# INNOVATION

## INNOVATE CUSTOMER JOURNEY

**PULL**

**CAMPAIGN**

JOIN US

↓

TOGETHER

↓

SILO ➡ INTEGRATED

**WHO**

EXISTING

PARTNER

CLIENTS

INFLUENCE

EMOTIONAL

EXTENDED FAMILY NEW

**MARKET NEED** → FIND NEED IN MARKET

ENGAGE

JOIN US

ENGAGE →

WEBINAR

COMMUNITY

ENGAGED DATA
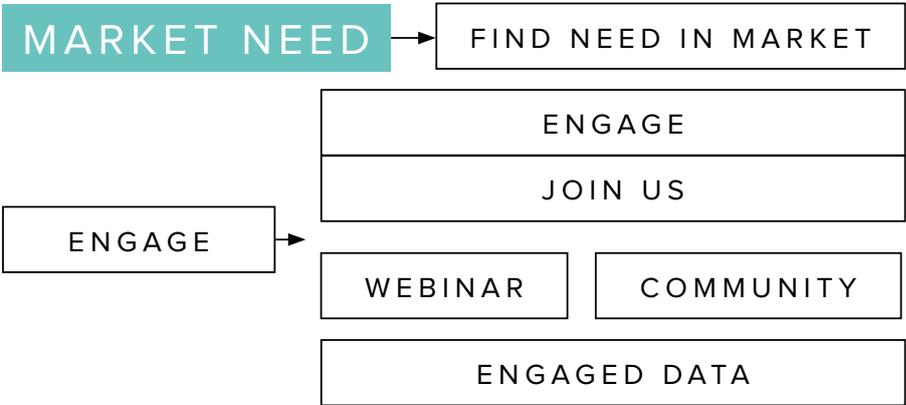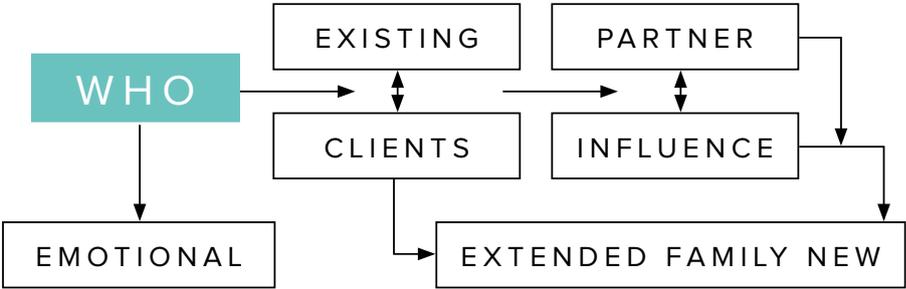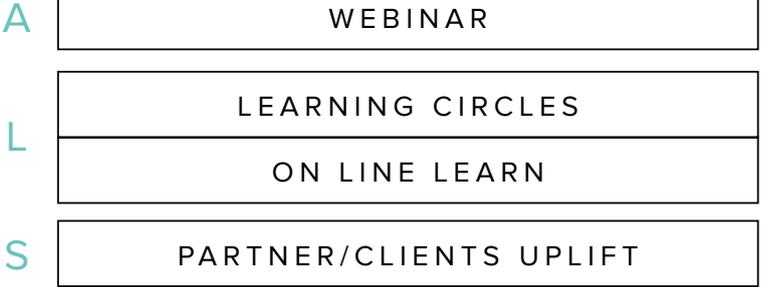
## BRAND LED NOT SALES LED

INNOVATE < PRODUCT — PRICING
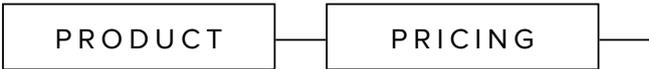
**GURUS
3%**
LEAD FACE INDUSTRY

**ADVOCACY**
· CLIENTS
· INFLUENCERS

**TRI**
· TEST · REDESIGN
· ITERATE

REVENUE MODEL

**PRODUCT**

A | WEBINAR

L | LEARNING CIRCLES
ON LINE LEARN

S | PARTNER/CLIENTS UPLIFT

NEW TRADING ECONOMY **PRICING**

BUNDLE PRICING

**PAY IT FORWARD**

**DONATE:** ETHICAL CURRENCY

JOIN A PROGRAMME - VOLUME

BUILD YOUR BRAND · GROW YOUR BUSINESS
IMPACT AN INDUSTRY · **SHIFT THE WORLD**

ONE EARTH