



Our goal is to bring a similar system to the U.S. The project hinges on 3 elements, each bringing a significant innovation. They are:

1. **The Trade (Barter) Currency.** Qualified companies conduct buying and selling transactions using, as payment, a combination of cash and the private money, issued and managed by the system. This saves cash for the buyer while the seller receives full payment, in cash, for its product.
2. **The I.C. (Incremental Cost) Factor.** The actual cost of outsourcing the sale of additional product, not to exceed 5% of cash sales. Once the number is quantified (18% to 32%), sales commission and administrative costs (15%) are added. The difference between the IC Factor and the amount of the sale, conducted at rack rates, is the profit on the transaction and can be quantified ahead of time.
3. **The Sales Methodology.** Proprietary to the Hawk Group, the methods allow for the sales force to be recruited, trained and managed without assembling in a brick-and-mortar facility and without commute or travel. The sales force can scale quickly. We have developed this sales model over decades.