

The establishment of an international human company/ association/ club, with an emphasis on trust, benefitting from the latest academic and practicable theories with the use of state-of-the-art technologies in order for synergy, and creating spiritual and materialistic values. Every individual has a limited capacity, but when taken together, a huge potential emerges leading to the most spectacular spiritual and materialistic/ financial values if oriented properly.



This company seeks to open a new gate to all the world with regard to personal development and improvement with secure business methods of the 21<sup>st</sup> century so that global business flourishing is brought about for human beings through novel academic systems, expert members, inactive or half-active revenues and flow of investment, value creation and innovation in the new framework of investment and technology. Expert Academy hopes to be considered as the largest new investment system in Iran with the next three years. In the ten-year long-term vision, it is hoped to be mentioned as one of the 50 top companies in the world. Relying on humane, financial and contemplative power together with up-to-date idea creation regarding the development of individuals' talents and skills, Expert Academy strives to tackle economic problems and challenges with the aim of creating systematic thinking and achieving financial intelligence. Moreover, it embarks on making profit and offering consultation in new financial markets in a secure atmosphere, through entrepreneurship, teamwork and building trust.

## Target Society/Community

All individuals who have decided to distance from routine life cycle and head to success. In its particular sense, success equals earning wealth, health and spirituality.

## Materialistic Objectives

### ➤ *Equity Crowd Funding*

According to determined academic and practical indices appropriate construction, finance, production, etc. projects will be selected through small investments for their operation. For instance, the investment required for building a hospital will be collected in small amounts; consequently, the hospital will be built. The gained financial profit will be divided among investors based on equity crowd funding patterns.



### ➤ *Personal Cryptocurrency & Crowd Mining*

Based on the huge number of company members, we will embark on personal cryptocurrency and crowd mining. By this, the financial value of this currency will increase in accordance

➤ *Transforming Private Equity Companies into Public Equity Ones*

Database and turnover are among the most important and complicated indices for transforming private equity companies into public equity ones. The amount of required turnover is determined through crowd funding projects and the database is estimated based on the company members.

➤ *Sales Channels*

According to trust index, each individual can be regarded as a sales channel; therefore, every member of the company all over the world will be referred as a potential customer as well as a sales channel. For example, current members are potential customers of a specific tablet, and they can be involved in the marketing and sales of the same product.



➤ *Mobile Games and Applications*

According to the latest statistical reports, mobile phones can cover all human needs and interactions in near future. The number of subscribers is one of the challenges that mobile game and application developers encounter. If mobile games and applications attract the attention of subscribers and they are downloaded in huge numbers, they will have the potential for profit generation through expensive advertisement and considerable amounts of money for cooperation with different companies.

The number of the company members can play an effective role in materialistic profit generation in this manner.

➤ *Human Resources Services*

Profit generation through making contracts for offering human resources services including seminar participation, network marketing companies, etc.



➤ *Currency Exchange Services*

Considering the number of people involved in the company all around the world, provided acquiring necessary permits, various currency exchange services (exchange bureau) can be potentially a great origin for generating financial profit.

➤ *Other group activities leading to making profit.*

## Spiritual Objectives

➤ *Charitable Activities*

Small and large altruistic and charitable projects can be operational all over the world.

➤ *Mass Education and Growth*

➤ *Emphasis on Morality and Transparency*

➤ *Sharing Expertise of company members*

➤ *Preservation of financial and spiritual rights*

➤ *Facilitation of individuals' participation in enormous economic projects*



## Education

One of the principles of our company is continuous improvement, growth and education of members through the education of all dimensions including concepts leading to the human excellence.

Mental Dimension (including all academic and skill-related concepts)

Physical Dimension (including all health-related concepts)

Emotional Dimension (including all psychological wellbeing concepts)

Spiritual Dimension (including all excellent and spiritual concepts such as morality and empathy)

Accordingly, with an emphasis on meritocracy, different stages have been defined as New, Bronze, Silver, Gold and Platinum in order to investigate the amount of individuals' improvement.

### **Consultants and Experts**

In order to assure the education quality, we will benefit from micro/macro planning, long-term, middle-term and short-term strategy development by experts around the globe including Canada, England, Netherlands, Italy, China, India, the Middle East, etc. with a wide range of expertise such as university professors in different fields of study, Experienced international managers, advanced companies in the field of commerce, strategic management, experts in stock market and economics, technology, ICT, digital currencies, lawyers and international attorneys in the form of temporary or permanent contracts.

### **General Description**

In order to build trust, a specific road map is prepared and put into operation. Different individuals are invited and offered a variety of free services in a period of time to establish trust. These services have two-fold functions: first, loyalty of members, and second, new member attraction.

Services are classified as follows:

➤ *Investment and Financial Consultation Services*

Undeniably, gaining income is considered as the first step of attention attraction and building trust. To achieve this, at in the first stage, the invited people will be coached and justified on how to invest so that they can add an amount to their monthly revenue portfolio. Stock market and digital currencies are regarded as the most powerful tools for realizing this goal.

➤ *Educational Services*

Holding free short-term and long-term courses, seminars and workshops are other elements for building trust. For increasing quality of these activities, we have been approved as the formal representative of Seneca, one of the greatest Canadian universities, so that new and current members can easily benefit from higher education in the most accredited universities in the world.

➤ *Portal for Members*

Each member can access his personal user panel to be informed on the details of activities for facilitating communication, education, leadership and increasing the quality of services.

➤ *Customer Voice System*

Members' satisfaction is among the most important factors for building trust. Therefore, different tools such as application, website, etc. are provided for hearing suggestions, criticism and challenges of members.

## Research and Development

The R&D team are always involved in assessing different international projects so that they can increase members' satisfaction through offering these projects to them. These committees benefit from the majority of developed countries and professionals (consultants and experts) to verify all dimensions of the projects.



## International Offices and Branches

In order for ever-increasing growth and benefitting from international services and experiences, several offices and branches are being opened in the world. The priority of countries for opening offices depends on numerous factors such as the country's rules, the company's facilities, etc.

The process of opening new branches is as follows:



### 1. *Feasibility Study*

- Market research, interview with experts and influencers of that country
- Assessment and analysis of competitors
- Study and research on the country's culture
- Study the economic and geographical conditions of the country
- Study the country's rules
- Investigating financial limitations, inflation rate, foreign currency variations, GDP
- Assessing potential locations for the office
- Exploring the prerequisites for holding seminars and educational workshops
- Assessment and analysis of the country's capacity

### 2. *Designing scheduled operational plans*

- Evaluating different communicative methods for seminar invitation
- Prioritizing activities based on the feasibility study
- Prioritizing individuals

### 3. *Opening*

### Island/ Node Business Units

According to the feasibility study and based on the facilities and economic conditions of each country, we embark on opening semi-independent business units so that they provide services for the current members to establish trust, and contribute to attracting new members. These units include tourism, supply chain, education, export and import, financial, commercial consultation, strategic thinking and management policies. Their descriptions are accessible on independent websites.

#### International Presence:

Turkey	Canada	Afghanistan
Oman	Iran	Iraq

#### And in future:

Netherlands	Australia	Brazil
South Africa	China	Korea
Japan	Azerbaijan	Armenia
Tajikistan	Turkmenistan	

### Competitive Advantage

The most distinguished competitive advantages of our team include focus and emphasis on morality, transparency, law-abidance, satisfaction and trust. These key concepts not only verbally but also practically serve as the basis of our activities and guarantee realizing our objectives leading to success. It can be asserted that there are few companies taking the aforementioned concepts in practice and reality around the world.

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