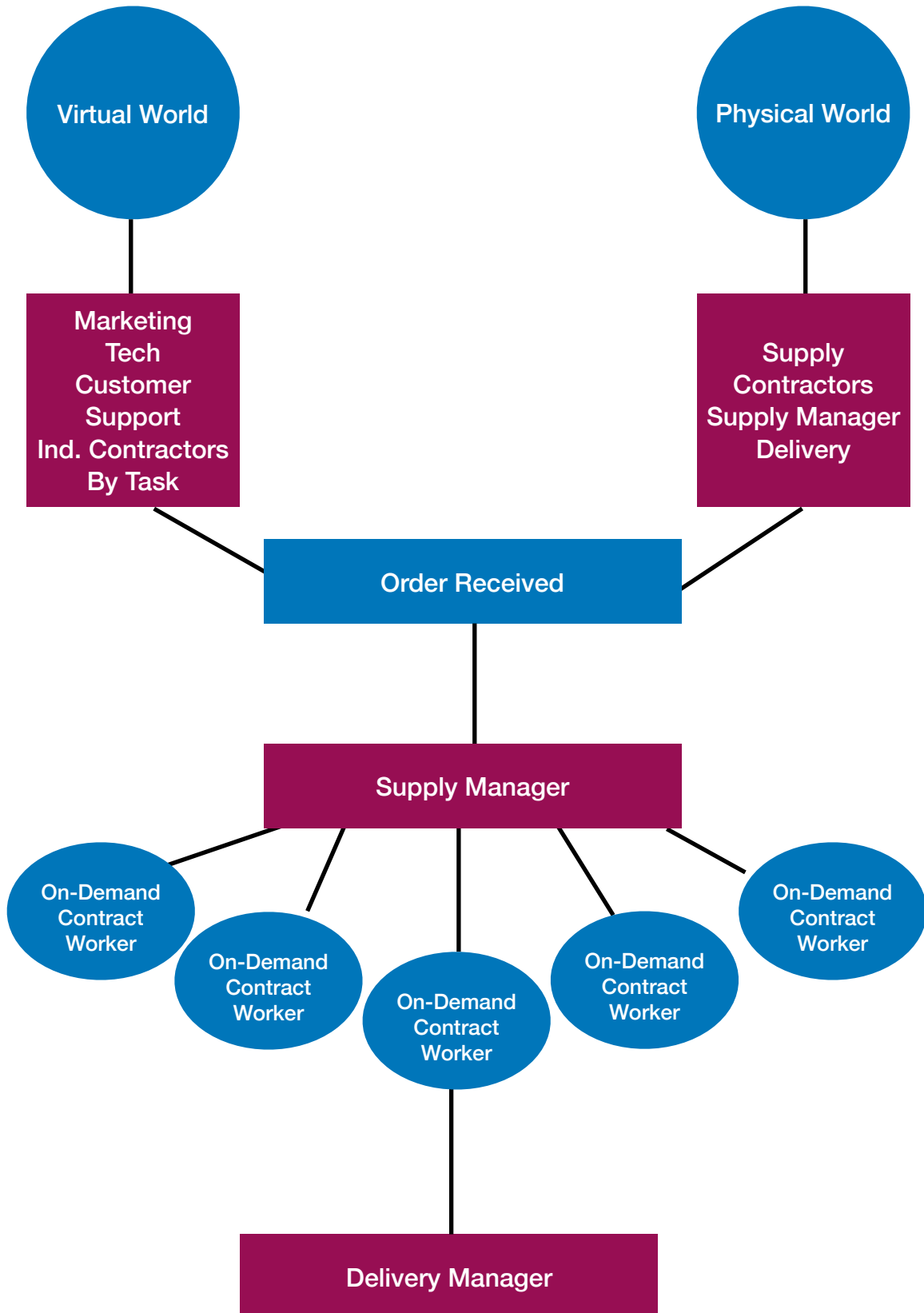


## Bonus!

### V. 1 Hierarchy and P2P Combo Structure





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### **Overview:**

This structure takes the basic hierarchy of a “traditional business” by using an executive, core team to run the business. In many models, these can also be created with a P2P structure where executives come in with revenue share or for equity.

All personnel that are not inside the core structure for business to run form a P2P network, allowing you to connect to best service providers through contractual agreements based on a job or year long contract.

### **Ask These Questions:**

1. Where are contract workers that I can hire for products / services that are complimentary to my business model?
2. Who do I need in the virtual or offline world to “staple” the business and make it run?
3. What resources are fluid and flexible that can be used to manage the bottom line of my business?

### **Expected Benefits:**

- \* The supply manager has higher quality checks and balances because it's on-demand and only by the best suppliers
- \* No manufacturing costs to save on the bottom line
- \* Corporate responsibility for the environment and livelihoods of workers
- \* Individual families are paid more while costs of production are the same or reduced
- \* Same turn around time to delivery as an eCommerce store
- \* No warehouse costs

## V. 2: The P2P Compliment



### Overview:

This structure offers an agile work force while allowing you to expand through complimentary connections and resource sharing. Everything is created through a networking system, allowing individuals to function independently and dependently. This interdependent network then allows everyone to grow together.

### Ask These Questions:

Find 2 - 3 partners who have complimentary businesses that you absolutely must need in your business as well. These are your revenue share partners. Bring them in as a partnership agreement where each helps the other to succeed.

As a Phase 2, find complimentary products and services that you can bring into your business. These can be affiliations, or more revenue share. Mix and match based on your needs.



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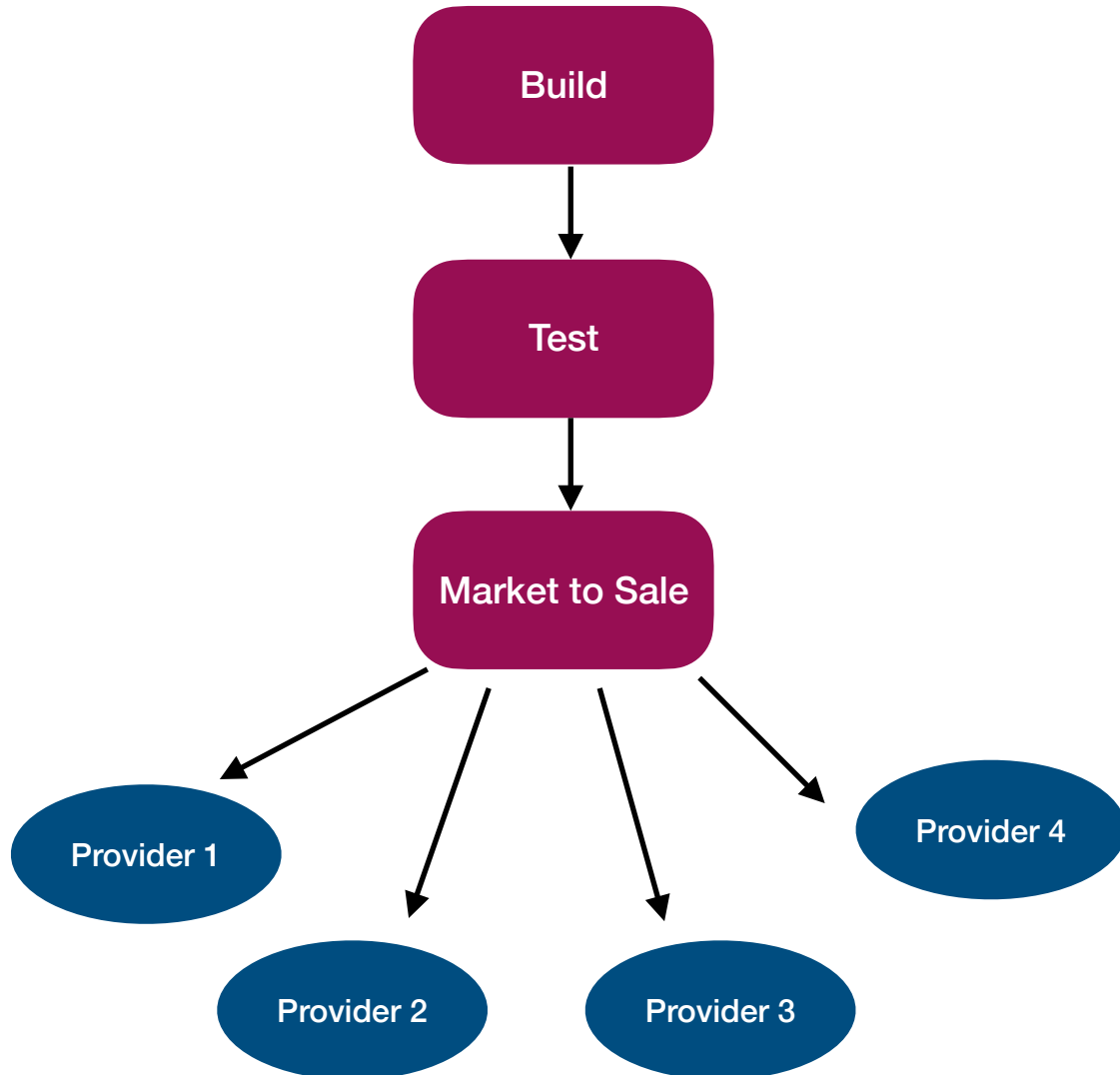
To find those compliments, ask these questions:

1. What would my customers love to have available to them when they experience services with me?
2. What makes my business recognizable and as offering value? How can others compliment my business vision?
3. How can I compliment other businesses who are looking at expanding?
4. What do I need or want that I currently don't have?

**Benefits of this model:**

- \* The revenue share partners work as a multi-way channel to network and get more clients. It is also possible to add in or change revenue partners as your business changes.
- \* Complimentary products and services are agile. They usually require 0 down, can work on a commission basis, and allow everyone to profit through each other's networks systems.
- \* Complimentary services and products work as a two-way street where you can assist others with the same complimentary systems.

### V. 3: The On-Demand Business



**Overview:**

I once had a business mentor who would offer services and products that didn't exist. I asked him, what happens when someone buys? He said he would create it on demand. If he didn't, he would get someone else to do it. Test your market first, create "custom" and "on-demand" later.

Pre-launch, crowdfunding, and market tests are all common approaches to a P2P system where you don't require products or services up front. Just make sure you know your deadline of when you need to deliver your products or services.



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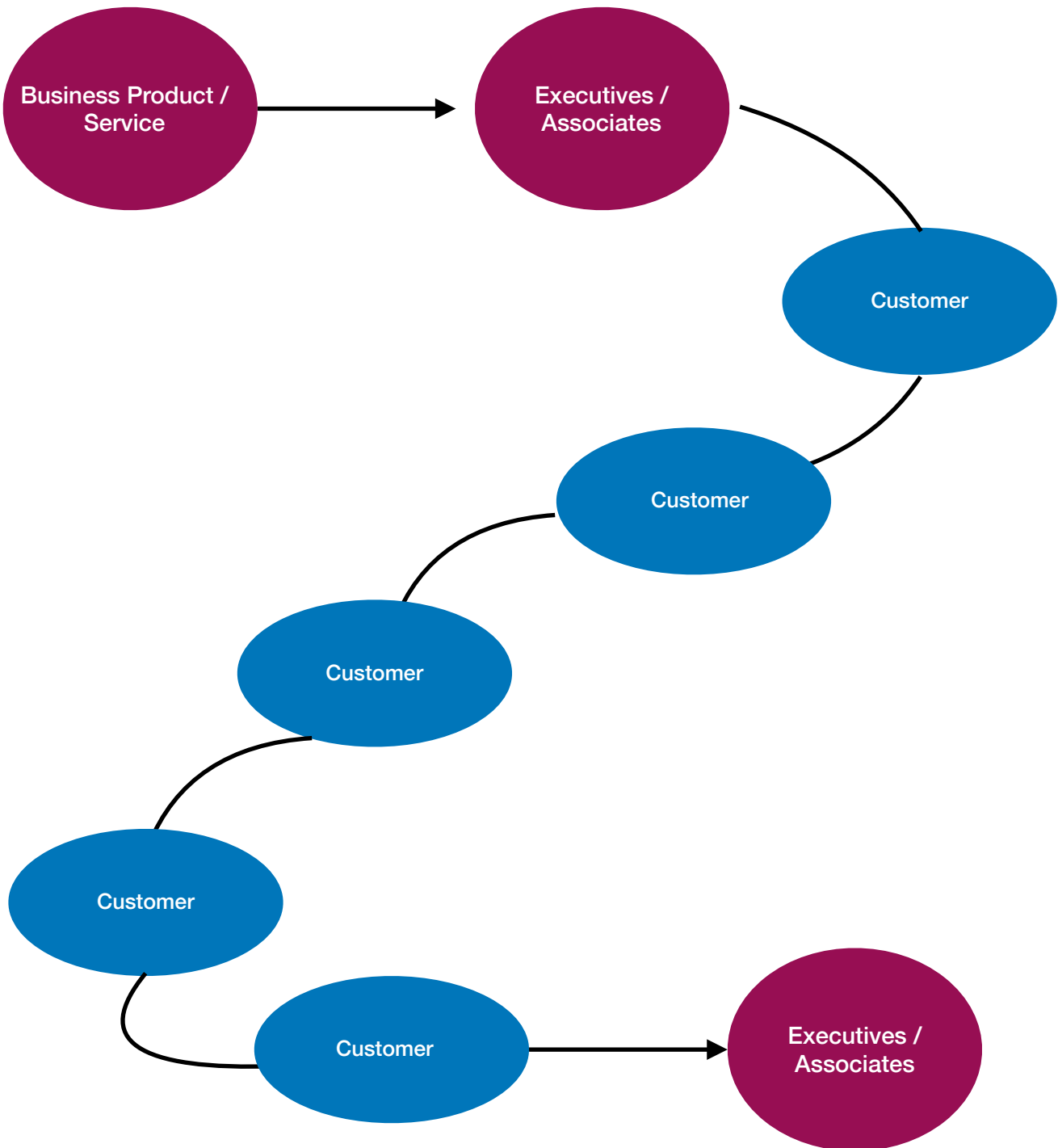
**Ask These Questions:**

1. What do you want to create as a business but need resources that you don't have?
2. Who do you know that has part or complete resources?
3. What are the logistics behind creating those resources? Factor in time, quality, and expectations.
4. If you aren't familiar with marketing, logistics, or other main functions, who can you network with to help with a pre-sale to launch?

**Benefits:**

- \* Once you have the pre-sale, you can immediately begin creating the products or services through other providers while growing your business.
- \* You know where your demand is and how you can present your business to others.
- \* You can rapidly expand (even at a startup phase) with the services and products that you see fitting into your business model.

## V. 4: The Co-Op



### Overview:

Coops are not only popular, but you can register them as a business. I remember when I was about 8 years old my mom joined a co-op. Once a month, she received wholesale food products, like oats and peanuts, to the door. She weighed out and took what she want, gave someone a payment, then passed the products to someone else. Those who had the business made a profit from, the split while saving money from a middle man to wholesale prices.



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A co-op allows everyone who has the products to also profit, giving them opportunities to benefit from wholesale products / services while sharing with others. While not as popular as an individual sole proprietor business, it is a way for many to network and profit together.

**Ask These Questions:**

1. Who needs to be involved in your business to help it run?
2. Can you move wholesale products / services to customers?
3. What does your structure look like to get products and services wholesale, to offer them to partners in a co-op, and to receive a profit? Add in your payment system, structure of revenue, and who gets products and services.

**Benefits:**

- \* Your customers become “associates”, “ambassadors” or “partners” within the business, using their approach of co-oping bulk products or services to effectively engage with others.
- \* Those who are working with the co-op are able to benefit and the company structure grows as they benefit.
- \* Middle men are taken out, cutting the costs of those who are receiving the products and services.





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