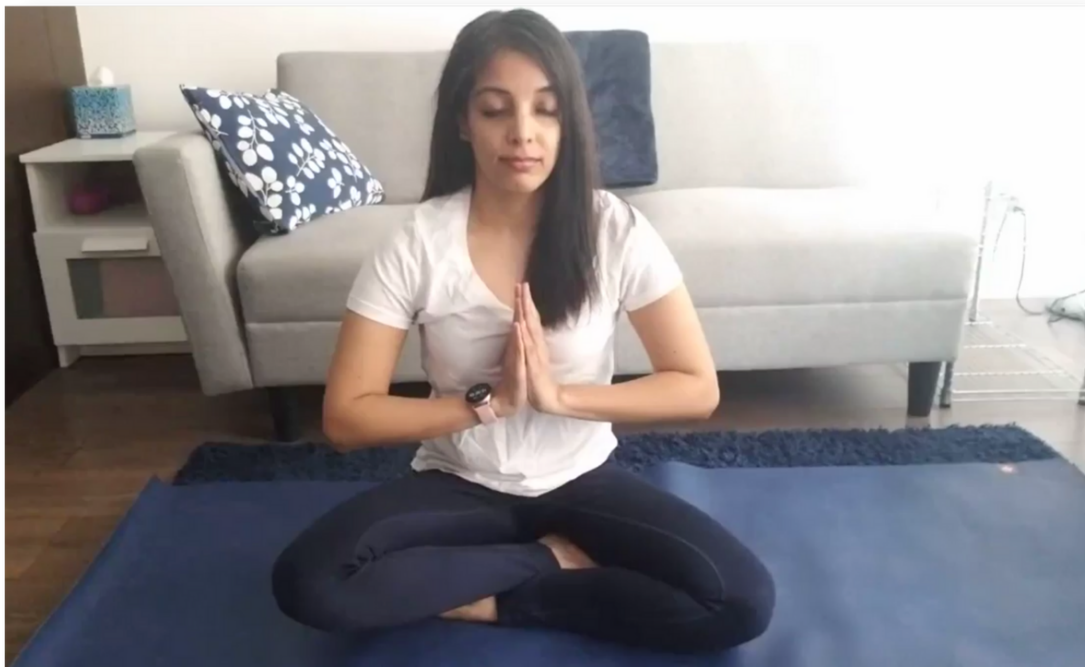
- To develop consistent and robust meditation practices in people's journeys.
- To create a foundation in the person's character filled with the right skills, such as compassion, confidence, and service.
- To empower as many people as possible to have optimized overall well-being and to reach their full enlightened potential.
- To build a community for people so that they know that they are supported in their journey.
- To be guided by a certified meditation mentor in a safe environment so that the person can thrive in their mindfulness journey.

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Story

The founder of EE, Anju Sharma, has always believed in the power of serving others by spreading happiness and wisdom through her work and social services.

In mid-2000, Anju underwent a major trauma in her journey that left her in a major depression for numerous years. She said: "I remember that period as my 'dark ages', where I became someone that I did not like myself since I was consumed with sadness and other negativities. I knew that I was disconnected from my best authentic self and that I needed to do something about it." She then suddenly enrolled in a yoga teacher training in 2013, where she underwent a massive transformation that awakened her authentic self. She felt as though her renewed aura radiated a clearer sense of meaningful purposes, values, and attitudes.



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Story (cont.)



Since then, she has built a robust and consistent practice in her journey with the mindfulness techniques that she has learned from her yoga training and other resources. As her knowledge of meditation deepens, she often wishes that she had this knowledge along with a mindfulness mentor earlier in her journey so that she had the right tools to deal with day-to-day challenges. Then, a profound idea emerged that she wanted to start an organization that encapsulated both meditation and mentorship. Enlightened Energies is a true reflection of the founder at multiple levels and she is thrilled to positively contribute to the lives of humanity with the help of meditation.

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Opportunities

With more people facing physical isolation and mental distress, the need for mindfulness is ever more crucial. By embodying elements of meditation, people will be uplifted and confident, while having the ability to be grounded in the present moment and be their best version during tough times.

In the recent market analysis of the meditation space, EE has recognized these demands:

- Meditators (e.g. teenagers, burnout workers, aged seniors) are seeking easy-to-follow customizable mindfulness tools to help alleviate their health issues, connections with other people in the meditation community to reduce their isolation, and mentors to ensure that they are building the mindfulness practice properly.
- Mentors (e.g. healthcare professionals, educators, coaches) are seeking ways to get professionally certified in meditation, promote their mindfulness services to others, and gain from mentee matching opportunities in order to generate income.

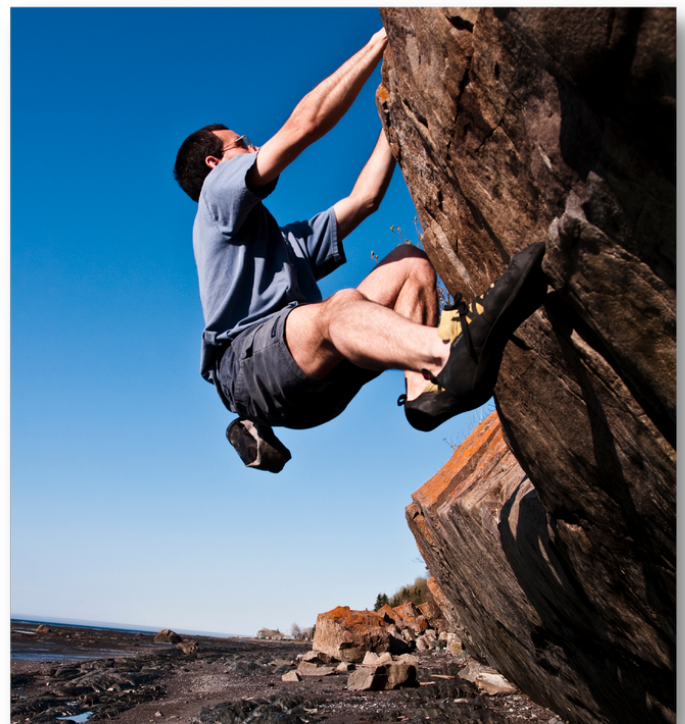
EE acknowledged these market opportunities by building an organization that provides the right mindfulness techniques and supportive mentorship. Anju says: “We have designed a unique structured and easy-to-follow meditation that encompasses everything that is essential to have an effective mindfulness practice. Each day of the meditation includes a theme, movement, breathwork, affirmation, visualization, gratitude and journaling.” The mentorship program connects mentors with meditators to guide them through their mindfulness practice. With the combination of effective meditations and personalized mentorship, EE is crafting a cutting-edge platform with meaningful knowledge that will fuel the mindfulness growth of humanity.

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Challenges

EE is currently facing several unique challenges. Even though mental health is on an exponential rise especially post-pandemic, the meditators are not realizing the importance of having a mentor to build a robust meditation practice. When people try to meditate, uncomfortable thoughts and unknown experiences emerge which causes people to get overwhelmed and want to avoid mindfulness. This is why people need a mentor to guide them through the tough parts of mindfulness and provide them with the right tools to build their meditation practice properly. Anju says: “If you see all the gym equipment for the first time, you will need a personal trainer to show you how to use the equipment properly with the right techniques to maximize your workout. As well, the personal trainer will help to create a personalized workout based on your needs and to build a regular routine for your workouts. The same process applies to the meditation practice.”

Another challenge faced by the EE organization is to find trusted mentors in the mindfulness space since meditation mentorship is still a relatively new concept in today’s society, unlike yoga teachers or math tutors or career coaches. As well, some of the meditators are seeking mentors that are trained or certified in meditation so that they have some sort of credibility that can be vouched for.



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Advice

It is significant to have noble intentions, such as serving humanity or improving environmental issues, and a strong foundation of values as the driving forces when pursuing entrepreneurial adventures. Many times, the business will have to make tough decisions and trade-offs. It is essential to remember these intentions and values to make the right decisions for the business. Also, make sure that the team members truly believe in these intentions and values as they will influence their actions for the business.

Another piece of advice for the team members of the business: do tasks that are outside the 'traditional job description'. Anju has over 10 years of experience in product management, however, she never before has built a business brand and mobile app, created digital social media posts, published ebooks and much more. Anju says: "I discovered a lot about my own potential while learning these new skills in other domains, which is very rewarding. Also, these newly acquired skills allow me to have meaningful conversations with team members who lead these domains." It is great for all team members to go beyond their conventional job responsibilities and expand to new heights by learning new skills outside their expertise. In this process, they may find new interests and realize their true potential.

Future

EE is dedicated to its mission to empower people through meditation and mentorship. Humanity needs the right tools and support in mindfulness to navigate this complex world. Anju says: "We have definitely come a long way in mental health in the past 10 years, where people are now talking about meditation and mental health much more openly. However, we still have a lot more work to do in mindfulness. And, EE wants to be instrumental in the meditation space by making positive lasting impacts for humanity."