

Berlin – 18.1.2007

World Million Club

Business Planning Process – Concept:

Discussion notes for initial planning

Project:

Working Titles

World Million - WM

World Million Club – WMC

World Million – A Member's Club

World Exclusive Million Club

Exclusive Million Club - EMC

Idea:

Unique (beyond the state of the art) website where exclusive member's portfolios are power matched with mutual business and lifestyle endeavors (choices). Status for membership is based on personal net-worth (buying power) and lifestyle luxury for a distinct class of clientele.

Website portfolios (Elite Portfolio - EP) are designed (as per request – choices) for each client

Membership Benefits – Beyond Choice – A Matter of Preferred Taste, Charm & Singular Vision

Luxury - Exquisite Living / Brands – Real Estate, Clothes, Dining, Cars – Yachts, Travel – Hotels-Resorts, Horse Racing, Polo, etc.

Million Member Enterprises – Business Vision (Connecting Minds)

Elixir Coaching – Fountain of Youth (Personal Coach – Wellness Advisor – Health, Wealth - Anytime – Anywhere)

Why World Million? Membership in this exclusive - digital world service will cost

1 Million Dollars

Everything that is offered as a service will be included in the membership.

The company – World Million - will pay for specific activities & events – personal and/or group - depending on the choices requested by members. In some cases, members may not want to have any contact with other members or may not choose to be part of an event or activity.

(Exclusivity breeds unusual requests – something to be prepared for...)

Environment Scanning:

Product is known to some degree as noted –

Research indicates there is no known website that directs its attention to an extremely wealthy clientele.

A new website with private membership features / portfolio with or without the ability of members to exchange business services – ideas – partnerships should be an added value service (availability).

Luxury companies will be contacted to advertise. To advertise on WMC may benefit the company if it were offered for „free“! Should a member select a luxury service and or product from a company advertising with our company, we could in turn ask for a fee - % of purchase. (Discussion – Planning).

Feasibility – Cost Projection:

Programming –

Business Development –

Functional Plan:

Prototype will be executed by David Gwodzik for eventual – preliminary investigation / presentation to selected group – individuals. This will be necessary in order to see what requirements the select target group has. This process will allow us to gain entrance - meeting – offering the exclusive membership to an elite clientele.

Confidentiality agreements will have to be initiated to protect company's product.

Consultants will spearhead the initial three month (February – April) business planning requirements. The team will evaluate, control and review the process on a weekly basis.

A digital „Prototype“ should be ready for presentation format by March – April time frame.

February – Project outline, prototype development, insertion research / materials to be considered for website, etc.

March – Establish contacts, continue February activities

April - Prototype completed - meetings to be arranged with contacts – plan meetings

Form Ownership – Partnership Agreement:

Individual percentages of the company will be discussed and agreed to.

Company Status:

Discussions as to how company will be registered will be discussed.

Initial Fees:

Member – David Gwodzik - Business Development, Partner
January / February – April Time Frame –

Remunerations for planning, research, business design and contact development, etc.

David Gwodzik, Consultant

Project - Innovation

Berlin 2007

Contact – Global Expat Counseling

info@global-expat-counseling.com