

EXPORT NOW



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



1. Dilemma

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 many countries, 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 aiming for global growth, finding a suitable consulting firm often presents a significant challenge. Manufacturers typically have three primary channels for bringing their products to market:

- **Direct Sales:** Selling directly to customers requires 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, using technology and expertise across various fields such as finance, economics, politics, consulting, freight forwarding, customs clearance, regulations, technology, packaging, advertising, and more.

Discounting: When using distributors to export your products, you are often required to provide them with a substantial discount, typically ranging from 20-50% off your public prices. This significantly impacts your profit margins and can diminish the overall value you receive for your goods. By using our services, you can avoid these hefty discounts and retain more of your product's value, ensuring better returns on your exports.

Discounting your Prices

Present Margin	20%	25%	30%	35%	40%	45%	50%	55%	60%
And you discount your price by:	YOUR SALES MUST <u>INCREASE</u> BY THE AMOUNT SHOWN TO KEEP THE SAME GROSS PROFIT								
2%	11%	9%	7%	6%	5%	5%	4%	4%	3%
4%	25%	19%	15%	13%	11%	10%	9%	8%	7%
6%	43%	32%	25%	21%	18%	15%	14%	12%	11%
8%	67%	47%	36%	30%	25%	22%	19%	17%	15%
10%	100%	67%	50%	40%	33%	29%	25%	22%	20%
12%	150%	92%	67%	52%	43%	36%	32%	28%	25%
14%	233%	127%	88%	67%	54%	45%	39%	34%	30%
16%	400%	178%	114%	84%	67%	55%	47%	41%	36%
18%	900%	257%	150%	106%	82%	67%	56%	49%	43%
20%	-	400%	200%	133%	100%	80%	67%	57%	50%
25%	-	-	500%	250%	167%	125%	100%	83%	71%
30%	-	-	-	600%	300%	200%	150%	120%	100%

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, inefficiency tends to increase as they grow. However, Ubinodes, being decentralized, leverages its structure to distribute work 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 protects exporters by encouraging encrypted communication services and implementing financial systems to shield clients against the weaponization of the U.S. dollar.

2.4 The Dunning-Kruger Effect:

Many businesses unknowingly fall victim to the Dunning-Kruger Effect—a cognitive bias where people with limited knowledge or experience overestimate their competence. Exporting is far more complex than it appears on the surface. It involves navigating international regulations, customs procedures, trade agreements, cultural nuances, logistics, and market entry strategies.

What seems like a "simple" export project can quickly spiral into a costly mess if not handled properly. We've seen businesses lose valuable time, money, and even reputations due to avoidable mistakes.

Working with experienced professionals not only prevents these pitfalls but also gives your business a strategic advantage. Instead of learning through failure, you gain immediate access to proven systems, insights, and networks—maximizing your chances of long-term success in global markets.

2.4 Three Kinds of Power:

- **Violence:** Typically employed by criminal organizations, including some 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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3.1 Value Proposition:

In our organization, we firmly believe that the success of any business hinges on the strength of its personnel and the values they uphold.

Value Proposition: Ubinodes distinguishes itself among numerous marketing agencies through 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, functioning as a reconnaissance team for unparalleled accuracy and detailed reporting.

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

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

3.2 Teamwork:

At Ubinodes, individuals contribute their strengths to construct a robust and unified system. The success of each individual relies on the support of the team, fostering mutual respect, hard work, and dedication. Our commitment to consultants and partners is evident in our collaborative efforts to deliver the best service to clients.

3.3 Customer Satisfaction:

Customer satisfaction is of paramount importance to us. We strive to fulfill clients' needs by meeting expectations and industry standards. Establishing a community that shares our values is essential. We handle disputes objectively, prioritizing systemic risk management and fair payment practices.

3.4 Commitment:

When we make a promise, we fulfill it. We prioritize every project, ensuring consistency, integrity, and a strong work ethic at every stage.

3.5 Creativity:

At our organization, we encourage creative freedom, enabling our nodes to innovate and demonstrate their true potential. We embrace diversity and creativity, avoiding rigid protocols that may stifle innovation.

3.6 Our Approach to Competition:

Rather than engaging in comparisons with competitors, we prioritize feedback from our community – customers, potential customers, and nodes alike. Listening to their expectations serves as our compass for success.

3.7 Trust:

Confidence in our nodes, system, and organization is paramount. By believing in ourselves, we open doors to achieving what may seem impossible. Recognizing and addressing new challenges is an integral part of our journey.

4. How We Work



4. How We Work

Ubinodes operates as a Decentralized Autonomous Organization (DAO), employing secure and encrypted IT tools for distributed governance and data management. Consultants receive compensation for their time rather than being commission-based, irrespective of the manufacturer's outcome.

Example:

1. **Manufacturer's Request:** A furniture manufacturer in Canada [MA] seeks to expand its market. The nearest Ubinodes consultant, likely based in Canada, becomes the "Sending Node" [SN]. The [SN] assists the manufacturer in identifying target markets using 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 establishes an autonomous team adhering to Ubinodes' procedures and IT tools, functioning without central governance.
3. **Marketing Plan Development:** The team initiates a basic marketing plan, pivotal for export. Feedback and research refine it into a comprehensive strategy. [RN]s in the target market contribute insights, enhancing the project. Additional Nodes may join for specialized tasks.
4. **Market Research:** Collaborative efforts, including product sampling, entail direct interactions between the manufacturer and each node. Agreements delineate schedules and fees for each node's involvement.
5. **Export Process:** Upon readiness for export, a local [RN] oversees services from their end, ensuring regulatory compliance. [RN]s refrain from acting as agents or handling funds on behalf of the manufacturer; transactions occur directly between the manufacturer and buyers.

Ubinodes remains accessible for support, serving as a failover. The decentralized structure fosters autonomy, enabling teams to adapt and expand dynamically throughout the export journey.

5. Fees



5. Fees

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, fueling the growth of our network and 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, enabling you to leverage the benefits offered by our token.

6. GST/VAT.



6.

GST/VAT.

Ubinodes, incorporated in Estonia, adheres to the following GST/VAT guidelines:

1. Private Individual:

- **20% Estonian VAT will be applied to your payment.**

2. Business in Estonia:

- **20% Estonian VAT will be applied to your payment. Please provide your VAT number.**

3. EU Business (not in Estonia):

- **If you have a valid EU VAT number, no VAT will be applied, and your invoice will show "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 applied.**

4. Outside EU Business:

- **No VAT will be applied.**

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

7. Books



7. Books.

Permanent Record by Edward Snowden. Translated in several languages.

Le piège Américain by Frédéric Pierucci. Available only in French for now.

8. Sources.

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