M.I.N.D.S.

New Funding and Marketing Platform for Home Business Owners.

Introductory Orientation

New Funding and Marketing Platform
For Home Business Owners

By Dwight Chestnut

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 New Funding and Marketing Platform for home business owners

LEGAL INCOME DISCLAIMER

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

Introduction

95% of start-up home businesses fail within the first year due to the lack of capital and marketing resources.

Introduction (cont.)

Banks and financial institutions do not support start-ups who do not have a track record of success

Introduction (cont.)

So, what is the solution?

Introduction (cont.)

Home business owners and aspiring home business owners need to team up, collaborate and create their own resources and quit being a victim of traditional limitations.

Introduction

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

“Mass Collaboration Changes Everything”

Introduction (cont.)

What is Collaboration

Collaboration is defined as the **act of working jointly with others to achieve a common goal or produce a shared outcome**:

- **Joint Effort:** Collaboration requires individuals or groups to work together, often leveraging diverse perspectives and expertise
- **Shared Goals:** The primary aim is to achieve objectives that benefit all parties involved, whether in a project, task, or idea)

Introduction (cont.)

What do you think could be the result if a large network of home business owners and aspiring home business owners collaborate and work together, *according to a very specific business plan*, for the mutual benefit of all who participates in the collaboration.

Introduction (cont.)

… Benefit #1 thru #3:

- **Benefit #1 (Funding):** Start a part time or full-time home business and get funded. *Average Target: $10,000*

- **Benefit #2 (Marketing):** When ready, you can promote your home business to a large captive audience at no cost to you.

- **Benefit #3 (Optional Cash Flow):** Benefit #1 and #2 are freely available to home business owners and you can still earn significant referral income simply by referring others to this free system.

Introduction (cont.)

… as you will learn later, Benefit #1 thru #3 is just the beginning.

Introduction (cont.)

Key point to note: This system is run by common ordinary people interacting and collaborating as part time and full-time home business owners and independent contractors/freelancers WITHOUT relying on:

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

Introduction (cont.)

So be prepared to think completely
outside of the box and learn the new world of large scale,
grassroots-led collaboration.

Introduction (cont.)

… starting with Benefit #1

Benefit #1 (Funding)

Benefit #1 (Funding)(cont.)

… Benefit #1 thru #3:

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Benefit #1 (Funding)(cont.)

Key consideration: To qualify for funding:

- You must have your own product/service or something that's unique to you. This includes those of you who freelance your professional skills.

- *No affiliate products or services.* If you are into affiliate marketing, you can learn how to use Benefit #3 to substantially increase your sales and income.

Benefit #1 (Funding)(cont.)

We grow this platform according to a four-stage business plan:

- 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)

Benefit #1 (Funding)(cont.)

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

Prelaunch I → Empower the Crowd First Crowdfunding System (ECFCS) – *Build Funding Source*

Prelaunch II → Empower the Crowd First Crowdfunding System (ECFCS) – *Funding Accumulation*

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

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 (Funding)(cont.)

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Benefit #1 (Funding)(cont.)

Here's a snapshot of the Empower the Crowd First Crowdfunding System (ECFCS)?

- 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;

Benefit #1 (Funding)(cont.)

ECFCS (cont):

- This system feeds on itself because, once we fund new entrepreneurs and those entrepreneurs start earning income, then those entrepreneurs joins 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.

Benefit #1 (Funding)(cont.)

So, how do we create the first EMPOWERED CROWD necessary to fund the first set of home business owners

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In other words, how do we jump start the system

ECFCS

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;

Benefit #1 (Funding)(cont.)

We use the **<u>Benefit #3 (Referral Partner Program)</u>**

- You can earn significant referral-based income simply by referring others to this new online platform, which is freely accessible to participating entrepreneurs. So, yes, this platform is freely accessible, and you can still earn significant income by referring others.

Benefit #1 (Funding)(cont.)

In other words, we use the Benefit #3 (Referral Partner program) to create the first EMPOWERED CROWD necessary to jump start the Empower the Crowd First Crowdfunding System (ECFCS)

ECFCS

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;

Benefit #1 (Funding)(cont.)

Here’s the phase-by-phase flow

Benefit #1 (Funding)(cont.)

During the Prelaunch, Phase I period, we teach, support and strongly encourage participation in Benefit #3 as required to grow and expand the first EMPOWERED CROWD.

Crowdfunding

- Prelaunch, Phase I: Empower the Crowd First Crowdfunding System (ECFCS) – *Build Funding Source*
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Benefit #1 (Funding)(cont.)

Beginning in Prelaunch, Phase II period, we encourage Referral Partners to set aside a percentage of their earnings in preparation for supporting home business owners in Stage I

Solidifying the first

EMPOWERED CROWD

Crowdfunding

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Benefit #1 (Funding)(cont.)

Early projections predict this collective action among participating Referral Partners will equate to least **$16,000,000/month** being set aside to support home business owners in Stage I.

Crowdfunding

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Benefit #1 (Funding)(cont.)

Beginning in Stage I, we start funding home business owners using this simple procedure ….

Crowdfunding

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Benefit #1 (Funding)(cont.)

Funding procedure:

- Interested home business owners will submit their website link and fund-raising petition to be reviewed and approved. Again, the only requirement is that the product or service be unique to them and not an affiliate product or service.

- Once approved, we link the website to the M.I.N.D.S. platform where it will be visible to all participating members at no cost to the home businesses. Each submission will also display a fund-raising petition indicating the amount each home business owner is looking to raise.

Benefit #1 (Funding)(cont.)

Funding procedure (cont.):

- Once linked and visible, we send an email to the EMPOWERED CROWD as well other members;

- Members of the EMPOWERED CROWD as well as other members can then review the submission and support if they choose;

- We track and display the amount of funds raised by each home business owner on the platform with a minimum goal or target of $10,000 for each home business owner

Benefit #1 (Funding)(cont.)

Of course, once the home business owners start earning income, they join the EMPOWERED CROWD and the funding ramps up continuously.

Crowdfunding

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Benefit #1 (Funding)(cont.)

Will this work? If people are making money with this system, we believe it will work.

- If Referral Partners make money, we believe that most, not all, will support the system and donate a percentage back.

- Once home business owners are funded and use Benefit #2 marketing benefits to get exposure and make money, we believe that most, not all, will support the system and donate a percentage back.

Benefit #2 (Marketing)

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… Benefit #1 thru #3:

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- **Benefit #3 (Optional Cash Flow):** Benefit #1 and #2 are freely available to home business owners and you can still earn significant referral income simply by referring others to this free system.

Benefit #2 (Marketing)

This is an added benefit to Benefit #1. Once you are funded, your business website will be placed on this platform at no cost to you:

- You will naturally benefit from the growth and expansion of the platform
- You get first come, first serve visibility in your business category of choice
- Once your website is posted, an email will go out to all participating individuals announcing your post, which is beneficial for both funding and visibility.

Benefit #3 (Optional Cash Flow)

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Benefit #3 (Optional Cash Flow)

The Referral Partner Program:

- You can earn significant referral-based income simply by referring others to Benefits #1 and #2, which is freely accessible to the public. So, yes, this platform is freely accessible, and they can still earn significant income by referring others.

Benefit #3 (Optional Cash Flow)

To monetize, we encourage all Referral Partners to participate in simple strategic alliance to link 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 this platform, not network marketing. Network marketing happens in the background or under the hood.

Benefit #3 (Optional Cash Flow)

How does it work?

- 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 platform
- Then, you simply refer others to this platform where they will review this video just like you are now.

Benefit #3 (Optional Cash Flow)

(cont.):

- As you do this, the people you refer will learn about Benefit #1, #2 and #3. Consequently, some will choose to join you in this Benefit #3 Referral Partner Program;
- Those that do, will locate your distributorships in the signature section of your referring document, join the distributorships and you earn income linked across 3 network marketing distributorships.
- Those you refer who choose NOT to participate in this Benefit #3 Referral Partner Program will simply plug into Benefit #1 and #2 at no cost to them.

Benefit #3 (Optional Cash Flow)

So, in essence, you are earning income by promoting a free system.

Benefit #3 (Optional Cash Flow)

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 #3 (Optional Cash Flow)

Plus:

- Those you refer who choose not participate in the Benefit #3 Referral Partner Program may choose to become a customer of the products and services you distribute through your distributorships

- This is especially true given that you and other Referral Partners represent the EMPOWERED CROWD that could fund their home business under Benefit #1

Benefit #3 (Optional Cash Flow)

(cont.):

- Now, please note that no one is required to purchase anything from you or any other Referral Partner as a requirement to participate in Benefit #1 funding.

- On the other hand, in the spirit of mutually beneficial collaboration, if you present a product or service they need or want, why wouldn't they?

- To do this, you will learn how to build an email list consisting of those you refer so that you can communicate consistently.

Benefit #3 (Optional Cash Flow)

(cont.):

- Therefore, in addition to bringing on more Referral Partners in your downline, you also grow a significant customer base over time, which will significantly expand your income across all three distributorships

- Better yet, those Referral Partners in your downline can also build a customer base and your override income will skyrocket as well.

Projections

Projections

Now, let's revisit our earlier projections of using the Benefit #3 Referral Partner Program to grow a crowdfunding engine of **$16 million/month** during the Prelaunch Phase II period.

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Projections (cont.)

First, let's review the key assumptions feeding this projection:

- We anticipate bringing on at least 50,000 Referral Partners globally during this prelaunch period
- Each Referral Partners will earn 9 Income Streams with 6 being monthly residual income streams
- On the average, each Referral Partner will decide to donate at least 10% per month … month after month after month back to ECFCS.

Projections (cont.)

Here the conservative projection. Out of the anticipated 50,000 Referral 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**

Projections (cont.)

Now, when we add this up:

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

Again, this is an extremely conservative projection. Obviously, we will put this business model to the test as a natural part of research and operations.

The Big Picture

The Big Picture

During the Prelaunch to Stage I period of operation, we deploy the power of this large-scale collaboration to create **Benefit #1 thru #3** for grassroots individuals participating as home business owners or independent freelancers

The Business Plan

- **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)

The Big Picture (cont.)

Beginning in Stage II and beyond**,** we take the power of large-scale collaboration to the next level …

The Business Plan

- 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)**

The Big Picture (cont.)

..using the Stage II and Stage III crowdfunding resources

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The Big Picture (cont.)

To get a feel Stage II, III and IV, consider this hypothetical:

- Let’s assume you use Benefit #1 and #2 to launch a successful home or small business and you are earning significant income

- You maximize the use of outsourcing and AI tools, but, at some point, you need to bring on employees.

- However, instead of bringing on traditional employees with all the associated payroll and overhead, you collaborate within this system and bring on *financially empowered employees*.

The Big Picture (cont.)

(cont.):

- A *financially empowered employee* is an individual who use the Stage III crowdfunding models to access funds to paydown bills, build up savings and generally build a financial foundation leading away from paycheck-to-paycheck dependence. Consequently, this individual can forgo hourly wages and salaries in lieu of ownership-based compensation.

- Now, as a home or small business owner looking to expand, you can collaborate within this system and bring on financially empowered employees as co-owners.

The Big Picture (cont.)

(cont.):

- In essence, you create a worker-owned enterprise that’s 100% owned by you and your financially empowered employees. It means low overhead (i.e. no traditional payroll) and high productivity since ownership motivates.

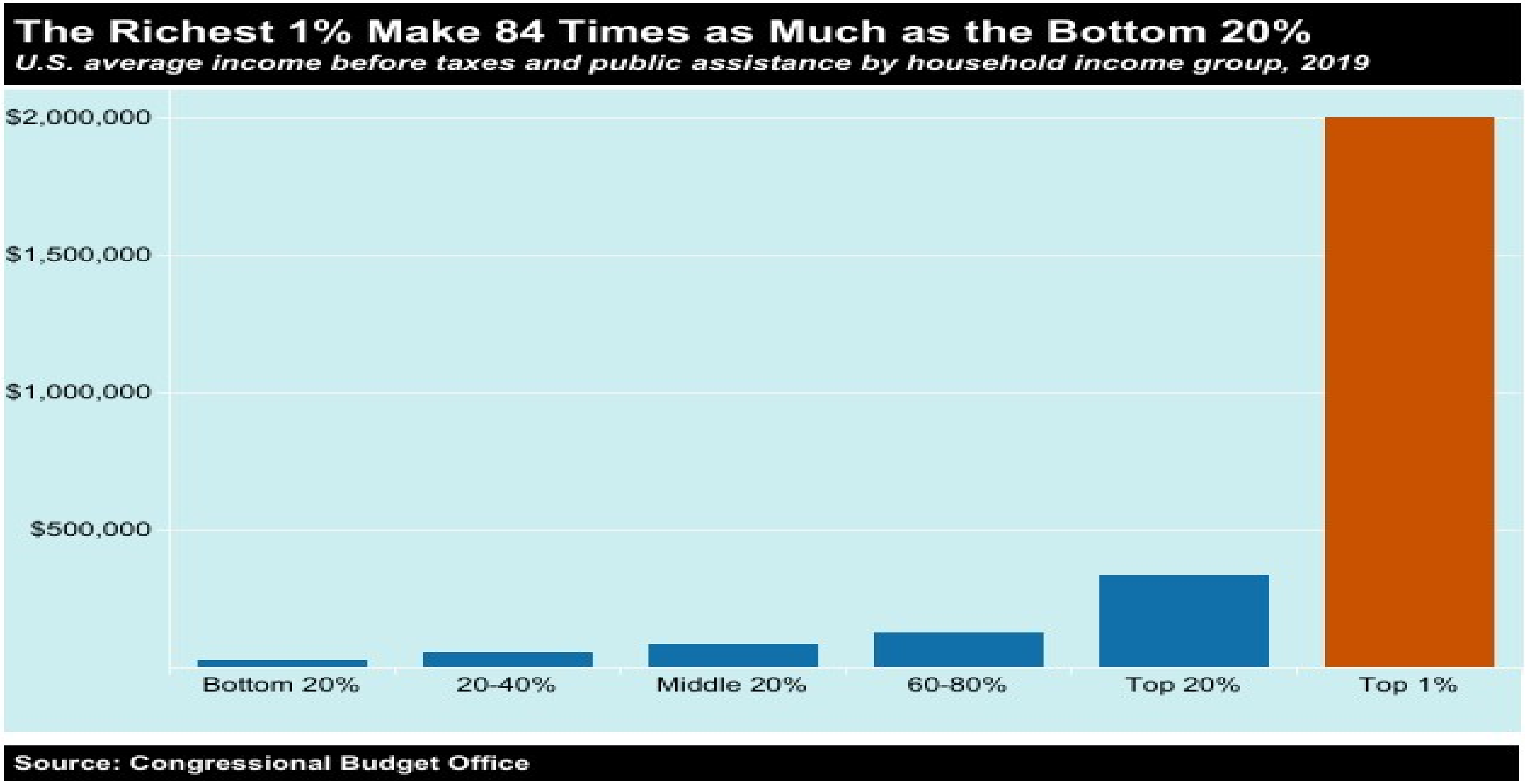
- If you choose to go this route as opposed to the traditional employee route, **you can access the Stage III crowdfunding solutions to raise unlimited capital without violating 100% ownership provisions of your worker-owned enterprise.**

The Big Picture (cont.)

In summary, beginning in Stage II, III and IV, we will deploy new funding resources to encourage thousands of successful home business and small business owners to expand using new worker-ownership models.

Why?

The Big Picture (cont.)



Think about it. Income inequality is a continuous and ongoing problem the rich get richer, and the poor is getting poorer.

The Big Picture (cont.)

..and society always look to the government and companies to address and solve the problem … ***with no real solution to date***.

The Big Picture (cont.)

In fact, many agree that large scale worker-ownership is the ultimately long-term solution.

The Big Picture (cont.)

For example, Harvard Business School published a research paper regarding how **employee-ownership** or **worker ownership** leads to broad based wealth:

- "The median household would see its net wealth nearly double, from $121,760 to $230,076"

- "The median wealth of families without a high school diploma would increase fourfold, from $20,780 to $83,955."

- "The median wealth of black families would increase even more, from $24,100 to $106,271."

Source: https://www.hbs.edu/faculty/Pages/item.aspx?num=61313

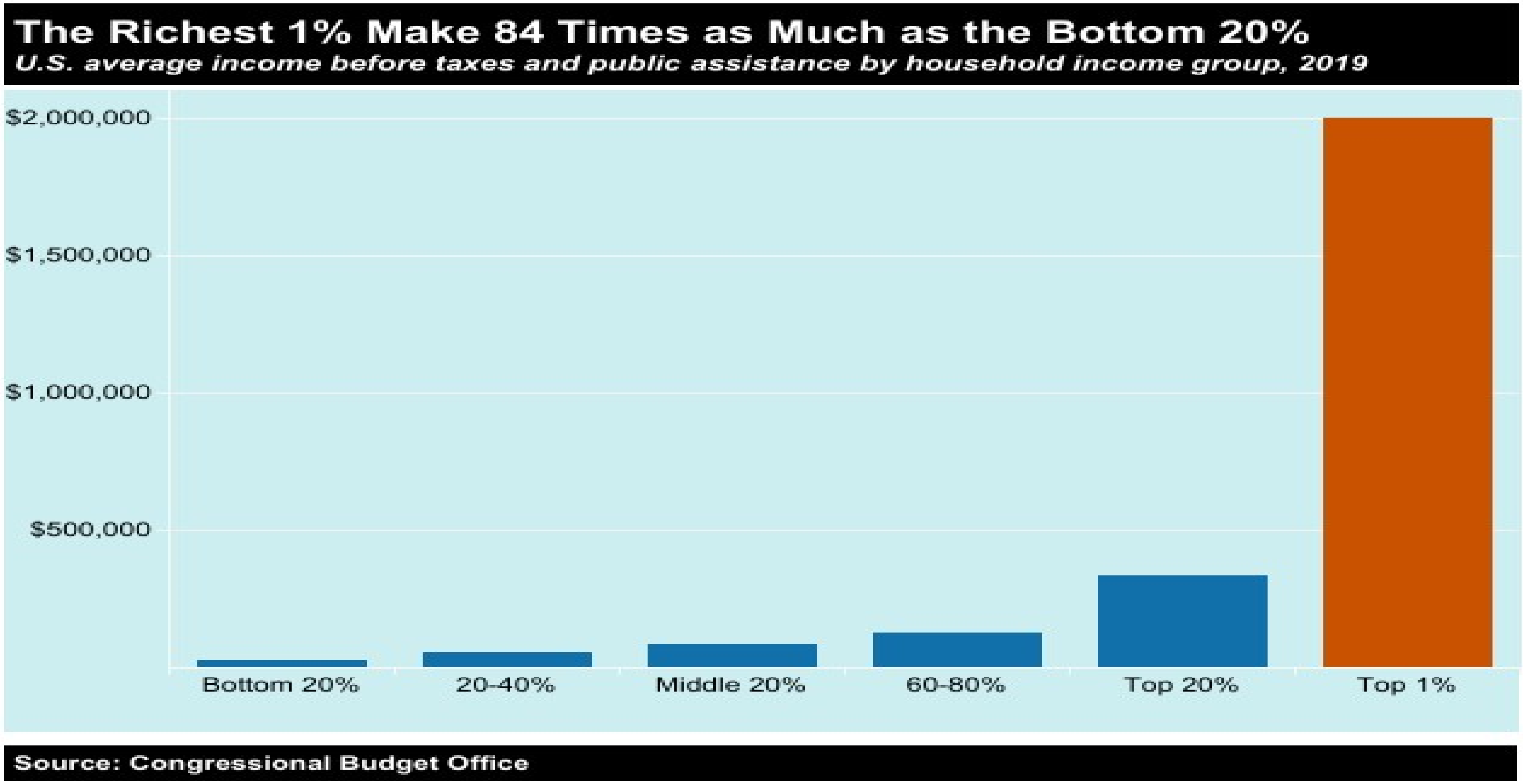
The Big Picture (cont.)

But again, there is no significant effort from the government and companies to strategically integrate worker-ownership into the mainstream workplace.

The Big Picture (cont.)

Therefore, we will plant the early seeds toward making worker-ownership mainstream.

The Big Picture (cont.)



…and put a serious dent in income inequality.

The Big Picture (cont.)

The Empowered Employee Compensation Model (EECM)

where workplace compensation meets the global information age.

The primary income resources are productivity based compensation, ownership equity and residual income equity benefits where people actually **run their own business while on the job**. People show-up to work to build wealth, not just to earn a paycheck to paycheck living;

The supplemental benefits are designed to serve as a continuous and on-going financial foundation to the primary resources. These resources will help people build and maintain that financial foundation leading away from paycheck to paycheck dependence. This way, people can comfortably focus on building wealth at work as opposed to worrying about hourly pay.

New Information Age
Compensation Model

Primary Resources

- Productivity Based Compensation
- Ownership equity
- Residual Income Equity Benefits

Supplemental comp/benefits

- Salaries/Wages (temp)
- Virtual Wages
- Virtual Dividends
- Virtual Bonds
- Virtual Stocks
- Private Retirement plans
- Group medical

The Big Picture (cont.)

…and you are at the ground floor

The Big Picture (cont.)

What part will you play?

The Big Picture (cont.)

How much money will you make?

How to Get Started

How to Get Started

As of this presentation, we are at the beginning of Prelaunch, phase I.

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How to Get Started (cont.)

During the Prelaunch, Phase I period, we teach, support and strongly encourage participation in Benefit #3 as required to grow and expand the first EMPOWERED CROWD.

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How to Get Started (cont.)

RECOMMENDATION:

- Since you are in the game this early, don’t sit on the sidelines waiting for the fund to materialize in *Stage I*

- Take advantage of early Benefit #3 Referral Partner opportunities, start earning immediate income, join the first EMPOWERED CROWD and be apart of the team who will create the fund and deliver it to members in follow-on stages of operation.

How to Get Started (cont.)

RECOMMENDATION (cont.):

- Follow the steps below, register, join the Facebook group and setup as a Benefit #3 Referral Partner.
- Follow Referral Partner guidelines on how to refer others and start earning immediately.
- As time permits, brainstorm the home business you want to get funded in Stage I.

How to Get Started (cont.)

RECOMMENDATION (cont.): On the other hand, if you are not comfortable with referral marketing or the network marketing business models we run under the hood of referral activity:

- Register and get on the email list below;
- Join the Facebook Group;
- Track our growth and expansion across Prelaunch; and
- Brainstorm the home business you want to get funded in Stage I

How to Get Started (cont.)

Choose from the links below and get started.