

Entrepreneur 5.0

Part One



ARE YOU READY FOR THE COMING DECADE?

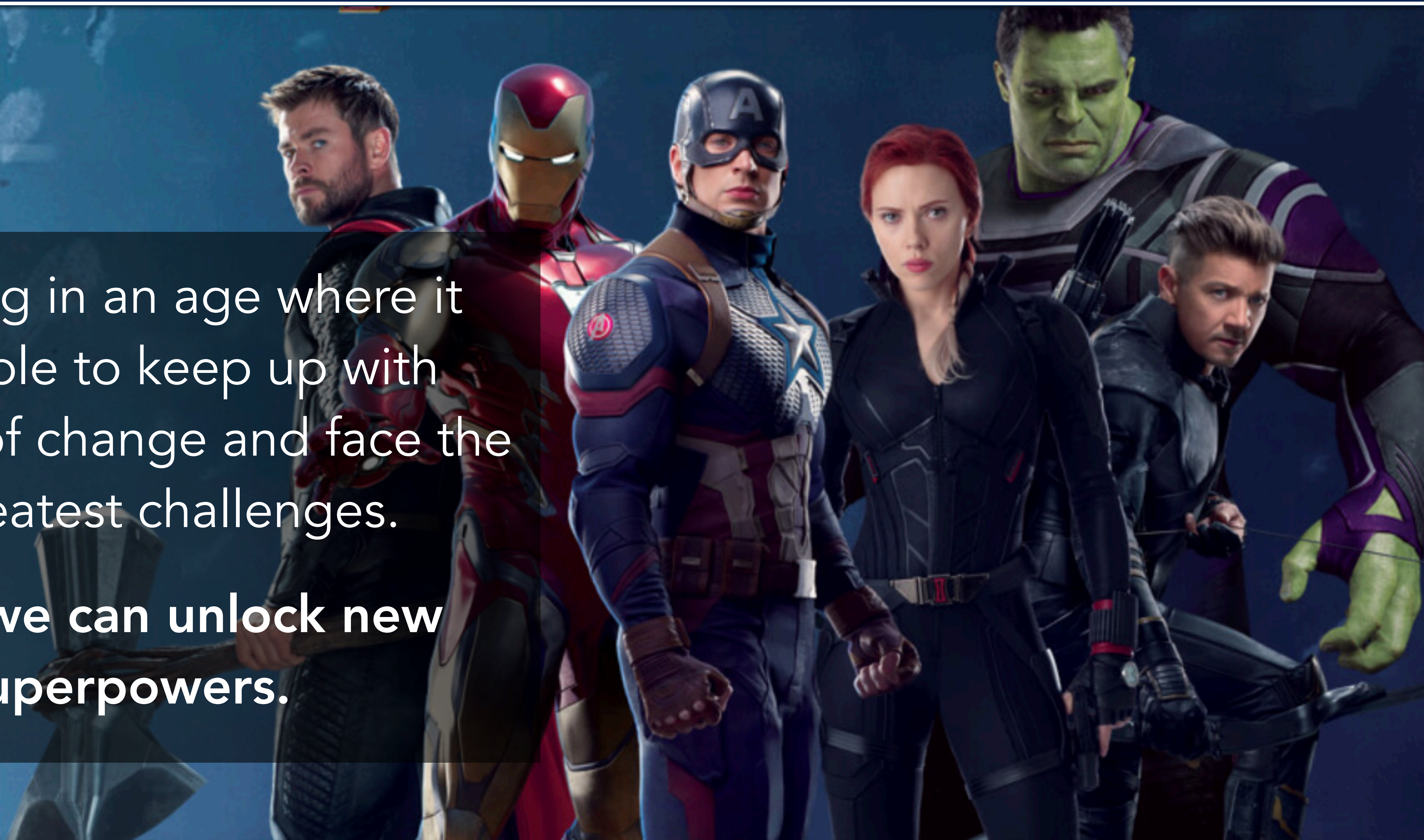
What has worked in the last 10 years - email marketing, social media, digital marketing - is no longer working in the same way. You know you need to change. **But how?**



ARE YOU READY FOR THE COMING DECADE?

We're living in an age where it isn't possible to keep up with the pace of change and face the world's greatest challenges.

Unless we can unlock new superpowers.

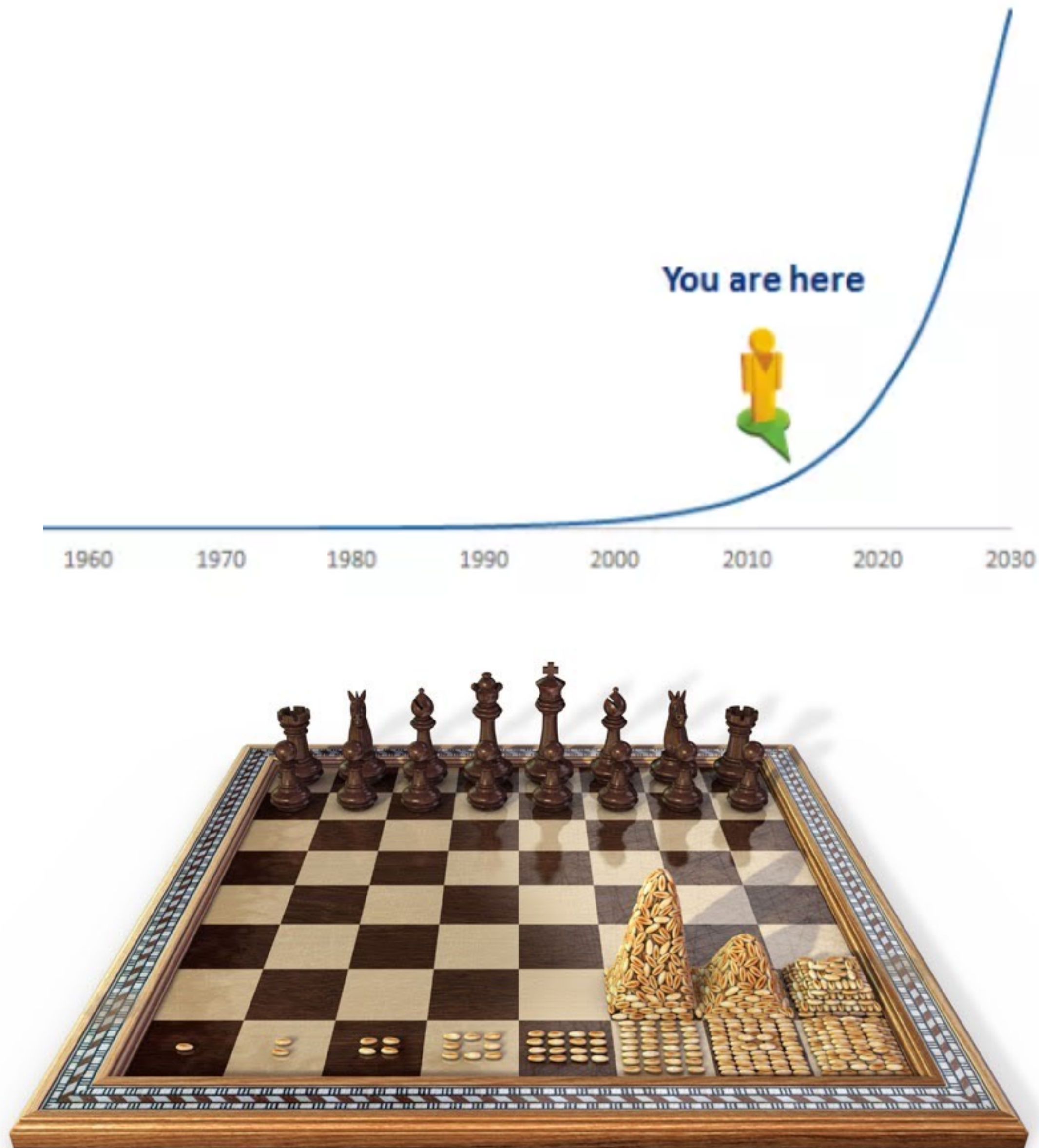


The Rice and Chessboard Story



A close-up portrait of a middle-aged man with a shaved head and a light beard. He is looking slightly to his right with a neutral expression. He is wearing a dark blue jacket over a light-colored, patterned button-down shirt. The background is dark and out of focus, with some warm, circular light sources visible in the upper right.

Andrew McAfee
MIT Research Scientist



Moore's Law started in 1958, and computing power has doubled every 18 months: "by that calculation, we entered the second half of the chessboard with digital progress in about 2006."

"For me that really helps me to understand why we are seeing smartphones and self-driving cars, and automatic translation and powerful artificial intelligence and this amazing parade of technologies. I think of them as second half of the chessboard technologies."

~ Andrew McAfee

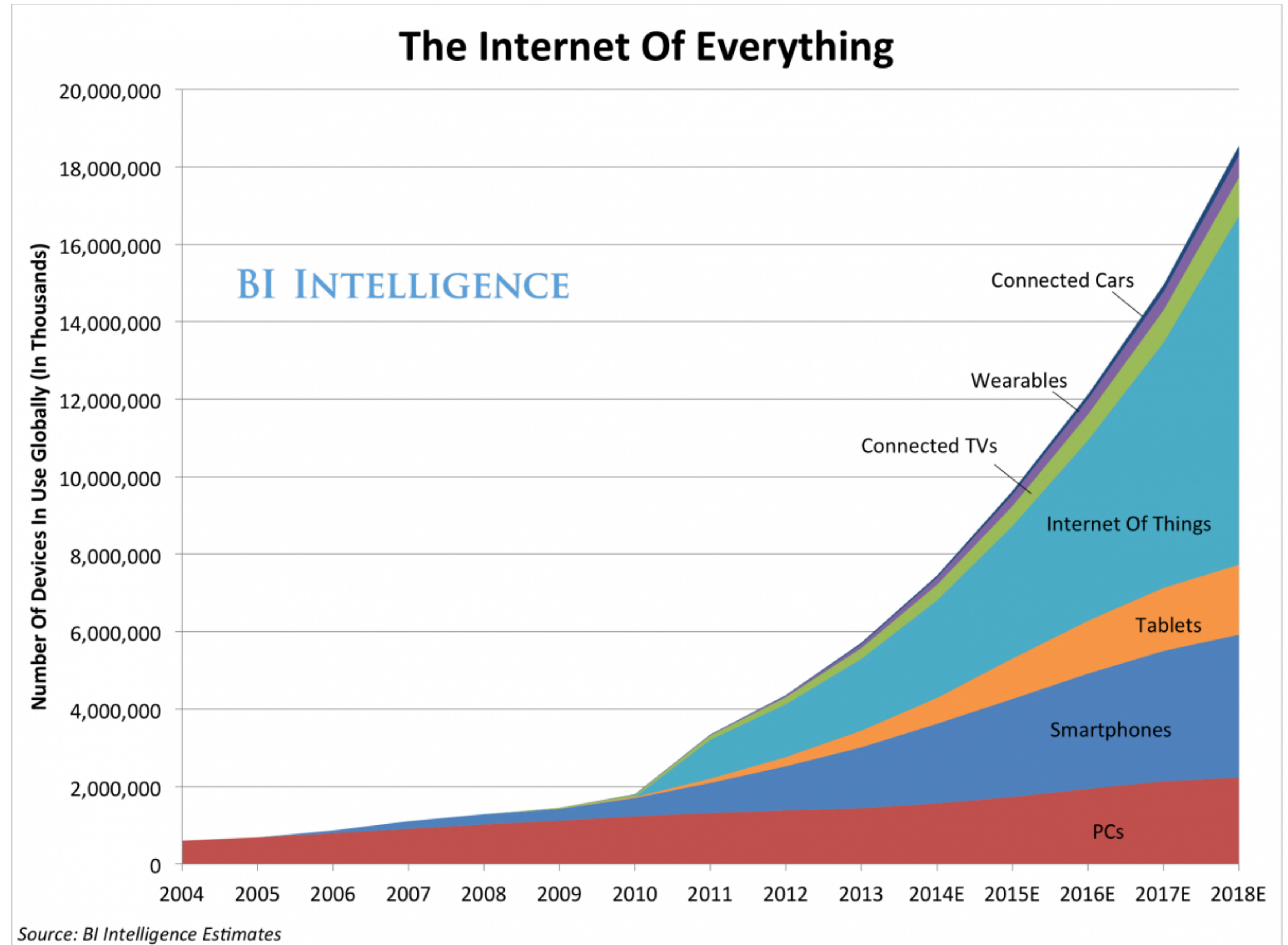
“China has 820 million Internet Users. More than double the entire population of USA.”

“USA makes up less than 8% of all Internet users.”

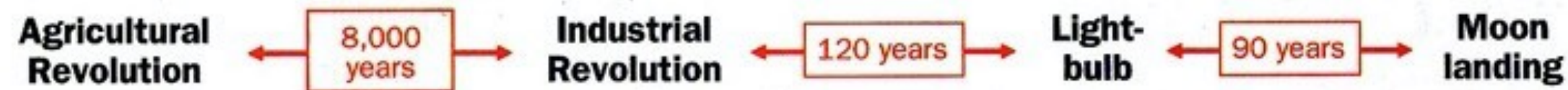
“Humans make up less than 45% of Internet traffic.”

“There are more than four million new blog posts every day.”

“Google processes over seven billion search queries a day. 15% of these queries have never been searched before.”



1 The accelerating pace of change ...



2 ... and exponential growth in computing power ...

Computer technology, shown here climbing dramatically by powers of 10, is now progressing more each hour than it did in its entire first 90 years

COMPUTER RANKINGS

By calculations per second per \$1,000



Analytical engine

Never fully built, Charles Babbage's invention was designed to solve computational and logical problems



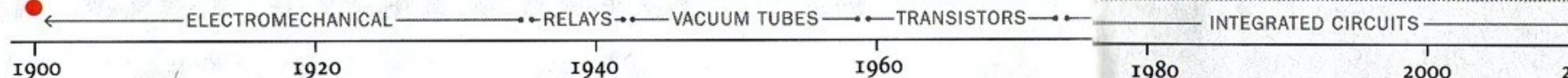
Colossus

The electronic computer, with 1,500 vacuum tubes, helped the British crack German codes during WW II



UNIVAC I

The first commercially marketed computer, used to tabulate the U.S. Census, occupied 943 cu. ft.



3 ... will lead to the Singularity



Apple II

At a price of \$1,298, the compact machine was one of the first massively popular personal computers



Power Mac G4

The first personal computer to deliver more than 1 billion floating-point operations per second

Mac Pro
Dell Dimension 8400

Nvidia Tesla GPU & PC



2045
Surpasses brainpower equivalent to that of all human brains combined

Surpasses brainpower of human in 2023



Surpasses brainpower of mouse in 2015

2000-2010

Emails / Eyeballs

Desktop

Productivity

Static

2010-2020

SM / CPA / UGC

Mobile

Conversation

Social

2020-2030

DL / LTV / NPS

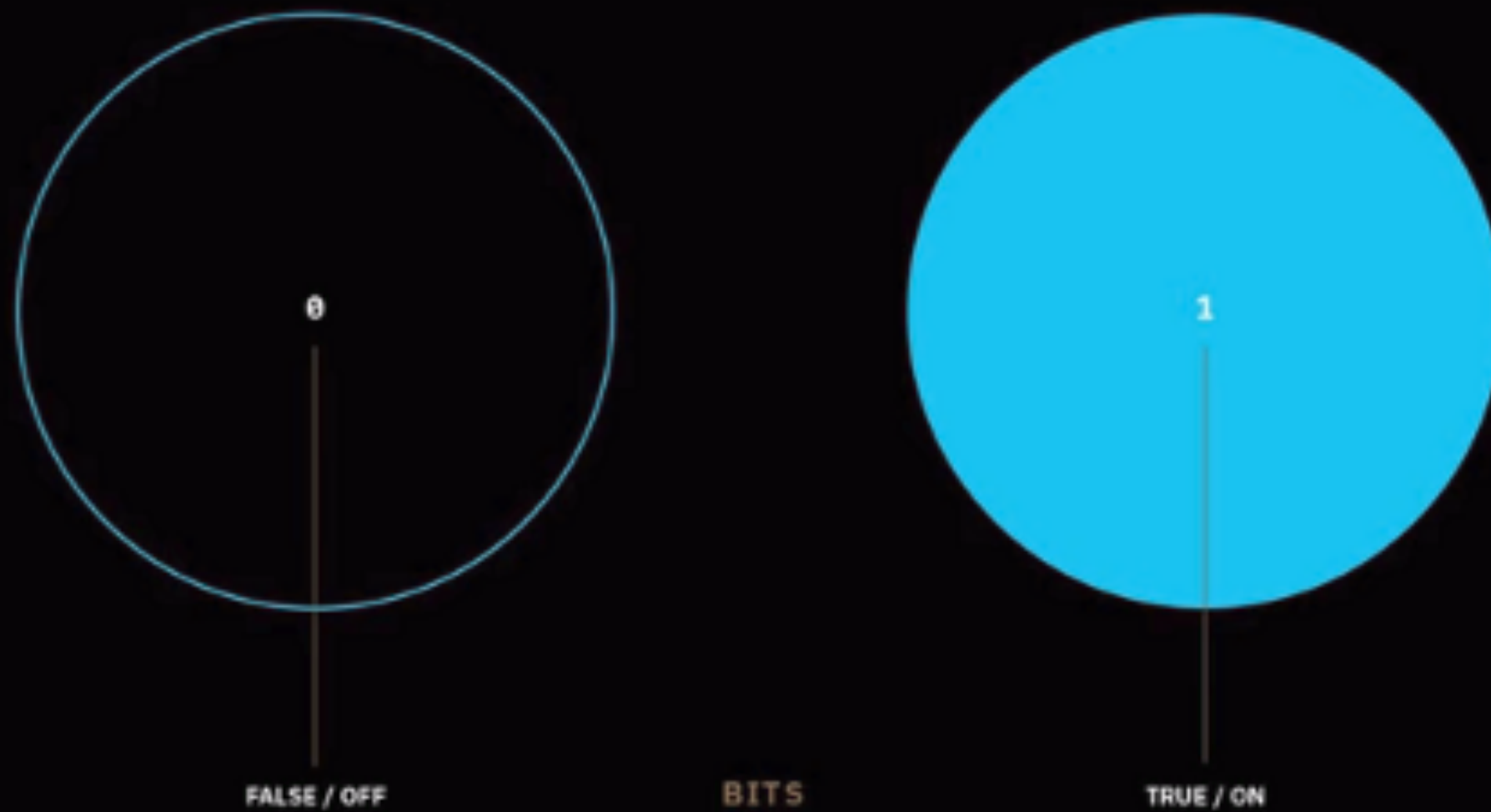
Sensors

Transformation

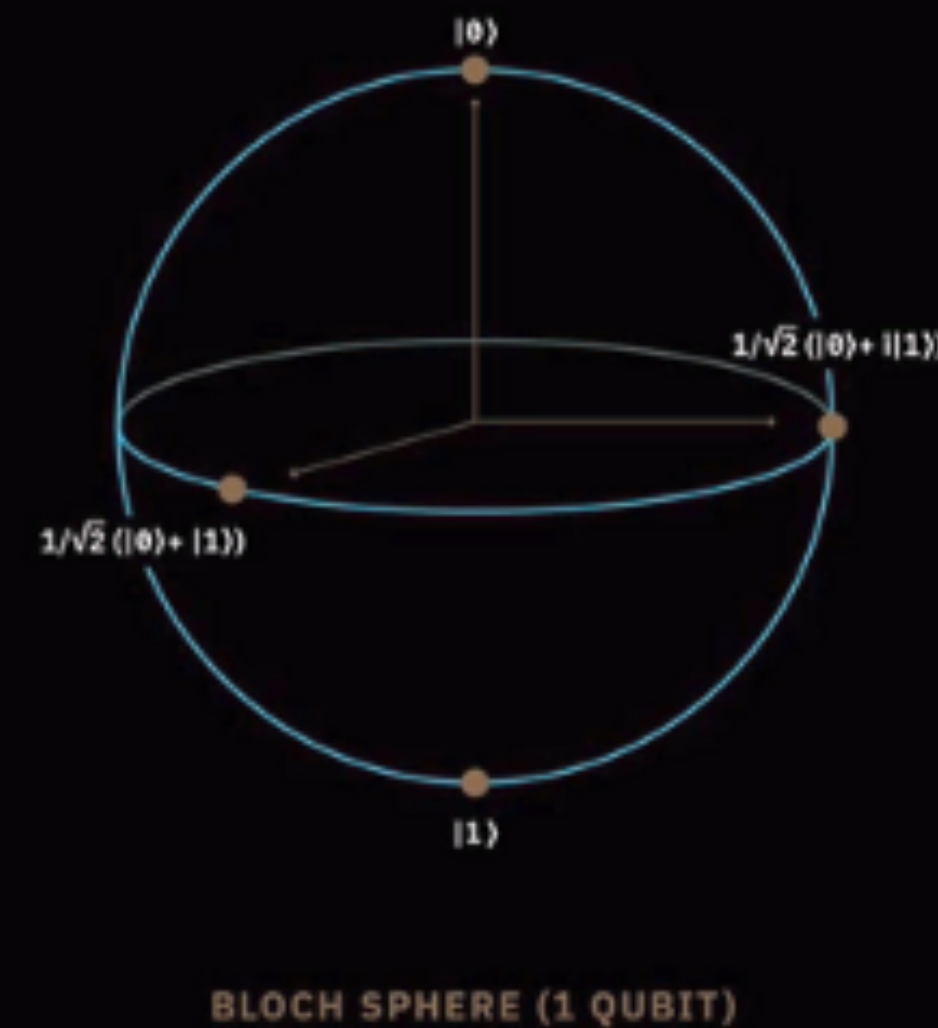
Sensory

Why is quantum different?

1. Superposition

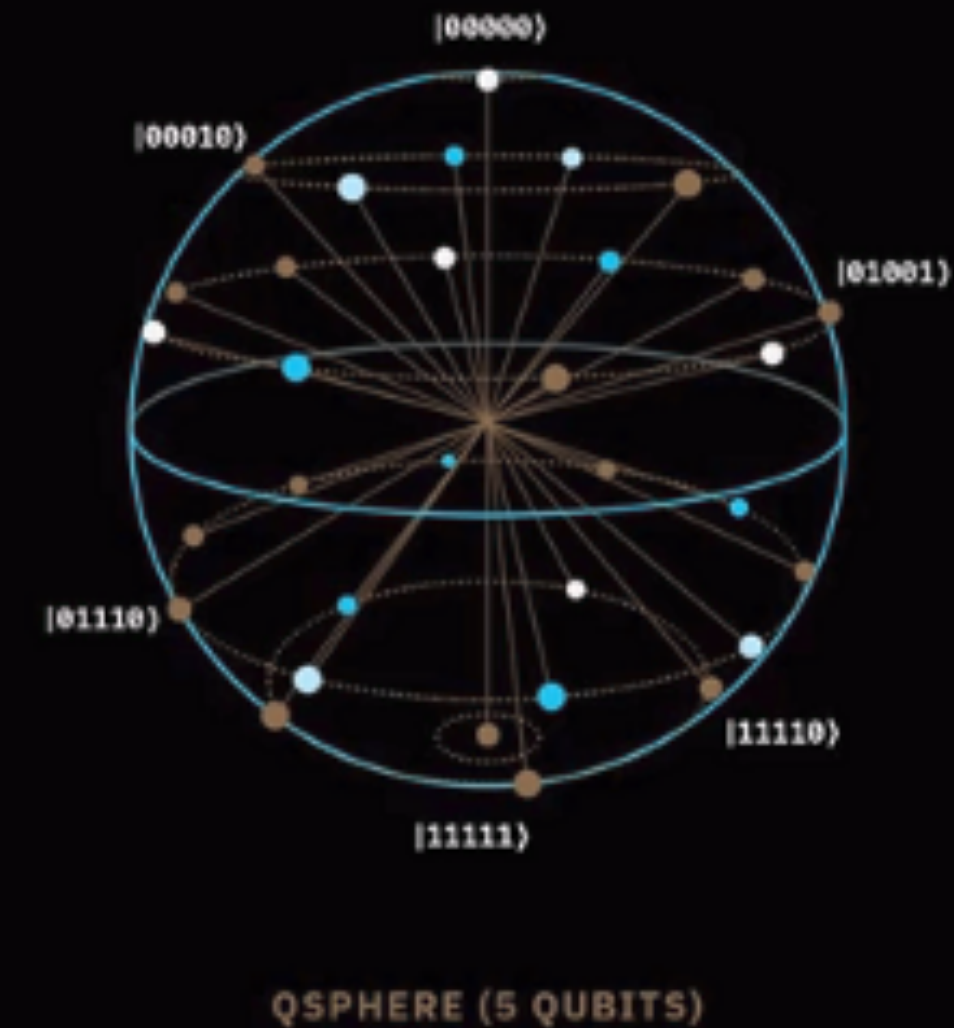


Classical states



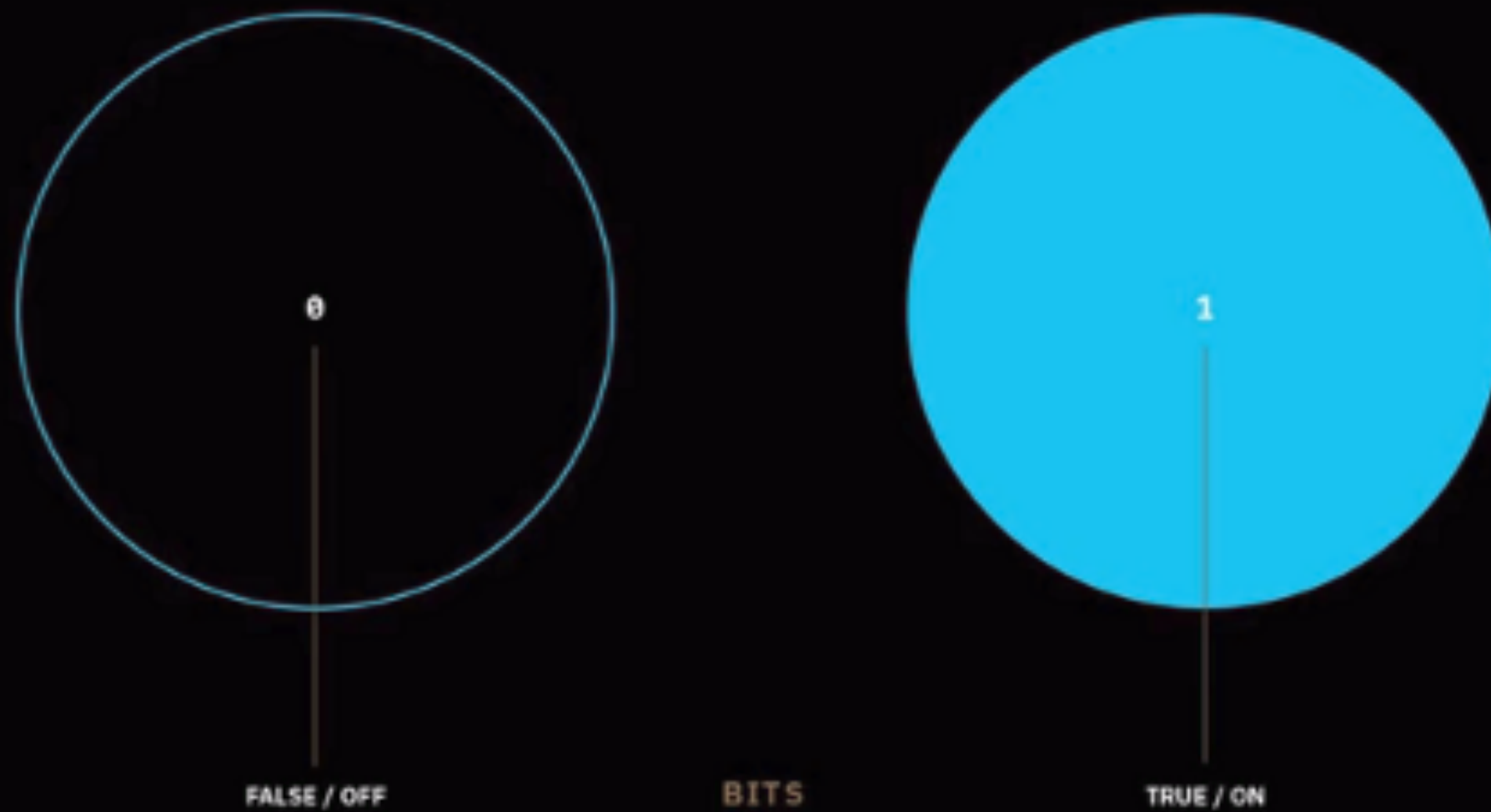
Quantum states

N qubits
 2^N paths

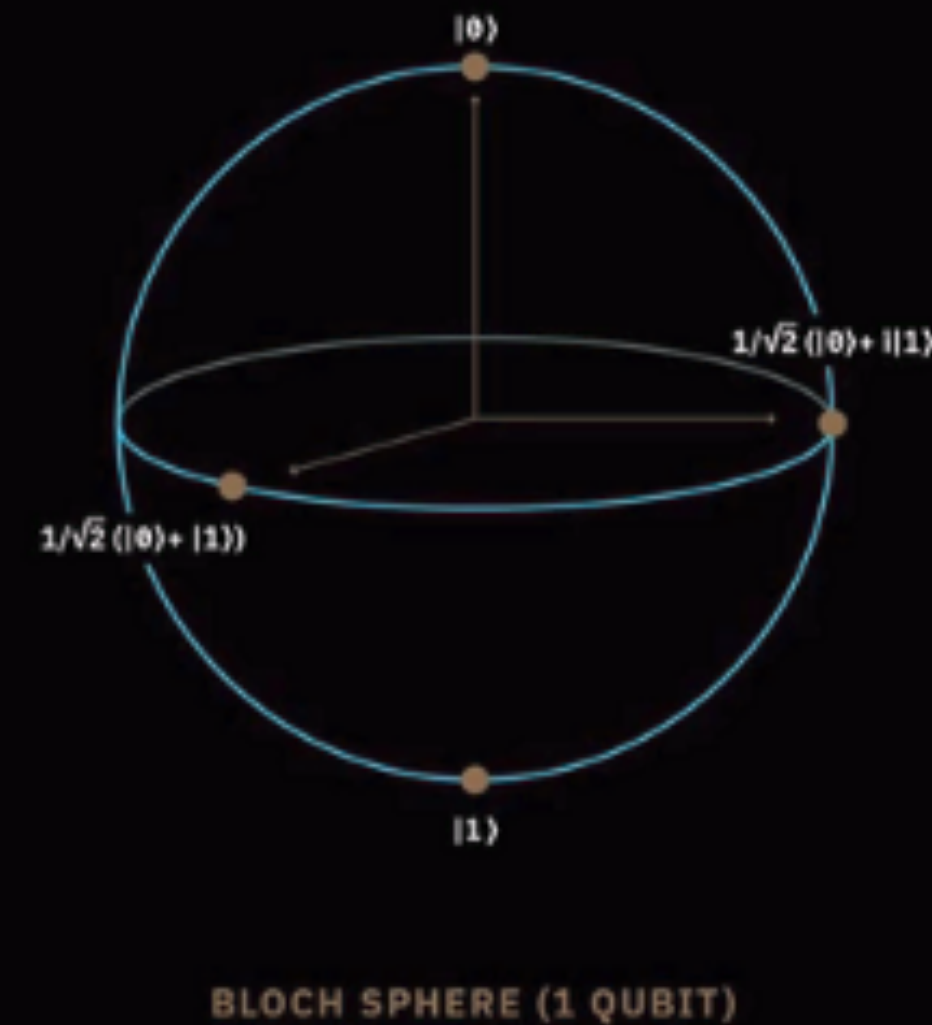


Why is quantum different?

1. Superposition

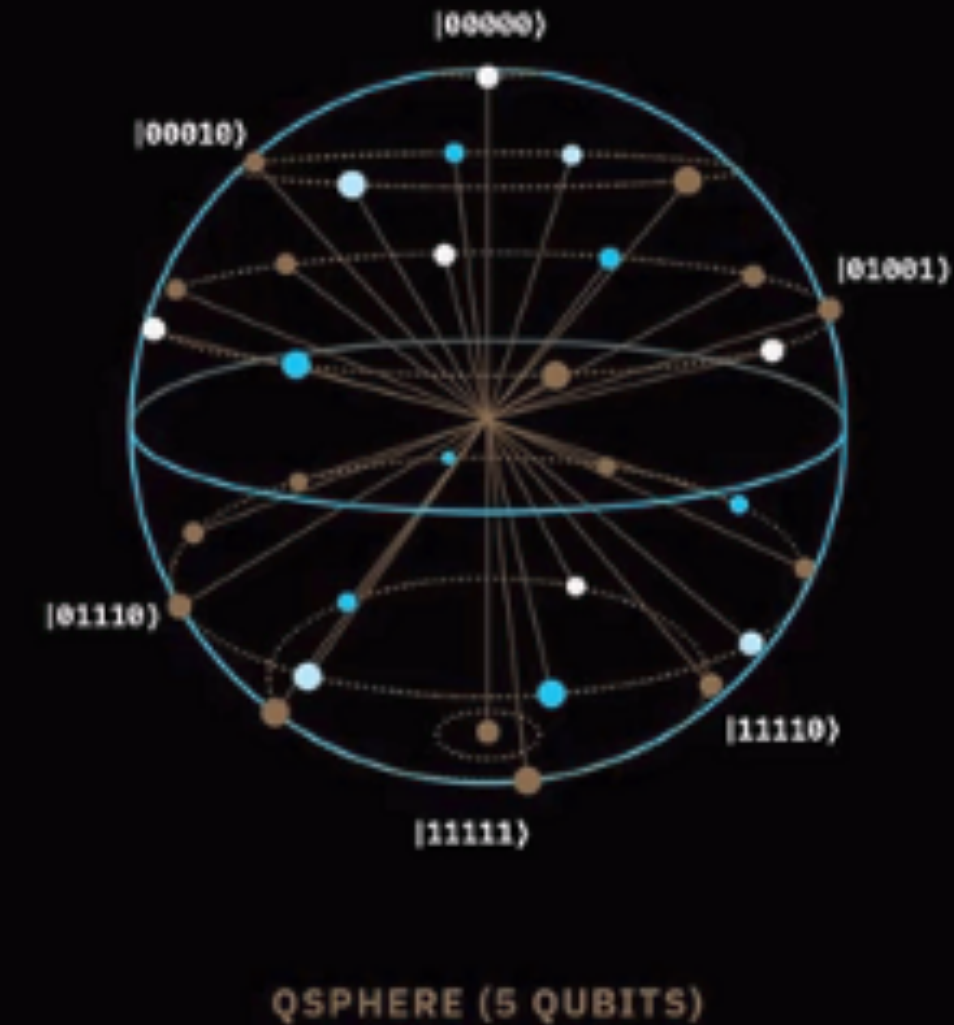


Classical states



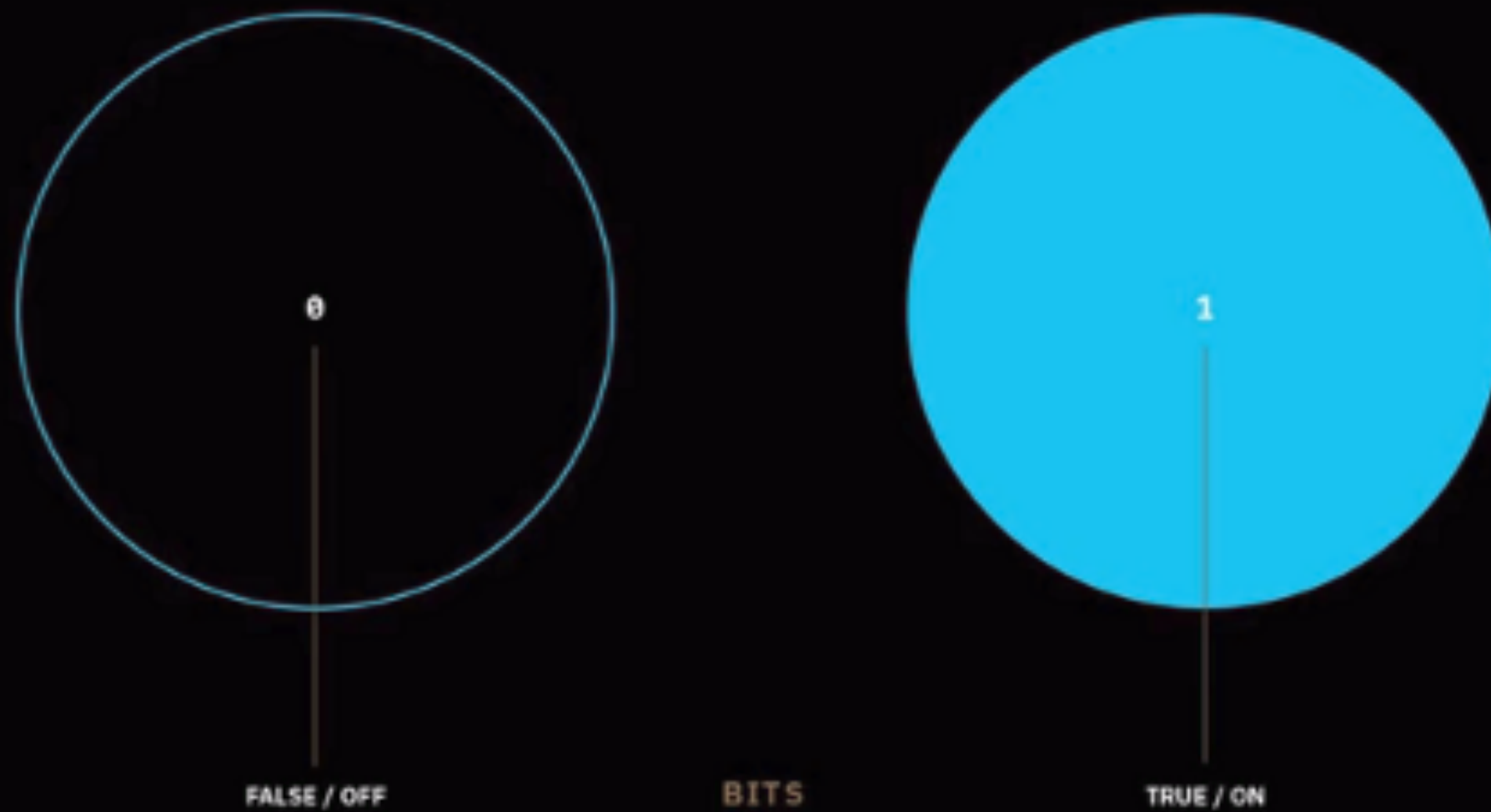
Quantum states

N qubits
 2^N paths

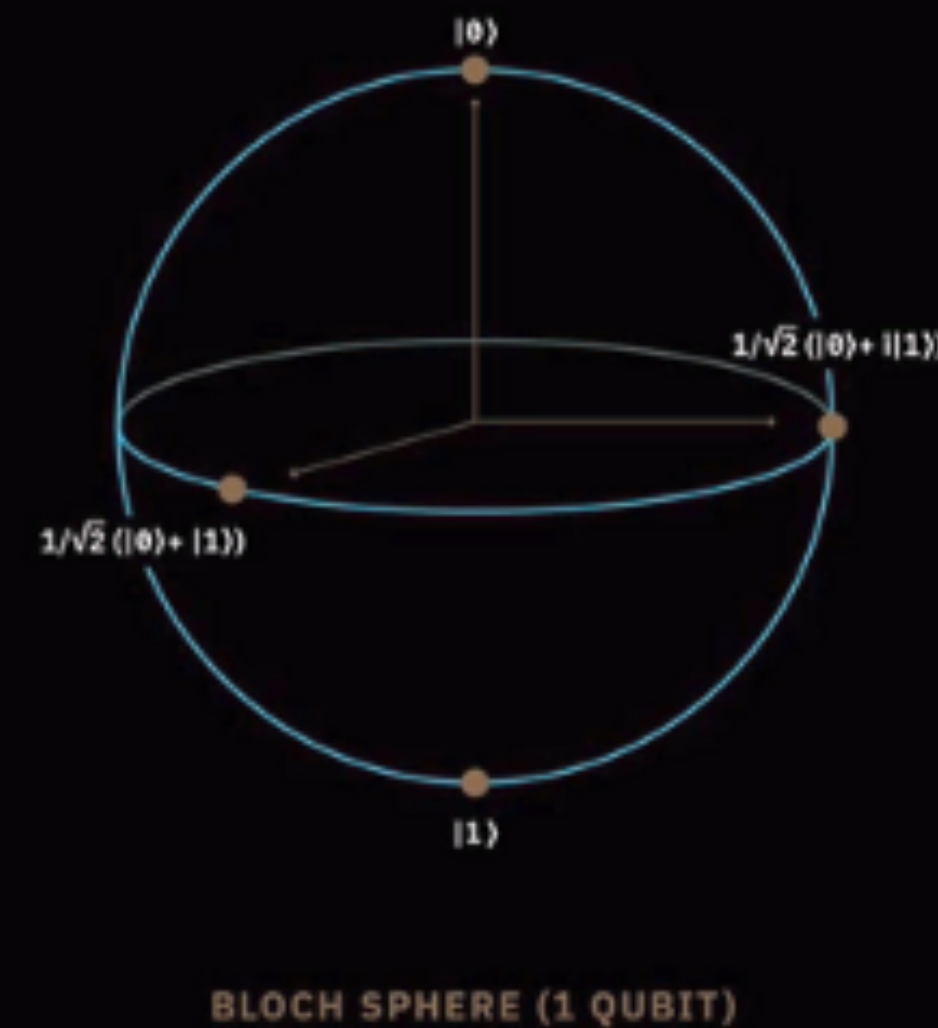


Why is quantum different?

1. Superposition

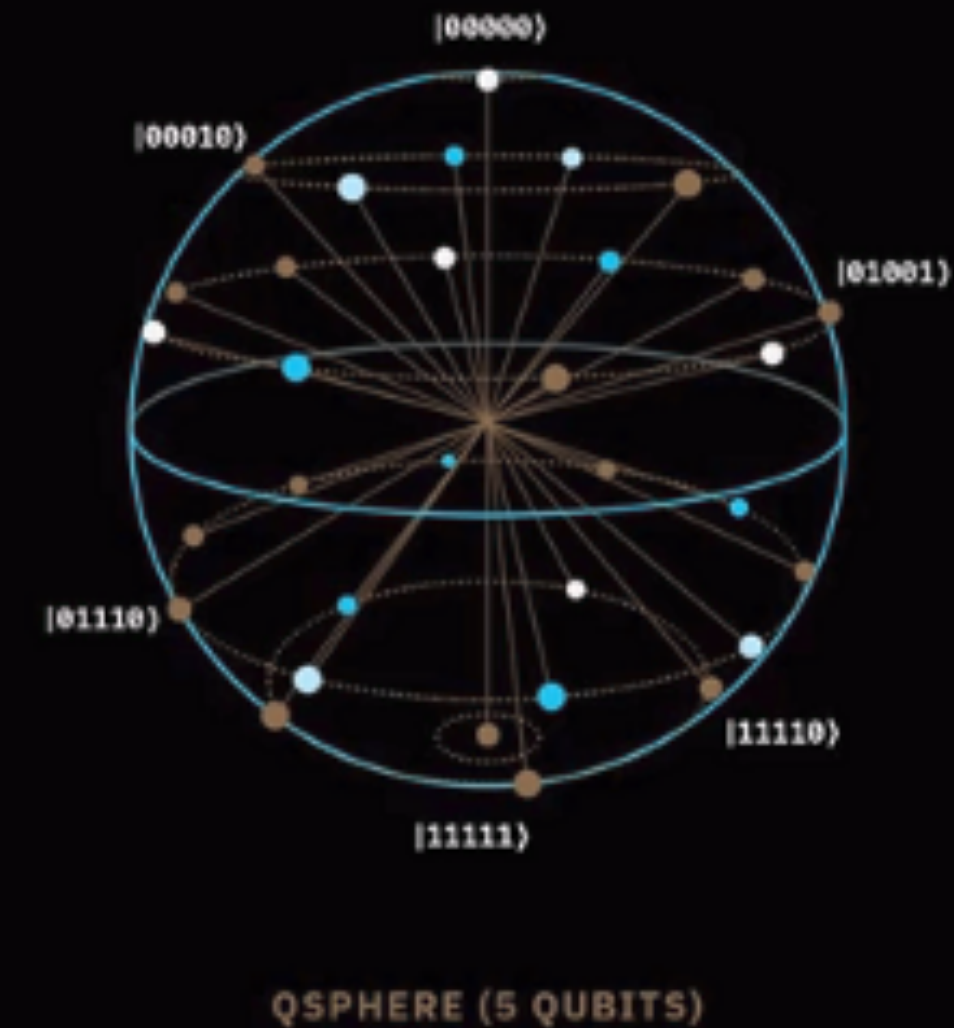


Classical states



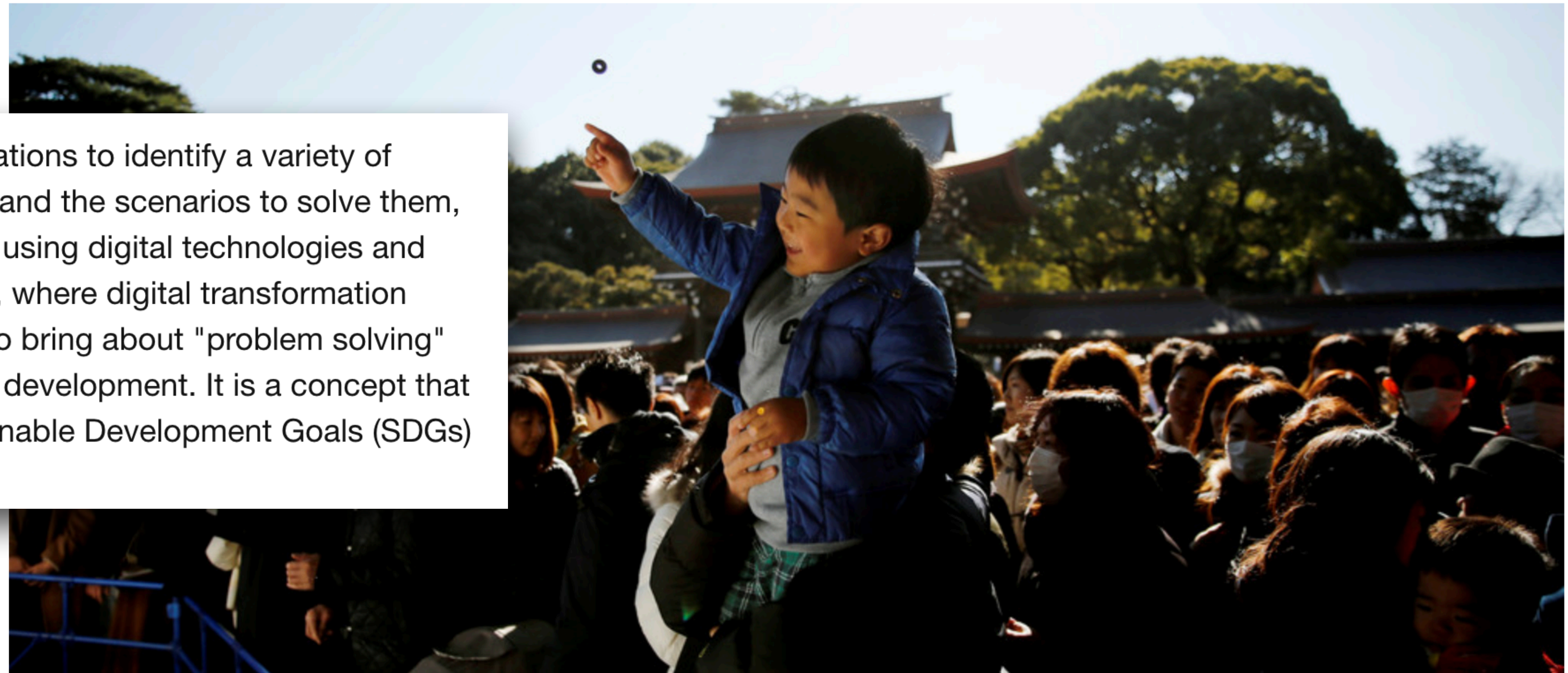
Quantum states

N qubits
 2^N paths



Modern society has reached its limits. Society 5.0 will liberate us

People will be expected to exercise rich imaginations to identify a variety of needs and challenges scattered across society and the scenarios to solve them, as well as creativity to realize such solutions by using digital technologies and data. Society 5.0 will be an Imagination Society, where digital transformation combines with the creativity of diverse people to bring about "problem solving" and "value creation" that lead us to sustainable development. It is a concept that can contribute to the achievement of the Sustainable Development Goals (SDGs) adopted by the United Nations.



Facing the future: A boy celebrates the New Year in Tokyo

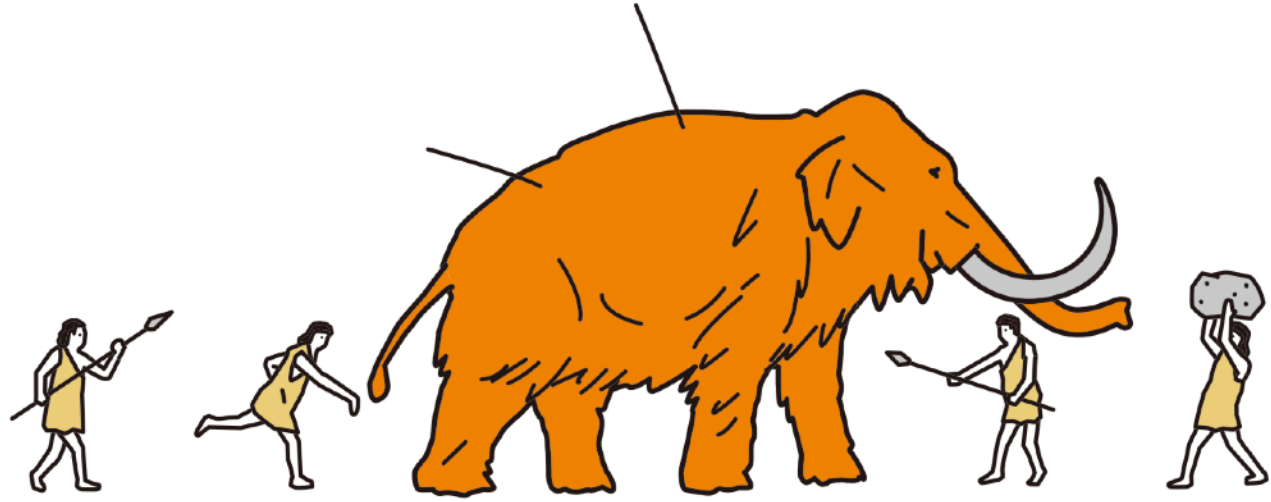
Image: REUTERS/Kim Kyung-Hoon

SOCIETY 5.0

THE 5TH REVOLUTION

Society 1.0

Hunter-gatherer Society



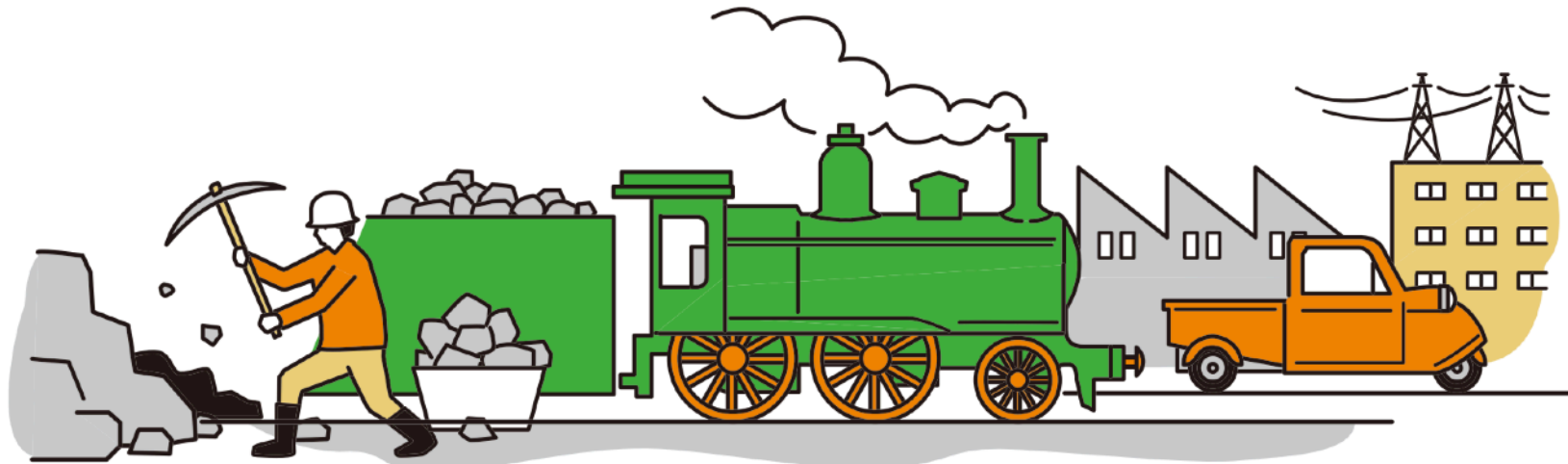
Society 2.0

Agrarian Society



Society 3.0

Industrial Society

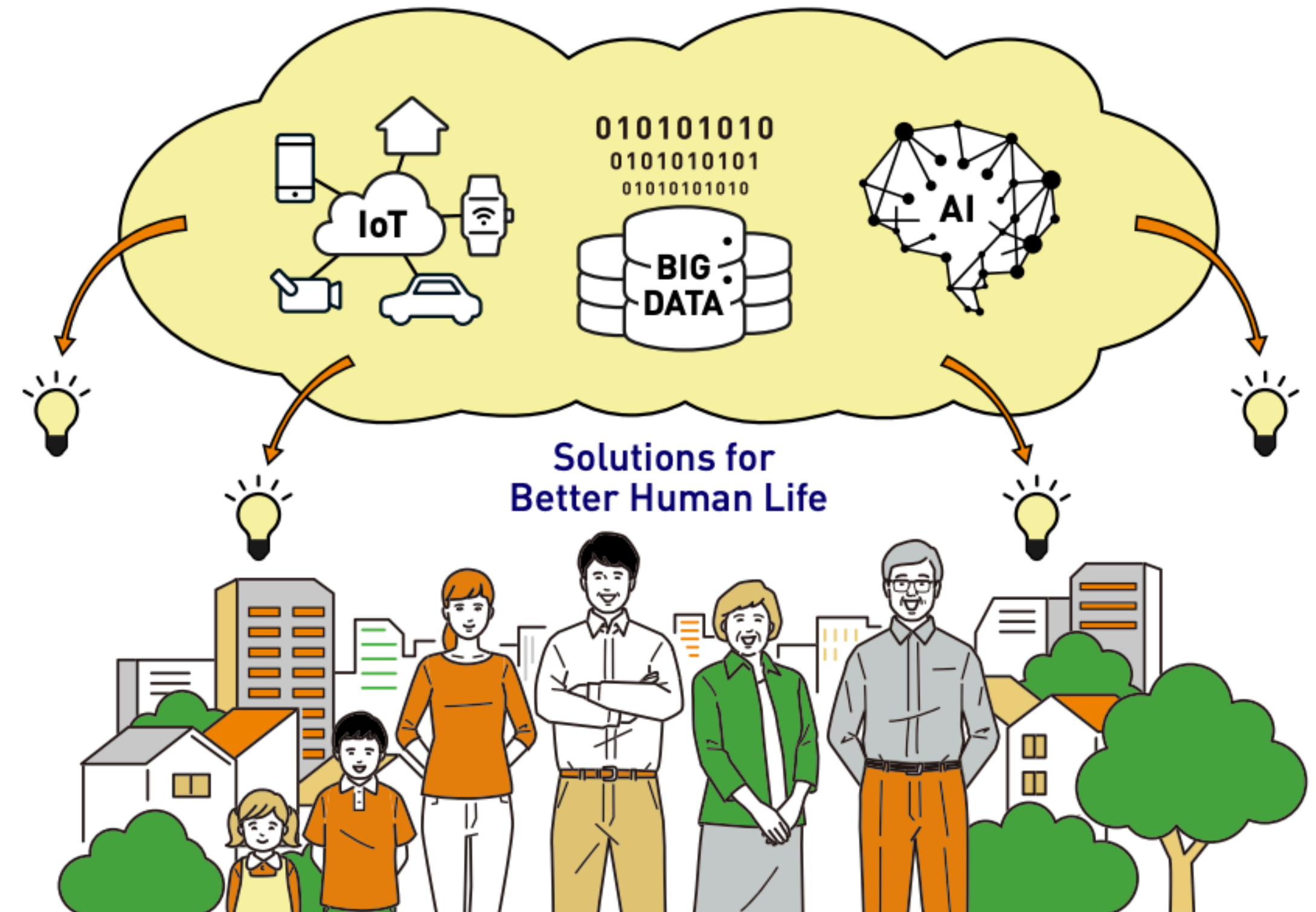


Society 4.0

Information Society



Entering Society 5.0



Big Data collected by IoT will be converted into a new type of intelligence by AI and will reach every corner of society. As we move into Society 5.0 all people's lives will be more comfortable and sustainable as people are provided with only the products and services in the amounts and at the time needed.

SOCIETY 5.0 AN ENTREPRENEUR BLUEPRINT



Japan's 'Society 5.0' initiative is a road map for today's entrepreneurs

Boldly identified as “**Society 5.0**,” Japan describes its initiative as a purposeful effort to create a new social contract and economic model by fully incorporating the technological innovations of the fourth industrial revolution. It envisions embedding these innovations into every corner of its ageing society. Underpinning this effort is a mandate for sustainability, bound tightly to the new United Nations global goals, the SDGs. Japan wants to create, in its own words, a “super-smart” society, and one that will serve as a road map for the rest of the world.

Japan hosts its first-ever G20 summit in 2019, and this grand initiative will be on the agenda at the official B20 (Business 20) summit headed by the chairman of **Hitachi** .

<https://techcrunch.com/2019/02/02/japans-society-5-0-initiative-is-a-roadmap-for-todays-entrepreneurs/>

Forget Unicorns. We Need More 'Zebra' Startups.

Zebra companies are characterized by doing real business, not aiming to disrupt current markets, achieving profitability and demonstrating it for a while, and helping to solve a societal problem. As [explained](#) by Mara Zepeda, CEO and co-founder of Switchboard, zebra companies "are both black and white": They are for-profit and for a cause.

Facebook—the ultimate unicorn—was [weaponized](#) to spread fake news during the presidential election. Uber has come under fire for [supporting dubious political agendas](#), [tolerating a toxic workplace culture](#), [manipulating employee wages](#), and [circumnavigating regulations](#). Medium has backpedaled, having [realized](#) that while clickbait content may produce the ad-revenue hockey stick investors want to see, it undermines the founders' original mission to create a publishing model that enlightens, informs, and rewards quality over quantity.

We believe that developing alternative business models to the startup status quo has become a central moral challenge of our time. These alternative models will balance profit and purpose, champion democracy, and put a premium on sharing power and resources. Companies that create a more just and responsible society will hear, help, and heal the customers and communities they serve.



Unicorn

Purpose: Exponential growth

Outcome: Monopoly

Focus: Quantity

Method: Competition

Measure: User acquisition



Zebra

Purpose: Sustainable prosperity

Outcome: Community

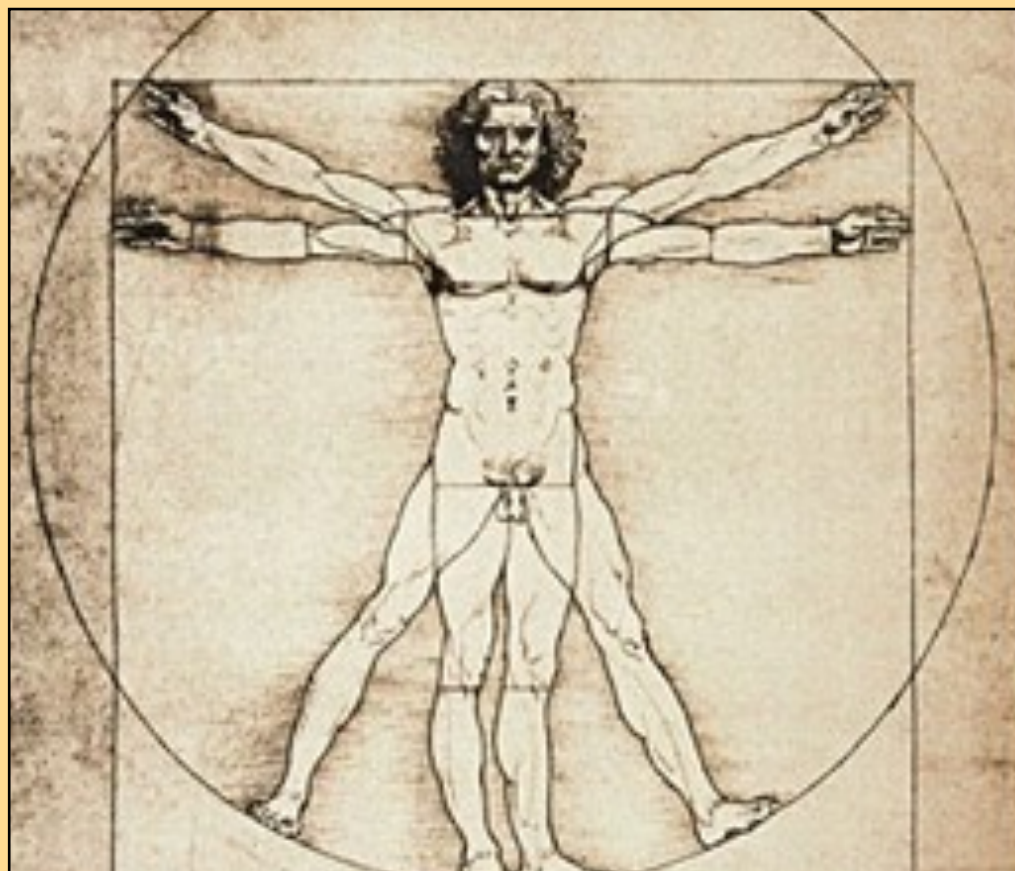
Focus: Quality

Method: Collaboration

Focus: User success

Is your startup a Unicorn or a Zebra?

Entrepreneur 4.0



Mobile Screen
Consultant
Hi Tech
Influencer
Unicorns
Purpose Driven
Venture Capital

Entrepreneur 5.0

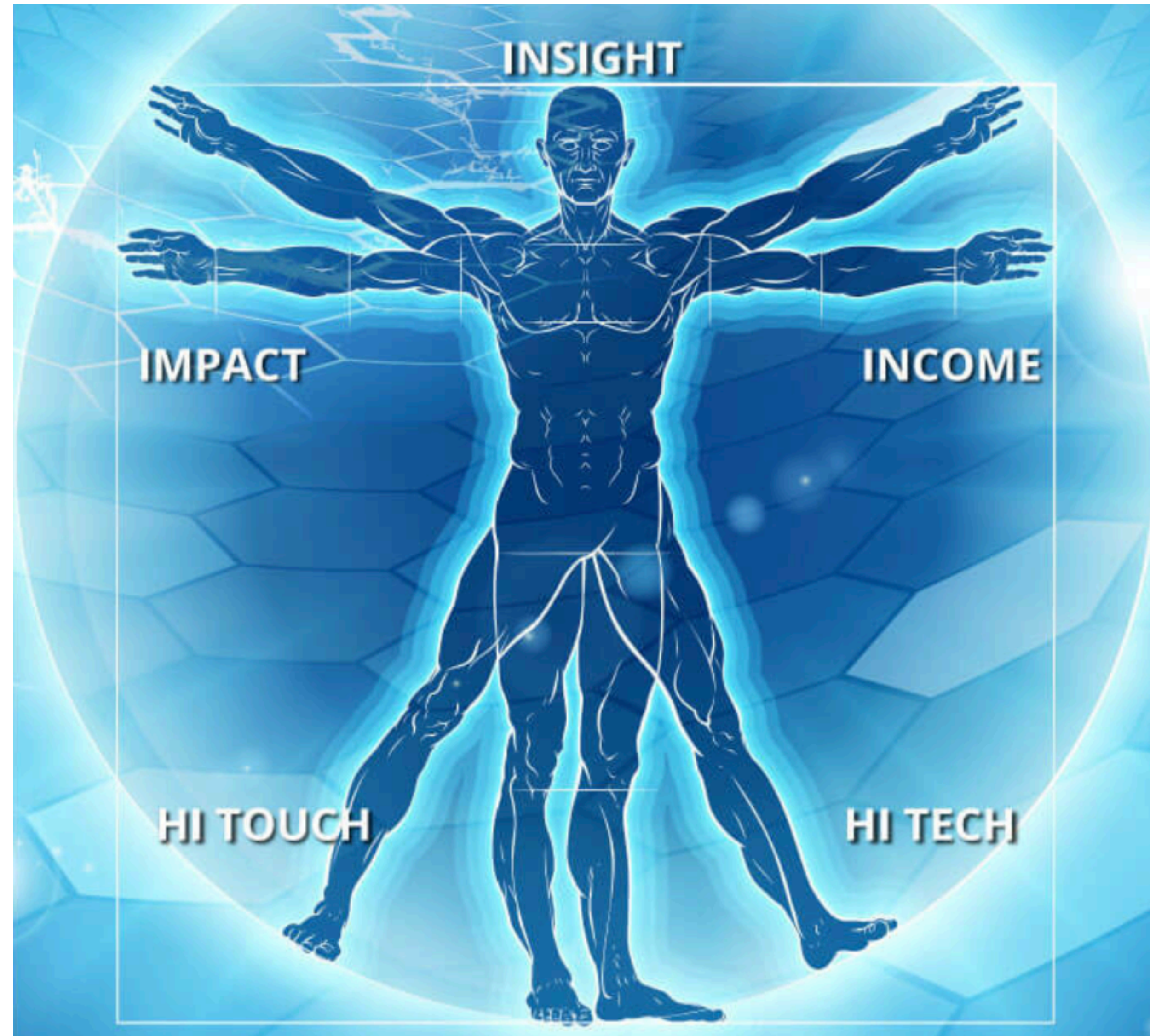


Digital Layer
Practitioner
Hi Touch
Integrator
Zebras
Purpose Centred
Venture Builder

Entrepreneur 4.0 chose between employee or employer. Between being a tech startup, social entrepreneur or digital nomad. Between online or offline.

Entrepreneur 5.0 creates a job instead of getting a job: As both employee and employer. They value making money, making a difference, and living their best life: Income, impact and insight.

They use AI, AR and the digital layer to be both offline and online, hi touch and hi tech. They are the new renaissance man and woman.



ARE YOU READY FOR THE COMING DECADE?

A promotional image for the movie Avengers: Endgame featuring the main cast members in their superhero suits. From left to right: Chris Evans as Captain America, Robert Downey Jr. as Iron Man, Chris Pratt as Star-Lord, Scarlett Johansson as Wanda Maximoff, Mark Ruffalo as the Hulk, and Jeremy Renner as Hawkeye. They are standing in a line against a dark, rocky background. A semi-transparent dark blue box is overlaid on the left side of the image, containing the text 'What is your Superpower?'.

What is your
Superpower?

Entrepreneur 5.0

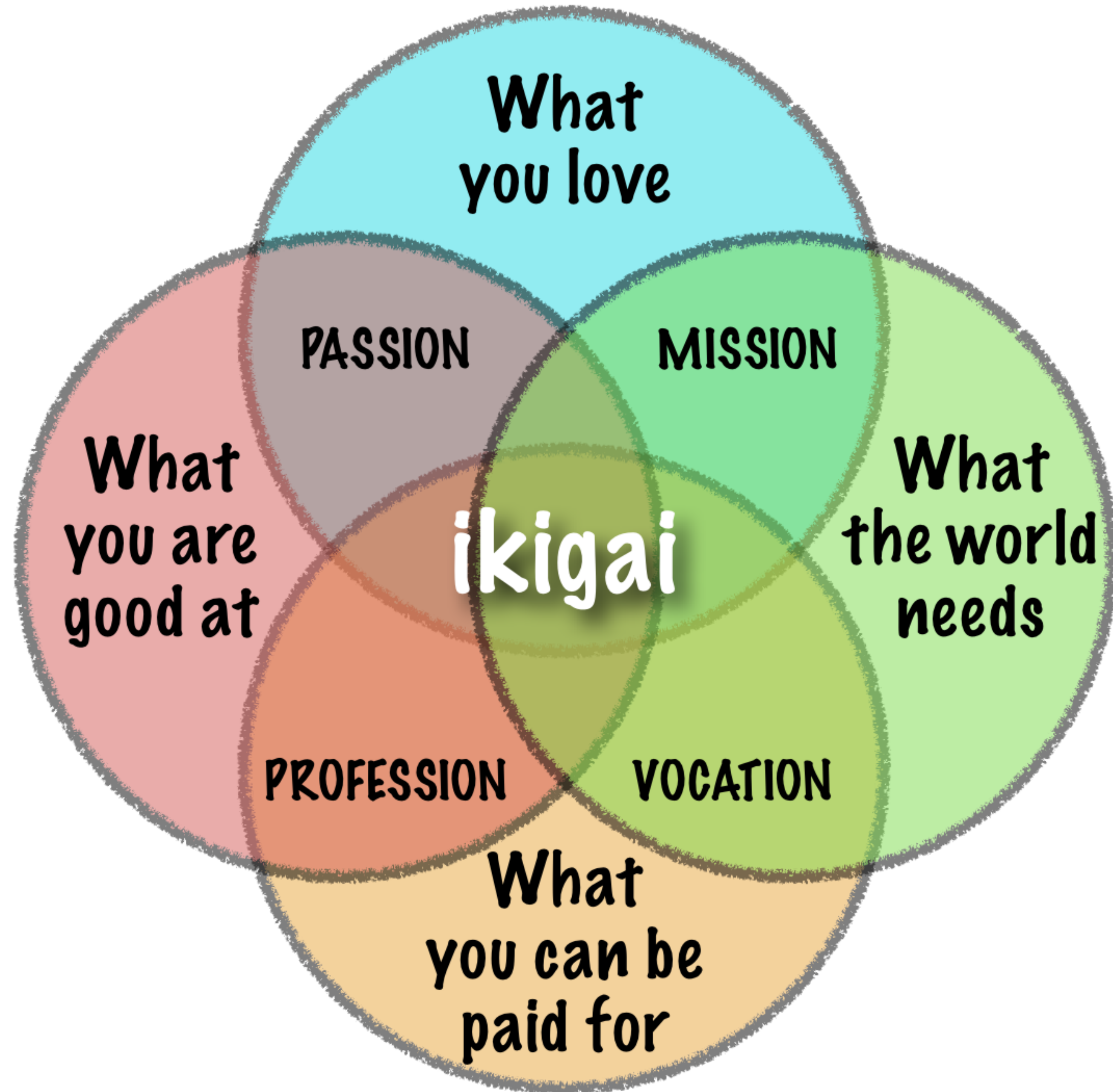
Part Two



生き甲斐 ikigai

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

Your ikigai is the meaning to your life.



THE PASSION TEST



Learning



Fun



Health



Career



Family



Environment



Spirit



Community



Arts



Teaching



Travel



Achievement



Relaxation



Productivity



Friends



Business



Sport



Intellect



Leadership



Awareness



Balance



Religion



Control



Service

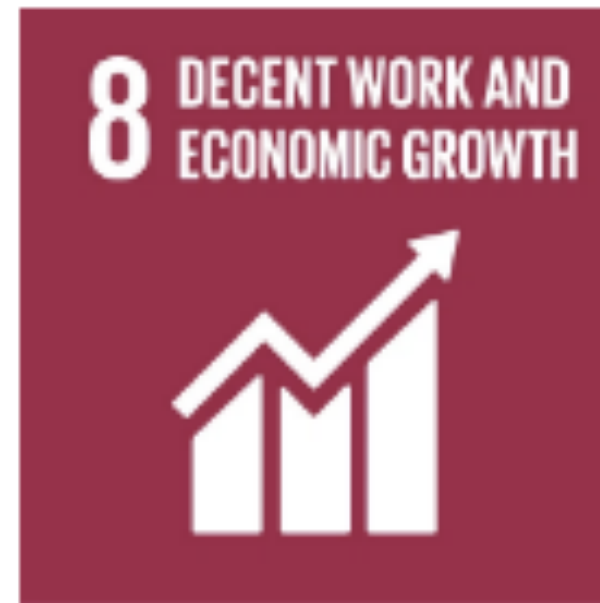


Freedom



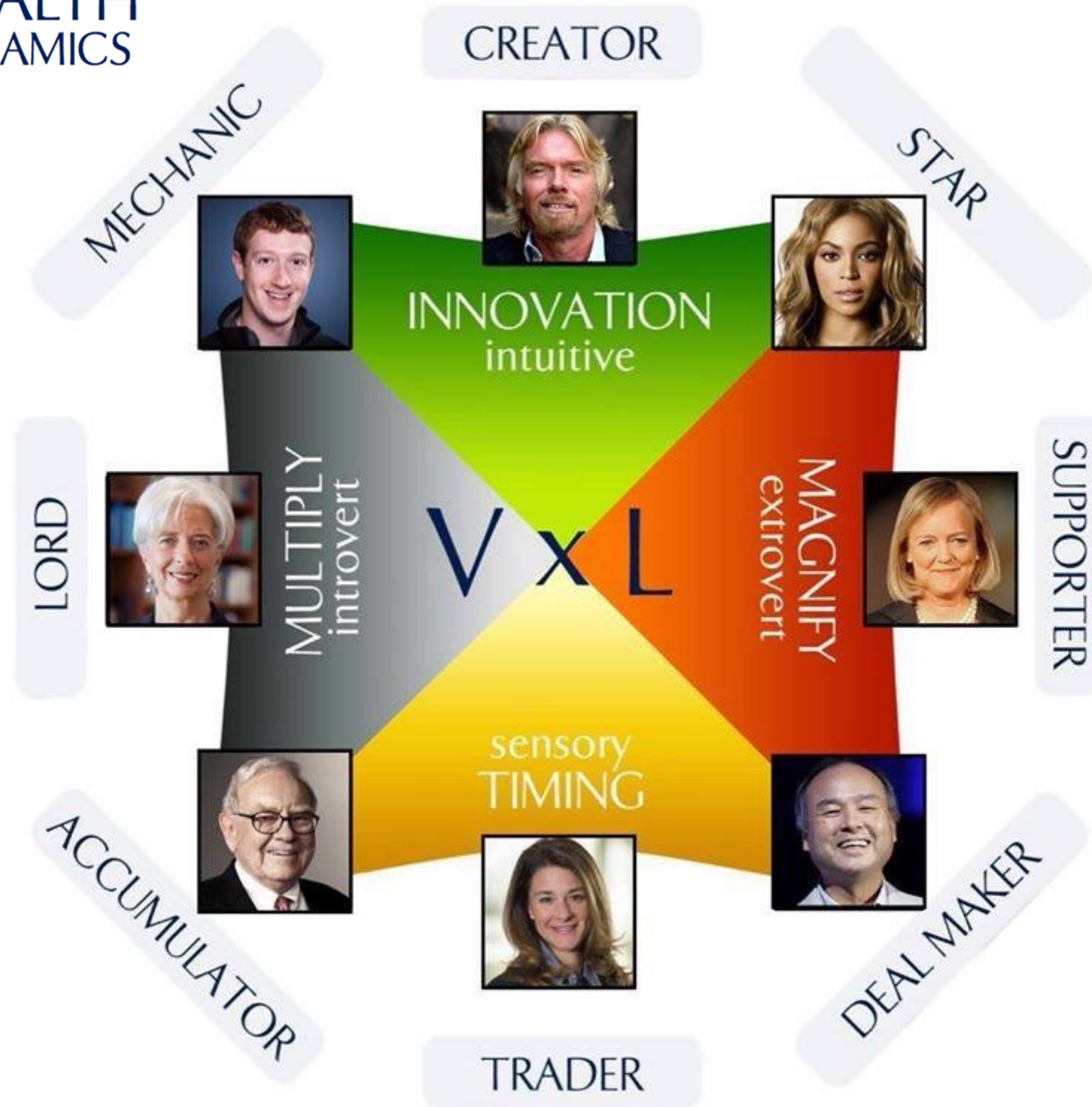
THE PURPOSE TEST

Discover Your Life Purpose



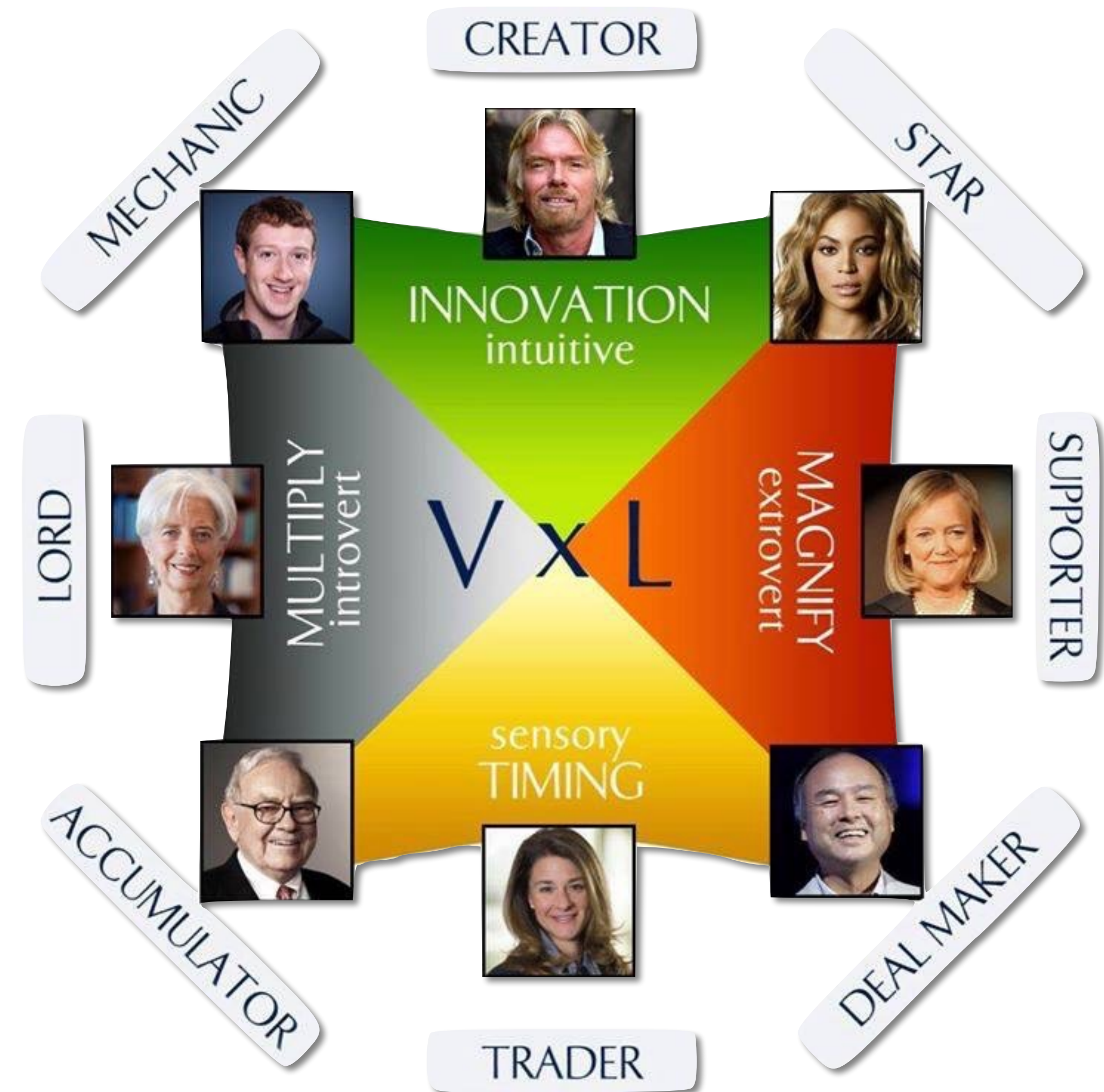
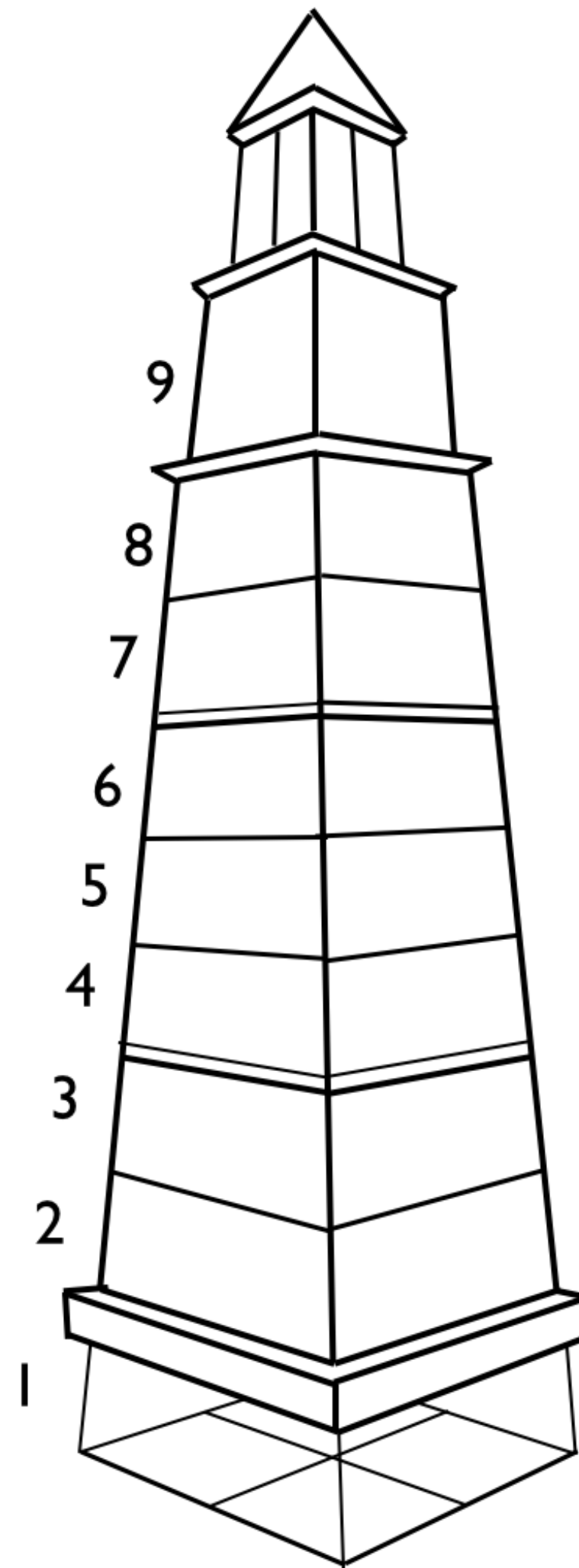


WEALTH
DYNAMICS



The Wealth Lighthouse

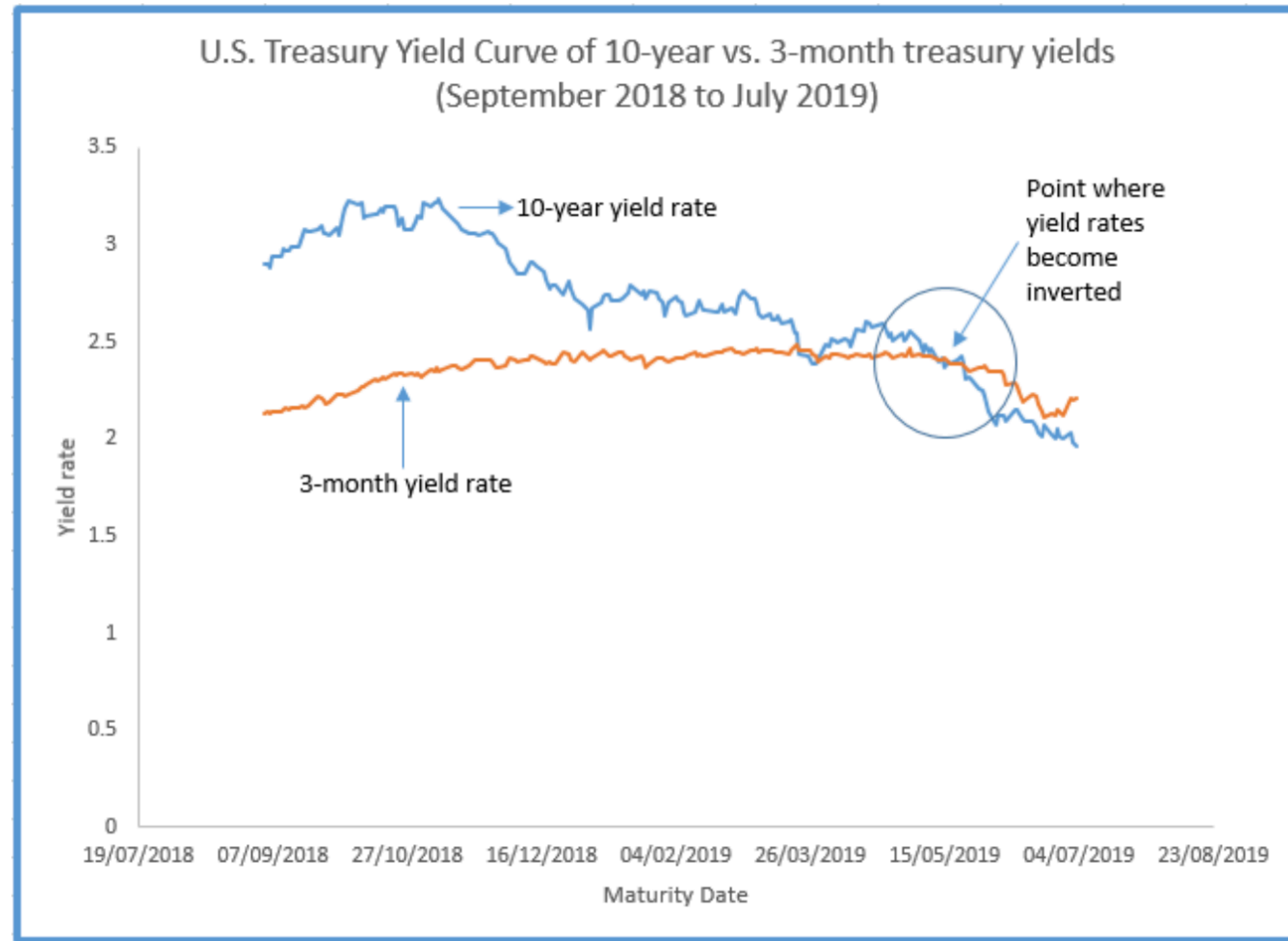
- Ultraviolet: Legend
- Violet: Composer
- Indigo: Trustee
- Blue: Conductor
- Green: Performer
- Yellow: Player
- Orange: Worker
- Red: Survivor
- Infrared: Victim



The U.S. Yield Curve has inverted before Every one of the 9 recessions since 1955. It just inverted again...



Model that predicted 2008 financial crisis suggests another recession is coming:



An economic indicator that has predicted every major recession since the 1960s is sending another warning.

It's called the U.S. Treasury yield curve and, when inverted, is considered to be the most reliable indicator of an upcoming [recession](#). As of July 2019, the curve has been inverted for an entire fiscal quarter.

MONEYBOX

The Single Most Reliable Recession Indicator of the Past 50 Years Has Officially Started Blaring

By JORDAN WEISSMANN

JULY 03, 2019 • 8:23 AM



As of this week, the U.S. Treasury yield curve has now been inverted for a full quarter—an incredibly dull-sounding turn of events that happens to be an unusually reliable warning sign that an economic downturn is on the way. The yield curve has flipped prior to each of the last seven official recessions over the past 50 years, without a single false-alarm during that stretch. If securities could talk, in other words, they'd be screaming bloody murder about trouble ahead.

ENTREPRENEUR 5.0

THE VALUE CYCLE

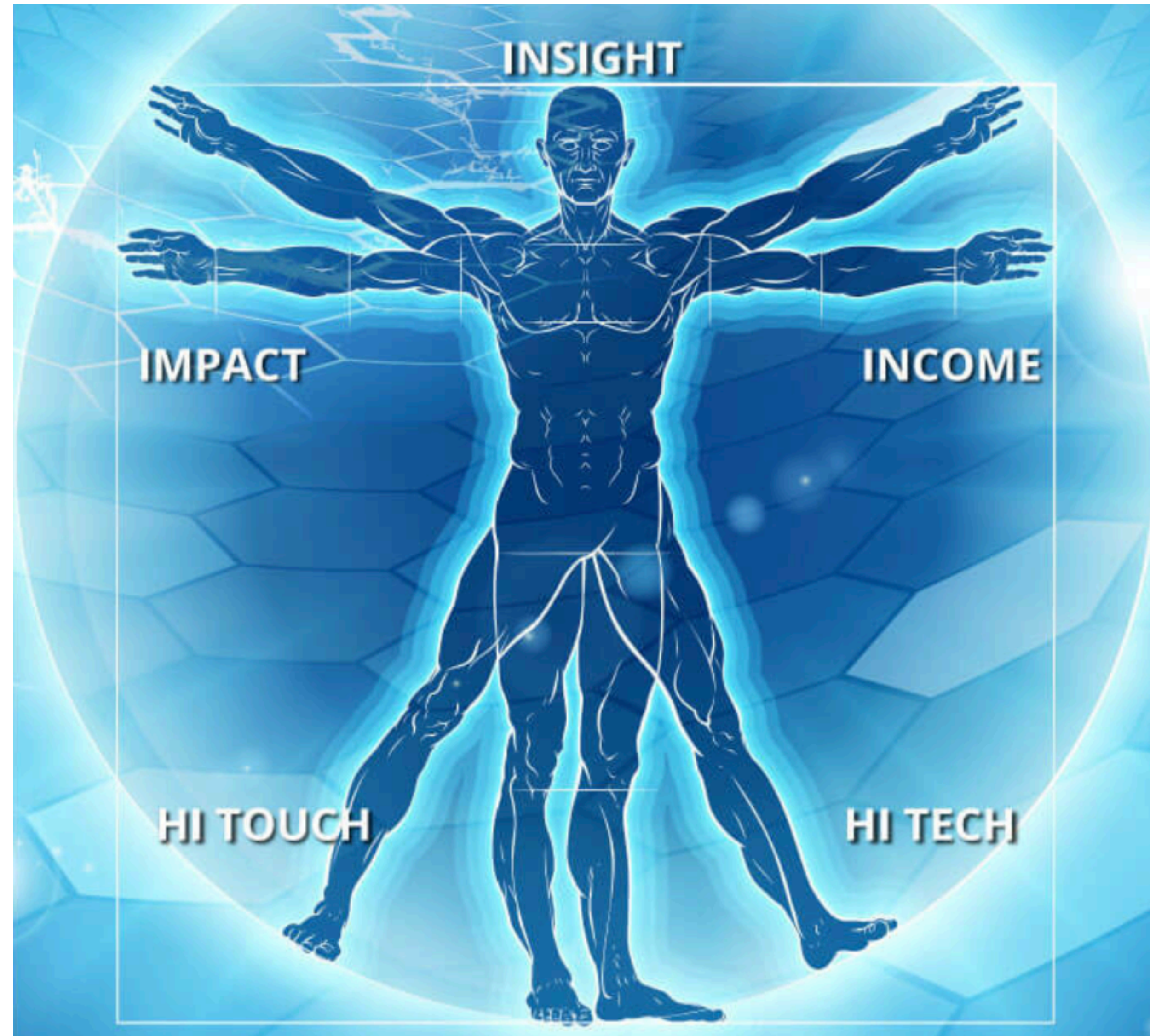


**At the heart of every 5.0 enterprise is a self-growing,
self-improving, automatic cash generating engine**

Entrepreneur 4.0 chose between employee or employer. Between being a tech startup, social entrepreneur or digital nomad. Between online or offline.

Entrepreneur 5.0 creates a job instead of getting a job: As both employee and employer. They value making money, making a difference, and living their best life: Income, impact and insight.

They use AI, AR and the digital layer to be both offline and online, hi touch and hi tech. They are the new renaissance man and woman.



ENTREPRENEUR 5.0

5 DAY COURSE

JUNE 28
DAY ONE



Insight

First five steps to design your business to gives you the lifestyle, freedom and growth that you desire and deserve.

JUNE 29
DAY TWO



Impact

First five steps to ensure your business is set up for maximum impact to serve the people, places and purpose you care about, leaving a legacy.

JUNE 30
DAY THREE



Income

First five steps to choose the right growth model that gives you the income and exponential growth that it's now possible to achieve regardless of your industry.

JULY 1
DAY FOUR



High Touch

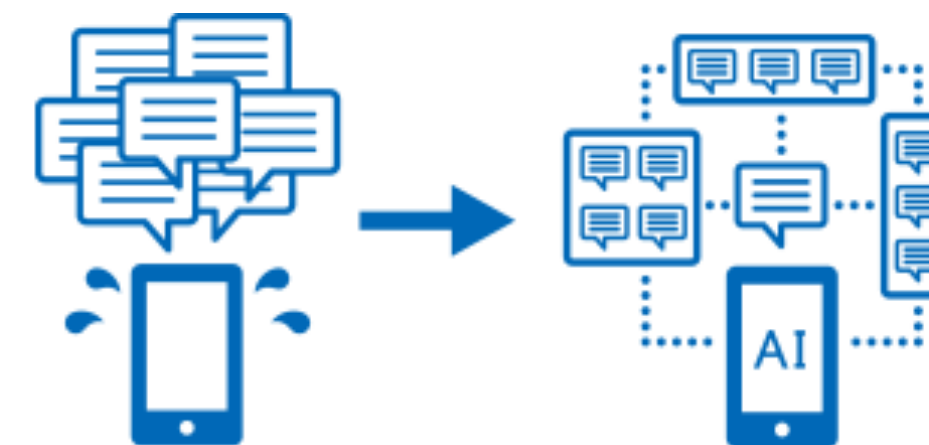
First five steps to develop the critical high-value customer touch points to ensure you have customers and a community that you attract and grow automatically.

JULY 2
DAY FIVE



High Tech

First five steps to adopt the latest high-leverage technology to become super-savvy on what your customers want and how to turn them into raving fans.



Overloaded ► Organized



Isolated ► Connected

ENTREPRENEUR 5.0

5 DAY COURSE

JUNE 28
DAY ONE



Insight

First five steps to design your business to gives you the lifestyle, freedom and growth that you desire and deserve.

JUNE 29
DAY TWO



Impact

First five steps to ensure your business is set up for maximum impact to serve the people, places and purpose you care about, leaving a legacy.

JUNE 30
DAY THREE



Income

First five steps to choose the right growth model that gives you the income and exponential growth that it's now possible to achieve regardless of your industry.

JULY 1
DAY FOUR



High Touch

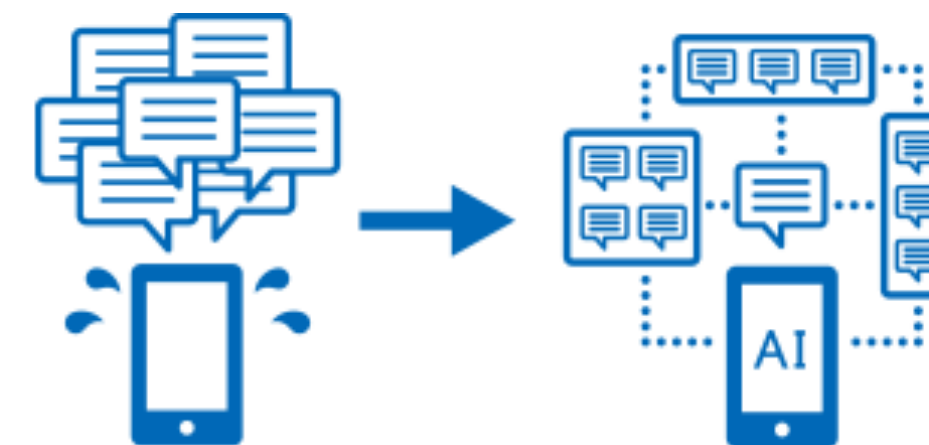
First five steps to develop the critical high-value customer touch points to ensure you have customers and a community that you attract and grow automatically.

JULY 2
DAY FIVE



High Tech

First five steps to adopt the latest high-leverage technology to become super-savvy on what your customers want and how to turn them into raving fans.



Overloaded ► Organized

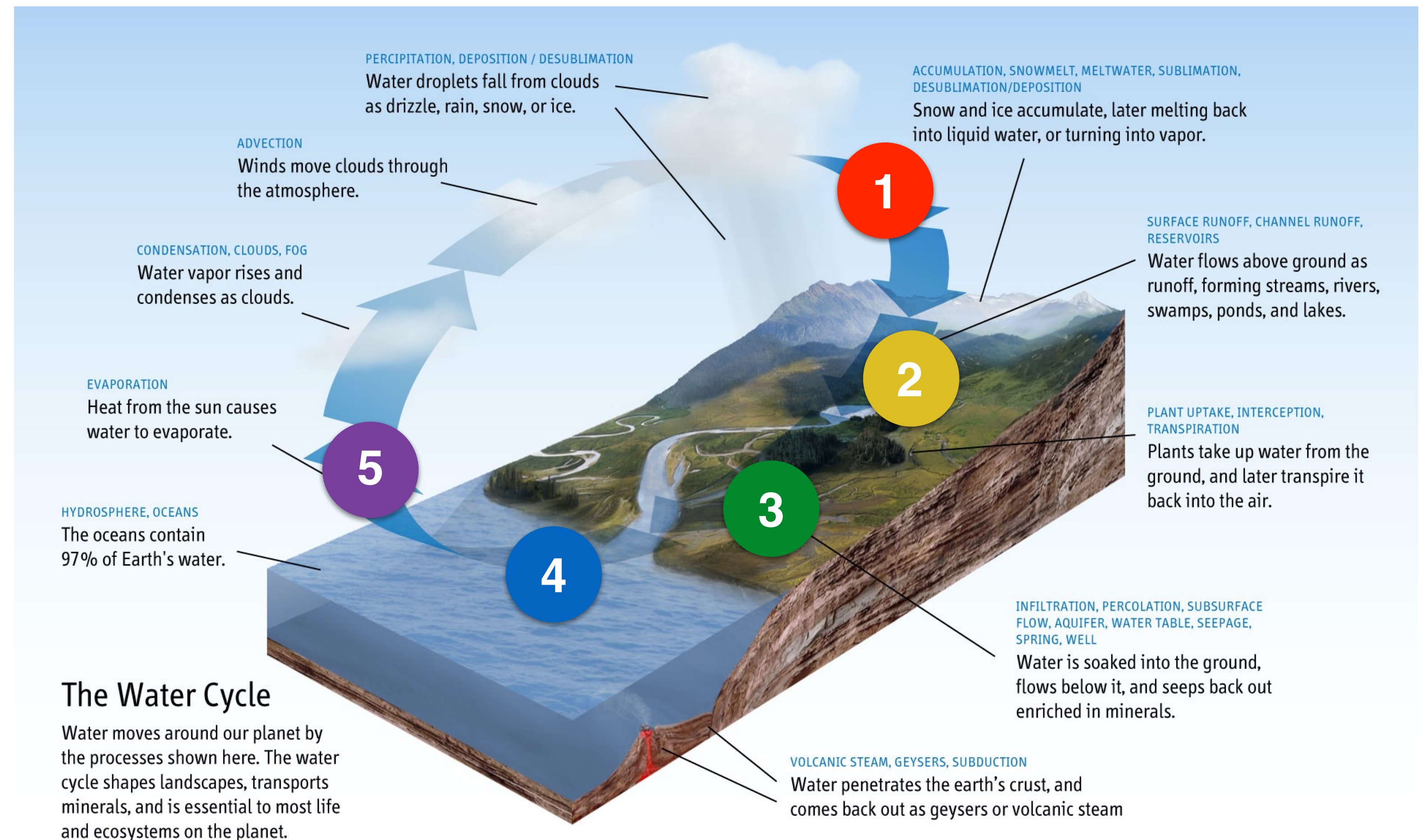


Isolated ► Connected

ENTREPRENEUR 5.0

THE VALUE CYCLE

Entrepreneur 4.0 focuses at 'funnels', which assumes a limitless flow of new customers. Entrepreneur 5.0 focuses at 'cycles' which takes into account the full cycle of customers, trust, team, time and money.



ENTREPRENEUR 5.0

5 STEP PATHWAY

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

1

Followers

Diamond

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

2

Community

Gold Dust

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

3

Prospects

Experience

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

4

Customers

Transformation

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

5

Raving Fans

Golden Halo

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

1

Followers

Diamond

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

Top Five Diamonds

1. Toolbox

2. Video

3. Audio

4. Download

5. Post / Article

Problem

Why? Amygdala

Promise

What? Frontal Lobe



Product

How? Left Brain

Proof

Who? Right Brain

Purpose

When? Temporal Lobe

1

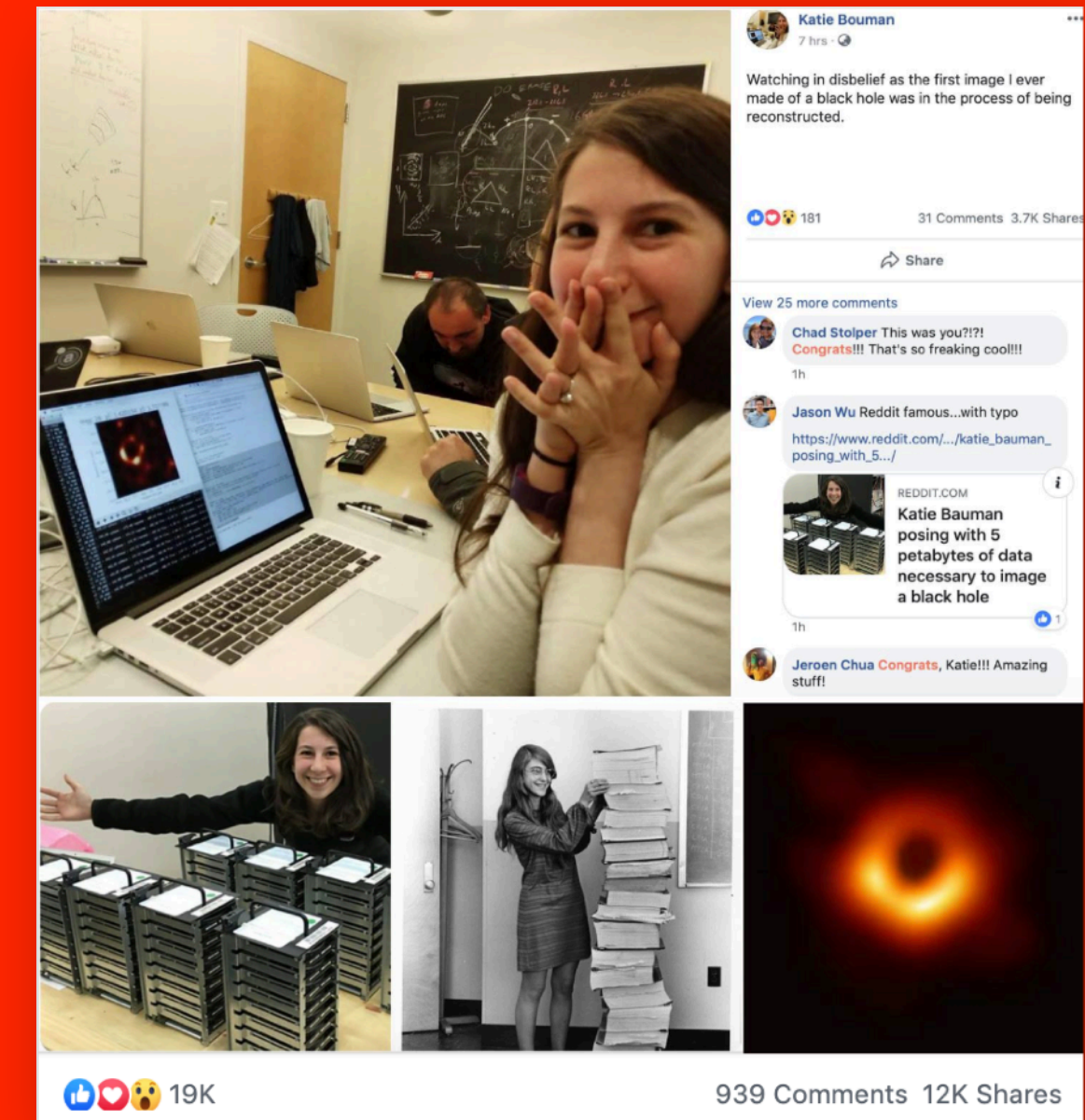
Followers

Diamond

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

Five Rainmaking Principles

1. Love your customer intensely
2. Make it eye-to-eye personal
3. Currency is king
4. Make heroes not victims
5. 'Who must I share this with?'



2

Community

Gold Dust

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

Top five gold dust

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



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

Entrepreneur 5.0

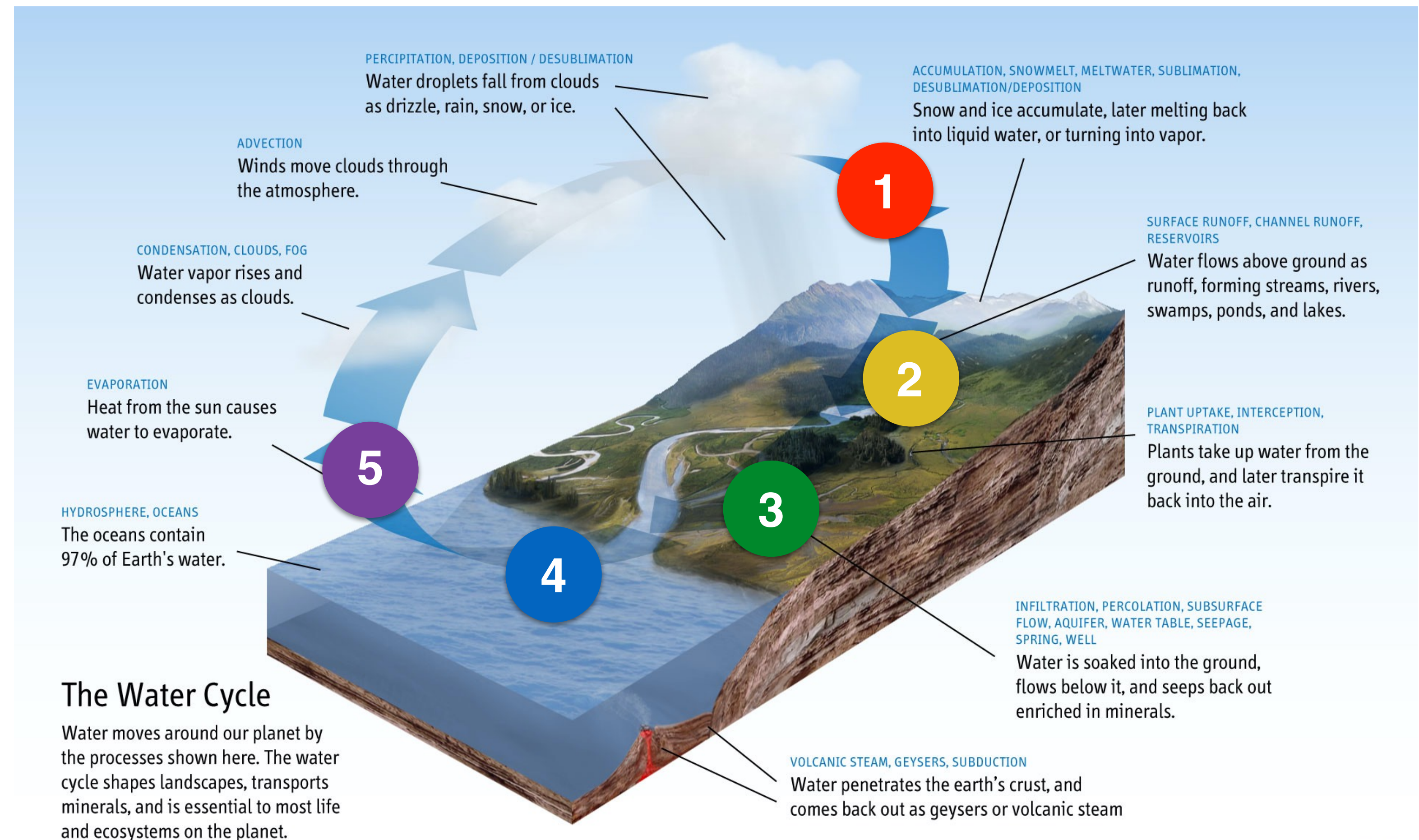
Part Three



ENTREPRENEUR 5.0

THE VALUE CYCLE

Entrepreneur 4.0 focuses at 'funnels', which assumes a limitless flow of new customers. Entrepreneur 5.0 focuses at 'cycles' which takes into account the full cycle of customers, trust, team, time and money.



ENTREPRENEUR 5.0

5 STEP PATHWAY

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

1

Followers

Diamond

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

2

Community

Gold Dust

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

3

Prospects

Experience

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

4

Customers

Transformation

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

5

Raving Fans

Golden Halo

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

3

Prospects

Experience

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

Top five experiences

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



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

4

Customers

Transformation

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

Top five transformations

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



Care
Content
Connection

5

Raving Fans

Golden Halo

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

Top five golden halos

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



Frictionless growth
Frictionless growth
Create flow every time

Entrepreneur 5.0

Part Four



Genius Group Contents

1. Our Mission and Market

2. Our Curriculum and Companies

3. Financial Results and Outlook



Genius Group Highlights

We are a world leading, fast growing Edtech group with a mission to revolutionize our global education system.

We are disrupting the current education model with a student-centered, life long learning curriculum that prepares students with the leadership, entrepreneurial and life skills to succeed in today's market.

\$28.6 M

2021 revenue

\$12.7 M

2021 gross profit

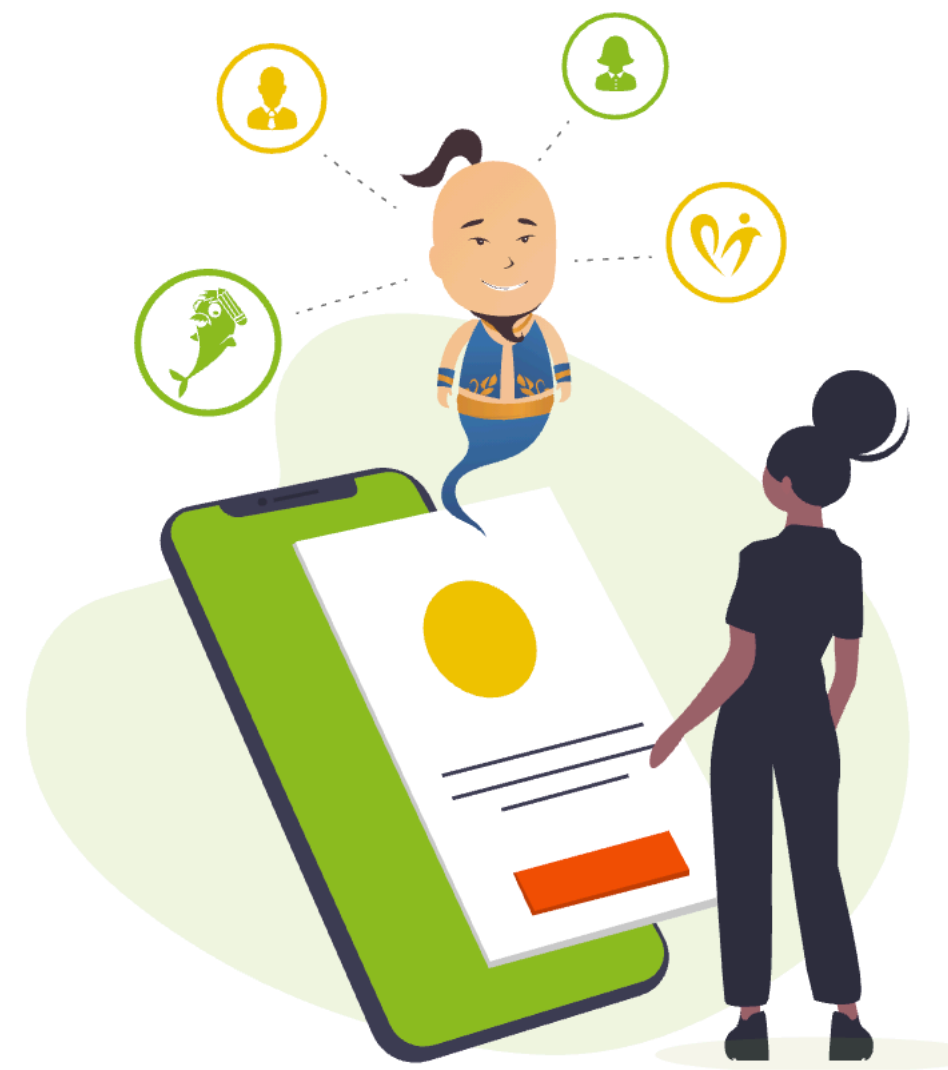
\$252,000

2021
EBITDA*

83%

2021 YoY
EdTech growth

* EBITDA is a non-IFRS measure.



High Tech 2,700,000 Students

2.7 million students on our GeniusU Edtech platform learning our life long learning Genius Curriculum with their personal AI Genie: With over 5,000+ courses, 6,000+ virtual events, and over 1,200 new students a day joining our community.



High Touch 10,200 Partners

10,200 faculty members and community partners building their schools and learning communities on our Edtech platform and in person: Reaching 20,000 cities in 200 countries, with over 100 new faculty and community leaders a day joining our global community.

Current companies and acquisitions



Genius Group is the holding company that is acquiring other companies in the group. This is the company being listed on NYSE



GeniusU is the edtech company that provides the AI personalized learning and global community to the rest of the group

GeniusU delivers digital assets and a global community that benefits all students in our group of companies.



Entrepreneurs Institute owns the leading set of entrepreneur education tools, for startups to high growth companies



Entrepreneurs Resorts is the world's leading group of resorts, retreats and coworking cafes for entrepreneurs



Education Angels delivers home educators and childcare for 0-5 year olds, with creative thinking and play modules



E-Square is a full campus with primary, secondary and college education for students in entrepreneurship.



University of Antelope Valley is a California based, WASC accredited US University issuing degrees on campus & online



Property Investors Network is an investor education network with investor meetups held in 50 cities and online.

Our Mission

Our mission is to develop an entrepreneur education system that prepares students for the 21st century.

We believe that the current global education system is in need of a more relevant, upgraded, student-centered curriculum that is both high-tech and high-touch.

We believe that such a curriculum can be a force for good.

As Nelson Mandela said,

“Education is the most powerful weapon which you can use to change the world.”

Today, we believe that it is the entrepreneurs of the world who have the greatest power to trigger change. We see Genius Group as the global community where the entrepreneur movement meets.

The Problem

Students, employees and individuals of all ages need a more personalized, engaging education system to equip them for life.

The current education system is delivering a standardized, out-of-date curriculum that most students agree is failing them.

With the current jobs crisis, education crisis and pandemic, this problem has become more pronounced than ever.

The Problem

This problem has been highlighted in the 2020 World Economic Forum white paper, on the need for a 21st century education system

Schools of the Future

Defining New Models of Education for the Fourth Industrial Revolution

WORLD
ECONOMIC
FORUM

COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

The World Economic Forum Education 4.0 Framework

Content (built-in mechanisms for skills adaptation)

Global citizenship skills

To include content that focuses on building awareness about the wider world, sustainability and playing an active role in the global community.

Personalized and self-paced learning

From a system where learning is standardized, to one based on the diverse individual needs of each learner, and flexible enough to enable each learner to progress at their own pace.

Accessible and inclusive learning

From a system where learning is confined to those with access to school buildings to one in which everyone has access to learning and is therefore inclusive.

Problem-based and collaborative learning

From process-based to project and problem-based content delivery, requiring peer collaboration and more closely mirroring the future of work.

Lifelong and student-driven learning

From a system where learning and skilling decrease over one's lifespan to one where everyone continuously improves on existing skills and acquires new ones based on their individual needs.

Experiences (leveraging innovative pedagogies)

Innovation and creativity skills

To include content that fosters skills required for innovation, including complex problem-solving, analytical thinking, creativity and systems-analysis.

Technology skills

To include content that is based on developing digital skills, including programming, digital responsibility and the use of technology.

Interpersonal skills

To include content that focuses on interpersonal emotional intelligence (i.e. empathy, cooperation, negotiation, leadership and social awareness).

Our Solution

We deliver a personalized life long education system with an AI-driven Edtech platform and a 21st century curriculum

Edtech Platform

Genie AI Assistant creating a personalized pathway



Global Community

Connecting students with companies and mentors



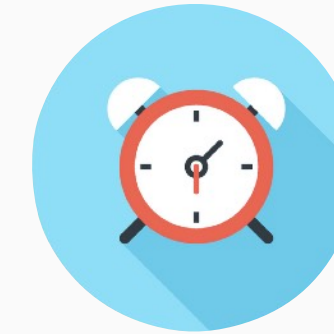
Accredited Courses

From certified courses to US university degrees



Daily Calendar

Daily live and virtual events to learn and earn



Global Faculty

Including teachers, CEOs and bestselling authors



100 Year Curriculum

Equipping students with highly relevant skills



Our Genius Curriculum

Learning for Life

We aim to develop a life long curriculum to provide a full, accredited entrepreneurial alternative. From early-learning education to primary and secondary school, university and adult learning, we plan to personalize a learning path that is unique to each student's needs.



TWO
ONE
K
PRE-K

Prep
0-7



EIGHT
SEVEN
SIX
FIVE
FOUR
THREE

Primary
6-14



TWELVE
ELEVEN
TEN
NINE

Secondary
12-18



SENIOR
JUNIOR
SOPHOMORE
FRESHMAN

Apprentice
16-22



ULTRAVIOLET
VIOLET
INDIGO
BLUE
GREEN
YELLOW
ORANGE
RED
INFRARED

Entrepreneur
16-80



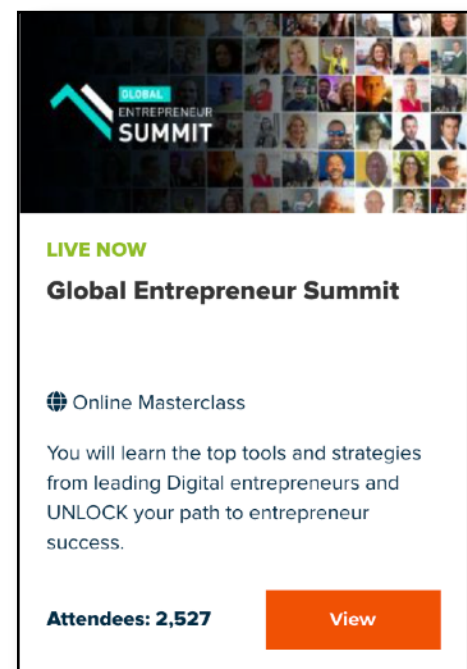
ELDER
MASTER TRAINER
TRAINER
FACILITATOR
CONSULTANT
COACH

Mentor
18-100+

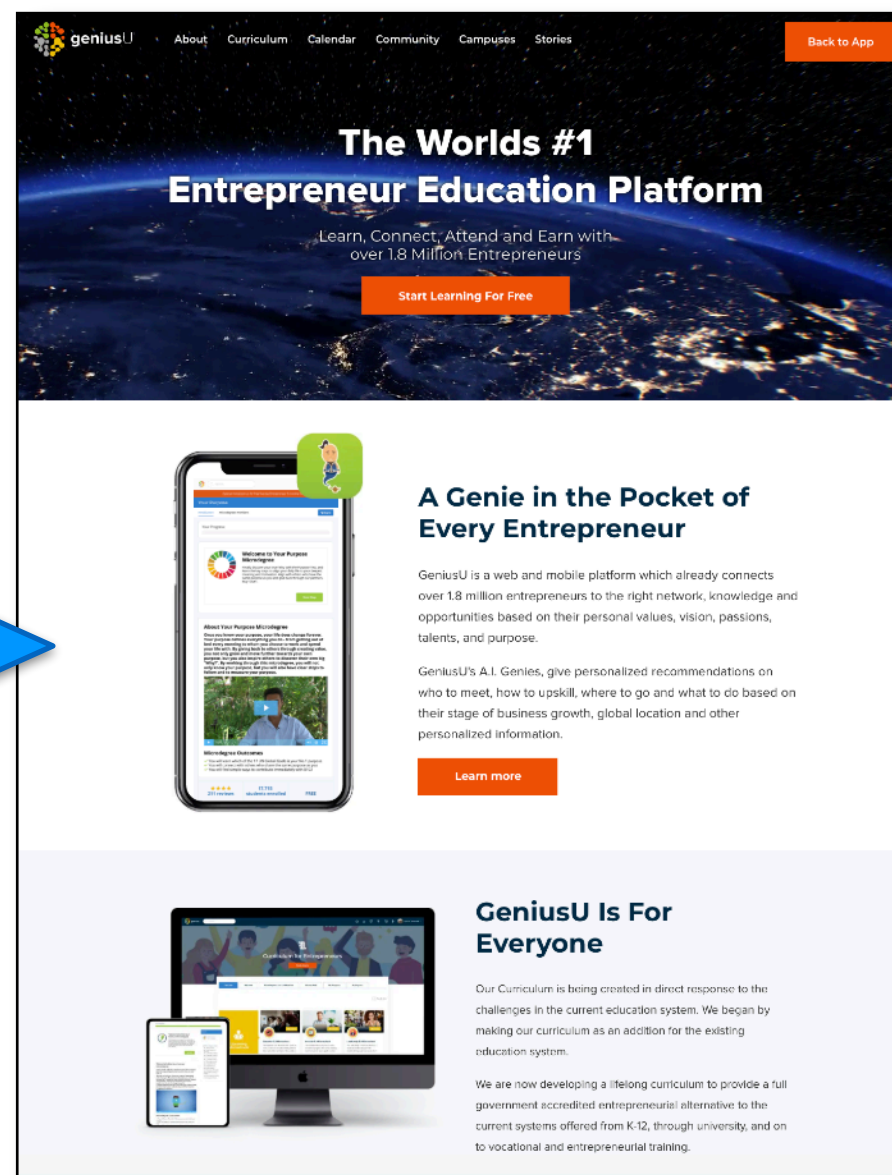
Our Learning Experience

Our students join as free students and then progress to course and diploma students, with their A.I. Genie guiding them on their personalized path.

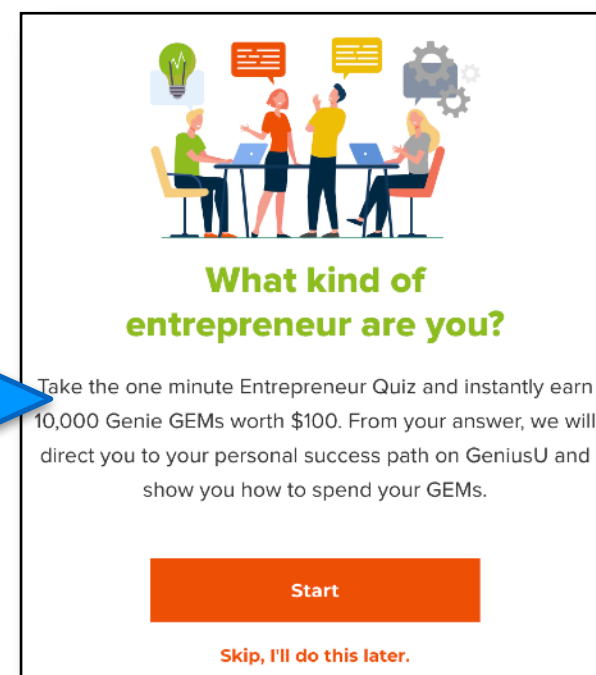
Join a free event or course



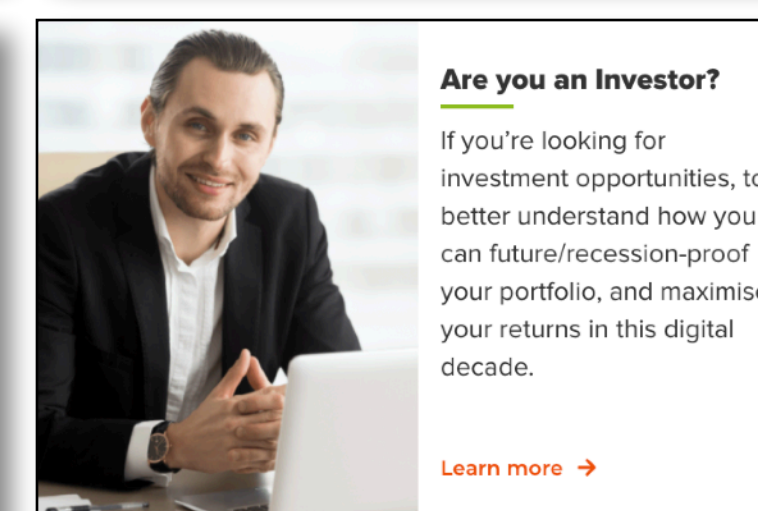
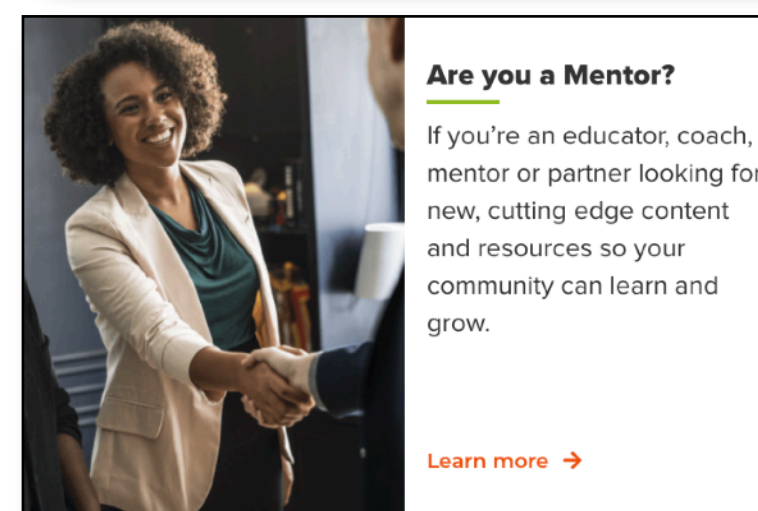
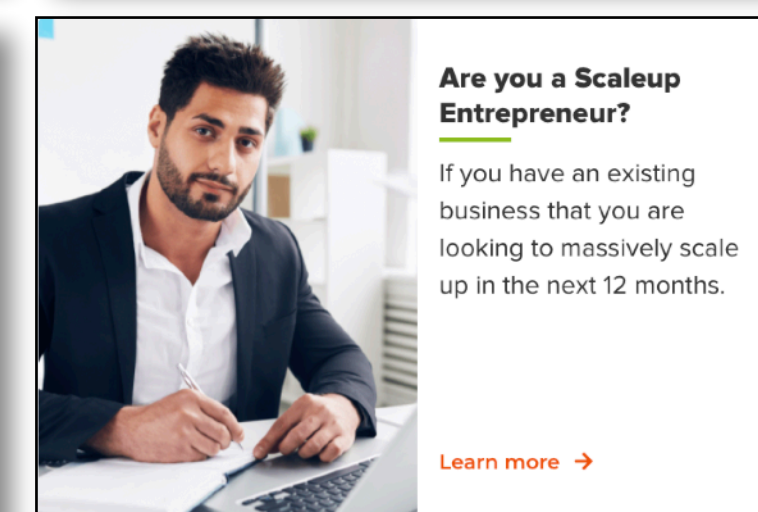
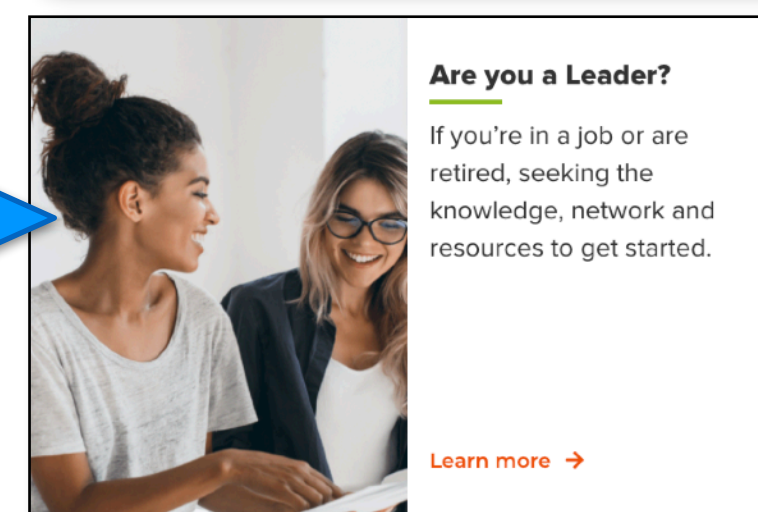
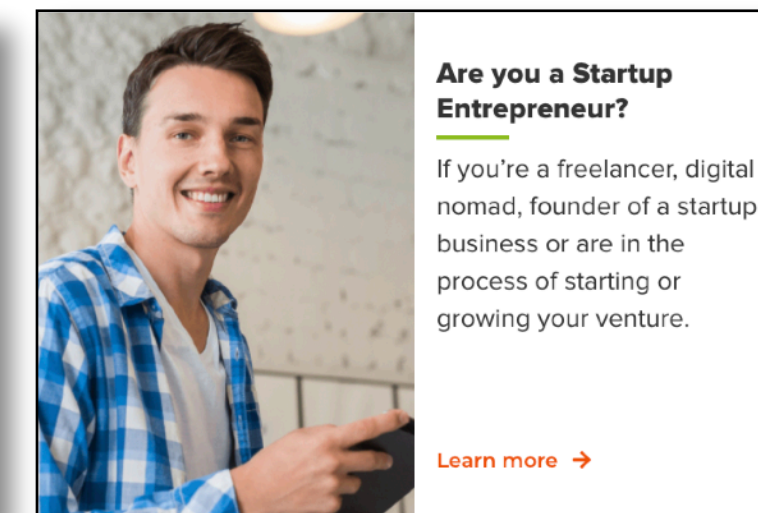
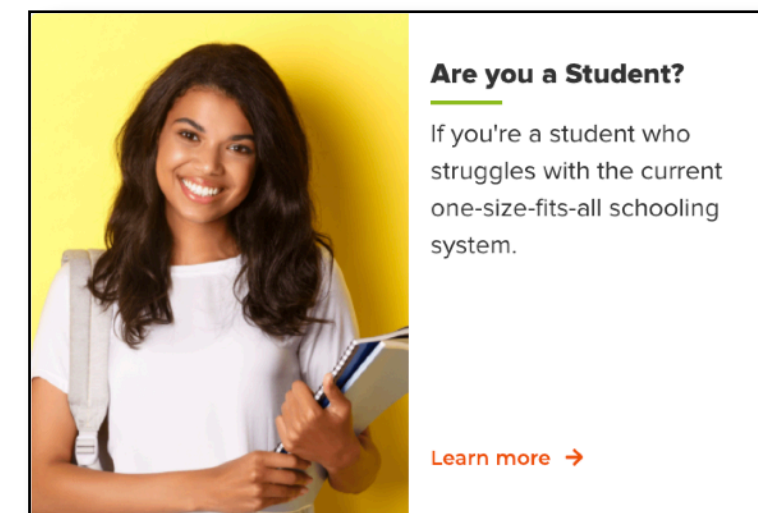
Register on GeniusU



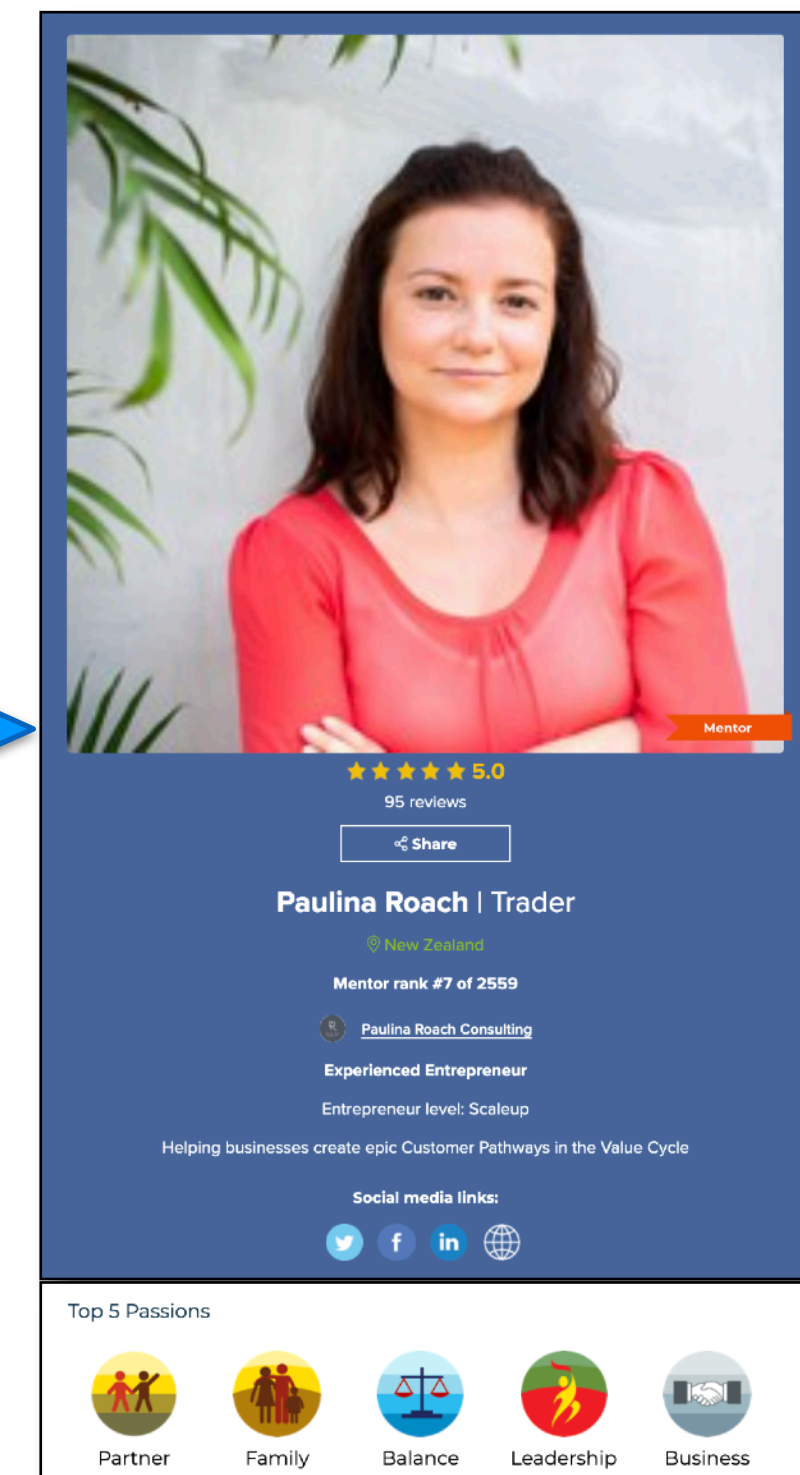
Take assessments to personalize your journey



Follow a personalized learning path



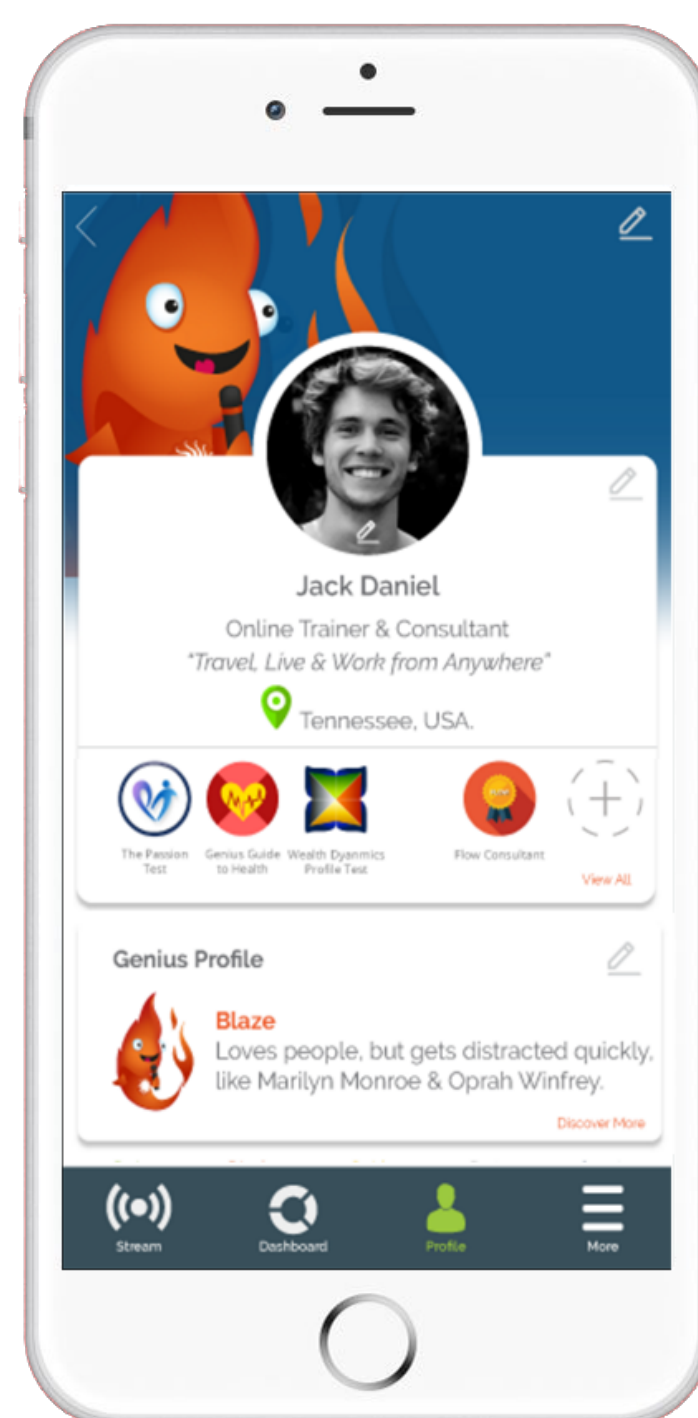
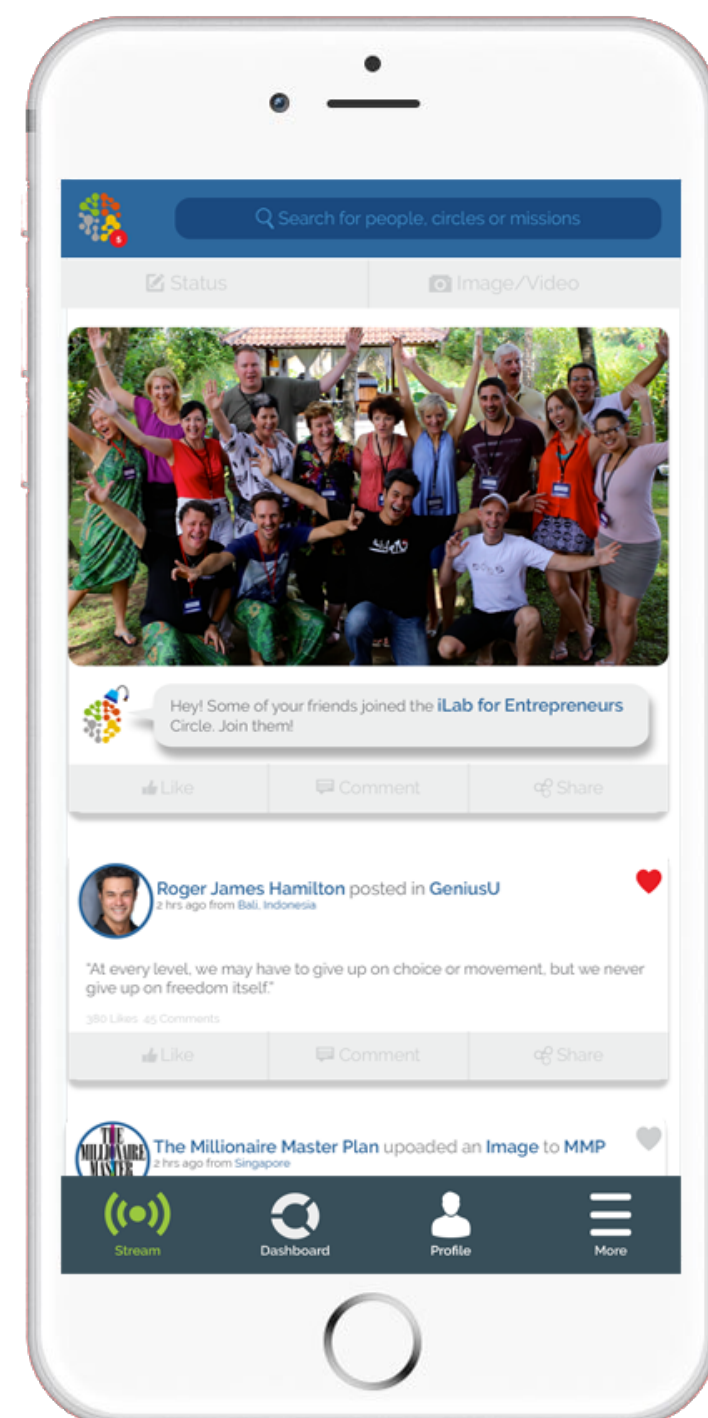
Build your GeniusU profile



Our Edtech Platform

Our GeniusU Edtech platform includes assessments algorithms which provide us with intelligent data on each student's interests, entrepreneur level and social connections.

Genie, GeniusU's A.I. virtual assistant, gives each student and faculty member personalized recommendations on what courses to take, how to upskill, who to meet and where to go based on their step in the curriculum, their stage of business growth, global location and interests, together with their personal values, vision, passions, talents, and purpose.



Talents



Passions



Purpose



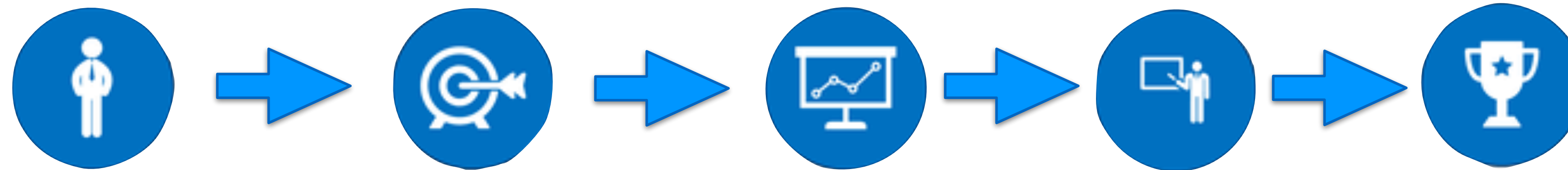
Entrepreneur
Profile



Entrepreneur
Level

Our Student Pathway

Every day over 1,200 new students join our community.
Each takes a personalized journey on an education pathway that gives them relevant skills that they can implement immediately.



Join for free

Students join our GeniusU platform via local mentors or online courses

Personalize

Students take assessments to personalize their journey & profile

Daily steps

Students take daily actions to Connect, Learn, Earn, Act, Review

Courses

Students pay for courses, camps, mentoring and memberships

Diplomas

Students upgrade to annual certified diplomas, earning GEMs as they go

Each \$1,000
In marketing
spend...

\$0.76

Marketing
Cost per Student

7,703

New visitors

3,317

Enrolments

2,653

Daily Actions

1,326

Students

13

Upgrade students

...results in
\$20,501 in new
revenue.

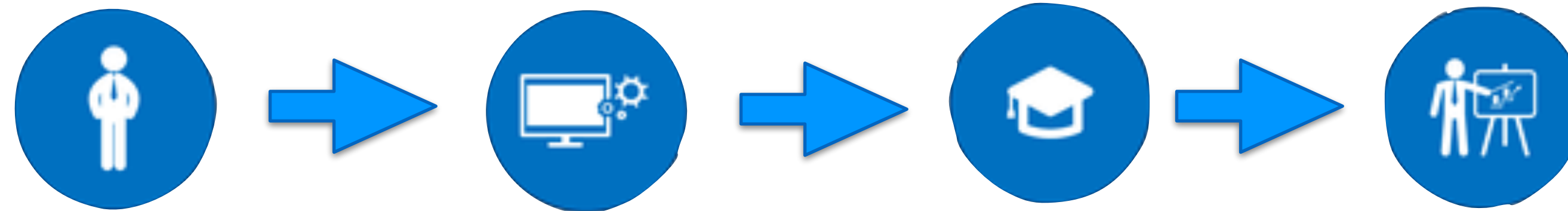
\$15.46

24 Month Revenue
per Student

**Every \$1,000 in marketing cost results in 1,326 new students,
\$1,860 within 12 months and \$20,501 within 24 months: 20.5x ROAS**

Our Partner Pathway

**Every month over 150 new partners join our community.
Each earns as community partners building local learning communities
or faculty partners creating online microschools.**



Join for free

Partners join our GeniusU platform in the same way as our students

Upgrade

Partners upgrade to one of our partner pathways and memberships

Certification

Partners pay for certifications to qualify as our genius partners

Enrolment

Partners host courses and events, enrolling additional students

**Each \$1,000
In marketing
spend...**

\$26

Marketing
Cost per Partner

1,540

New visitors

38

Partners

4

Faculty

1,520

New students

**...results in
\$23,679 in new
partner revenue.**

\$1,229

24 Month Revenue
per Partner

**Every \$1,000 in marketing cost results in 38 new partners,
and \$46,702 in Partner Revenue within 24 months: 46.7x ROAS**

Guidance

We expect our student numbers and revenue to continue on our growth path in 2022.

STUDENTS

3.8m - 4.0m

REVENUE

\$43m - \$45m

**ADJUSTED
EBITDA***

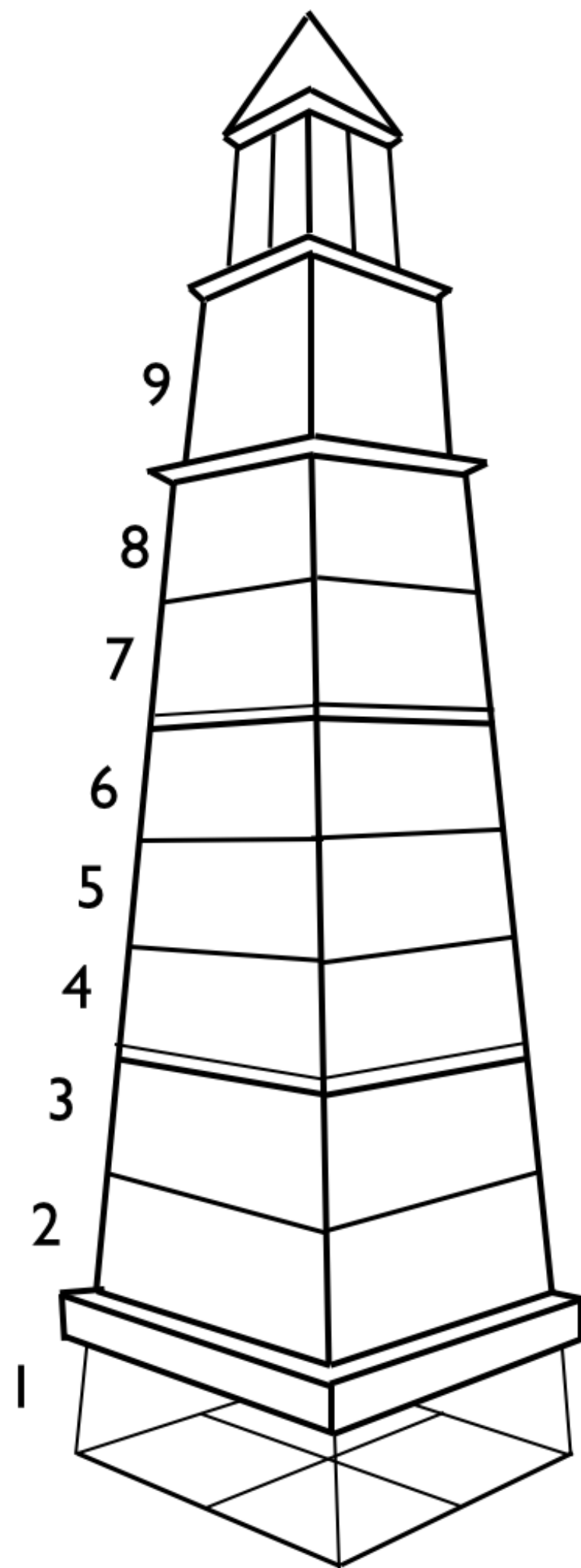
\$1.0m - \$1.2m

**WEIGHTED AVERAGE
SHARE COUNT**

30 million

*We define Adjusted EBITDA as our net loss plus income taxes and social contribution plus/minus net finance result plus depreciation and amortization plus/minus share-based compensation expenses plus bad debt provision. Please see the Appendix for reconciliations of non-IFRS financial measures to the most directly comparable IFRS financial measures historical periods. Reconciliations are not available on a forward-looking basis without unreasonable effort due to the uncertainty regarding, and the potential variability of, expenses that may be incurred in the future.

The Impact Meter



LEVEL 7
1m customers

Global impact with the power to leave a legacy

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



LEVEL 6
100k customers

National impact, with the influence to shape the future

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



LEVEL 5
10k customers

Market leadership, attracting resources and partnerships

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



LEVEL 4
1k customers

Scalable team and time to develop a sustainable business

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



LEVEL 3
100 customers

Predictable, replicable and viable model to grow with

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



LEVEL 2
10 customers

Intimate user group to maximise value and market fit

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



LEVEL 1
1 customer

Personal service to solve one person's problem.

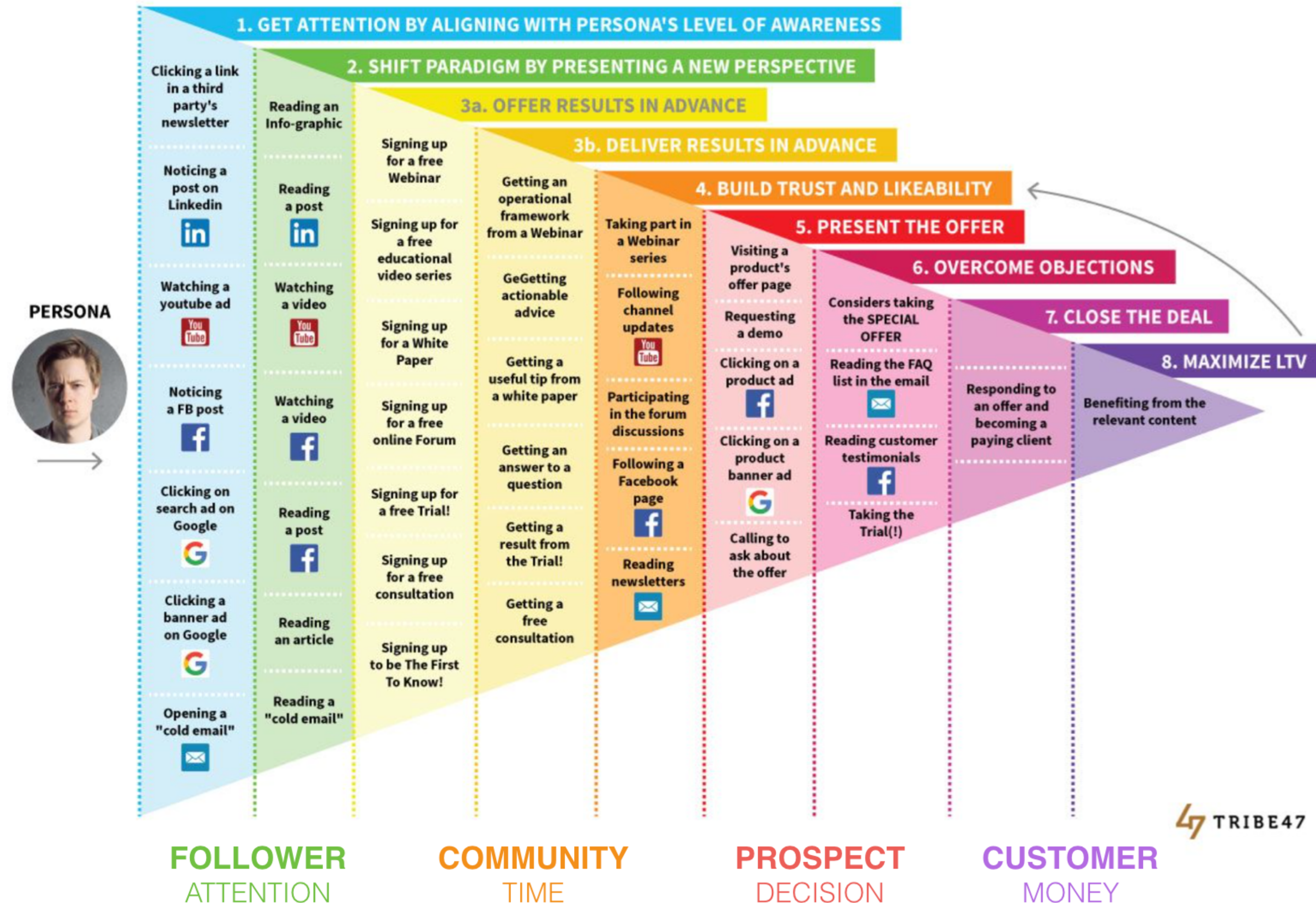
Am I solving a problem for someone who trusts me that they are willing to pay to have solved?

ENTREPRENEUR 5.0

THE IMPACT HIGHWAY

*“Controlled time
is true wealth”*

~ Buckminster Fuller



ENTREPRENEUR 5.0

5 STEP CYCLE

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



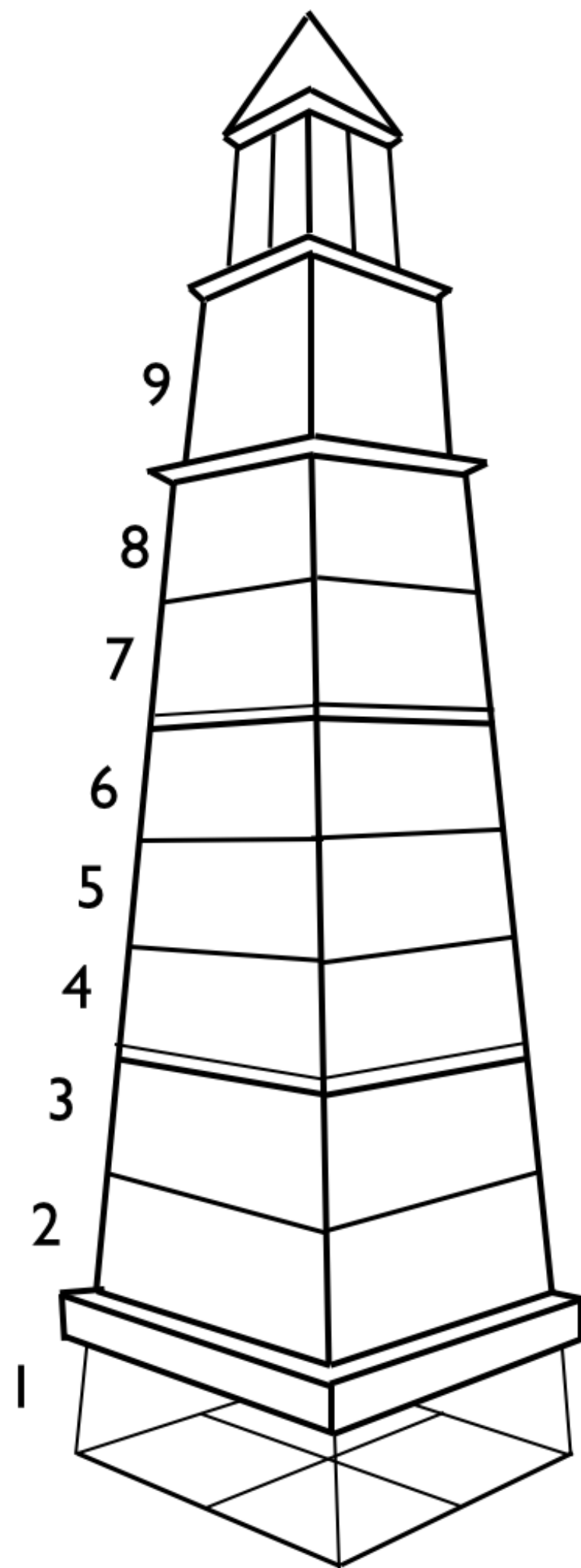
ENTREPRENEUR 5.0

IMPACT METRICS

Followers	Community	Prospects	Customers	Raving Fans
Diamond	Gold Dust	Experience	Transformation	Golden Halo

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

The Impact Meter



LEVEL 7
1m customers

Global impact with the power to leave a legacy

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



LEVEL 6
100k customers

National impact, with the influence to shape the future

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



LEVEL 5
10k customers

Market leadership, attracting resources and partnerships

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



LEVEL 4
1k customers

Scalable team and time to develop a sustainable business

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



LEVEL 3
100 customers

Predictable, replicable and viable model to grow with

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



LEVEL 2
10 customers

Intimate user group to maximise value and market fit

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



LEVEL 1
1 customer

Personal service to solve one person's problem.

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

Level 1 Enterprise: 1 customer



Personal service to solve one person's problem.

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

Leadership DO

Team up with others in flow, where you are directly in contact with your customer.

DON'T

Try and do it all on your own, spending time 'building the next big thing' with no contact with your customer.

Product DO

Focus at solving your customers problem in a way that puts money in their pocket.

DON'T

Focus at trying to sell your product or do anything that isn't 100% focused at solving your customer's problem.

Customer DO

Begin with someone who trusts you and who you see as your ideal customer

DON'T

Begin by building websites, brochures and fancy material with the expectation that if you "build it they will come".

Service DO

Build a relationship through the service you provide with the goal to create a customer for life

DON'T

Rush on to a second customer once you have your first, expecting to be able to find customers faster than they leave.

Systems DO

Leverage on the systems of others, with the time and effort you put in kept to a minimum

DON'T

Distract yourself with time and money being put into systems before you know what is of real value that you can and should replicate.

Level 2 Enterprise: 10 customers



Intimate user group to maximise value and market fit

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

Leadership DO

Build a contract team around delivering to your followers and community while you focus on your prospects and customers

DON'T

Hire too many too early, try and manage everything yourself, or delegate the customer co-creation to early.

Product DO

Focus at finding out what is and isn't replicable in the solutions your customers find most value in.

DON'T

Get caught up in delivering results without turning your replicable value into a product, or productizing too early.

Customer DO

Grow your customer base from people who trust you to people who trust them.

DON'T

Trying to scale to strangers who don't know or trust you too early, or staying with too few customers.

Service DO

Deliver a service that results in repeat purchases and referrals from your user group.

DON'T

Abdicate service before you know what it takes to grow life time value through repeat purchases and referrals.

Systems DO

Implement basic systems to track and serve your followers, community, prospects and customers.

DON'T

Get carried away with too many systems you don't need yet, or spend too much time in any one of the four lanes of your impact highway.

Level 3 Enterprise: 100 customers



Predictable, replicable and viable model to grow with

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

Leadership DO

Build a full-time team to ignite your strengths and to provide a consistent high value experience to all four lanes of your impact highway.

DON'T

Rely too heavily on contract partners for value delivery, or recruit too quickly at the expense of profit or quality.

Product DO

Focus at combining your value with market leaders, to extend trust and flow across all four lanes.

DON'T

Assume you can extend trust from people who know you to people who don't by simply repeating your Level 2 formula.

Customer DO

Link your customer pathway from new followers through to new customers in a predictable and replicable way.

DON'T

Get caught up at the Level 2 plateau where you keep having to rely on word-of-mouth for new business.

Service DO

Create a consistent service model that leads to predictable and replicable repeat business and referrals.

DON'T

Lose sight of service as your greatest source of revenue as you grow the front end of your business.

Systems DO

Expand your systems to ensure you have strong customer and financial tracking, and that your team are all trained to work the system.

DON'T

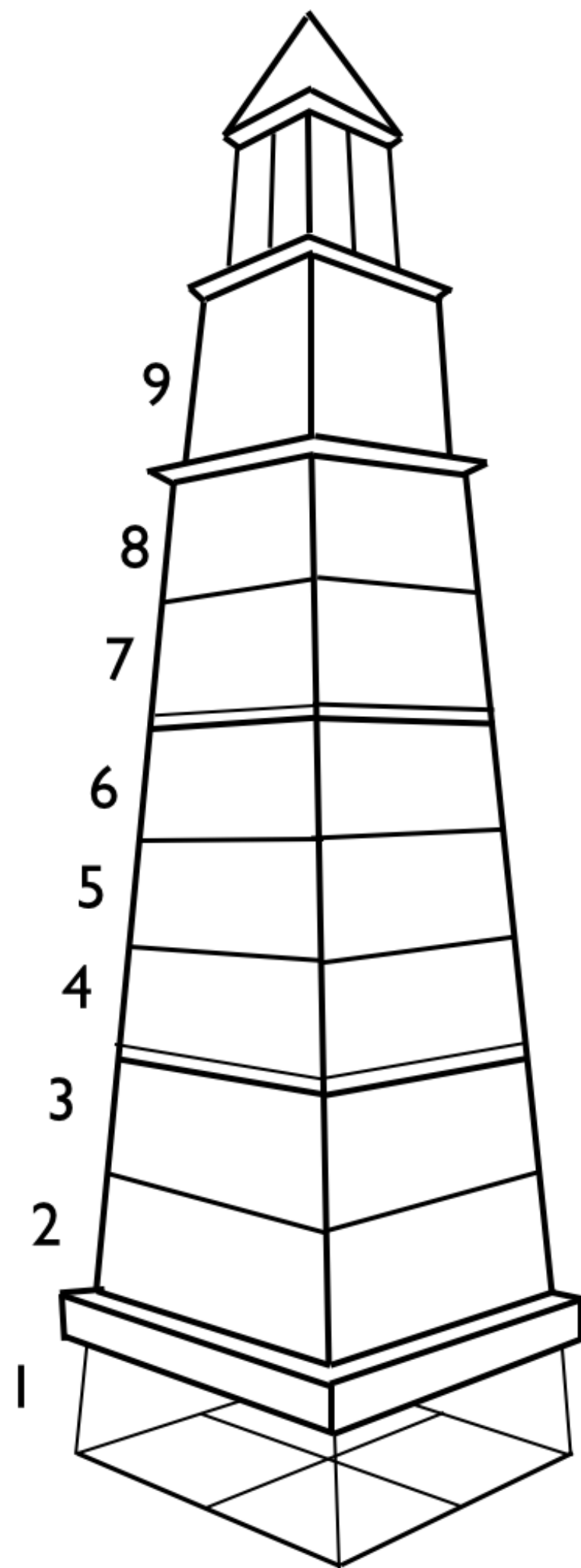
Forget to upgrade your systems and keep it all in your head, with the danger that you end up becoming the bottleneck.







The Impact Meter



LEVEL 7
1m customers

Global impact with the power to leave a legacy

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



LEVEL 6
100k customers

National impact, with the influence to shape the future

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



LEVEL 5
10k customers

Market leadership, attracting resources and partnerships

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



LEVEL 4
1k customers

Scalable team and time to develop a sustainable business

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



LEVEL 3
100 customers

Predictable, replicable and viable model to grow with

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



LEVEL 2
10 customers

Intimate user group to maximise value and market fit

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



LEVEL 1
1 customer

Personal service to solve one person's problem.

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

Level 3 Enterprise: 100 customers



Predictable, replicable and viable model to grow with

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

Leadership DO

Build a full-time team to ignite your strengths and to provide a consistent high value experience to all four lanes of your impact highway.

DON'T

Rely too heavily on contract partners for value delivery, or recruit too quickly at the expense of profit or quality.

Product DO

Focus at combining your value with market leaders, to extend trust and flow across all four lanes.

DON'T

Assume you can extend trust from people who know you to people who don't by simply repeating your Level 2 formula.

Customer DO

Link your customer pathway from new followers through to new customers in a predictable and replicable way.

DON'T

Get caught up at the Level 2 plateau where you keep having to rely on word-of-mouth for new business.

Service DO

Create a consistent service model that leads to predictable and replicable repeat business and referrals.

DON'T

Lose sight of service as your greatest source of revenue as you grow the front end of your business.

Systems DO

Expand your systems to ensure you have strong customer and financial tracking, and that your team are all trained to work the system.

DON'T

Forget to upgrade your systems and keep it all in your head, with the danger that you end up becoming the bottleneck.

Level 4 Enterprise: 1,000 customers



Scalable team and time to develop a sustainable business

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

Leadership DO

Build a Board to support you strategically, and attract operational leadership to manage each area of flow.

DON'T

Continue to try and manage the company on your own, or to become detached from the customer flow.

Product DO

Focus at partnerships to enable your products to be offered by others in your market, including your customers.

DON'T

Over-leverage your product range without enough variety or novelty, or lose sight of the path your best customers are taking.

Customer DO

Extend your customers beyond your own pathway to partner pathways, and vice versa.

DON'T

Rely on your existing customer base to expand on your own in competition with the rest of the market.

Service DO

Extend your service to be customer-focused whether your customers buy from you or your partners.

DON'T

Try and hold on to your customers in a way that cannot scale, leading to a churn regardless of the value of your products.

Systems DO

Upgrade your systems to ensure you can manage your business remotely with daily data steering your company.

DON'T

Have any part of your company still relying on manual processes when they can be automated or outsourced.

Level 5 Enterprise: 10,000 customers



Market leadership, attracting resources and partnerships

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

Leadership DO

Shift your focus to attracting resources in money and talent as your team grows the business.

DON'T

Get caught up in the business without being able to get perspective from the outside, or strangling the business through lack of resources.

Product DO

Ensure a full product range to serve your market now and in the future, with at least a three year product plan in place.

DON'T

Becoming too near-sighted in delivering what works today without anticipating what your customers will be needing three years from now.

Customer DO

Grow those you are customizing for from your customers to your partners, investors, team and community.

DON'T

Expect to keep a leadership position by simply scaling your earlier success with the customers and team you have.

Service DO

Grow your service to become a guardian for your community, with advocates and leaders rising from within.

DON'T

Try and keep a division between your value delivery and your customer's value consumption, with the inevitable loss of trust.

Systems DO

Invest in world class systems to provide fully seamless and scalable growth, with your culture being at the heart.

DON'T

Become overly process driven, overly controlling or overly chaotic. Or have any systems that don't put the customer first.

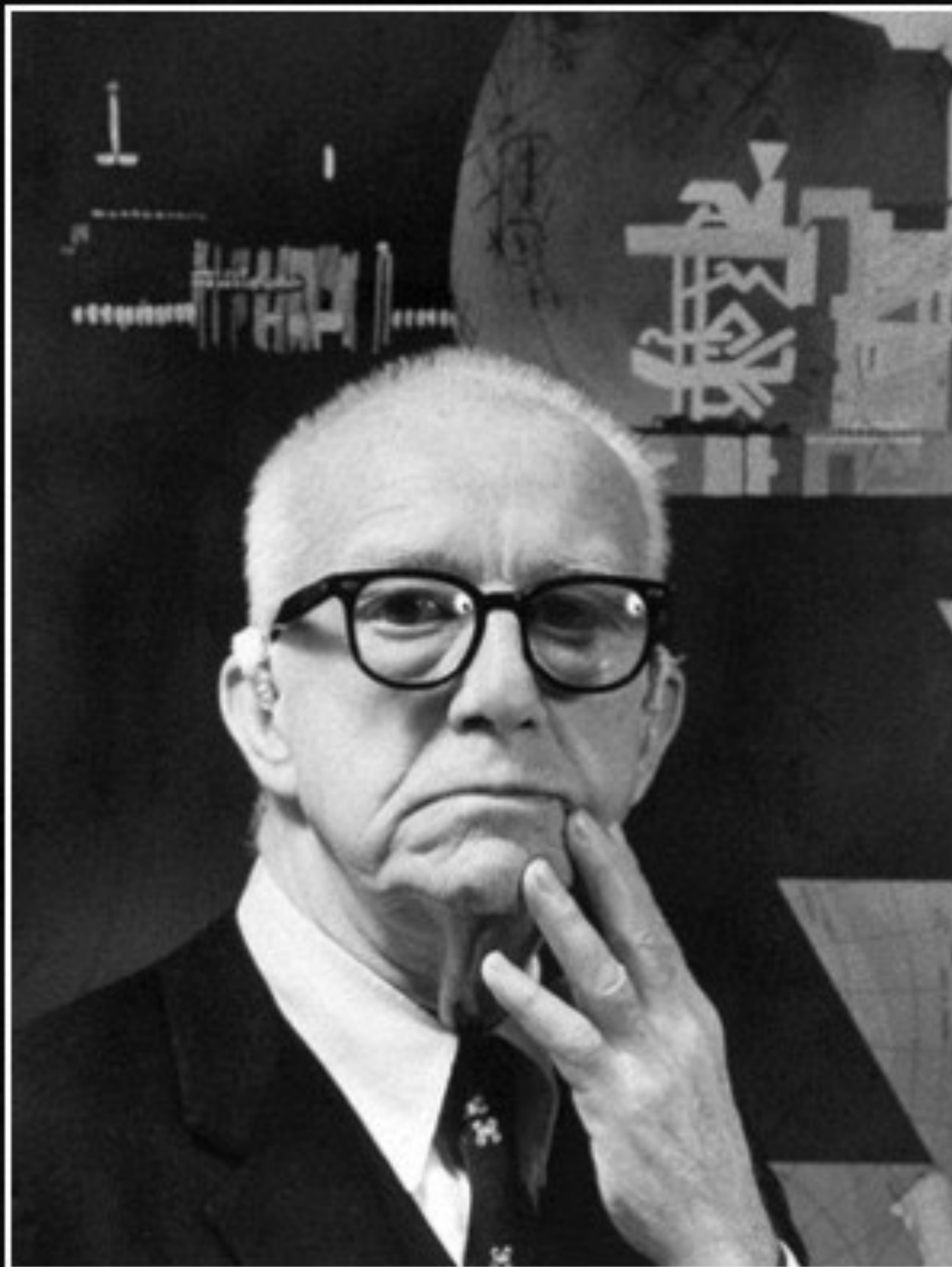


Entrepreneur 5.0



HUMANITY 5.0





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

— *R. Buckminster Fuller* —



We are the ones we've
been waiting for.

June Jordan