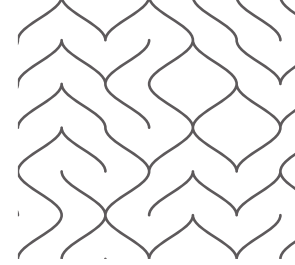




THE  
**OCTOPUS**  
**EDUTECH**  
REVOLUTION







“ YOUR ENTREPRENEURIAL  
 ECO-  
 SYSTEM  
**IS ABOUT TO GET UPGRADED**  
 WITH 9 BRAINS, 3 HEARTS, **”**  
**AND BLUE BLOOD** ”

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# SHAKING HANDS **WITH 8 TENTACLES**

## WORLDWIDE BUSINESS INTELLIGENCE® THE LATEST SOLUTION FOR BUSINESS ECO-SYSTEMS **AROUND THE WORLD**

The education of entrepreneurs is wrong, and you as a catalyst for business professionals have known this for a very long time. Whether you bring business owners, brokers, consultants or network members together you most certainly want them to thrive. Yet, it doesn't always work. They go out of business, they leave your eco-system and ultimately end up back in a boring job.

### **YOUR DILEMMA IS ABOUT TO CHANGE**

What if you gave your members, network or clients instant access to globally certified business intelligence, plus an international community of like-minded business professionals?

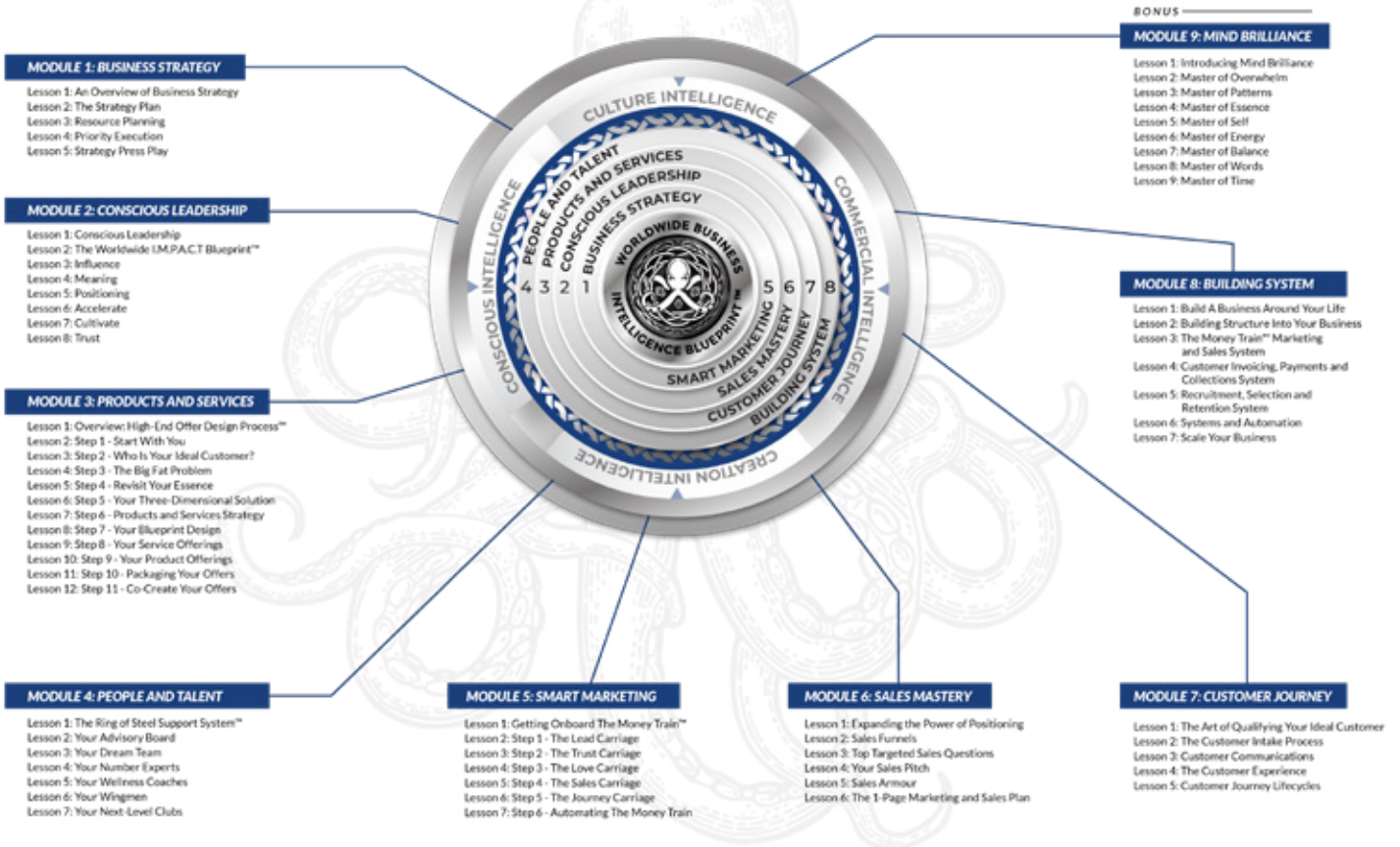
With our worldwide online academy for entrepreneurs, you can now add exponential value to people's lives:

1. You give entrepreneurs or intrapreneurs access to the best business solutions in the world and see them thrive.
2. You provide them the opportunity to become part of a global community of like-minded individuals instantly.
3. You give them access to world leading online material as well as regular events which proves your commitment to their ongoing learning and development.

**AND EVERYBODY WINS**

# THE OCTOPUS CONTENT MAP™

## COURSE OVERVIEW



Worldwide Business Intelligence®



**CERTIFIED**  
PEDAGOGICAL QUALITY



THE CPD STANDARDS OFFICE  
CPD PROVIDER: 22121  
2020-2022  
[www.cpdstandards.com](http://www.cpdstandards.com)





THE SMARTER  
SOLUTION FOR THOSE  
**UNSUNG HEROES WHO BRING  
ENTREPRENEURS TOGETHER**

# WHO IS OCTOPUS FOR?

## 1. **COACHES, CONSULTANTS AND SPEAKERS WHO NEED CONTENT TO SELL**

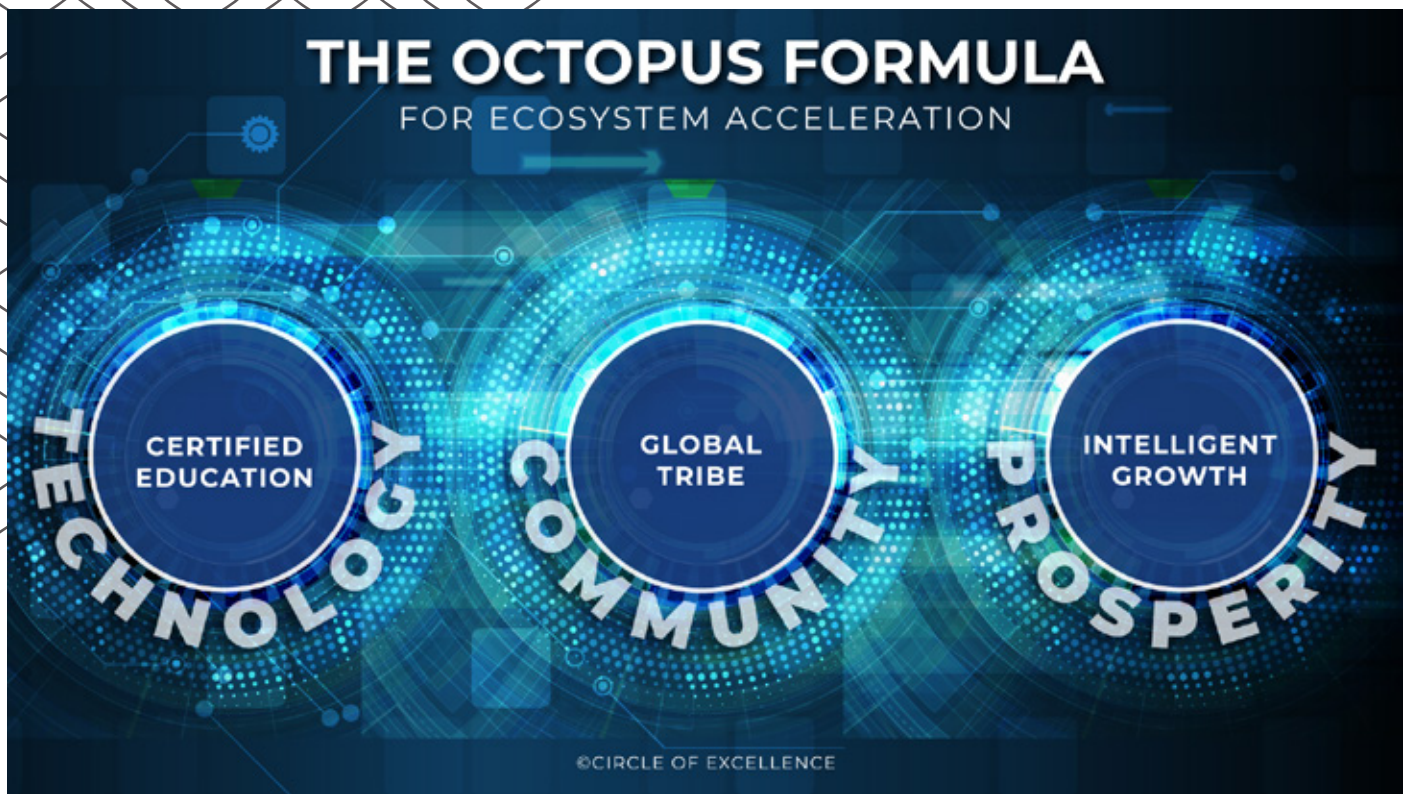
Many experts such as Coaches, Consultants and Speakers have the same problem. They are really good with people, but they do not have content that is modern, relevant, up to date and cutting edge to deliver to their audiences and clients. They try and compete with their own material which often sees them losing clients and costing them income.

## 2. **BUSINESS NETWORKS, INCUBATORS AND MEMBERSHIP COMMUNITIES WHO WANT THEIR MEMBERS TO BENEFIT FROM THE RIGHT ENTREPRENEURIAL EDUCATION**

Business Network Organisers and Thought-Leaders are the real educators of our time, but remain unsung for their massive efforts to help entrepreneurs grow. If this sounds like you, why not offer your members the value added benefit of having access to RELEVANT, CURRENT, GLOBAL, BEST PRACTICE and see your eco-system thrive? Our Worldwide Business Intelligence solution can bump up your memberships, provide greater retention and offer to a superior status in no time.

## 2. **CORPORATES AND SME'S**

As a corporate CEO or GM you have a significant problem: Accessing the right training, at minimum spend, with the greatest results. Worldwide Business Intelligence offers you programs that are 2020's relevant, user-friendly and trackable. Our method is certified at the top level globally, applicable across many industries and provide the option for ongoing educational credits. The Octopus is perfect for the responsible Corporate who wishes to invest in the future of the professionals.



# THE OCTOPUS FORMULA

As the catalyst of your business eco-system, you will be enabled with a powerful key to attract, retain and grow relationships. Worldwide Business Intelligence™ is a brand new edu-tech solution for entrepreneurs or intrapreneurs, that provides you with three powerful keys:

## 1. TRUSTED, RELEVANT INTELLIGENCE

We have circled the planet 22 times in the past 5 years to collect, test and share the business formulas we teach. Our method is certified globally at the highest level.

## 2. SMART, SIMPLE AND USER-FRIENDLY

Our blueprints are highly effective, yet incredibly practical and easy to understand. Straight to the point and designed to get instantaneous results.

## 3. TRULY INTERNATIONAL AND DIVERSE

Our global community of entrepreneurs come from all walks of life, meaning your people learn from across cultures and borders without travelling.



# A REVOLUTIONARY APPROACH TO EDUCATING YOUR ENTREPRENEURIAL COMMUNITY

By partnering with the Octopus, you position your company as a thought leader in your industry. You are boldly stating that you support first-class business education, sustainability and prosperity of the people most important to you.

Our FEMTECH™ BLUEPRINT illustrates the true path to professional growth:



# PRESENTING AN ONLINE WORLD-CLASS CERTIFIED ACADEMY FOR ENTREPRENEURS



**MODULE 1: BUSINESS STRATEGY**  
**LESSON 1: AN OVERVIEW OF BUSINESS STRATEGY**  
**DESCRIPTION:** The Importance of Having a Roadmap for Your Business  
**STANDARD:** INTERNATIONAL  
**LESSON PLAN**  
**LEARNING OUTCOMES:**  
 • The learner analyze and understand why strategic planning is critical to your business  
 • Why it make sense to build a business strategy and plan with the end in mind  
 • Big questions to ask when creating a strategy for your business  
**COVERED IN THIS LESSON:**  
 Stage 1: Business Strategy Overview  
 Stage 2: Importance to a business  
 Stage 3: Asking Quality Questions  
 Stage 4: Strategic Considerations  
 Stage 5: Business Strategy Questions  
**RECOMMENDED ACTIVITIES:**  
 • Answer questions in business strategy  
 • Answer questions in business strategy  
 • Answer questions in business strategy  
**EVIDENCE OF ACCOMPLISHMENT**  
 1. 100% completion of lesson plan  
 2. Give presentation on business strategy  
 3. Final assessment of strategy workshop  
**ADDITIONAL RESOURCES:**  
 • Marketing of a Small Business  
 • Business Plan Workbook  
 • Business Plan Workbook  
 • Business Plan Workbook  
**SKILLS TAGS:**  
 Business Strategy, Risk Management, Marketing, Strategic Planning, Quality Control, Strategic Considerations, Strategic Considerations, Strategic Considerations  
**ACCOMPLISHMENT**  
 • Understand financial statements for the product  
 • Understand financial statements for the product  
 • Understand financial statements for the product  
**DESCRIPTION OF RESOURCES**  
 • Video  
 • Document  
 • Audio  
 • Image  
 • Webpage  
 • PDF  
 • Other

**WINGMAN STRATEGIES™**  
**THE WING BRILLIANCE BLUEPRINT**  
**THE SINGLA PROOF CHECKLIST™**  
**5 Ways To Gain Potential Client T.R.U.S.T.**  
**HOW TO BUILD A TRAFFIC LIGHT ASSESSMENT™**  
**THE MONEY TRAIN™**  
**NICHE ASSESSMENT**  
**YOUR SALES-BUSINESS ARMOUR™**  
**HOW TO LEVERAGE LINKEDIN**

# WHY WE ABSOLUTELY LOVE THE OCTOPUS

## What the Octopus and Your Business Have In Common

A few years ago there was a very smart Octopus who took the world by storm. Paul was his name, and his claim to fame was the ability to predict the outcome of eight World Cup football matches. Since then, quite a few Octopi have somehow managed to position themselves as global celebrities. Like the record-breaking Ozy the Octopus from New Zealand, who opened a jar to get to his breakfast in less than 60 seconds. Or Inky the escape artist, who mysteriously freed himself from an Aquarium. Legend has it that a life-saving Octopus from Tellaro surfaced from the bay and rang a church bell to warn Italian villagers from pirates who were planning to take over their town.

So what does the curious behaviour of world renowned Ocephalopods have in common with business?

For one, they are smart. Not just curious and clever but super intelligent, bragging with a brain-to-body ratio that is the largest of any invertebrate. This knowledge points us into one of the biggest misnomers in entrepreneurship, namely the popular idea that we have to fail forward in order to be successful. Of course you need life experience to acquire wisdom, but I'm referring to a total lack in tried-and-tested business intelligent formulas that can be plugged and played into most businesses.

**Ancient rulers knew the importance of mastering the basics first, and so does the rich. Seems even the Octopus has worked out that following certain steps will lead to a predictable outcome.**

There is more to be learned from our Octopus friends, so bare with us.

The Octopus knows that the ocean is filled with predators, no different from the unclear entrepreneurial environment filled with uncertainty and overwhelm. It is not unusual then for an Octopus to lose a few tentacles in their lifetime, but no problem if you have eight arms that can act independently from one another, each with their own mini-brain. Why then do we as business owners not diversify? Most entrepreneurs rely solely on one income stream and (in all honesty) struggle their entire life with only that. Imagine what is economically

Starting as an unique expression of each individual's talents and ending up at eight independently scalable businesses that can be sold.

It seems as if these guys really think things through.

Commonly known in entrepreneurial circles as strategic thinking, another skill that seemed to have faded with time. Whether they are opening and closing fish tanks, camouflaging themselves from predators or completing their tasks using tools, the Octopus takes the time out of their busy schedule to research, observe and test their hunches. On the same planet, expert entrepreneurs have fallen prey to what we call the to-do-list syndrome™, focussing 80% of their time on executing mindless tasks and 20% on using their brains. Not smart at all. Refining the way you spend your hours each day will change your life significantly. Investing energy into the wellbeing of your mind will pay off more than your time spent on social media. Actively working with mentors who are living proof of business success is your only surety in business. Identifying the right skills for the future is a safer path to true self-confidence, like learning how to put high-end offers together and selling them in a classy way.

**Now ask yourself this - what is possible if you introduce Octopus intelligence into your entrepreneurial eco-system?**



# JOIN THE TRIBE



Once your group of entrepreneurs enter the OCTOPUS TRIBE, their world explodes with the following FEATURES AND BENEFITS

GLOBAL	CERTIFIED	RELEVANT	CONTENT	ONLINE	COMMUNITY	WEBINARS	REPORTS
Our Business Solutions for entrepreneurs are tried and tested by trusted experts from over 50 countries worldwide	Our learning method is certified by Education Alliance Finland and we are an accredited CPD point provider	Octopus is a product of Worldwide Business Intelligence, which means your tribe receives the latest and the greatest	Your tribe gets full access to the A-Z of Business in the form of 9 Modules with Lesson Plans, Videos and Infographics	The Educational Platform is fully accessible online via desktop, I-Pad and mobile	Your business owners get instant access to our exclusive worldwide community of diverse entrepreneurs	Our hand-selected world-class experts provide your business eco-system with weekly updates via webinar	Our Educational Platform tracks and reports on learner progress, which allows you to incentivise

Worldwide Business Intelligence presents:  
**The OCTOPUS for Business Eco-Systems**

Now you can attract more clients to your entrepreneurial network, add irresistible value to their business and have client retention rates that create a win-win situation for everyone. With the Octopus Educational Platform, your tribe gets access to the profoundly unique and relevant education for business owners, so that your community can grow its own tentacles over time. *Qualifying criteria applies.*

YOU GET MORE CLIENTS	WHO LEARN AND THRIVE	WITHIN YOUR ECO-SYSTEM	ON YOUR MEMBER TERMS	WHICH ADDS MORE VALUE	AND MAKE YOU HAPPY	BECAUSE THEY STICK AROUND	SO EVERY BODY WINS

(c) Circle of Excellence

Each member will be invited to an exclusive private Facebook Community that is pumping with OCTOPUS ENTREPRENEURS AROUND THE WORLD! In here they will receive

- Weekly updates,
- Reminders of the lesson plans and infographics that they can access within the actual Octopus EduTech Platform,
- Entrepreneurial articles (we call this the OctoBlog!),
- Webinar announcements and time schedules, and so much more!

# WEEKLY WEBINAR UPDATES

YOUR ENTIRE! ECO-SYSTEM GETS ACCESS TO WEEKLY WEBINARS DELIVERED BY BUSINESS EXPERTS AROUND THE WORLD

**EXPERT**  
WEBINAR SPEAKERS

The Octopus EduTech Platform promises a multi-dimensional learning experience, which includes weekly webinars from our circle of global masters.

**ALEXANDRA DONAGHY**  
REPUTATION AND MARKETING SPECIALIST @ ATTAIN

**ALLISON MOONEY**  
PEOPLE INTERPRETATION EXPERT @ ALLISON MOONEY LTD

**BILL JAMES**  
RELUCTANT SALES EXPERT @ ATTAIN

**DENIS GIANOUTSOS**  
DISRUPTIVE LEADERSHIP COACH & PODCASTER @ LEADING CHANGE PARTNERS

**CHANTEL BOTHA**  
CUSTOMER EXPERIENCE EXPERT @ BRANDLOVE

**FROWA SCHUITEMAKER**  
AUTHOR OF POWERFUL PRESENTATIONS @ POWERFUL PRESENTATIONS

**EXPERT** WEBINAR SPEAKERS

The Octopus EduTech Platform promises a multi-dimensional learning experience, which includes weekly webinars from our circle of global masters.

**MASAMI SATO**  
Founder @ BIGT (BUYIGIVE)  
Speaker & Author of 'Giving Business'

**AKHIL SHAHANI**  
Managing Director @ The Shahani Group,  
including AskCAREERS, Thadomal Shahani Centre  
For Management

**LINDSAY ADAMS**  
Hall of Fame Speaker, 'The Relationships Guy',  
CEO @ 24x7 Assessments

**ANNE THAM**  
Transformational Educationist, Award-Winning  
Entrepreneur, Education Evangelist, Conscious Leader,  
TEDx Speaker & Founder @ AceEdVenture Group

**NATS LEVI**  
Award Winning Expert, Author, International Speaker,  
Presenter, Coach, FIERCE Family Movement  
& Founder @ Nats Levi

**FILIPO LEVI**  
Former International Rugby Captain,  
Transformational Team Leadership Consultant,  
Speaker, Director @ Filippo Levi



**BY PARTNERING WITH THE OCTOPUS, YOU POSITION YOUR ORGANISATION AS A THOUGHT LEADER IN YOUR INDUSTRY. YOU ARE BOLDLY STATING THAT YOU SUPPORT FIRST-CLASS BUSINESS EDUCATION, SUSTAINABILITY AND PROSPERITY OF THE PEOPLE MOST IMPORTANT TO YOU**



# GLOBAL STAKEHOLDERS



# OPTION 1

**IDEAL FOR COACHES,  
CONSULTANTS AND SPEAKERS WHO  
NEED CONTENT TO SELL**

## YOU GET:

### Licensed Material

#### How Does It Work?

You gain an annual **INDIVIDUAL LICENSE** to use our material with your clients.

#### You Can Use Your License For Any or All:

- 1) Modular** - Pick any one Module in isolation, or use all of the Modules in one to coach or consult
- 2) From Stage** - Pick any one Module in isolation, or use all of the Modules in one to deliver keynotes from stages or train your clients in a workshop setup
- 3) Repackage** - You can integrate your material with any of our Modules for something familiar yet uniquely international.

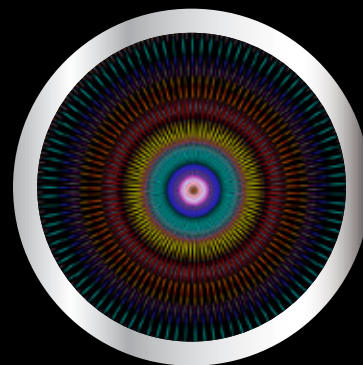
## INDIVIDUAL PACKAGE

**\$1,447** Per Annum  
Plus \$447 Set Up Fee

## YOU GET:

Full Access to Academy Licensed Content to Use Global Webinar Updates

Set Up Training



# OPTION 2

**FOR BUSINESS NETWORKS, INCUBATORS AND MEMBERSHIP COMMUNITIES WHO WANT THEIR MEMBERS TO BENEFIT FROM THE RIGHT ENTREPRENEURIAL EDUCATION**

## YOU GET:

### Licensed Material

#### How Does It Work?

You gain an annual **COMMUNITY LICENSE** to use our material with your network members.

#### You Can Use Your License For Any or All:

- 1) Education** - Pick any one Module in isolation, or give your members access to the entire academy to help them grow their businesses exponentially
- 2) Global Community** - Your members will instantly become part of our global community of like-minded learners, allowing for international masterminding and collaboration
- 3) Upsell** - You can literally charge more for your membership because of the added benefits of having access to Worldwide Businesses Intelligence and a global network of entrepreneurs. u gain a license to use our material with your clients.



## COMMUNITY PACKAGE 1

Less Than 100 Members

**\$2,447** Per Annum  
Plus \$447 Set Up Fee

## COMMUNITY PACKAGE 2

Between 100 - 250 Members

**\$3,447** Per Annum  
Plus \$447 Set Up Fee

## COMMUNITY PACKAGE 3

More Than 250 Members

**\$4,447** Per Annum  
Plus \$447 Set Up Fee

**Important Note:** \* For 1000+ members, please contact us for pricing.

## YOU GET:

- Full Access to Academy
- Licensed Content For Your Members
- Access To Our Global Community
- Global Webinar Updates
- Set Up Training

An octopus is shown in a dark, underwater environment, possibly a cave or a deep-sea setting. The octopus is the central focus, with its tentacles curled and spread out. The lighting is dramatic, highlighting the texture of the octopus's skin and the suckers on its tentacles. The background is dark and textured, suggesting rocky or coral structures. The text "SET IT RIGHT" is overlaid in a bold, yellow, sans-serif font, centered over the octopus's body.

# SET IT RIGHT

# OPTION 3

## FOR CORPORATES AND SME'S

### YOU GET:

#### Licensed Material

##### How Does It Work?

You gain an annual **CORPORATE LICENSE** to use our material with your clients.

##### You Can Use Your License For Any or All:

- 1) Customisable** - Pick any one **Module in isolation, or work** with us personally to give your employees a fully customisable learning experience in line with your unique business vision and strategy
- 2) Trackable Learning** - Our software system can track which employees are using the learning material, thus providing you with critical information whilst keeping individual learners accountable
- 3) Levels** - Our learning material can be split into basic, moderate and advanced levels so that you can provide the right levels of learning to peer groups within your organisation

### CORPORATE PACKAGE

#### Price Upon Request

Plus Set Up Fee per Annum

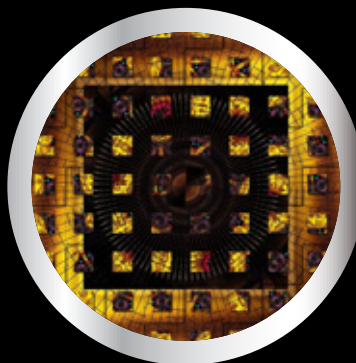
### YOU GET:

Full Access to Academy Licensed Content For Your Staff

Access To Our Global Community

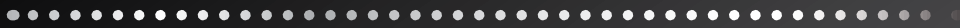
Global Webinar Updates

Key Account Manager  
Set Up Training





Octopus is a product  
of Worldwide Business Intelligence



Check in with us via  
[worldwidebusinessintelligence.com](http://worldwidebusinessintelligence.com)

