



Exercise Daily Media Lab (EDML)

We Publish. We Promote. We Train. We Partner.

Strategic Partnership Vision & Opportunity Framework

Prepared For

International University of East-West Medicine (UEWM)

国际中医药大学

Education • Healthcare • Technology • Workforce Development • Community Impact

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Confidential discussion draft for strategic partnership planning.

About Exercise Daily Media Lab (EDML)

Exercise Daily Media Lab (EDML) is a media, technology, workforce development, and community engagement organization focused on helping educational institutions, healthcare providers, small businesses, and community partners modernize, grow, and create meaningful opportunities through technology, training, automation, publishing, and strategic partnerships.

EDML combines publishing, promotion, workforce development, automation, AI technologies, and real-world project-based learning to create sustainable solutions that benefit organizations, students, interns, workforce participants, and local communities.

By integrating education, technology, healthcare, entrepreneurship, and workforce development, EDML seeks to create measurable impact while helping organizations increase visibility, improve operations, strengthen community engagement, and develop long-term growth opportunities.

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Executive Summary

This Strategic Partnership Vision & Opportunity Framework outlines a collaborative initiative between International University of East-West Medicine (UEWM) / 国际中医药大学 and Exercise Daily Media Lab (EDML).

The purpose of this partnership is to support educational growth, student recruitment, clinic modernization, herbal pharmacy development, workforce development, community engagement, technology adoption, and long-term organizational sustainability.

Unlike traditional vendor relationships that focus on a single service or short-term project, this partnership is designed to create lasting value across multiple areas of the university ecosystem. Through a coordinated approach that combines education, healthcare, technology, workforce development, marketing, automation, and community partnerships, both organizations have the opportunity to create a model that supports students, faculty, patients, graduates, and the broader community.

UEWM possesses unique assets, including educational programs, clinical services, faculty expertise, student community, alumni network, and herbal medicine resources. With thoughtful modernization and strategic support, these assets can be positioned for greater visibility, stronger community engagement, increased enrollment opportunities, enhanced patient acquisition, expanded product awareness, and long-term organizational growth.

EDML brings experience in publishing, promotion, training, workforce development, digital media, technology implementation, automation, and community engagement. Through partnerships with workforce development organizations, community colleges, educational institutions, and local initiatives, EDML seeks to create real-world project opportunities that benefit both partner organizations and future workforce participants.

This partnership is intended to be flexible and collaborative. Priorities may evolve over time as organizational needs, resources, opportunities, and community demands change. Rather than focusing solely on short-term deliverables, the objective is to establish a sustainable framework for continuous improvement, innovation, workforce development, and growth.

Partnership Framework

This proposal outlines an ongoing strategic partnership between UEWM and EDML. The partnership is designed to support educational growth, clinic modernization, product development, workforce development, community outreach, technology adoption, and long-term organizational sustainability.

Rather than a fixed-term contract, this partnership is intended as a flexible and evolving collaboration that may expand, adjust, or shift priorities as opportunities and organizational needs change. Either party may review, adjust, expand, pause, or discontinue services with thirty (30) days written notice.

There is no long-term obligation beyond approved projects and mutually agreed support services. The goal is to begin with the most practical, high-value initiatives and then expand based on results, readiness, and mutual agreement.

Why This Partnership Is Different

Many organizations approach modernization through separate vendors, consultants, software providers, marketing agencies, and technology contractors. While those services can be valuable, they often operate independently and may not address broader organizational goals.

This partnership takes a different approach. Rather than focusing on a single website, marketing campaign, software implementation, or technology upgrade, the partnership seeks to align multiple initiatives under one strategic vision.

The goal is not simply to create digital assets, but to create systems that support educational excellence, student recruitment and retention, clinic growth and patient acquisition, product development and revenue generation, workforce development and internship opportunities, community engagement and public recognition, and long-term sustainability.

A unique aspect of this partnership is the integration of workforce development and experiential learning. Through collaborations with organizations such as NOVAworks, community colleges, workforce development programs, and future internship initiatives, selected projects may provide supervised hands-on learning opportunities for students, interns, graduates, and emerging professionals.

This approach creates benefits for all stakeholders. Students gain practical experience, workforce participants develop valuable skills, community partners contribute to meaningful projects, and the university receives additional implementation support while strengthening its role as a leader in education, healthcare, innovation, and community service.

Partnership Vision Areas

Education, Program Promotion & Student Recruitment

Education is one of the strongest long-term growth opportunities for UEWM. The university has specialized knowledge, faculty expertise, academic programs, community relationships, and a unique position in integrative and traditional medicine education. The opportunity is to make those strengths more visible, easier to understand, and easier for prospective students and community members to engage with.

EDML can support the university by developing promotional systems that help communicate the value of its programs, classes, faculty, student experience, graduate outcomes, and community contributions.

- Program and class promotion
- Student recruitment support
- Educational event promotion
- Community outreach campaigns
- Media coverage and public relations
- Student success stories and alumni spotlights
- YouTube channel development and educational video publishing
- Social media growth and content distribution
- Multilingual marketing and outreach initiatives

The goal is to increase awareness, improve visibility, support enrollment growth, and strengthen the university relationship with local and multicultural communities. Over time, consistent education-focused content can help create a stronger public identity for UEWM and support future recruitment efforts.

Clinic Modernization & Patient Growth

The clinic represents one of the most direct public-facing opportunities for UEWM. A modern clinic experience should make it easy for patients to understand services, request appointments, learn from educational content, and connect with the care team.

Potential clinic modernization initiatives may include improvements to the existing website, complete website redevelopment if needed, mobile-friendly design, patient intake systems, appointment request systems, blog automation, SEO optimization, patient education content, marketing automation, online reputation enhancement, and improved clinic visibility.

- Website modernization or redevelopment
- Mobile-friendly clinic pages
- Patient intake and lead-generation systems
- Online appointment request workflows
- Blog automation and educational publishing
- Search engine optimization (SEO)
- Patient outreach and marketing automation
- Social media integration
- Online reputation and visibility enhancement

The goal is to improve the patient experience, increase clinic visibility, support patient acquisition, and streamline communication between prospective patients and the clinic. As clinic visibility improves, the university also benefits from stronger public awareness and community trust.

Herbal Pharmacy, Product Development & Revenue Growth

The herbal medicine pharmacy represents a major long-term growth opportunity. Today, many organizations resell existing products. The greater opportunity is to build a recognizable brand, create educational product content, develop ecommerce systems, and explore future branded product lines.

EDML can help UEWM evaluate opportunities to strengthen product visibility, build product pages, improve product education, develop ecommerce pathways, and explore future brand development strategies. This may include ecommerce planning, shopping cart implementation, product catalog development, Amazon opportunities, affiliate marketing opportunities, product awareness campaigns, and educational content marketing.

- Product branding strategy
- Ecommerce planning and shopping cart implementation
- Product catalog development
- Herbal product education content
- Amazon and affiliate marketing opportunities
- Product awareness campaigns
- Future private-label or branded product opportunities

The goal is to move from simple product resale toward stronger product identity, better customer education, increased product awareness, and new revenue opportunities that can support the university, clinic, and community mission.

Workforce Development, Community Impact & Public Recognition

A unique aspect of this partnership is the opportunity to combine education, healthcare, technology, workforce development, and community impact through real-world project-based learning.

Selected initiatives may provide supervised hands-on training opportunities for interns, students, graduates, and workforce development participants working alongside EDML mentors, university representatives, clinic personnel, and community partners.

Potential workforce development and educational partners may include:

- NOVAworks
- Community colleges
- Career Technical Education (CTE) programs
- Workforce Innovation and Opportunity Act (WIOA) programs
- Employment development organizations
- Local workforce development initiatives
- Future UEWM internship programs

Benefits to Students, Interns & Workforce Participants

- Real-world project experience
- Career readiness training
- Portfolio development
- Professional mentorship
- Exposure to healthcare, education, technology, media, marketing, ecommerce, and business operations
- Opportunities to participate in meaningful community-impact projects

Benefits to UEWM

- Increased community engagement
- Enhanced public visibility
- Workforce development participation
- Student success opportunities
- Internship and experiential learning opportunities
- Positive community recognition
- Expanded partnership opportunities
- Enhanced social impact initiatives
- Potential participation in future workforce development collaborations and grant opportunities

The university may also receive additional implementation support through supervised workforce development participants assigned to approved projects. This creates a practical win-win model: UEWM receives support for approved initiatives while students, interns, and workforce participants gain meaningful hands-on experience.

By participating in workforce development and community engagement initiatives, UEWM may further strengthen its position as an institution committed to education, innovation, student success, healthcare excellence, workforce development, and community service.

Digital Transformation Options

Option 1 - Modernize Existing Infrastructure

EDML can evaluate and modernize the university current website and digital infrastructure while preserving existing assets where practical. This option may be appropriate if the current systems are stable, accessible, and capable of supporting future growth with targeted improvements.

Option 2 - Build a New Digital Platform

If the current infrastructure is outdated, limited, difficult to manage, or unable to support the university goals, EDML may recommend developing a modern integrated platform supporting education programs, clinic services, patient intake, ecommerce store, product sales, blog automation, video publishing, social media integration, and future AI chatbot capabilities.

The final recommendation should be based on technical evaluation, budget considerations, content readiness, system access, and long-term growth objectives.

Understanding the Partnership Investment Structure

The partnership investment consists of two separate components: Initial Modernization Investment and Ongoing Monthly Partnership Services. This distinction is important because implementation and ongoing operations are different types of work.

Initial Modernization Investment

The Initial Modernization Investment funds major implementation activities. These are one-time or project-based investments designed to build long-term organizational assets.

- Website modernization or redevelopment
- Clinic modernization initiatives
- Patient intake systems
- Automation setup
- Content infrastructure
- Ecommerce development
- Product branding initiatives
- Technology implementation
- Training and onboarding activities

Ongoing Monthly Partnership Services

Monthly Partnership Services support the continued operation, maintenance, optimization, training, and growth of those assets. Even after modernization projects are completed, websites, content platforms, marketing systems, automation tools, ecommerce systems, and digital assets require ongoing support, maintenance, optimization, and strategic oversight.

- Website maintenance
- Security updates
- Software updates
- Technical support
- Content support
- SEO support
- Marketing support
- AI and automation monitoring
- Staff and intern training
- Strategic planning
- Performance reviews
- Technology evaluations
- Growth initiatives

Component	Purpose
Initial Investment	Build, modernize, implement, launch
Monthly Services	Maintain, support, optimize, train, and grow

For this reason, Monthly Partnership Services continue unless modified, paused, or terminated with thirty (30) days written notice.

Partnership Vision Options

The following options are intended to provide flexible paths based on the desired pace, level of support, implementation depth, and budget comfort. The options are not rigid contracts; they are partnership pathways that can be adjusted based on mutual agreement.

Vision	Initial Modernization Investment	Ongoing Monthly Services	Best Fit
Vision A - Accelerated Growth & Modernization	\$8,500	\$500/month	Fastest implementation, highest support, strongest transformation path
Vision B - Balanced Growth & Development	\$6,500	\$400/month	Balanced modernization, growth, and budget flexibility
Vision C - Foundation & Planning	\$4,500	\$300/month	Strong foundation, gradual improvements, planning-first approach

Vision A - Accelerated Growth & Modernization

Designed for organizations seeking the fastest implementation pace, highest project priority, and strongest level of modernization support.

Initial Modernization Investment: \$8,500

Ongoing Monthly Partnership Services: \$500/month

Key Added Value

- Highest project priority
- Up to four support sessions monthly
- Website redevelopment option
- Ecommerce implementation planning and support
- Product branding and launch planning
- AI roadmap and automation planning
- Executive strategy reviews
- Dedicated project coordination
- Greater implementation resource allocation
- Strongest support for clinic, education, product, and workforce development initiatives

Vision A is intended for UEWM if the goal is to move quickly, modernize more aggressively, and establish a stronger integrated platform for education, clinic growth, product development, community engagement, and workforce development.

Vision B - Balanced Growth & Development

Designed for organizations seeking balanced growth, modernization, and budget flexibility while still moving forward with meaningful implementation.

Initial Modernization Investment: \$6,500

Ongoing Monthly Partnership Services: \$400/month

Key Added Value

- Up to two support sessions monthly
- Website modernization or phased redevelopment
- Blog automation
- Patient intake improvements
- Education promotion
- Product branding strategy
- Ecommerce planning
- YouTube development
- Monthly planning sessions
- Balanced implementation pace

Vision B is a practical middle path. It gives UEWM meaningful modernization and ongoing support without requiring the fastest or most resource-intensive implementation pace.

Vision C - Foundation & Planning

Designed for organizations seeking to establish a strong foundation and roadmap before larger implementation initiatives.

Initial Modernization Investment: \$4,500

Ongoing Monthly Partnership Services: \$300/month

Key Added Value

- One support session monthly
- Assessment and planning
- Technology review
- Website improvement roadmap
- Basic modernization initiatives
- Training and consultation
- Strategic guidance
- Gradual implementation approach

Vision C is appropriate when the first objective is to clarify priorities, improve the foundation, and begin modernization gradually.

Implementation Pace

The partnership visions differ primarily in implementation pace, resource allocation, support level, and project priority. Because partnership activities may involve university personnel, clinic staff, interns, content approvals, technical access, budget considerations, and evolving priorities, schedules should be viewed as estimates rather than fixed deadlines.

Vision	Assessment & Planning	Implementation Pace	Support Level
Vision A	2-4 weeks	Major initiatives may begin within 60-120 days depending on readiness	Highest priority and up to four monthly support sessions
Vision B	2-4 weeks	Core initiatives may progress over 90-180 days depending on readiness	Balanced priority and up to two monthly support sessions
Vision C	2-4 weeks	Foundation improvements may progress over 90-180+ days depending on readiness	Gradual implementation and one monthly support session

Implementation schedules may be accelerated or adjusted based on project readiness, content availability, technical access, staffing resources, university priorities, and mutually agreed objectives.

Monthly Technical Support, Training & Collaboration

Monthly Partnership Services may include remote or on-site support at the university and/or clinic based on project needs, priorities, and availability.

- Project reviews and progress updates
- Technical support and troubleshooting
- Website updates, testing, and optimization
- Content review and publishing support
- Ecommerce and product management assistance
- Social media and marketing support
- AI and automation system monitoring
- Training and mentorship sessions
- Intern project supervision and guidance
- Workflow reviews and process improvements
- University and clinic staff walk-through sessions
- New technology demonstrations and evaluations

When appropriate, support sessions may be conducted jointly with participating interns to provide supervised real-world training opportunities while helping the university and clinic achieve operational, educational, and marketing objectives.

Long-Term Sustainability & Revenue Growth Strategy

The purpose of the Initial Modernization Investment is to establish modernization, automation, educational outreach capabilities, workforce development initiatives, and revenue-generating opportunities.

As systems, content libraries, marketing channels, automation tools, and digital assets become established, partnership activities may gradually shift toward maintenance, security, support, optimization, workforce development, and strategic growth initiatives rather than large-scale implementation projects.

Potential Growth Opportunities

- Increased student enrollment
- Increased clinic visibility
- Increased patient acquisition
- Expanded product awareness and sales
- Ecommerce opportunities
- Affiliate marketing opportunities
- Educational content distribution
- Graduate development programs
- Community partnerships

The long-term goal is to create sustainable organizational assets that continue generating value while reducing dependence on repeated large-scale implementation projects.

Graduate, Clinic & Community Opportunity Program

Many UEWM graduates may eventually open their own clinics, join existing healthcare practices, launch wellness businesses, or develop healthcare-related products and services. These graduates often need modern business support to compete effectively and serve their communities.

EDML can provide support in website development, branding, ecommerce, marketing, AI integration, content creation, social media management, and business growth strategies.

- Website development and modernization
- Branding and logo design
- Google Business Profile support
- Content creation
- Social media management
- Ecommerce and product promotion
- AI integration and automation
- Digital marketing services

For qualifying referral projects completed through the UEWM community, up to 20% Partnership Credits may be earned and applied toward approved university initiatives, student programs, outreach projects, media services, and future partnership activities.

This program creates a sustainable ecosystem where graduates receive practical support, clinics receive affordable services, the university strengthens its graduate support network, and EDML gains meaningful project opportunities that support its workforce development mission.

Transformation Vision

Through a coordinated approach that combines modernization, technology, automation, education, workforce development, community engagement, branding, marketing, and strategic partnerships, we believe UEWM, its clinic, and herbal medicine pharmacy have the potential to become a highly visible and recognized model for innovation, education, healthcare, and community impact.

Within the first several months of implementation, significant opportunities may exist to improve visibility, strengthen community engagement, modernize operations, enhance the student and patient experience, expand educational outreach, and increase awareness of the university programs, clinic services, and herbal medicine offerings.

Our vision is to help transform these valuable community assets from underutilized resources into modern, technology-enabled, community-engaged, and growth-oriented organizations recognized for educational excellence, healthcare innovation, workforce development, and public service throughout Silicon Valley and beyond.

Our goal is not simply to modernize systems, but to help establish a sustainable platform for future growth, visibility, innovation, community engagement, and long-term organizational success.

Together, we can build a model that demonstrates how education, healthcare, technology, workforce development, entrepreneurship, and community engagement can work together to create lasting value for students, patients, graduates, faculty, and the surrounding community.

Partnership Vision & Next Steps

Our goal is to build a mutually beneficial alliance where educational programs grow, student enrollment increases, the clinic attracts more patients, product sales expand, graduates receive support, students and

interns gain hands-on experience, workforce development pathways expand, community partnerships strengthen, and new revenue opportunities are created.

Suggested Next Steps

1. Confirm preferred partnership vision or budget range.
2. Review website modernization versus full redevelopment options.
3. Identify the first set of priority projects.
4. Determine access requirements, decision makers, and approval workflow.
5. Create the first 30-60 day action plan.
6. Prepare a formal scope of work and partnership agreement for the selected path.

Together, UEWM and EDML can create a sustainable model that supports education, healthcare, entrepreneurship, workforce development, technology adoption, and community impact while providing meaningful hands-on learning opportunities for students, interns, graduates, and workforce participants.