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Business Formation

An AbsoluteAdvantage™© Program

START ▶ BE ▶ STAY
In Business

Implementation Prospectus

Exclusively Distributed By



**ADVANTAGE
CONSULTING** LLC

Vision Simplified.
Solution Personified.

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Introduction

- We Transform Employees into Entrepreneurs
- The Business Formation Program is designed specifically to each entity.
- Scalable from solopreneurs to start-up entities
- Empowers you to organize and develop the seven (7) functional areas of a business entity, in readiness for day to day operational excellence.

Business Formation Program™© Implementation



The Business Formation Program may include up to seven (7) functional areas and corresponding business units. Each area is developed to an operational level in accordance with the entity’s readiness.

Incorporation	Marketing	Demand Generation
<ul style="list-style-type: none"> • Legal • Financial • Trademarking • Copywriting • Accounting • Insurance • Payroll • Taxes 	<ul style="list-style-type: none"> • Advertising • Branding • Corporate Communication • Corporate Digital Real Estate Design • Customer Communication • Public Relations 	<ul style="list-style-type: none"> • Prospecting • Subscription • Awareness • Information • Demonstration • Commit

Training & Development	Product Development	IT & Infrastructure	Human Resources
<ul style="list-style-type: none"> • All Functional Areas • Products • Services • Internal • Collateralized 	<ul style="list-style-type: none"> • Research & Design • Solution Architecture • Manufacturing • Quality Assurance 	<ul style="list-style-type: none"> • Internal Management Systems • Hardware • Software • Infrastructure 	<ul style="list-style-type: none"> • Organizational Development • Recruitment • On-Boarding • Job Definition • Work Agreements • Benefits • Redistribution • Employee Programs

Business Formation Implementation Get Started Program™©



Business Formation Functional Area	Get Started 5 Weeks
<u>Incorporation – The Basics</u> Legal, Financial, Trademarking, Copywriting, Insurance, Becoming an Independent Consultant	✓
<u>Marketing</u> Branding, Advertising, Public Relations	✓
<u>Demand Generation</u> Prospecting, Awareness, Education	✓

Get Started Program Includes

- 45 Minute 1:1 sessions 1X a week
- Program collateral (Quick Reference Guides and Worksheets)
- Playbook Document
- Certificate of Achievement

Get Started Program Benefits

- Guidance on basics of incorporation
- Becoming an Independent Consultant to your existing company
- Brand establishment for your business to begin demand generation

Get Started Program Sample Schedule



- Monday, Tuesday, Wednesday = Instruction & Homework Review
- Friday = Handouts distributed for following week

Area	Instructor	Week 1	Week 2	Week 3	Week 4	Week 5
Incorporation	Absolute Advantage	X				
Marketing	Absolute Advantage & Guest		X	X	X	X
Demand Generation	Absolute Advantage & Guest				X	X

- Steady state day and time will be set for 5 weeks
- Friday = Handouts distributed for following week
- Materials for Week One are distributed upon registration completion

Business Formation Program™© Implementation



Business Formation Functional Area	Basic 5 Weeks	Advantage 7 Weeks	Premium 12 Weeks
<u>Incorporation</u> Legal, Financial, Trademarking, Copywriting, Accounting, Insurance, Payroll, & Taxes	✓	✓	✓
<u>Human Resources</u> Organizational Development, Job Descriptions, Recruitment, Benefits, On-Boarding, Redistribution, Employee Programs		✓	✓
<u>Training & Development</u> All functional areas, products, services, internal & external			✓
<u>Marketing</u> Branding, Advertising, Public Relations	✓	✓	✓
<u>Demand Generation</u> Prospecting, Awareness, Education	✓	✓	✓
<u>Product & Service Development</u> Research & Development, Manufacturing, Quality Assurance			✓
<u>Information Technology</u> Internal Systems; Hardware, Software, Infrastructure, Communications		✓	✓

Schedule Commitments and Benefits



- **All Programs (Excluding Get Started)**

- One-hour 1:1 sessions 2X a week (Mon. & Wed. OR Tues. & Thu.)
- Program collateral (Coaching videos and handouts)
- Playbook Document

- **Basic Program Benefits – 5 Weeks**

- Guidance on basics of incorporation
- Guaranteed brand establishment for your business to begin demand generation.

- **Advantage Program Benefits – 7 Weeks**

- Guidance on incorporation best practices
- Functional organization structure
- Guaranteed brand establishment for your business to begin demand generation.
- Guidance on IT functions and platforms

- **Premium Program Benefits – 12 weeks**

- All inclusive of Basic and Advantage Programs
- Training and Development Formation
- Product & Development Strategy & Tactics



Sample Schedules 5 & 7 Weeks

- Monday & Tuesday = Instruction
- Wednesday & Thursday = Homework Review – Q&A
- Friday = Coaching Video & Handouts distributed for following week

Area	Instructor	Week 1	Week 2	Week 3	Week 4	Week 5
Incorporation	Absolute Advantage	X				
Marketing	Absolute Advantage & Guest		X	X	X	X
Demand Generation	Absolute Advantage & Guest				X	X

Area	Instructor	WK-1	WK-2	WK-3	WK-4	WK-5	WK-6	WK-7
Incorporation	Absolute Advantage	X						
Human Resources	Absolute Advantage & Guest	X	X					
Marketing	Absolute Advantage & Guest		X	X	X	X	X	X
Demand Generation	Absolute Advantage & Guest			X	X	X	X	X
Information Technology	Absolute Advantage							X

Sample Schedule – 12 Weeks

- Monday & Tuesday = Instruction
- Wednesday & Thursday = Homework Review – Q&A
- Friday = Coaching Video & Handouts distributed for following week



Area Instructor	W1	W2	W3	W4	W5	W6	W7	W8	W9	10	11	12
Incorporation AbsoluteAdvantage	X	X										
Human Resources AbsoluteAdvantage Guest	X	X	X									
Training & Development AbsoluteAdvantage Guest			X	X								
Marketing AbsoluteAdvantage Guest				X	X	X	X					
Demand Generation AbsoluteAdvantage Guest					X	X	X	X				
Product & Service Development AbsoluteAdvantage Guest								X	X	X		
Information Technology AbsoluteAdvantage Guest									X	X	X	X
Review of Play Book											X	X

Let's Get Started!



- Initiating an implementation of the Business Formation program may be accomplished by:
 - Message me through LinkedIn on my Profile
 - www.linkedin.com/in/donnachiacchia
 - Messaging me through LinkedIn - Visit Company Page
 - <https://www.linkedin.com/company/absoluteadvantage>
- You may consider preparing the following items before you start the program to maximize your implementation:
 - Set-up your account with AbsoluteAdvantage™©
 - Please ensure you have a PayPal account



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