

Fix the World Organization Business Plan

January 26, 2013



~ The New Paradigm Business Model ~

Contents:

FTW Objective Mission and Vision.....03

Market Research.....04

Identifying the Problems FTW will Resolve.....05

FTW Market Growth - Identified as Wealth Distribution Shift Amongst an Ever-increasing World

Population06

Competition In Business.....06

The Limited Liability Society (non-accountability for actions) and the Absence of Long Term Thinking ..08

FTW Deep Truth Risk Assessment09

FTW Value Proposition.....10

New Paradigm Business Model.....10

Unique Business Entity.....10

FTW Market Opportunity of Planet Changing Projects10

FTW Core Values.....12

Management through Sociocratic Governance.....14

Operations.....16

Database/Website16

Training/Learning sessions16

Networking and Collaboration.....16

Recruiting Platform.....17

New Paradigm Business Consultants.....17

Organizational Leadership Staffing and Department Circles.....18

Project Classification.....22

Strategy.....22

Revenue Model.....25

Organizational Budget, Capital Needs and Projections.....29

References.....30

FTW Objective and Mission

The Fix the World (FTW) Organization is a services business that will act as a central hub providing the tools and support for individuals, groups, and organizations to express, develop, fund, implement, and execute their planet-changing ideas through projects, learning, and a network of resources.

FTW will act as a clearinghouse for ideas, organizations, and finances, and will serve as a catalyst in these areas. We will be in a position to introduce various clients to each other based on each one's intrinsic characteristics, resources and needs. Our mission is to redefine a way of doing global and local business through a consistently evolving structure we call the "New Paradigm Business Model".

FTW Vision

Fix the World is an organization created from the collective consciousness of the people and this planet as a direct response to our need for change. We have had many problems in our world and are at the shifting point where these problems will be transitioned into a new way of thriving with each other, and therefore, a new way of doing business.

FTW recognizes the old ways of doing business are not sustainable for our planet and our people. We have shifted our thinking and have discovered there are many emerging ways to contribute to the world. Through our research, we have discovered a better way to do business in this new era, one that we will pioneer. We will be engaging in business relationships with individuals, organizations and big industry by using a "New Paradigm Business Model".

This model is a system of unique business operations and core values based completely on cooperation, and derived from the voices, desires and constant consideration of the people and the environment. Most of the business structures of the past have left out some of these key concepts of healthy commerce. As a result, we have ended up with the problems we have today. To course correct this downward spiral, FTW will implement this New Paradigm Business model by establishing the correct directives as its core, and according to more 'natural laws' which includes how we treat others (not only environmental and economic issues).

FTW Market Research

FTW market research is unique and based on the concerns, desires, and wisdom of the people. Our “Industry” is the recognition of the voices of the people and a service we provide to help empower the people to implement the changes we need in our world. Our “Market Growth” is the recognition of the shift in population and wealth distribution that can no longer be ignored by short term political thinking. There are 7 billion people on this planet that will soon dominate the decisions that are made and choosing to ignore this creates a situation of global instability as the masses will eventually overturn our current failing systems if their needs continue to go unfulfilled. Therefore the focus is NOT on money or how much revenue an industry will generate. Rather the focus is on analyzing and identifying the needs and collective wishes of the people. With the growing and shifting population the people will need an increasing amount of assistance to implement these changes, this creates a limitless opportunity for FTW to provide services and grow into a thriving organization.

The purpose and intention for the “Fix the World” market research project was to provide a platform for solution thinking in a united global format where all voices are heard and to start the conversation so we can all begin to focus on solutions collaboratively. FTW’s Market Research instruments were a survey questionnaire and guidelines done through HopeGirl2012 blog site. Participants were initially identified and recruited through the web site and email. Approximately 285 people from 37 countries were inspired to voice their ideas, wishes, motivations and more. Volunteers did the task of compiling, editing and formatting the solutions ideas into a guidebook. Through this project we have established a methodology to express the wisdom of the crowd. This same methodology can be applied to countries and communities on a local level to expand understanding of the needs of the people in that area. It also empowers individuals to participate on a level where they feel they can make a difference and have their voices heard.

The results of our market research which can be found in more depth in our “How to Fix the World” Guidebook are a wide array of solutions provided by the people for the following problems in our world:

- How to inform the public
- How to handle corruption and restore peace
- How to redistribute wealth
- How to fix the banking system and restore the economy
- How to resolve the energy crisis and release new technology
- How to clean up the environment
- How to restore infrastructure
- How to reform governments and fix the legal system
- How to create jobs
- How to replenish a healthy food supply for the whole population
- How to restore health and wellness and reform the medical system

How to re-create the media and improve education
How to restore community values, create security and self-reliance
How to develop our spirituality, restore heart coherence with our fellow humanity and create an altruistic (pay it forward) community.

All of these solutions have the potential to become FTW assisted projects created owned and implemented by the people. It was through this research project that the founders of FTW recognized the need for organizational assistance to help bring these projects into reality. The direct answer to this global need is the FTW Organization as outlined in this business plan. This is how we will make this happen.

Identifying the Problems FTW will Resolve

To better understand the New Paradigm Business Model, it is imperative that we first identify how we arrived at the problems we have today. We analyzed some of the biggest problems in our world and traced them back to their origin in history. From this we have learned where we can course correct and create a new path that will help lead us to a positive future.

We are living in a pivotal moment of our world. We are witnessing the collapse of so many of our societal systems: global economic crisis, climate change, food and water supply, ability to solve problems without war, growing disparity between wealth, education and illiteracy. All of these crises represent our current unsustainable systems taken to the extremes. These systems were created in a very different world of the past, and they worked for a while, but they were not designed to be sustainable. The world of the past is gone; we no longer live in isolated countries or economies, with isolated technology, commerce or trade, and there is no longer a system in place giving license to corruption and greed.

For those who try to cling or return to the old unsustainable ways of thinking, living, and doing business based on the old systems, this is going to be an era that will be very frustrating and may bring much suffering. Those who are willing to recognize that the systems of the past no longer work and can accept them as part of our learning curve, will be able to move forward with new ways of thinking, new ideas based in facts, and new discoveries that provide real sustainable solutions to our problems. The way to move into this new era is through a subtle yet powerful shift, where we move away from the thought of “What can we get from the world that is?” to “What can we contribute to the world that is emerging?” The way FTW answers this question opens the door to a vast array of possibilities, new kinds of jobs and careers, new ways to support our families and our passions, and new ways to contribute to this emerging world.

FTW Market Growth - Identified as Wealth Distribution Shift Amongst an Ever-increasing World Population

James Wolfensohn, former president of The World Bank and CEO of Wolfensohn and Co., addressed Stanford Graduate School of Business students with details about his work at the World Bank during its transition years and how the equation between developed and developing countries is changing (2010). Wolfensohn claimed that in the next 40 years, a global power shift will see today's leading economic countries drop from having 80% of the world's income to 35%.

For decades now, 1/6 of the world's population, or 1 billion people obtained 80% of the world's income, the other 5-6 billion were left with the remaining 20%. While this ratio has existed for decades, there was a dramatic shift in the last decade of the last century. A swing brought about by technology and developing countries has brought this ratio closer to 70/30.

This is already producing a tremendous change in the way the global economy works and we are now looking at a very different future. This is not a trivial issue, nor is it going away. It is a major issue that we, at FTW are creatively seeking solutions.

With this global shift, we have a basis for instability, as countries are no longer isolated, they are becoming informed, and information now passes very quickly. Political decision making is very short term. This situation must be addressed by the current generation through a lens of longevity. FTW is recognizing the tremendous disparity between wealth and realizing the world's population has reached a tipping point. A select few can no longer hold all of the world's wealth and make all of the decisions. We are at a time where we must make our collective decisions based on the wisdom of the crowd, and the people themselves will implement these solutions. This is why FTW will be a business of service to the people.

Competition in Business

FTW does not view other similar business entities as "competition", rather we view them as opportunities for cooperation and partnership to bring forward a common mission that benefits all. In cases where a similar business may be in direct conflict with this common mission (self serving interests rather than service to all), we will outshine them through fostering our own internal excellence to be the best at what we do.

There are different kinds of competition, or what can be cleverly disguised in business as "Competitive Advantage." Here, we are addressing this type of competition which is aggressive, destructive and unsustainable. This isn't a friendly game of checkers or a game of soccer, this is the kind of competition where one person, or an exclusive group or entity benefits at the expense of another by exploiting their weaknesses. This attitude has been taught and passed down through generations as "win at any cost!" and can be traced back to the quickly and widely adopted theories of Charles Darwin's "Survival of the Fittest."

The problem with Darwin's theory is its **broad** application to observations made in **specific** circumstances in nature, and then applied to all living human beings and the world in which we live.

This idea of winning at any cost, is dangerous to our way of doing business because it is the root of the global economic collapse, the collapse of the corporate model, and the cause of all wars. "Survival of the Fittest" creates the false assumption that aggressive competition is "healthy," and this is not evidence-based. New discoveries are showing us where Darwin's ideology was misappropriated.

In his book, "No Contest: The Case Against Competition", Alphy Kohn speaks about 400 studies which asked the question, "**What is the optimum amount of competition in any area of business?**" The answer from every single study was: "**None**". In fact, the ideal amount of competition in ANY environment was found to be none, therefore, competition is *always* destructive in the old paradigm business model, and the individual and community is *always* damaged. Likewise, the individual and community *always* benefits from cooperation.

Competition vs. Cooperation - In the wild cooperation is a very successful survival strategy. It is not that competition doesn't happen, but it happens only rarely under specific circumstances, and in response to certain criteria. In other words, aggressive competition is NOT the rule or model of nature, cooperation is. When cooperation breaks down in nature, the results are disastrous, as can be seen in the incorrect ideology that 'war generates great prosperity in society'. This assumption has been proven to be false. **In older societies - before the "warring machine" of the last century - the most prosperous times for societies were during times of peace and cooperation.**

At least one kind of competition is positive though, and this is when an individual excels because they have developed their abilities to a great degree. In this process, the inherent gifts and talents of the individual are expressed, creating positive change for themselves and others rather than reverting to destructive ways of the past. Thus, competition through excellence transmits creative energy, while competition through exploitation destroys the energetic flow of creation and sustainability.

FTW recognizes that *now* is the time to address this matter of aggressive competition and eliminate these destructive practices from business models. We view similar business entities as opportunities for cooperation and partnership: to bring forward a common mission that benefits all. We have carefully structured our organization and its core values to foster and promote cooperation, and nurture the creative excellence from within.

The Limited Liability Society (non-accountability for actions) and the Absence of Long Term Thinking

Originally, corporations were considered a gift from the people in order to serve the public good. This all changed when corporate lawyers used the 14th amendment (which was originally intended to abolish slavery) to establish corporate personhood and remove many of the “constraints” of social responsibility. As corporations hold tremendous power over most of our society, many of the problems we face today can be traced back to these corporate laws. Modern day corporations are legally bound by their own laws to put their bottom line above everything else, even the public good. They concern themselves with procuring short term profit and pleasing a very highly concentrated group of stockholders/stakeholders. As a result, many corporations generate what they refer to as ‘externalities’ which create harm in society and make someone else pay for the bill and/or handle all the problems created by them.

The stockholders, and the desire for their approval on which all decision making processes are made, are not even aware of the externalities the corporation is causing. This is because most stocks are traded in the blink of an eye on the trading room floor for short term profit. The concept of longevity and sustainability never enters into the true motive of this transaction. This has, in turn, created the mentality of a, “Limited Liability Society” where no one takes responsibility for their own actions, and the majority of the people pay the price. Corporate personhood gives the corporation the “rights” of a person, but this is not a person with a soul or conscience that you can throw in jail for inflicting harm on others. In fact, if you were to psycho analyze the corporation as a real living being, it is found to exhibit all the prototypical characteristics of a psychopath. Listed as follows:

- Callous unconcern for the feelings of others
- Incapacity to maintain enduring relationships
- Reckless disregard for the safety of others
- Repeated lying and conning others for profit
- Incapacity to experience guilt
- Failure to conform to social norms and lawful behavior

In this current structure, it is nearly impossible to think about longevity. When you ask the question, “*How long is the future?*” you will get very different answers from different people. For an average person, the future is perhaps the course of their own lifetime or that of several generations. For a politician, the future is as long as their political office, which in many cases is only 4 years. For some governmental positions their future is only as long as next week because that’s when their budget runs out. For stockholders, the future is only the few minutes or hours that they hold that stock in their hands before they sell it at a higher price.

FTW Deep Truth Risk Assessment

Based on our research and internal guidance for the truth we have made the following assessment about our current business systems:

The old systems have already failed and are currently existing by artificial means and the denial of those who are grasping to maintain them. FTW, along with many other organizations and businesses recognizes this reality. Over time, a new approach to business will become apparent and adopted. For now, FTW is pioneering this new path.

Those who have been in power and are making the decisions for these failed systems are a small percentage of the population. These individuals reflect short-term thinking because they are motivated by the desire for profit, above the intrinsic value of the people, earth, and all living species.

The shift in population and wealth distribution creates instability, and the people will overwhelm the small percentage that have controlled them. In this situation, the power of profit and wealth will become obsolete when compared to the masses. The people will hold the power and make decisions based on their needs.-Therefore, needs of the people and the planet are recognized as the first priority, above all other goals, as this is the dominant deciding factor in the near future.

In this new environment, doing “business as usual” or “win at all costs” techniques becomes a liability for businesses or corporations to operate under the old systems. Continuing to reinforce the old systems in daily business practices will perpetuate a decline in business values and profits.

Any business structure that wishes to succeed now will need to position itself under these new guidelines; service to the people, promoting cooperation and assistance so that the people can bring forward the changes they need, and operating in a new and different manner completely separated from the failing systems.

FTW has created its organizational structure based on the circumstances we see occurring. We have positioned ourselves for success in this paradigm shift and wish to offer our assistance to help other businesses do the same as, “New Paradigm Business Consultants”.

FTW Value Proposition

FTW offers a value proposition consisting of 3 key components that make the organization truly unique and the first of its kind.

- 1) New Paradigm Business model that is the result of innovative research and core values that originate from the natural laws or the correct point of origin to transform our world for the better.
- 2) Unique business entity that allows for independent business operations and removes current systematic obstacles.
- 3) Planet Changing Projects that bring sustainable results and benefit ALL.

New Paradigm Business Model

- Cooperation instead of competition, we foster the development of excellence from within.
- We are driven by our passion of service to others first and profit is a bi-product of this passion.
- We put sustainability and longevity concepts at the front of all our business decisions.
- We restore sovereignty, independence, and localization of business back to the people.
- We operate under a Sociocratic model of governance by the people and for the people.
- We operate under an innovative and simplified system based on common sense, bypassing unnecessary “red tape” and other old systematic obstacles.
- We begin with the right source of ingredients based on our core values

Unique Business Entity

Through extensive research into the origins of contractual, commerce and common law, FTW has established a unique business entity structure unlike any other. Traditional business structures can be riddled with “red tape” and obstacles that make it either difficult or nearly impossible to conduct smooth business transactions. FTW has found a better way. Our unique business entity structure ensures that projects can be established and managed independently with grace and ease by the people and organizations that created them. It also offers the best form of asset protection on the planet.

FTW Market Opportunity of Planet Changing Projects

Projects will be independently owned and run by the individuals and organizations that create them. FTW will provide an assortment of services that assist in the creation and facilitation of these projects.

Projects will vary across several industries and areas of society, below are a few examples of the project areas in which FTW is ready to implement

New Energy Technology

- Fuel-less engines for generators, automobiles, buses, boats, trucks, etc
- Electromagnetic power generation equipment
- Waste-to-energy or waste-to-fuel technologies

Environmental Restoration

- Low cost water desalination; to turn deserts into gardens
- Deployment of living “eco-machines” for wastewater management and detoxification of ecosystems

Local Economy and Healthy Finance Restoration

- New asset-backed currency system, as an alternative currency to current fiat currencies
- Alternative banking services to support local currencies, national and international initiatives

Agriculture and Food Supply Replenishment

- Restoration of non-pesticide based farming practices, and support of local production of organic and/or biodynamic foods
- Existing but ignored technologies to increase yield and nutritive value of agriculture and food supply while decreasing the need for water and chemicals

Transportation

- Automated and piloted local and regional air taxi service, allowing door to door 300 mph air-service for rates competitive with bus service
- High-speed magnetic levitation train systems for national and international routes
- Antigravity technologies

Constitutional Law and Common Law Assistance

- Solutions for legal challenges to corporate governments, unconstitutional administrative law practices, and oppressive governmental attacks on human rights

Health and Wellness

- New or suppressed healing technologies, energy healing methods, etc.
- Alternative health practitioners, clinics, products that support freedom of choice in healthcare

These are just a few of the projects we have planned, but our organization will assist in many other project areas on a global scale including education, community development, arts and spirituality etc.

Fix The World Core Values

Investment Priorities

First, seek opportunities that bring forth *the highest good* for all of humanity and the Earth; and second, morally and ethically *provide a generous return on investment* of your wealth, time, and talent. This insures that all investments are being used to bring the highest good to the world.

Empowerment

To help each member become fully responsible for his or her own life and reality, and to provide the means for much of the transformation and maintenance of that state. We encourage individual initiative, creativity and talent.

Flexibility

To foster an environment that provides the flexibility needed for an individual or process to flow in alignment with its own biorhythms wherever possible.

Open Management

To include all members in the decision making process through a system of consensus decision making and networking. Members of our organization are encouraged to provide open and honest input to all levels of management, without fear of retribution. To seek open communications among all members that fosters our collective compassion, awareness, and intelligence.

Freedom of Choice

We celebrate freedom of thought and freedom of choice and aim to provide as many choices as possible to all members through all our activities.

Moral/Personal Responsibility

To hold ourselves and others accountable by holding our activities consistent to the following standards: "Is it ethical, moral, lawful, ethological, sustainable, and the right thing to do?"

Balance

We work to create the societal and legislative framework in which new technologies and sustainable life styles prosper.

Innovation

We are eager to explore new issues and ideas and integrate them into our practices through actively seeking and recognizing *new* and *innovative solutions for problems* and facilitating and implementing the best of these solutions.

Cooperation and not Competition

We will create a space for work and play, based on the common good and shared values/goals. Working together cooperatively moves us forward in synchronicity rather than the “one-upmanship” that competition promotes. It begins with a center of excellence from within each of us, and then builds a union of focus with each contributor coming together in unison.

Altruism and Service to Others

Our guidance for all endeavors is based on devotion for our unselfish giving and service to the Earth and all of humanity.

Excellence from Within

It begins within one’s own heart, with a positive desire to manifest a vision of the highest quality outcome. This is the spark that initiates the process of creation and manifestation within the new paradigm where an individual excels because they have developed their abilities to their greatest degree and in that development their way of working or doing things makes the other ways obsolete or the ways of the past obsolete. So it’s through fostering this internal excellence that we will succeed.

Teachability Index

All council members, employees, volunteers and partners aspire to the highest levels of willingness to learn and willingness to change. Seek first, an attitude of humility, then a positive desire to expand one’s awareness, knowledge, and shift into unfamiliar areas.

Unified Field and Heart Coherence

To unite as a group with heart-focused care and intention for co-

creating a positive shift in global consciousness to unconditional love, healthy body/mind/spirit, cooperation, and world peace.

Clarity, Simplicity and Common Sense in all Communication

We communicate in all manners, to all people from a basis of simplicity and utmost clarity. The use of complex language, promotes misinterpretation, confusion, fragmented understanding, and apathy. The use of direct and simple language when communicating brings clarity and focus to what is being presented or discussed.

Longevity and Sustainability

To maintain a focus in our work and project selection process of solving the needs of the current state without compromising our own needs and those of others for future generations.

Trusting Relationships

To ensure we consciously build positive, trusting relationships through all interactions, communications, and spiritual work with all council members, employees, volunteers, partners and all others with whom we choose to co-create.

Consensus Decision Making of We the People

We shall base all of our business decision making on the consensus approach. We believe the most positive and optimum result comes from all individuals participating in and discussing topics thoroughly. Consensus leads to heart-felt ownership and ultimate strength in advocacy for the final outcome.

Management through Sociocratic Governance-

Sociocracy is a system of governance, using consent-based decision making among equivalent individuals and an organizational structure based on cybernetic* principles. For business entities, the departments and meeting structures follow a circle organization format. This non-hierarchical structure is a way to re-wire the power within an organization to ensure that all are equal regardless of position, all voices are heard, and that the organization moves forward as one collective. In the department circle structure, if someone in a

* Cybernetics is a transdisciplinary approach for exploring regulatory systems, their structures, constraints, and possibilities.

lower level position has an idea, the structure allows for that person to rocket their way through upper management circles based on their idea. It is set up so that there are no boundaries for the sharing or fostering of creativity. The circle meeting structure requires that all speak on an issue, and decisions are then made by the consent of each person in the group.

This way the group moves forward in complete heartfelt agreement as a living organism, and decisions are based on the consent of the people and not on any private agenda. There are no hierarchal leaders that dictate decisions or ask for approval from board members. The consent process of each individual creates a “buy-in” from every person and therefore strengthens the organization from within. The circle meeting format also provides a safe platform where individuals can speak from their hearts on issues without fear. This brings honest communication that assists in any self correction or learning in an organic way.

Operations

Database/Website: This is the core platform for the organization. This database will provide the following functions:

- User-friendly interface website with information and data collection features
- A collection point for project proposals for funding with associated budgets and project plans
- A recruitment center where people can submit and review a collection of resumes for project staffing
- A resource center where organizations can promote their services and collaborate with others
- A training center that offers courses in a variety of real world business skills, to help individuals learn to take their ideas to the next level in a self-managing style

Training/Learning sessions:

All courses would be designed as webinars that can also be facilitated in live sessions, over Skype and in person.

Project Management - How do I turn my idea into a structured project with goals, timeframes and workload? How do I determine who I need to staff my project? What does a project manager do and how can I become one?

Budgets and Pricing - How do I determine a proposed budget for my project? What do I need to consider? This would also involve an Excel Sheet "Deal Tool" pricing mechanism to help make the process simple.

Proposals - How do I draft my project proposal in a way that is easy for an investor to understand?

Contracts – How do I create contracts for my projects and staff?

People and Collaboration skills - Includes a dynamite course on how to manage expectations with your staff/co-workers/boss and other professional relationships. Also, courses on working in a group, conflict resolution, effective communication and work/life balance.

Networking and Collaboration - FTW is meant to serve as a networking and resource center for a wide variety of individuals, existing organizations, and investors that are in a position to create great change.

- **For individuals**, the goal of the organization is to help them create a structure and give them the tools, funding, and working relationships that they need to self-manage and implement their ideas.
- **For existing organizations**, we aim to provide an administrative service to help them recruit the right people, projects and ideas that can help take their organization to the next level in the new paradigm.

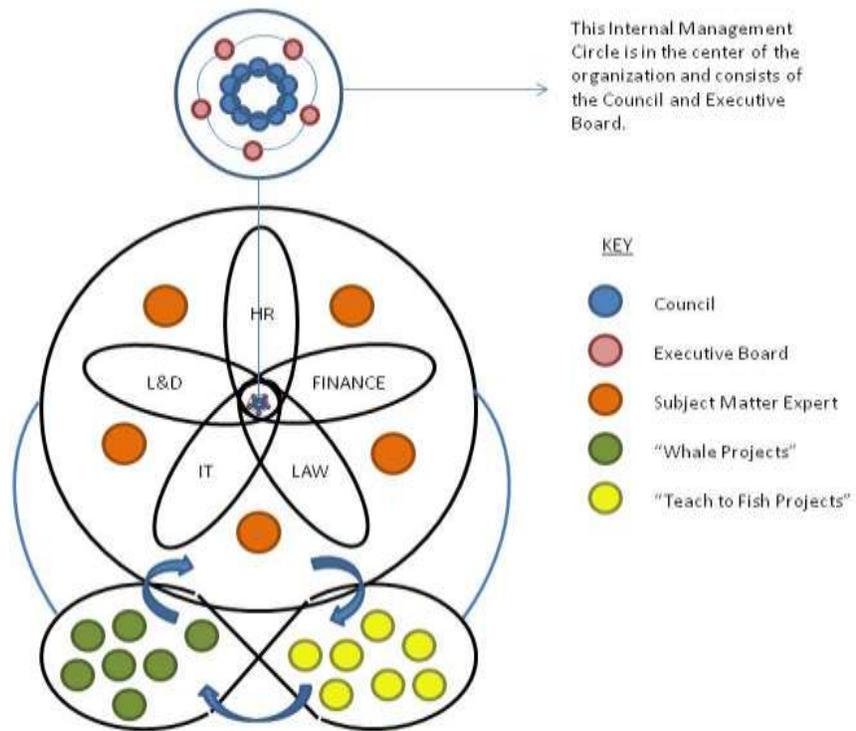
- **For Investors**, we wish to provide a wide assortment of well organized and clearly defined projects that will have an immediate effect on changing our world for the better and providing an unprecedented package return on investment.

Recruiting Platform - In addition to collecting resumes from skilled professionals around the world, we will perform additional screening/questionnaires for all parties that can give more details about investor's and project manager's awareness of the changing world, and what their true passions and commitments are for their life's work. This platform can include video and audio profiles as well, to give the recruiter a broad understanding of the individuals' essence as a unique human being, and the project manager the same broad understanding regarding the investor's motives.

New Paradigm Consultants - We recognize that there are many businesses and organizations in the world that are struggling to restructure for the changes that are upon us. We would like to share what we've created, and teach others how they can make these changes to their business or organization with the most positive impact on their people and environment.

Organizational Leadership Staffing and Department Circles

FTW ORGANIZATION STRUCTURE



The Management and various roles of FTW participants consist of a diverse group of individuals who bring extraordinary talents and experience to our shared mission. Through our Leadership and Operations staffing structure, FTW will become a strong base with which to foster collaborative relationships with other sympathetic organizations.

Council

The FTW Council currently consists of experienced individuals from diverse backgrounds, who equally share the deepest level of commitment possible to the mission of the FTW organization. It is the primary responsibility of The Council to support the FTW organization and all of its business transactions in the highest quality of service to love, innovation and collaborative leadership. Council members may serve in any other part of the organization where their professional skills and passions are a harmonious fit. Council members are also responsible for providing day-to-day guidance of the organization in its primary functions.

Executive Board

Consists of the Department Head Managers and selected Subject Matter Experts. Council members may also play a role as an executive board member, but not all executive board

members will be council members.

HR

Healthy Relationships Department Circle: Plays the role of a traditional Human Resources Department; recruitment, personnel files, associate benefits, on-boarding and exits.

Also goes several steps further:

Professional relationship builders - assist in the networking and conversations between FTW Departments and Project Managers, potential suppliers, sympathetic organizations. This assistance ranges from introductions to ongoing relationship management.

Determines Policy for how FTW Associates will interact with each other and how each individual will be treated with respect and dignity. Establishes means of problem resolution with personnel or external parties engaged in business with FTW.

This department will have one or more on staff psychologist/therapist/spiritual healers who are well versed in assisting in human emotion management and conflict resolution.

L&D

Learning and Development Department Circle: Provides online and in-person facilitation of training courses for continued learning, and implementation of organizational core values. This includes our own "Truth TV": educational videos to help correct the past corruption and re-educate the public to the new discoveries of truth in our world.

FTW Training courses:

Project Management

Budgeting

Core values

Managing Expectations (communications)

Brainstorming and Workshop Facilitation "How To"

Team building

Hard skills training

Health and Wellness

Spiritual Discipline Training (meditation, yoga, various disciplines, etc.)

Cultural Awareness

And many more!

Staffing Roles:

Training course creation and facilitation

Truth education

Spiritual development

IT

Information Technology Department Circle: Consists of a robust Website and Maintenance, Digital Marketing, Information Security and Data Management with a powerful networking system that allows all participants in the organization to work and collaborate remotely across the globe.

The I.T department will facilitate quick access to information to support quick decision making with integrity of information and privacy. Every project within the FTW organization will be provided with a project management system that is managed as an asset and protected for future use or reference by other projects.

The website will contain options for public browsing- marketing and information gathering of the work and details of the Organization, along with search and upload functions for projects, resumes, financiers etc.

A secure log in area will contain individual resumes and profiles and access to training materials. Each FTW participant will have their own profile with a list of their individual details: contact, resume, projects etc. The website is accessible globally with language options.

The system will contain a data base storage area, query and reporting functions, document management, project management soft ware and pricing structure templates for financial data, all in a secure system. FTW I.T will also have Phone and Video capability for meetings, screen sharing, webinar, internal instant messaging and file transfers to ensure that the organization can fully operate in a remote and mobile capacity.

Staffing Roles:

Website building and maintenance
Tech Support
Digital marketing
Data management
Security

LAW

Lawful Department Circle: Consists of Common Law Experts; handles common law contract creation which we use to conduct all business exchanges, and the ongoing management of these contracts. Handles any external “legal system” requirements under Common Law guidelines.

Like other departments, law will overlap into the Department Circles of Finance and HR, and areas of Project Management and Collaborative Relations.

Staffing Roles:

Contract Creation
Business Entity Management
Dispute Resolution

International and subject matter common law research

FINANCE

Financial Department Circle: Manages daily operations of cash flow, and expense and reimbursement accounts, and provides internal financial reports (annual budgets, QTR reports, projections and cost benefit analysis) for management and business decision-making processes.

Will overlap into Department Circles of Law, L&D, HR, IT as well as areas of Project Management and Collaborative Relations.

Staffing Roles:

Cash Flow Operations
Internal financial reports
Project budgets Assistance
Expense management
Service for investors and Project Managers
Payroll
Procurement

SUBJECT MATTER EXPERTS- (SME)

SME's are a wide variety of individuals or external consultant teams that are chosen to contribute their expert skills and align with the mission of the FTW organization. SME's will weave in and out of all Department Circles, may engage with Internal Management/Leadership, and assist with collaborative relations and project development. Each SME role would be a specific match to the need of the area of the FTW organization and the beneficial skills of the SME.

All Projects are independently "owned" and managed by the individual or organization that initiated them with the assistance and consulting services of FTW.

Staffing Roles:

Spirituality disciplines
Technology
Manufacturing
Unique Business Entity
Distribution Chain
Ethics
Psychology
Relationship building
Project management
Culture Expert for each country in which we do business

LIGHT SUPPORT

FTW needs the energies of the people of this planet to be involved in several areas of work that will effect change on a local and global scale. Light support pertains to the roles of volunteers, interns, and apprentices and creates a space for people who want to be involved with FTW, to do work on the project in a structured format.

Light Support consists of individuals who are committed to fixing the world and who bring their own talents, ideas and inner calling, resonant with the FTW project mission. This can be people in geographic locations throughout the world connecting through satellite groups via a central online hub.

Light Support will communicate with the FTW Council, other staff and clients as the organization develops, grows and changes. Light Support projects will differ as time goes by and FTW becomes more defined and organized, and various levels of involvement become apparent.

PROJECT CLASSIFICATION

“Whale Projects”-

FTW assisted projects that contribute to the benefit of society and also generate large amounts of revenue for the FTW organization. Examples of these projects include: Free energy and Technology Inventions, Large environmental projects, Wellness Therapies, Large scale Food Supply projects, etc.

“Teach to Fish Projects”- (TTF)

FTW assisted projects that contribute to the benefit of society and create healthy, happy communities and improved well being for all. Examples of these projects include: eco-villages, community gardens, art and music projects, media and entertainment, education, spiritual development, alternative (advanced) healing modality centers, etc.

STRATEGY

FTW has established a network of key individuals and organizations, and a vast array of resources to help with the project. This includes a growing list of commercial ready planet changing projects. Therefore the first stage of our strategy is to organize a business structure (as outlined in this business plan) that can facilitate and hold the integrity of the implementation of these projects. This start up stage consists of website development, data collection, network strengthening, recruitment and training, all of which are currently in process.

With appropriate funding and staffing, FTW aims to have significant projects up and running in the first year. Thirty percent of these projects will be “Whale Projects” all involved in large

industry with large revenue streams, and seventy percent will be “TTF Projects”. A list of Whale projects ready for commercialization is already established and will grow rapidly in the next year (based on our observation of industry specific news and events).

Based on our Market research, in the first 5 years FTW will aim to focus on projects that provide much needed aid to the most critical areas in our society. These areas include:

- Provide shelter, food and clean water to all “beings” in need of assistance, including animals. Worldwide locations where suffering is the most severe are already known. Many groups are established that can implement these services all over the world, needing to be provided with funding and the necessary materials and technology to change these situations.
- Cease and desist using chemicals in water supply that have had proven negative effects on human health. One example of this is fluoride. Every company has a true report of what is in the water, and those in charge of this part of the process know of alternatives that are necessary to keep the water clean and safe. Any unnecessary toxins should be removed. As in other areas of this global cleanup project, there are established groups who are already providing fresh water wells in areas where drinking water is contaminated with feces and other illness-producing substances. These operations can be funded and stepped up to accommodate all areas that need clean water.
- Remove all genetically modified food from the food supply. Retrain and provide equipment to farmers for non- herbicide/pesticide-based agriculture. Supply them with plows, cultivators, and other farm implements which have been made “obsolete” by GMO crops. Support farm equipment companies in the manufacturing of these items. Re-educate farmers in organic or at least non-GMO farming practices.
- Technological breakthroughs that would enhance every human being's life on Earth have been suppressed. These must be allowed to go public. Once these technologies are seen by all, others will be encouraged to come forth with their inventions. Once technologies are released to the public, other inventors will feel safe enough to step forward.
- Begin the transition from the current archaic energy system to New Energy provisions for this planet. The end goal result should be free electricity, heat and water for all citizens worldwide. These are basic human rights and our progress towards this was taken from us over 100 years ago with the suppression of Nikola Tesla’s inventions. The basics rights of every human, is to be able to survive without cost. If every human is working to pay bills just to have water, electricity, and heat for them and their families to survive... then how can we ask them to serve on a greater level in the next phase of our human development?
- Cease and desist using and producing known harmful and dangerous drugs that harm those who believe they are being helped. These chemicals can be replaced with healing antidotes in a similar looking pill form. There are many known natural cures and professionals that use them. They should be called upon to give these

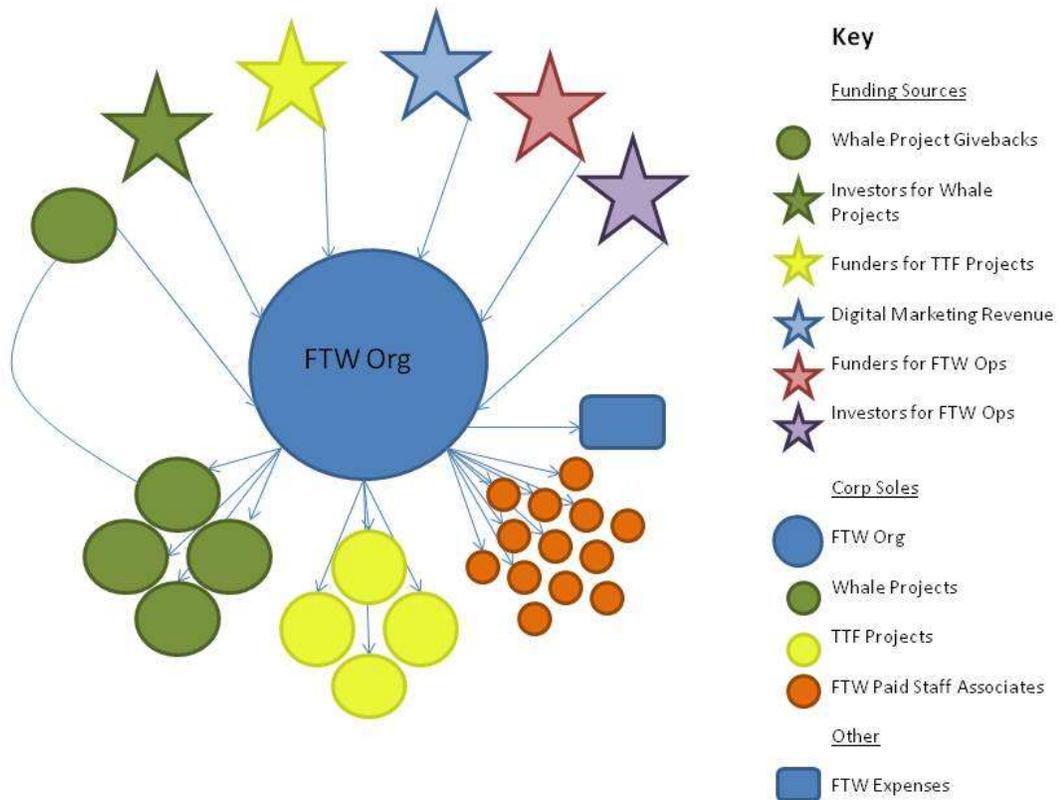
compounds and formulas for mass production for all those still in need until all are healed by future technological advances that are available. All the harmful practices of the modern medical system should be made public and removed, and the whole system should be integrated with other proven healing modalities. All people in need of healing should be able to afford it and have the freedom to choose from ALL methods of healing.

- Clean up all nuclear and environmental waste in the land, air and sea, in addition to the affected people and animals of this planet. There are technologies currently available and organic matters that “eat” up such waste and they should be employed and used to begin this process.

Revenue Model

Healing the problems of the world is the Prime Directive of FTW. We are driven by our service to others. Revenue and profit is the bi-product of this passion. We have created a revenue structure that generates continued profit flow and long term growth as a direct result of this passion. Through this structure we also provide an unprecedented package of return on investment - not just for investors and partners – but, for the benefit of all.

FTW Financial Management and Cash Flow



FTW Financial Management will consist of a mix of independent Investors, Contractual Services, and Accounts. There will be multiple funding streams for FTW operations; Whale project givebacks, service fees, digital marketing revenue, donations and investors. For independent projects owned by their creators, monies will be paid by independent Investors to their project of choice and FTW will collect a service fee in these transactions which will be written into the project budget.

Funding Sources:

Investors for Whale Projects

Individuals and organizations interested in investing in whale projects will do so through a contractual agreement between the Investor and the Project Manager. Included in the project budget will be a onetime services fee for FTW.

Whale Projects

Included in all Whale projects will be an ongoing “Give Back” amount payable to FTW based on future profits of the Whale project.

Funders for Teach to Fish (TTF) Projects

Individuals and organizations interested in funding TTF projects will do so through a contractual agreement between the funder and the Project Manager. Included in the project budget will be a onetime services fee for FTW. In cases where FTW is the funder for TTF projects there will be no FTW services fee in the project budget.

Digital Marketing Revenue

Revenue will be generated through a series of digital marketing campaigns to fund the operations of FTW and its assisted projects.

Funders for FTW Operations

Donations will be accepted by “Money Angels” for the support of the operation of FTW and its assisted projects.

Investors for FTW Operations

Individuals and organizations interested in investing in the operations of FTW will do so through a contractual agreement between the investor and the FTW Organization. In these cases, FTW will be viewed as a project in and of itself, and included in the project budget will be an ongoing “Give Back” to be paid to the Investor in addition to repayment of the original investment amount over a specified period of time. This is similar to a loan to be paid back with interest, but it is not, as we do not condone the use of interest. It is an agreement to lend us money that we will pay back in good faith over time with an opportunity for the lender to benefit in the growth of FTW in the future. This also establishes relationships with investors who may then want to have additional investments with FTW Whale projects.

ACCOUNTS Payable:

FTW Org Account

The FTW Organization will be ordered financially in a unique business entity type of account in which to conduct daily business transactions. It is also expected that the FTW account will have the need to establish additional accounts as in the case for owning property.

Whale Projects Accounts

Each Whale Project will be structured in its own account managed by the project creator. Money exchanges will occur between the Whale account and the FTW account.

TTF Accounts

Each TTF Project will be established as its account managed by the project creator. Money exchanges will occur between the TTF account and the FTW account.

FTW Expenses

Includes all operating expenses not associated with the payment to an account; travel, equipment, etc. Also includes any payment for contractual services provided by outside parties and organizations for the operations of FTW who do not wish to form their own account.

Internal Financial Reporting for Business Decision Making:

- The finance team will facilitate the following operational functions for the FTW organization:

Manage accounts payables and accounts receivables between project accounts and funding sources.

Manage accounts payables for FTW operational expenses including associate staff related business expenses.

Manage accounts payables to FTW operations investors.

Provide a service to manage accounts payables to Whale investors on behalf of Project Managers.

Manage accounts payables for “paychecks” and company benefits deductions to FTW Associates.

Manage procurement processes between FTW department circles.

- Produce the following Internal Financial Reports to be used by FTW leadership for Business Decision Making:

Budgets (For Organization as a whole, for each Department Circle, and for Projects)

Quarterly Reports

Projections and Forecasting

Cost Benefit Analysis

Ad-Hoc Analysis

FTW Pricing Structure

To diversify risk, FTW will have Revenue from multiple funding sources. For each funding source there will be a contractual agreement that will contain one of several pricing structures, a “Give Back” Agreement and a “Pay it Forward Agreement” for sustainability.

A **“Give Back”** is an agreed upon, ongoing endowment made to FTW from the future profits of Whale projects. Give backs are NOT interest and they are NOT ownership of shares in a project. They are simply an agreement to share a percentage of the future profit of a project. They can be viewed by investors as a return on investment (ROI). In the case of FTW work we use Give Backs as a way of establishing long term profit that can then be used to fund other FTW projects. If FTW helped you get your project off the ground and made you a millionaire, it is only fair that you give back to others and help them.

A **“Pay it Forward”** is a promise to create a sustainable benefit to others through a TTF project (though altruism and sustainability will also be evaluated in Whale projects). This will be written into the project contract by having the project manager answer questions similar to these:

How many people/communities/environments will your project help?

How will your project help them?

Please describe the sustainability of your project?

How this will work:

Profit generated through Whale projects will contribute towards operating costs of FTW and will be utilized to support TTF Projects.

TTF projects create a robust society of prosperous individuals who will in turn become the

customer base for the products and services of the Whale Projects.

This is a system of positive energy flow. The Whales give to FTW, who then give to the TTF Projects, who then give back to the Whales. In these agreements everyone wins - Whales, Investors, FTW, TTF's, the Earth and Humanity. This will maintain the sacred energy of giving, which in turn brings about receiving, which restores the healthy flow that has been cut off from our society for so long.

One time Service Fees will be included in each of the Whale and TTF project budgets payable to FTW.

The amount of this service fee will be decided when actual figures are available and with further guidance. They will however be REASONABLE, allowing for FTW to make a reasonable amount of revenue required to help pay for operational costs, invest in other projects and make a profit.

Give Backs for Investors will be written into each project contract to ensure that the Investor will receive an ROI over the long term. FTW will offer an optional pass through payment service to Project Managers and Investors, to make it convenient for the Project Manager to pay back the Investors original loan and facilitate ongoing Give Backs for the Investor's ROI over time. This service will also help to maintain long term relationships with Investors and Project Managers.

Additional Funding for FTW Operations will come from:

Donations made to FTW Operations

Investments made to FTW Operations (a loan to be repaid with ongoing Give Back to Investor)

Digital Marketing Revenue

Organizational Budget, Capitol Needs and Projections

Detailed information regarding investments, operating budgets and capitol will be made available to potential FTW Investors. A "screening" process conducted by the FTW council is required to ensure the integrity of the FTW organization and its mission are maintained.

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