

# Genius Group Partner Conference



# Genius Group

Welcome to the Genius Group Partner Conference

**2nd & 3rd of September 2021**

The Education Nation - Finding your place in the  
Education Revolution



genius group

# Your Host for the Conference



**Michelle Clarke**  
Chief Partnerships Officer



**genius** group

# Genius Group Partner Conference



# Genius Group

**DAY 1 - 2nd September**

**Topic: Education Nation**



**genius** group



# Outcomes for the Partner Conference



**How you can become a part of the Education Nation, creating and growing the brand new curriculum or community for entrepreneurs of all ages, in 2021/22**



**How you can step up as a leader and generate anywhere between \$50k to \$2M+ in the next 12 months as one of our key partners**



**The best way to leverage off Genius Groups exponential growth in 2021/2022 and beyond as one of our Partners**





# Join us in the Partner Conference Circle



Michelle Nolting posted in mentor circle: Genius Group Partner Conference Circle

Sep 2, 2021 at 07:44 in South Africa - [Delete](#) - [Report](#)



Welcome to the Partner Conference! This is the pinned post where we will drop all questions, links and information! See you in 15 minutes!

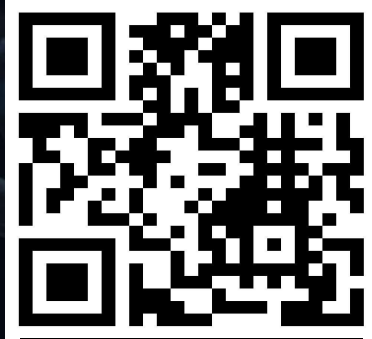
[Genius Group Partner Conference 2021](#)

[Genius Group Partner Conference 2021](#)



# Entrepreneur Quiz

Entrepreneur Quiz



Scan here



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# Partnerships Team



**Michelle Clarke**  
Chief Partnerships Officer  
Genius Group



**Michelle Nolting**  
Partnerships Manager  
GeniusU





# Partnerships Team



**Rosaleen Bloomfield**

Partnerships Onboarding Manager



**Stacey Webber**

Partnerships Community Manager



**Duncan Stanley**

GEM Community Manager



**genius** group

# Partnerships Team



Allison Wentworth-Ross  
Certification Designer



Tracy Stallard  
Assessments portal & Reseller  
management



# Partnerships Matter



In 2021, so far over 45% of our total revenue has been generated from our partners



We have paid out in excess of \$5M of commissions to our partners in last year, from \$2M last year.



We have over 7,000 partners, many of whom have generated between \$25k and \$2M+ in the past year alone





# Keynote Speaker



**ROGER JAMES HAMILTON**  
Founder, Genius Group



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# Roger James Hamilton, Founder and CEO Genius Group







**EDUCATION NATION**



# JOIN THE GLOBAL EDUCATION SUMMIT

Thu, July 8th - Fri, July 9th 2021



Join Seth Godin, Stephen MR Covey, Salman Khan and Roger James Hamilton from 8th-9th July 2021 for the biggest education summit with 10,000+ educators and entrepreneurs.

Build your Education and Community business by learning the top strategies that are disrupting the education industry. If you are an entrepreneur, educator, trainer, coach or consultant looking at being at the centre of this accelerated edtech boom, join us for the Global Education Summit.

[Join Us](#)



**SETH GODIN**

Best selling author, thought leader, entrepreneur and educator.



**SALMAN KHAN**

Educator, entrepreneur, philanthropist. Founder of Khan Academy



**ROGER JAMES HAMILTON**

Founder  
Genius Group



**STEPHEN MR COVEY**

Leadership development pioneer  
and educator.

# STOP STEALING DREAMS

WHAT IS SCHOOL FOR?

SETH GODIN



**Everyone wants to change education,  
but no one wants to do anything about it.**

The essay at the heart of this book is called Stop Stealing Dreams. It's one of the most powerful and popular things I've ever written. It's a call to action for parents and students, a wake up call to help each of us move forward.

When HP offered to print a limited edition booklet for me, I thought it would be helpful to put this manifesto in your hands, in a way that's easy to highlight, underline and share.

At the same time, I want to share what we're doing with altMBA. It's a small contribution, a step in the direction of education that actually works.

Seth Godin  
Hasting-on-Hudson, NY  
August, 2018

# 17 REINVENTING SCHOOL

If the new goal of school is to create something different from what we have now, and if new technologies and new connections are changing the way school can deliver its lessons, it's time for a change.

**Here are a dozen ways school can be rethought:**

It's easier than ever to open a school, to bring new technology into school, and to change how we teach. But if all we do with these tools is teach compliance and consumption, that's all we're going to get. School can and must do more than train the factory workers of tomorrow.

- **Homework during the day**, lectures at night
- **Open book**, open note, all the time
- **Access to any course**, anywhere in the world
- **Precise**, focused instruction instead of mass, generalized instruction
- **The end of multiple-choice** exams
- **Experience** instead of test scores as a measure of achievement
- **The end of compliance** as an outcome
- **Cooperation** instead of isolation
- **Amplification** of outlying students, teachers, and ideas
- **Transformation** of the role of the teacher
- **Lifelong learning**, earlier work
- **Death of the nearly famous college**



# The Worlds #1 Entrepreneur Success Platform

Learn, Connect, Attend and Earn with  
over 1 Million Entrepreneurs

[Start Learning For Free](#)



**Genius Group 2021 Genius Plan**

A woman with long dark hair, wearing a white lab coat, is seated at a desk. She is looking down at a laptop screen with a thoughtful expression, her right hand holding a pen to her chin. The background is a blurred office or laboratory setting with shelves and windows. The entire image has a blue tint.

# The Problem

**Students, employees and individuals of all ages need a more personalized, engaging education system to equip them for life.**

**The current education system is delivering a standardized, out-of-date curriculum that most students agree is failing them.**

**With the current jobs crisis, education crisis and pandemic, this problem has become more pronounced then ever.**

# The Problem

**This problem has been highlighted in the 2020 World Economic Forum white paper, on the need for a 21st Century Education system**

## Schools of the Future

Defining New Models of Education  
for the Fourth Industrial Revolution

WORLD  
ECONOMIC  
FORUM

COMMITTED TO  
IMPROVING THE STATE  
OF THE WORLD

Content (built-in mechanisms for skills adaptation)

**Figure 2: The World Economic Forum Education 4.0 Framework**



Experiences (leveraging innovative pedagogies)



# Our Solution

**We deliver a personalized life long education system with an AI-driven Edtech platform and a 21st Century curriculum**





## ENTREPRENEUR BLUEPRINT 2030



ENTREPRENEURS  
INSTITUTE

### Within the next 5 years

By 2020 we will live in a dramatically different world, with another two billion people online, and with one billion entrepreneurs on the planet. Technology will have an even greater impact on our society than it has had in the last ten years, with driverless cars, connected homes, virtual reality and augmented reality changing the way we connect and interact with each other.

By 2020 within Entrepreneurs Institute we see purpose streams on GeniusU supporting each of the 17 UN Sustainable Development goals, with entrepreneurs working with each other aligned by purpose, having a measurable impact on our future.

By 2020 we aim to have 5 entrepreneur resorts and 50 entrepreneur beach clubs providing mentoring and a meeting place for entrepreneurs around the world.

**2020**

### Within the next 10 years

By 2025 artificial intelligence will have advanced to a level where we will have an entirely different relationship with technology. Sensors will provide us with real time data on transformation in every part of our world. As entrepreneurs, we will be globally empowered and connected with instant translation. Space travel will change our relationship with our planet and ourselves.

By 2025 we believe that entrepreneurship as a vocation will be taught in schools as a preferred option to employment. More than half the jobs today will no longer exist.

We see Entrepreneurs Institute as a key driver in the Entrepreneur Movement, working together with schools, entrepreneurs, NGOs and governments to provide entrepreneur education globally.

**2025**

### Within the next 15 years

By 2030 we are optimistic that, given our combined efforts today, the rapid rise in both technology and our own will to harness that technology for good will lead to many solutions to our current global challenges. This won't happen on its own, but by entrepreneurs, investors and organizations working together towards meaningful, measurable change.

Provided we begin empowering and connecting the entrepreneur movement today, most if not all the UN Sustainable Development Goals will be achieved through our collective efforts.

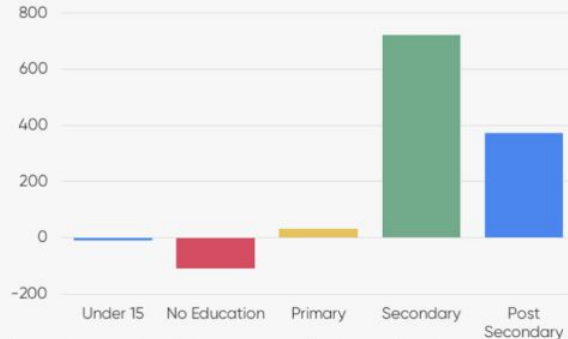
This is the concept of "World Wide Wealth" that we are committed to: Growing our collective ability to create and contribute wealth for the future we all want for ourselves, our future generations, and our planet.

**2030**

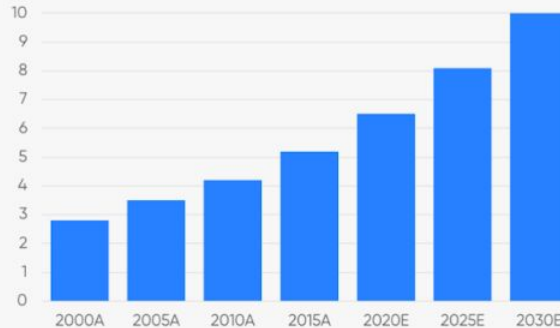
# Education in 2030. The \$10 Trillion dollar question.

Five Scenarios for the Future of Learning and Talent

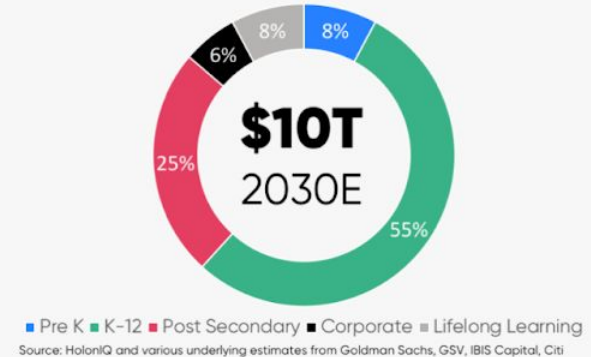
**Global Population by Highest Education Attainment.  
Change from 2015 to 2030. (Millions)**



**Global Education and Training Expenditure  
(Trillion USD)**



**2030E Global Education and Training Expenditure  
(Trillion USD)**





# The Edtech Market

Edtech companies growing by acquisition, with their own curriculum, are leading the way



The surge in investor interest also catapulted Byju's into India's second-most valuable startup (MINT\_PRINT)

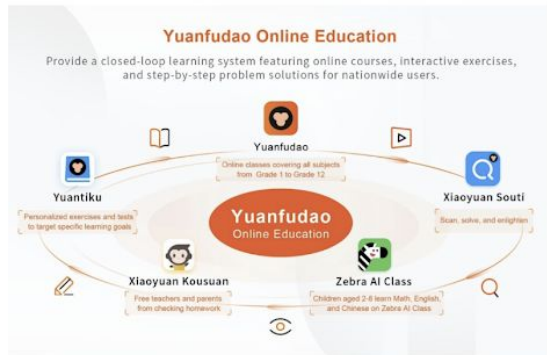
## Edtech firm Byju's to raise \$200 million at \$12 billion valuation

1 min read . Updated: 21 Nov 2020, 07:29 PM IST  
Madhurima Nandy

The Bengaluru-based edtech firm had last raised \$500 million in September from a group of investors including private equity firm Silver Lake Partners along with existing investors General Atlantic, Owl Ventures and Tiger Global

## Yuanfudao Raises US\$2.2 Billion in New Financing, Valuing the Company at US\$15.5 Billion, Becoming the Most Valued Ed-Tech Company Worldwide

Yuanfudao's latest financing rounds increased the Company's valuation to US\$15.5 billion, making it the most valuable technology-driven education unicorns in the world. The new funding will allow Yuanfudao to further capitalize on its educational technology innovation, accelerate new curriculum product development and expand its online education service system.



The latest fund-raise follows a round in September when it raised \$150 million led by SoftBank Vision Fund 2. (iStockphoto)

## Unacademy raises fresh funds at \$2 billion valuation

1 min read . Updated: 25 Nov 2020, 06:47 PM IST  
Nandita Mathur

- The latest fund-raise follows a round in September when it raised \$150 million led by SoftBank Vision Fund 2
- Unacademy has over 47,000 educators, teaching in over 14 Indian languages, and learners spread across 5,000 cities



# Genius Group

## Five Year Genius Plan

### Our Curriculum Plan

A grayscale photograph of a woman with long dark hair, wearing a light-colored blazer over a dark top. She is sitting at a desk, looking down with a thoughtful or concerned expression. Her right hand is raised, holding a pen near her forehead. In front of her is a laptop, and to her left is a spiral-bound notebook. The background is slightly blurred, showing what appears to be a window or a whiteboard.

# The Problem

**People of all ages know they need new skills and resources to survive in rapidly changing times. The current education system and online courses do not provide any recognised curriculum that they can rely on to deliver this.**

**With the current jobs crisis, education crisis and pandemic, this problem has become more pronounced than ever. The last global education system design to address our modern challenges, the International Baccalaureate, was created over 50 years ago. A new system is long overdue.**



# The Problem

This problem has been highlighted in the recent World Economic Forum white paper, on the need for a 21st Century Education system

## Schools of the Future

Defining New Models of Education  
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Figure 2: The World Economic Forum Education 4.0 Framework



Experiences (leveraging innovative pedagogies)

# Our Solution

**We believe it's time for a brand new accredited entrepreneur education system that delivers a personalized, relevant, lifelong learning pathway to everyone, everywhere.**



**Delivering a Global Solution to  
Today's Education & Jobs Crisis**



# Our Solution

Genius Group delivers a full entrepreneur education system which has already proven to be in high demand, with over 1.7 million students across 20,345 cities already using the curriculum in camps, events, accelerators, schools, universities and companies.

**Our curriculum** is being used by leading companies and schools around the world.

**Our community** includes the world's leading entrepreneurs and over 2,500 certified faculty.

**Our campuses** range from schools to colleges to a full US accredited university, resorts and co-working offices. The calendar includes over 1,000 local events, online events and microdegrees on our edtech platform, GeniusU.

What if education could be personalized to bring out the best in every child?

The Genius School has a unique curriculum, a unique funding model, and a unique organization model that aims to do just that.

Will you be part of the education revolution?

"THROUGHOUT MY LIFE  
SPECIFIC EDUCATORS HAVE  
MADE AN IMPACT ON MY  
LIFE AND I PLAN TO HAVE  
AN IMPACT ON MY FUTURE  
STUDENTS AS WELL,"

CELENA TORRES  
MASTER OF EDUCATION

FALL SEMESTER: ENROLLING NOW!



## EdTech Platform

GeniusU connects entrepreneurs to the smartest knowledge, connections and opportunities using their virtual assistant, Genie



# About Our Curriculum

Our Curriculum is being created in direct response to the challenges in the current education system. We began by making our curriculum as an addition for the existing education system. We are now developing a lifelong curriculum to provide a full government accredited entrepreneurial alternative to the current systems offered from K-12, through university, and on to vocational and entrepreneurial training.

We believe that students, employees, freelancers, and startup founders all want to learn how to be entrepreneurial and “create a job” instead of needing to “get a job”. We believe that the current education system and online courses do not provide any recognized curriculum that they can rely on.

The global education industry is in dire need of revitalization. The 2020 World Economic Forum “Schools of the Future” report highlights the urgent need for a more relevant curriculum to prepare students and adults for the future. The COVID-19 crisis has amplified the necessity to overhaul the system.





### For Students

For students who struggle with the current one-size-fits-all schooling system, we provide a personalized program helping them ignite their genius and design a life where earning and learning become lifelong activities.



### For Parents

For parents we provide an option for a globally-accredited schooling system accessible online anytime, giving them choices that best suit their circumstances and help their children to succeed.



### For Teachers

For teachers, who are often underappreciated and underpaid, we provide a platform that recognizes and rewards thought leaders for the valuable content, enabling the best coursework to be shared globally.



### For Schools & Colleges

For schools and colleges, we provide a cutting-edge curriculum preparing students to create jobs in a changing global economy as well as learn key life skills alongside our global community.



### For Companies

For companies struggling to find employees with adequate leadership and technical skills, we provide company-sponsored programs creating a global stream of employable students and leaders updated to the needs of the times.



### For Government

For governments, our mission is to provide an alternative to the current system and train people to overcome various limitations on how rapidly they can innovate, especially given the current state of the education system due to the COVID-19 pandemic.

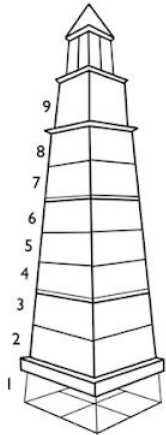
**By the end of 2021 we plan to have over 2.5 million students on GeniusU. Many will be taking free courses and microdegrees.**

**We also plan to have 10,000 students at all six stages of our curriculum enrolled in our microschools, earning their diplomas to progress through each level of their entrepreneur journey.**


# Our Curriculum

## Learning for Life

We have developed a lifelong curriculum to provide a full, government-accredited entrepreneurial alternative. From early-learning education to primary and secondary school, university and adult learning, we personalize a learning path that is unique to each student's needs.




TWO ONE K PRE-K
<b>Prep</b> 0-7



EIGHT SEVEN SIX FIVE FOUR THREE
<b>Primary</b> 6-14



TWELVE ELEVEN TEN NINE
<b>Secondary</b> 12-18



SENIOR JUNIOR SOPHOMORE FRESHMAN
<b>Apprentice</b> 16-22



ULTRAVIOLET VIOLET INDIGO BLUE GREEN YELLOW ORANGE RED INFRARED
<b>Entrepreneur</b> 16-80



ELDER MASTER TRAINER TRAINER FACILITATOR CONSULTANT COACH
<b>Mentor</b> 18-100+



# Our Curriculum

**Philanthropy: Love of what it is to be human**

## Self Mastery

Knowing and growing your unique talents, passions & purpose

## Leadership

Developing team, communication, and relationship skills

## Life Skills

Learning the 3R's, language, living, health & happiness

## Expression

Exploring creativity, music, art and self-expression

**Philosophy: Love of the world around us**

## Discovery

Building skills in planning, research and decision making

## Enterprise

Learning finances, entrepreneurship and resourcefulness

## Technology

Learning critical thinking, coding and future technology

## Global Citizenship

Understanding nature and sustainability



# Genius Group

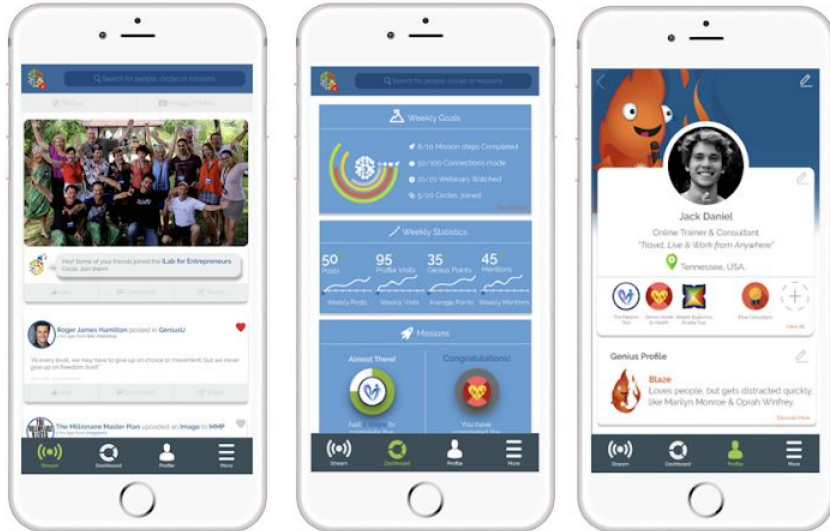
## Five Year Genius Plan

### Our EdTech Plan

# Our Edtech Platform

**Our GeniusU Edtech platform includes assessments algorithms which provide us with intelligent data on each student's interests, entrepreneur level and social connections.**

Genie, GeniusU's A.I. virtual assistant, gives each student and faculty member personalized recommendations on what courses to take, how to upskill, who to meet and where to go based on their step in the curriculum, their stage of business growth, global location and interests, together with their personal values, vision, passions, talents, and purpose.



Talents



Passions



Purpose



Entrepreneur  
Profile

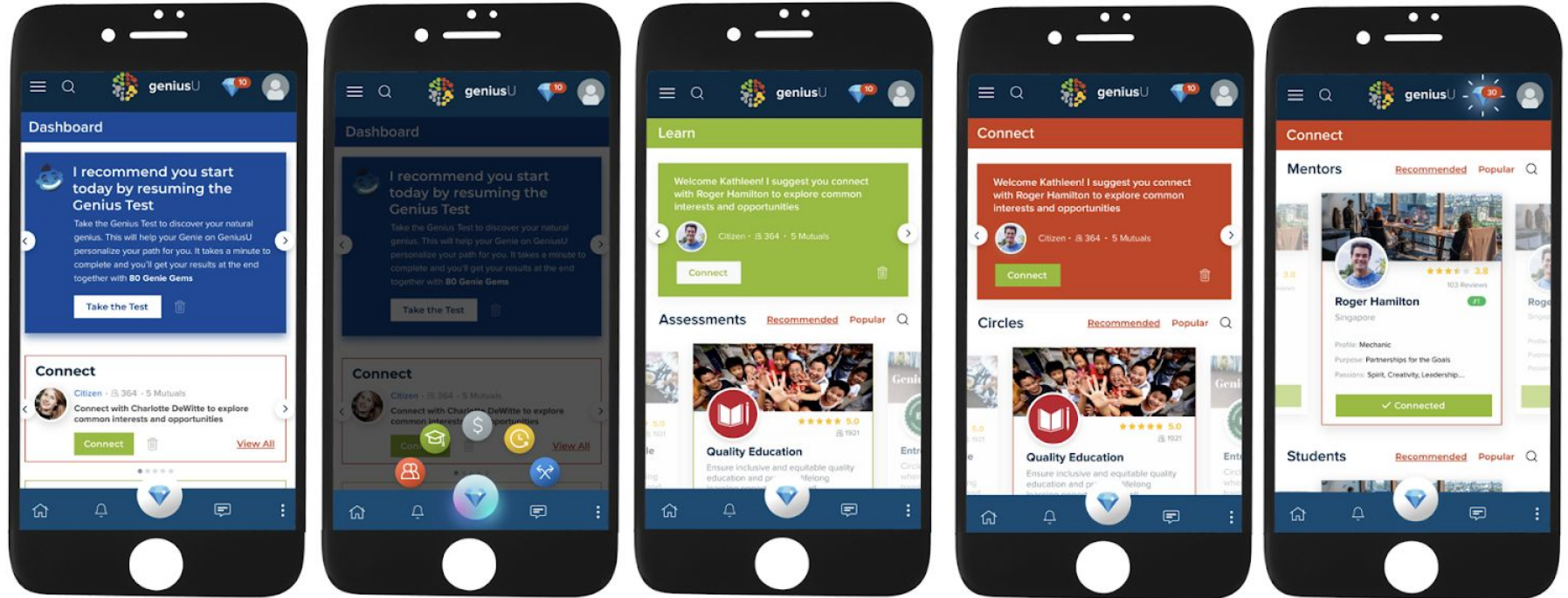


Entrepreneur  
Level



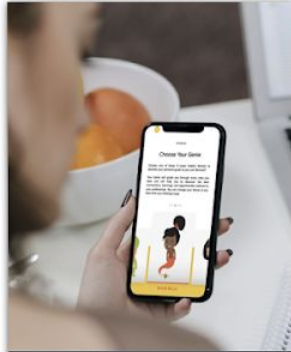
# Our CLEAR Philosophy

**Students join as Free Students, Course Students or Diploma Students, taking daily CLEAR steps (Connect, Learn, Earn, Act, Review) and earning GEMs towards their course or certification.**



# Our Edtech Strategy

**Our Edtech Strategy is to lead in curriculum and community while leveraging on the very best technology in the following five areas:**



## **Personalised AI GENIE**

giving a personal  
life-long learning  
journey to  
students at every  
stage of their life  
journey



## **Interactive AR LAYER**

enhancing our  
real-world  
experience in  
what we learn,  
where we learn  
and who we meet



## **Immersive LEARNING**

through blended  
combination of  
high tech and  
high touch, live  
and engaging  
experiences



## **Integrated EARNING**

with blockchain-  
based genie gem  
learning credits  
converting to  
genie coin  
cryptocurrency




## **Predictive METAVERSE**

A leader in  
metalearning in  
the metaverse as  
it evolves and  
replaces apps  
and the internet

# Our AI Strategy

**Our plan is to build a decentralising AI development environment to grow GeniusU and Genie, as part of SingularityNet: The world's largest blockchain based AI community.**

 SingularityNET

Products ▾ Research Community ▾ About ▾

Login [SIGN UP FREE](#)



★★★★☆ 4.0 (2335)

This service uses Real-Time-Voice-Cloning to clone a voice from 5 seconds audio to generate arbitrary speech in real-time.

[DEMO](#)



★★★★☆ 3.9 (219)

A service that uses deep neural networks and landmark information to detect human emotion expressions after detecting faces in a given image

[DEMO](#)



★★★★☆ 4.0 (1227)

Annotates a human gene set with Gene Ontology terms, Reactome pathways, memberships, and BioGRID protein interactions.

[DEMO](#)



★★★★☆ 4.0 (498)

This service uses Deepfakes Faceswap to swap faces between two images.

[DEMO](#)



★★★★☆ 4.9 (723)

Detect the languages in a given string

[DEMO](#)



★★★★☆ 3.6 (233)

Increases the resolution of an image by reconstructing it without directly resampling

[DEMO](#)

Search, trial, and select from an ever-growing library of AI algorithms created by a community of service providers. Integrate AI services into your own applications.

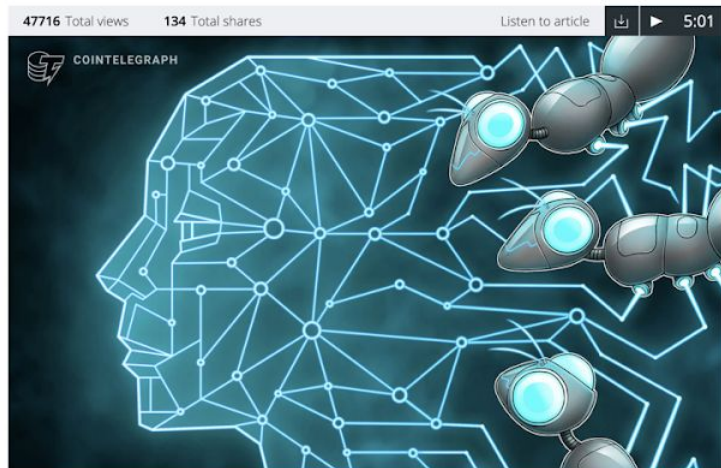
- ✓ **Choosing your AI:** Select from a library of AI services covering a wide range of categories and AI types. Browse AI by type, service provider or rating.
- ✓ **Demo AI Services:** Test any AI service found on the marketplace for free before making a decision to buy more calls.
- ✓ **Rate, Review, Improve:** Help to democratize AI by leaving ratings and reviews to help developers improve their algorithms as well as the design of their AI service.



# SingularityNET

## SingularityNET (AGI) rallies 1,000% as industries aim to merge AI with blockchain

The price of SingularityNET's AGI token has been on the move as DeFi capabilities, cross-chain integrations and layer-two functionality drive demand higher.



One AI-focused cryptocurrency project that has seen tremendous growth since the beginning of 2021 is SingularityNET and its talented humanoid robot named Sophia.

AI developers can utilize the SingularityNET platform to create, share and monetize their services through its AI marketplace, which allows users to browse, test and purchase those services using SingularityNET's native AGI token.



### Platform Component Integration

SingularityNET is a full-stack AI solution powered by a decentralized protocol. The platform comprises of many elements working together which can be fully integrated into your own applications.



### Open source Platform Development

Participate in our open source community and contribute to the overall development of the platform and gain access to our comprehensive resources platform and SDK.



### Community Contribution and Collaboration

Join our active community who are all working toward the goal of the global distribution of AI. Enjoy comprehensive documentation, tutorials, hackathons, and access to requests for AI services.



### Create Your Own Organisation on the Blockchain

Set up your organization on the blockchain as either a company or an individual developer. Create, manage and collaborate with teams of contributors to create income streams.



### Manage From Within One Environment

Create AI Services, configurations, demos, tutorials, pricing, all in one place. Publish & distribute AI services to the blockchain once, launch everywhere.



### Monetize Your Services and Create Income Streams

Fully control the cost elements of your services, collect AGI tokens and transfer them to your preferred wallet and team members.



### Access a Decentralized Distribution Channel and Global Market

Publish & distribute AI services to the blockchain where they are accessible by anyone with an internet connection. Developers are able to charge for the use of their services using the native AGI token.



### Access to Comprehensive Documentation, Tools & SDKs

Wrap your AI algorithms in our native API using our SDK available in Java, C++, Go and Python as well as Mobile SDKs. our API allows interconnectivity with any other AI on our platform, compounding exponentially the power and potential of service creation.



### Access a Community of AI Developers and Specialists

SingularityNET is a fully-fledged AI ecosystem with a rich community all working toward the global distribution of AI. Enjoy comprehensive documentation, tutorials, hackathons, and pick up work from requests for AI services.

# Our Metaverse Strategy

Our first mobile app will be built with the Unity AR/VR Engine. Unity is the world's most popular virtual world engine, used to build Angry Birds, Pokemon Go, Facebook Horizon and 60% of the games on the Apple App Store. Our plan is to build GeniusU into a virtual universe where students and mentors meet in AR/VR and building their learning communities and keep their learning libraries.

## horizon

Explore. Play. Create. Together.

Welcome to Horizon, a social experience where you can explore, play and create in extraordinary ways. In Horizon, you're not just a visitor. You're part of what makes it great.

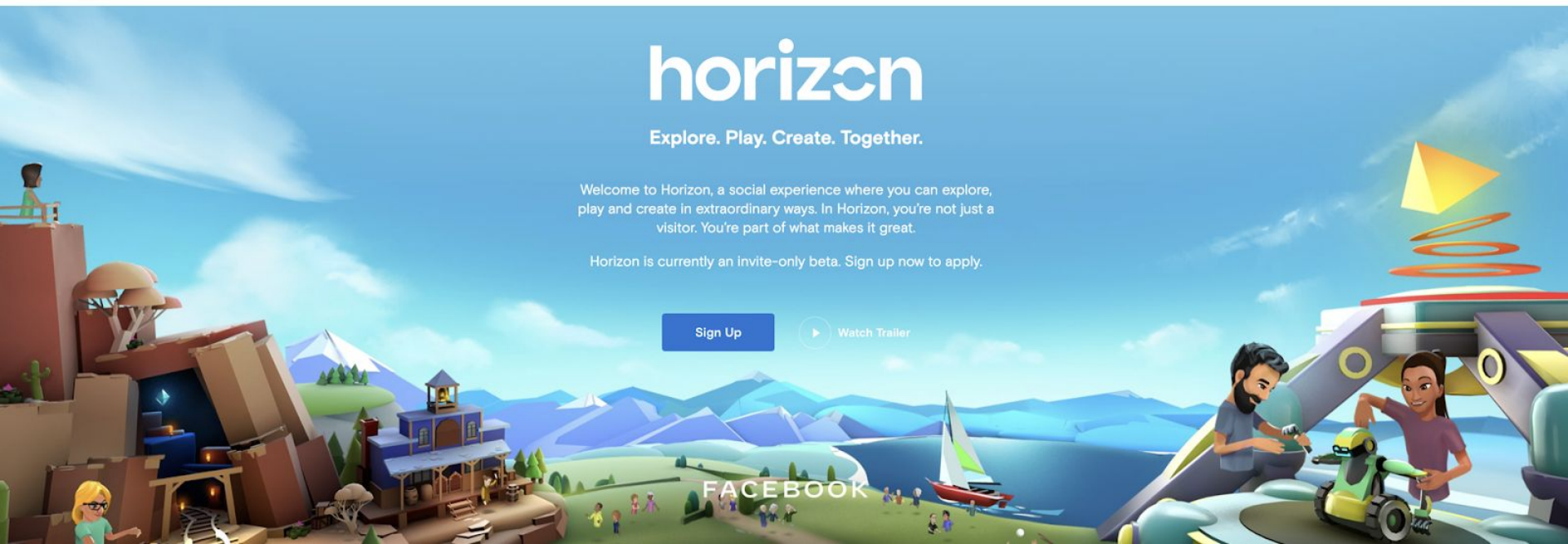
Horizon is currently an invite-only beta. Sign up now to apply.

Sign Up



Watch Trailer

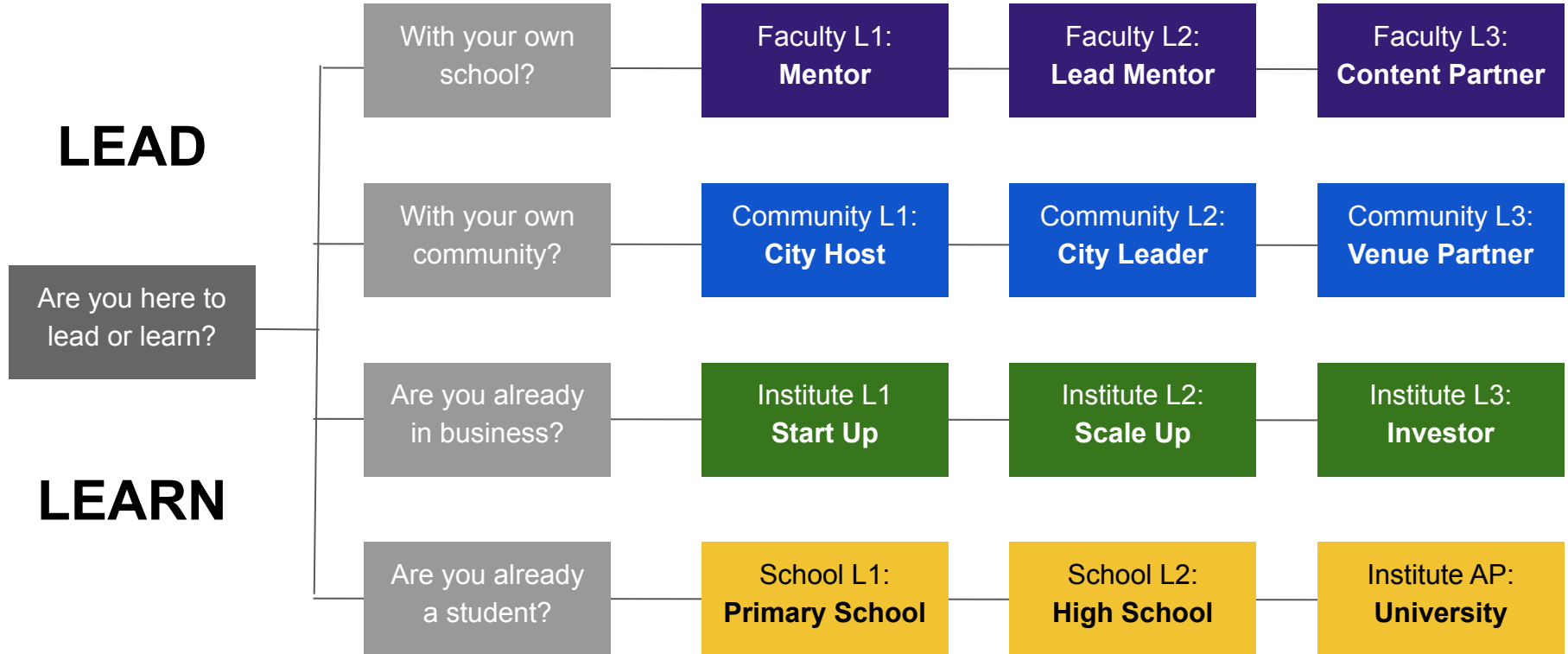
FACEBOOK



The Genius Group has a quarterly rhythm, with one summit, two microschools and two World Games every season. There is a game for everyone to play, with Genius School covering the first three phases and Genius Institute covering the second three phases.

<div>Microschool 1 <b>Marketing 5.0</b> 25/1 - 19/2</div> <div>WORLD GAME Round 1 8/2 - 19/2</div>	<div>Microschool 3 <b>Investor 5.0</b> 12/4 - 7/5</div> <div>WORLD GAME Round 3 10/5 - 21/5</div>	<div>Microschool 5 <b>Community 5.0</b> 19/7 - 13/8</div> <div>WORLD GAME Round 5 16/8 - 20/8</div>	<div>Microschool 7 <b>Finance 5.0</b> 11/10 - 5/11</div> <div>WORLD GAME Round 7 8/11 - 19/11</div>
<div>Microschool 2 <b>Sales 5.0</b> 22/2 - 19/3</div> <div>WORLD GAME Round 2 22/3 - 2/4</div>	<div>Microschool 4 <b>Leader 5.0</b> 31/5 - 25/6</div> <div>Educator Challenge 28/6 - 2/7</div>	<div>Microschool 6 <b>Customer 5.0</b> 30/8 - 25/9</div> <div>WORLD GAME Round 6 20/9 - 1/10</div>	<div>Microschool 8 <b>Tech 5.0</b> 22/11 - 17/12</div> <div>WORLD GAME Round 8 20/12 - 31/12</div>
<div>Impact Investor Summit 6/05 - 7/05</div>	<div>Global Education Summit 8/7 - 9/7</div>	<div>Global Entrepreneur Summit 30/9 - 1/10</div>	<div>Global Impact Summit Jan 2022</div>





# SUCCESS STORY: Rich Kids Global collaboration

<http://richkids.global/>

## Achievements from YEA

### Goal:

Help and inspire other kids to be successful young entrepreneurs.  
Global community built by kids, for kids.

### Action Plan:

Grow networks & work with mentors.  
8-week start up program.  
Entrepreneur book club.  
M.A.P.S. to success program.

*As a result of connecting through YEA, these amazing young men collaborated to form RICH KIDS GLOBAL and are being featured in the Entrepreneur Success Magazine*



# SUCCESS STORY: Mark Robinson

<https://theinternationalacademyofwealth.com>

## Leveraging off the right partners

Mark Robinson is a Partner and investment specialist. His company, the International Academy of Wealth supports individuals in their personal investment journey, focused in mastering investment portfolios and leveraging tools to auto trade and provide consistent and growing returns. He was looking to expand and grow his business globally

Mark joined as a mentor for our impact investor microschool and summit, specialising in profitable portfolio's. His week was really well attended and he became one of the top mentors in the space of a week!

### Results:

- Mark had over 100 brand new leads from Genius Group as a mentor in the space of 1 week
- Mark sold his annual membership and generated \$340,000 in under 4 weeks
- He is now partnering with translation partners and already has 70 new clients in Mongolia working with one of our partners there

*"A key to growing as an educator is to keep company with others who uplift you, whose presence inspires you, and whose dedication drives you."*

Member since 2014  
Creator Profile

PROGRAMS: CRYSTAL CIRCLE  
L3 PARTNER





# Entrepreneur Dynamics

## The No.1 agile system for entrepreneurs

**Ultraviolet** - Legend

**Violet** - Composer

**Indigo** - Trustee

**Blue** - Conductor

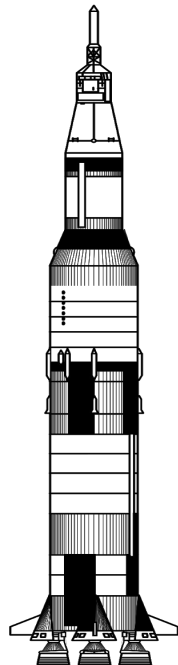
**Green** - Performer

**Yellow** - Player

**Orange** - Worker

**Red** - Survivor

**Infrared** - Victim



**Level 8**

**Level 7**

**Level 6**

**Level 5**

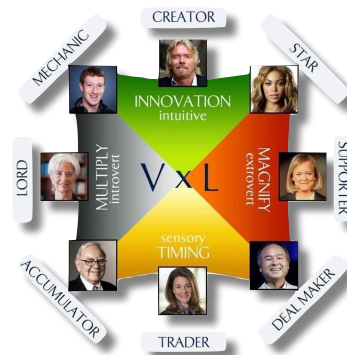
**Level 4**

**Level 3**

**Level 2**

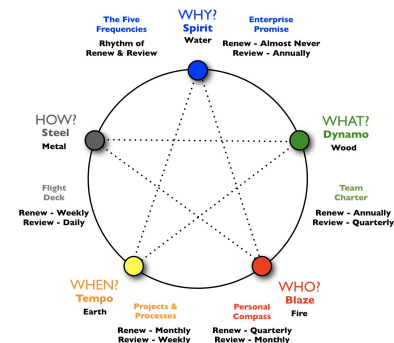
**Level 1**

**Level 0**



**Talent Dynamics**

**Wealth Dynamics**



**Society 5.0**

**Leadership 5.0**

**Entrepreneur 5.0**

**1**

### Entrepreneur Impact Test

What's your level of flow and level of impact?

**2**

### Wealth Dynamics

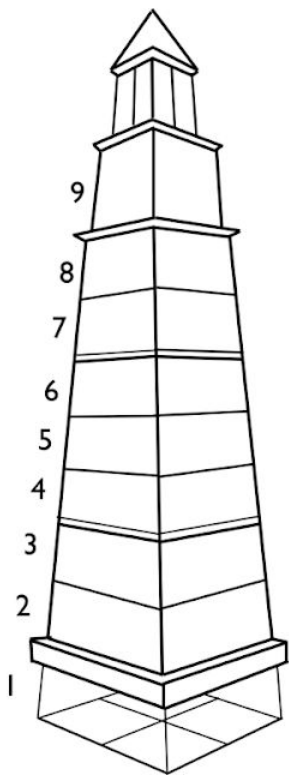
How to grow your flow

**3**

### Impact Dynamics

How to grow your impact

# How to make \$100,000



## LEVEL 7

1m customers

### Global impact with the power to leave a legacy

Have I directed the trust that I am growing towards a meaningful global purpose?



## LEVEL 6

100k customers

### National impact, with the influence to shape the future

Am I establishing a mission, culture and model that is inspiring others on their journeys?



## LEVEL 5

10k customers

### Market leadership, attracting resources and partnerships

Have I built a reputation that attracts the financing, partners and support to leverage with?



## LEVEL 4

1k customers

### Scalable team and time to develop a sustainable business

Am I growing my team and time to enable the business to run well without me?



## LEVEL 3

100 customers

### Predictable, replicable and viable model to grow with

Have I found a repeatable pathway from my market's need to my solution that I can measure?



## LEVEL 2

10 customers

### Intimate user group to maximise value and market fit

Can I scale my solution to ten people such that they are willing to pay and refer me to others?








## LEVEL 1

1 customer

### Personal service to solve one person's problem.

Am I solving a problem for someone who trusts me that they are willing to pay to have solved?

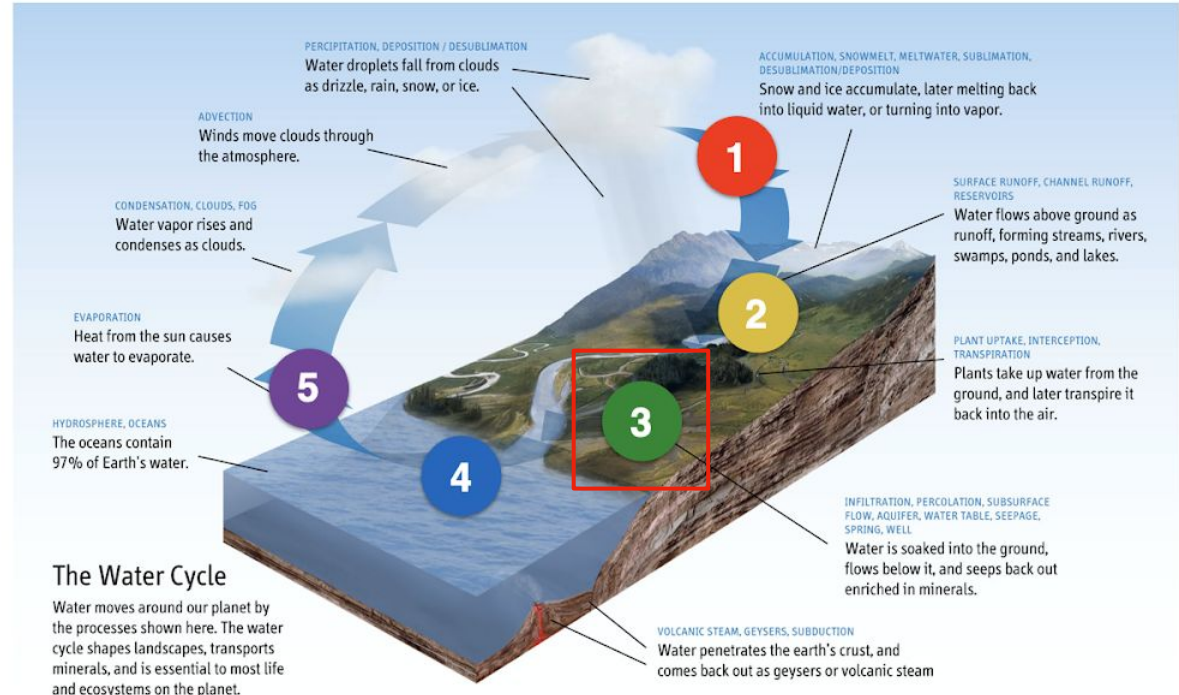
# How to make \$100,000

		Followers		Community		Prospects		Customers		
		Engagement %		Registration %		Conversion %		Average \$		
	<b>LEVEL 5</b> 10k customers	1,000,000	20%	200,000	20%	40,000	25%	10,000	\$2,000	\$20m
	<b>LEVEL 4</b> 1k customers	100,000	20%	20,000	20%	4,000	25%	1,000	\$5,000	\$5m
	<b>LEVEL 3</b> 100 customers	10,000	20%	2,000	20%	400	25%	100	\$10,000	\$1m
	<b>LEVEL 2</b> 10 customers	1,000	25%	250	20%	50	20%	10	\$15,000	\$150K
	<b>LEVEL 1</b> 1 customer	100	50%	50	20%	10	10%	1	\$20,000	\$20K



# How to make \$100,000

Entrepreneur 4.0 focuses at 'funnels', which assumes a limitless flow of new customers. Entrepreneur 5.0 focuses at 'cycles' which takes into account the full cycle of customers, trust, team, time and money.



# How to make \$100,000

1

Followers

Diamond

What is your 5P **diamond** that sparkles from a distance? This is your story that attracts the **attention** of new followers from multiple sources

2

Community

Gold Dust

What is your zero cost, scalable **gold dust** that grows and engages your community to invest their **time** and share in trackable ways?

3

Prospects

Experience

What is the hi-touch, hi-tech **experience** you are delivering so prospects can build trust in your problem-solving and make a **decision** to buy?

4

Customers

Transformation

What is the hi-touch, hi-tech **transformation** that all your customers will have that's worth their **money**, so they return and recommend you?

5

Raving Fans

Golden Halo

What is the global **golden halo** you nurture around your pathway that creates automatic, self-improving **growth** in your customers and partners?

# How to make \$100,000

## The Intimacy Scale

### LEVERAGE

Partnerships  
Online Sales  
Online Summits (200+)  
F2F Summits (200+)  
Webinar (20+)  
Seminar (20+)  
Online Workshops (5-20)  
F2F Workshops (5-20)  
Virtual Group (2-4)  
F2F Group (2-4)  
Virtual One-to-One  
F2F One-to-One

### INTIMACY

3

Prospects

Experience

What is the hi-touch, hi-tech **experience** you are delivering so prospects can build trust in your problem-solving and make a **decision** to buy?

\$100,000 is \$25,000 / quarter

**Month 1: \$2,000**

**Month 2: \$6,000**

**Month 3: \$17,000**

**1 Customer @ \$25,000**

**2 Customers @ \$12,500**

**5 Customers @ \$5,000**

**25 Customers @ \$1,000**

**250 Customers @ \$100**

**1,000 Customers @ \$25**





Partner since 2019  
Creator Profile



# SUCCESS STORY: Jonathan Boyd

[www.breakthroughguitar.com](http://www.breakthroughguitar.com)

## One Man Doing It All

Jonathan has a marketing background and is a guitar player who had a passion to use both skills to support budding guitarists to achieve their musical goals. He started as a solopreneur with a vision which quickly grew to a large community bring him in \$115,000+ per month.

Startup, small sales, one man doing it all.

## Team of 9

Jonathan joined our Enterprise level Crystal Circle in Sept 2019, he's one of the quiet achievers who shows up, steps up, and immerses into massive action.

## Results:

- Zero to 1 million gross in under 10 months
- 17,000+ clients
- \*\* May 2021, at 500k per month and growing!



# SUCCESS STORY: Sandi Herrera

<https://educatordynamics.com/>

## Boldly empowering educators

Sandi Herrera is on a mission. Her passion is to improve children's education by fostering strong school cultures and igniting the genius in educators and students across the world.

She is an entrepreneur, inspiring thought leader and school-culture and leadership coach transforming the culture of education across America.

## Full focus on pivoting online

After spending 5 years as a solopreneur working to create positive sustainable cultures in our schools, Sandi connected with the Genius group community and became a performance consultant in Bali in 2015.

Fast forward to the pandemic of 2020, 90% of Sandi's workshops in-person were cancelled by one email. Through the support of Roger and the Crystal Circle Team, Sandi was able to pivot by delivering value to her school principals for free and encouraging them all through trust-building that she could deliver the same impact and increase the value to the entire staff through virtual workshops that she was not able to do via the in-person workshops due to scheduling logistics.

### Results:

- Going from earning over a \$100,000 down to \$15,000 then Pivoting to digital training, hit \$200,000 in a pandemic year.
- Grown her team and is helping others and has expanded her niche to all educators, not just teachers



*"The key to growing as an educator is to keep company with others who uplift you, whose presence inspires you, and whose dedication drives you."*

Partner since 2018  
Creator Profile

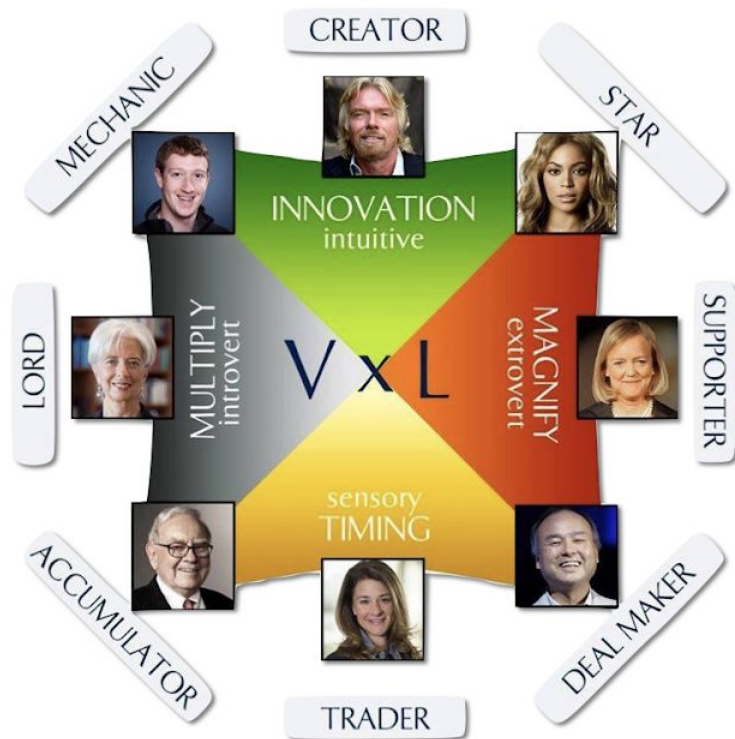
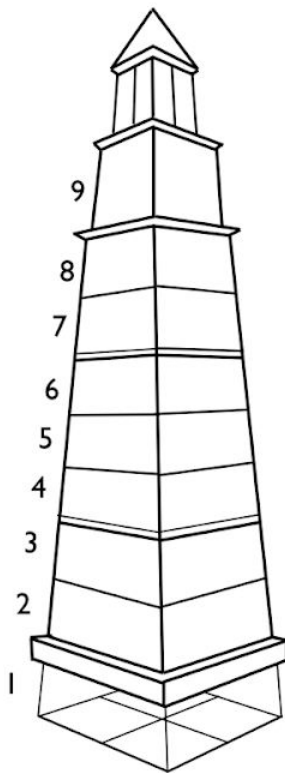
PROGRAMS: GENIUS EDUCATOR  
CRYSTAL CIRCLE  
L2 PARTNER



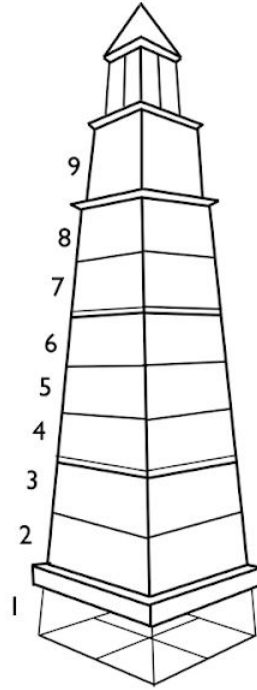
THE  
SHINE AWARDS

# The Wealth Lighthouse

- Ultraviolet: Legend
- Violet: Composer
- Indigo: Trustee
- Blue: Conductor
- Green: Performer
- Yellow: Player
- Orange: Worker
- Red: Survivor
- Infrared: Victim







**Global Flow**



**Market Flow**



**Personal Flow**



**Infrared - Victim**



**Red - Survivor**



**Orange - Worker**



**Yellow - Player**



**Green - Performer**



**Blue - Conductor**



**Indigo - Trustee**



**Violet - Composer**



**Ultraviolet - Legend**



Infra-Red  
Level: 'Victim'



Red Level:  
'Survivor'



Orange Level:  
'Worker'



Yellow Level:  
'Player'



Green Level:  
'Performer'



Blue Level:  
'Conductor'



Indigo Level:  
'Trustee'



Violet Level:  
'Composer'



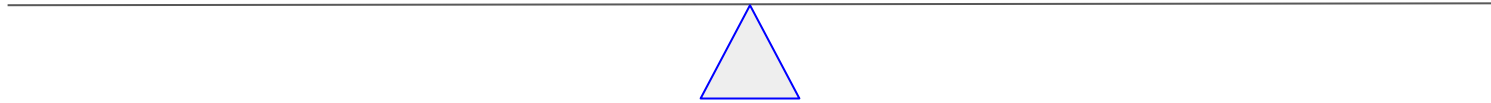
Ultra-Violet  
Level: 'Legend'

# Three Types of Talent

**Value**

**Flow**

**Leverage**



**Cost Based People**

They create value. You need to leverage that value.

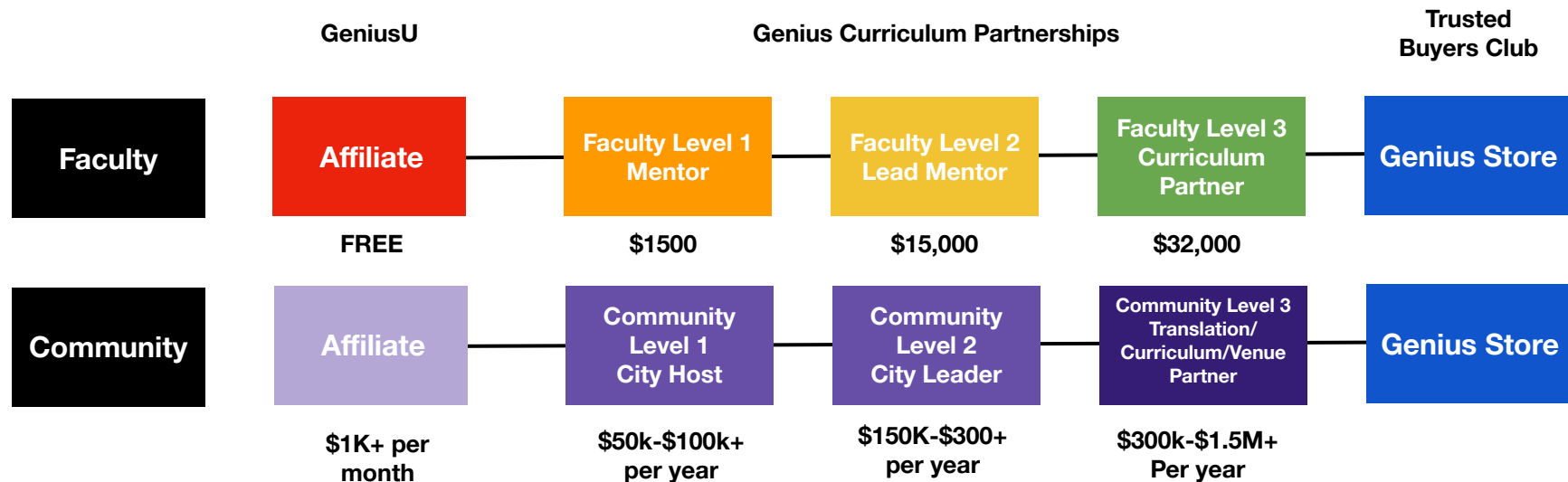
**Revenue Based People**

They leverage value. You need to create new value.

**Profit Based People**

They create and leverage value. You need to build the stage for them to perform.

# Genius Partnership Pathways





# SUCCESS STORY: Tamami Ushiki

[website](#)



*"A key to growing as an educator is to keep company with others who uplift you, whose presence inspires you, and whose dedication drives you."*

Partner since 2008

Lord Profile

PROGRAMS: GENIUS EDUCATOR  
CRYSTAL CIRCLE  
L3 PARTNER

## No 1 global Partner

A lord profile, Tamami has been partnering with Genius Group since 2008. Today she has a Japanese entrepreneurial community of over 30,000. Running regular events with the top trainers and entrepreneurs who wanted to build a community in Japan.

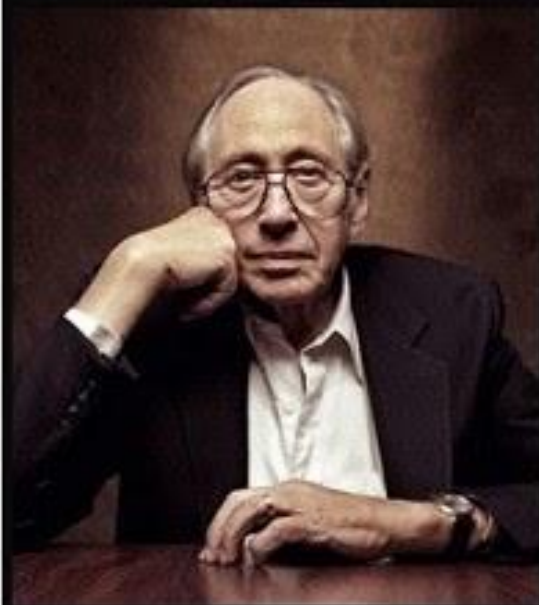
## Full focus to go from in person events to digital

When the crisis hit, all events stopped and \$2M of flow was suspended. With coaching from Michelle Tamami took the content Genius Group was teaching to entrepreneurs to help them go digital. She generated \$150k on the first promotion and now is the key person in Japan to support entrepreneurs to pivot

### Results:

- \$150k from the first pivot promotion, translating Genius Group content
- Tamamis JWDA community is the go to community for learning in Japan
- In July 2021 she held a 4 hour event that generated \$250k with 750 attendees all online





The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.

(Alvin Toffler)

# Partner Panel Discussion - Generating your first \$100k



**Kevin & Sally Cope**  
Devon pin Hosts



**Lisa Michaels**  
CEO Impact Certifications

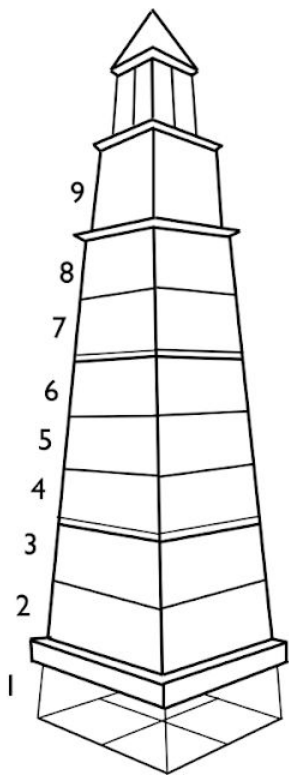


**Libby Kemkaran Thompson**  
Director and Creator  
TAME Your Brain Methodology





# How to make \$100,000



## LEVEL 7

1m customers

### Global impact with the power to leave a legacy

Have I directed the trust that I am growing towards a meaningful global purpose?



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100k customers

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## LEVEL 1

1 customer

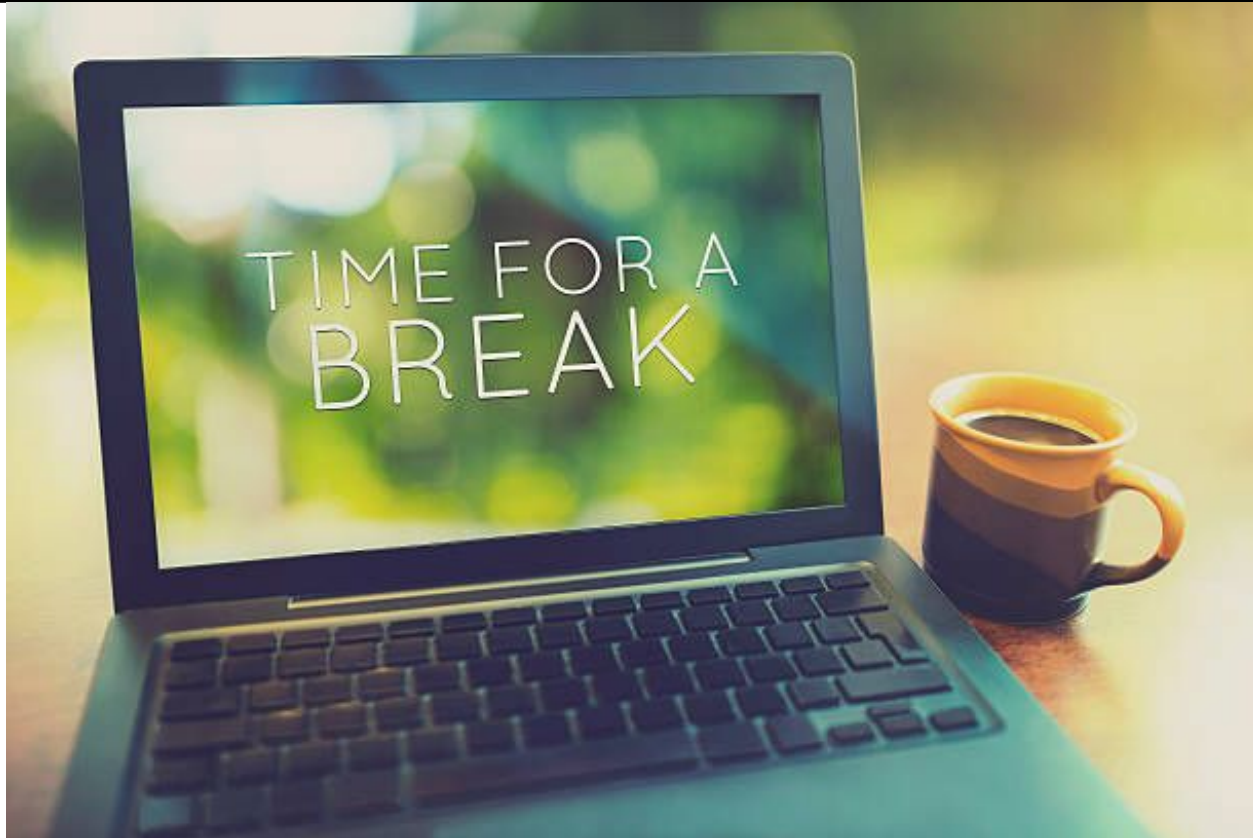
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# How to make \$100,000

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**Time for a break...**





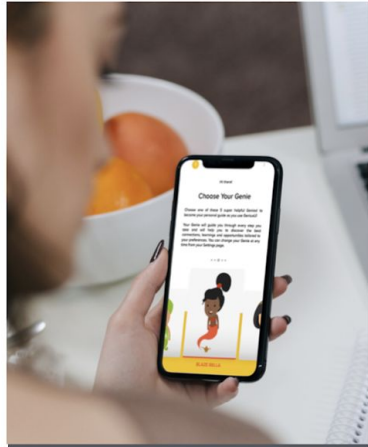
# Welcome back!



**Michelle Nolting** Partnerships Manager  
**GeniusU** for partners



# GeniusU Metalearning Vision



## Personalised AI GENIE

giving a personal  
life-long learning  
journey to  
students at every  
stage of their life  
journey



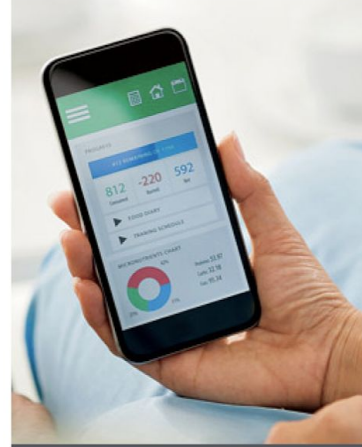
## Interactive AR LAYER

enhancing our  
real-world  
experience in  
what we learn,  
where we learn  
and who we meet



## Immersive LEARNING

through blended  
combination of  
high tech and  
high touch, live  
and engaging  
experiences



## Integrated EARNING

with blockchain-  
based genie gem  
learning credits  
converting to  
genie coin  
cryptocurrency



## Predictive METAVERSE

A leader in  
metalearning in  
the metaverse as  
it evolves and  
replaces apps  
and the internet



**A one stop solution for showcasing your products,  
building your community, running events and finding new prospects**

[About](#)[Curriculum](#)[Calendar](#)[Community](#)[Campuses](#)[Stories](#)[Log In](#)[Join For Free](#)

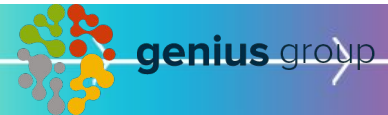
# **The Worlds #1 Entrepreneur Education Platform**

Learn, Connect, Attend and Earn with  
over 1.8 Million Entrepreneurs

**Start Learning For Free**



**Scan this**



# Choose your next steps...



## Are you a Student?

If you're a student who struggles with the current one-size-fits-all schooling system.

[Learn more →](#)



## Are you a Startup Entrepreneur?

If you're a freelancer, digital nomad, founder of a startup business or are in the process of starting or growing your venture.

[Learn more →](#)



## Are you a Leader?

If you're in a job or are retired, seeking the knowledge, network and resources to get started.

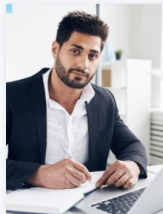
[Learn more →](#)



## Are you a Mentor?

If you're an educator, coach, mentor or partner looking for new, cutting edge content and resources so your community can learn and grow.

[Learn more →](#)



## Are you a Scalable Entrepreneur?

If you have an existing business that you are looking to massively scale up in the next 12 months.

[Learn more →](#)



## Are you an Investor?

If you're looking for investment opportunities, to better understand how you can future/recession-proof your portfolio, and maximise your returns in this digital decade.

[Learn more →](#)

Not sure? Take the Entrepreneur Quiz to find out now.

[Take the quiz](#)

## Upcoming Events

Start your journey by joining some of our inspiring events.

There's something for everyone at GeniusU.



Sep 2 at 09:00 AM - Sep 3 at 1:00 PM  
**Partner Conference 2021**

🌐 London (UTC +1)

Discover how you can create and build your own place as a key leader in the education revolution, which is being truly led by Genius Group and its partners.

Attendees: 42

[Join](#)



Sep 6 at 9:00 AM - Sep 17 at 4:00 PM  
**Digital Flow Consultant Live Certification**

🌐 London (UTC +1)

Join the worlds #1 coaching community for digital coaches and learn how to generate an additional \$1000-\$3000+ per week of revenues.

Attendees: 284

[Join](#)



Oct 11 at 9:00 AM - Nov 5 at 5:00 PM  
**Cash Flow 5.0 Microschool**

🌐 London (UTC +1)

Learn, design, build and launch proven Cash Flow 5.0 strategies with the support of our expert faculty.

Attendees: 129

[Join](#)

[View full calendar](#)

# Start your learning journey with our

## Entrepreneur Quiz



### What kind of entrepreneur are you?

Take the one minute Entrepreneur Quiz and instantly earn 10,000 Genie GEMs worth \$100. From your answer, we will direct you to your personal success path on GeniusU and show you how to spend your GEMs.

Start

Skip, I'll do this later.



Scan this

### A Genie in the Pocket of Every Entrepreneur

GeniusU is a web and mobile platform which already connects over 1.8 million entrepreneurs to the right network, knowledge and opportunities based on their personal values, vision, passions, talents, and purpose.

GeniusU's A.I. Genies, give personalized recommendations on who to meet, how to upskill, where to go and what to do based on their stage of business growth, global location and other personalized information.

Learn more

### GeniusU Is For Everyone

Our Curriculum is being created in direct response to the challenges in the current education system. We began by making our curriculum as an addition for the existing education system.

We are now developing a lifelong curriculum to provide a full government accredited entrepreneurial alternative to the current systems offered from K-12, through university, and on to vocational and entrepreneurial training.

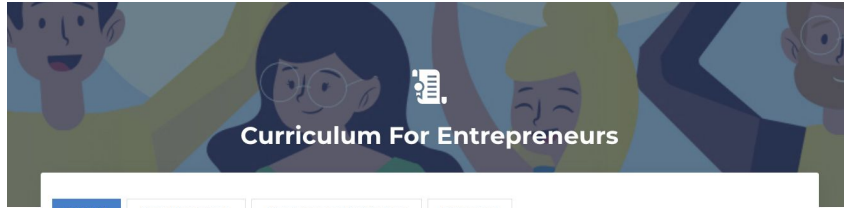




# Curriculum & Calendar



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## Curriculum For Entrepreneurs

**Featured** | **Genius Microdegrees** | **Microdegrees and Certifications** | **Microschool**

Take your next step in learning by choosing between: Real time Microschools, our most popular On-Demand Genius Microdegrees, On-Demand Microdegrees from our mentors. When you are ready, take a certification to qualify as one of our mentors.

☐ Only for kids

**Upcoming Microschools and Microcourses**

**DIGITAL HEALTHPRE**  
AL...UNITY FOR HEALTH F  
**Microschool**  
Online Success as a Health...  
Get all the knowledge you need to know how to create your product, the plan and skills needed to become a successful onli...  
Release date: 15 Sep 2021  
**View** **\$1,490**

**Cashflow 5.0 Microschool**  
During this 4 week microschool you get to learn, design, build and launch proven Cashflow strategies with the support of ou...  
Release date: 05 Nov 2021  
**View** **\$1,497**

**Tech 5.0 Microschool**  
During this 4 week microschool you get to learn, design, build and launch proven Tech 5.0 strategies with the support of our expe...  
Release date: 17 Dec 2021  
**View** **\$1,497**



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## Calendar

Start your journey by joining some of our inspiring events. There's something for everyone at GeniusU.

## Now Showing

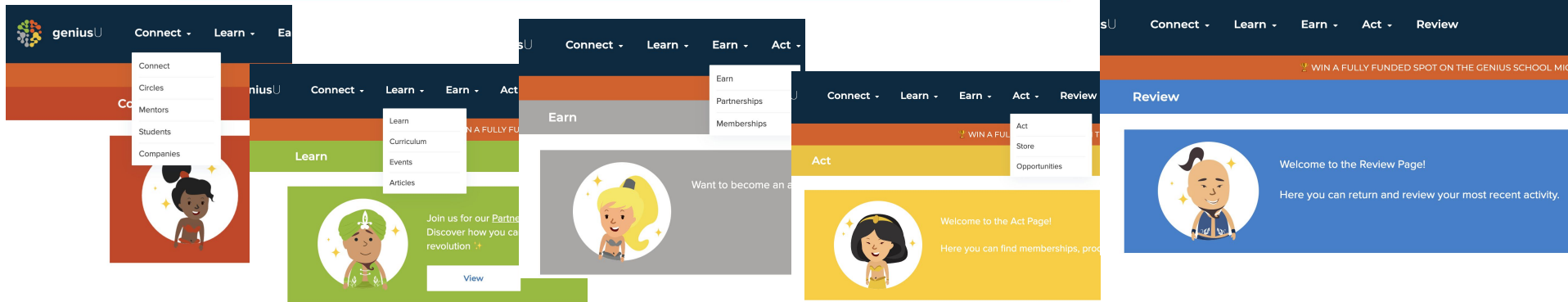
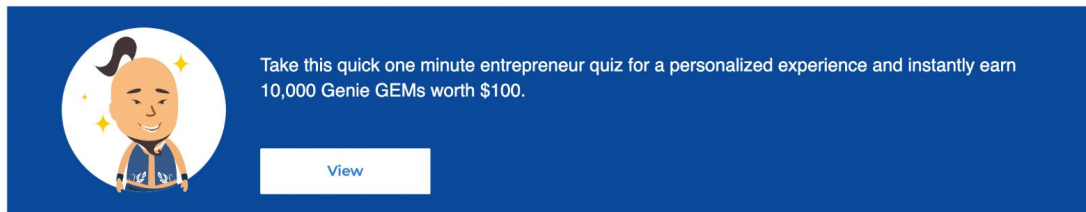
**The Genius Accelerator Programme**  
Jul 9 at 9:30 AM - Sep 24 at 5:00 PM  
London (UTC +1)  
Be one of 24 entrepreneurs to join the Programme and generate at least \$3,500 in new revenues/month.  
Attendees: 151 **View**

**Entrepreneur Dynamics Microschool**  
Aug 18 at 11:00 AM - Sep 15 at 1:00 PM  
Eastern Time (UTC -5)  
Join Trey Stinnett and learn how to leverage systems, create "client attraction" and double your income while working less.  
Attendees: 28 **View**

**Investor 5.0 Microschool - August 2021**  
Aug 30 at 9:00 AM - Sep 24 at 10:30 AM  
San Francisco (UTC -7)  
Over 4 weeks, master investing in Global Shares & Currencies, Property, Cryptocurrencies & Commodities.  
Attendees: 52 **View**

**Global Impact Investor Challenge**  
LIVE NOW  
Aug 30th - Sep 24th  
San Francisco (UTC -7)  
Learn how 5.0 Strategies are applied to Global Currencies, Stocks and Shares, Property, Cryptocurrencies and Commodities.  
Attendees: 519 **View**

# CLEAR pages



# Our partners using GeniusU

Profile

<https://app.geniusu.com/users/146871>



Mentor

★★★★★ 5.0

12 reviews

Share

## Louise Mosley | Accumulator

United Kingdom

Mentor rank #65 of 2575



NB Coaching

### Experienced Entrepreneur

Supporting corporate escapees to find their flow and become neutrally buoyant in life and business



# Our partners using GeniusU

Profile

<https://app.geniusu.com/users/138052>



Mentor

★★★★★ 5.0

55 reviews

Share

## Del Lewis | Mechanic

United States

Mentor rank #17 of 2575



TriClare Business Holdings

### Experienced Entrepreneur

Making business problems go away so that entrepreneurs  
they love and make more money!



# Our partners using GeniusU

Profile

<https://app.geniusu.com/users/413958>



Mentor

★★★★★ 5.0

7 reviews

Share

## Luca Bernardini | Creator

London, UK

Mentor rank #122 of 2575



Crypto Investor Club



Your Home Our Home

Experienced Entrepreneur



# Our partners using GeniusU

Profile

<https://app.geniusu.com/users/748708>



Mentor

★★★★★ 5.0

69 reviews

Share

## Laura Hartley | Supporter

United Kingdom

Mentor rank #13 of 2575



Laura Hartley Consultancy



Laura Hartley Recruitment & Retention

### Experienced Entrepreneur

20 years in the recruitment industry, passionate about people; recruitment, engagement, onboarding



# Our partners using GeniusU

Profile

<https://app.geniusu.com/users/1370873>



Mentor

★★★★★ 5.0

37 reviews

Share

## Lourdes Gant | Mechanic

📍 Courtenay, BC V9N 9T2, Canada

Mentor rank #27 of 2575



Lourdes Gant International, Business Mentor



Lourdes Gant International

Experienced Entrepreneur

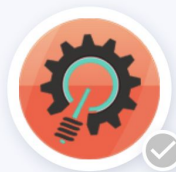
Entrepreneur level: Scaleup





# Level 1 Faculty and City Host Certifications

## Level 1 Faculty Partner Certification



Welcome to the Level 1 Faculty Partner Certification! You're joining at an exciting time for the Genius Group as we launch this new comprehensive certification for our trusted partners.

This certification is primarily for GeniusU mentors who have joined the partnerships community as Level 1 Faculty Partners. By becoming accredited as a Level 1 Faculty Partner, you will become one of our official partners recognised for your world-class training, expertise in content creation, advanced mentoring skills, detailed



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## City Host Certification



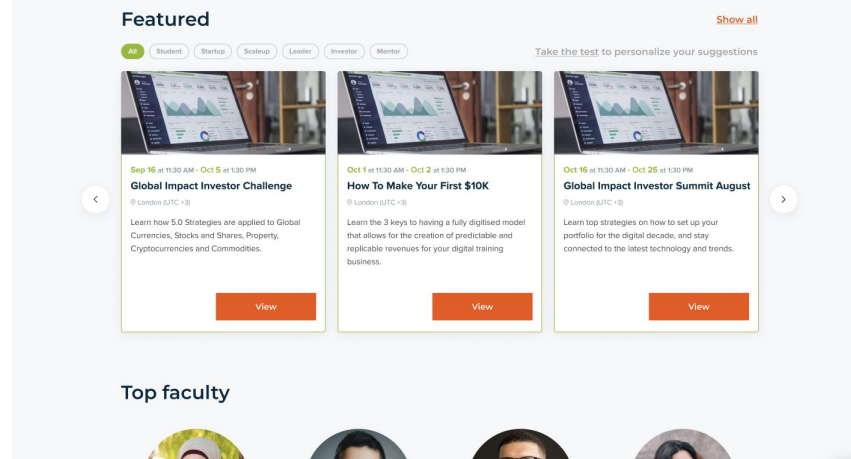
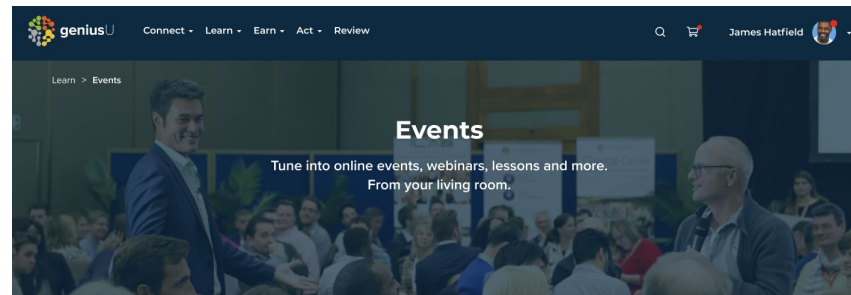
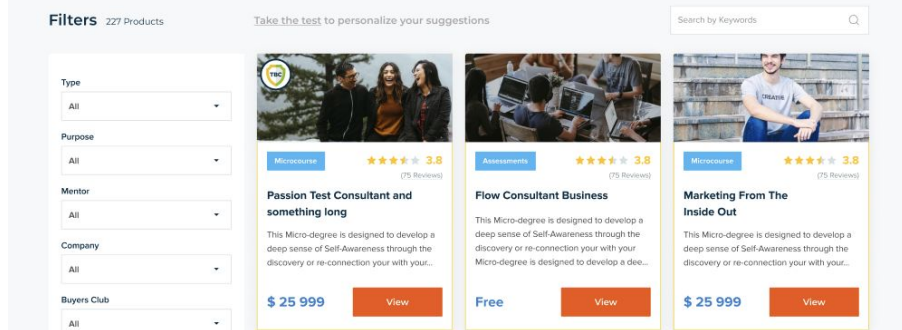
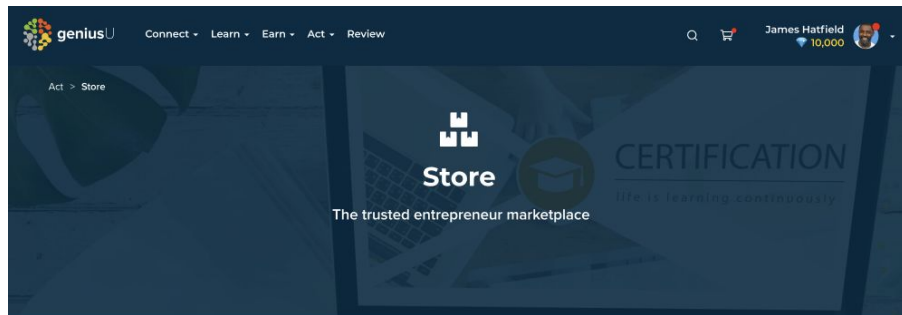
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This certification is primarily for GeniusU mentors who have joined the partnerships community as Level 1 Community Partners. By becoming accredited as a City Host, which is a Level 1 Community Partner, you will become one of our official partners recognised for your world-class training, expertise in commun



Scan this

# Watch out for our next developments...



*Thank  
you*



# Opportunities to Join our Team



- Event Sales & Marketing Manager - Singapore
- Event Sales & Marketing Manager - EMEA
- Group Design Manager - Singapore
- Financial Analyst - Singapore
- Growth & Performance Manager - Singapore
- Group Financial Controller - All regions
- Group Head of Internal Audit - All regions
- Marketing Manager for Entrepreneur Resorts - Singapore



**Suraj Naik** Chief Marketing Officer

**Building a solid foundation for your education community**



## Trend 1: Digital Transformation Continuing

🕒 2 MIN READ

📅 2021-09-01 16:49:45 (LAST EDIT 2021-09-01 17:29:46)

👤 SVILENA IOTKOVSKA

# Google to invest EUR 1 billion in Germany's digital transformation

*It will expand its existing cloud region in Frankfurt and set up a second one in Berlin-Brandenburg*

On 31 August, Google announced that it has signed an agreement with the large European utility ENGIE. As part of this agreement, the tech giant will be investing **approximately EUR 1 billion** in Germany's future, digital infrastructure, and clean energy over the next several years until 2030. This will reportedly be **one of Google's largest and most important investment programmes in Germany**.

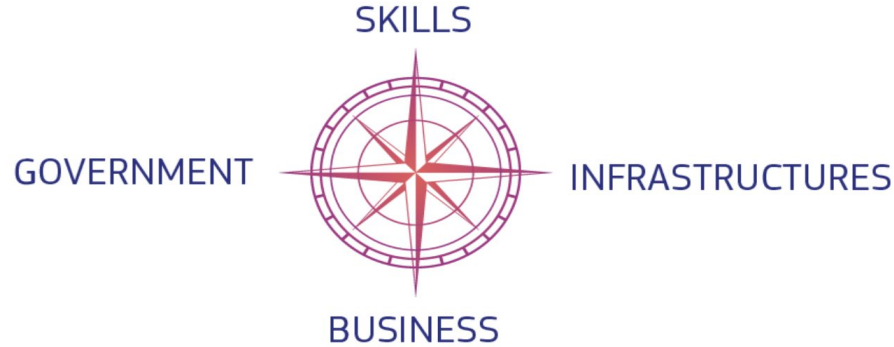
THE STRAITS TIMES

Recommended by Outbrain | P

### Budget 2021: Local companies can access co-funding schemes to transform, digitalise



A total of \$1 billion has been set aside for new digital transformation schemes for mature companies. ST PHOTO: LIAO YAOHUI



### Skills

**ICT Specialists: 20 millions** + Gender convergence

**Basic Digital Skills:** min 80% of population



### Secure and sustainable digital infrastructures

**Connectivity:** Gigabit for everyone, 5G everywhere

**Cutting edge Semiconductors:** double EU share in global production

**Data - Edge & Cloud:** 10,000 climate neutral highly secure edge nodes

**Computing:** first computer with quantum acceleration



### Digital transformation of businesses

**Tech up-take:** 75% of EU companies using Cloud/AI/Big Data

**Innovators:** grow scale ups & finance to double EU Unicorns

**Late adopters:** more than 90% of SMEs reach at least a basic level of digital intensity



### Digitalisation of public services

**Key Public Services:** 100% online

**e-Health:** 100% of citizens having access to medical records

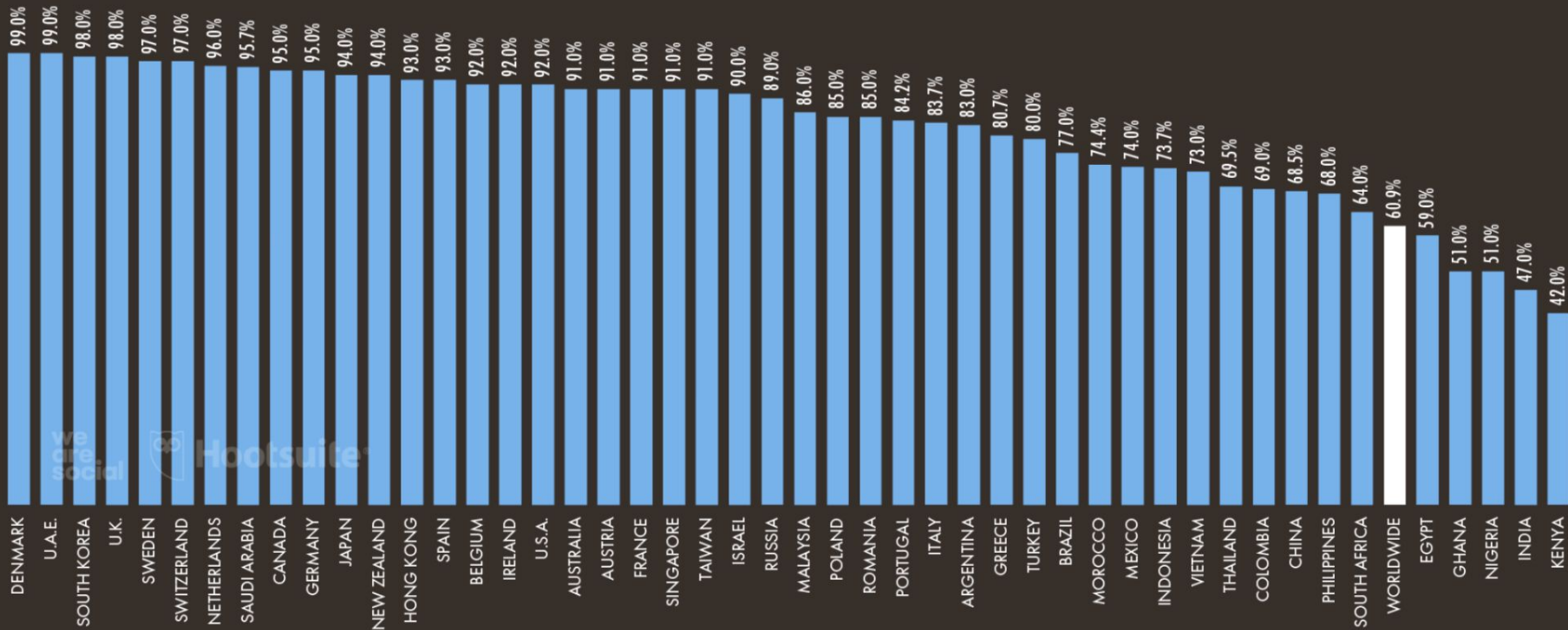
**Digital Identity:** 80% citizens using digital ID

JUL  
2021

# INTERNET ADOPTION

PERCENTAGE OF THE POPULATION THAT USES THE INTERNET

⚠️ INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



**SOURCES:** KEPIOS (JUL 2021); BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE U.N.  
**NOTE:** VALUES HAVE BEEN ADJUSTED TO BE **COMPARABLE** ADVISORY: SOURCE AND BASE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE NOT COMPARABLE WITH DATA PUBLISHED IN PREVIOUS REPORTS.



## Trend 2: Focus On Meaning And Purpose

### THREE WAYS TO PAVE A NEW PATH TO GROWTH ONLINE IN 2021



#### BURST YOUR OWN BUBBLE

People aged 65+ are the fastest growing audience on Facebook. Politicians are going live on Twitch while gaming. A viral TikTok helped a 90-year-old cranberry juice company transform its brand overnight. Challenge your preconceived notions about digital consumption, creation, and communities to open up new opportunities for growth in 2021.



#### STAND OUT WITH PURPOSE

In 2021, more consumers will turn to digital channels to discover products. But without retail, events, and other in-person experiences, it's harder than ever to differentiate. Purpose-driven initiatives make a difference—more than a quarter of consumers have bought a brand for the first time because of the company's values. But simply creating the veneer of purpose on social media is a recipe for disaster. True purpose must be driven from the top.



#### MOVE WITH CUSTOMER DEMAND

At the onset of the pandemic, analyzing real-time conversations on social helped brands pivot their offering based on changing customer needs. These deep customer insights, and the ability to quickly adapt in response, will remain a critical competitive advantage in 2021 at a time when public opinion changes so quickly.

## Trend 2: Focus On Meaning And Purpose

# Purpose is everything

How brands that authentically lead with purpose are changing the nature of business today



Diana O'Brien  
United States



Andy Main  
United States



Suzanne Kounkel  
United States



Anthony R. Stephan  
United States

Purpose-driven companies witness higher market share gains and grow three times faster on average than their competitors, all while achieving higher workforce and customer satisfaction.



## Trend 3: Omnichannel Experience. Rise of programmatic advertising.

### SHIFTS IMPACTING THE ROLE OF DIGITAL IN OUR LIVES



#### THE SIMPLE LIFE

The internet has become highly individualistic and politicised, which, is leaving people rethinking the role digital plays in their lives. They're investing more time in life's simple joys – the calm of being in nature or the comfort of feeling part of a local community – and shifting the way they engage with their feeds, to complement and nurture these priorities.

**In 2021, brands will focus on the importance and appreciation of the little things, not just the big things**



#### IN-FEED INTIMACY

Recent years have seen rising anxieties around the damaging impact social can play on offline relationships. But as people reconnect with the original purpose of social – to feel connected to loved ones and like-minded others – some of these are beginning to fall away. Magnified by necessity during lockdowns, people are getting comfortable with humanising their digital communications, seeking out higher quality connections online.

**In 2021, brands will humanise their customer experience online through intimate in-feed formats**



#### POP METAVERSES

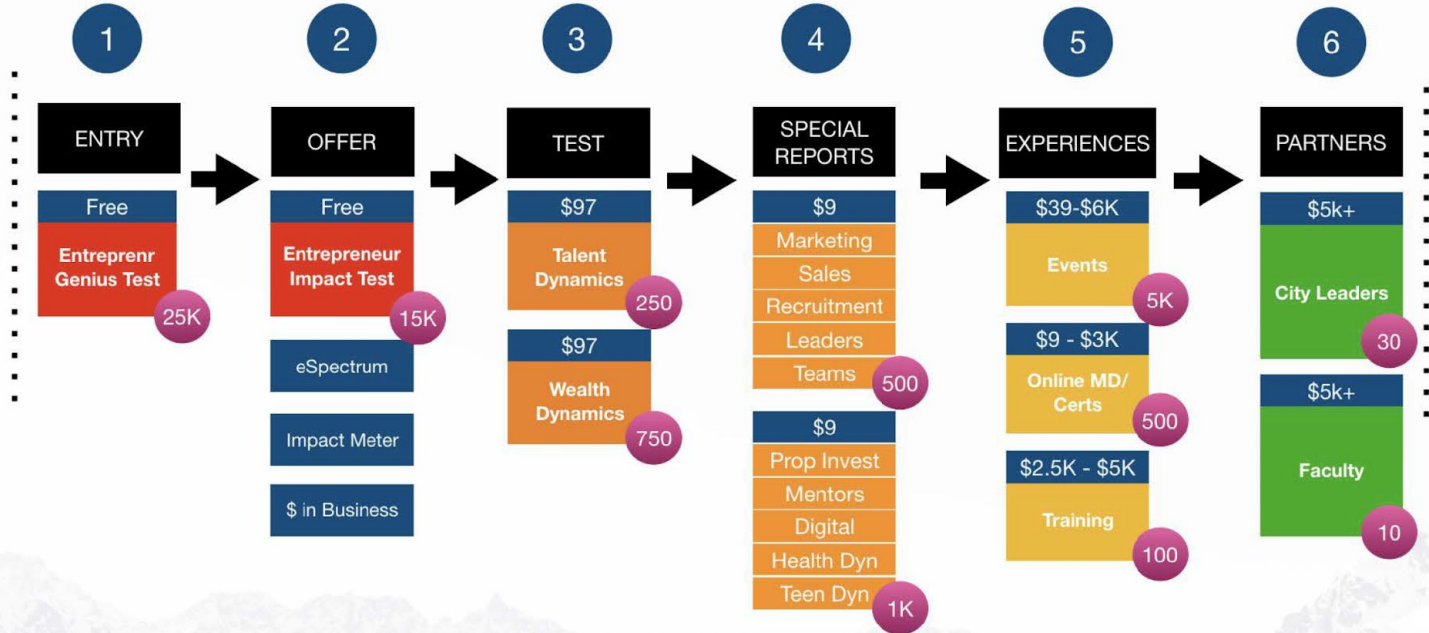
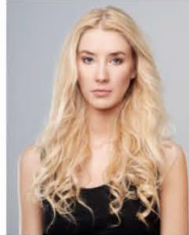
Pop culture has always been about bringing societies and communities together. But today, pop is playing an even greater role. In a multi-platform, socially distanced and increasingly fragmented media landscape, people are engaging with shared musical experiences as a way to connect and have fun in virtual and digital spaces.

**In 2021, brands will get more comfortable with cross-channel experiences, using accessible media as a bridge between channels**

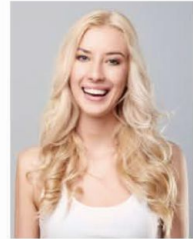
# ASSESSMENTS - ENTREPRENEUR DYNAMICS

## USER JOURNEY - MONTHLY

Sad and confused  
Enterprise Ella



Happy and inspired  
Enterprise Ella



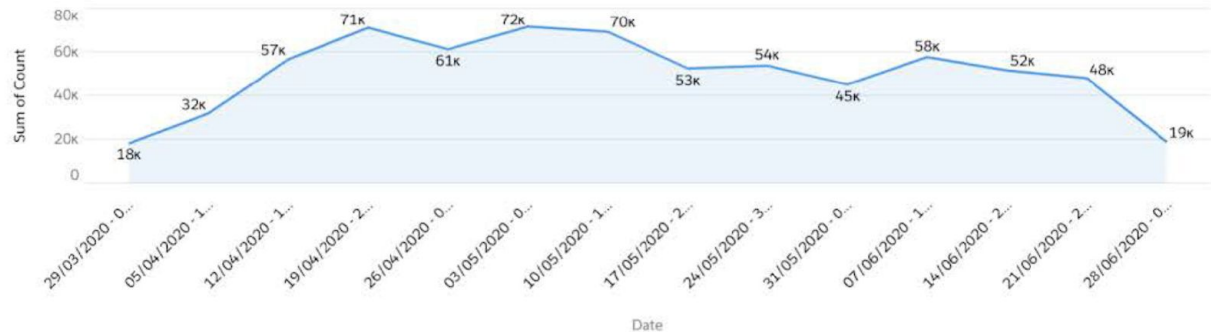
Programs	Opt ins/ DB	Conversion	Closed Won	Revenue
Test	15K	6.6%	1k	\$97K
Special Reports	100K	1.5%	1.5K	\$13.5K
Experiences	15K	37%	5.6K	7M (1250pp)
Partners	200	20%	40	200K
<b>TOTAL</b>				<b>\$7.3M</b>

Test Languages	
English	Czech
Spanish	French
Chinese	Polish
Japanese	Thai

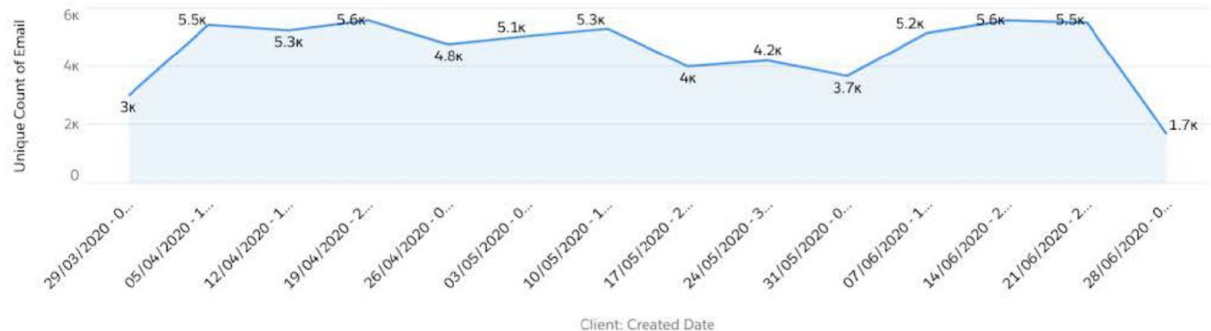




## Fan &amp; Followers - Q2

[View Report \(Fan & Followers - Q2\)](#)

## New Community Members - Q2



Client: Created Date

## Clients Who Completed a Test - Q1

19,095

[View Report \(DB DB - Tests Taken Q1\)](#)

## Clients Who Completed a Test - Q2

35,213

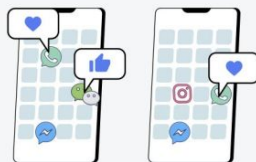
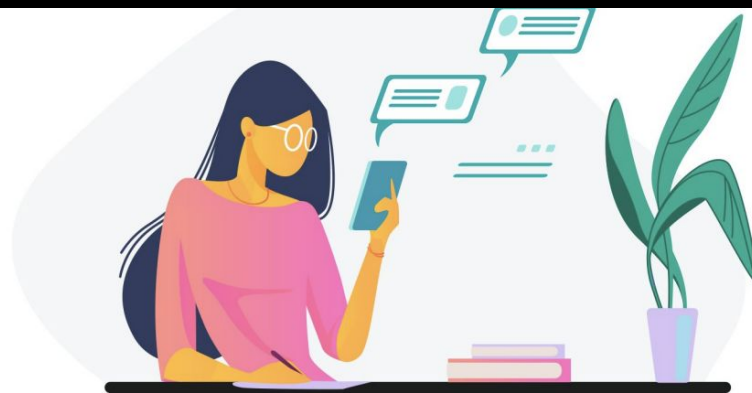
[View Report \(DB DB - Tests Taken Q2\)](#)

## New Community Members - Q1 vs Q2

[View Report \(DB DB - Q1/Q2 New Comm. Members\)](#)

# The Growth of Messaging Apps

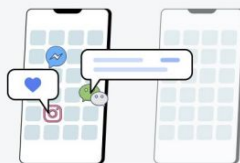
The Most Popular Communication Method  
Globally in 2020 & Beyond



Did you know that people who have smartphones have a

# 3/4

chance of installing one or more messaging apps? In the current era of hyper-communication, messaging apps have become a vital part of daily life and private messaging has become the



# 42 Million

**Messages Are Sent Each Minute**

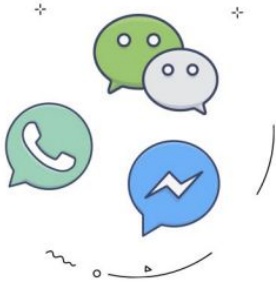
In 2018 alone, people **spent 685 billion hours** on social and messaging apps. Messaging is the number one digital activity people engage in.



# 75%

of consumers prefer to engage with brands using private messaging channels vs traditional channels. Yet, one out of three people finds it difficult to remember where to find a certain conversation thread.

# Evolution of Popular Messaging Apps



## Top 3

by the number of users are  
**WhatsApp** – 2 billion users,  
**Facebook Messenger** – 1.3 billion  
users, and **WeChat** at 1.12 billion

# #1

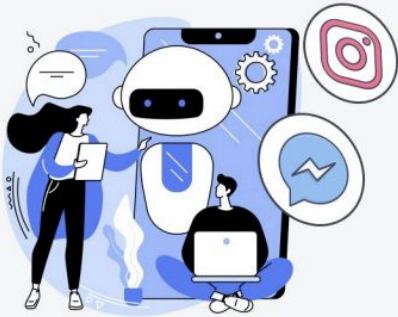
**Facebook Messenger  
is the #1 Messaging  
App in the US**

In 2017, approximately **260 million new conversations** were taking place each day on the app. In total, **7 billion conversations** were occurring daily. By the end of 2019, Facebook Messenger had **1.3 billion monthly active users**.



Over the years, advancement in technology has led to the growth of messaging apps. These apps have revolutionized how people communicate, with billions of people using more than one app.

# The Future of Messaging Apps



Facebook integrated Facebook Messenger and Instagram Messaging in October 2020. Brands can now scale one to one messaging with **2.3 billion users** to drive growth using the Messenger API and Spectrm.

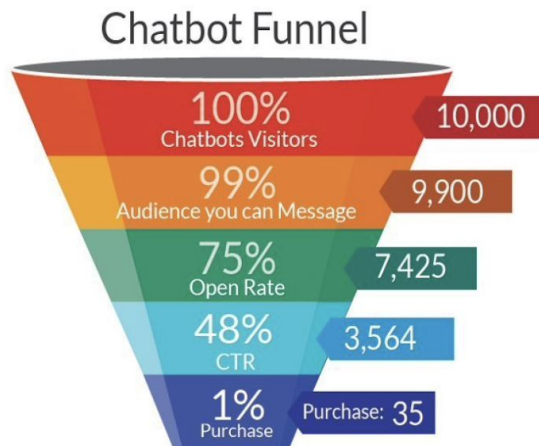
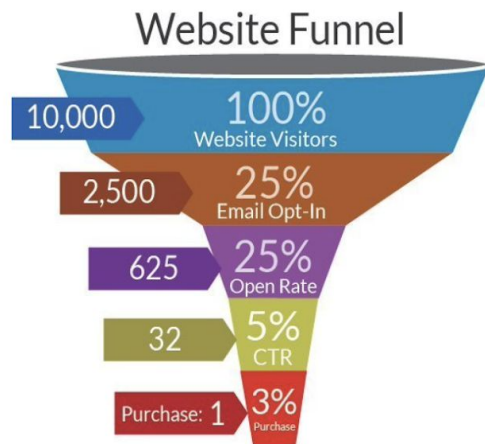
It was also announced in 2019 that WhatsApp, Instagram, and Facebook Messenger would be integrated to allow users **to communicate across the platforms seamlessly.**

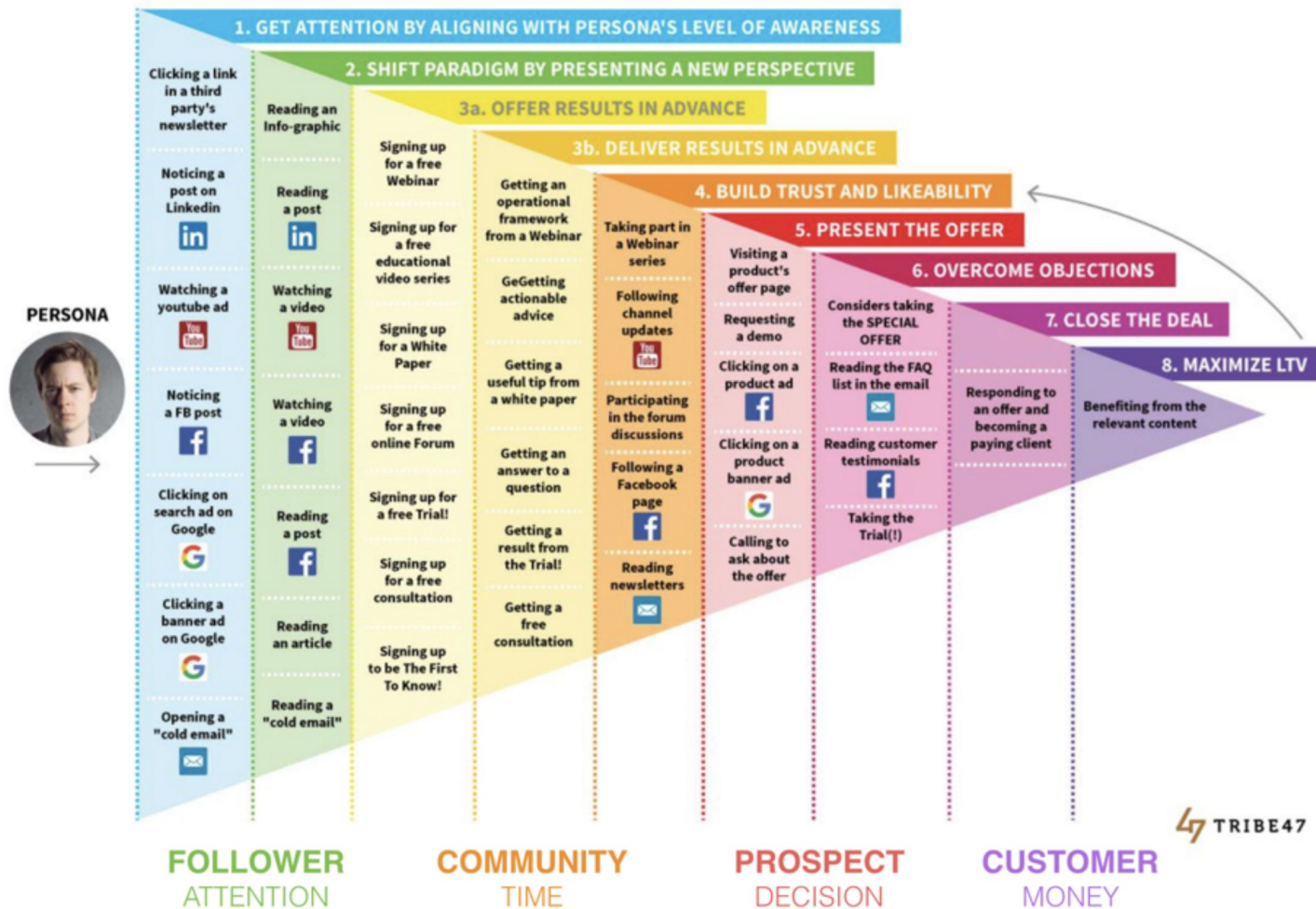


A unified technology infrastructure for these three hugely popular messaging holds enormous potential for businesses that **automate one to one conversations with their customers** on these platforms.





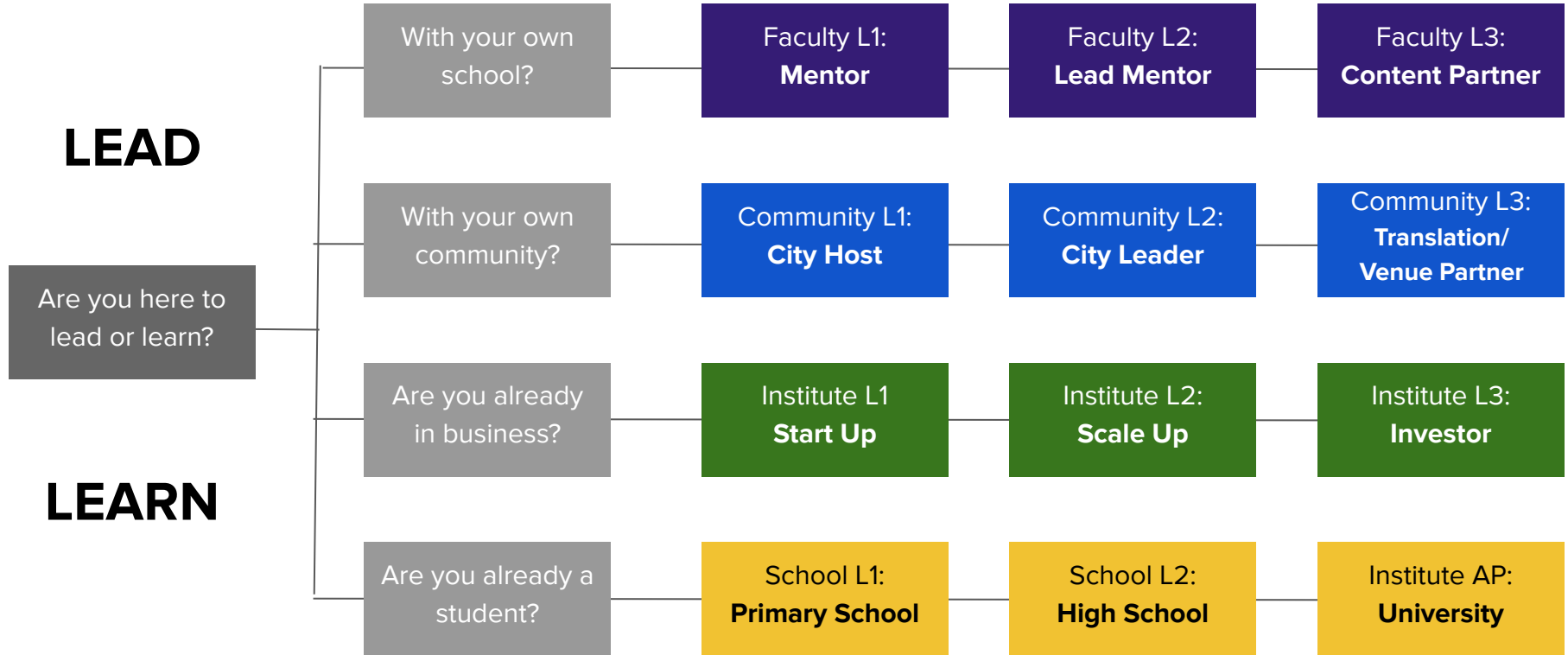




# Your Journey in the Education Nation

Choosing your next steps...



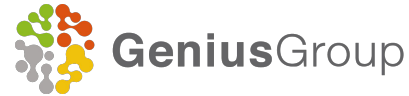




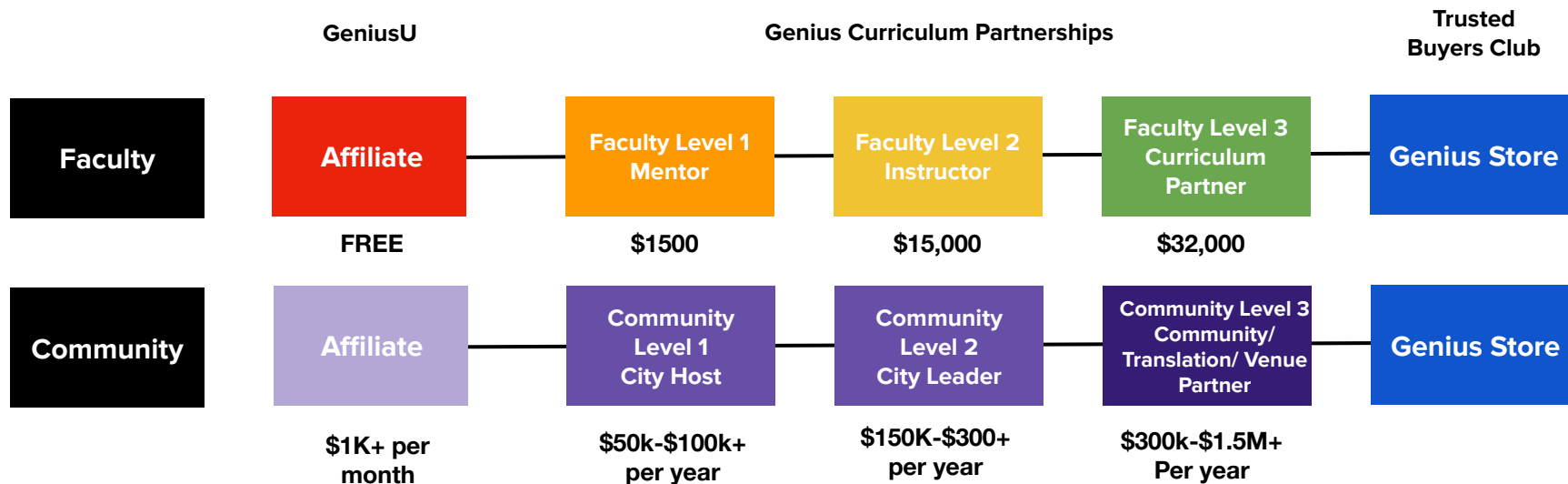
# The Partnership Criteria

We have Level 1, Level 2 and Level 3 Partnership Opportunities. These are split between faculty partners and community partners:

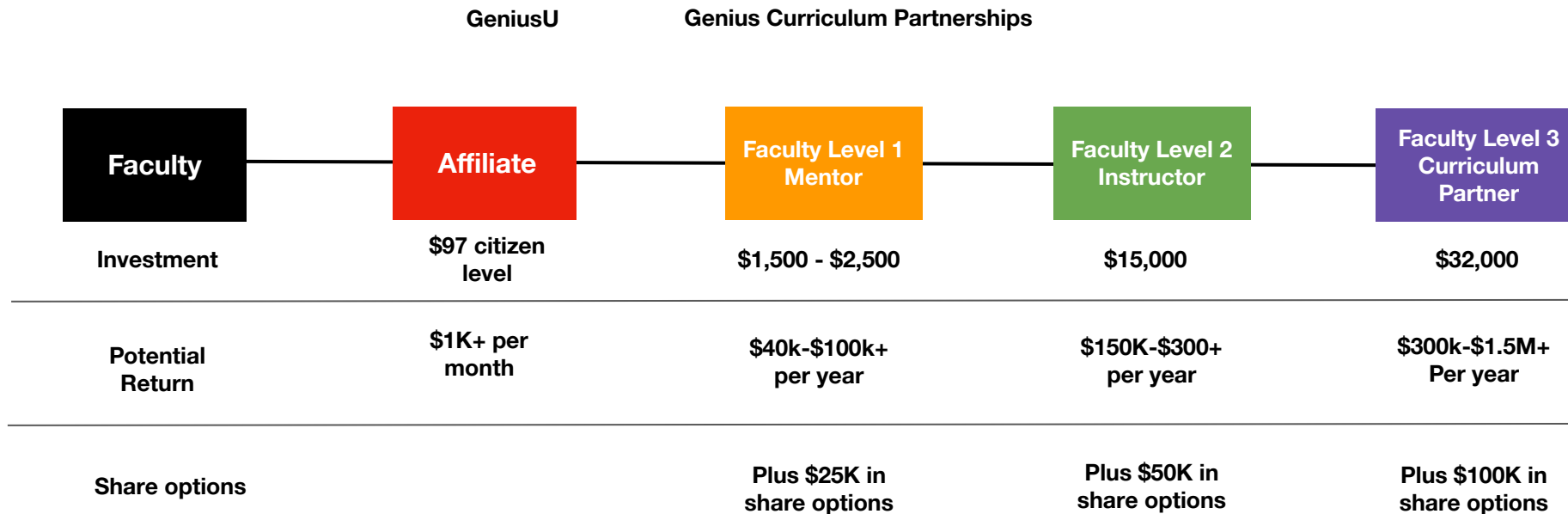
1. Faculty Partners are educators and companies looking to develop and digitize their content and reach our global community on GeniusU.
2. Community Partners are schools, universities, locations and translation partners looking to deliver GeniusU curriculum at their location.



# The Partnerships Pathway



# Pathway to Building your Faculty Curriculum



# Faculty Curriculum Partners



**Sofie Marin**  
Arts Dynamics



**Jo Formosa**  
Health Dynamics



**Lourdes Gant**  
Sustainable Business 5.0



**Violetta Terpeluk**  
Financial Planning



**Simon Zutshi**  
Wealth Dynamics for  
Real Estate Investors



**Laura Hartley**  
Talent Dynamics  
for Recruitment



**Peter Vogel**  
Talent Dynamics for  
luxury hospitality



**Mark Robinson**  
Investment Mastery





# Niches available for Faculty Curriculum Partners



**Talent Dynamics for  
Agile Leadership**



**Talent Dynamics for  
Remote Sales**



**Wealth Dynamics for  
Digital Marketing**



**Talent Dynamics  
for Change  
Management**



**Talent Dynamics for  
Culture**



**Wealth Dynamics  
for Mentors**



**Wealth Dynamics for  
Network Marketing**



**Talent Dynamics for  
Communication**



**Talent Dynamics  
for Productivity**



**Talent Dynamics  
for Coaches**



**Talent Dynamics  
for Cash Flow**



**Talent Dynamics for  
Business Automation**



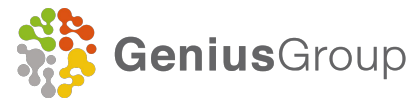
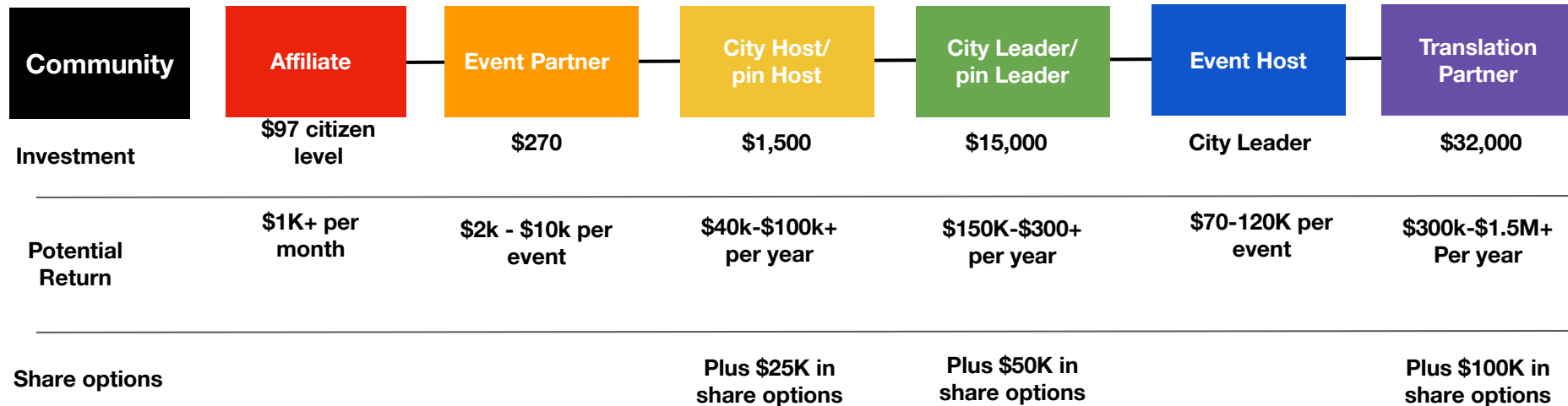
**GeniusGroup**



# Pathway to Building your Community

GeniusU

Genius Curriculum Partnerships



# Country/ Translation Partners



# Current City Hosts





# Current City Leaders



# Opportunities for City Leaders - Top 20 cities

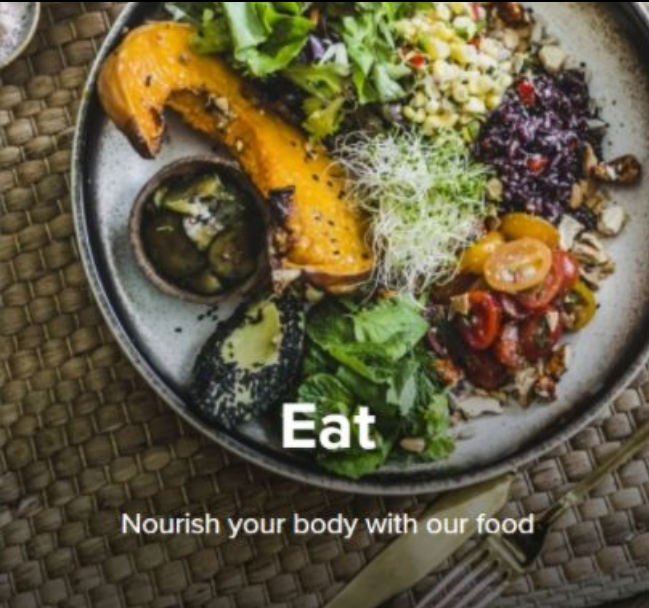


# Opportunities - Translation Partners





# Co-Work, Co-Eat, Co-Learn, Co-Give



## Entrepreneur Resorts

Summary: ER has an organic growth plan with a mix of company owned and licensed venues. We are now in three countries, with five locations and have developed the Genius Cafe, Genius Central & Genius Resorts models, which we are expanding through Regional License agreements.



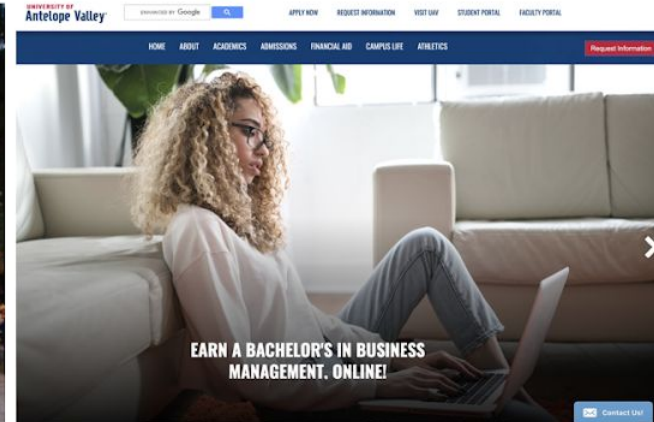


## Our Campuses

**Our entrepreneur community meet online via GeniusU and in person, at our 1,000+ events and microschools, and at our own school, university and city campuses.**

The campuses we have launched and acquired include our city-centre Genius Central campus in Singapore, the E-Square Primary and Secondary schools and Tau Game Lodge in South Africa, the University of Antelope Valley in California, USA, and the Genius Cafe Beach Club and Vision Villa Resort in Bali, Indonesia, attracting over 100,000 entrepreneurs a year.

We are now expanding our Genius Cafe, Genius Central and Genius Resort models through regional licenses.



# Our 3 Campus Models

**Property Description**

- Major/Gateway city center locations only
- Food & Beverage café/bar , private meeting and event space, Genius Group campus plus home deliveries

**Target Customers**

- Health conscious, Vegan, CBD office workers, Co-working (freelancer, SME's), HR Mgrs, Owner SMEs, 3rd party APPS, GG events & programs

**Locations**

- **Current:** Singapore
- **Future:** Los Angeles, London

**Property Description**

- Beach front or high street locations and inside our resorts, universities and colleges
- Food & Beverage café/bar , social and event space, Genius group campus plus home deliveries

**Target Customers**

- Health conscious, Vegan, Co-working freelancers, HR Mgrs, 3rd party APPS, GG events & programs

**Locations**

- **Current:** Sanur and Gianyar, Bali
- **Future:** EMEA x 3, NASA x 3, APAC x 1

**Property Description**

- Destination, resort or city location but always with great connectivity by air, road or sea
- Experiential destinations for our community to Co-Live, Co-Eat, Co-Learn and, Co-Give

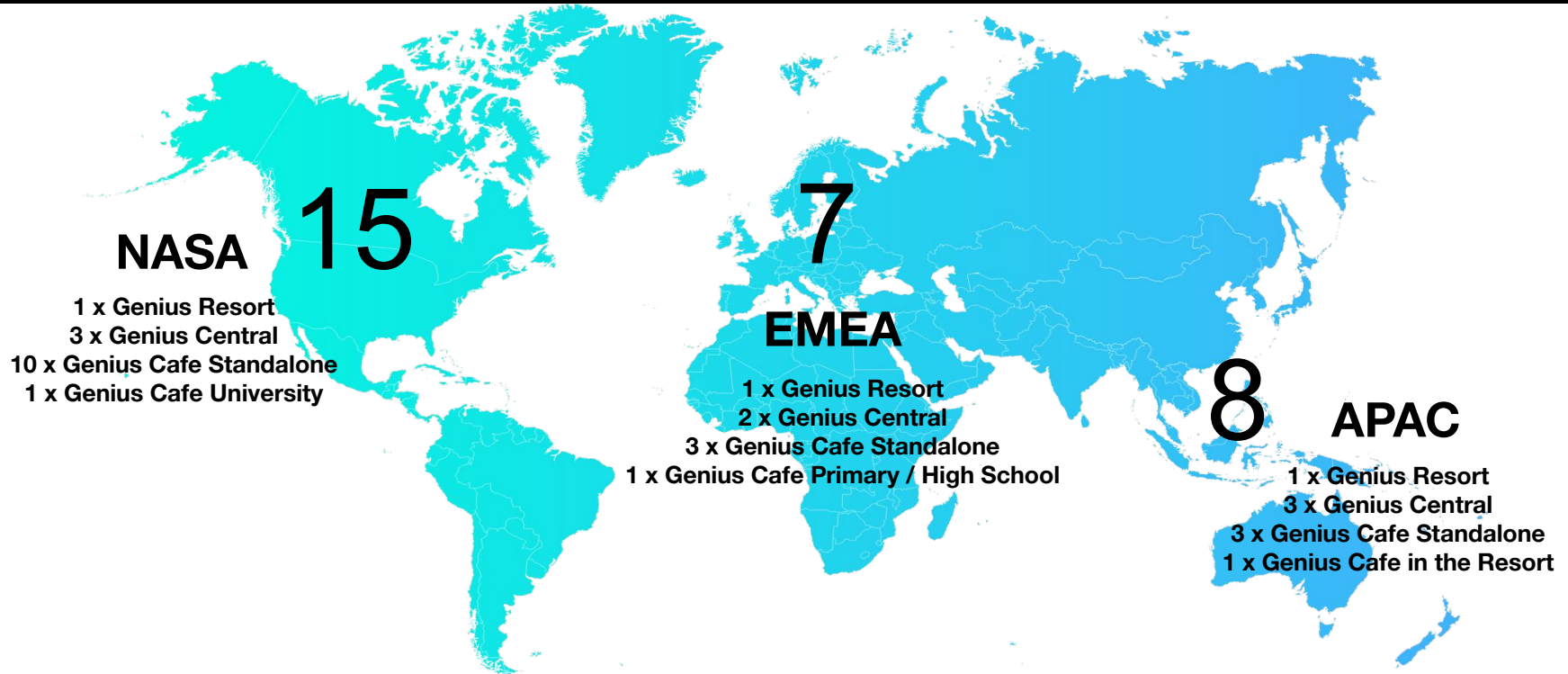
**Target Customers**

- Global travellers: FIT, OTA, MICE, Corporate and Wholesale agents plus GG events & programs

**Locations**

- **Current:** Madikwe Game Reserve and Bali
- **Future:** USA, Australia, New Zealand & UK

# Global Campus Growth Plan 2022 - Pipeline 30



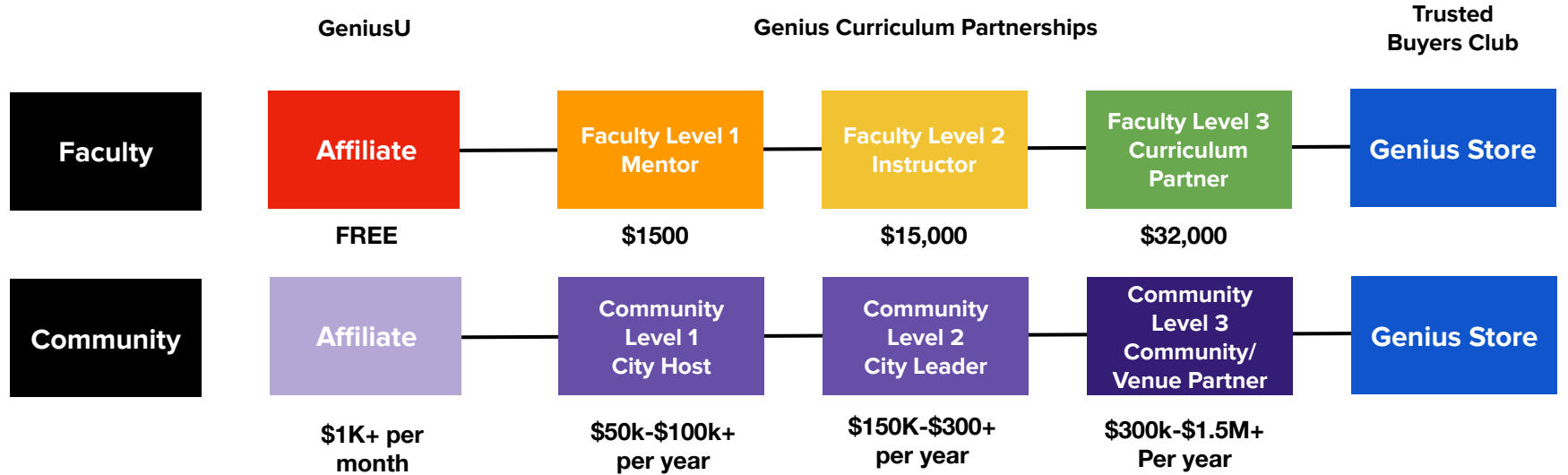


# Next Steps

- 
1. Decide the level of revenue you want to generate in the next 12 months and choose your level
  2. From there choose either Faculty or Community
  3. Book a call with one of the team to decide the best level and niche/location  
<https://calendly.com/entrepreneurs-institute-partnerships/partner-conference-rrcall>



# The Partnerships Pathway



# The levels at a glance

## Level 1 Faculty/City Host

### What's included

- Have your own suite of products and offering set up on GeniusU with your own store.
- Get Flow Consultant certified in Wealth Dynamics Talent Dynamics and work with clients one on one for mentoring and coaching work.
- Be the go to person for the community requirements in your local city.
- Partner with local faculty to deliver high value content to your community
- Invite your city members to events/ webinars/ masterclasses run by Genius Group and earns 10-20% of revenues

### Additional Bonuses

- Flow Consultant - \$1,500
- Genius 5.0 Community Microschool / Educator 5.0 Microschool- \$1,495
- Genius Entrepreneur Mastermind - \$970
- Mentor Status on GeniusU - \$970
- City Host/Faculty Membership for 12 months - \$2,500
- Trusted Buyers Club Genie Coin - \$500



**Investment : \$1,500**

**Potential Earnings \$50k - \$100k**

# The levels at a glance

## Level 2 Faculty/City Leader

### What's included

- Be featured as one of the Faculty who lead our Genius 5.0 Microschools.
- Have your content featured in our curriculum with GEM credits earned by your students.
- Have your own suite of products and offering set up on GeniusU with your own store and dashboard to track growth.
- Lead your own City Circle and work with Lead Faculty at L3 to deliver courses to your city earning.
- Fill events, masterclasses and webinars for the Genius Institutes curriculum.
- Work with local Faculty to ensure a full curriculum that fits with our global curriculum.
- Generate 20 new customers each month with your own virtual campus.

### Additional Bonuses

- All L1 bonuses PLUS
- Crystal Circle Enterprise (Partners) level - \$12,000
- Full suite of Genius 5.0 Microschools - \$8,970
- Wealth Dynamics Masters virtual (Oct) - \$3,500
- Flow & Performance Consultant - \$4,395
- Trusted Buyers Club - \$1,000



**Investment : \$15,000**

**Potential Earnings \$150k - \$300k**

# The levels at a glance

## Level 3 Faculty Curriculum/Translation Partner

### Description

- Run and lead Microschools on your co-created content to generate \$150,000+ on the back
- Create and build your own certification for mentors and instructors in your content potentially generating \$250,000+ per year in annual licenses
- Have your own suite of products and offering set up on GeniusU with your own store and dashboard to track growth, with GeniusU highlighting your content
- Generate minimum 50 new customers each month.
- Build and drive your community by translating GU content and curriculum

### Additional Bonuses

- All L2 bonuses
- 30 places on Flow Consultant or 30 places on Community 5.0 Microschool/ - \$45,000
- Crystal Circle for Partners - \$18,000
- Trusted Buyers Club - \$2,500



**Investment : \$32,000**

**Potential Earnings \$300k - \$1.5M**



Book a call with one of the team  
before **September 20th**  
and discover which level is right for you  
and where to focus your attention  
for maximum results in 2021 and beyond

# Win a free Flow Consultant place!



- Comment in the Partner Conference Circle with learnings, takeaways and action points
- [Circle](#)
- Stand a chance to win a FREE Flow Consultant Certification valued at \$1,500

# Opportunities to Join our Team



- Event Sales & Marketing Manager - Singapore
- Event Sales & Marketing Manager - London
- Group Design Manager - Singapore
- Financial Analyst - Singapore
- Growth & Performance Manager - Singapore
- Group Financial Controller - All regions
- Group Head of Internal Audit - All regions
- Marketing Manager for Entrepreneur Resorts - Singapore

See you all tomorrow! 9am UK/4pm SG

