



M.I.N.D.S.

Grassroots Led Economic Research

M.I.N.D.S. Benefit Summary

By Dwight Chestnut

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Hi. My name is Dwight Chestnut. I'm an ex-aerospace engineer turned entrepreneur and business consultant. I'm the founder of *M.I.N.D.S.* and the originator of this Economic Research Initiative.

****LEGAL INCOME DISCLAIMER****

I will briefly explain to you why it's professionally and financially beneficial for you to participate and/or support this economic research. **However, there are no guarantees of success.** Your results will vary based on what you do with this information.

Introduction

So, which benefit do you like the most?

- **Benefit #1:** Secure crowdfunding dollars to launch your business;
- **Benefit #2:** Once you are successfully crowdfunded, you can market your business to a large captive audience at no cost;
- **Benefit #3:** Work as a part-time remote worker-owner and earn three new ownership-based compensation resources. You will work within your field, expertise, or area of professional interest;

Introduction (cont.)

(cont.):

- **Benefit #4:** Benefits #1, #2, and #3 are all part of a free system and you can earn significant referral income simply by referring others to this free system. So yes, it's free, and you can still generate substantial income through referrals.

Introduction (cont.)

These benefits are accessible to you as a contributing member of the *M.I.N.D.S Economic Research Hub*. No cost to participate

Introduction (cont.)

First:

- Don't let the phrase *economic research* scare you
- You don't have to be a rocket scientist,
- Just be willing to learn, engage and contribute professionally part time online within your natural field of expertise or area of professional interest.
- By doing so *consistently*, you can access one or multiple benefits depending on your level of engagement and professional contribution.

Before we can discuss Benefit #1 thru #4, you must at least get a feel for the economic research initiative and the associated operational mission objective. Let's dig in.

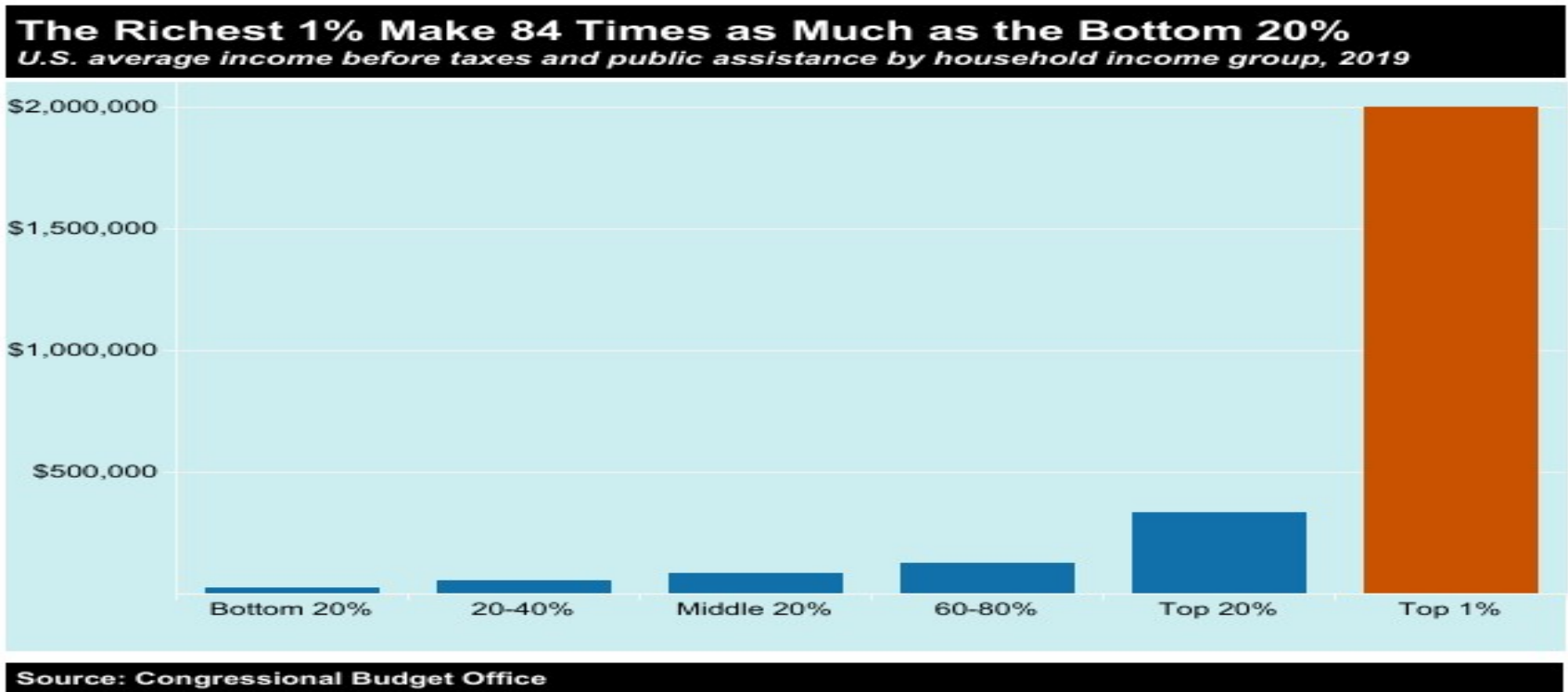
What Economic Research?

What Economic Research? (cont.)

Don Tapscott, in his book called Wikinomics, has a simple, but famous quote

“Mass Collaboration Changes Everything”

What Economic Research? (cont.)



When considering the growing income inequality issue where the gap between the rich and poor is raising at alarming levels

What Economic Research? (cont.)

..... we are looking to explore using the economic power of a large scale, ***grassroots-led mass collaboration*** to address this income inequality issue

What Economic Research? (cont.)

Think about it:

- Society always look to the government and politicians to address and solve issues such as income inequality with no measurable results to date
- So, ask yourself, why not explore using the economic power of a large scale, *grassroots-led mass collaboration* to address this issue?
- What are the possibilities?
- This is the question we are asking.

What Economic Research? (cont.)

(cont.):

- It is important to note that this project is NOT tied to any political movement, protest, charity, or street marches.
- Instead, economic research activities involves grassroots-led online collaboration, crowdfunding and business production toward creating new economic realities ... starting with Benefit #1 thru #4

What Economic Research? (cont.)

Again, grassroots-led collaboration is the key. For example, consider Benefit #4 where you can earn significant referral income simply by referring others to a free system

- This works because we form a simple, but powerful strategic alliance or *collaborative alliance* that operate under the hood of referral activity.
- This simple collaboration makes it possible for anyone to earn significant, multi-streams of income simply by referring people to a free system

You will learn more about Benefit #4 later.

Let's look at the big picture by reviewing
our formal **Operational Mission**

Operational Mission

Operational Mission

M.I.N.D.S. Mission Objective

To conduct grassroots-led economic research into how to apply the internet and other information technology to help the masses increase their workplace income at least 3 times over.

As you can see, this is a bold mission.

Operational Mission (cont.)

M.I.N.D.S. Mission Objective

To conduct **grassroots-led** economic research into how to apply the internet and other information technology to help the masses increase their workplace income at least 3 times over.

Here's what we mean by **grassroots-led**.

Operational Mission (cont.)

Grassroots-led means a mass collaboration among common ordinary people without relying on:

- Investors,
- Venture capitalist,
- Financial institutions,
- Big corporations, or the
- Government

Operational Mission (cont.)

M.I.N.D.S. Mission Objective

To conduct grassroots-led **economic research** into how to apply the internet and other information technology to help the masses increase their workplace income at least 3 times over.

Here's what we mean **economic research**.

Operational Mission (cont.)

Whether we are doing scientific research, economic research or otherwise, all research must start with a hypothesis or a **guess** as to how to meet our objective. Then we conduct the research to field test, evaluate and validate the hypothesis. If the hypothesis doesn't work out, we present a new hypothesis and start over.



Operational Mission (cont.)

M.I.N.D.S. Mission Objective

To conduct grassroots-led economic research into how to apply the internet and other information technology to **help the masses increase their workplace income at least 3 times over.**

So, to meet this mission objective

Operational Mission (cont.)

...our starting hypothesis is to introduce and test a new workplace compensation model called the **Empowered Employee Compensation Model (EECM)**.



Operational Mission (cont.)

The EECM is a worker-ownership model where workers are financially empowered worker-owners instead of wage dependent employees.



Operational Mission (cont.)

Consequently, the EECM replaces hourly wages and salaries with ten (10) new ownership-based compensation resources while delivering massive overhead cost savings to employers.



Operational Mission (cont.)

Therefore, our core economic research objective is to
put the EECM to the test

Operational Mission (cont.)

To do it, we use the economic power of mass collaboration to :

- Motivate
- Create
- Staff; and
- **Crowdfund**

..the formation of thousands of new enterprises organized under the Empowered Employee Compensation Model (EECM). We refer to these new ventures as **EECM Enterprises**

Operational Mission (cont.)

(cont.):

- We start with the formation of EECM enterprises staffed primarily with part time remote worker owners.
- This creates a smorgasbord of opportunity for individuals to earn significant ownership-based compensation part time as remote worker owners.
- If successful, over time, we advance to crowdfunding enterprises staffed with full time worker-owners.

Operational Mission (cont.)

This operation grows and expands according to the following four-stage business plan:

- Prelaunch to Stage I (Early Introduction) -- *online*
- Stage I (Early Growth and Development) -- *online*
- Stage II (Building the Foundation) -- *online*
- Stage III (Main Operations) -- *mainstream*
- Stage IV (Corporate Integration)-- *mainstream*

Operational Mission (cont.)

..and each stage is supported by a unique crowdfunding solution

Prelaunch I → Early Support Crowdfunding

Prelaunch II → Empower the Crowd First Crowdfunding System (ECFCS)
– *start up*

Stage I → Empower the Crowd First Crowdfunding System (ECFCS)
– *main*

Stage II → Gradual Entrepreneurial Allocated Resource System
(G.E.A.R.S)

Stage III → The Virtual Income Machines (virtual wages, virtual dividends, virtual bonds, virtual stocks)

ECFCS

The Empower the Crowd First
Crowdfunding System (ECFCS)

ECFCS (cont.)

ECFCS is the foundational crowdfunding resource:

Prelaunch I → Early Support Crowdfunding

Prelaunch II → Empower the Crowd First Crowdfunding System (ECFCS)
– *start up*

Stage I → Empower the Crowd First Crowdfunding System (ECFCS)
– *main*

Stage II → Gradual Entrepreneurial Allocated Resource System
(G.E.A.R.S)

Stage III → The Virtual Income Machines (virtual wages, virtual dividends, virtual bonds, virtual stocks)

ECFCS (cont.)

What is the Empower the Crowd First Crowdfunding System (ECFCS)? Consider this:

- With traditional crowdfunding, individuals in the crowd come *out of pocket* to donate/invest in entrepreneurial projects presented by fundraising entrepreneurs
- With ECFCS, the crowd uses this system to earn a significant part time income FIRST and then they are encouraged, *not required*, to donate or give back a percentage of the funds they earned to support fundraisers. In other words, the crowd is **FINANCIALLY EMPOWERED** first and then the crowd is motivated to give back to the system;

ECFCS (cont.)

ECFCS (cont):

- This system feeds on itself because, once we fund the first set of EECM enterprises and those enterprises start earning income, those worker-owners of those enterprise join the EMPOWERED CROWD with the ability to donate back. We encourage people to donate back month after month, not just a one-time donation
- This creates a renewable and ever-expanding fund for years to come like a **snowball rolling down the hill**;
- It's a simple *grassroots-led* concept where those benefiting from the system donate back to support their peers.

ECFCS (cont.)

How do we ***jump start*** the system or how do we get the snowball rolling down the hill?

- Benefit #4 participants will jump start the system or get the snowball rolling down the hill.
- Remember, Benefit #4 participants earn significant referral income simply by referring others to this free system.
- They are the first to earn income in the system.
- They are the first **EMPOWERED CROWD**.

ECFCS (cont.)

Projections: Based on early projections, Benefit #4 participants will collectively jump start ECFCS with at least **\$16,000,000/month** as a lead into a Stage I launch. This said:

- This projection will be put to the test as a natural function of economic research activity;
- We run the Benefit #4 referral model, evaluate income production and measure the average percentage donated back ... so on and so forth
- We adjust if applicable.

ECFCS (cont.)

The big picture: ECFCS is the just the beginning of crowdfunding

Prelaunch I → Early Support Crowdfunding

Prelaunch II → Empower the Crowd First Crowdfunding System (ECFCS)
– *start up*

Stage I → Empower the Crowd First Crowdfunding System (ECFCS)
– *main*

Stage II → Gradual Entrepreneurial Allocated Resource System
(G.E.A.R.S)

Stage III → The Virtual Income Machines (virtual wages, virtual dividends, virtual bonds, virtual stocks)

Benefit #1

Benefit #1

Secure crowdfunding dollars to
launch your business

Benefit #1 (cont.)

Let's revisit the core
operational mission
objective



Operational Mission

We start with the formation of EECM enterprises staffed primarily with part time remote worker owners.

This creates a smorgasbord of opportunity for individuals to earn significant ownership-based compensation part time as remote worker owners.

If successful, over time, we advance to crowdfunding enterprises staffed with full time worker-owners.

Benefit #1 (cont.)

So, to get your business crowd-funded, you need to position your business as an EECM enterprise in the system.



Operational Mission

We start with the formation of EECM enterprises staffed primarily with part time remote worker owners.

This creates a smorgasbord of opportunity for individuals to earn significant ownership-based compensation part time as remote worker owners.

If successful, over time, we advance to crowdfunding enterprises staffed with full time worker-owners.

Benefit #1 (cont.)

Many possibilities and variations exist, but here's the basic model:

- You start by setting up your business the way you would normally;
- You submit a business plan for start-funding.
- Once crowdfunded from ECFCS and/or other resources, when ready, you link your business website to the Operational Hub where it will eventually be viewed by a large captive audience. This benefit is at no cost to you (*see Benefit #2*)

Benefit #1 (cont.)

(cont.):

- In return for the crowdfunding and marketing benefits, you agree to grow and expand with *worker-owners* as your sales and business activity increase from the marketing benefits.
- You staff these worker-ownership positions with other participating professionals in this system using the Empowered Employee Compensation Model (EECM) as a guide.
- You will have plenty of help from participating consultants and coaches

Benefit #1 (cont.)

(cont.):

- In the end, you will have an EECM enterprise operating in this system with ability to build massive wealth for you and your team from the marketing fruits of Benefit #2

Benefit #2

Benefit #2

Once crowdfunded, you can market your business to a large captive audience at no cost to you

Benefit #2 (cont.)

M.I.N.D.S. Mission Objective

To conduct grassroots-led economic research into how to apply the internet and other information technology to help the masses increase their workplace income at least 3 times over.

Let's revisit our core mission objective. Based on the scope of the mission, over time, we anticipate millions will visit the operational hub to track the status of this economic research.

Benefit #2 (cont.)

This tracking activity will grow and expand consistently according to the four-stage business plan:

- Prelaunch to Stage I (Early Introduction) -- *online*
- Stage I (Early Growth and Development) -- *online*
- Stage II (Building the Foundation) -- *online*
- Stage III (Main Operations) -- *mainstream*
- Stage IV (Corporate Integration)-- *mainstream*

Benefit #2 (cont.)

(cont.):

- This means, over time, *potentially* millions upon millions will visit the Operational Hub where the website of your EECM Enterprise will be listed.
- We anticipate that most would want to see this economic research succeed.
- Consequently, people would want to see your EECM Enterprise succeed and support you accordingly
(hypothesis)

Benefit #3

Benefit #3

Work as a part time remote worker-owner and earn three new ownership-based compensation resources.

You work within your field or expertise or area of professional interest

Benefit #3 (cont.)

According to Benefit #3, you will earn the three primary resources associated with the **Empowered Employee Compensation Model (EECM)**.



Benefit #3 (cont.)

To secure a position, you will collaborate with aspiring entrepreneurs looking to staff their EECM Enterprises as discussed under Benefit #1.



Benefit #3 (cont.)

Once you secure position, you will earn these three compensation resources (*no hourly*):

- **Productivity Based Compensation:** Here, you are paid a negotiated amount daily, weekly, monthly or yearly linked directly to the professional services they provide to the online enterprise you work.
- **Ownership Equity:** You own a percentage of the online enterprise you work for, while you work there. If you leave, you cash-out your equity because each enterprise in this system is 100% owned by active online workers. No investment required to participate. Just show-up for work online.

Benefit #3 (cont.)

Residual Income Equity Benefit:

Residual Income Equity Benefits: Regardless of whether you are a part time online worker working as an accountant, engineer, office manager, administrative assistant or secretary, this benefit pays you a percentage of each sale made by the online enterprise whether that sale is made over the internet, inside the office or over a retail counter. This benefit pays you while you work for a given online enterprise, and it can continue for some pre-determined and negotiated period even after you move on.

Benefit #3 (cont.)

So, in summary (hypothesis) :

- You work online, part time, within their field of expertise or areas of professional interest;
- You earn the three ownership-based compensation resources;
- You can pay down bills, build-up savings and generally build a financial foundation leading away from paycheck-to-paycheck dependence; and
- Generally, you build significant wealth over time ... creating the ability pursue full time ownership or worker-ownership position in the future.

Benefit #4

Benefit #4

Benefit #1, #2 and #3 is part of a free system and you can earn significant referral income simply by referring others to this free system. So, yes, it's free, and you can still earn significant income by referring others

Benefit #4 (cont.)

First, we refer to Benefit #4 participants as
Referral Partners.

Benefit #4 (cont.)

So, how does Referral Partners earn income by referring individuals to this free online platform?

Benefit #4 (cont.)

To monetize, we encourage all Referral Partners to participate in a simple strategic alliance to link up to three (3) networking marketing distributorships websites to all referral activity

- These network marketing distributorships operate under the hood of all referral activity.
- In other words, Referral Partners promote the new online platform we just went over, not network marketing. Network marketing happens in the background or under the hood.

Benefit #4 (cont.)

Here how it works?

- You follow instructions and sign-up for the recommended network marketing distributorships.
- You place your distributorship websites in the signature section of the FB message, DM, email or whatever media you use to refer others to this new online platform
- Then, you simply refer others to this platform encouraging them to learn more and position themselves professionally in this system.

Benefit #4 (cont.)

(cont.):

- As you do this, some people you refer will review options and decide to join you as a Referral Partner.
- Those that do, will locate your distributorships in the signature section of your referring message, join the distributorships and you earn income linked across 3 network marketing distributorships.
- Those you refer who choose NOT to participate as a Referral Partner will simply benefit professionally from this platform at no cost to them.

Benefit #4 (cont.)

So, in essence:

- You are earning income by promoting a free online platform;
- Another way to look at it is you are building multiple network marketing distributorships *under the hood* of referring individuals to a free online platform

Benefit #4 (cont.)

You can earn up to 9 income streams from the 3 distributorships:

- 3 direct commission income streams linked to the initial sale of a product or service. This is your IMMEDIATE income.
- 3 monthly residual income streams linked to monthly renewal contracts on products/services sold; and
- **3 override commission income streams tied to generational overrides from all three distributorships**

Benefit #4 (cont.)

Override commissions offer you the benefits of leveraging the efforts of others by linking your income to multiple generations of referral activity.



3 override commission income streams tied to generational overrides from all three distributorships

Benefit #4 (cont.)

Let's take a look
at this projection.



Projections: Based on
early projections,
Benefit #4 participants
will collectively jump
start ECFCS with at least
\$16,000,000/month as a
lead into a Stage I
launch.

Benefit #4 (cont.)

Here are the key assumptions feeding this projection:

- We anticipate bringing on at least 50,000 Referral and Affiliate Partners globally during this prelaunch period
- Each Referral and Affiliate Partners will earn 11 Income Streams with 6 being monthly residual income streams
- On the average, each Referral and Affiliate Partner will decide to donate at least 10% per month ... month after month after month back to ECFCS.

Benefit #4 (cont.)

Here the conservative projection. Out of the anticipated 50,000 Staffing Partners, we assume that:

- 1000 members will earn \$30,000/month @ 10% donation:
\$3,000,000/month
- 10,000 members will earn \$7,500/month @ 10% donation:
\$7,500,000/month
- 39,000 members will earn \$1,500/month @ 10% donation:
\$5,850,000/month

Benefit #4 (cont.)

Now, when we add this up:

\$3,000,000/month + \$7,500,000/month +
\$5,850,000/month = **\$16,350,000/month**, month
after month after month feeding the *Empower the Crowd*
First Crowdfunding System (ECFCS)

Again, this is our conservative projection, or conservative
guess as to what can happen. Obviously, we will put this
business model to the test as a natural part of this grassroots-
led economic research campaign

How to Get Started

How to Get Started

How to Get Started (cont.)

As of this presentation, we are currently in the early prelaunch to Stage I growth period



Business Plan Framework

- **Prelaunch to Stage I (Early Introduction)**
- Stage I (Early Growth and Development)
- Stage II (Building the Foundation)
- Stage III (Main Operations)
- Stage IV (Corporate Integration)

How to Get Started (cont.)

Basic Flow of Operations:

- We start crowdfunding new enterprises in Stage I
- We use the Prelaunch and Stage I period to raise funds in preparation for a Stage I launch.
- We use the Empower the Crowd First Crowdfunding System (ECFCS) to raise the funds
- We use Benefit #4 to jump start and launch ECFCS --- **This is where the income production action is NOW**

How to Get Started (cont.)

Consider starting with Benefit #4:

- You earn multi-streams of income simply by referring others to this system part time ...STARTING IMMEDIATELY
- You automatically join the EMPOWERED CROWD, help launch the Empower the Crowd First Crowdfunding System (EECM) and help fund the first EECM enterprises in Stage I.
- While you are earning this income, you visit the M.I.N.D.S. Educational Hub, learn more about the concepts, models and systems feeding Benefit #1, #2 and #3 and prepare professionally for when we launch Stage I

How to Get Started

Follow the instructions and links
below this video.