



(Presented to Small Business Administration)

We Are People 2 (WAP2): The Revolutionary's Consultants

VA
October 2009

*This document is confidential and is intended solely for the use and
information of the persons to whom it is addressed.*

Foundations

The Company has developed a vision and mission statement

- **Motto**

- The breadwinners of the downtrodden

- **Vision Statement**

- To educate the masses about the other masses to thus eliminate discrimination, to show love and hope to the downtrodden, and to use money and numbers (of people) to bring about large-scale sustainable revolutions of thought

- **Mission Statement**

- To supply experts to clients to help them better see the possibility of implementing unique solutions

The Company provides a multitude of benefits

Features

- Night shift consultants
 - Permanent temps
 - Outsourcing
 - 5PM-1AM
- No fashion discrimination
- Located next to nightclubs
- Library
 - “For the curious reader”

Benefits

- Unique resources (people and books)
 - Unique perspectives because employees and books represent groups in low supply
- Unique company culture
- Healthier alternative to nightclubs

The icon means many things to many people

- Three-striped rainbow in black, gray, and white attached to one star above the end that increases in size and curves back around to the front; font is semi-cursive
 - Rainbow for diversity and GLBT
 - Gray to allude to the gray areas of American society
 - Stars and stripes refers to America
 - Black refers to Goth and the night

People Resources

The company culture is unique and will retain and attract employees

- Organization:
 - Board of Directors makes decisions
 - Flat organizational structure (cashiers take on professional jobs as well, they are most important since they deal with customers directly therefore give more training and pay)
- The motivation of a nonprofit organization
- Decision-making is in between long and short-term
- Constant employee training
- Employees are just as important as customers because they will be customers
- Self-directed teams rather than departments/functions/specific tasks
- Always reinventing itself

Our core values are tried and true

- **Business values**

- Relationships
- Flexibility
- Preparation

- **Personal values**

- Teamwork
- Training
- Individuality
- Diversity
- Honesty

- Annual assessment assesses how the employee lives up to each value
- Annual assessment is done by a third party who interviews up to 15 people who can comment on an employee's professional growth and development

All employees share certain responsibilities and rewards

- **Responsibilities**

- Responsibility to customers-Relationships
- Responsibility to employees-Teamwork and training
- Responsibility to community-Awareness
- Responsibility to stockholders-Transparency

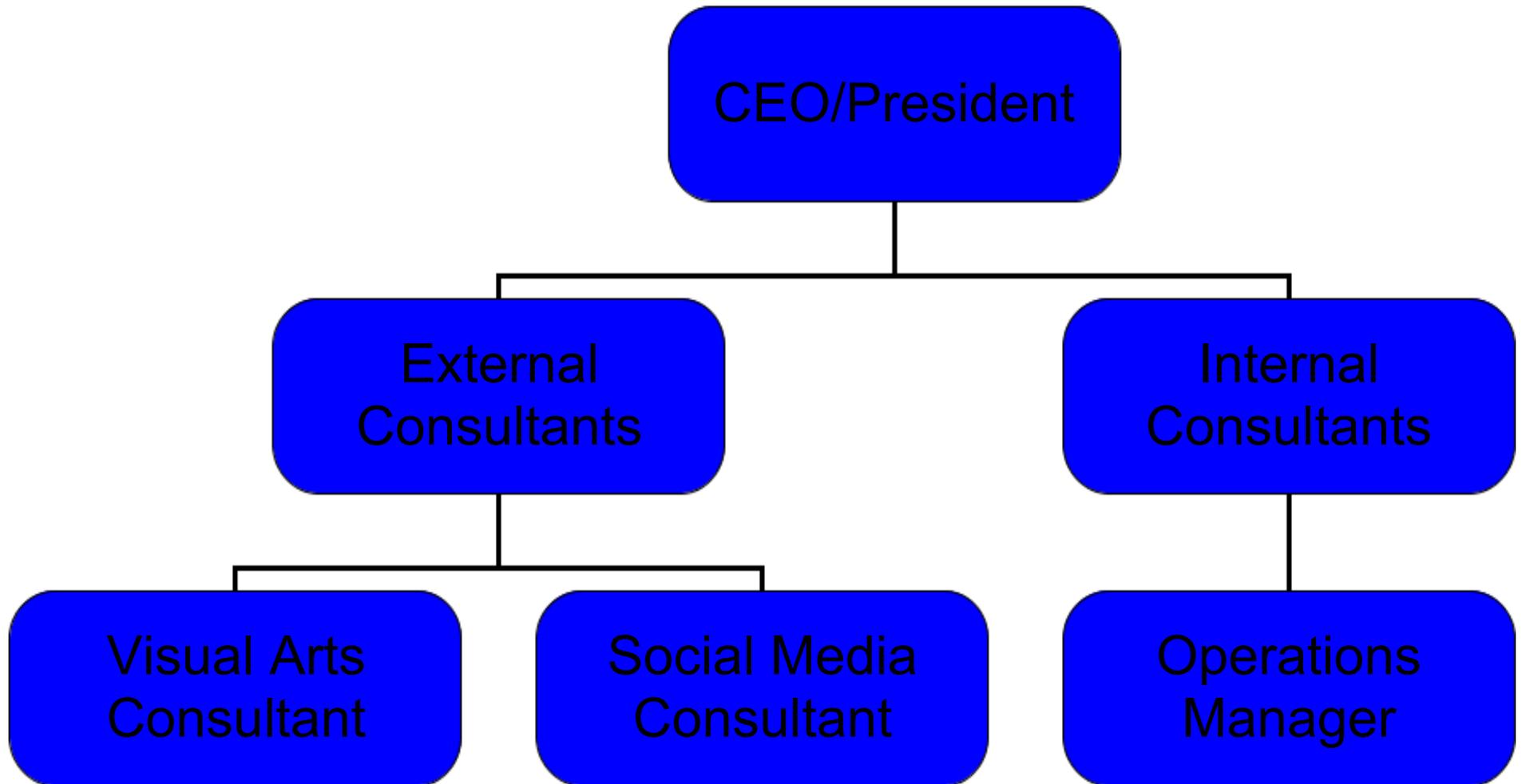
- **Rewards**

- Promotions
- Raises
- Bonuses
- Awards
- Halfway Awards
- Contests
- Privileges (Parking, Window Office)
- Recognition from Sr. Level Staff
- Compliments

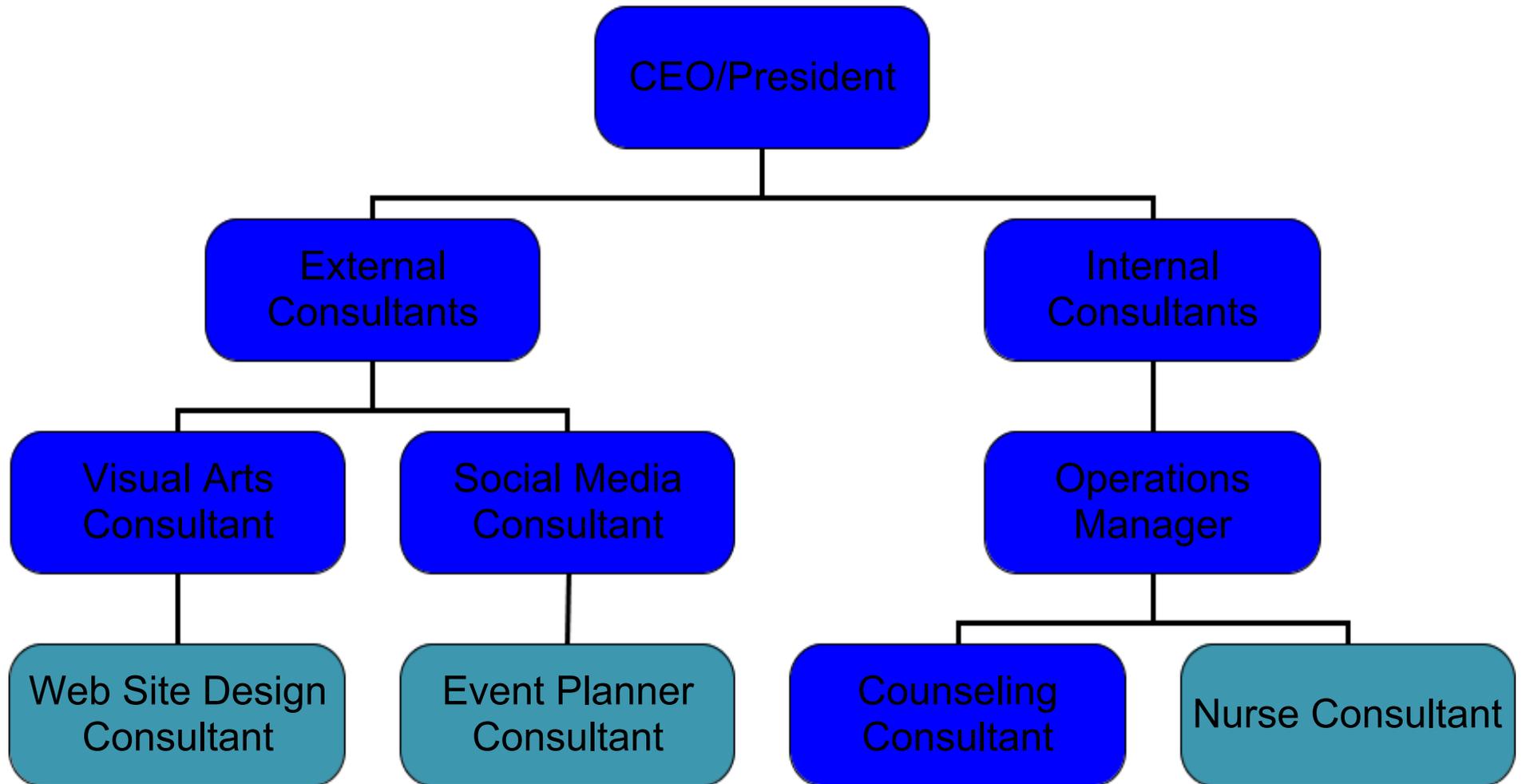
We have many consultant roles and plans to expand to 14 core team members

- **Internal Consultants (Board of Directors must meet weekly at Headquarters)**
 - Counseling Consultant (Has office)
 - Fashion Design/Library Consultant (a.k.a. Operations Manager)
 - Registered Nurse Consultant trained in American Sign Language (Has office)
 - Recruiting Consultant
 - Recruiting motto: “You do belong...with us”
 - Accounting Consultant
 - VP of Goth Operations
 - VP of GLBT Operations
- **External Consultants (Client must agree that external consultants can spend 1/5 of week at Headquarters)**
 - Advertising and Marketing/Social Media Consultant (Specialty: Pathos)
 - Architecture Consultant
 - Event Planner Consultant
 - Visual Arts Consultant
 - Web Site Design Consultant
 - Legal Consultant
 - Writing/Editing Consultant
- **Consultants from other companies will include a Human Resources and Payroll Consultant and a Feng Shui Consultant**

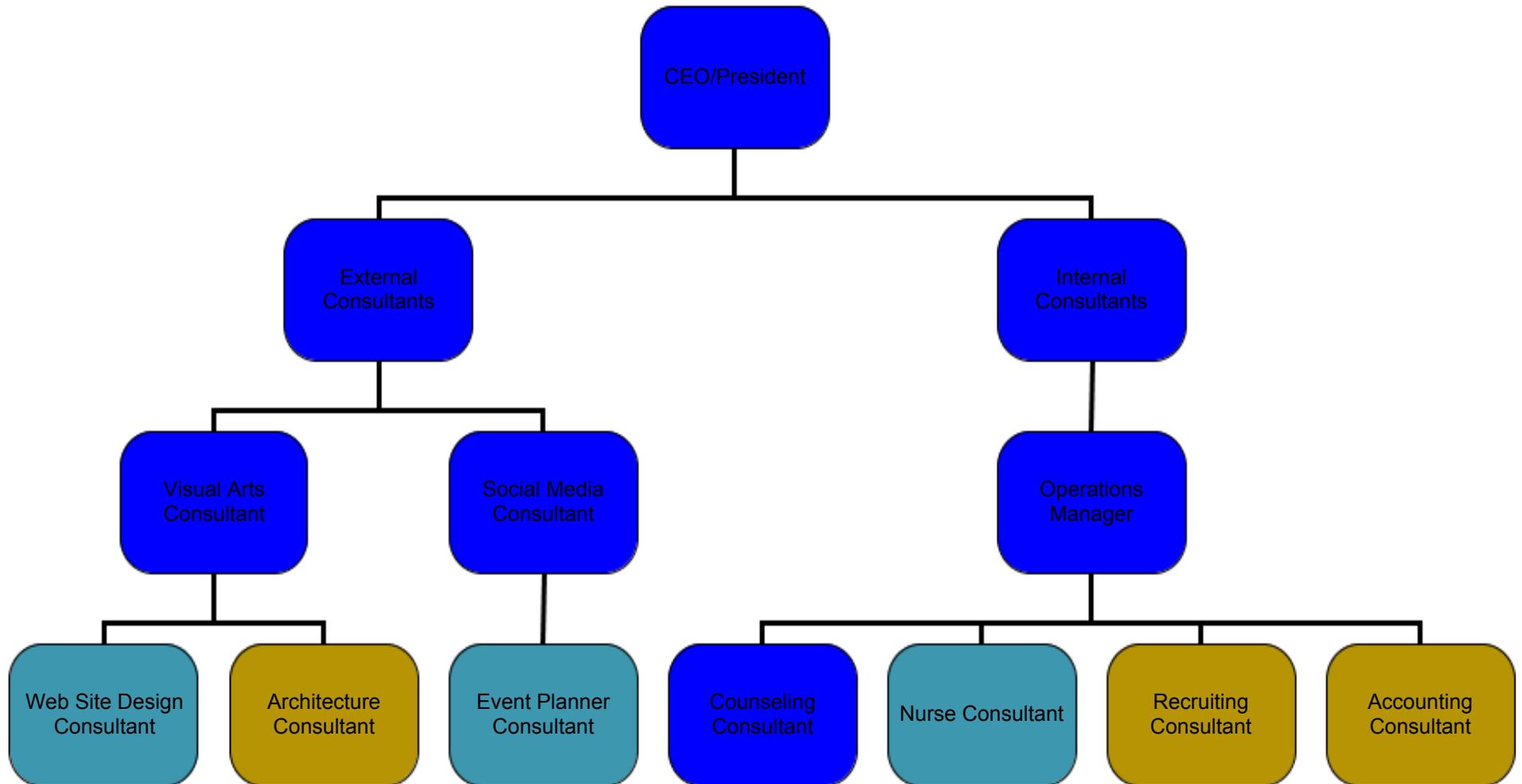
First wave organizational chart



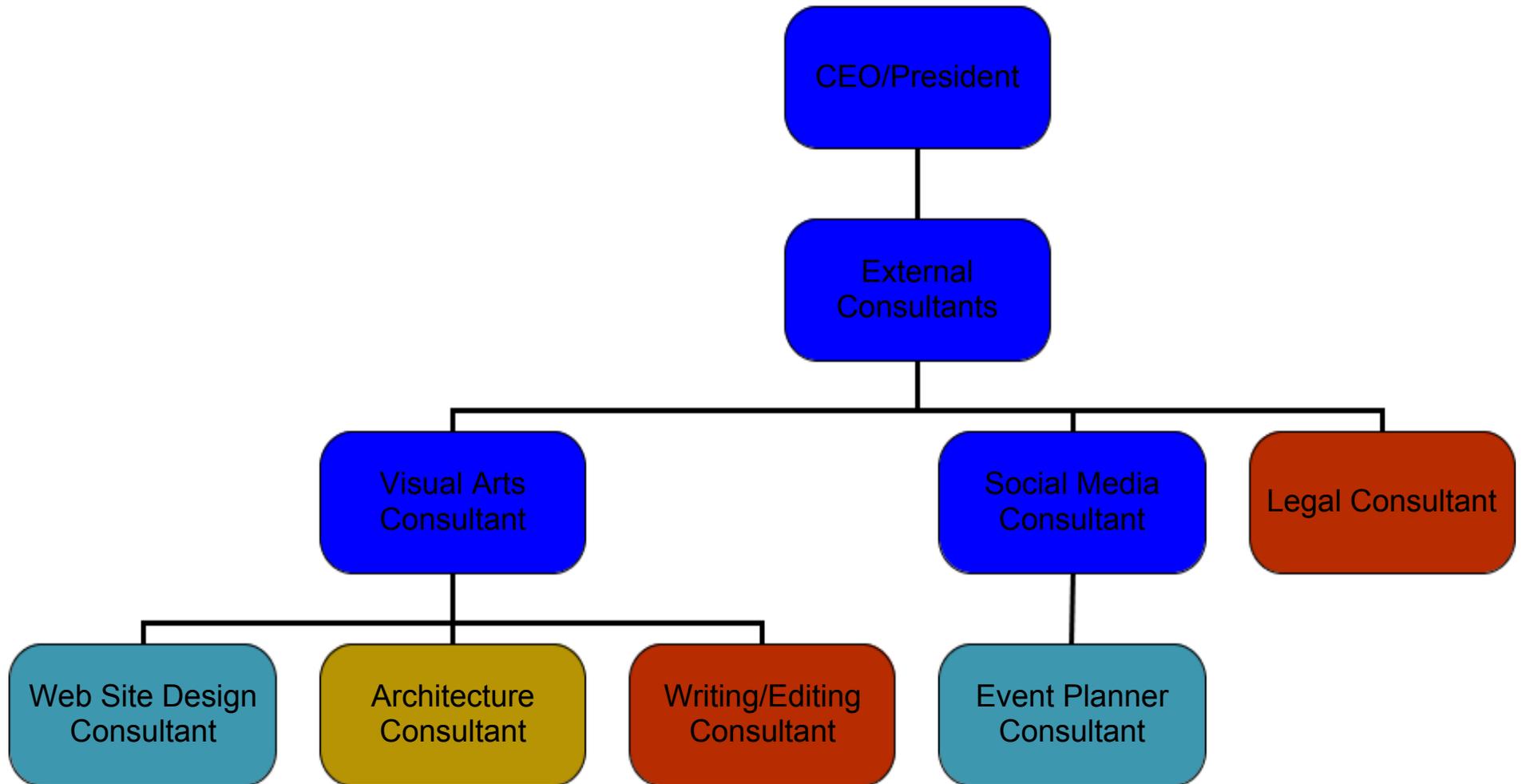
Second wave organizational chart



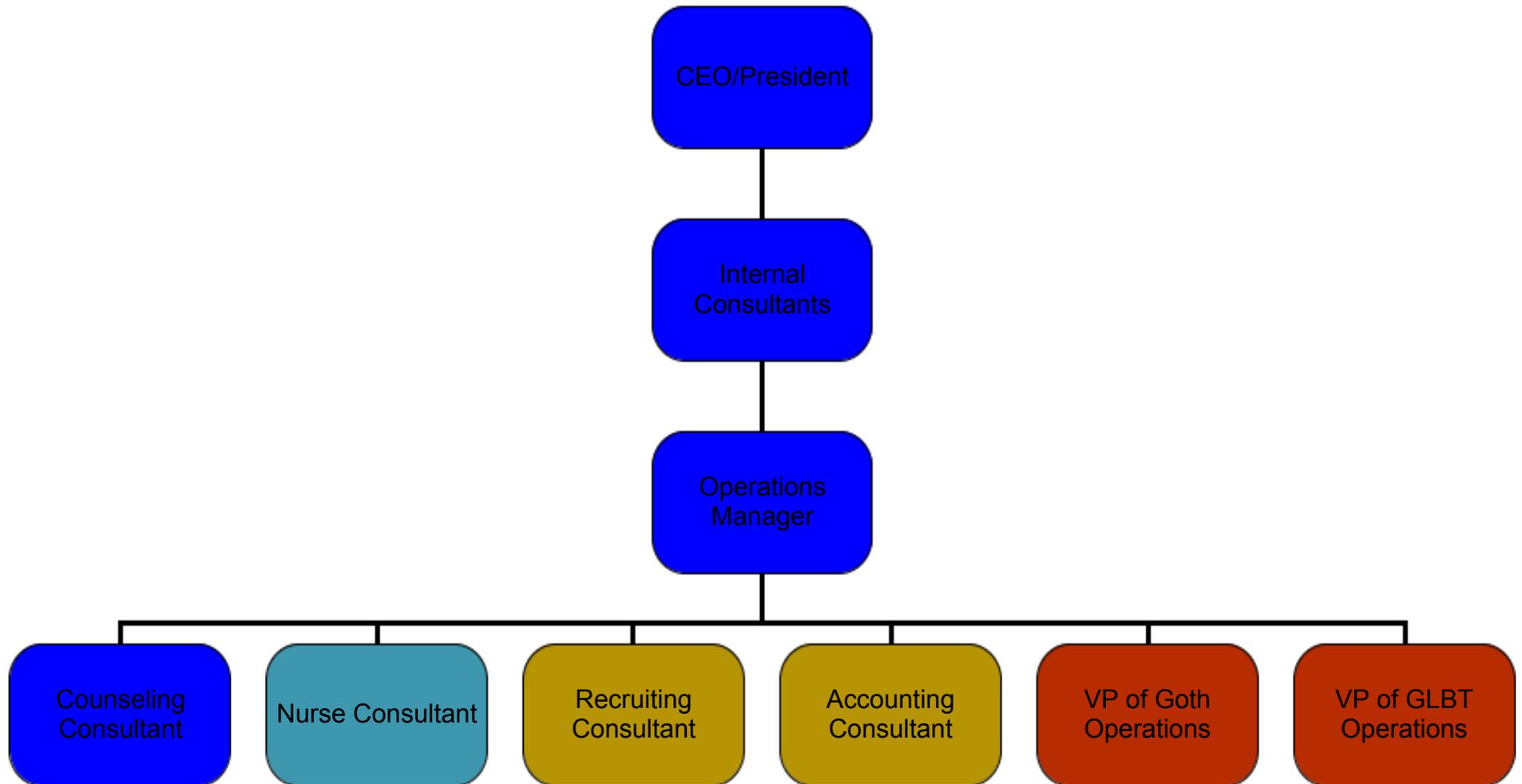
Third wave organizational chart



Fourth wave organizational chart (External consultants only)



Fourth wave organizational chart (Internal consultants only)



Start-up financial considerations

- Initially (when there are few employees)
 - Consultants will need to cost clients less than their market worth in order to entice them to hire
 - The difference between the client's cost and their market worth will be paid by venture capitalists
- Initially (when there are enough employees to build a team)
 - All consultants will need to write grants and proposals in order to find someone willing to fund operations
- Initially (when there are no books)
 - The Library Consultant will need to sell t-shirts designed by the Fashion Design Consultant
 - The profit will go toward library inventory

Clothing Policy

The clothing policy is unique

- Internal consultants
 - Internal consultants must wear company-designed apparel or something that shows uniqueness, creativity, or individuality. Employees not following that policy must change into company-designed clothing on company premises.
- External consultants
 - External consultants must wear company-designed client wear apparel at client sites.
- When at Headquarters consultants and library customers can wear the following:
 - Cosplay costumes
 - Cultural clothing (e.g. African, Korean hanbok)
 - Era clothing (e.g. Victorian garb, pirate clothing)
 - Halloween costumes
 - Pajamas
 - Piercings
 - No shirt
 - No shoes
 - Spirit Day clothing
 - Tattoos

Employee Apparel

- **Internal consultant t-shirts**

- “No shirt, no shoes, no problem”
- “Our shelter is your sanctuary”
- “We might look crazy, but we are creative”
- “Have sympathy for the underground”
- “We give the few a huge voice”
- “We represent the underrepresented”

- **Client wear**

- Ties
- Jewelry

Commercial t-shirts (sold in the library)

• General target market

- “Because we’re eccentric”
- “There is an eccentric in all of us”
- “Not tolerance, understanding”
- “We’re not who you think we are”
- “I am open-minded”
- “You can’t help being who you are”
- “We broaden your perspective
- “We make low supply high supply”
- “What if ordinary people were stars?”
- “We sell what others won’t”
- “You aren’t the only one who’s alone”
- “We’re just people”
- “Where the minorities are the majority”
- “Not your average minority”
- “Catering to eccentrics”
- “To give the few a huge voice”
- “To end dehumanization”
- “For us, everyday is Halloween, but we are not scary”

• Youth target market

- “Controversy, not apathy”
- “Controversy to change the world”
- “Controversy with ethics”
- “Sell to reform”
- “Controversial, but serious”
- “Curious?”
- “It’s your moral duty”
- “ ‘Those who will change the world are those who don’t like it the way it is’—Bertolt Brecht”
- “ ‘You say you want a revolution’—The Beatles”

Book Resources

Our library has its own mission statement and goals

- **Mission Statement**

- To supply information to customers to help them better understand themselves and others and to supply information that has the will to revolutionize

- **Goals**

- To create a library based on shortages in several various genres, mediums, and markets especially those dealing with written communication. To persuade moderates and those on opposite sides of a spectrum to love, honor, and cherish their neighbors and not just to tolerate them.

- **Definition of Shortages**

- Sells under 0.5 million copies nationwide, is banned in some region of the country (not the region where it's sold), or is geared to a group of people so small and so spread out that less than 200 of them are in most counties or else they have no existing statistics

- **Why a library?**

- To avoid corruption from commercialization
- To share and pass on knowledge via word-of-mouth

We share many books

- **Types of books**

- New, used, fiction, nonfiction, paperback, hardback, travel, children's, seniors, books-on-tape, e-books, magazines, comic books, periodicals, dictionaries, comedy, music, toys and video games, out-of-print/hard-to-find/rare books, very old movies/antiques, foreign films/music, underground publications, unusual textbooks, Braille texts, anything geared toward famous people, etc.
- The focus is on books for informative value, but the customer will remain loyal due to fellowship and customer-orientation.

- **Topics**

- The circus, plus-size, Goths, midgets, handicapped/impaired, disordered/ill, obsessed, mixed races, adoptees, people with odd jobs, abused/outcast/lonely, eccentrics, misunderstood, black Republicans, immigrants, confederates, elderly, whiz kids, lesser known languages, rare breeds of animals, banned books (not banned in the state/country where it is set), subcultures, and anything remotely unknown
- Minor religions (primal, Wiccan, Scientology, etc)
- Too risky?: paraphilias (e.g. necrophilia, fetish, BDSM, GLBT, cannibalism, midget, circus, fur)
- WE NEVER SELL ANYTHING BY MARILYN MANSON, THE KKK, OR NAZIS
- WE NEVER SELL ANYTHING ABOUT NON-MIXED RACE

Long-Term Goals

As the Company increases there will always be plans for expansion

- Circular building with dome
 - Created by architecture consultant
 - Haunted castle theme with black roses and Christmas lights
 - Inner garden with fountain
 - Two offices for the counselor and nurse
- Black school bus
 - Painted by employees
- Sell consultants at burdened rate (includes health insurance, life insurance, etc.)
- Cranberry-themed restaurant