




GLOBAL
ENTREPRENEUR
SUMMIT
2020

A vertical rocket launch is depicted on the left side of the image. The rocket is a thin, dark vertical line with a bright orange and yellow flame at its base. A thick, white, textured plume of smoke or vapor trails down from the rocket, extending to a dense layer of clouds at the bottom of the frame. The clouds are white and orange-tinted, suggesting a sunset or sunrise. The background is a deep blue sky filled with numerous small, white stars. In the lower right corner, a large, bright, full moon is visible, casting a soft glow. The text 'FUTURE TREND NO.6' is written in a white, sans-serif font, centered horizontally in the upper half of the image. Below it, the words 'DIGITAL MONEY' are written in a much larger, bold, white, sans-serif font, also centered horizontally.

FUTURE TREND NO.6

DIGITAL MONEY

 **crypto** **research**
.report

June 2020
Edition X.

Modeling Bitcoin's Price with
Irving Fisher's Equation of Exchange



An Absolute Valuation of Bitcoin & Co.

Is Tether a Black Swan for Bitcoin?

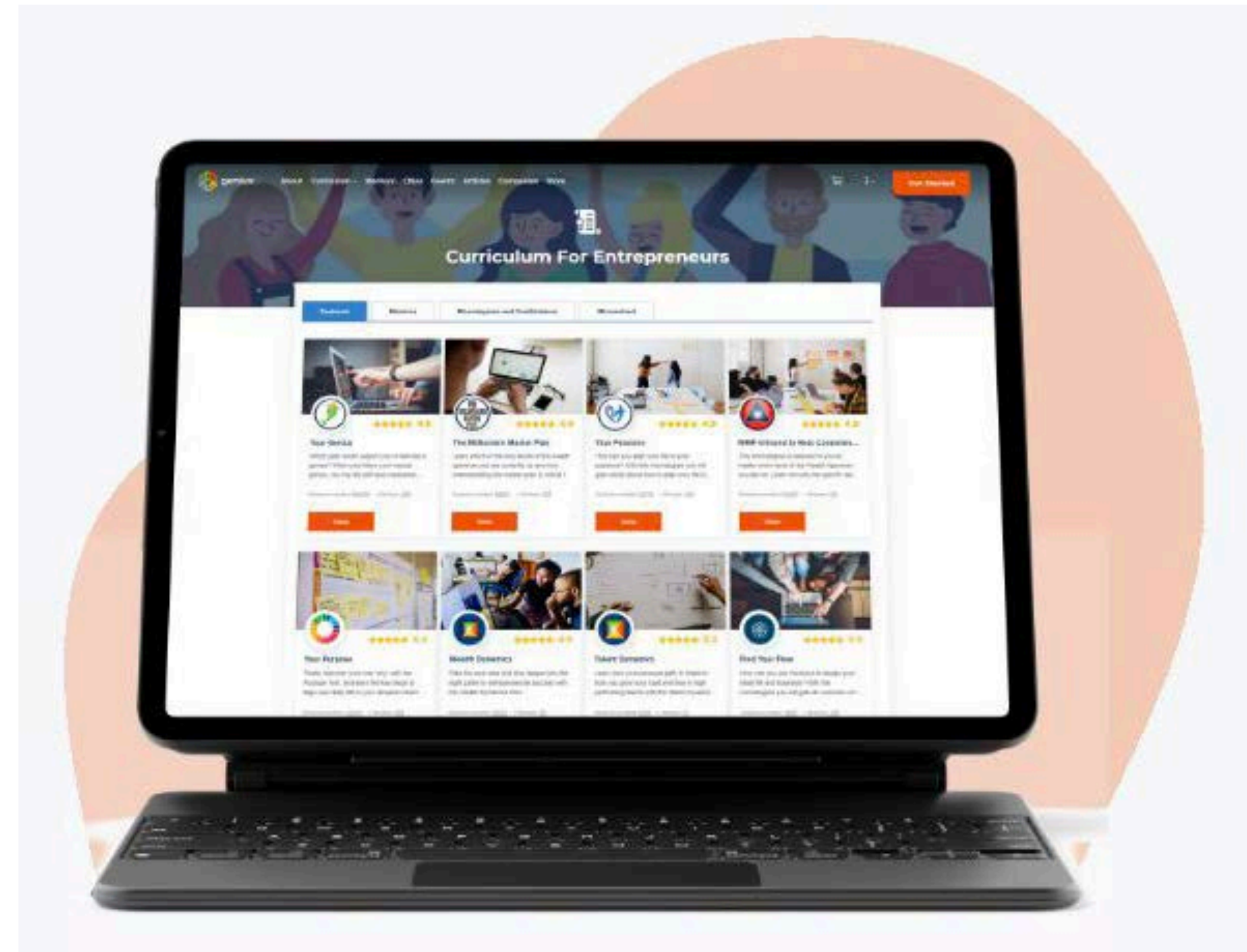
Coin Corner: Privacy Coins and MimbleWimbleCoin

Comprehensive Analysis Predicts Bitcoin Price Near \$20K This Year, \$398K by 2030



Each of our quarterly launches in 2021 will include a full program of entrepreneur education with the following benefits:

- 1 World class education on GeniusU to ensure you graduate to the next level.**
- 2 Two 4-week microschools each quarter with hands-on mentoring.**
- 3 Credits towards earning your diploma in the form of digital currency.**
- 4 Guaranteed results to ensure you graduate to the next level.**

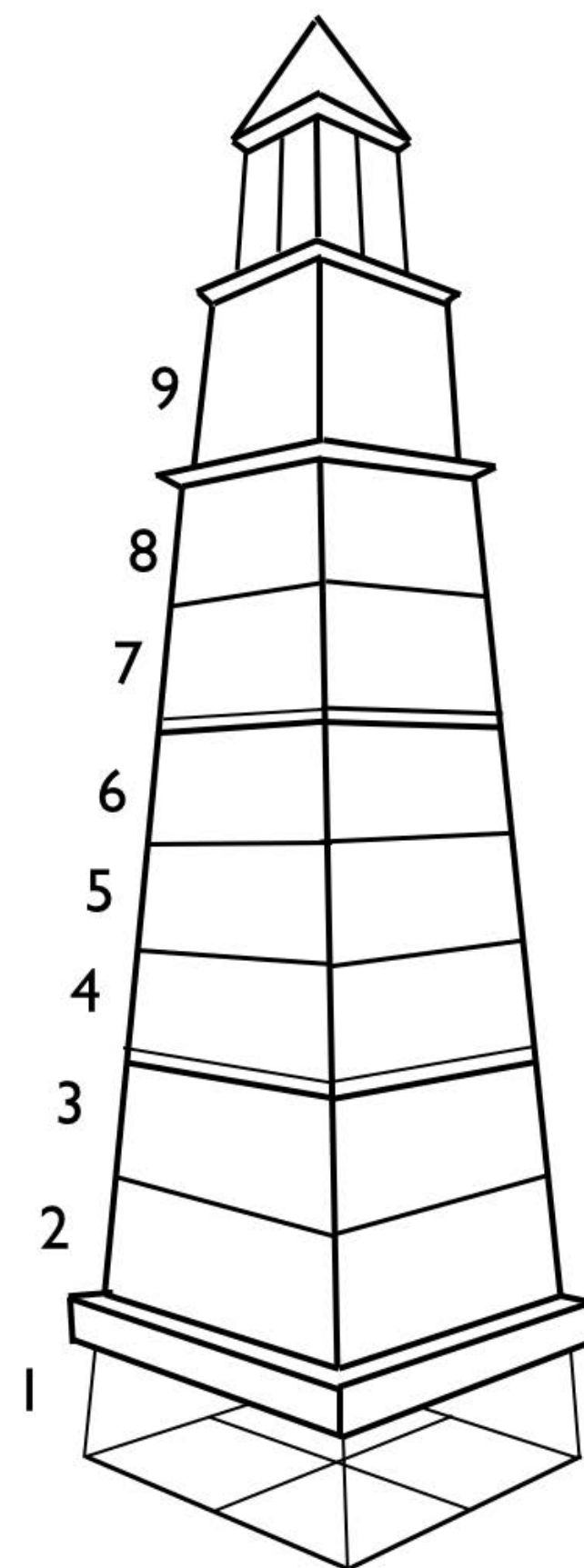




Entrepreneur

16-80

-  Ultraviolet: Legend
-  Violet: Composer
-  Indigo: Trustee
-  Blue: Conductor
-  Green: Performer
-  Yellow: Player
-  Orange: Worker
-  Red: Survivor
-  Infrared: Victim



-  **LEVEL 7**
1m customers
Global impact with the power to leave a legacy
Have I directed the trust that I am growing towards a meaningful global purpose?
-  **LEVEL 6**
100k customers
National impact, with the influence to shape the future
Am I establishing a mission, culture and model that is inspiring others on their journeys?
-  **LEVEL 5**
10k customers
Market leadership, attracting resources and partnerships
Have I built a reputation that attracts the financing, partners and support to leverage with?
-  **LEVEL 4**
1k customers
Scalable team and time to develop a sustainable business
Am I growing my team and time to enable the business to run well without me?
-  **LEVEL 3**
100 customers
Predictable, replicable and viable model to grow with
Have I found a repeatable pathway from my market's need to my solution that I can measure?
-  **LEVEL 2**
10 customers
Intimate user group to maximise value and market fit
Can I scale my solution to ten people such that they are willing to pay and refer me to others?
-  **LEVEL 1**
1 customer
Personal service to solve one person's problem.
Am I solving a problem for someone who trusts me that they are willing to pay to have solved?

The nine levels of education for entrepreneurs link to the nine levels of the Entrepreneur Spectrum. In Q1 2020 we are launching four levels: Orange (Self-employed), Enterprise (Start Up Founder), Emerald (Scale Up Leader), Sapphire (Investor).

1

World class education on GeniusU to ensure you graduate to the next level.



Entrepreneur

16-80



Blue: Conductor

Blue+ level, Level 5+ enterprise, \$10M+ annual revenue



Green: Performer

Green+ level, Level 4+ enterprise, \$1M+ annual revenue



Yellow: Player

Yellow+ level, Level 3+ enterprise, \$100K+ annual revenue



Orange: Worker

Orange+ level, Level 2+ enterprise, \$10K+ annual revenue

Each of the four levels has eight 4-week microschool modules that lead to certification. Entrepreneurs can choose to complete a specific microschool, or join the full diploma program. The Diploma program guarantees graduation with a free retake.

To graduate, the entrepreneur completes the one year of microschools (in one or more years) and passes by proving the results within their business.

World class education on GeniusU to ensure you graduate to the next level.

1



Entrepreneur

16-80

Vision & Identity

Team Leadership

Community Building

Financial Metrics

Customer Intelligence

Digital Marketing

Promotion Planning

Sales & Service



Yellow: Player

The eight microschools in each level cover all the key skills needed to achieve the results in their entrepreneur journey needed to graduate. In each module, the students apply the skills and tools from the microschool to generate additional income. As with a flight school, graduation comes from a combination of both theory and practice.

Students may graduate faster (by progressing faster and taking the microdegrees for each microschool early, or graduate slower (by spreading out their microschools)

Two 4-week microschools each quarter with hands-on mentoring.

2



Entrepreneur

16-80

Marketing 5.0 MICROSCHOOL

Prep

1/1 - 10/1

AI-based ads
**AI-driven pathway
Optimization**
Marketing Chatbots

11 Jan - 7 Feb

Sales & Service 5.0 MICROSCHOOL

**World
Game**

8/2 - 21/2

AI-based CRM
**AI-driven customer
segmenting & targeting**
Service Chatbots

22 Feb - 21 Mar

**World
Game**

22/3 - 4/8

In Q1 2021, we will be launching the first two microschools in our Entrepreneur Genius Diploma. This will be for all four streams: Marketing 5.0 and Sales & Service 5.0.

These two Microschools will link to the Global Entrepreneur Summit and Genius 5.0 theme for 2021, and will ensure all entrepreneurs and mentors have the latest chatbot, AI-driven marketing and AI-driven sales & service tools in their business.

**Two 4-week microschools each
quarter with hands-on mentoring.**

2



Entrepreneur

16-80

DIY

Self Study

\$300 / Microdegree

DIWY

**Mentor Guidance
Community Support
& Competition**

\$1,500 / Microschool

DIFY

**Genius Solutions
In-house Delivery
Out-source Service
& Expertise**

\$2,500 / Microsolution

Students can earn their GEMs for each Microschool in one of three modes. Either Do-It-Yourself (DIY) Microdegree, Do-It-With-You (DIWY) Microschool or Do-If-For-You (DIFY), Microsolutions each at a different cost.

DIY mode enables self-study. DIWY includes direct mentoring and group participation to ensure graduation. DIFY includes accessing the Genius Solutions team to deliver the results of that level together with the student within their business.

**Two 4-week microschools each
quarter with hands-on mentoring.**

2



Entrepreneur

16-80

Vision & Identity

1,500

Product Design

1,500



Yellow: Player

Community Building

1,500

Team Leadership

1,500

GeniusU C.L.E.A.R. actions

3,000

Customer Intell.

1,500

Digital Marketing

1,500

Pass Assessment Criteria:

Yellow+ level,

Level 3+ enterprise,

\$100K+ annual revenue

3,000

Promotion Planning

1,500

Financial Metrics

1,500

Students who take the DIWY or DIFY options earn Genius Entrepreneur Merits (GEMs) towards their diploma. They pass their diploma by earning a total of 18,000 GEMs

Each completed Microschool earns 1,500 GEMs, C.L.E.A.R. practical actions on GeniusU (Connect, Learn, Earn, Act, Review) - including playing the World Game to create a global impact - earn an additional 3,000 GEMs or more, and passing the assessment criteria earns an additional 3,000 GEMs and graduation.

3

**Credits towards earning your diploma
in the form of digital currency.**



Entrepreneur

16-80



Yellow: Player

DIY - \$2,400 for 8 microdegrees
DIWY - \$12,000 for 8 microschools

Pass Assessment Criteria:
Yellow+ level,
Level 3+ enterprise,
\$100K+ annual revenue

Free Retake
(1,500 GEMs
per Microschool)

75% discount on retake

PASS



RETAK



Green: Performer

DIY - \$2,400 for 8 microdegrees
DIWY - \$12,000 for 8 microschools

Pass Assessment Criteria:
Yellow+ level,
Level 3+ enterprise,
\$100K+ annual revenue

25% discount with 1,500 GEMs
per Microschool

Once a student passes a level, they can use their GEMs towards courses, mentoring and products on GeniusU, including paying for up to 50% off their next level.

Should they fail to pass the assessment criteria within their enterprise, they get 75% off retaking the level, which means they are guaranteed a free year's retake if they fail to pass their level.

Guaranteed results to ensure you graduate to the next level.

4

In December 2020 we are opening the VIP pre-launch of our GEM ICO. We are bundling GEMs for our 2021 pioneer intake, giving 3x return on your investment, with the following bundles:



MASTERS Pack
\$6,000

Worth \$18,000.

DIWY x 8 microschools
Full diploma program for
your level + 12mth GEM
+ WDM MASTERS (\$6K)
+ 6,000 GEMs



CRYSTAL Pack
\$12,000

Worth \$36,000.

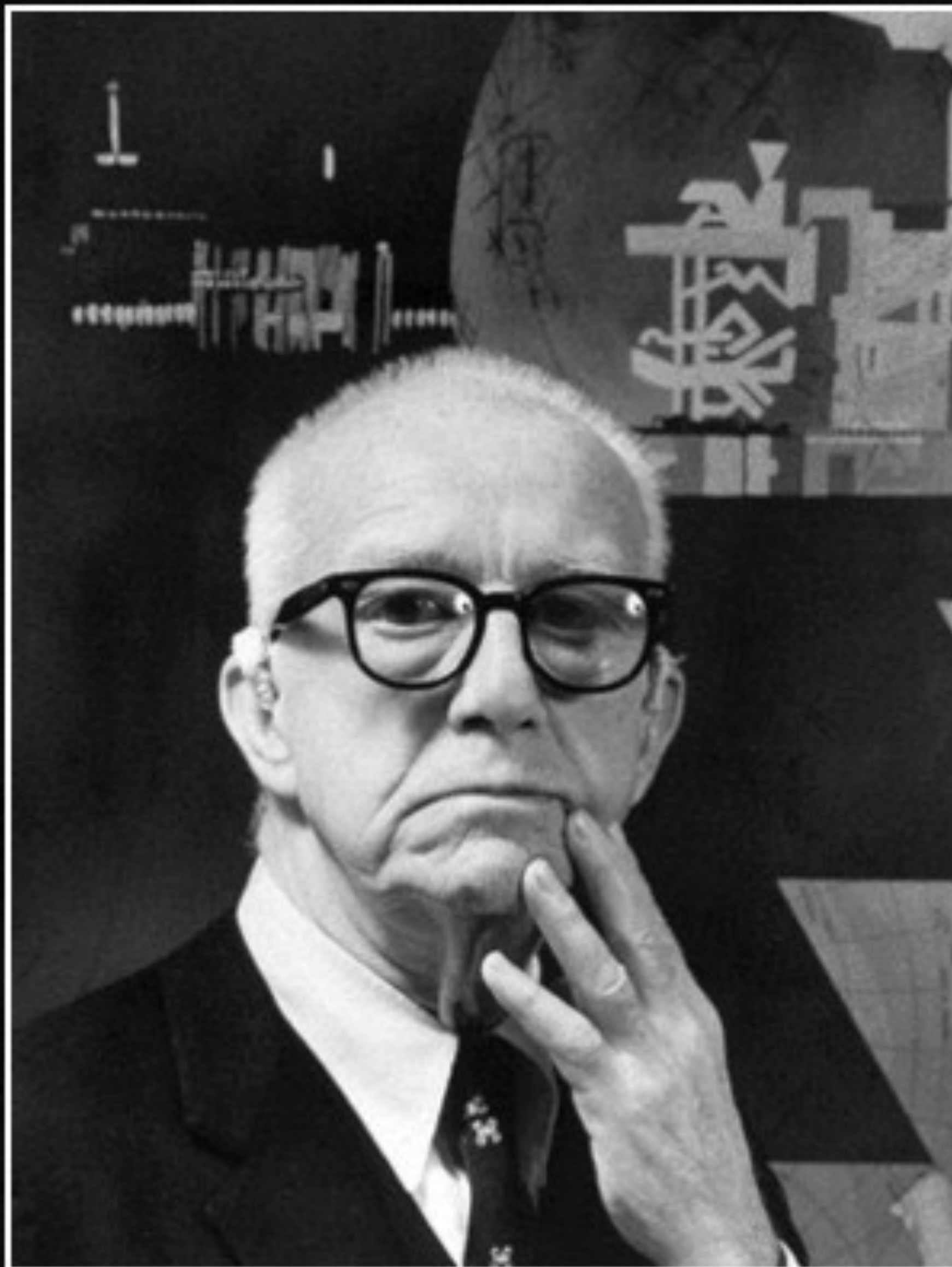
DIWY x 8 microschools
Full diploma program for
your level + 12mth GEM
+ CRYSTAL CIRCLE (\$12K)
+ 12,000 GEMs



INVESTOR Pack
\$20,000

Worth \$60,000.

DIWY x 8 microschools
Full diploma program for your
level + 12mth GEM
+ GENIUSU SHARES (\$20K)
+ IPO SHARE OPTIONS (\$20K)
+ 40,000 GEMs

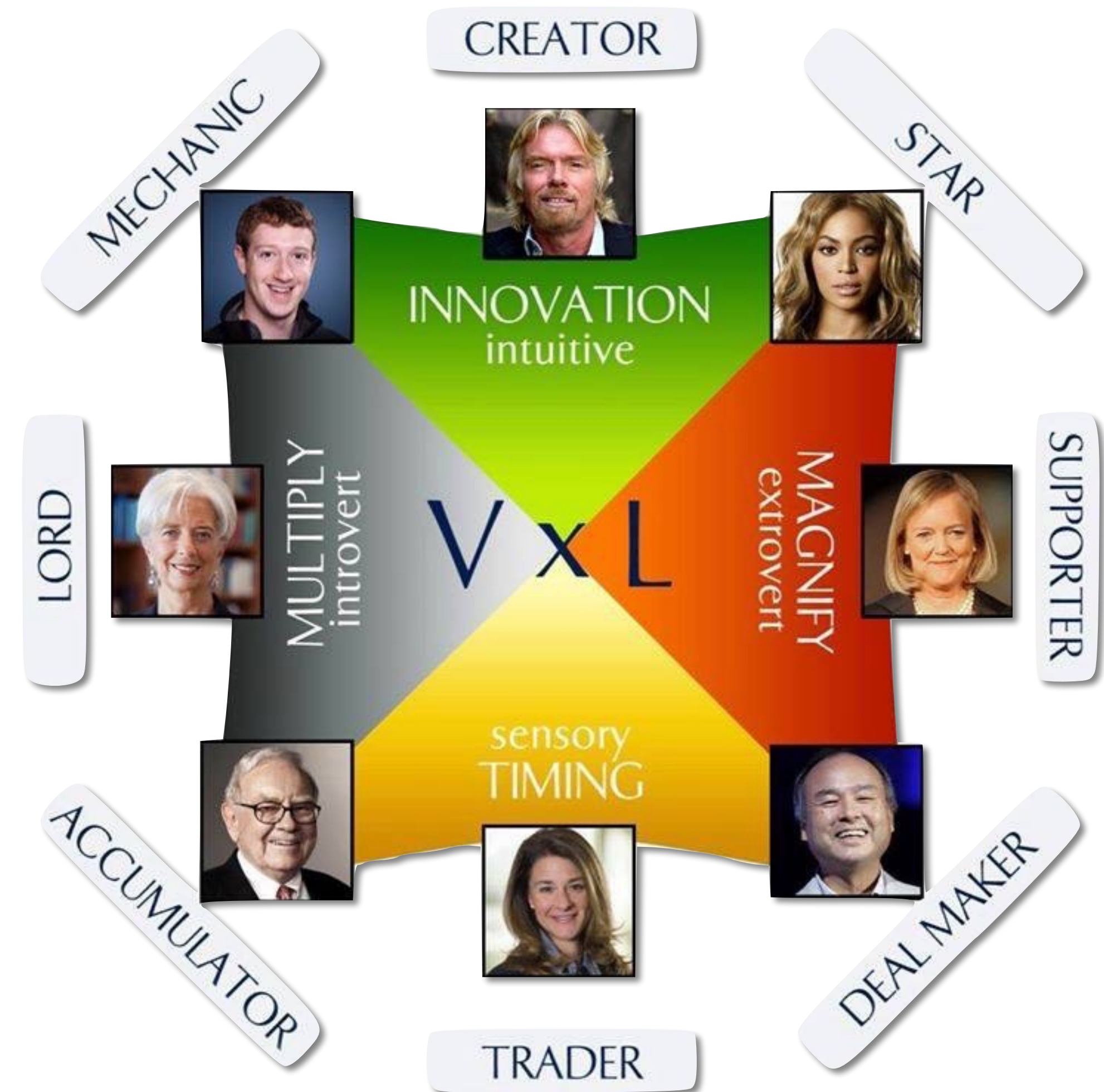
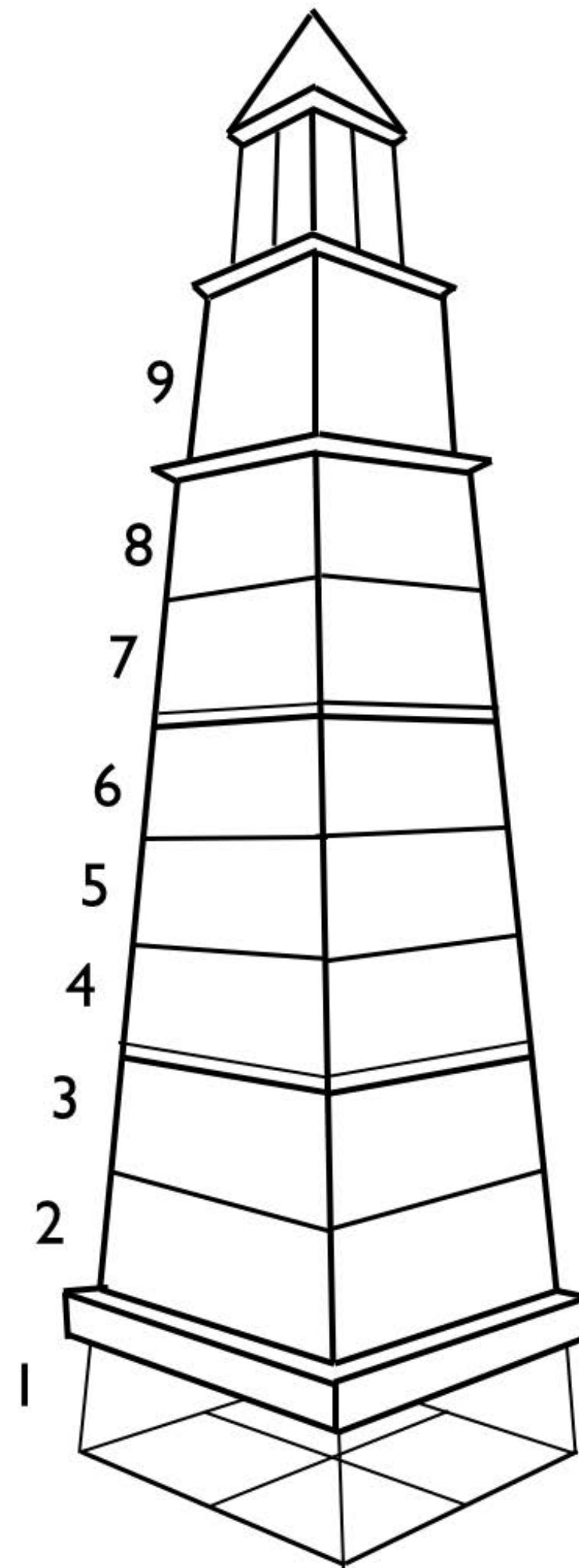


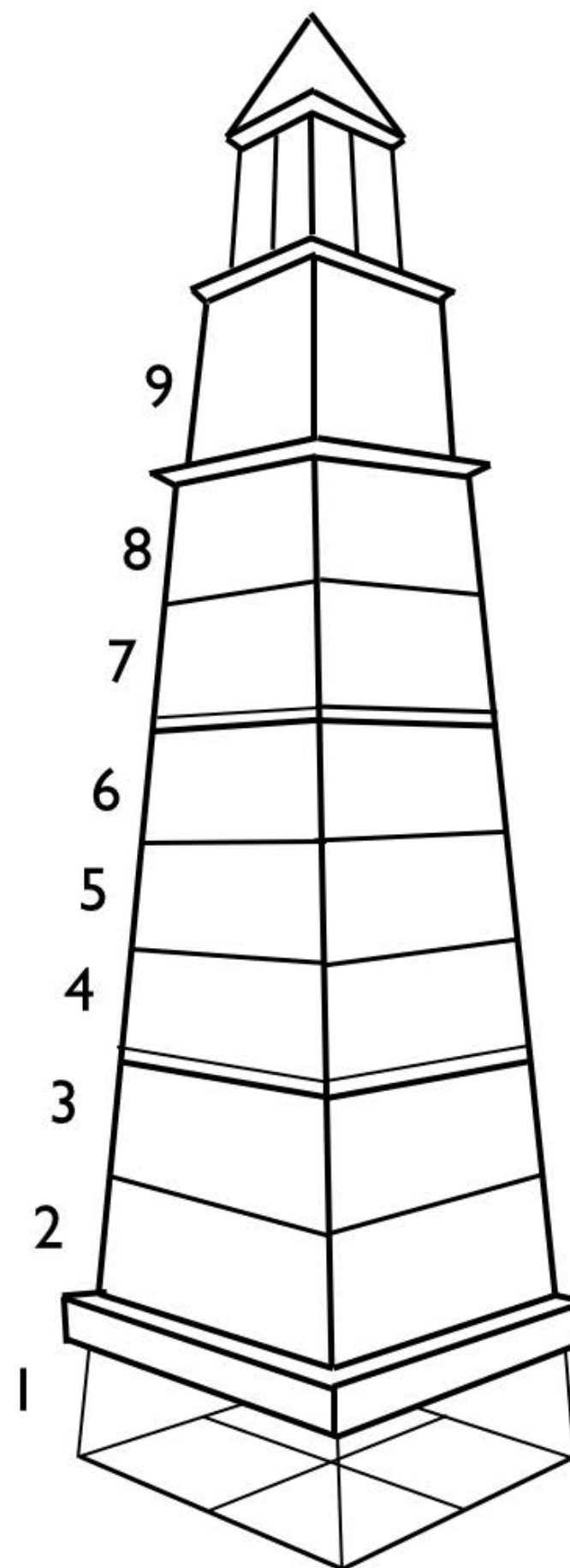
Whether it is to be Utopia or
Oblivion will be a touch-and-go relay
race right up to the final moment....
Humanity is in 'final exam' as to
whether or not it qualifies for
continuance in Universe

— *R. Buckminster Fuller* —

The Wealth Lighthouse

- Ultraviolet: Legend
- Violet: Composer
- Indigo: Trustee
- Blue: Conductor
- Green: Performer
- Yellow: Player
- Orange: Worker
- Red: Survivor
- Infrared: Victim





Global Flow



Market Flow



Personal Flow



Infrared - Victim



Red - Survivor



Orange - Worker



Yellow - Player



Green - Performer



Blue - Conductor



Indigo - Trustee



Violet - Composer



Ultraviolet - Legend



Infra-Red Level: 'Victim'



Red Level: 'Survivor'



Orange Level: 'Worker'



Yellow Level: 'Player'



Green Level: 'Performer'



Blue Level: 'Conductor'



Indigo Level: 'Trustee'

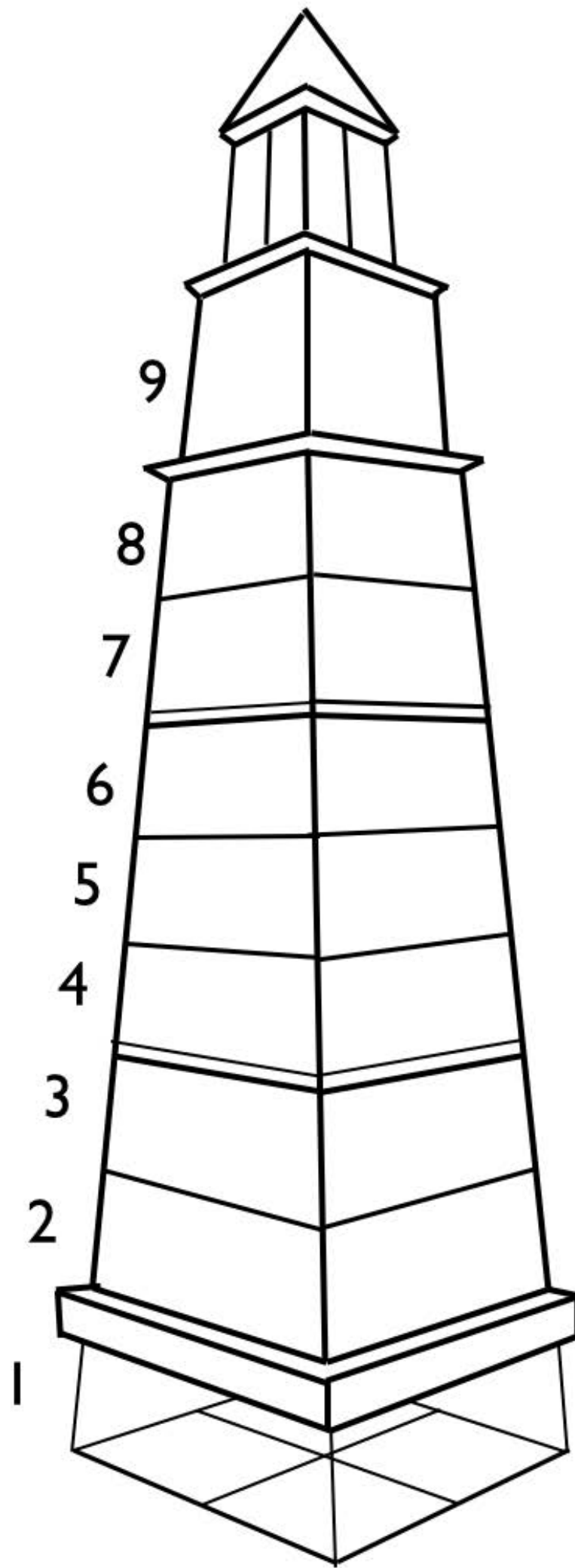


Violet Level: 'Composer'



Ultra-Violet Level: 'Legend'

The Three Prisms



The Alchemy Prism

This is mastery of the wealth flowing through our societies:
This is the prism in which money itself is made and the rules of our markets are created.



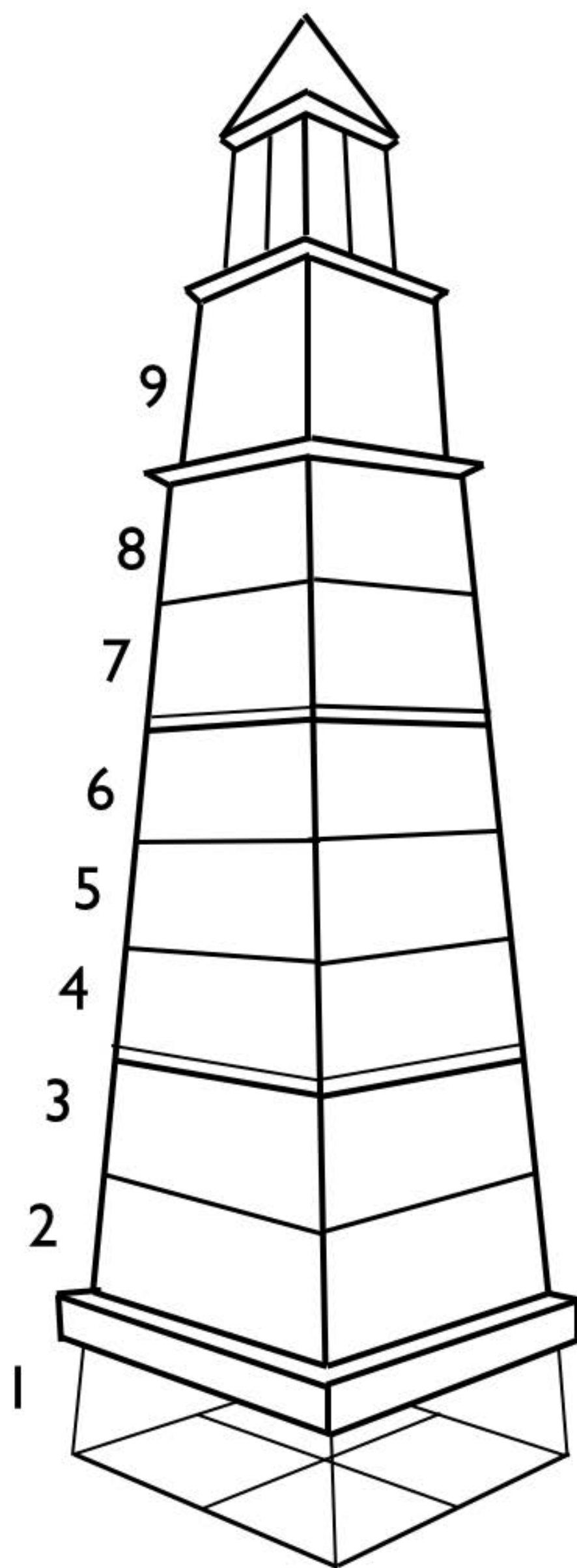
The Enterprise Prism

This is mastery of the wealth flowing through our markets: Our ability to manage investments and enterprises effectively to flow value and money through our teams and markets.



The Foundation Prism

This is mastery of the wealth flowing through our life: Our ability to create an abundant flow of value and money through our life regardless of market conditions.



Infrared Level

The Victim

“Every month, I go deeper and deeper in debt.”

Measure	Negative personal cash flow every month
Emotions	Struggle; blame; denial
Benefit of staying here	Martyrdom; Being anonymous; Being ‘right’
Cost of staying here	Stress; anxiety; helplessness
Focus needed	Discipline and duty
How did I get here?	Not paying attention; not knowing better; not controlling flow
How do I stay here?	Do it yourself; Blame others; Pick a fight
How do I move up?	Measure Your Money; Commit to Conduct; Do Your Duty

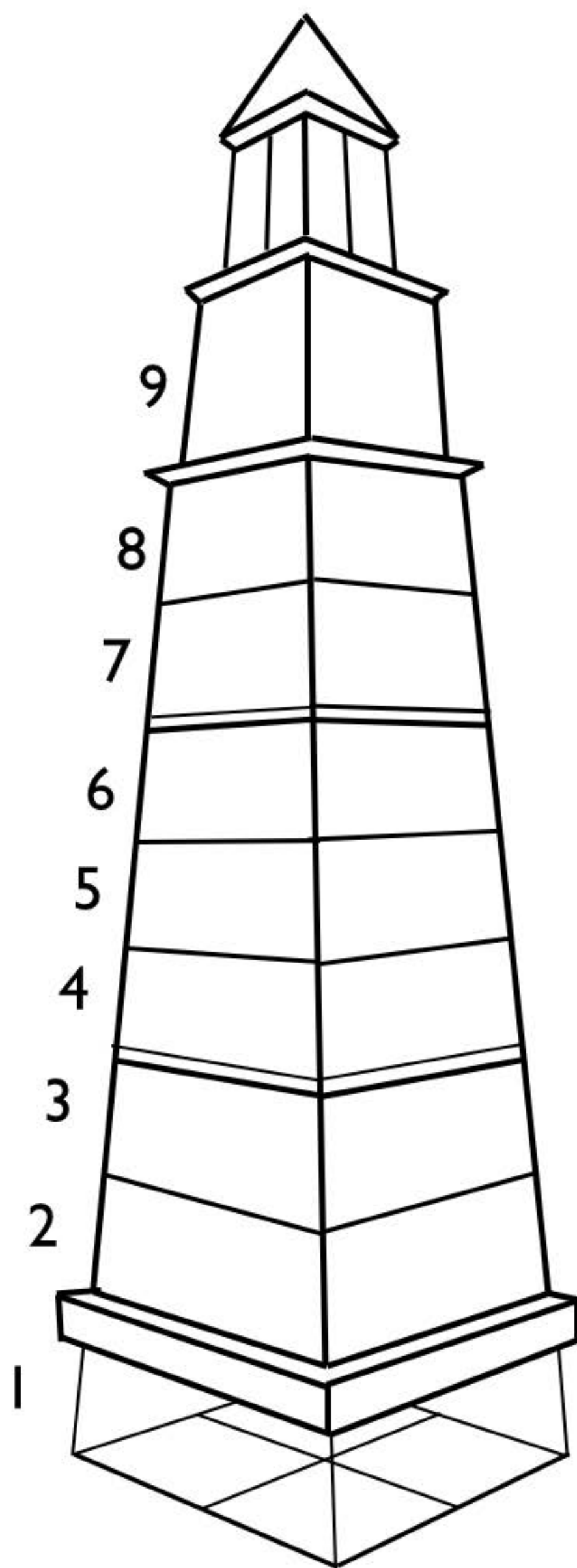


Measure

Negative personal cash flow every month

Whether you are out of work or have a multi-million dollar portfolio, if your own personal cash flow is going backwards every month, you are at Infrared Level. Many at Infrared level may look outwardly successful, but to build sustainable wealth, stabilising your cash flow must be your first priority.

Like a bleeding patient in the emergency room, no matter how much you may protest that it's only a small cut, or that it doesn't hurt, the doctor will say stopping the bleeding is the first priority. Positive cash flow is the first discipline on your path to wealth.



Red Level

The Survivor

“I have just enough money to survive.”

Measure	Zero - no shortfall or surplus cash flow every month
Emotions	Anxiety; stress; relief
Benefit of staying here	Endurance; Comfort; Instant Gratification
Cost of staying here	Exhaustion; resignation; life repeating itself
Focus needed	Passion and connection
How did I get here?	Impatience; distraction; conditioning
How do I stay here?	Measure Your Money; Commit to Conduct; Do Your Duty
How do I move up?	Pinpoint Your Passion; Set Your Standards; Follow the Flow

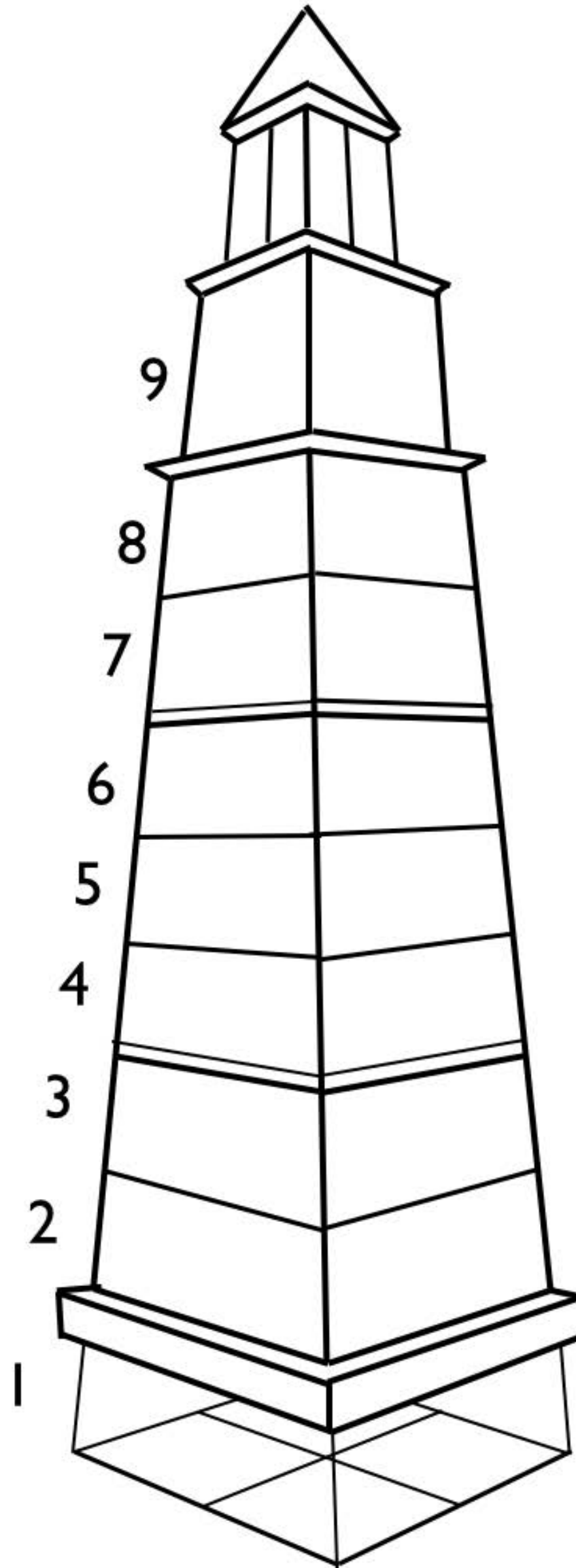


Measure

Zero - no shortfall or surplus cash flow every month

Whether you are out of work or have a multi-million dollar portfolio, if your own personal cash flow has no shortfall or surplus every month, you are at Red level. People at Red level may even live in big houses and go on expensive holidays but, if they are at Red, they are in danger territory.

The impatience to spend money and get ahead is leaving you running on empty. You are not giving money a chance to properly work for you to build wealth, and this mindset will keep you at Red even by working double as hard or earning double as much.



Orange Level

The Worker

“I work hard to earn a living.”

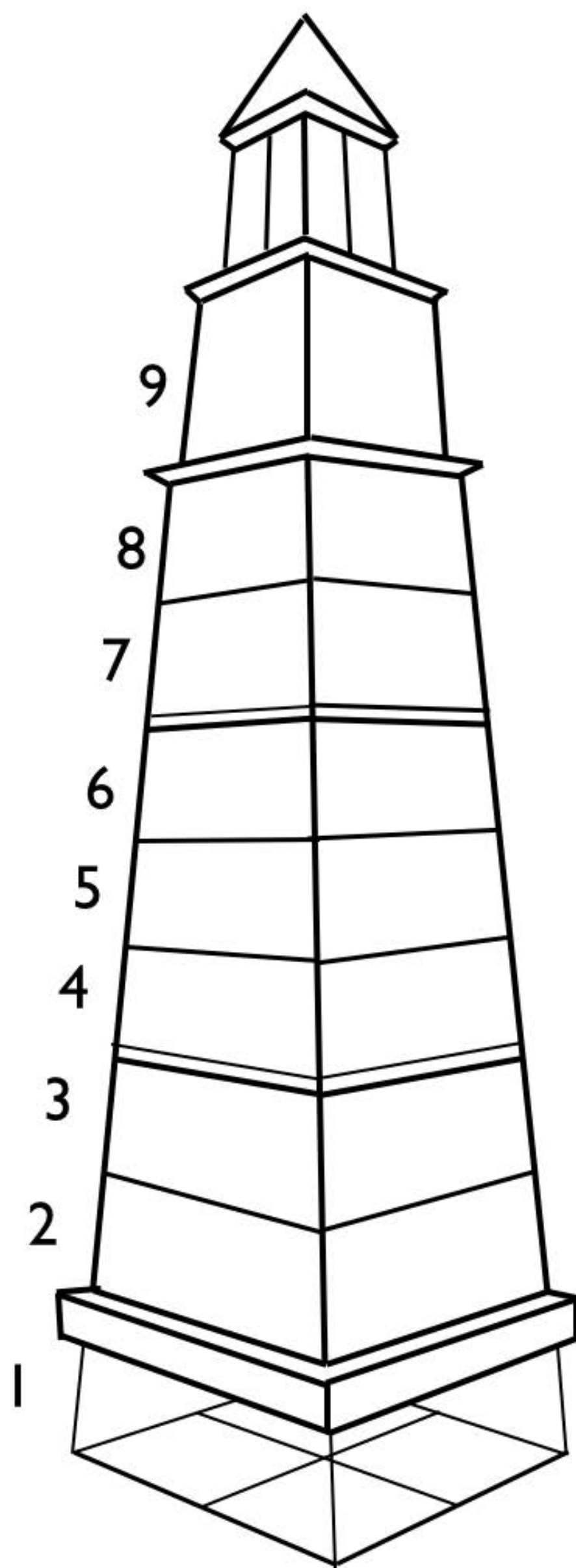
Measure	Positive personal cash flow controlled by others
Emotions	Dependence; resignation
Benefit of staying here	Self worth; Direction; Acknowledgement
Cost of staying here	Anonymity; fear; frustration
Focus needed	Identity and independence
How did I get here?	Education; mind-set; conditioning
How do I stay here?	Pinpoint Your Passion; Set Your Standards; Follow the Flow
How do I move up?	Identify Your Identity; Master Your Market; Monetize Your Moment



Measure

Positive personal cash flow controlled by others

The good news is you are at the top of the Foundation Prism, where you have your personal flow in positive monthly cash flow. But your cash flow is still being controlled by others. Whether it is your company paying you a salary or your clients paying you for your services, you do not have the ability to easily increase the amount coming your way. It's a little like the difference of a pedal bike and a motor bike. At Orange level you need to put in more effort for more reward. In the Enterprise Prism, power does not come from more effort, but by having built an engine and knowing what levers to pull.



Yellow Level

The Player

“I love what I do and create my own flow.”

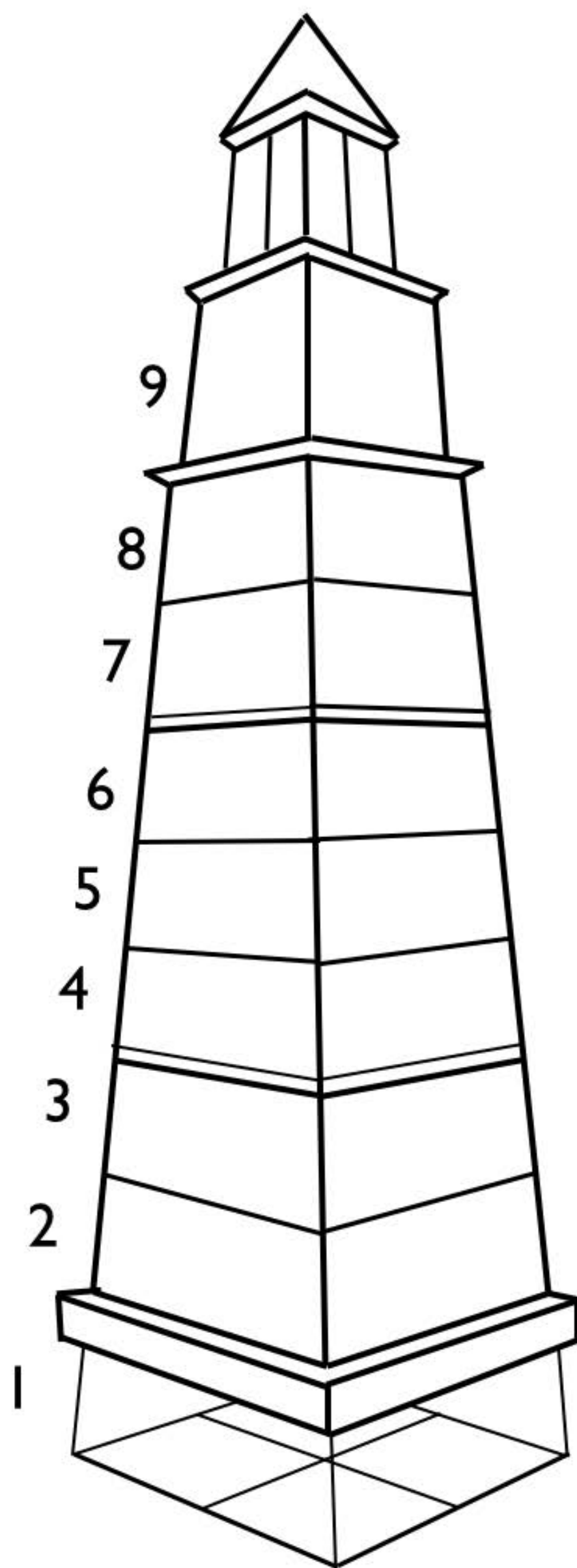
Measure	Positive cash flow from mastering your market
Emotions	Self reliance; attraction; limitation
Benefit of staying here	Freedom; flexibility; self-indulgence
Cost of staying here	Limited growth; limited impact; isolation
Focus needed	Rhythm and mastery
How did I get here?	Resourcefulness; resilience; stubbornness
How do I stay here?	Identify Your Identity; Master Your Market; Monetize Your Moment
How do I move up?	Establish Your Enterprise; Refine your Rhythm; Synchronize your Steps



Measure

Positive cash flow from mastering your market

You have mastered your own personal flow, but this flow still relies on you as the music relies on a main Player. Moving to Green level Performer – which is the next step in multiplying your flow - is all about trusting others as much as you trust yourself, which means following strategies which are often the opposite of what got you to Yellow level.



Green Level

The Performer

“I create flow through team rhythm.”

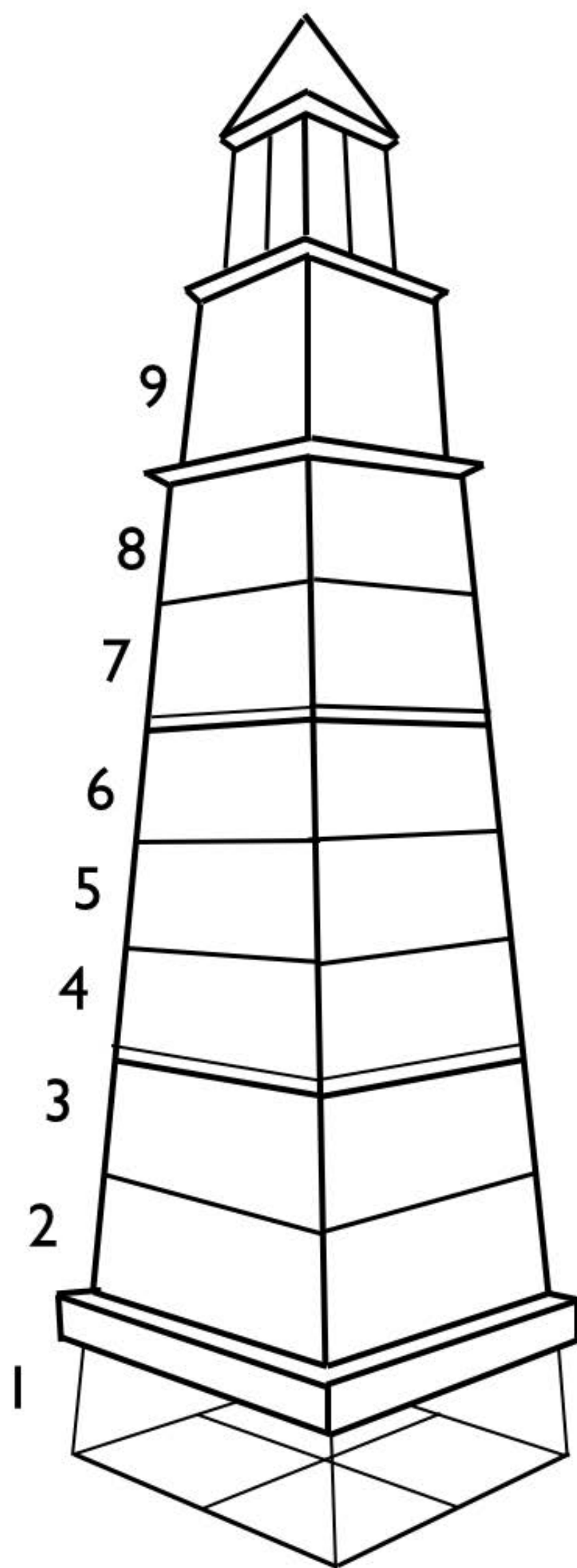
Measure	Profitable cash flow through enterprise teams
Emotions	Rhythm; culture; measurement
Benefit of staying here	Leadership; Accomplishment; Harmony
Cost of staying here	Politics; maintenance; freedom
Focus needed	Authority and capital
How did I get here?	Interdependence; preparation; ambition
How do I stay here?	Establish Your Enterprise; Refine your Rhythm; Synchronize your Steps
How do I move up?	Anchor Your Authority; Perfect Your Processes; Build Your Balance



Measure

Profitable cash flow through enterprise teams

YCongratulations. You have positive personal cash flow, and are channelling market flow through an enterprise. If Yellow level Players were the single lane roads of the money map, Green level Performers are the three lane motorways. Motorways still get jammed though, and often by factors out of your control. You have the choice now of moving to Blue level, controlling multiple teams and multiple streams. When there's a jam, they by pass it altogether.



Blue Level

The Conductor

*“I create flow through
team rhythm.”*

Measure	Strong cash flow from million-dollar portfolio
Emotions	Calm; patience; clarity
Benefit of staying here	Control; hedged risk; autonomy
Cost of staying here	Critics; isolation; loss of passion
Focus needed	Trust and promise
How did I get here?	Risk management; asset management; detachment
How do I stay here?	Anchor Your Authority; Perfect Your Processes; Build Your Balance
How do I move up?	Trump Your Trust; Capitalize Your Currency; Connect Your Community

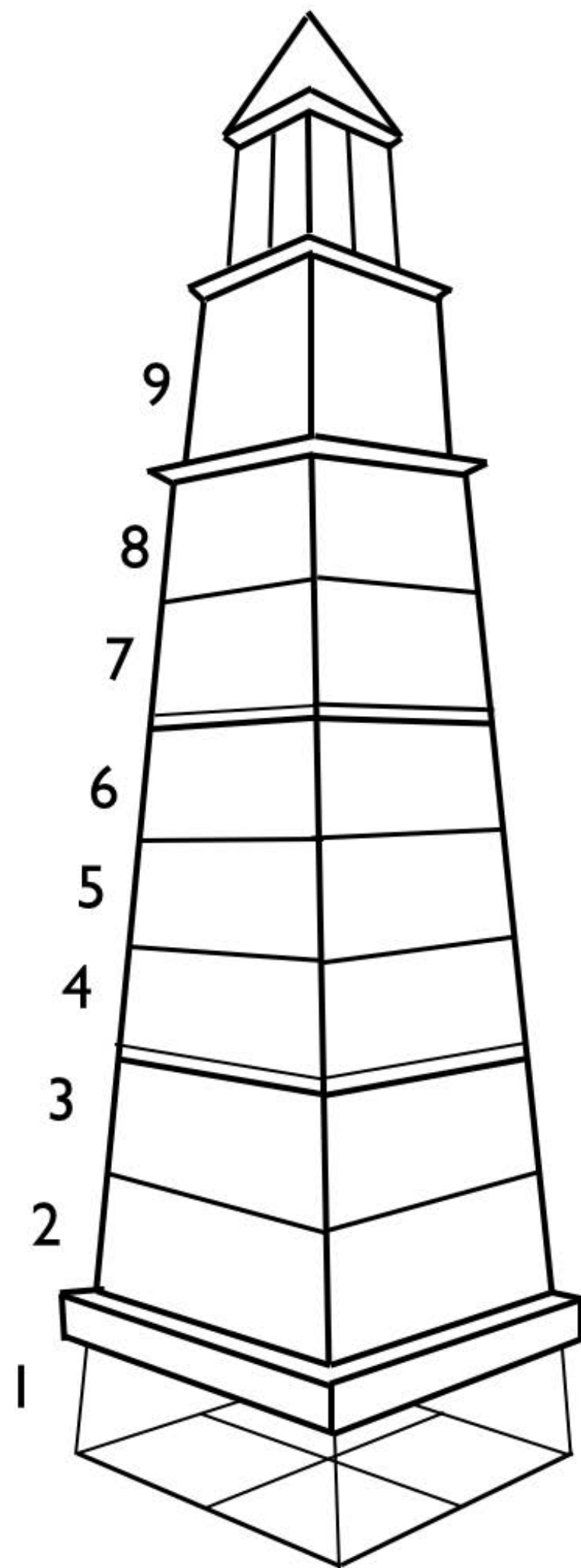


Measure

Strong cash flow from million-dollar portfolio

Congratulations on making it to the top of the Enterprise Prism. You have a solid understanding of how to allocate capital and build asset value, and you have leveraged teams to maintain and grow your assets for you. But why have all those assets churning out cash flow anyway? What's the point of conducting all this music if the audience will just give a polite applause and leave at the end? You may choose to stay at Blue, or you can choose to move up to Alchemy and leverage assets beyond your balance sheet. Alchemy is the domain of the billionaires.

The Impact Meter



LEVEL 7
1m customers

Global impact with the power to leave a legacy

Have I directed the trust that I am growing towards a meaningful global purpose?



LEVEL 6
100k customers

National impact, with the influence to shape the future

Am I establishing a mission, culture and model that is inspiring others on their journeys?



LEVEL 5
10k customers

Market leadership, attracting resources and partnerships

Have I built a reputation that attracts the financing, partners and support to leverage with?



LEVEL 4
1k customers

Scalable team and time to develop a sustainable business

Am I growing my team and time to enable the business to run well without me?



LEVEL 3
100 customers

Predictable, replicable and viable model to grow with

Have I found a repeatable pathway from my market's need to my solution that I can measure?



LEVEL 2
10 customers

Intimate user group to maximise value and market fit

Can I scale my solution to ten people such that they are willing to pay and refer me to others?



LEVEL 1
1 customer

Personal service to solve one person's problem.

Am I solving a problem for someone who trusts me that they are willing to pay to have solved?

A rocket is shown launching vertically from a dense layer of white and orange-tinted clouds. The rocket's engines are glowing with a bright orange and yellow flame, creating a long, white plume of smoke that trails behind it. The background is a deep blue sky filled with numerous small, white stars. In the lower right corner, a full, bright moon is visible. The overall scene conveys a sense of upward movement and future exploration.

FUTURE TREND NO.7

PERSONALIZED HEALTH

GLOBAL WELLNESS ECONOMY:
\$4.2 trillion



Note: Numbers do not add due to overlap in segments. Dark colored bubbles are the sectors for which GWI conducts in-depth, country-level primary research. Light colored bubbles are sectors for which GWI aggregates global estimates only, drawing from secondary sources.

Source: Global Wellness Institute, Global Wellness Economy Monitor, October 2018



GLOBAL WELLNESS
INSTITUTE™

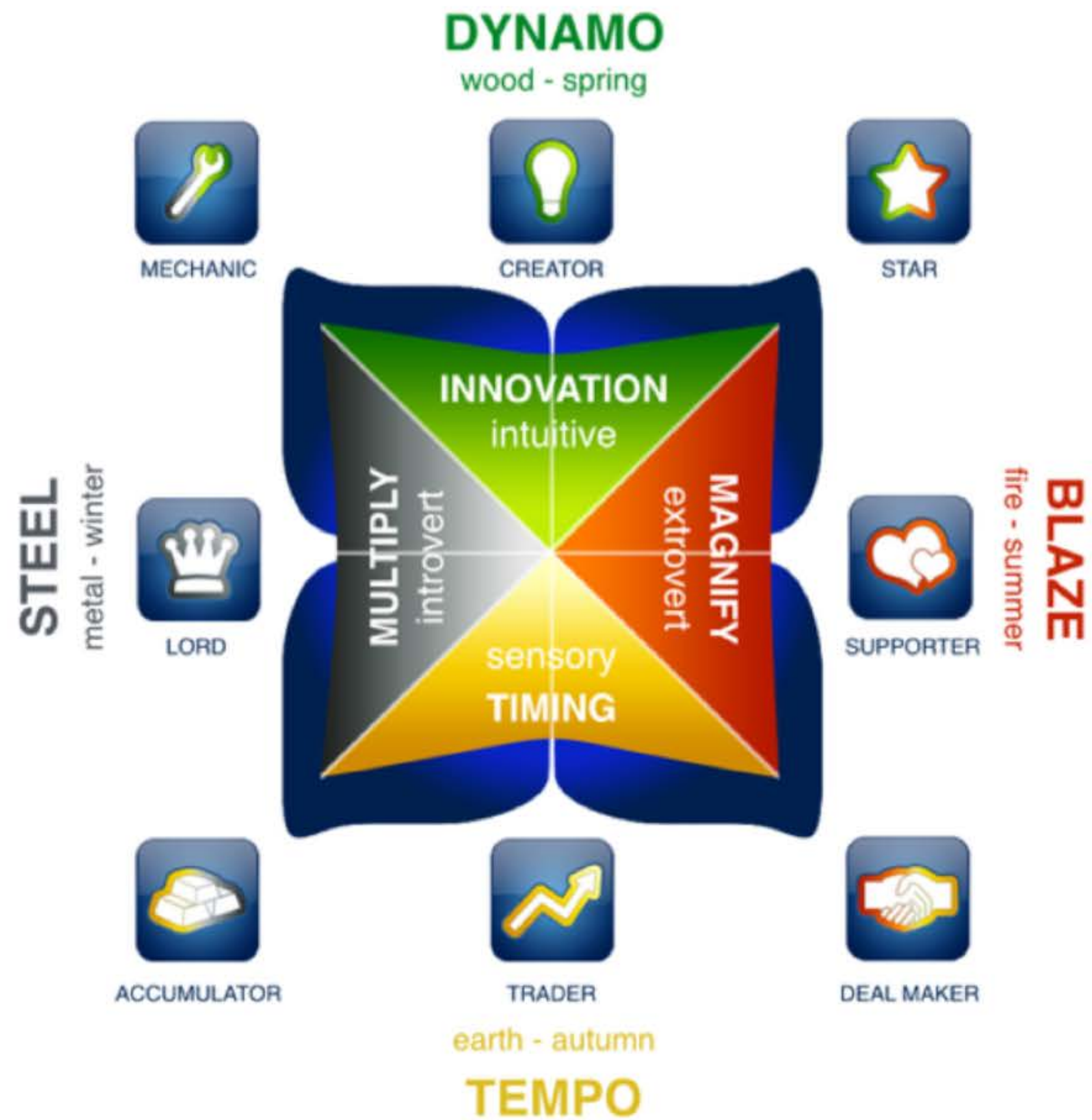
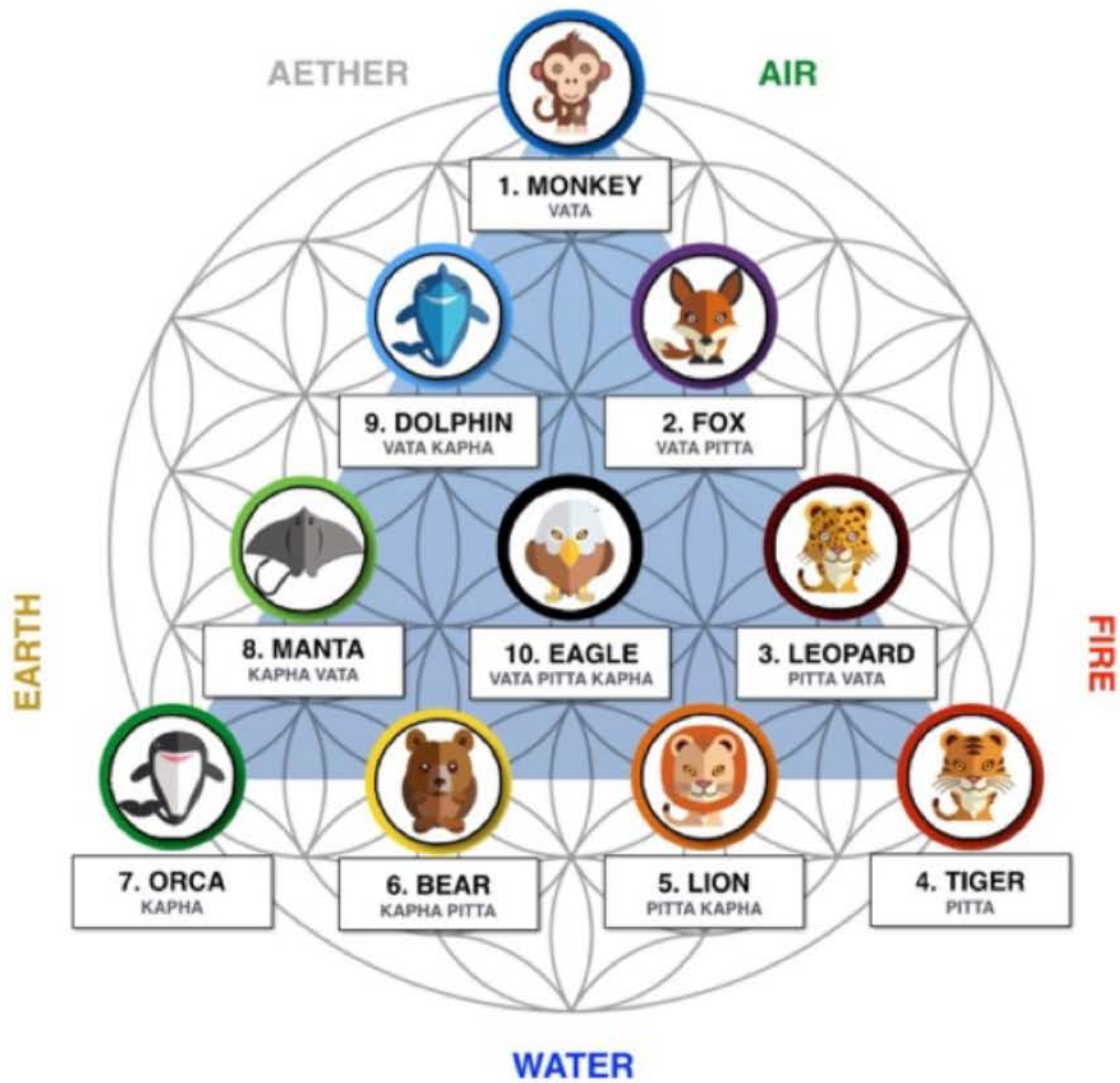


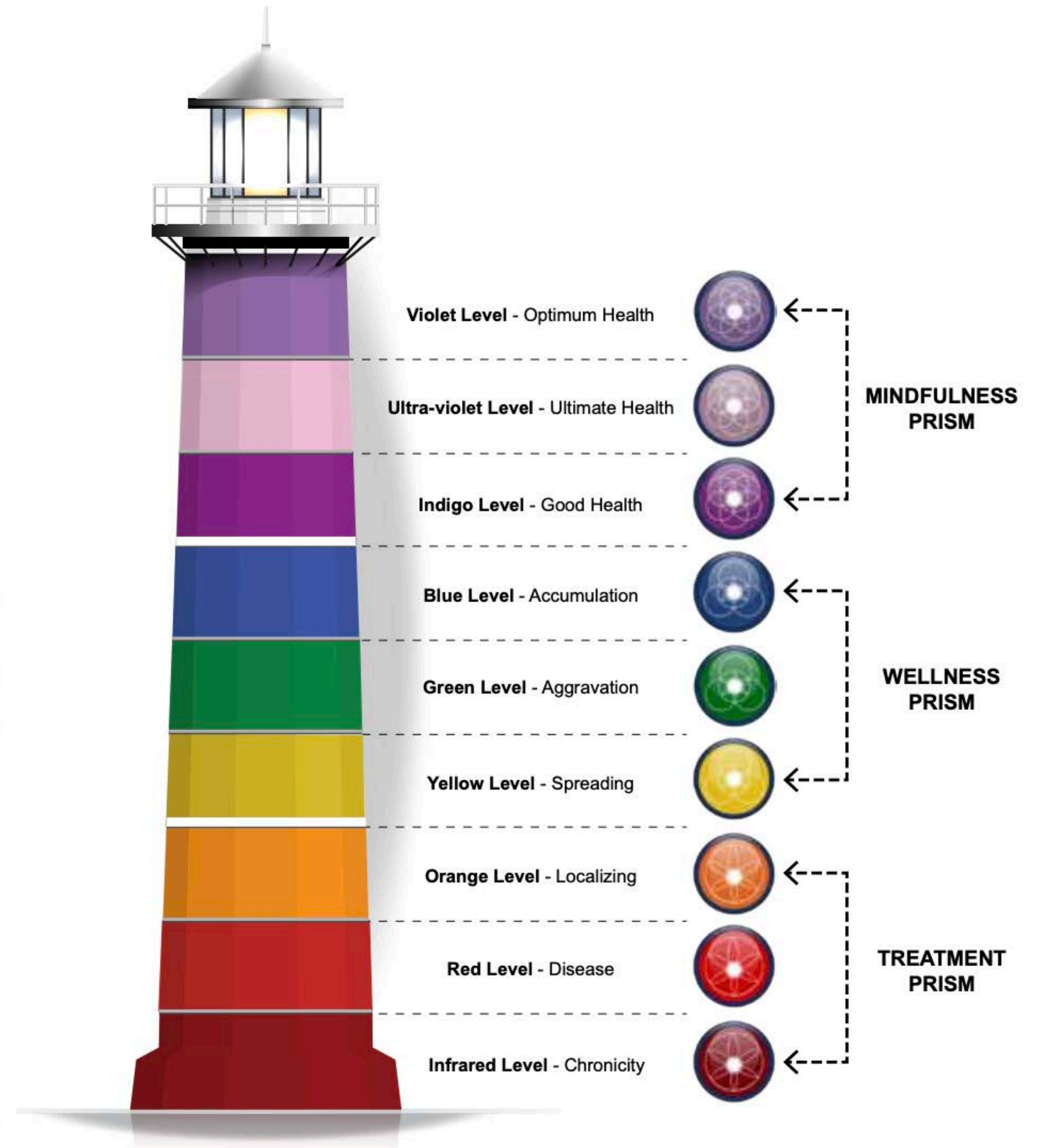
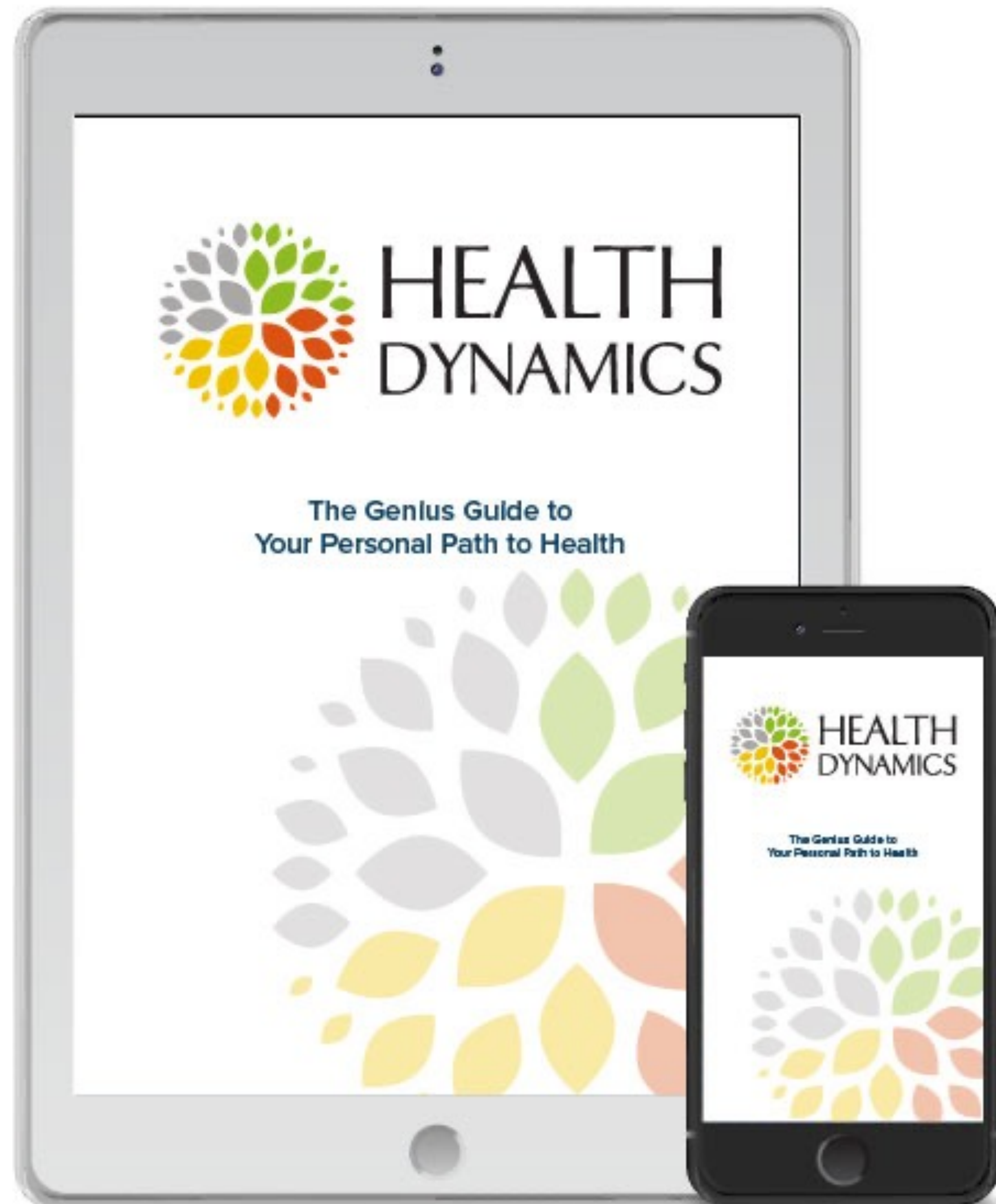
Health Dynamics 360

forge and follow your path to total health

Why Choose Health Dynamics 360?

Ayurveda is an ancient science but Health Dynamics adds a whole new dimension to understanding how your body works and how you can take charge of your health.

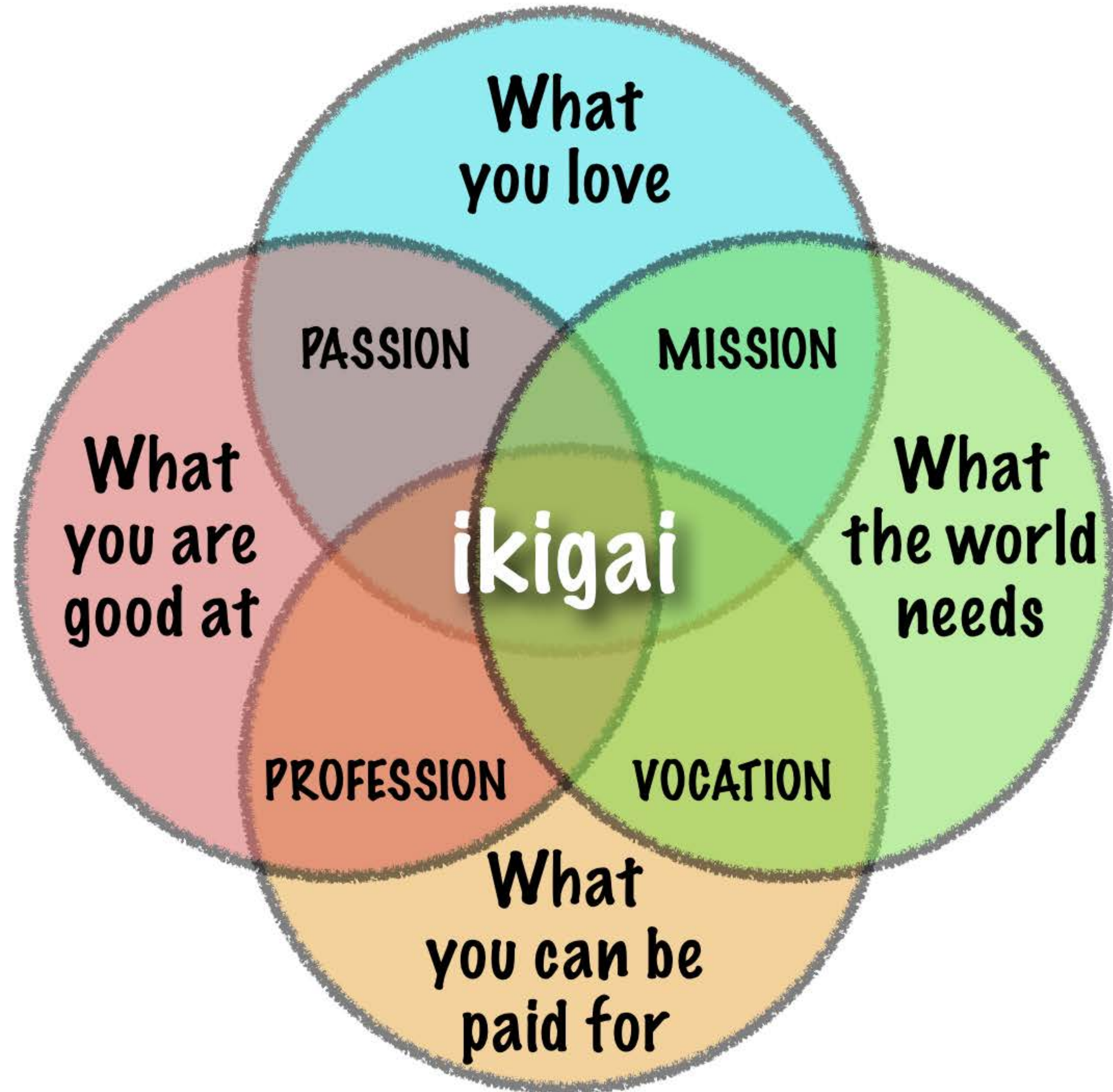




生き甲斐 ikigai

ikigai is the Japanese concept of “**a reason for being.**” Everyone has an ikigai. To find it requires a journey of self discovery. But the search is worth it.

Your ikigai is the meaning to your life.



A vertical rocket launch is depicted on the left side of the frame. The rocket is a slender, multi-segmented vehicle with a bright orange and yellow flame at its base, transitioning into a long, white, billowing plume of smoke and vapor that extends down to a layer of clouds. The clouds are thick and textured, with a warm orange and yellow glow at the base, suggesting a sunset or sunrise. Above the clouds, the sky is a deep, dark blue, filled with numerous small, white stars. In the upper right corner, a large, bright, full moon is visible, casting a soft glow. The overall scene conveys a sense of upward movement and technological advancement.

FUTURE TREND NO.8

NET NATIONS

Reimagining Civilization with Floating Cities

The Seasteading Institute is a nonprofit think-tank promoting the creation of floating ocean cities as a revolutionary solution to some of the world's most pressing problems: rising sea levels, overpopulation, poor governance, and more...



PLAY VIDEO



The Entrepreneur Movement

“Creating a better future for earth, life and humanity”

12 Principles

12 Principles

1

The future is ours to create

Our future is in our hands. As a collective mission, nothing is impossible.

2

We are all crew

We are all on Spaceship Earth as crew, who equally affect and are affected by our actions

3

There's already enough

We have everything we need when we work together, united by purpose.

4

Everyone's a genius

We are not divided by our differences, but united by our uniqueness.

5

It takes a village

We cannot do it alone. All our solutions will come from collaboration and co-creation

6

Serve, give, grow

Begin by adding value to others, then nurture and grow your own value.

12 Principles

7

Environment, education, entrepreneurship

Live, learn, love: Where we show up, how we make sense of it, how we enhance it

8

Grow conscious capital

Grow assets ethically, and then flow them to serve best in profit and purpose

9

Love is in the detail

Slow down to speed up. Never do things fast at the expense of doing things well.

10

Judgement free zone

No wasted time on negativity, complaints or excuses. Ignore what you can't change. Change what you can.

11

Be free. Have fun

Live in blessed unrest, where nothing is rushed yet all is accomplished. Be the change.

12

Everything is temporary

Be humble. One day we will all be gone. Live your truest and greatest self every day.

A vertical rocket launch is depicted on the left side of the frame. The rocket is a slender, multi-segmented object with a bright orange and yellow flame at its base, transitioning into a long, white, billowing plume of smoke and vapor. The launch originates from a dense layer of clouds at the bottom of the image, which are tinged with orange and yellow light. The background is a deep, dark blue space filled with numerous small, white stars. In the lower right corner, a large, bright, full moon is visible, casting a soft glow. The overall scene conveys a sense of upward motion and exploration.

FUTURE TREND NO.9

THE SPACE RACE



[MOON MADNESS](#)

SpaceX Will Launch Remote Controlled Racecars to Lunar Surface

The plan is to hold the first-ever car race on the surface of the Moon – in 2021.

VICTOR TANGERMANN | DECEMBER 1ST 2020

INDY/LIFE

A video thumbnail showing a rocket launching from a desert landscape. The rocket is ascending vertically, leaving a large plume of white smoke and fire. The landscape is arid with some green patches. A large red play button is centered over the image. In the top right corner, there is a small red circular logo with a white bird-like symbol.

ELON MUSK SAYS FIRST MARS COLONY SETTLERS WILL LIVE IN 'GLASS DOMES' BEFORE TERRAFORMING PLANET

SpaceX boss also wants to use nuclear weapons to make Red Planet as habitable as Earth



**ELON MUSK SAYS SPACEX WILL GO TO
MARS IN TWO YEARS, THEN HUMANS IN
FOUR**

A vertical rocket launch is depicted on the left side of the frame. The rocket is a slender, multi-segmented structure with a bright orange and yellow flame at its base, transitioning into a long, billowing column of white smoke. This column of smoke extends down to a dense, textured layer of clouds at the bottom of the image, which are illuminated with a warm, orange-gold glow. The background is a deep, dark blue night sky filled with numerous small, white stars. In the lower right corner, a large, bright, and detailed full moon is visible. The overall composition suggests a theme of reaching new heights or exploring the future.

FUTURE TREND NO.10

WORLD WIDE WEALTH

ENTREPRENEUR 5.0

THE VALUE CYCLE

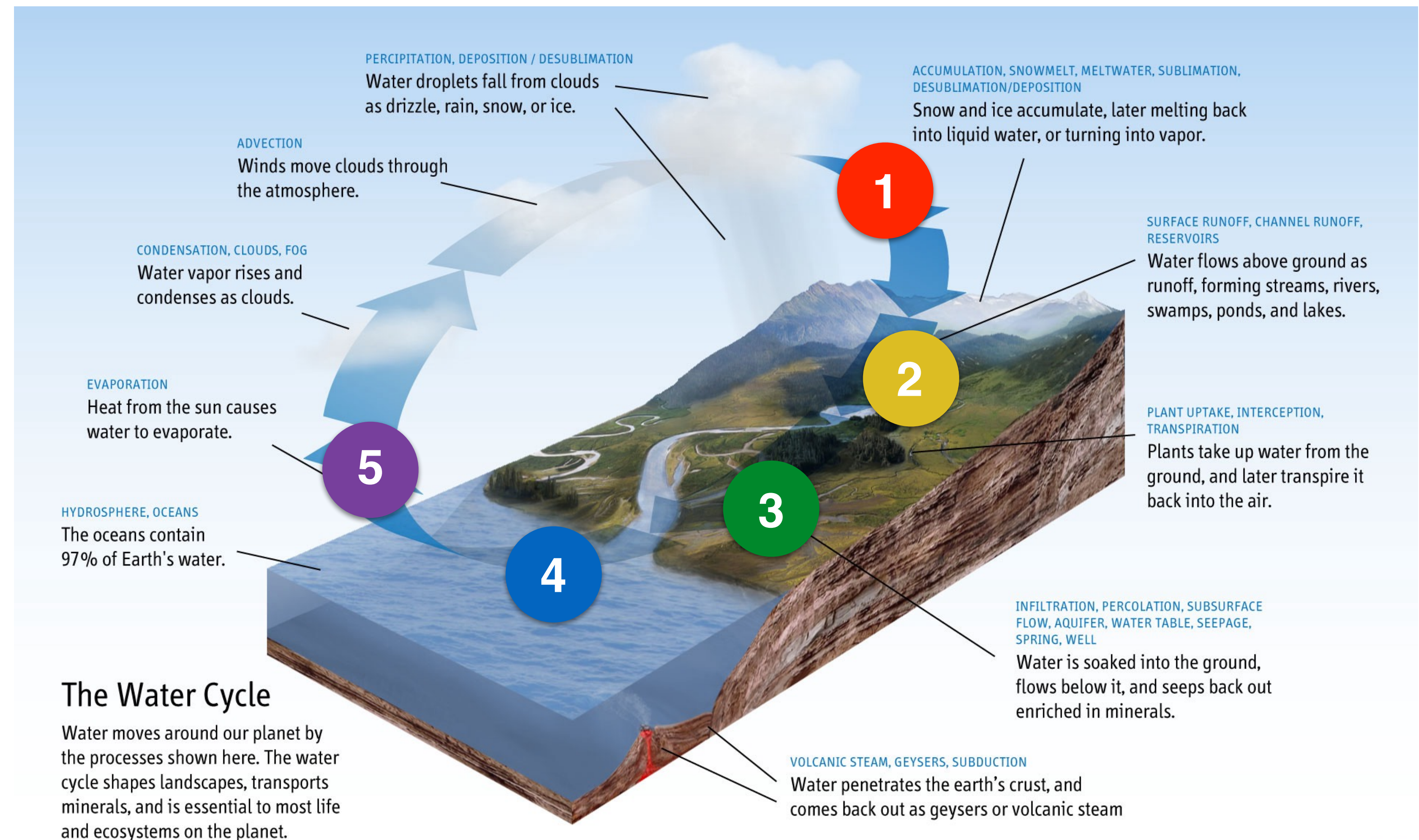


**At the heart of every 5.0 enterprise is a self-growing,
self-improving, automatic cash generating engine**

Flow Builder Workshop

27-29 Jan, Bali

Build a full 5.0 value cycle with your own diamond, gold dust, experiences, transformation and golden halo with the Genius Group Team and Entrepreneur Dynamics Partners at the Flow Builder Workshop, 27-29 Jan 2020.



ENTREPRENEUR 5.0

5 STEP PATHWAY

Entrepreneur 4.0 have to choose between non-scalable offline customer pathways for high value products or scalable online customer pathways for low cost products. And even workable pathways fall in effectiveness over time. Entrepreneur 5.0 combines high tech and high touch to create predictable, automated, self-improving pathways that use AI and human connection to scale effectively and sustainably.

1

Followers

Diamond

What is your 4P **diamond** that sparkles from a distance? This is your story that attracts the **attention** of new followers from multiple sources

2

Community

Gold Dust

What is your zero cost, scalable **gold dust** that grows and engages your community to invest their **time** and share in trackable ways?

3

Prospects

Experience

What is the hi-touch, hi-tech **experience** you are delivering so prospects can build trust in your problem-solving and make a **decision** to buy?

4

Customers

Transformation

What is the hi-touch, hi-tech **transformation** that all your customers will have that's worth their **money**, so they return and recommend you?

5

Raving Fans

Golden Halo

What is the global **golden halo** you nurture around your pathway that creates automatic, self-improving **growth** in your customers and partners?

1

Followers

Diamond

What is your 5P **diamond** that sparkles from a distance? This is your story that attracts the **attention** of new followers from multiple sources

Top Five Diamonds

1. Toolbox

2. Video

3. Audio

4. Download

5. Post / Article

Problem

Why? Amygdala

Promise

What? Frontal Lobe



Product

How? Left Brain

Proof

Who? Right Brain

Purpose

When? Temporal Lobe

2

Community

Gold Dust

What is your zero cost, scalable **gold dust** that grows and engages your community to invest their **time** and share in trackable ways?

Top five gold dust

1. Tests & Quizzes
2. Gamified Apps
3. Competitions
4. Awards
5. Referral rewards



- Automatically scalable
- Zero cost or profitable
- Takes none of your time

3

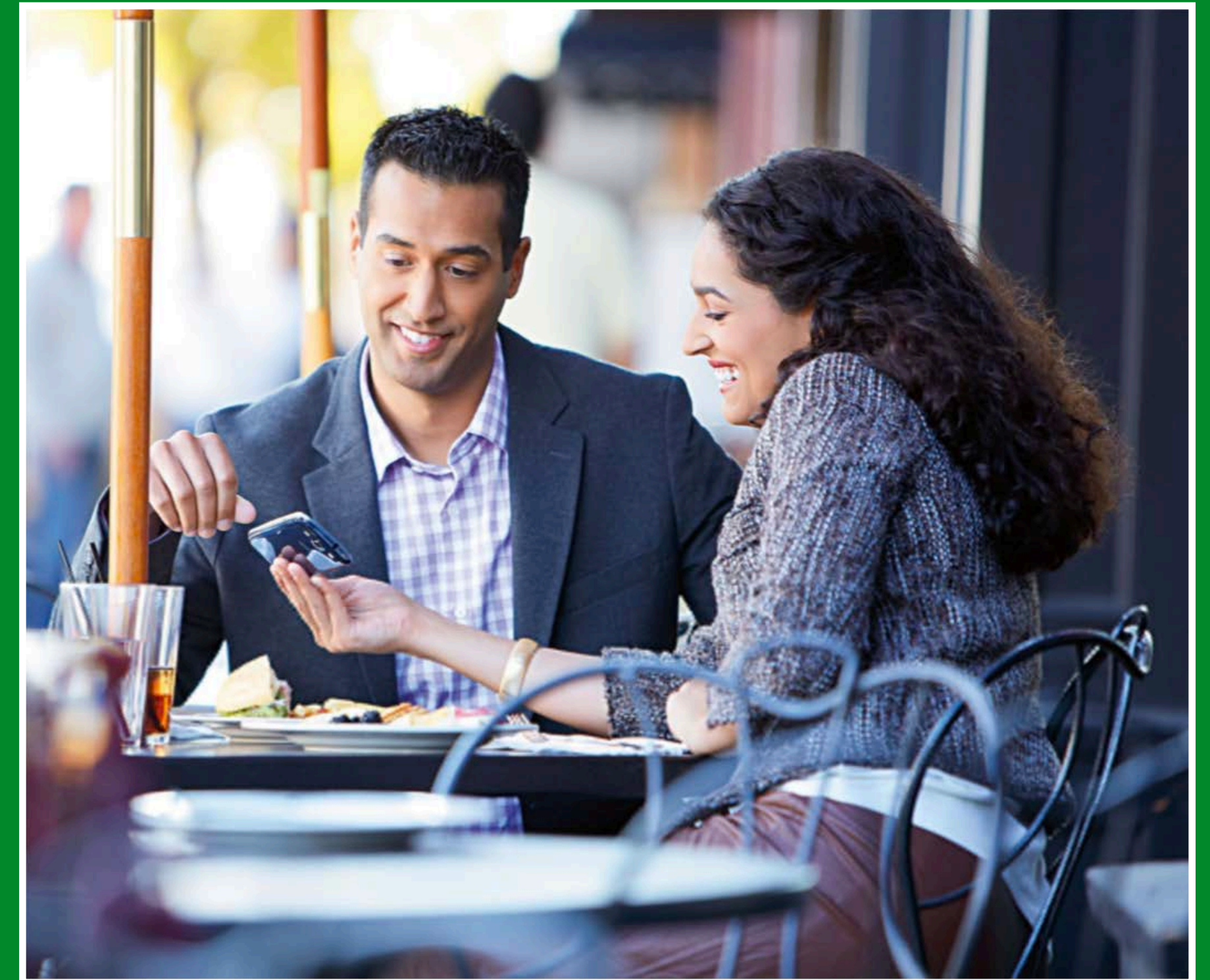
Prospects

Experience

What is the hi-touch, hi-tech **experience** you are delivering so prospects can build trust in your problem-solving and make a **decision** to buy?

Top five experiences

1. One-to-one
2. Workshop
3. Event
4. Webinar
5. Community



- Build high-touch trust
- Co-create the solution
- Create flow every time

4

Customers

Transformation

What is the hi-touch, hi-tech **transformation** that all your customers will have that's worth their **money**, so they return and recommend you?

Top five transformations

1. Solve a problem
2. Serve a purpose
3. Self-awareness
4. Self-mastery
5. Self-expression



Care
Content
Connection

5

Raving Fans

Golden Halo

What is the global **golden halo** you nurture around your pathway that creates automatic, self-improving **growth** in your customers and partners?

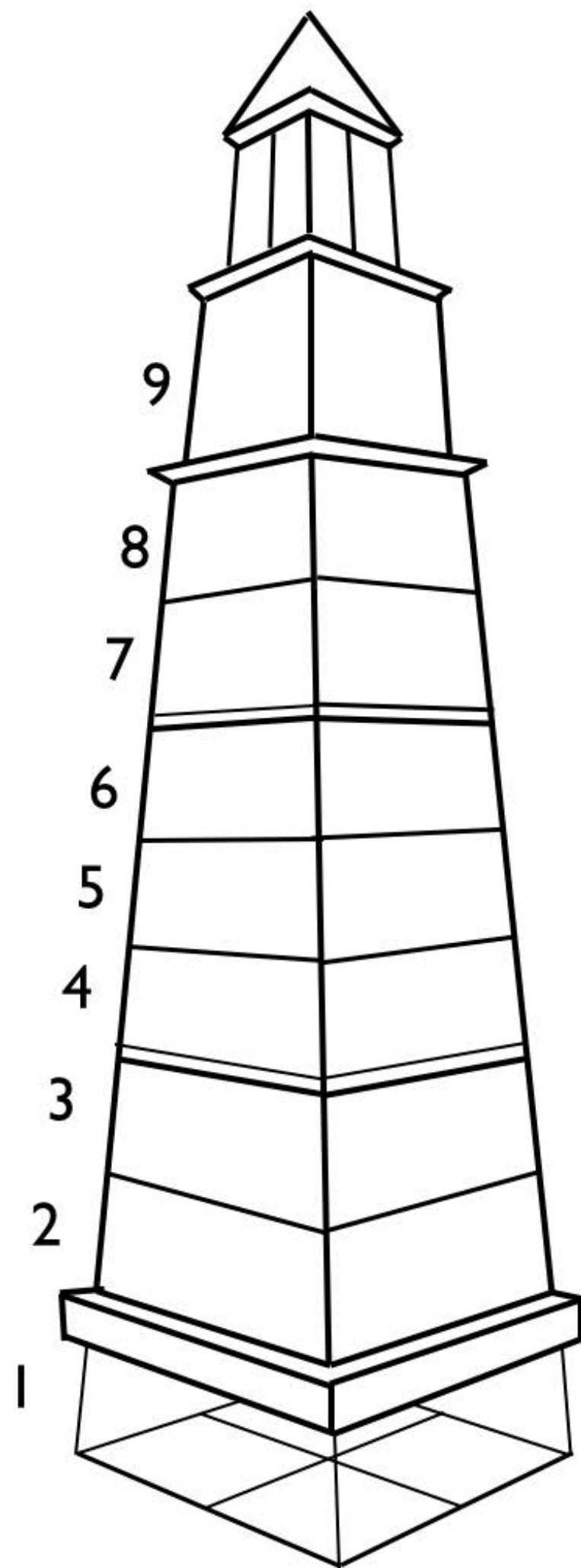
Top five golden halos

1. Community
2. Loyalty program
3. Referral program
4. Partner pathway
5. Investor pathway



Frictionless growth
Frictionless growth
Create flow every time

The Impact Meter



LEVEL 7
1m customers

Global impact with the power to leave a legacy

Have I directed the trust that I am growing towards a meaningful global purpose?



LEVEL 6
100k customers

National impact, with the influence to shape the future

Am I establishing a mission, culture and model that is inspiring others on their journeys?



LEVEL 5
10k customers

Market leadership, attracting resources and partnerships

Have I built a reputation that attracts the financing, partners and support to leverage with?



LEVEL 4
1k customers

Scalable team and time to develop a sustainable business

Am I growing my team and time to enable the business to run well without me?



LEVEL 3
100 customers

Predictable, replicable and viable model to grow with

Have I found a repeatable pathway from my market's need to my solution that I can measure?



LEVEL 2
10 customers

Intimate user group to maximise value and market fit

Can I scale my solution to ten people such that they are willing to pay and refer me to others?




LEVEL 1
1 customer

Personal service to solve one person's problem.

Am I solving a problem for someone who trusts me that they are willing to pay to have solved?

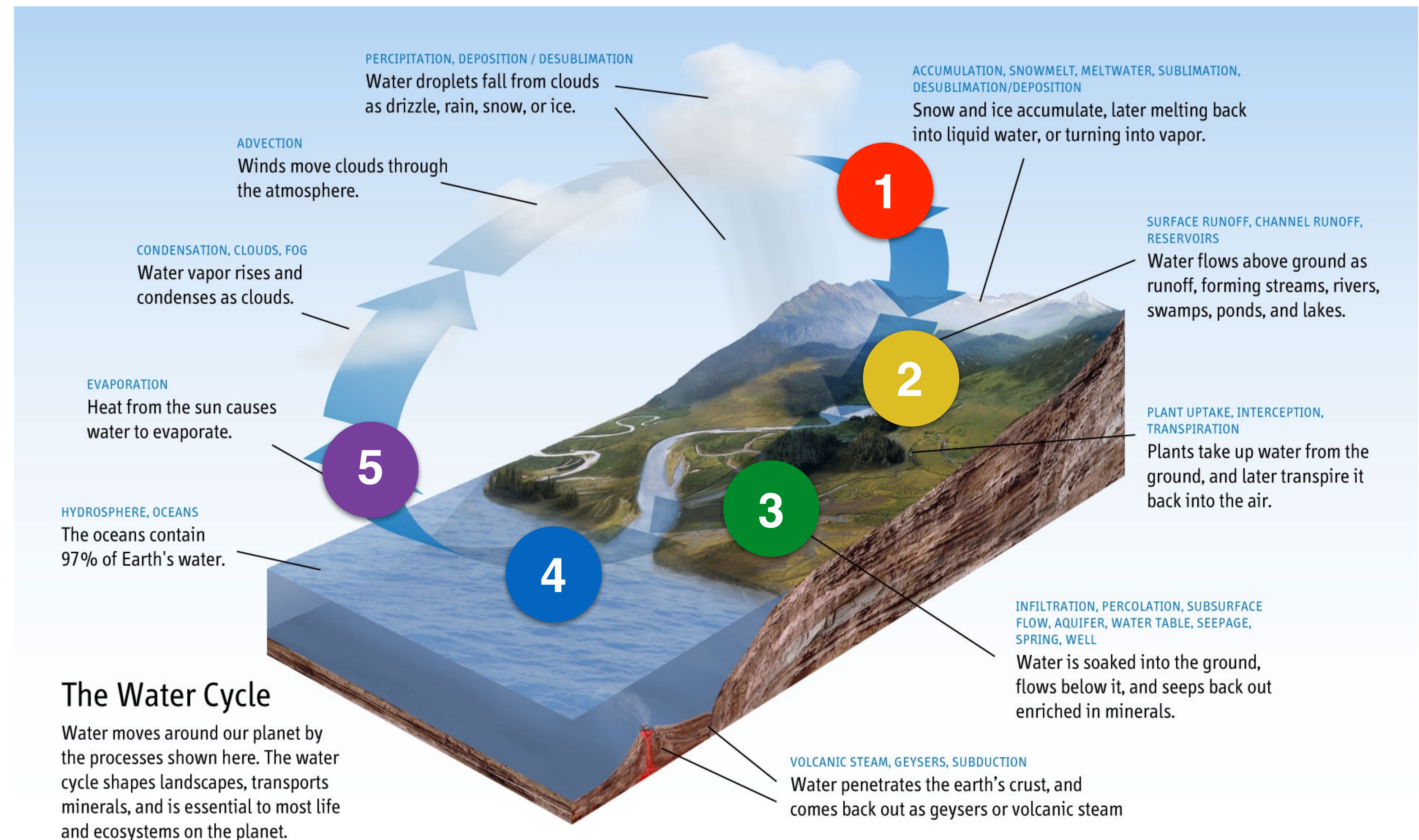
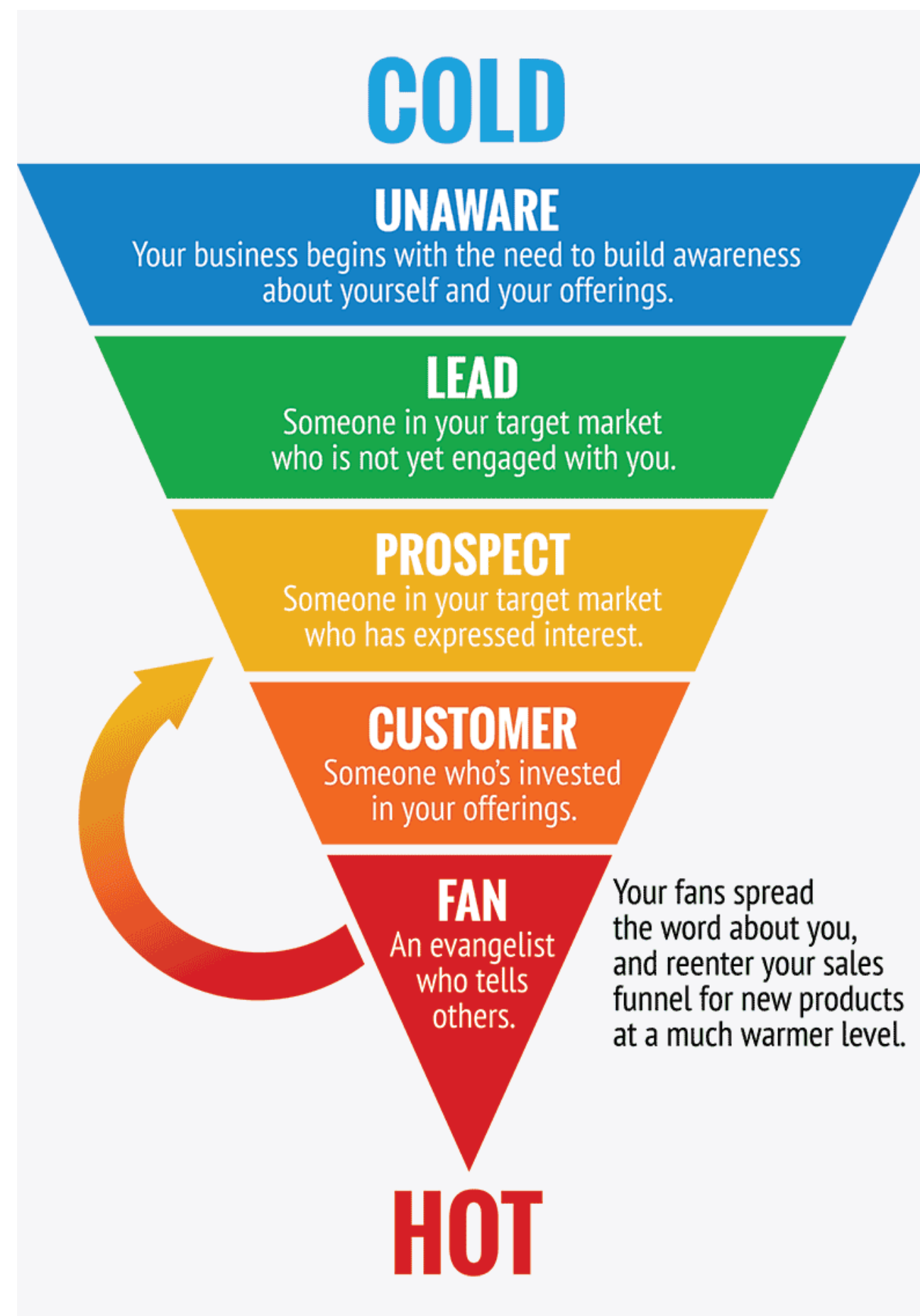
Impact Metrics

		Followers		Community		Prospects		Customers		
		Engagement %		Registration %		Conversion %		Average \$		
	LEVEL 5 10k customers	1,000,000	20%	200,000	20%	40,000	25%	10,000	\$2,000	\$20m
	LEVEL 4 1k customers	100,000	20%	20,000	20%	4,000	25%	1,000	\$5,000	\$5m
	LEVEL 3 100 customers	10,000	20%	2,000	20%	400	25%	100	\$10,000	\$1m
	LEVEL 2 10 customers	1,000	25%	250	20%	50	20%	10	\$15,000	\$150K
	LEVEL 1 1 customer	100	50%	50	20%	10	10%	1	\$20,000	\$20K

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HUMANITY 5.0

