Genesis

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Dear Executive,

Enclosed is a new paradigm in your Industry, we call it the *Genesis Virtual Business Suite™*. It features complete full featured Unlimited User Corporate Software and *Genesis Virtual Office*™ Corporate Internet/Intranet E-Commerce Website. This is the latest version of the Genesis Software family uses Microsoft technology, the ASP.Net Platform, written in C# and using SQL Server 2016 R2 database. The website is Responsive (i.e.; Smart Phone and Tablet ready), Distributors, Customers and your Admin people can access and manage your website with ease from anywhere.

This entire solution is scalable to any sized company no matter how large you grow. It is hosted for you on the Rackspace Cloud for fast deployment and scalability to multiple Servers on a Load Balancer in a matter of hours. Depending on your Compensation Plan we can usually have you fully operational in 2-4 weeks. With this unique program you can have the Image and Presence of the largest, most successful, Companies on the Planet.

Our new software also utilizes the **DotNetNuke™ CMS (Content Management System)** Platform, the premier windows based CMS software on the market today. Using this software allows you to be able to have you staff make content and graphic changes to the website from your local computer Browser anytime you need to, without having to contact us. This helps keep you cost down, improves your bottom line and keeps the site up to date at all times.

If you are like a lot of people that are trying to start up a Business, you soon realize that to increase your chances of success, there are several key things that are paramount to that success. As an example, there are approximately 1800-2000 new Network Marketing Company startups each year. Why do 80% of them fail? Why do companies like Amway, Life Plus, Nu Skin, Herbalife and others seem to continue to grow while smaller startups struggle to even get started?

The answer is different in each situation. However, the majority of failures are due to these two things: Being under financed and the lack of proper internal management. The startup cost for the average company is between $250,000-$500,000 when you price everything you need to do it right. To start with, you need a phone system that will handle the call load now and in the future. You need the proper computer equipment and backup systems, Corporate Software that can handle from one to millions of people, Data Management personnel, properly trained Order Entry and Customer Service personnel, Inventory Control and Management, Shipping personnel and someone to manage these systems and personnel. What would that cost you? Now, how many people have that kind of money to get started?

In today's world, if people spend their money to join your company and their time and money to recruit people, they want to know that you, as a company will be there tomorrow, and that their efforts will be rewarded not just today, but in the future. In order to achieve this, you have to portray the image of a large successful business to help attract and keep people. Image is very important, but backing that image up is even more important. If checks aren't accurate and don't go out on time, people will leave you faster than you can sign them up. They have all lived through the horror stories, they have all heard the promises that were broken. That's why it gets harder and harder to recruit people unless you can prove to them that you are prepared. You will find that with this program, it is much easier to recruit and keep not just the average person, but also the Top Recruiters in the Industry, once they realize that you had the foresight to make this wise decision.

Why take the chance of ruining your personal credit, your reputation and having thousands of people ready to crucify you. For a small non-refundable setup fee and a service fee for the services provided, Genesis can make you look and operate at a level only a hand full of the most successful Companies enjoy today.

Listed below are some of the features of this program. I have also included a Price Sheet for your review. Call me today and we can have you in business tomorrow.

Sincerely,

Dennis R. Ashe, President/CEO
DRA/brf

Genesis Corporate Virtual Business Suite™

Features:

Software

Full Featured Genesis Professional Unlimited User Corporate Software
Complete Browser based CMS (Content Management System)
Global ready software, Multilingual in any language(s), Multi Currency (accept and sell in any currency)
Your choice of 4 different Compensation Plans to choose from:
(Uni-level, Binary, Matrix, or Stair Step Breakaway, custom plans available at additional cost)
New Sign ups
Welcome Letter Emails & Auto-Responders
Real Time Credit Card Processing
ACH eCheck Processing
Customer Service/Support Ticket System
Full Genealogy Tracking and Commissions Calculations
Commissions & Bonuses paid via Direct Deposit, HyperWallet, Debit Card Program etc.
Off -Site Data Warehousing Storage and Management
Daily Backup of Data with off-Site Storage
Shipping via UPS & USPS method of your choice
Management Reports and much more…

Web Hosting/Customer Service Center

Customer Service Center – 'Go to the Cloud '
We use Multiple Data Centers located across the Globe
OC3 Lines going into OC48 Lease Lines connected directly to the Internet Backbone
24x7x365 Customer Service on Web Hosting
Redundant Servers, Hot Swappable Hard Drives
Raid 3 Drive Array, Hot Swap Power Supplies & Backup Generators
Cloud Based Load Balances utilizing Web Server Farms

Internet/Intranet E-Commerce Web Site

➢ Full Featured *Genesis OnLine Office™* Internet/Intranet E-Commerce Web Site Internet Features
About Company
Benefits and Testimonials
Calendar of Events
Contact Page (online E-Mail to Company and/or Distributor)
Multilingual, Multicurrency Cart, Secure Processing for Credit Card or *e-Check* Payments
Newsletters
Online Signup
Products and Services (descriptions and pictures for each you furnish text and images)
Thousands of Website Skins available Free or we can customize one for you
Welcome Letter Emails

Intranet Features
Auto Ship Orders
Business Volume sales information
Bulk Email to Sales People (optional service, inquire fee schedule)
Calendar of Events
Customer Service Support Ticket Module
Events Calendar (Schedule Meetings, Webinars, Book and sell Seminar events and much more)
Genealogy Info
Lead Capture system (available to Distributors at nominal monthly fee to them)
Management Reports, Purchases, Sign Ups, etc. via browser from any location

Media Server for Streaming Audio or Video (optional monthly fee based on bandwidth used)
Messaging Center for inter Company/Distributor/Customer communications
Newsletter Module
Opt-In Email
Order Status Reports and Tracking (displaying existing data)
Online acceptance of Personal Checks
Online Personal and Earnings information
Products and Services Descriptions and Catalogue
Qualification & Compensation Information by Company Management & Sales People to:
    View/Download Downline Genealogies
    View/Download applicable Qualification Information
    View/Download Commissions
        Current Month
        Last Month
        YTD
Replicator Website (fee based program) Hosting
Reports, Order History, Genealogy, Commissions,
Shopping Cart with Real Time Secure Payments Processing for Credit Card or *e-Check* Payments
Sales Tax, VAT, GST, HST (outside Tax services, like Avalara, Taxware optional)
Testimonials Module (Admin is notified and must approve each before it goes live)

We take your Product Orders from your Sales People & Customers over the Web, we Process the Payment Real Time, send the order to you or your Fulfillment Center so they can ship the Order, and deposit the funds into your Business account. How can you lose? Call us to discuss your needs and for pricing requirements.

With the *Genesis Corporate Virtual Business Suite™* you can start your Company without the normal $250,000-$500,000 start up cost involved, be in business in 2-4 weeks and have the confidence to look and feel like a Corporate Giant. Plus, you don't have to hire as many employees and pay all those benefits.

All you have to do is recruit and train sales people, manage the business, and make money. This is definitely the Wave of the Future, Catch the Wave.

Genesis Virtual Business Suite™ **Price Sheet**

(All pricing in US Dollars)

One time Setup/Training Fee $25k-70k (payable in 2 payments)
(depends on the components you need for your business)
2048 Bit SSL Secure Certificate & Setup $ 99.95* 1st year
Web Server Setup Fee $ 99.95*
DNN Skin (large selection to choose from) $ 140.00*
(optional Custom Skins range from $200-$3,000)
* (payable in advance before website is published)

Monthly Recurring Fees
Monthly Management Fee $2500.00 per month minimum
(for a Single Portal/Website)
Additional Portals/Website(s) $1200.00 per Portal/Website
[1](Includes administering of Hardware (Web & SQL Database Servers, Load Balancers, Switches, Firewalls), OS & SQL Server Database Administration, Updates, Patches & Licenses, Administration of Distributor & Customer Data, Daily Backups of Distributor & Customer Data, Administration and calculation of Distributor Commissions files which will be sent to Customer for them to pay Customers 'Customers/Members', processing Auto Ships (if applicable). Support to Client Management and 1 designated Systems Administrator. Includes 18 hours/mo. of website Maintenance & Support, all hours over that amount are billable at the rate of $95.00/hour.

Cloud Servers Monthly Fee
Cloud Web Server Monthly Fee (initial startup) $500.00* per month/per server
(1 Shared Web Server required on initial startup, Server Firewall Protection Monthly Fee included w/servers)

* (Initial Cloud Web Servers includes 8 vCPUs, 40 GB SSD Sys. Disk & 80GB SSD Data Disk, 8GB RAM, 1,600Mb's of network bandwidth (Bandwidth in/out), Firewall, DNN Community Edition, Windows Server 2012 R2, SQL Server 2012 R2 Web Edition, 365 Day 24/7 Server Tech Support, additional Cloud Server capacities available on request at additional charge, see options below for details. Dedicated Managed Account Servers are available on request for additional charge. See Optional Additional Fees below.)

Corporate Email Host Account Monthly Fee $ 30.00**per month

** (includes 5 Corporate Email Accounts, each with 25 GB of Storage, you can send & receive up to 50MB attachments, built in Spam Filters and Virus Protection. Use Webmail Interface or your favorite email client. Additional mailbox accounts are just $2.00 per mailbox/mo.)

Payment Processing Services (we can help you obtain a Merchant Account if needed)
Credit Card Discount Rate & Transaction Fee   (Quoted & Billed by your Merchant Service Provider)
e-Check Online ACH Check Processing $ .25 per transaction attempt

Replicated Website Hosting Fees (Distributors only)
One Time Fee for each new **Distributor** $ 1 .25
Monthly Hosting Fee per **Distributor**

      $ 1.00 (1-2500 per active Distributor)
      $ .50 (2501-10,000 per active Distributor)
      $ .12 (10,001-100,000 per active Distributor)
      $ .05 (100,001-Infinity per active Distributor)

Options (these are only billed if you need these services)

Custom Programming & Other Optional Services available

Cloud Load Balancer Hourly usage is collected for each load balancer on your account and billed for as follows:

- 1.5¢ / HR per provisioned load balancer

- 1.5¢ / HR per 100 average concurrent connections

- Outgoing bandwidth (public network) = 18¢ / GB

- Incoming bandwidth (public network) = Free

Windows Cloud SQL Server Monthly Fee	$ 500.00 per month
Dedicated Server in lieu of Cloud Server starting at	$ 1800.00 per month
Dedicated Cisco ASA 5505 Firewall (included w/server)	
Dedicated Load Balancer	$1,500.00 per month
DNN Evoq (CMS Software) License	$ Call for current Pricing
Consulting Services	$ 150.00 per hour/1 day min.
Design, Review & Revision of Compensation Plan	$ 150.00 per hour
Custom programming of new applications	$ 125.00 per hour
Specialized Reports	$ 125.00 per hour
Graphics Rendering/Flash Design	$ 95.00 per hour
URL Registration & Administration	$ 29.95 (covers first 2 years)
SSL Secure Certificate Yearly Renewal & install	$ 99.95
Additional Bandwidth Transfer In	$ .12 per GB of Transfer
Additional Bandwidth Transfer Out	$ .30 per GB of Transfer
Additional POP3/IMAP Mailboxes	$ 2.00 per mo. per Mailbox
Secure storage and fast retrieval of archived mail	$ 5.00 per mo.
Training	$ 75.00 per hour
Corporate Meetings/Onsite Training	$1,500.00 per day plus Travel/Expenses

* **Optional Social Media Features**

Features include user profiles, groups, private messaging, journals, events, links, twitter integration, notes, user and group photo galleries, comments, comment notification, friends, public, private and invite only settings and much more. A highly connectable platform means you can connect your Social Media site to other modules and even import RSS feeds from other sites. Our templating and layout engine allows you to use one of our pre-configured themes, or easily create your own.

Ask for a Quote as the feature are constantly changing with the ever expanding features the Social Media providers come out with.

Agreement Term is for 2 years with a 60 day written cancellation by either party and shall automatically renew in 1 year increments.

The prices shown above are exclusive of any applicable freight and/or Sales Tax.

The Secure Certificate Fee will be Invoiced separately and is payable before the website is published. At the end of the 1st year Client will be Invoiced for the Secure Certificate Fee Renewals.

A deposit of 1/2 of the Setup and Training Fee is due upon signing of the Agreement. The final 1/2 is due the day the website goes live. Once the site has been published for use by Client's customers and Distributors, all monthly fees shall commence.

All other setup fees are due upon implementation (Web Site Hosting, Merchant Registration for Automated Funds Transfer, URL Registration, Secure Certificate Application, DNN Skin Etc.).

At some time after you are up and running successfully you desire to bring everything in-house you can purchase the source code for a one-time fee of $150,000.00. Included in this fee is 40 hours of consultation and hands-on training to move and setup the software on your Server(s). You can also optionally elect to have us mange the software on your server(s) at that point until your staff is ready to take over completely. The fees for this would be the same as shown above under "*Monthly Recurring Fees*".