

# **EXPORT NOW**

Updated 11 December 2023.



## What is this article for?

This article serves as a guide for companies considering export. It lists the challenges manufacturers may encounter during the export process and explains how Ubinodes addresses these issues.

## Why do we need it?

Ubinodes operates as a decentralized and distributed organization with consultants spanning multiple countries. As the forefront of innovation in the marketing industry, understanding our distinctive approach is crucial for companies seeking unparalleled success in their ventures.

# TL ; DR .

Our core product is access to markets.

Our organization provides on-the-ground presence in target countries. Nodes function as your dedicated reconnaissance team and sales force.

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# 1. Dilemma



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Our organization ensures a local presence in target countries through our dedicated nodes. These nodes act as your personalized reconnaissance team and sales force.

In a given country, a small percentage of large companies dominate exports, leaving the majority of manufacturers struggling to expand beyond local markets. Our focus is on the 97% of manufacturers who are not currently exporting.

We understand the various challenges these manufacturers face, such as language barriers, a lack of international marketing skills, and the need to prioritize design and production over marketing efforts.

To help manufacturers overcome these barriers, we offer:

1. In-depth market analysis for each country where we have nodes.
2. Design services for websites, social media, digital print advertisements, and other communication channels.
3. Assistance with partnerships and contract acquisition.
4. A commitment to providing anything necessary for project success.

When manufacturers venture into new markets, they often face the complexities of managing sales points, processing orders, handling international payments, arranging transportation, managing freight forwarding, and navigating customs clearance.

Our organization takes on these responsibilities, allowing manufacturers to focus on their core strengths of design and production.

## 2. Challenges and Solutions



## 2. Challenges and Solutions

### 2.1 Distribution Channels:

For manufacturers eyeing global growth, the journey often hits a roadblock when seeking a suitable consulting firm. Manufacturers typically have three primary channels for bringing their products to market:

- **Direct Sales:** Selling directly to customers demands expertise in various aspects of marketing and supply chain strategies. This includes building, storing, marketing, selling, and delivering products to customers or retailers. Due to its complexity, many manufacturers prefer alternative channels.

- **Distributors:** Acting as intermediaries, distributors receive products from manufacturers and export them to retailers or end-users. However, distributors may lack personal interactions to gauge product adoption and often leave marketing responsibilities to manufacturers.

- **Consultants:** In this channel, consultants directly receive products from manufacturers and market them through a network of retailers. Consultants handle logistics and marketing, providing manufacturers relief from in-house management challenges.

**Ubinodes Solution:** Ubinodes serves as a hub for consultants utilizing technology and expertise across various fields such as finance, economics, politics, consulting, freight forwarding, customs clearance, regulations, technology, packaging, advertising, and more.

### 2.2 Price's Law and Ubinodes' Efficiency:

Price's Law posits that a small portion of employees often completes a significant part of the work. In centralized organizations, as they grow, inefficiency tends to increase. However, Ubinodes, being decentralized, leverages its structure to have work distributed across 100% of its workforce, ensuring high efficiency and effectiveness.

### 2.3 Shielding Against U.S. Dollar Weaponization:



The U.S. dollar has been weaponized, allowing the U.S. government to freeze accounts and wire transactions. Ubinodes safeguards exporters by encouraging encrypted communication services and implementing financial systems to shield clients against the weaponizing of the U.S. dollar.

#### **2.4 Three Kinds of Power:**

- **Violence:** Typically employed by criminal organizations, including governments. Ubinodes advises against this route due to legal consequences.
- **Wealth:** Used by monopolistic corporations, involving tactics like patents, legal threats, media ownership, and political lobbying. Ubinodes warns about the potential depletion of cash assets.
- **Knowledge:** Employed by those seeking power without violence or excessive wealth. Ubinodes, with its network of international marketing consultants, offers access to insider information, understanding end-user psychology, spotting opportunities, and navigating regulations.

Manufacturers need to actively explore overseas markets to avoid ceding ground to competitors. Ubinodes emphasizes the importance of strategic moves into exporting, reminding manufacturers that success won't materialize magically in their home market.

### 3. Core Values of Ubinodes



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In our organization, we believe that the success of any business is rooted in the strength of its personnel and the values they uphold.

## 3.1 Value Proposition

Ubinodes stands out among thousands of marketing agencies due to its unique value propositions:

1. Protection Against Judicial Corruption: Ubinodes shields clients from the most insidious form of corruption - a compromised judicial system.
2. Boots-on-the-Ground Consultants: We deploy consultants globally, acting as a reconnaissance team for unparalleled accuracy and detailed reporting.

Beyond marketing, our top priority is safeguarding clients against potential harm:

- Constantly upskilling Nodes in the latest IT tools to secure communication and data.
- Teaching clients to adopt Ubinodes' standards, ensuring Nodes are knowledgeable enough to educate clients.

## 3.2 Teamwork

At Ubinodes, individuals contribute their strengths to build a robust and unified system. Thriving individuals depend on a supportive team, fostering mutual respect, hard work, and dedication. Our commitment to consultants and partners is reflected in our collaborative efforts to provide the best service to clients.

## 3.3 Customer Satisfaction

Customer satisfaction is a major priority. We aim to satisfy clients by meeting expectations and industry standards. Building a community that shares our values is crucial. We handle disputes objectively, emphasizing systemic risk management and fair payment practices.

## 3.4 Commitment

When we make a promise, we deliver. We prioritize every project, ensuring consistency, character, integrity, and a strong work ethic at every step.

### **3.5 Creativity**

Encouraging creative freedom allows our nodes to innovate and showcase their true potential. We embrace diversity and creativity, steering clear of rigid protocols that stifle innovation.

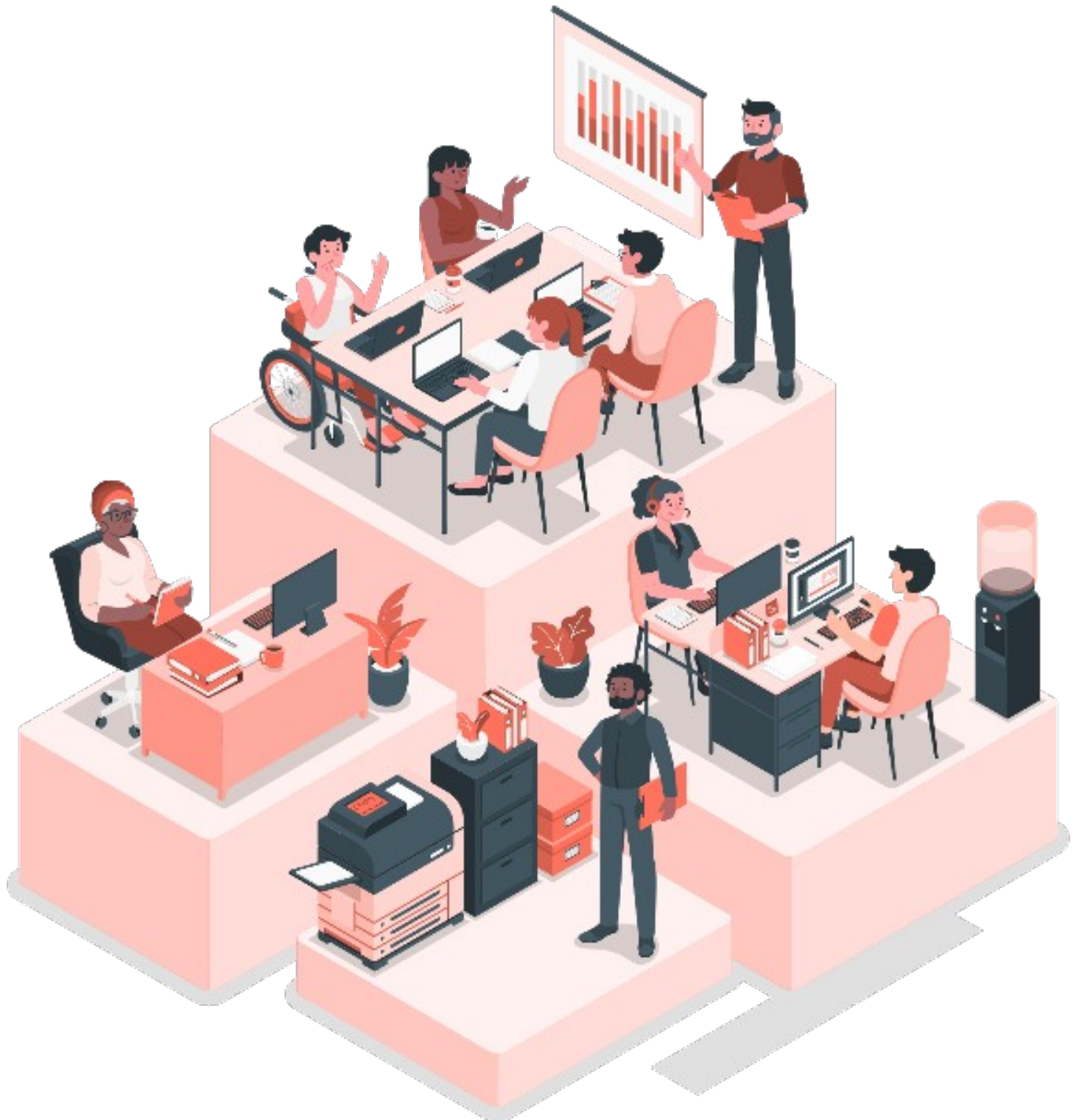
### **3.6 Our Competition**

Rather than comparing ourselves to competitors, we focus on feedback from our community - customers, potential customers, and nodes. Listening to their expectations guides our success.

### **3.7 Trust**

Confidence in our nodes, system, and organization is paramount. Believing in ourselves opens the door to achieving the seemingly impossible. Recognizing and tackling new challenges is part of our journey.

## 4. How We Work



## 4. How We Work

Ubinodes operates as a Decentralized Autonomous Organization (DAO), utilizing secure and encrypted IT tools for distributed governance and data management. Consultants are not commission-based; they are compensated for their time, regardless of the manufacturer's outcome.

### **Example:**

1. **Manufacturer's Request:** A furniture manufacturer in Canada [MA] wishes to expand its market. The closest Ubinodes consultant, likely from Canada, becomes the "Sending Node" [SN]. The [SN] assists the manufacturer in identifying target markets based on Ubinodes' network.

2. **Tripartite Agreement:** The [SN] and a Node in the target market, the Receiving Node [RN], collaborate in a tripartite agreement with the manufacturer [MA]. This forms an autonomous team adhering to Ubinodes' procedures and IT tools, operating without central governance.

3. **Marketing Plan Development:** The team creates a basic marketing plan, foundational for export. Feedback and research evolve it into a comprehensive plan. [RN]s in the target market contribute insights, enriching the overall project. Additional Nodes may join for specialized tasks.

4. **Market Research:** Collaborative efforts, including product sampling, involve direct interactions between the manufacturer and each node. Agreements outline schedules and fees for each node's involvement.

5. **Export Process:** When ready to export, a local [RN] manages services from their side, ensuring compliance with regulations. [RN]s do not act as agents or handle money on behalf of the manufacturer; transactions occur directly between the manufacturer and buyers.

Ubinodes remains available for support, acting as a failover. The decentralized structure fosters autonomy, allowing teams to adapt and expand dynamically throughout the export process.

## 5. Fees



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Ubinodes charges a monthly fee, approximately equivalent to the cost of a half-page color advertisement in a small print magazine.

Unlike traditional advertising, our fee serves as an investment. It fuels the growth of our network, expanding access to more markets and services for your benefit.

If you exclusively use our Ubinodes cryptocurrency token for all transactions, including buying and selling physical goods, the monthly fee is waived.

Additionally, each node maintains an hourly rate, and invoices are typically sent weekly. Initially, a small credit may be requested for an escrow account to ensure prompt payment to our nodes for their initial work week.

Comparatively, if you were to travel to each target country individually, spending weeks understanding markets, cultures, laws, and regulations, the costs could become prohibitively expensive.

Opting to have our local nodes handle these tasks is a more cost-effective and impactful use of resources.

Payments can be made in fiat currency or using our cryptocurrency, the Ubinodes token, offering advantages like micropayments, instant transactions, escrow accounts, store of value, no bank fees, and anonymity.

If you're new to cryptocurrency, your local node can guide you through its use as part of their consulting services, allowing you to leverage the benefits offered by our token.



## 6. GST/VAT.



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Ubinodes, incorporated in Estonia, follows the GST/VAT guidelines as outlined below:

### **1. Private Individual:**

- 20% Estonian VAT will be collected on your payment.

### **2. Business in Estonia:**

- 20% Estonian VAT will be collected on your payment. Ensure to provide your VAT number.

### **3. EU Business (not in Estonia):**

- If you possess a valid EU VAT number, no VAT will be collected, and your invoice will state "The purchase is liable to Intra-Community supply 0%, Reverse charge."

If you lack a valid VAT number, please make your payment as an individual or a business in Estonia, as 20% VAT will be collected.

### **4. Outside EU Business:**

- No VAT will be collected.

These guidelines help ensure accurate VAT application based on the customer's location and status.

## 7. Books



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To grasp our threat model, it's essential to read the following books:

- 1. "Permanent Record" by Edward Snowden, translated into multiple languages.
  - English ISBN 978-1250237231.
  - French ISBN 978-2021441048.
- 2. "The American Trap" by Frédéric Pierucci.
  - English ISBN 978-1529326864.
  - French ISBN 978-2709664073.

## 8. Sources.

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