



Wealth

Position Yourself **NOW** For The Coming

Wealth Building Revolution

*This will change everything, and you have an opportunity
to get in on the ground floor.*

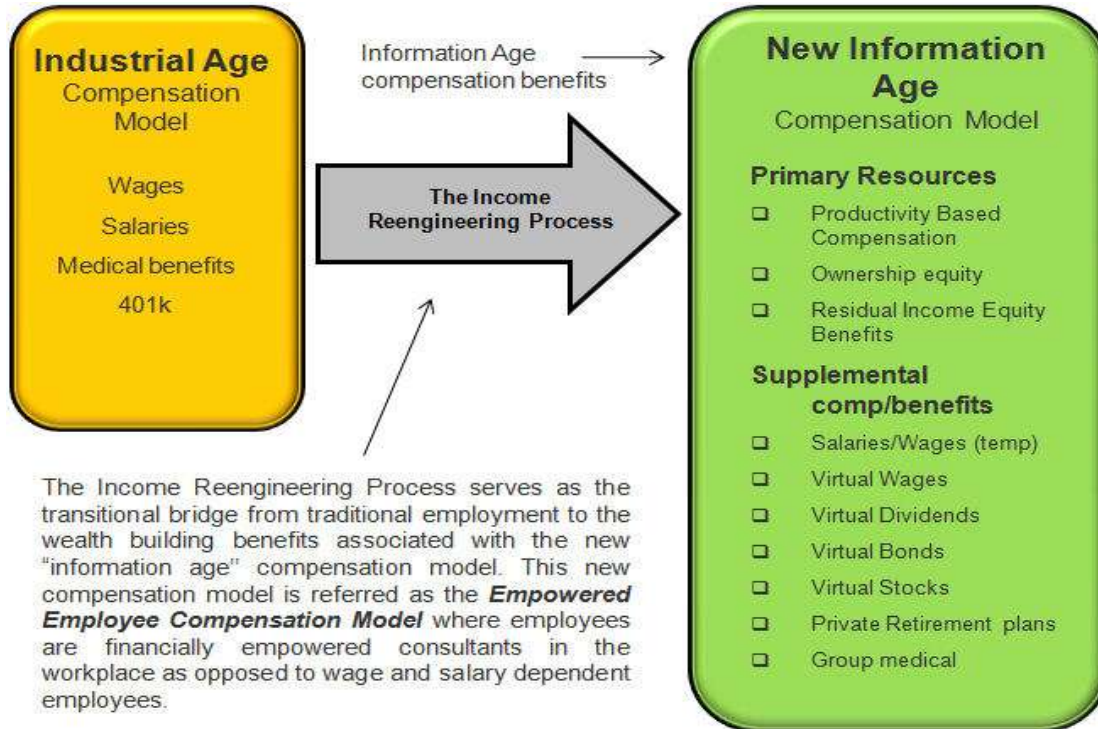
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Executive Summary Overview



If you think of the Income Reengineering Process as a massive economic and wealth building bridge that every wage and salary earner will eventually want to cross, you now have an opportunity to set-up a toll booth at the beginning of the bridge. **All you do is deploy your current work experience, business or field of expertise on the bridge part time or spare time. By doing so, you can increase your income significantly and build enormous wealth --- STARTING IMMEDIATELY. NO COST TO PARTICIPATE**

Here's how and why you can use this process to build wealth?

- Start by considering President Kennedy's mission to be the first nation to land on the moon in the 1960s. This mission sprung engineering and scientific breakthroughs that enabled the U.S. to lead in semiconductor and integrated circuitry technology for years. Government subsidies associated with this mission included generous grants and funding to encourage students to study engineering and other scientific subjects. From this mission, the U.S. led the world economically for years and created countless jobs, businesses and economic opportunities;
- The *Income Reengineering Process*, as illustrated in the diagram, represents a similar mission that will create countless new innovations, businesses, economic opportunities and massive wealth for many. However, the Income Reengineering process is not a government originated mission. It originates in the grassroots sector among a mastermind of independent entrepreneurs and independent consultants.

With this in mind, you have a ground floor opportunity to benefit from this process early, generate a significant income and grow enormous wealth in the coming months and years.

Moreover, as noted above, you have an opportunity NOW to setup a toll booth at the beginning of the bridge. All you do is deploy your current work experience, business or field of expertise on the bridge part time or spare time. By doing so, you can increase your income significantly and build enormous wealth – *starting immediately*.

How Does It Work?

Think mass internet centered collaboration:

Mass Collaboration Changes Everything

"The growing accessibility of information technologies puts the tools required to collaborate, create value, and compete at everybody's fingertips. This liberates people to participate in innovation and wealth creation within every sector of the economy. Millions of people already join forces in **self-organized collaborations** that produce dynamic new goods and services that rival those of the world's best-financed enterprises." *Source:*

Wikinomics, How Mass Collaboration Changes Everything by Don Tascott and Anthony D. Williams

The Income Reengineering process strongly encourages grassroots individuals from all walks of life and professional disciplines to collaborate in mass and use the power of numbers to nurture and grow new businesses, entrepreneurial opportunities and, most of all, wealth building solutions from ground up. For this reason, the Income Reengineering Process is the engine of the *Wealth Building Revolution*.

The Wealth Building Revolution is defined as follows:

The Wealth Building Revolution

The wealth building revolution refers to a constantly expanding grassroots network of individuals from all walks of life and professional disciplines who are using the internet and collaborative tools to network and collaborate, according to specific business plans and business models, for the purpose of producing new wealth building solutions from ground-up and using that wealth to financially empower themselves away from the old "industrial age" limitations of hourly and wage based compensation. **The wealth building solutions are 100% generated within the network and does not rely on big corporations, banks, venture capitalist, government, non-profits or any other traditional source of capital or wealth building solutions**

This mass collaboration grows and expands according to a four (4) stage collaborative business plan:

- **Stage I (Early Growth and Development):** The Initiative to Develop Entrepreneurs Aggressively and Safely (I.D.E.A.S.) -- The \$13,000,000/month Social Production Project;

- **Stage II (Building the Foundation):** The Gradual Entrepreneurial Allocated Resource System (G.E.A.R.S.);
- **Stage III (Main Operations):** The production and application of the virtual income machines (virtual wages, virtual dividends, virtual bonds and virtual stocks);
- **Stage IV (Corporate Integration):** Corporate internal restructuring and reengineering tied to the installation of the Empowered Employee Compensation Model (EECM) into the mainstream workplace.

Each stage builds on the success of the previous stage.

Stage I formally launched on Jan 7, 2013. Obviously, the closer you are to this date, the more opportunity you have to capitalize at the ground floor level of this project. However, given the long term scope and perspective associated with the wealth building revolution (see below), you can use this project to build significant wealth regardless of your start date. Just get in NOW and position yourself professionally.

The Long Term Scope and Big Picture

Stage IV gives you a feel for the scope of this wealth building revolution and the Income Reengineering process. For example:

- Today, over 80% of workers/consumers earn income in the form of hourly wages and salaries and live paycheck to paycheck with little to no savings;
- As the Income Reengineering Process runs its course, in the not to distant future, this same 80% of workers/consumers will be in a financial position to comfortably ask the question ... WHY WORK FOR A MERE WAGE OR SALARY IF I NO LONGER HAVE TO?

- **Note 1:** This will be possible beginning in Stage III when individuals will be able to position themselves in the peer to peer strategic alliance matrix associated with the *virtual income machines* (*virtual wages, virtual dividends, virtual bonds and virtual stocks*). Once positioned, they can secure funds to paydown bills, build-up savings and generally build a financial foundation leading away from paycheck to paycheck dependence.
 - **Note 2:** For simplicity, just think of the virtual income machines as the ultimate, long term result of large scale, internet centered, peer to peer collaboration among millions of grassroots individuals who choose to participate in and support the wealth building revolution within operational guidelines.
- The socio-economic impact from this will naturally lead to a revolution in the workplace as individuals look to deploy their workplace skills to build more wealth as opposed to just earning a paycheck to paycheck living. As this trend expands, companies will find it hard to find qualified workers willing to work for a mere wage or salary.
 - As a consequence, the workplace transforms away from the traditional employer-employee relationships we know today into workplace strategic alliances and partnerships defined by the Empowered Employee Compensation Model (EECM). The EECM replaces hourly wages and salaries with ten new income and benefit resources. From the diagram, you can see that the virtual income machines account for four of the income resources/benefits. The bottom line: the EECM represent a 3-fold standard of living increase across all income levels.

From this, you can easily see why your wealth building potential here is astronomical. All you have to do is plug in, learn the plans, principles and processes involved and participate part time.

Your Toll Booth Options

Again, if you think of the Income Reengineering Process as a massive economic and wealth building bridge that every wage and salary earner will eventually want to cross, you now have an opportunity to set-up a toll booth at the beginning of the bridge. Five (5) specific toll booth benefits apply:

- **Toll Booth Benefit #1:** Whether you are a wage earner, home business owner, internet entrepreneur, small business owner, independent consultant, professional or corporate CEO, you can generate a significant part time income and build wealth by contributing professionally to Income Reengineering operations as a contributing independent consultant/contractor. Think of a cyberspace corporation that runs 100% over the internet and is staffed with professionals from all walks of life and professional disciplines; each of whom contribute their services part time or spare time as independent consultants/contractors and/or aspiring entrepreneurs. You have an opportunity now to secure premium positioning as an independent consultant;
- **Toll Booth Benefit #2:** If you are a home business or small business owner, you will get enormous professional exposure for your business by positioning your business in the system. This is because you can easily integrate your professional contribution as an independent consultant with your business goals and aspirations;
- **Toll Booth Benefit #3:** You get first come, first serve access to business capital originated via the Income Reengineering Process. You can get access to this capital completely void of traditional stumbling blocks such as credit, collateral or business history. All you need to do is present a value added professional contribution to operations coupled with an overview as to how you plan to use the capital to bring your contribution to life. Just as with Toll Booth #2, you can easily integrate your professional contribution with your long term entrepreneurial goals and aspirations. For this reason, you can use this project as a funding and launching pad for your entrepreneurial objectives;
- **Toll Booth Benefit #4:** Set-up as an internet marketing affiliate partner for this project, take advantage of several viral marketing resources, generate massive affiliate income and re-invest a percentage of your affiliate income back into Income Reengineering operations. Be reinvesting, you effectively become a venture capitalist under the hood of Income Reengineering operations where you can nurture and grow enormous wealth over and above your affiliate income;

- **Toll Booth Benefit #5:** Get first come, first serve access to the hottest careers that will grow out of the Income Reengineering Process. These careers are listed in order of applicability as the Income Reengineering Process expands:
 - Online Internet Affiliate Marketing
 - Off Line Referral Marketing and Presentation
 - On-line Research and Writing
 - Personal Development/Coaching
 - EECM Business and Enterprise Planning
 - EECM Business Consulting/Education (Individuals)
 - EECM Business Consulting/Education (Small Businesses)
 - EECM Business Consulting/Education (Corporations)
 - EECM Personal Financial Planner
 - EECM Software Application Development

The bottom line: Your potential is unlimited here.

Position Yourself Now

Your next step to review this complete report, learn the principles and processes involved and then join the wealth building revolution using links at the end of this report.

The New Wealth Building Revolution

Mass Collaboration Changes Everything

"The growing accessibility of information technologies puts the tools required to collaborate, create value, and compete at everybody's fingertips. This liberates people to participate in innovation and wealth creation within every sector of the economy. Millions of people already join forces in **self-organized collaborations** that produce dynamic new goods and services that rival those of the world's best-financed enterprises." *Source: Wikinomics, How Mass Collaboration Changes Everything by Don Tascott and Anthony D. Williams*

The Wealth Building Revolution

The wealth building revolution refers to a constantly expanding grassroots network of individuals from all walks of life and professional disciplines who are using the internet and collaborative tools to network and collaborate, according to specific business plans and business models, for the purpose of producing new wealth building solutions from ground-up and using that wealth to financially empower themselves away from the old "industrial age" limitations of hourly and wage based compensation. **The wealth building solutions are 100% generated within the network and does not rely on big corporations, banks, venture capitalist, government, non-profits or any other traditional source of capital or wealth building solutions**

As noted in the introduction, the Income Reengineering Process is the operational engine of the wealth building revolution. The Income Reengineering Process is formally defined as follows:

The Income Reengineering Process

Income Reengineering Process is best defined as real time, collaborative and interactive *economic research* into how to apply the internet and other information technology to aggressively and systematically integrate entrepreneurship and wealth focused

principles, processes and compensation models into the mainstream workplace to the point where we eliminate paycheck to paycheck dependence on a large scale and shift employee thinking and focus away from just "earning a paycheck" to running their own business under the roof of employers with the support of employers. The resulting workplace model is called the Empowered Employee Compensation Model (EECM). The EECM replaces hourly wages and salaries with ten (10) new income resources and benefits with the potential to usher in a 3-fold increase in the aggregate standard of living for both employees and employers.

The phrase “economic research” in the definition refers to research into how to deploy the internet and *internet-centered collaborative tools* to motivate the grassroots sector to collaborate according to operational business plans and carryout the Income Reengineering Process.

Why? First, consider devastating shrinking middle class and disappearing jobs trends you always here about in the news. Next, ask yourself, given the track record of the government in addressing real economic problems, should Middle America rely on the government?

We say no. Middle class America can no longer rely on the government and business to offer viable solutions to address the shrinking middle class. Viable solutions must grow from ground-up lead by an aggressive grassroots wealth building and financial empowerment campaign.

With this in mind, think OCCUPY WALL STREET, but instead of holding up picket signs, marching in the streets and complaining about the 1%, the Income Reengineering process encourages grassroots individuals to collaborate over the internet and grow new wealth building resources from ground-up. It's like social networking, but with a business and income production twist.

Think social production, which is the next step above social networking. According to the [Institute of the Future](#), social production is “production that draws on contributions from large networks of people, enabled by social technologies, to create new kinds of wealth.”

Now, the concept of social production coupled with the collaborative business plans associated with the Income Reengineering Process, will ignite a *wealth building revolution* that could rival the industrial revolution in scope. This is obviously a big claim, which can only have merit once proven. However, as you dig into this report, you will definitely understand why we can comfortably make this claim.

Of course, keeping it real, success depends on the success of the mass collaboration business models underwriting the Income Reengineering process, which requires large scale collaboration among thousands and eventually millions of people from all walks of life and professional disciplines. For this reason, trial and error relative to the internal collaborative dynamics of Income Reengineering operations will be an integral part of *economic research* activities.

This said, the Income Reengineering process is launching and the wealth building revolution is underway. What piece of this pie will you get? You are only limited by your attention to detail and the value of your professional contribution to Income Reengineering Operations.

New Wealth Building Revolution: The Income Reengineering Vision

“the concept of social production coupled with the collaborative business plans associated with the Income Reengineering Process, will ignite a *wealth building revolution* that could rival the industrial revolution in scope”

What is the end game associated with the wealth building revolution? What is the Income Reengineering Vision? Well, consider the following:

- Today, over 80% of workers/consumers earn income in the form of hourly wages and salaries and live paycheck to paycheck with little to no savings;
- As the Income Reengineering Process runs its course, in the not to distant future, this same 80% of workers/consumers will be in a financial position to comfortably ask the

question ... WHY WORK FOR A MERE WAGE OR SALARY IF I NO LONGER HAVE TO;

- This socio-economic impact from this will naturally lead to a revolution in the workplace as individuals look to deploy their workplace skills to build more wealth as opposed to just earning a paycheck to paycheck living. As this trend expands, companies will find it hard to find qualified workers willing to work for a mere wage or salary.
- As a consequence, the workplace transforms away from the traditional employer-employee relationships we know today into workplace strategic alliances and partnerships defined by the Empowered Employee Compensation Model (EECM).

With this in mind, the *Empowered Employee Compensation Model (EECM)* replaces hourly wages and salaries with ten (10) new income resources and benefits:

- **Primary Income Resources:**
 - Productivity Based Compensation
 - Ownership Equity
 - Residual Income Equity Benefits
 -
- **Supplemental Compensation/Benefits:**
 - Wages/salaries (temp to zero)
 - Virtual Wages
 - Virtual Dividends
 - Virtual Bond Distributions
 - Virtual Stocks
 - Private Retirement plans (401k and private plans)
 - Group Medical (via large entrepreneurial associations)

This will ultimately lead to a 3-fold standard of living increase across all income levels.

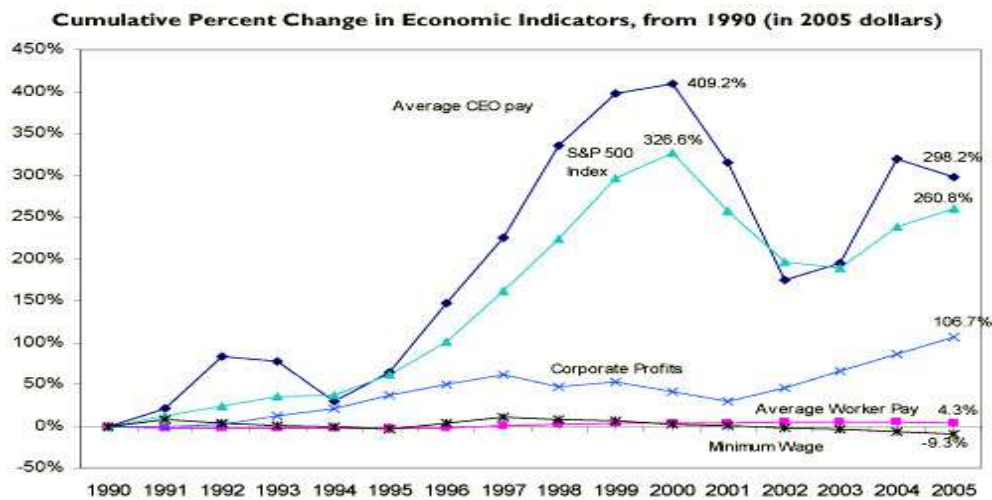
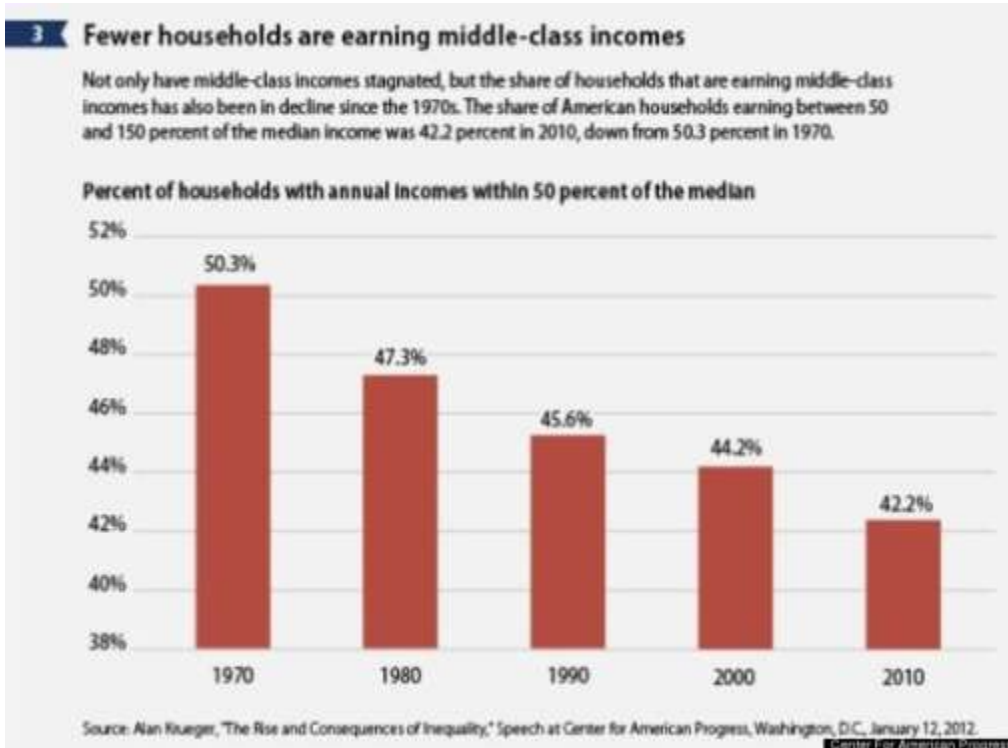
Think of it in terms of prosperity models. For years, the workforce marched to a prosperity model of GET A GOOD JOB WITH LIFETIME BENEFITS. Obviously, this is obsolete, even today. The prosperity model represented by the EECM is RUN YOUR OWN BUSINESS ---

WHILE ON A JOB, which represents a unique hybrid between a profitable business and the steady monthly paycheck piece of mind normally associated with a steady job.

The bottom line: The EECM is the ticket to mass prosperity as we enter and engage the information age and the global economy and, as we use the Income Reengineering Process to build a financial bridge to the EECM, we ignite the wealth building revolution.

Why A New Revolution is Needed

Just take a look at the trends:



Wage Earners Out, Independent Contractors In

"40% is the segment of the U.S. workforce predicted to be independent contractors by 2019, up from 26% today." *Source: Time Magazine, May 2009;*

The Way We Will Work

"Ten years ago, Facebook didn't exist. Ten years before that, we didn't have the web. So, who knows what jobs will be born a decade from now?. Though unemployment is at a 25-year high, work will eventually return. But, it won't look the same. No one is going to pay you to show up. We will see more flexible, more freelance, more collaborative and far less secure work world. It will be run by a generation with new values." *Source: Time Magazine, May 2009*

Disappearing Job Security Trends

"In 20 years or so, it's possible that very few people will have jobs as we have come to know them. In place of jobs, there will be part-time and temporary work situations. Organizations will be transformed from a structure built out of jobs into a field of work needing to be done. And these organizations will be essentially made up of "hired guns", contingent employees (temporaries, part-timers, consultants, and contract workers) who join project teams created to complete a specific task. When that task is finished, the team disbands". *Source: Robbins, Stephen P. (2001) Organizational Behavior (Rev. custom ed., University of Phoenix). Boston: Pearson Custom Publishing);*

U.S. Productivity Statistics

U.S. productivity grew by 62.5% from 1989 to 2010, far more than real hourly wages for both private-sector and state/local government workers, which grew 12% in the same period. Real hourly compensation grew a bit more (20.5% for state/local workers and 17.9% for private-sector workers) but still lagged far behind productivity growth: *Source: [Economic Research Institute](#)*

The statistics tells the story. The productivity statistics are particularly disturbing. Productivity gains are the crown jewel of workplace information technology applications and workers are not

participating in the productivity gains. What does this say about worker prosperity as the global information economy expand?

The Problem

Consider the following:

- During the industrial revolution, the standard of living for the average worker increased significantly as workers migrated from farms and small shops to earning a wage in factories. It was a historic transition;
- As we undergo this information revolution, we are again seeing a historic transition. So, as with the industrial revolution, shouldn't there be a corresponding increase in the standard of living of the average worker? If so, where is it?
- So far, all we see is decreasing job security, stagnant wages, an expanding gap between rich and poor and a shrinking middle class. In general, we are seeing a decrease in aggregate standard of living for the average worker, not an increase;
- Why is the information revolution causing a decrease in the aggregate standard of living?
- Even if we were not experiencing a decrease and just maintaining previous living standards (i.e. low unemployment, predictable raises and cost of living adjustment year after year), the information technology revolution will still be letting us down. We should be seeing a significant increase in the standard of living for every consumer/worker across the board similar to what was experienced during the industrial revolution.

So, again, where is this higher standard of living? What is the source of the problem??

The Source of the Problem

The source of the problem is the lack of fundamental rethinking of workplace compensation to

accommodate new global information age realities. The traditional 8 to 5 workplace is simply evolving away from the old "industrial age" infrastructure to a new "information age" infrastructure. However, the thinking regarding workplace compensation is not evolving. Workplace compensation is still stuck in the "industrial age" with hourly wages, salaries and company sponsored benefits. Workplace compensation must evolve to include compensation resources more representative of information age realities. For example:

- These new global information age processes let corporations exploit new efficiencies that are effectively *out-of-sync* with traditional wage-based compensation models or the old industrial age compensation infrastructure;
- The phrase "out-of-sync" has to do with flexibility. To be competitive in a global economy, corporations have to be fast, flexible, low cost and efficient as reflected by the disappearing job and outsourcing trends noted above;
- Hourly wages and salaries are fixed, "inflexible" payroll expense and will always be targeted for reduction or outsourced to the lowest cost producer;
- As the global information centered economy expands, corporations will have more and more technology enabled opportunities to target and exploit these reductions ...regardless of any government intervention or political platform;
- As a consequence, any worker/employee who is compensated in the form of fixed hourly wage and salary will find it harder and harder to increase their income and standard of living...regardless of their individual workplace productivity. The fact that their employment represents a fixed expense to the corporate bottom line will increasingly be the overriding factor. The only exception may be individuals with knowledge and skill levels that cannot be found or duplicated anywhere else.

In summary, individuals will always be able to get jobs and earn income in the form of hourly wage or salary, but the value of this form of compensation will lose value as the global economy expands ...resulting in a continuous decrease in aggregate standard of living.

The Solution

The solution is to conduct the Income Reengineering Process and install the EECM in the mainstream workplace for reasons defined throughout this report.

What is Income Reengineering

:

Reengineering

Fundamentally, reengineering is about reversing the industrial revolution. "Reengineering is the search for new models of organizing work. TRADITION COUNTS FOR NOTHING. Reengineering is a new beginning" --- *Reengineering the Corporation* by Michael Hammer & James Champy.

The term reengineering started when the concept of Business Process Reengineering was introduced back in the 90s. Business Process Reengineering (BPR) is where companies use information technology to re-package, re-engineer and transfer old processes. Instead of simply putting a computer on the desk of the middle manager so that he/she can perform old processes faster, BPR taught corporations how to network computers together, re-think processes and eliminate the middle manager while simultaneously empowering frontline employees to make and implement decisions. Instead of hiring full time employees to staff a new department, BPR taught companies to link up with existing companies, outsource, negotiate, sign strategic partnering contracts and effectively form virtual corporations to perform the functions of that new department. By implementing these processes, companies and corporations save millions in operating cost and implement development projects faster and more efficiently.

Business Process Reengineering (BPR) trends, although good for corporations, ignited a trend toward the destruction of the traditional corporate ladder career path. It's one of the primary drivers behind corporate downsizing trends that started back in the late 80s and early 90s and is still continuing today.

Think about it. When companies eliminate middle management positions, they eliminate steps on the corporate ladder. When companies continuously look to downsize and outsource work, they destroy job security. So, business process reengineering principles and processes and related trends have contributed significantly to the slow destruction of job security and the traditional corporate ladder career path.

Income Reengineering ---the Counterbalance to Business Process Reengineering

The Income Reengineering Process

Income Reengineering Process is best defined as real time, collaborative and interactive *economic research* into how to apply the internet and other information technology to aggressively and systematically integrate entrepreneurship and wealth focused principles, processes and compensation models into the mainstream workplace to the point where we eliminate paycheck to paycheck dependence on a large scale and shift employee thinking and focus away from just "earning a paycheck" to running their own business under the roof of employers with the support of employers. The EECM replaces hourly wages and salaries with ten (10) new income resources and benefits with the potential to usher in a 3-fold increase in the aggregate standard of living for both employees and employers.

The Income Reengineering Process, as defined above, is the counterbalance to Business Process Reengineering trends. The goal is to restore true prosperity to the average worker by teaching, encouraging and deploying worker-ownership models in the workplace. Income Reengineering is similar to the Business Process Reengineering (BPR) in that both use strategic alliances and outsourcing solutions to accomplish objectives. However, unlike BPR, Income Reengineering principles and processes make the individual worker the central focus of alliances and outsourcing solutions.

So, just as Business Process Reengineering encourages companies and their suppliers to use information technology, form strategic alliances, link-up and interact as one Virtual Enterprise, Income Reengineering processes encourages individuals, operating as independent contractors and consultants, to link-up and form mutually beneficial alliances and deploy their skills, education and work experience as independent consultants or, better yet, financial empowered employees.

The central theme is for individuals to learn how to use strategic alliances (external to the job) to link multiple income streams into their bank account, build wealth and slowly integrate into the mainstream workplace as financially empowered employees as opposed to wage dependent employees. As financially empowered employees, individuals are able to forgo hourly wages and

salaries in lieu of more profitable ownership based compensation in collaboration with employers.

This model offers some unique benefits for both employees and employers:

- **Core Benefit to Employees:** Given the failure rate of start-up businesses, what better way to run a business and build wealth than to do it within a comfortable 8 to 5 environment using the facilities, assets and business relationships of an established company or corporation;
- **Core Benefit to Employers:** What company, corporation or employer wouldn't welcome the notion of having highly motivated and productive employees who are willing and financially able to forgo hourly wages and salaries in lieu of a pay structure tied to real time productivity, results and a percentage of company profits? This is especially true considering that fixed payrolls generally represent over 60% of operating expenses.

The end result: the income reengineering process restores worker prosperity in the form of ownership and profits while maintaining the cost cutting and efficiency measures employed by business process reengineering principles and processes.

Income Reengineering Research/Test Model --- *The Empowered Employee Compensation Model (EECM)*.

As noted in the definition, the Income Reengineering Process is an *economic research* campaign. Any research campaign, economic, scientific or whatever, must begin with a premise or target outcome or model that must be either proven or disproven. With this in mind, the target model or outcome underwriting the Income Reengineering Process is the *Empowered Employee Compensation Model* as shown below:

- **Primary Income Resources:**
 - Productivity Based Compensation
 - Ownership Equity
 - Residual Income Equity Benefits
 -
- **Supplemental Compensation/Benefits:**
 - Wages/salaries (temp to zero)
 - Virtual Wages
 - Virtual Dividends
 - Virtual Bond Distributions

- Virtual Stocks
- Private Retirement plans (401k and private plans)
- Group Medical (via large entrepreneurial associations)

The model consist of ten income resources and benefits and is designed to marry the need of companies and corporations to compete globally with the need of employees to earn income, build wealth and prosper.

It represents the best of both worlds for the average worker/consumer:

- The income production and wealth building options normally associated with a profitable home or small business;
- Without losing the steady monthly paycheck *piece of mind* normally associated with a steady job.

However, in this case, the steady month paycheck piece of mind is provided by the supplemental compensation/benefits associated with the EECM, not hourly wages and salaries. The supplemental benefits are wealth focused benefits supported by a massive internet centered wealth building network of systems and resources we refer to as *virtual income machines* (virtual wages, virtual dividends, virtual bonds and virtual stocks).

The virtual income machines will insure the average worker/consumer will have multiple income streams coming in and wealth building resources available to them at all times, thus serving as a safety net. You will learn more about the virtual income machines in the EECM section below.

Just remember, Income Reengineering is similar to the Business Process Reengineering (BPR) in that both use strategic alliances and outsourcing solutions to accomplish objectives. However, unlike BPR, Income Reengineering principles and processes make the individual worker the central focus of alliances and outsourcing solutions. This concept comes alive with the primary

income resources of the EECM, which operates internal to the workplace as well as with the virtual income machines, which operates external to the workplace.

Obviously, given today's line of thinking, considering the EECM and the virtual income machines as a mainstream phenomenon is stretching the boundaries of reality, to put it mildly. On the other hand, when Henry Ford introduced the horseless carriage, the vision he had stretched the boundaries of reality given the thinking of that day. However, if he didn't pursue that vision, society will be still galloping to and from work everyday smelling and picking up horse byproducts along the way.

This bring us back to the fact that, for all practical purpose, the Income Reengineering Process is an economic research campaign toward introducing, learning, evaluating, field testing, validating component of the EECM. This economic research takes places according a four (4) stage business plan:

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

Think of this four (4) stage business plan as a massive business development, wealth building and entrepreneurial development picture frame and it's up to participating and contributing individuals to collaboratively paint the picture within the frame. **This picture painting activity and the income generated from this activity represents the essence of the economic research because, if individuals can earn income and build wealth within the frame, it validates the models as we move from stage to stage.**

History Repeats Itself

Prior to the industrial revolution, people owned their own business --- farmers, blacksmiths, craftsman and mom & pop stores. Because of the low productivity associated with pre-industrial farmers and craftsman work methods and tools, they had to work extremely hard just to maintain a meager living. The average standard of living was extremely poor, but yet, over 90% of society were entrepreneurs or independent contractors.

During the industrial revolution, because of the high productivity of the new factories, individuals migrated from farms and small shops to earn a wage in factories. Now, instead of toiling on the farm or in small craftsman shops, individuals were able to work in a factory from 8 to 5, earn a wage and buy the goods he/she needed instead of having to toil day and night to make the goods themselves. For this reason, the industrial revolution ushered in a higher standard of living for pre-industrial society, although there were many labor related fairness issues.

Now, history is repeating itself through a maze of information technology or virtual mania where we emulate or simulate the traditional 8-5 workplace under an entrepreneurial umbrella --- effectively paving the way to a high tech version of pre-industrial age entrepreneurship and craftsmanship. You see it in outsourcing, downsizing, and the dramatic increase in contract workers and temporary workers as opposed to traditional employees. This is because technology increases productivity of remotely located co-workers. Moreover, remotely located individuals can interact, collaborate and co-work as if they were co-located in a downtown high-rise.

If properly channeled and structured, this virtual mania could lead to a dramatic increase in the aggregate standard of living, just as the industrial revolution significantly increased the standard of living of the pre-industrial society. A key concern in properly channeling these trends is to insure workers/consumers own their productivity as opposed to just renting it for an hourly wage, salary or fee. Otherwise, we will see a continuation of shrinking middle class trends we discussed above.

Now, once we add the Empowered Employee Compensation Model (EECM) to the mix, a properly channeled and structured virtual mania environment begin to take shape. Take a look:

- *Virtual Corporations/Cyberspace Corporations* -- breaks down traditional barriers between corporations and their suppliers where it's hard to know where one company ends and the other company begins;

- *Virtual offices* -- breaks employees away from the confines of one building --- i.e. laptops, PDA, cell phones, webinars, teleconferencing, internet forums, virtual private networks (VPN), social networking, etc;
- *The Empowered Employee Compensation Model (EECM)* --- Empowered Employee Compensation Model will be the final building block where we break down the traditional employer- employee and employee-employee relationships and convert them into a network of strategic workplace partnerships and alliances where workers are empowered and owns the fruits of their productivity as opposed to renting it for an hourly wage, salary or fee.

The end result === the mainstream workplace becomes a maze of independent contractors and consultants using electronic information highways to bounce in and out of strategic workplace partnerships and contracts ---- *a high tech version of the pre-industrial age entrepreneurship and craftsmanship*. Because the Income Reengineering Process and the EECM is rooted in wealth building principles, the transition will lead to a 3-fold increase in the aggregate standard of living.

The Empowered Employee **Compensation Model (EECM)**

Now that you have a general feel for Income Reengineering and why, here's an overview of the resources associated with the Empowered Employee Compensation Model (EECM):

- **Primary Income Resources:**
 - Productivity Based Compensation
 - Ownership Equity
 - Residual Income Equity Benefits
 -
- **Supplemental Compensation/Benefits:**
 - Wages/salaries (temp to zero)
 - Virtual Wages
 - Virtual Dividends
 - Virtual Bond Distributions
 - Virtual Stocks
 - Private Retirement plans (401k and private plans)
 - Group Medical (via large entrepreneurial associations)

Below is overview of each resource

Productivity Based Compensation (fee for service).

Here, empowered employees are paid a negotiated amount daily, weekly, monthly or yearly linked directly to the professional services they provide to their employer. They are paid based on daily production, not a predetermined wage or salary; nor is it linked to company sales or profits. It's hard dollars linked to what empowered employees do on a daily basis.

For example, if you work as an administrative assistance, you may get paid based on how many administrative duties you carryout per day, whatever those duties may be. If you are a factory worker, you are paid based on how many units your station produces. If you are a design engineer, you get paid as you complete pre-determined milestones in the design process. If you are a manager, you get paid based on predetermined milestones linked to project completion or linked to the productivity of your department.

As you can see, this is hard dollars linked to what empowered employees do on a daily basis. The actual compensation will obviously be negotiable between empowered employees and employers. On the other hand, individuals can waive this compensation altogether in lieu of more considerations with the other primary compensation resources noted below.

For this reason, this is a highly customizable compensation resource that will vary per company, per project and it can be extremely lucrative for empowered employees and employers when deployed properly. This compensation resource also promotes innovation and creativity in the workplace as employees seek to empower themselves with more tasks and responsibility and more money. In other words, instead of waiting around for a promotion or raise, individuals can simply increase their daily productivity levels.

Ownership Equity (Show for work to build wealth, not just to earn a living)

This benefit promotes worker ownership where empowered employees can invest initially (using the supplemental wealth building benefits of the model) as well as a percentage of their productivity based compensation back into the company. This benefit is maximized with enterprises that are 100% owned by the founders and participating empowered employees as opposed to a company that's owned by the public via publically distributed stock. *This is referred to as an EECM enterprise.* Within an EECM enterprise, empowered employees can invest in and build ownership equity in consort with the growth and expansion of the enterprise while he or she work there without having the value of their stock diluted with public ownership.

If empowered employees decide to leave an EECM enterprise, he/she will have to "cash out" and take the cash with them. This is required to insure the EECM enterprises can continue to maximize 100% worker-ownership provision. Empowered employees can then take their cash/equity and re-invest it in their next empowered employee position. It's like buying a house and building equity while you live there. Then, when ready, you sell it, take the equity and re-invest into another house.

- **Note 1:** The Income Reengineering Process will spin off thousands of EECM enterprises which are 100% owned by the originating entrepreneurs and participating empowered employees ---

- **Note 2:** The virtual income machines will insure EECM enterprises can raise unlimited capital without going into debt and without violating 100% ownership provisions.
- **Note 3:** If publically owned companies wish to hire or bring on empowered employees, then, to enable 100% ownership provisions for the empowered employees, the empowered employees within that corporation will have to form an independent EECM subsidiary, which is 100% owned by empowered employees. The corporation will then legally and administratively outsource work to this EECM subsidiary. This can be done although the empowered employees still show for work in the same corporate facilities and interoperate as traditional employees. The EECM subsidiary will then have the ability to control its income via increased productivity and each empowered employee can benefit from 100% ownership of that EECM subsidiary. In addition, since the EECM enterprise can use the virtual income machines to raise capital, EECM subsidiaries operating under the roof of a traditional company will be a source of capital for traditional companies.

Residual Income Equity Benefit

The Residual Income Equity Benefit is the movie star benefit. Regardless of whether an empowered employee is an accountant, engineer, office manager, administrative assistant or secretary, this benefit pays empowered employees a percentage of each and every sale made by the EECM enterprise or the EECM subsidiary (as negotiated with parent company), whether that sale is made over the internet, inside the office or over a retail counter. This benefit pays while individuals work for a given EECM enterprise or subsidiary and it can continue for some pre-determined and negotiated period of time even after empowered employees move on to another enterprise. It's similar to how movie actors earn income each time a re-run plays.

Wages/Salaries (temp to zero)

Under the EECM, wages and salaries are a temporary supplemental benefit, not a primary income source. Generally, a pre-determined wage or salary will apply only in a transitional situation where employees are slowly transitioning away from paycheck to paycheck dependence. Or, it could apply as a temporary resource when individuals enter the workforce for the first time.

Virtual Wages, Virtual Dividends, Virtual Bonds, Virtual Stocks (*the Virtual Income Machines*)

First, revisit the following quote:

Mass Collaboration Changes Everything

"The growing accessibility of information technologies puts the tools required to collaborate, create value, and compete at everybody's fingertips. This liberates people to participate in innovation and wealth creation within every sector of the economy. Millions of people already join forces in **self-organized collaborations** that produce dynamic new goods and services that rival those of the world's best-financed enterprises." **Source:** *Wikinomics, How Mass Collaboration Changes Everything* by Don Tascott and Anthony D. Williams

The top level of objective of all grassroots lead, internet centered mass collaboration activities associated with this wealth building revolution is the origination, field testing, maintenance and, ultimately, the mainstreaming of the virtual income machines. With this in mind, the virtual income machines are defined as follows: *a continuous series of large scale, internet centered, self-organized mass collaborations among the grassroots general and business public with the expressed purpose of laying the financial foundation necessary to research, evaluate, field test and ultimately deploy EECM primary resources into the mainstream workplace.* We use the word *virtual* simply because the virtual income machines are stitched together via an internet centered infrastructure while providing similar benefits as with traditional wages, stocks and bonds.

The central theme behind the virtual income machines is to bypass traditional stumbling blocks to capital posed by traditional banks and financial institutions toward providing resources to help individuals make a smooth transition into the EECM. You will see this attribute as your review each virtual income machine.

Now, details of the virtual income machines and the associated business systems are comprehensive and beyond the scope of this report. However, here's an outline of how these resources support the overall EECM concept:

- Virtual Wages: Virtual wages will insure individuals will always have access to the capital resources necessary to secure an ownership positions in an EECM enterprise or EECM subsidiary. No debt related credit checks, collateral or related issues apply. Once an employee secures a position with an EECM enterprise, he/she can get the capital to invest into an ownership position within that enterprise. Remember, the slogan for the EECM is RUN YOUR OWN BUSINESS WHILE ON THE JOB. So, just as traditional businesses can secure capital to start a traditional business, individuals can use virtual wages to get capital to run their own business under the roof of an EECM employer;
- Virtual Dividends: Virtual Dividends serve three (3) primary purposes: 1) it insures employees can get funds to pay down bills, build up savings and generally build a financial foundation leading away to paycheck to paycheck dependence in preparation to going to work for an EECM enterprise. Again, no debt related credit checks or related issues apply; 2) it insures EECM enterprises can raise capital without going into debt and without violating 100% ownership provisions; and 3) it insures empowered employees will *always* have “safety net” monthly income coming in from sources other than the three primary resources.
- Virtual Bonds: Virtual Bonds serves as a supporting system or infrastructure to the virtual dividend environment;
- Virtual Stocks: Virtual stocks insures large, publically owned companies and corporations can adequately facilitate, support, maintain and motivate the formation of internal EECM subsidiaries without comprising 100% ownership integrity of EECM subsidiaries and without compromising the ownership value of publically held stock. In fact, because of the low overhead and productivity incentives built into the EECM, the value of stock shares associated with any publically owned company will increase significantly as that company integrate EECM subsidiaries into operations.

As you can see, the virtual income machines provide similar support to EECM enterprises and subsidiaries as traditional wages, dividends, bonds and stocks support traditional work and corporate finance infrastructure.

Private Retirement Plans (401k and private plans)

The EECM represents the antithesis to traditional workplace benefits such as Defined Benefit Plans and corporate pensions. Under the model, people show up for work to build wealth, not for corporate benefits. The model idealized complete independence from traditional corporate benefits with a 100% focus on eliminating fixed cost that's not associated with real time productivity and profits.

The key word is independence. Empowered employees will have the independence and freedom to move from one EECM enterprise to another without worrying about pensions and medical benefits. Pension plans will be private where individuals invest into their own retirement via ownership based compensation, 401ks and private financial plans.

Group Medical through Large Entrepreneurial Associations

Medical benefits will be provided through large entrepreneurial associations. Think about it. Empowered employees are effectively entrepreneurs on the job. So, large national EECM entrepreneurial membership organizations will naturally form, segmented according to industries, professions, etc. These entrepreneurial organizations can easily provide extremely affordable group medical for their association members, thereby freeing up individual EECM enterprises from the expense.

Again, the EECM is about wealth building, flexibility and mobility where no one should be tied to any given company or enterprise for fear of losing their healthcare. This said, whatever the Affordable Care Act or "Obama Care" turns out to be, as the Income Reengineering process expands and EECM enterprise formation becomes a mainstream phenomenon, any government legislation can be modified to reflect the trends or the wishes of the general and business public via the election process.

Remember, EECM and the Income Reengineering process converts wage and benefit dependent employees into wealth building owners. Owners and wealth builders think different from wage-

dependent employees. So, if 80% of the workforce are wealth building owners, obviously, the political landscape will change dramatically.

The Four Income Reengineering Principles

Before getting into the income reengineering principles, let's revisit a few key points for emphasis:

- The wealth building revolution refers to a constantly expanding grassroots network of individuals from all walks of life and professional disciplines who are using the internet and collaborative tools to network and collaborate, according to specific business plans and business models, for the purpose of producing new wealth building solutions from ground-up and using that wealth to financially empower themselves away from the old "industrial age" limitations of hourly and wage based compensation. The wealth building solutions are 100% generated within the network and does not rely on big corporations, banks, venture capitalist, government, non-profits or any other traditional source of capital or wealth building solutions
- The Income Reengineering Process is the operational engine of the wealth building revolution. The Income Reengineering Process is defined as real time, collaborative and interactive *economic research* into how to apply the internet and other information technology to aggressively and systematically integrate entrepreneurship and wealth focused principles, processes and compensation models into the mainstream workplace to the point where we eliminate paycheck to paycheck dependence on a large scale and shift employee thinking and focus away from just "earning a paycheck" to running their own business under the roof of employers with the support of employer. The resulting workplace compensation model is called the Empowered Employee Compensation Model (EECM) The EECM replaces hourly wages and salaries with ten (10) new income resources and benefits with the potential to usher in a 3-fold increase in the aggregate standard of living for both employees and employers
- Any research campaign, economic, scientific or whatever, must begin with a premise or target outcome or model that must be either proven or disproven. The target model or outcome underwriting the Income Reengineering Process is called the *Empowered Employee Compensation Model (EECM)*.

- The financial and wealth building foundation of the EECM and the associated income reengineering processes are the virtual income machines. The virtual income machines are defined as follows: *a continuous series of large scale, internet centered, self-organized mass collaborations among the grassroots general and business public with the expressed purpose of laying the financial foundation necessary to research, evaluate, field test and ultimately deploy EECM primary resources into the mainstream workplace.*
- **Key Point of Focus:** The top level objective of all grassroots lead, internet centered mass collaboration activities associated with this wealth building revolution is the origination, field testing, maintenance and, ultimately, the mainstreaming of the virtual income machines.

With the key point of focus in mind, ask yourself the following question: **when considering the fact that the grassroots general and business public often look to big corporations and/or big government for leadership, direction, trustworthiness and stability, how do we motivate and mobilize the grassroots general and business public to collaborate *in mass* and lead the way?** We answer this question with the four (4) income reengineering principles defined below.

Income Reengineering Principles #1 (*Realize the Need For New Transformative Thinking Relative to the Role of Technology in the Lives of the General and Business Public*)

Technology and the Social Fabric of Society

"The killer apps of tomorrow will not be hardware or software, but social practices." "To make a real difference, ultimately, technologies must transcend gadgetry and become part of social fabric." *Source: Business Week, Special Double Issue, The Future of Technology, Aug 18-25, 2003 "*

Financial Empowerment From Ground-Up

This individual empowerment is gained when individuals learn how to use these new collaborative tools to interact and collaborate

with each other in ways which are financially empowering to all participating individuals without having to rely on traditional jobs, big banks, financial institutions or the government for support

Notice how companies and corporations are applying information technology in evolutionary and transformative ways, but grassroots individuals are not. For example, with the internet, social networking, cell phone, iPads and a maze of other gadgets, people are more connected than ever. However, when it comes to earning income and building wealth, many are losing ground as discussed above. In other words, with all this technology and information gadgets at our finger tips, most are still working for an hourly wage, earning a paycheck to paycheck living and going into debt. In fact, it's getting worst as discussed above. The bottom line --- technology is not transformative where it counts: *the wallet*.

So, why isn't technology improving the standard of living for masses? Answer: Technology is not being deployed in transformative “non-traditional” ways at the grassroots level. In other words, technology is not transcending tradition. The above quote says it another way. *Technology must transcend gadgetry and become part of social fabric*. The social fabric has to do with tradition and the way people think.

This brings us back to the core definition or inference behind the word reengineering: “*reengineering is the search for new models of organizing work; TRADITION COUNTS FOR NOTHING*”. Tradition still has the general public showing up for work to a 8 to 5 job looking to earn a wage, salary and company sponsored benefits. This core tradition underwrites the foundational social fabric of society. However, as noted above, maintaining this tradition will simply maintain the status quo === stagnant wages, a decreasing middle class with many joining the ranks of the working poor as the global economy expands.

Technology must transcend tradition and gadgetry to be transformative and applying technology in transformative ways is how we use technology to significantly improve the standard of living of the masses. Currently, we use information technology tools and resources to simply dress up or speed up aspects of this age old tradition and social fabric --- not transform it.

To transcend tradition, we have to encourage individuals to learn how to use new collaborative tools to interact and collaborate with each other in ways which are financially empowering to all

participating individuals without having to rely on traditional jobs, big banks, financial institutions or the government for support. We use this line of thinking to nurture and grow the virtual income machines and the EECM enterprises from ground up.

In fact, without getting into the complexity of the EECM and virtual income machines, the simple notion of teaching and encouraging grassroots individuals to step outside of the box of always looking to big corporations and government for resources and collaborate with each other, is a powerful wealth building phenomenon standing along. Then, when you add the scope, dynamics, planning, direction and long term vision underwriting the Income Reengineering Process, you have the ticket to usher in mass prosperity far beyond what exist today.

Income Reengineering Principles #2 (*Apply the New Transformative Thinking From Principle #1*)

The Cyberspace Corporation

"With little need for start-up capital, cyberspace corporations will form quickly around an individual or group of individuals who have identified an opportunity and formulated a market plan. Additional cyberspace workers will quickly be gathered from previous endeavors and new talent will be recruited. Profit shares will be apportioned across participating members. The cyberspace corporation may provide a single product or service and then disband, or it may be formed with a longer-term vision and remain to serve the product's market. Other cyberspace firms may specialize in assuming ongoing maintenance of products if the developer decides to pursue other market opportunities. *Source: Tom Peters, Liberation Management: Necessary Disorganization for the Nanosecond Nineties, Alfred A. Knopf, New York, 1992*

Ok, once we realize the need for transformative thinking, how do we apply it in the real world? The cyberspace corporate model is the answer. Take a look:

- Think of a corporation that's 100% staffed with a network of part time aspiring entrepreneurs and independent consultants working part time over the internet to collaboratively staff and run a corporation. *Note: Regardless of their day job, all grassroots individuals participating in this wealth building project interacts and*

collaborates as part time aspiring entrepreneurs or independent contractors. This is because the end goal of nurturing and growing EECM enterprises represents entrepreneurial endeavors;

- It's called a cyberspace corporation because there are no physical facilities, traditional employees or corporate hierarchy;
- This cyberspace corporation runs according to a mutually beneficial business plan. Its' economic power comes from business development collaboration among a constantly expanding network of part time aspiring entrepreneurs and independent consultants. It markets products and services, it earns revenue and each participating individuals share in the revenue according to the value of their individual contribution to the operational business plan.

The beauty of the model is that, given an adequate business plan, they can run completely void of the need for traditional business financing from banks, corporations or the government. Nor are any of these traditional institutions required to manage, underwrite and sponsor operations. The bottom line, the cyberspace corporate model enables grassroots financial empowerment from ground up where individuals can interact and collaborate with each other in ways which are financially empowering to all participating individuals without having to rely on traditional jobs, big banks, financial institutions or the government for support. This financial empowerment is critical to building, running and maintaining the virtual income machines feeding the EECM.

Income Reengineering Principles #3 (Promote New Thinking Regarding Global Competitiveness at the Grassroots Level)

Global Competitiveness

In response to the global competitiveness issues, Business Week columnist, Michael J. Mandel, offered the following view point: "Think of the world economy as a ladder. On the bottom rungs are the countries producing mainly textiles and other low-tech goods. Toward the top are the U.S. and other leading economies, which make sophisticated electronics, software, and pharmaceuticals. Up and down the middle rungs are all the other nations, manufacturing

everything from steal to autos to memory chips. Viewed in this way, economic development is simple: Everyone tries to climb the next rung. This works well if the topmost countries can create new industries and products. Such invention allows older industries to move overseas while fresh jobs are generated at home. But, if innovation stalls at the highest rung -- well, that's bad news for Americans, who must compete with lower-wage workers elsewhere" *Source: Business Week columnist, Michael J. Mandel*

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How does the Income Reengineering Process and grassroots level collaboration and empowerment help U.S. workers reach the next rung of the ladder? Start by considering President Kennedy's mission to be the first nation to land on the moon in the 1960s. This mission sprung engineering and scientific breakthroughs that enabled the U.S. to lead in semiconductor and integrated circuitry technology for years. Government subsidies associated with this mission included generous grants and funding to encourage students to study engineering and other scientific subjects. From this mission, the U.S. lead the world economically for years.

The bottom line: the mission to moon spurred widespread innovation. With this in mind, what better way to innovate than to wrap innovation around the socialization of workplace compensation and interactions? It's the foundation of our social fabric.

Think about it. Most people only interact professionally under the roof of a traditional company or employer and under the direction of a boss. What happens when you create an environment and incentive that encourages interaction outside of these traditional confines? People learn, grow, expand their thinking, develop new socialization and professional skills sets, and, most of all, drive the development of new technology innovations and applications to facilitate the new forms of interactivity, dynamics and flexibility. This will lead to multiple leaps up the rungs on the ladder.

Income Reengineering Principles #4 (Promote a Common Mission or Purpose Among the Grassroots Sector)

Promoting a common mission is critical to the success of the Income Reengineering process. Formally, the definition of the wealth building revolution and the Income Reengineering process noted above collectively serves as that mission. However, it's necessary to look a little deeper for an emotional undertone. Here it is:

It's Time For A New Prosperity Model

During the industrial revolution, the standard of living for the average worker increased significantly as workers migrated from farms and small shops to earning a wage in factories. It was a historic transition. As we undergo this information revolution, we are again seeing a historic transition. So, as with the industrial revolution, shouldn't there be a corresponding increase in the standard of living of the average worker? If so, where is it? So far, all we see is decreasing job security, stagnant wages, an expanding gap between rich and poor and shrinking middle class. In general, we are seeing a decrease in aggregate standard of living for the average worker, not an increase

To prosper, individuals can no longer look to big corporate jobs or the government for prosperity. The old industrial age prosperity model of GET A GOOD JOB WITH LIFETIME BENEFITS is dead. It's time to bury it and move on.

The only way this new standard of living will show up is for the grassroots sector to take action in mass and conduct the Income Reengineering process as defined herein. Moreover, individuals must deploy the information technology resources and tools made available via the ongoing information revolution, collaborate in mass, empower themselves financially and move forward to the proposed 21st century prosperity model of RUN YOUR OWN BUSINESS -- WHILE ON THE JOB.

The Income Reengineering Process IN ACTION

This process launches with *Income Reengineering Principle #2*, the formation of an online cyberspace corporation:

The Cyberspace Corporation

"With little need for start-up capital, cyberspace corporations will form quickly around an individual or group of individuals who have identified an opportunity and formulated a market plan. Additional cyberspace workers will quickly be gathered from previous endeavors and new talent will be recruited. Profit shares will be apportioned across participating members. The cyberspace corporation may provide a single product or service and then disband, or it may be formed with a longer-term vision and remain to serve the product's market. Other cyberspace firms may specialize in assuming ongoing maintenance of products if the developer decides to pursue other market opportunities. *Source: Tom Peters, Liberation Management: Necessary Disorganization for the Nanosecond Nineties, Alfred A. Knopf, New York, 1992*

With the definition of a cyberspace corporation in mind, consider the following:

- **Organization/Online Staffing/Resource Providers:** This cyberspace corporation is 100% staffed with a network of part aspiring entrepreneurs and independent consultants working part time over the internet to collaboratively staff and run a corporation. Each participating independent consultant or aspiring entrepreneur serve as a part time resource provider for operations. A resource is any product, service or skill set one wish to integrate into operations;
- **Facilities:** This cyberspace corporation has no physical facilities, no traditional employees or corporate hierarchy. It runs 100% over the internet managed by

participating project managers;

- **Funding:** This corporation is not funded by traditional banks or venture capital sources. Instead, as noted in the definition, with little need for start-up capital, it uses the power of mass collaboration and a system of mutually beneficial partnerships and alliances among participants to fund, launch, grow and expand;

- **Operational Mission:** It's operational mission is to conduct the Income Reengineering Process by incubating, financing and spinning off thousands of new EECM enterprises and subsidiaries according to the following four (4) stage business plan:
 - *Stage I (Early Growth and Development):* The Initiative to Develop Entrepreneurs Aggressively and Safely (I.D.E.A.S.) -- The \$13,000,000/month Social Production Project;

 - *Stage II (Building the Foundation):* The Gradual Entrepreneurial Allocated Resource System (G.E.A.R.S.);

 - *Stage III (Main Operations):* The production of the virtual income machines (virtual wages, virtual dividends, virtual bonds and virtual stocks);

 - *Stage IV (Corporate Integration):* Corporate internal restructuring and reengineering tied to the installation of the Empowered Employee Compensation Model (EECM) into the mainstream workplace

The meat and potatoes details are presented stage by stage with each business plan release. For simplicity, think of each stage as a picture frame and it's up to participating aspiring entrepreneurs and independent consultants to collaborate within operational guidelines and paint the picture within each picture frame. The section below offers more insight into each stage or picture frame of operation.

The Four Stages of Growth and Expansion

To reiterate, think of each stage as a picture frame and it's up to participating aspiring entrepreneurs and independent consultants to collaborate within operational guidelines and paint the picture within each picture frame. As we link the finished pictures to together, the end result will be the Stage IV reality of installing the EECM into the mainstream workplace. With this mind, here an outline of each stage:

Stage I --- Early Growth and Development

Stage I is code named the *Initiative to Develop Entrepreneurs Aggressively and Safely (I.D.E.A.S.)*. The I.D.E.A.S. business plan or "picture frame" calls for converting traditional network marketing or multi-level marketing business models into venture capital resources. Remember, this process must grow from ground-up without any capital from banks, financial institutions or venture capitalist. Stage I is the raw ground floor level.

To do it, we encourage all stage I participants to set-up as part marketing affiliates, sign-up for the recommended network marketing programs and simply refer others to this wealth building revolution. Because of the viral marketing tools and resources, those who take advantage of this will generate a significant part time income quickly and easily. In fact, affiliates have an opportunity to nurture and grow up to ten new income streams:

- Income Streams #1 thru #3 (Immediate Income): As you refer others, you earn an immediate commission when those individuals set-up according to operational guidelines. Then, over time, the system adds at least two other B2B distributorships where you can earn additional commissions. Commission vary per distributorship/product;
- Income Stream #4 thru #6 (Monthly Residual Income): All products and services you distribute to your clients pay you commission income month after month after month for as long as your clients keep the products. This means continuous residual income linked to the number of individuals you refer. You will have this residual income coming in from three (3) product distributorships. Commission amount vary per distributorship;

- Income Stream #7 thru #9 (Downline Income): Some of the individuals you refer will also decide to setup as marketing affiliates. Now, since all products/services pay commission according to a network marketing distributorship commission system, these individuals will join your network marketing downline. Better yet, they will join your network marketing downline in at least three (3) network marketing distributorships. Therefore, you earn a percentage of both the immediate income and monthly residual of all those in your downline across three multi-level marketing distributorships. Again, commission vary per distributorship;
- Income Stream #10 (Business Development -- optional): Just as most business owners have to re-invest a percentage of their income to grow and expand their business, as you start earning income from Income Streams #1 thru #9, you are encouraged, *not required*, to reinvest a percentage of your income where you can earn even more income. You will have opportunities to collaborate, reinvest and form lucrative partnerships with other participating members.

Now, focus on Income Stream #10 for moment. Based on a conservative estimate, we anticipate this simple business model will generate over \$13,000,000/month month after month in operating capital.

This capital is use to fund and finance the entrepreneurial endeavors and aspiring of other participating aspiring entrepreneurs and independent contractors. This capital will be available completely void of traditional stumbling blocks such as credit, collateral or business history. All individuals need to do is present a value added professional contribution to operations coupled with an overview as to how they plan to use the capital to bring your contribution to life. What makes this possible is the strategic alliance we foster between the marketing affiliates and all other participating members. You can learn more by reviewing the complete Stage I business plan using the links at the end of this report.

Stage II --- Building the Foundation

Beginning in Stage II, we introduce the next evolutionary step or “picture frame” called the *Gradual Entrepreneurial Allocated Resource System (G.E.A.R.S.)*. G.E.A.R.S. significantly expands the funding available to startups far beyond the scope of the Stage I model.

To launch and run the G.E.A.R.S., we simply deploy and direct the *strength in numbers* from a mature Stage I environment toward new, more advanced peer-to-peer business production

systems and generate more and more capital from ground-up. This new capital will super charge peer to peer interactions and interest. For this reason, it will dramatically increase participation.

In fact, a combination of Stage I and Stage II activities will create a smorgasbord of business and entrepreneurial opportunities, both online and offline, to the point where thousands will see exciting and viable entrepreneurial outlets leading away from the limitations of traditional jobs. In other words, since traditional banks, financial institutions and venture capitalist have stifled entrepreneurial initiative for so long with all of their credit, collateral and successful business history requirements, G.E.A.R.S. will be a breath of fresh air as aspiring entrepreneurs will be able to bypass all of these stumbling blocks for the first time.

In fact, G.E.A.R.S. creates a powerful feedback loop where the benefits of G.E.A.R.S. increase peer-to-peer participation, which increases the strength in numbers, which further increases the funding power of G.E.A.R.S. After years of operations and the natural power of mass internet centered collaboration, G.E.A.R.S will set the stage for the evolution of the virtual income machines in Stage III. The Stage II/G.E.A.R.S business plan will be released upon the official launch of Stage II after the successful completion of Stage I.

Stage III --- Main Operations

The virtual income machines (VIMs) represent the next level of advancement where we leverage the strength of numbers from a mature Stage II toward new, more advanced peer-to-peer business systems called the virtual income machines (VIMs). The VIMs represent large scale, innovative income production and wealth building solutions that will be delivered to the general public over the internet. Once in place, any worker/consumer can easily complete the following six (6) steps:

- **Step 1:** Log on the internet and access the virtual income machines (VIMs)

- **Step 2:** Complete the necessary processes to position themselves within the VIMs peer to peer strategic alliance matrix;

- **Step 3:** Once positioned, they can secure funds to paydown bills, build-up savings and generally build a financial foundation leading away from paycheck to paycheck dependence. The objective here is to help individuals position themselves financially where they can comfortably say -- *WHY WORK FOR A MERE WAGE OR SALARY WHEN I NO LONGER HAVE TO?*

- **Step 4:** Next, individuals can float resumes across the massive online EECM staffing infrastructure created by the Income Reengineering Process looking to secure a position with an EECM enterprise or participate in online collaborations toward the formation of a new EECM enterprise;

- **Step 5:** Once individuals secure a position with an EECM enterprise, they can then partition the virtual income machines for capital to invest in a worker-ownership position within that enterprise. As noted above, no credit, collateral or previous business history will be required; only the fact that they have a worker-owner position within an EECM enterprise.

- **Step 6:** With funding, individuals can invest in an ownership position and start working for an EECM enterprise full time. They will earn the three primary EECM resources; productivity based compensation, ownership equity and residual income equity benefits. In addition, they will always have access to the VIMs business finance, income producing and wealth producing resources as a supplemental foundation and safety net resource.

For this reason, Stage III is the mainstay of the Income Reengineering process. The Stage III/Virtual Income Machines business plan will be released upon the official launch of Stage III after the successful completion of Stage II.

Stage IV --- Corporation Integration

After years of staffing and funding thousands upon thousands of new EECM enterprises across all industries and professional disciplines via Stage III, eventually, traditional companies, small

and large, will find it hard to find or keep qualified workers who are willing to work for a mere wage or salary. When this happens, economics will naturally move the Income Reengineering process into stage IV and install the EECM compensation model or a similar model into the mainstream workplace.

The economic dynamics of this transition will look similar to the following:

- **Individuals/Employees:** What better way to convert your workplace skills, education and work experience into a profitable business than to do it within a comfortable 8 to 5 environment using the facilities, assets and business relationships of an established company or corporation?
- **Companies/Employers:** What company, corporation or employer wouldn't welcome the notion of having highly motivated and productive employees who are willing and financially able to work independent of an hourly wage or salary in lieu of a pay structure tied to real time productivity, results and a percentage of company profits. This is especially true considering that fixed payrolls often represent over 60% of operating expenses?

In the end, the core objective of the Income Reengineering process comes to fruition: *to apply the internet and other information technology to aggressively and systematically integrate entrepreneurship and wealth focused principles, processes and compensation models into the mainstream workplace to the point where we eliminate paycheck to paycheck dependence on a large scale and shift employee thinking and focus away from just "earning a paycheck" to running their own business under the roof of employers with the support of employers.*

The Stage IV Vision and Economic Benefits

Here's a big picture summary overview as to how all sectors of the economy benefits given a successful installation of the EECM into the mainstream workplace.

<p>Benefits to Employees</p>	<p>This EECM compensation model encourages workers to run their own business <i>while on the job</i> and get the best of both worlds:</p> <ul style="list-style-type: none"> • The income, ownership, profitability and flexibility associated with running a profitable business; • WITHOUT losing the financial security and guaranteed steady monthly paycheck piece of mind normally associated with a steady job. This financial security and guaranteed steady monthly paycheck piece of mind is provided by the supplemental comp/benefits , which is anchored by the income producing and wealth producing power of the virtual income machines.
<p>Benefits to Employers</p>	<p>Since employee financial security and steady monthly paycheck piece of mind comes from resources other than hourly wages, salaries and company sponsored benefits provided by employers,</p> <ul style="list-style-type: none"> • Employers and business owners get a highly productive workplace (ownership motivates productivity)

	<p>without the traditional payroll and benefit expense;</p> <ul style="list-style-type: none"> • Employers and business owners can use this significantly lower overhead to launch a maze of new initiatives, grow new profit centers, compete effectively in the evolving new global marketplace and, most of all, design and package new ownership based, residual income equity and wealth oriented compensation incentives for empowered employees; • Employers and business owners also reduce the need to downsize or outsource just to cut cost because the EECM eliminates all fixed cost associated with compensation. In addition, the primary resources of the EECM and the collaborative relationship between employers and empowered employees offers employers even more flexibility.
<p>Benefits to the National Interest</p>	<p>The Empowered Employee Compensation Model ushers in an increasing standard of living for the average consumer-workers:</p> <ul style="list-style-type: none"> • The Empowered Consultant Compensation Model encourages people to own their own productive efforts instead of renting it for a hourly wage; • When people own their productive efforts, they are more productive; • When people are more productive, it cost less to produce valuable products and services; • When it cost you less to enjoy quality products and services, then

	<p>you can save more without degrading your standard of living;</p> <ul style="list-style-type: none">• As you and others save more, additional capital is available for business start-ups and expansions at lower and lower interest rates === creating more work options; and• With more work options, your skills and experience is worth more and your income will increase. ---- and so on; <p>It's an ever increasing spiral of prosperity for the general public. In addition, today the wealthiest 1% of the U.S. population pay over 40% of the taxes. Therefore, taxing 99% of the workforce only accounts for 60% of all taxes collected. If the income of this 99% increases significantly, then tax rates can actually decrease and the U.S treasury will collect even more tax revenue to pay down the national debt while addressing other needs.</p>
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As you can see, EVERYONE WINS.

New Jobs and Innovation Spinoffs

The Income Reengineering process and the EECM is a vision. Vision leads to innovations, innovations lead to new businesses and new businesses lead to new jobs. As the Income Reengineering process grows and expands, the economic impact from underlying innovations will be substantial. Take a look:

- **Simple and Immediate Business Model Innovations:** You have to learn the walk before you run. This is also true when considering the large scale, internet centered collaborations and strategic alliances required to underwrite the virtual income machines and the EECM. For this reason, Stage I and II are simple collaborative business systems where we encourage participants to review the business plans, position themselves as part time or full time online collaborators within the framework of the business plan, earn part time or full time income, grow profitable home or small businesses and/or expand their existing businesses. Although these are simple business models, the peer to peer collaboration among participants will naturally encourage new thinking and innovations. In addition, new innovative products required to make collaboration activities easier will also spring up.
- **Advanced and Long Term Business Model Innovations:** Innovations in this area includes three categories:
 - *Category #1 (Transitional/Social):* First, reconsider the following statements:
History is repeating itself. Prior to the industrial revolution, people owned their own business --- farmers, blacksmiths, craftsman and mom & pop stores. Now, history is repeating itself through a maze of information technology or virtual mania where we emulate or simulate the traditional 8-5 workplace under an entrepreneurial umbrella --
- effectively paving the way back to a high tech version of pre-industrial age entrepreneurship and craftsmanship. Can you imagine new innovations, products and services that will spring to facilitate a transition of this magnitude?

- *Category #2 (Operational)*: Countless business model innovations will evolve to facilitate the formation of thousands upon thousands of new EECM enterprises that are 100% financed and owned by empowered employees.
- *Category #3 (Mainstay)*: Finally additional innovations will evolve to help established companies and corporations re-engineer and restructure operations to install, support and take advantage of the benefits associated with the EECM.
- **Business Consulting Innovations**: As you may imagine, thousands of new consulting organizations and professional service firms will spring up to support the efforts associated with the four (4) stages of the Income Reengineering Process by providing consulting and support services to individuals, entrepreneurs and organizations;
- **Technology Application Innovations**: Hundreds of new computer software and hardware applications and companies will evolve as required to help facilitate and support mass collaboration business models and interactivity demands. These will be applications that run on existing wireless hardware, such as the smart phones, iPads, laptops as well the countless new wireless internet tools and appliances that will spring up to meet demand;
- **Wealth Building Innovations**: Grassroots wealth building is the central purpose of the virtual income machines. To support this effort, thousands of new financial organizations and businesses will spring up to offer advisory services to bridge the gap between the virtual income machines and the general public similar to way today's financial advisors bridge the gap between the general public and financial services an investment companies.
- **Continuing Education Innovations**: New and innovative continuing education services will spring up to introduce and teach Income Reengineering principles and processes to the general and business public. Although online continuing education options will be available, many of these services will offer hands-on educational solutions to the local and business public. When considering the number of local municipalities, this area along

will create thousands of new businesses and jobs;

- **Career Development Innovations:** The EECM breaks down traditional walls between employment and business ownership. As a consequence, it will revolutionize career development options and create thousands of business opportunities and jobs for career coaches and consultants;
- **Government Sector Innovations:** The government sector will have to innovate and overhaul the mountain of federal, state and local legislation as required to effectively integrate the EECM into the workplace and virtual income machines into the mainstream financial system. Of course, as the fruits of the Income Reengineering process become a mainstream phenomenon, society will naturally create the political and lobbying power to get it done.

...and this is just a few of the innovations.

The 10 Hottest Income Reengineering Careers

After reviewing this report, you can see that the scope of Income Reengineering is massive and will affect every industry and every profession within each industry. As a consequence, the process will create a multitude of new business and career opportunities across every industry and profession within each industry. These careers are listed below generally in order of applicability as the Income Reengineering Process expands stage by stage:

1. Internet Affiliate/Referral Marketing and Presentation
2. Off Line Referral Marketing and Presentation
3. On-line Research and Writing
4. Personal Development/Coaching
5. EECM Business and Enterprise Planning
6. EECM Business Consulting/Education (Individuals)
7. EECM Business Consulting/Education (Small Businesses)
8. EECM Business Consulting/Education (Corporations)
9. EECM Personal Financial Planner
10. EECM Software Application Development

The outline below offers more insight into each career area:

Internet Affiliate/Referral Marketing and Presentation	Let's start by re-stating a portion of the Stage I summary mentioned above: <i>"we encourage all stage I participants to set-up as part marketing affiliates, sign-up for the recommended network marketing programs and simply refer others to this wealth building revolution. Because of the viral marketing tools and resources, those who take advantage of this will generate a significant part time quickly and easily. Just a small business owners have to re-invest a percentage of their proceeds back into their business, as part the cyberspace"</i>
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	<p><i>corporate team, marketing affiliates are encouraged (not required) to re-invest a percentage of their commission back into operations. Be reinvesting, affiliates effectively become venture capitalist under the Stage I umbrella and nurture and grow enormous wealth over and above their affiliate income.” This is it in nutshell.</i></p> <p>If you simply follow instructions and set-up as a Stage I internet marketing affiliate, formally referred to as Affiliate Partners, you can generate up to ten (10) income streams simply by referring others to this project during Stage I of operations. Think about it. Given the scope of the Income Reengineering Process, virtually everyone who works for a living or runs a business needs to at least learn about this project.</p>
<p>Off Line Referral Marketing and Presentation</p>	<p>This is an extension of the Internet marketing affiliate position where, instead of marketing online, you setup local seminars and presentations in your local area. If you are an aggressive marketer and promoter, you can deploy a variety of off-line marketing and promotional techniques (i.e. mailer, flyer/brochure distribution, local networking with local business and community organizations, doing presentations to small businesses in your local area, etc). Again, virtually everyone who works for a living or runs a business needs to learn about this project. Plus, unlike internet marketing, working off-line offers you an option to make</p>

	<p>personal contact with locals and build long term relationships, which will prove to be extremely valuable for follow-on sales and consultations</p>
<p>On-line Research and Writing</p>	<p>Write an E-book on a subject within your field of expertise, education or work experience and raise an average of \$25,000 is working capital. Once you write your e-book, you will position it as Stage I resource and make it <i>freely</i> available to Stage I members. You will have a donate button next to your e-book and you will receive donations from other members based their perceived value of your e-book.</p> <p>Affiliate Partners will be your primary donors because of a unique strategic alliance among Stage I Affiliate partners and other Stage I members. Generally, affiliate partners will allocate a percentage of their commission income to support the work of other members. In other words, a reasonable portion of the \$13,000,000/month projected Stage I funding pool will be allocated to support the research and writing work posted by other members. What piece of this pie will you get? The beauty of this, once you position your e-book as a resource, it will generate continuous residual income month after month as the Income Reengineering Process grows and expand across four (4) stages of operations. Think of it as simple version of the <i>Residual Income Equity Benefit</i> associated</p>

	<p>with the EECM.</p> <p>In addition, if needed, you can get help from other Stage I members who set-up in the system as research and writing consultants. Research and writing consultants, formally called <i>Mission Partners</i>, represent another powerful and lucrative Stage I consulting position.</p>
<p>Personal Development/Coaching</p>	<p>Are you good at motivating and helping people get outside of their comfort zone? If you are, then personal development and coaching will be a goldmine for you as the Income Reengineering Process expands. Everything about the Income Reengineering Process will uproot tradition and thrust a multitude of individuals outside of their work related comfort zones. So, to the extent that you can motivate and help individuals get out of their comfort zone and take advantage of the on-going and long term income production and wealth building benefits, the more money you can make in this career field.</p> <p>For starters, consider setting up in the Stage I system as a <i>Mission Partner</i> and help individuals conceptualize, research and write e-books. Then, you can grow and expand your reach as the Income Reengineering process expands into</p>

	follow-on stages of operation.
EECM Business and Enterprise Planning	<p>Beginning in Stage II, EECM Business and Enterprise Planning will be hot. This is where you team up with other independent consultants or professionals of various professional disciplines and conceptualize, research and write business plans for the formation, launch and management of EECM enterprises. To get you started and motivated, the Stage II <i>Gradual Entrepreneurial Allocated Resource System (G.E.A.R.S)</i> will offer a multitude of front-end funding and support incentives where you can get paid throughout the conceptual, research and business plan writing process. <i>Yes, you get paid to write your own business plan and start your own business.</i> Think of it as a Stage II staff position under the G.E.A.R.S. umbrella. Then, at the beginning of Stage III, you can tap into early virtual wages and virtual dividend funding solutions and fund and launch your EECM enterprise. Your enterprise can function on-line, off-line (local) or some combination of both.</p>
EECM Business Consulting/Education (Individuals)	<p>This career area ramps up in Stage III. Stage III represents the mainstay of the process. This is where you use the knowledge and lessons learned from Stage</p>

	<p>I and Stage II activities to teach and consult with individuals who get involved for the first time. .</p> <p>By Stage III, the Income Reengineering Processes and the long term objective will be common knowledge. So, many individuals will realize the value of working for an EECM enterprise as opposed to a traditional employer and be ready and willing to do what it takes to make the transition.</p> <p>Now, your consulting activities will be heavily integrated with Stage III Step 1 thru Step 6 trek shown under Stage III in the above review of the four (4) stages of the Income Reengineering Process. You will guide, support and consult with individuals as they navigate Step 1 thru Step 6 . You will, more often than not, network and collaborate with EECM Business and Enterprise Planners (above) and Financial Planners (below) to aid and support your clients.</p>
<p>EECM Business Consulting/Education (Small Businesses)</p>	<p>This activity will generally start in Stage IV when the Virtual Income Machines are on-line and mature. Here, instead of working with individuals, you work with Small Business owners and their employees. Your objective here is to consult with and help Small Business owners tap into resources made available via the Virtual Income Machines and help their structure transitional business plans.</p>

	<p>You will also network and collaborate with EECM Business and Enterprise Planners (above) and Financial Planners (below) where applicable. You learn and prepare for this career area by aggressively participating in Stage I, Stage II and Stage III where you build your credentials over time.</p>
<p>EECM Business Consulting/Education (Corporations)</p>	<p>This activity starts in the mature phases of Stage IV. It's the same basic model as with small business owners, except on a larger scale. Generally, at this level, companies and corporations will use Stage III Step #1 thru #6 activities as an on-line reengineering or restructuring incubator toward creating internal EECM subsidiaries. Based on your experience and lessons learn via Stage I, II and III activities, you will serve as a value added consultant to these activities.</p>
<p>EECM Personal Financial Planner</p>	<p>The wealth building foundation of the Income Reengineering Process is to encourage individuals to use the Stage III environment to pay down bills, build-up savings and generally build a financial foundation leading away from paycheck to paycheck dependence and ultimately make the tradition to full time empowered employment. This activity will require structured financial planning. As an EECM Personal Financial Planner, you will help individuals establish and implement personal financial plans to this end. Generally, you will integrate your financial planning consulting activities as</p>

	your clients make the trek across Stage III, Step #1 thru Step #6
EECM Software Application Development	When considering the primary income resources of the EECM (i.e. productivity based compensation, ownership equity and the Residual Income Equity Benefit), new information and project management software will be required in the workplace to track and account for workplace productivity and product sales in <i>new ways</i> so that empowered employees are properly paid. This represents enormous software development and sales opportunities as EECM enterprise formation activities ramp up across Stage III and IV.

As you can see, each of these career areas are directly linked to the mechanics of the Income Reengineering Process and Stage III step #1 thru #6 transitional model. This is why, as the Income Reengineering Process expands, these careers areas will produce thousands upon thousands of new millionaires. **Will you be one of them??**

Join the Wealth Building Revolution

As noted, Stage I is the early growth and development phase. You join, support and/ participate in Stage I options using one or more of the following three options.

Support Early Growth and Development Efforts

Three support options apply:

- *Donate:* The originator of the wealth building revolution and the Income Reengineering Process is [Multiple Income Networking and Development Services \(M.I.N.D.S.\)](#), a small business research firm located in Southern California. Donate and support early project development efforts. [Use this link.](#)
- *Sponsor:* If you own a business or is the CEO of a company or corporation, then sponsor online activities associated with the wealth building revolution and the Income Reengineering Process. [Use this link to learn more.](#)
- *We Need Your Feedback:* Visit our [Facebook fan page](#), “like” the page and offer your feedback.

Set- Up as a Stage I Affiliate Partner (*Fast track Option*)

Your next step is to review and set-up your personalized Stage I marketing website. We promote Stage I under the name *Initiative to Develop Entrepreneurs Aggressively and Safely (I.D.E.A.S.)* where you will have your own I.D.E.A.S. personalized marketing portal similar to www.theideasinitiative.com/?yourID.

To get started, if you were referred to this e-book by someone else via e-mail, FB message, etc., refer to that message, look in the signature section for that person's affiliate partner website (i.e. www.theideasinitiative.com/?theirID). Otherwise, use the corporate website at www.theideasinitiative.com. Once there, just review and follow instructions at the site.

Review the Complete Stage I Business Plan

The operational hub for Income Reengineering operations is the [Income Reengineering Business Development Network \(IRBDN\)](#). Visit the site and join. After you join, you will be directed to the IRBDN backoffice where you can view the complete Stage I business plan and setup as an independent consultant in the backoffice. .

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