

# **DECENTRALIZED NETWORK MARKETING**

**Create network in the Blockchain Age and Artificial Intelligence**

**Ricky Ammendola**

**A Book that Network Marketing's  
holdings would not want ever make you  
read!**

Title:

Decentralized Network Marketing

Author:

Ricky Ammendola

Editor:

Royal Referral SpA - Divisione Libri

Web Sites of our circuit:

[www.networkmarketingoriginale.it](http://www.networkmarketingoriginale.it)

[www.netheru.io](http://www.netheru.io)

[www.saveskin.net](http://www.saveskin.net)

All rights are reserved according to the law. This book can't be reproduced without the authorisation of the Author or the Editor. It's prohibited transmit this book to others, neither in paper format nor electronic format, and neither for money nor free of charge. The strategies shown in this book are the results of years of studies and endorsements, so it is not guaranteed the achieving of the same results of personal or professional growth. The reader shall take full responsibility of own choices, he is aware of the risk related to any form of his performance. The book only has training aim.

# Summary

**Introduction**

pag.5

**Chapter 1:** Business Cycles from Ego Economy to Sharing Economy to understand how business model of Network Marketing came out. pag.8

**Chapter 2 :** Original Network Marketing compared to business's models based on Networking: Affiliate Network and Referral Marketing. pag. 14

**Chapter 3:** What problems the Blockchain solves to those who work in the Industry of Network Marketing? pag.26

**Chapter 4:** Nether: a Criptocurrency that converts the Networker from Company Owners to Investors while they build a new decentralized Amazon! pag. 32

**Chapter 5 :** What does that mean " PAY" an user for his word of mouth WITHOUT the usual idiots scream out for SCAM?. pag.42

**Conclusion**

pag. 50

## Introduction

When I began ,for the first time, working in the Industry of Network Marketing, right away I fell in love of this concept and the possibility to conquer the Financial Freedom. Financial Freedom is the art to generate influx of cash unencumbered to its physical presence! I suspect that I had in my hands the most powerful tool capable to turn radically my life. It hasn't exactly been easy. The direct experience teaches me to know also the hidden Demons and they settled the activity of Networker. I changed a lot of holdings of Network Marketing looking for the Truth. A Truth that is hard to accept when you realize that for the holdings present on the market, you are only a VICTIM TO SACRIFICE on the altar of " Turnover God"! It is true. I could have leave everything behind for the disgust. However, the light, that I saw, was stronger than any temporary shadow. After all, Network Marketing's holdings were not his Majesty " THE Network Marketing". I thought that : **Network Marketing could be healed**. It was been 13 years from my beginning. In that years, I looked into the eyes of everyone, the bad Demons that prevented to Network Marketing to go back to pure business model. It was the time of the ransom. On one side there were the giants of billionaire turnovers. On the other side, I was there, a little David, wouldn't do although in stitches those Goliath that turned the Network Marketing in a freak show. In the next chapters, I will explain you where I started and you will meet 2 fundamental pillars on which the glorious Network Marketing stands. This 2 pillars ,on which my holding sits, are the Original Network Marketing and Decentralized Network Marketing.

## Chapter 1

### **Business Cycles from Ego Economy to Sharing Economy to understand how business model of Network Marketing came out.**

Regularly, the economy changes, do you agree? It is subject to ECONOMIC CYCLES. In fact all the markets born and develop around to hard asset or natural asset, namely that of agriculture, raw materials, metals and precious stones. It's only because to those tangible asset that they may develop others virtual asset, included Finance.

The Nature and so the same Economy, don't have intrinsic value, neither any objective significance in itself. To create the perception of solidity and conjure up the Economy as something real, it was necessary to give a reference value, such as "scarcity". Without this value, any market couldn't have born. Scarcity is an idea, a concept, a thought, something philosophically, for which the concept "SCARCE" born in the mind, and after an human being looks for this concept in the real world, and he gets GOLD as a reference, because gold is the rarest metal. Give it some thought. Gold is not better than iron, copper or bronze. Actually, it is LESS USEFUL in everyday life with regard to those metals. But Economy needed something less overworked. For this reason gold became the King between hard asset, ripping the primate to others metals more important in practical terms. It is clear, the market is not material, MARKET IS MENTAL. This is the first axiom of Rich's Philosophy. First for all, I start my analysis by dividing economic cycles in two broad-categories : Ego Economy and Sharing Economy.

#### **In the beginning was EGOmy**

Ego Economy is the economy in which flows of money are produced through the competition. It is a painful growth of human

species through different classes of opposites. The economic trades are realized thanks to fight and only after a clash. Its first economic micro cycle is Paleo Economy.

### **Paleo Economy in the Hunting Age**

You can image what was going on in the Stone Age , when the human being was an hunter. In an economy based on the HUNTING, a leader of the market should be who had the bigger body, the strongest, the capacity to build arms with blunt objects , and why not? . Maybe he knows making a fire. In the reality, the concept of market and the trade didn't exist yet. The jungle, the forest and the wild nature were the pioneers of future idea of market. The loser in the Paleo Economy had to pay the price with his life.

### **Green Economy in the Agriculture Age**

After “ the hunting's market” has entered in a crisis, there was also the possibility to hunt but a new economic CYCLE was just beginning, this cycle would put everything in question: that of Agriculture. In this economic cycle, the concept of market and the trade started to see while the first form of “official” currency was born, I refer to the barter. We take an example: the water. A bottle of water can cost 1 euro, but you try selling the same battle in the desert. The same good can be sold a laughable price. The water in the desert can cost how gold, if your potential client is really thirsty and had also the money to pay for.

### **Financial Economy in the Money Age**

From economic cycle of agriculture to industrial sector, there was an intermediate cycle. During the trades, moving goods and services and manage their value , at first, it was supposed to create problems, as you can image. What was going on if the holder of the “bread” he was not interested to receive iron in exchange of his bread? He needed a currency, that it was accepted and thought to

be rare. So universal currencies were elected, such as : gold and silver, both noble metals. Gold and silver were bulky and for this reason it was necessary that the market has to evolve. For this reason, it was important introducing the concept of MONEY, at the opening to Financial Economy. It was not easy, who was supposed to MANAGE money?

### **Industrial Economy in the Mechanic Age**

Also for the agriculture market encumbered a crisis, because a new economic cycle, INDUSTRIAL sector, was entering in the market. The owners of the most important holdings became new leaders of market. Even though a lot of grey areas, industrial age was marked by a lot of discoveries thanks to which the ordinary life was more civilized and less burdened to typical uncertainties of Paleo Economy. In this age, the concept of “steady job” was born, do you know?

### **At dawn of Sharing Economy**

Global economy was leaving the place to the Sharing Economy, a new economic cycle. In the Sharing Economy, the flows of money don't gestate for resistance, but they obey to feminine principle of LEVERS. If I'm using levers, I can move an exceeding burden. If you change the word “burden” to the word “money”, with the correct levers you can move towards you “boulders” of money.

### **Connection Economy in the Connexion Age**

In this moment you are exactly here, at the end of this incredible economic cycle! A lot of people made money from scratch, because they were fast to adapt to the sea change in place. It was no easy, because it was necessary develop specific abilities and know to master new tools. The market in the CONNEXION economy or Net Economy was dominated by all those who have learned to build HUMAN NET, making contact people. The giants of this cycle are Facebook, Whatsapp, Twitter, Google, Skype, Linkedin, Waze,

Uber and others. In this economic cycle the model of Network Marketing's business was born, that dirty, because the TRUE Network Marketing can be born just now, in the economic cycle that is coming. You have to invest your time and money for the development of the next economic cycle.

### **What will happen in the Network Marketing's Holdings?**

Holdings come and go. They born and died. They are subjects to economic cycles which in turn are subjects to natural cycles, which in turn are subjects to cosmic cycles. There is no holding that never dies. All holdings, sooner or later, will meet own defeat. Now we dispel a little bit clichés. A lot of Networker support, proudly, to be part of holdings with 60 years of life, as if the seniority was equivalent to immortality. Network Marketing's holdings that I am creating, they are inspired by First Principles for example, they are projected in harmony with the actual economic cycle, and so they have a superior longevity. In the distant future someone, smarter than me, will appear and he will sweep away my creature as I am sweeping my adversaries today. I accept the reality, it's normal that this situation will happen, otherwise there'd be progress. Even I hope that my holding exists forever, I hope that the human being, on the contrary, joins higher states of conscience and business. Business is born for the human being and not the other way around!. The majority of Network Marketing's holdings, out there, is "daughter" of the previous economic cycle. These are holdings very old and tired. You, hopefully, ARE NOT YOUR HOLDING, you are free to look to the future you're looking that. You can raise your finances, if only you get rid by futile and emotional fastenings.

### **Blockchain Economy for a decentralized economy**

In an economy based on connexion, we have to aspect that, sooner or later, the rule and the power very centralized of intermediates was questioned. If technology permits to users to interface in a way peer-to-peer, why would the passages should have related costs

and expense inutile energy? The shorter distance between the point is the immediacy. Banks and Governments, but also notaries, commercialists, holdings, institutions, will live their slow and inexorable dissolution in the “ burning brazier” of Blockchain. Blockchain is the ledger that serves as a impartial “referee” in human trade. Impartiality because thanks to Peer To Peer logic, for the first time in the story, users can interface each other without authority’s intermediation. Blockchain Economy is the way out of the labyrinth of economic and financial uncertainty created by Human Ego, not for nothing, one of its very first applications concerns to decentralized form of money, such as the crypto currencies. This is a technology very dear to me, because as you will discover reading this book, one of my important mission is to decentralize Network Marketing. And where you will be in 5 years? What you have decided to build in the economic cycle that is on the way? Still exploiting the tools that Blockchain Economy shall make available? Or do you left yourself to fears, and you will try to fight it to big chant that we are experiencing? Only you can decide it, meanwhile I know where I will invest my energies and this book will give you an idea!

## Chapter 2

### **Original Network Marketing compared to business's models based on Networking: Affiliate Network and Referral Marketing**

In the previous chapter, I told you about the Giants of Commerce who dominated the actual Economic Cycle, such as Connexion. This holdings were not born Giants, but then they are BECOME it, because they learned to take advantage, before any other, a sacred concept of this economy : the N-E-T-W-O-R-K-I-N-G! The word Networking in English it means “ working to create connexions”. “Net” is the contraction of Connect, the verb connect, link, and “working” means to work. A model of business based on Networking ,only qualify as such, when people exchange value inside those ecosystem , they are rewarded for having generated a connexion. Next I carry-over you 3 examples of reward of connexion taken by principal models of business that I nominated at the beginning of this article. They offer rewards:

- On traffic's generation. Namely by linking potential target users whit franchisor holding, which have been profiles by tools of platform of advertising online (Affiliate Marketing);
- For leadership or influence. By linking a productive holding to final consummator, doing testimonial and leading the way on consumption ( Network Marketing);
- On the basis on the exchange of references. I put in touch my clients whit another businessman and in exchange I receive a contact whit his clients (Referral Marketing).

#### **What is Affiliate Marketing?**

Affiliater have a lot of interest buying the best sources of traffic and receive a fee on the basis of click, impressions, leads, or sales generated by its advertising champagne. The Affiliater has to

develop the ability of copywriting, he has to learn how to write to sell. It is not about ability of writing that serves for a large copy to Sales Letter. Affiliater's copy must be short and sharp as a sword because this is a copy that turns to generate attention and instant interaction. The Affiliate Marketing has the big advantage to be a business model based on Dropshipping, in this way Affiliater conveys products of sponsored holding without having any stock. However the Affiliate Marketing is a job and this remains. It doesn't exist any Passive Annuity, franchisor holding pays a capital gain and not a passive cashflow.

### **What is Network Marketing?**

It is a business model based on three pillars: leadership, example and confidence. Networker in contrast to Affiliater is not a vendor. He is the CLIENT. Or at least as it should be. Networker is the first consummator and he can conquer easier the confidence of others clients thanks to attractive charm who has learned to guide others with his example. Today, sadly, Network Marketing was reduced to an activity of door-to-door adorned by attractive slogan almost always with the only advertising purpose. This slogan as you probably heard, if not ,I resume you here :

- They say “ you have not sell”, and then they tell you about a margin on direct sale;
- They guarantee “ you have not do any kind of investment” and then they try to burden the Starter Pack, the famous Pack of Entrance with a lot of extra product;
- They say that “ you can work comfortably from home”, and then from the company you are going to get an Identifier Badge for door-to-door vendors. In fact they don't specific if the “home” from which work is yours or that one of other people;

- They tell you of “passive income” or “ financial freedom”, when they are always there pushing to maintain their skills that reward their ego.

Network Marketing in contrast to Affiliate Marketing has a business model very hard, and, in my opinion, it is inappropriate to the new economic cycle. Meanwhile, Network Marketing permits to generate an early pension if we follow a precise method of work for 5 years.

### **What is Referral Marketing?**

In the Referral Marketing doesn't exist an holding in itself, a lot of businessmen exist and each of them with their business. Referral Marketing is a business model based on barter of references. They don't sell services but they acquire contacts in target, trading their own with others businessmen. It is a way of doing network. In fact speculative faculty of contact is occult, and for this reason they can reduce potential client's fear and mistrust, thanks to the power of Referral Authority.

### **What is Referral Authority?**

It is a great feeling of authority that the potential client has against a person, guarantying our confidence. If you couldn't take importance of this tool, you just think that all the Science of Personal Branding is born and it is developed thanks to this business model. But, during the Network Marketing is began to talk of Personal Brand only for a very short time, this concept was already known who practiced Referral Marketing. In fact, it was the essence of Referral Marketing. Referral Marketing doesn't permit to make money directly, because I said it is a business model based on exchange of references.

The profit is generated indirectly from its authority and capacity to build in a long-term relationship. This is because human capital is represented by their own references, it can be converted from capital to money, at same time in which it be converted with another currency.

## **What is Original Network Marketing?**

I already told you in the introduction that my work of restoration of Network Marketing is evolved from 2 essential pillars. First of all, I had to lay philosophic basis of Network Marketing, so I created a Blog in which I denounced the dirty Network Marketing. If you are curious to read the Blog, you can find it to this web site : [www.networkmarketingoriginale.it](http://www.networkmarketingoriginale.it), it is here that I told to Networker, for the first time, the original business model. In any case, here, I want share also with you certain extra information on original business model.

Original Network Marketing is a PRIMORDIAL business model. It never exists until now, but its idea , in the past, inspired certain men, so that they did born the Affiliate, the Network and the Referral Marketing. If you observe, carefully, each business model, you will notice that all were already presented in power in the Original Idea of Network Marketing.

In fact the Original Network Marketing:

- As Affiliate Marketing ,it doesn't get you warehouse or deposit. I have a logic of Dropshipping, so a remotely form of sale, for which it resets every risk of enterprise linked to warehouse's stock.
- As Network Marketing, it pays you an income and he generates every month a passive cashflow, but in contrast to Network Marketing, passive income is real!
- As Referral Marketing, it is not based on sale or commerce but on building flourishing and lasting relations

When they were not split, these 3 business models bring life to Original Network Marketing, and each one, bringing qualities and virtues.

In the next paragraph, I want to show you the substantial difference between the Original Network Marketing and that dirty adopted by holdings who operate in this industry. Business model of Network Marketing becomes “dirty”, when these 4 stranger parasites are mixed together : (1) Direct Sale, (2) Enter Pack, (3) Bonus and the Skills, (4) Obligatory Consumer.

### **The first parasite: Direct Sale**

Original Network Marketing is the Referral Marketing without tracks of Direct Sale. In principle, the two distributive systems were hybridised, because it was thought that direct sale feeds the dynamic of Network Marketing. But it is not that. Statistically, 95% of people don't like to sell, so vendors' market is around 5%. The biggest piece of cake remains that of Non-vendors, such as the consummators. You can imagine that the margin given for the direct sale in the systems of Network Marketing ranges between 20 and 30%. It is an inadequate margin on a product destined to final consummator, considering that a minimum of good deposit you must have.

So, you are taking a risk of enterprise, agreeing a possible warehouse's stock. When a holding of Network Marketing lays down a margin for the direct sale it means that, no escaping, those margins had to be taken off to passive income. Passive income is generated when your downline makes a purchase, on its own merits, without necessity from yourself to trigger sale's process.

## **The second parasite : Enter Pack**

Recruiting distributor is a delicate process. Duplication doesn't work that way. The holdings of the "dirty" Network Marketing granting the distributor's state to only to those who buys an Enter Pack, unlike it would be logical, according to merit-based parameters. You are a victim for them. I make a note. A sampling serves to raise awareness the product on the market. This is important to procure clients. When a client buys the others products, the various back-end guarantee you the income. But when I make you gain a lot of product to someone who is not ability to place it on the market. So that person will began to talk smack about you and Network Marketing.

## **The third parasite : Bonus and Skills**

Original Network Marketing was a love contract between two partner: an holding and a consumer. It should be a symbiotic relation , but it ended in a vile parasitism. The holdings of "dirty" Network Marketing started to use Bonus and Skills as "stakes aspire-fees".

Before I started my disclosure work, NO ONE understood Fee Plans and Matrices, no one knew how much earned. I denounced Binary systems, such as the matrices most commonly used by holdings on the market. I helped Networker to know how to read a Fee Plan, without fall victim of sneaky games.

Well, I told the Truth, and the same people that I defended, they did not agree. They gave me the "war" in order to protect their own executioners. So, I understood a fundamental reality, everyone chose the holding who deserves. But it has not been shown a vain job, a piece of market replied very well to my appeal. Some of them accepted my crazy challenge : send home American Networker, and rewrite history of Network Marketing's future in Europe. A

future who tastes like the PAST, a primordial idea that has not yet had the possibility to appear...until now!

### **The fourth parasite : Obligatory Consumer**

When I stressed the importance of deleting Obligatory Consumer to business model of Network Marketing, the first ones against me were the Top Leader of the usual note companies. They told me that the situation wouldn't have worked. The system would have collapsed if the people would not have consumed the products. Do you know where this thinking came from? Those so-called leader have never heard of TARGETING! When you forget the problem that the product of your holding resolves to potential clients, you end up to give importance to business by taking second place all the rest. Business is a collateral effect of word of mouth. It happens long after product's use. As long as you cultivated the relation in time with a certain persistence. Remember it, the holding of Network Marketing pays you to build consummators' net. If we talk about consummators, I can testify that there is nothing more attractive of Networker who was able to develop an emotional relation with his product.

# Chapter 3

## **What problems the Blockchain solves to those who works in the Industry of Network Marketing?**

Network Marketing's holding is the one that most suffered the weight of centralisation and the Networker had to carry on the back this weight. Before Blockchain came out, it was impossible to protect a Networker since voracity of Network Marketing's holdings. So, I began to work on the second pillar : Decentralized Network Marketing that represents the skeleton of Principles set out in the Original Network Marketing.

### **What problems facing the Networker?**

**The movements of net:** I saw it happen several times. Networker serves to holdings as long as he increases turnover! The income generated by those user becomes for the holding a tool to "buy" by another competitor holding, a productive and better leader. I don't know how much you might like to imagine that your Network Marketing's holding displaces your consumers's net under another leader, so as to ensure his participation. Only those who suffered this indignity knows, for first-hand experience, how much a similar dishonest is a lot to take in.

**2. Blockade of accounts :** a Networker has the right to work with others holdings of Network Marketing, if he wishes. For my part, if a Networker works for some holdings is not an intelligent choice, because precious energies scatter and it diluted his own Personal Brand. But if the focus born by an holding's imposition, Network Marketing will not create men and women free. That Financial Latitude will remain only a advertising slogan if any holding may turn you off with a click by it's own administrative back office.

**3. Change of Fee Plan :** a lot of holdings, to be attractive, create Fee Plans too profitable and they are unsustainable in the longer

term. After reaching their aims, the same holdings insert in the Fee Plan several stacks to not pay.

## **What kind of solution Blockchain offers to this problems?**

**1 . You became freeholder of your net :** Blockchain allows to manage with transparency the Tree of Sponsorship and to ensure unalterable its architecture.

**2 . Irreprochables accounts :** The user truly becomes owner of his Personal ID, and he finally gets the control of his consumers's net.

**3 . Conditions of unalterable Fee Plan:** Thanks to the use of Smart Contracts, they assure to Networker the same conditions for which he accepted to begin the activity throughout his career.

## **What are the Smart Contract?**

Nick Szabo was the first to formalise the idea of Smart Contract, at the start of '90, as a protocol to facilitate, analyse and perform a contract. With the coming of Blockchain, it was established the definition in which Smart Contract are software applications that they do not require human operation to complete their execution. Smart Contract are able to operate in full autonomy, since they are written in the Blockchain, they can't be alterate. They can be modified even if is planned by the contract. Their execution can not be influenced because Smart Contract will always be executed on the base of its rules saved on Blockchain. Those new contracts are defined "intelligent" because, as you may have guessed, are much more functional of their "paper" ancestors. An intelligent contract is a set of promises specified in a digital form, included protocols within which the parts shall carry on those promises. Now, we return to Network Marketing. It is a business model based on the

relations rather than on the commerce. Which toll is most reliable of Smart Contracts can be used to formalise relations?

## **Security, but not only!**

To involve Networker on a Blockchain, it has to give them a form of income that is attractive as well as to guarantee them the simple factor of security. Finally, we arrived to the concept of crypto-currency. Crypto-currencies were the first practice application of Blockchain, this allowed to Blockchain to be known on large-scale. The first crypto-currency was Bitcoin, whose founder or founders are anonymous and protected by a pseudonym of Satoshi Nakamoto. Satoshi Nakamoto's Bitcoin is a peer to peer electronic cash system, it born as a toll to exchange money between users in a digital form without the intermediation of a Bank. After Bitcoin with Ethereum was inaugurated a new age, that of traits through intelligent contracts ( Smart Contracts), where Blockchain stands guarantor of economic transitions. With Ethereum's technology, it was possible develop on large scale the market of Crypto-currencies because it was possible, for each project, represent by a token. A token is a representative information of something and on the basis of this they were classified in a specific family of token. If a token was utilised to buy goods and services, it forms part of Utility Token's category. In the end, if the token represents an action or a part of society, it was classified as Security Token. This last typology of token is very interesting because it will replace, in the future, the same actions and today the first society of decentralized actions are started to be born. In this historic time, we are going through from speculative bull of ICO ( Initial Coin Offering) to those most rational and scientific of STO( Security Token Offering).

To have a Crypto-currency it means having a little piece of a Project making token's possessor as a partner in fully-fledged. With the

collection of first fund, we want to buy the relevant licences to transform Nether from Utility Token to Security Token, such as a token who represents the society's equity. To be a part of a process, and not a cog, is the most grateful for a human being. Networker accepted to do networking pushed by the desire to generate a Passive Income. It's true, Network Marketing ranks in the company owner's quadrant, but crypto-currency offers to Networker the opportunity to become investor while he continues doing net in the company owner's guise. For this motive Nether was born, in order that Networker should choke up his own way towards to Financial Freedom. In the next paragraphs, I integrated some information of "whitepaper", in an essential way, with the aim to help you to understand Nether's nature and its future develops.

I wanted to give this whitepaper a slightly technical way for two reasons.

**First reason** : Blockchain and Cryptocurrencies will have a future if only the technicians will make easy move through their world.

**Second reason** : my ambition was certainly not write one more Whitepaper that NOBODY would read. If i will able to make myself understood, so well i will have reached my biggest purpose.

To the majority of people doesn't interest about how Blockchain and its relative Crypto-currency works. Haven't you ever showed interest on the algorithms that your bank's software uses to maintain, send and receive money? In this pages, you don't find written what you would never ask to your director of bank.

We started right over here: from "nothing new". We saw in a negative light strive to reinvent the wheel and that's mean pretending to reinvent. We confined ourselves to select whatever on the market has already shown to operate, we are committed to improve it, thanks to feedback of "street", the web is full of whitepapers in which refers to secret algorithms , unknown even

who invented them. Therefore, i would like bring the readers's attention on only and real concept that really counts in a digital ecosystem based on the exchange of value: it's ADOPTION. Blockchain's adoption implies the users' confidence, they start to recognise the Crypto-currency as medium of exchange until turn the simple usage into a habit. In the next chapter, I' m focus on strategies, on dynamics and tools that generate Confidence and in time they lead to the adoption of a Blockchain.

## Chapter 4

### **Nether: a Criptocurrency that converts the Networker from Company Owners to Investors while they build a new decentralized Amazon!**

You can image Netheru as a decentralized Amazon, based on business model of Network Marketing and full of professional tools for the Networker. Being decentralized, any holding can open a showcase and to compete the own brand in the relative category. The Networker gets the advantage to not be linked to an only holding or to an only category of products, Working for an only holding of Network Marketing, if that holding fails all the work you did breaks down over night. Netheru Platform is not a company of Network Marketing but it is a Layout, for which it links together a huge network of users to different companies. If a company of the circuit fails, your network stays safe in the Netheru's Blockchain and it can continue to spend from other merchants. Netheru is something more compared to Amazon, because it follows redistribution's logic of wealth and profits based on the business model of Network Marketing. But it is also an opportunity of business, in which this offers to Networker's practice tools of Marketing to Direct Answer for the professional Networking. So the Networking will be back a serious and estimated profession, and it won't be confused with practicing harassment to its own parents and friends. Netheru, in contrast to Amazon, doesn't exclude the local merchants, because its principal aim is to create commercial adoption, so creating exchanges. We are projecting a future Giant who was not born with the aim to crush the little holdings, but integrate them in the own economy. How we will be able to involve a lot of local merchants of Netheru's Blockchain? I will explain you in the next paragraph.

## **From macro-economy to local company**

If you let a crypto-currency feed to the market, the value will be easy prey of speculators and subject to an elevated volatility. There is one thing in the world that had the power to stabilise the crypto-currency's value and support the price during the climb: I'm talking about its commercial adoption. It seems simple emphasise this, or maybe not, but a value has sense only when it is exchanged. Its value becomes real, so traders trust it and they decide to accept in trade to their products and services. If a crypto-currency becomes expendable, why I should get back to a Fiat Value ( euro, dollar,..)?. In fact, changing own crypto-currencies in traditional values means to be accessible our own asset to Banks and Governments, to their insatiable voracity. The presence of businessmen and merchants on Blockchain can encourage merchant's confidence because it makes visible a digital and virtual ecosystem. In the previous chapters , we knew closer Commerce Giants who dominated economic cycle in the Connexion Age, such as Network Marketing's holdings. Also, we understood that those holdings have a superpower to generate adoption on Blockchain because to immense scalability. There is also another secondary-element for nothing negligible. Network Marketing's holdings are note for the vast user's net at their disposal, each of which owns an externally business life of the holding. Involving Network Marketing's holdings on the Blockchain of Netheru, we will have the possibility to have access to their titan Name's List to disseminate more Nether. We want to do the possibility to local merchants to access to Nether gradually by choosing what percent accept it , so that it is not definitively listing on exchange. To use , at the beginning, an hybrid method of payment is important so that the merchants can maintain cash asset in Fiat value, sufficient to pay providers and fixed expenses. Each provider will have to declare , before to index own activity on our map, what percent he will accept

Nether, so to be easily found by Netheru's users. In this case the providers, as well as have an asset that increases his value in the time, will be able to use the platform Netheru's ecosystem to buy new clients. To conquer merchants, we had to embrace concepts that seemingly may seem an affront to cryptocurrencies. Every day, banks show us how to get and how to keep alive confidence, they are real "teachers" in this art. If you don't like banks, we have to know secret arms of dark side to exploit them for us. Banks understood that human mind is feed of security, if you are able to create the perception of security, so you obtained also confidence's keys. In the next paragraphs, I will explain you how we worked on dynamics and strategies that permit to generate users' confidence.

### **Would be successful a Private Coin in the Commerce?**

The anonymity, when we are talking about commercial trades, cannot be considerate an added value if you want encourage the adoption of Blockchain and it never will be. Anonymity gives birth to users' mind thoughts on money's recycle, on drug's traffic, on terrorism's financing, and on others illegal activities where money needs to act in the dark. We decided to avoid any reproduction of wild West, creating a mechanism of transparency on the identity for each wallet. We linked each public key to an unique and personal code in 7 figures, called Personal ID which in turn it attributable to users' Name and Surname. This mechanism will increase users' confidence, which, should not hide, will live lightly their permanence on Blockchain. Personal ID permits us to create a level of access based on "reference", you are welcome only if you are introduced by someone who already belongs to our Community. When an user shall be recorded in the Netheru's platform, they asked him to insert in the appropriate form the Personal ID of an user already decoded who guarantees his reliability.

## **Private Key and the protection of its funds**

There is also another thing that scares who approaches for the first time to crypto-currencies' world, I'm referred to the possibility to lost his own private key. This make it impossible to recover own funds, because, today, a procedure of decentralised conservation does not exist. We decided to solve this big problem, following two strategies, the first strategy is in a short term, while the other in a long term. To avoid to scare users away or hold them off to the project, we decided, at the beginning, to conserve their private keys. If you forget your access details, you can talk to the assistance or keep a simple procedure of recovery. This thing liked so much to our first investors, it put them to comfort, despite this is a provisory solution. We have also a solution in large term that will replace the first solution, because private key will return in your hands. We are developing algorithms with Machine Learning that learn to recognize private key's owner, guaranteeing the retrieval of his own access details in a decentralized way. Sophisticate systems for recognition already exist, we are not inventing anything, but our purpose is make this decentralised systems.

## **Scarce digital-assets and protected by inflation**

You have to know that Blockchain permits to recreate in a digital ambit the same scarcity that could have the gold. This providential technology opportunity guarantees to investors the possibility to protect their asset from inflation's risk. I wanted to do this premise to help you to know better something that will avoid you to commit the most dangerous error when you decide to invest in a crypto-currency. A lot of improvised investors of crypto-currencies' market commits a very serious error, he selects Coin or Token on which invest in base to the price of departure. This thought does not take into the account that the only and vital parameter that has an impact to the growth and

survival of a crypto-asset is the upper limit of the offer. You have to learn to observe, what is the maximum number of Coin or token that a determinate Blockchain will render available to protect of scarcity of those digital asset. You will select in your investment portfolio only digital asset not subjects to inflation, and whose value is designed to climb if you encourage the question of this goods on the market. That's way only 18.000.000 ( eighteen millions) of Nether exist. Blockchain will guarantee us that this quantity in circulation will not be never an upsurge. We wanted to do to the Nether's Offer, a higher shortage even of Bitcoin, it's about 3.000.000 ( three millions) of Nether fewer compared to the "mum" of all crypto-currencies. That's no nothing!

### **How I make even weaker Nether**

To increase the scarcity of Nether, I decided to use the practice of token burn. But what it is for? As we said before, if a good is scarce and you stimulate in the market the question of those good, the increased demand causes to raising good's value. Yet during the increased demand is destroyed a part of this good in circulation, its market's value undergoes a propulsive push upwards. Yes, now you have understood why I'm intend to do a token burn! I desire destroying a Nether's part to avoid market's value of digital asset in which you decided to invest. It is a way to repay your confidence. Token burn will be effectuated while Nether's question on market goes up, as I told you in a graduate manner and not in a violent manner. To obtain this resultant and make it clear, we will create dedicated events for occasion in which we will destroy Nether publically. Each time that we will realize a set of 1.000.000 euro, 30.000 NTR( thirty thousand Nether) will be destroyed, until the reaching of Hard Cap of 100.000.000 euro. If this Hard Cap will be reached, 3.000.000 NTR will be burn, the max supply goes down to 15.000.000 NTR.

## **Mining and environmental impact**

Another key factor on which users' confidence is the necessary environmental impact to maintain the network housed on Blockchain. In this moment, Nether rise around on a PoW algorithm ( proof of work), the next step will be to update it and make it work with the PoS ( proof of steak). The final objective will be to exploit the Artificial Intelligence to avoid the problem of double spending and security and then move on to a new algorithm. We are working to deliver a PoAI algorithm ( proof of Artificial Intelligence) to be made available to the future generations of project based on Blockchain. Reading this book, you caught the importance of Machine Learning and Artificial Intelligence in our holding. The purpose is simple, Artificial Intelligence can make independent and decentralized few dark points of crypto-universe and make a decentralized ecosystem. Today, we are utilising the PoW to confirm the transitions, abolishing the mining by " extraction" that permits to receive incomes in crypto-currency after solved some calculation. We pre-undermined all the Nether to guarantee, right away, a cull of energetic impact on the environment, handling Nether's fund on the Smart Contracts. In this way, as well as to avoid power's centralisation by an holding, it will create an automatic process of token's issue to a controlled inflation. A lot of Nether will exist in circulation, until 18 millions of Nether. In the next ten years, the humanity will decide the life quality on this planet and for the next ten thousand years, for this reason it has to orient the own investments in eco-friendly technologies.

## **As the CONFIDENCE turns in VALUE**

In the previously paragraphs, we understood the importance of commercial adoption and factor-confidence as indispensable glue to keep nailed users to Blockchain. Factor-confidence is the

magic ingredient to guarantee the success and the survival of a crypto-currency, this is the responsible factor of its value and volatility. You have to image the market as a battlefield ruled by 3 forces : creative, conservative and destructive. The creative force on the market is represented by investors' hope. It can be the hope of get rich, or to change the world, or the hope to contribute to something revolutionary, or to give to our sons a future well-on. All the hops influence and exploit the question which in turn drives up the quotation on the basis on offer's scarcity. Hop can convert to euphoria that push up the prices, and in harmony to the Natural Laws, sooner or later, it transmutes in the opposite twin, such as in depression and uncontrolled panic sell, causing devastated collapses of value. As we lived on our skin in moving from 2017 to 2018. Is it possible avoid for Nether's future a new 2017? The answer is YES, if it exploits the conservative force of market : the Faith. If investors will have faith to Netheru's ecosystem, they will know hold the blows of unpredictability, supporting the value during collapses. Faith is a conservative energy because it is the only energy capable to behave by STORE of VALUE. Now, we talk about of dark side of force, represented by greed and egoism of speculators, in fact it doesn't exist on the force-market most devastating of blind speculation. If speculation becomes stronger than Hope , then faith converts in panic, plunging the value in a scary value. Speculation is not the absolute evil, the absolute evil are the blind speculation and the total disregard to the purpose with which a project born. Without speculation and Capital would entropy any markets and it would not exist any race to development and progress of civilization.

### **How ward off blind speculators**

We decided to not list Nether right after the term of their marketing, with the aim to keep away a certain target of blind

speculators. I refer to those, a month after he invested, pretends to pick up his duplicate or triplicate investment at the expense of other investors and of the project itself. We had to do a choice. We don't want, between our supporters, people who think only in Fiat value, and moved by personal interests. We are looking for a profile of people who are oriented to get rich in an intelligent way, and who is prepared to wait the time needed to development of Netheru's ecosystem. While blind speculators off steam all his voracity, devouring the ecosystem that could offer feed not only for themselves, but a lot of people. So Nether will be list on the decentralized exchange, as soon as a bullish step of market will rend favourable its entry in the Coin Market Cap. You will notice what happened to all listed crypto-currencies on exchange during the bearish step. It was a bloodbath. For this reason, I don't want send out Nether because they will destroy this project. How it will be regulate and in what way Nether's value will be established during previously years to its quotation on the market? To determinate Nether's value on the market will be the Osiris Protocol, an Artificial Intelligence that is sensible to supply/ demand generated on the purchase's platform. Osiris Protocol is an algorithm very interesting, because its next evolutions could be chosen in the future by the market as decentralized Coin Market Cap. It clear that in the year of development of the ecosystem that will see the Nether impose as medium of exchange, it would not assist to collapses of titan value. If in 5 years, we will able to work on the concept of Commercial Adoption, we don't have to worry about no value's drastic decrease, when Nether will be fed to market. At the moment of quotation, all Nether, unsold during the auction, will be managed for providing micro- funding to little and medium holdings. But who receives the funding will have to accept Nether its methods of payment, feeding the ecosystem that we are creating and Commercial Adoption! We will not shed the whole

micro-funding, but month-to-month, even if the holding in question will demonstrate to be serious and timely in meeting to its roadmap.

### **Decentralized Exchange and Anti-Dump Algorithm**

In the previously paragraph, I told you that Nether will be list only on decentralized exchange, but there is a thing that I haven't told to you! We are working to development of decentralized exchange, as an exclusive news to global level, such as an integrated anti-dump algorithm. I will not explain you how the algorithm works, because it represent a competitive advantage that I don't want renounce. Exchange are the Achilles' hell of crypto-currencies, because they represent a bridge with the old world of the Finance and therefore subjects to their control. As long as your crypto-currencies remain on an exchange, you can't consider them as yours.

## Chapter 5

### **What does that mean “ PAY” an user for his word of mouth WITHOUT the usual idiots scream out for SCAM?**

Our fundraiser will not provide any ICO. In fact, ICOs follow a hyper- speculative logic in short term that aims to undermine every effort to build a value around to a crypto-currency. We chose to follow the auction's logic, because an auction obeys to the law of supply and demand of any market, included those of crypto-currencies. It will be a special auction, “seasoned” by Sharing Economy, our fundraiser cannot obey to the same dynamic that made paid word of mouth, one of the most profitable of asset! If you help us in the fundraiser and you will become an Evangelist Nether, we will know repay you of your word of mouth. I know that this means “ the fear of Pyramid”. You know that pyramidal system rules each organisational and distributive process of wealth. Now, you know that who tells you that Network Marketing is a pyramid, not telling the truth. This fear is not the only fear. We are looking for to understand what is “ the chain letter” and what is “ Ponzi scheme”, two system that have one thing in common, the profit is focused on the recruitment of “fresh meat to slaughtering”.

#### **What is a Chain Letter**

Chain Letter is an illegal business in which the fraud consists to sell packs of representation that are used to “ provide a better understanding the product”. In this system, enter packs become most important than products themselves, indeed they finish to replace them. In a Chain, your gain is generated by “ Starter Pack”, that you are able to position on the market, recruiting others new vendors. Each vendor, in turn, to recover the investment, he will have to recruit others new vendors willing to invest in the “ Pack of opening activity”. Nether cannot associate to a Chain Letter,

because the only limit of access to the ecosystem is the derisory cost, on the use of software licence. At the time when you record a new user with your Personal ID, and you make him a Sponsor, the holding doesn't offer you no profit on the purchase of software licence. The whole margin of software licence is invested to guarantee to users the diffusion on the planet of hardware infrastructures on which Netheru's Blockchain will spin.

### **What is Scheme Ponzi?**

Scheme Ponzi is an illegal business that touches the financial aspect. You enter in the business buying an "Investment Pack", that increases the interests. This kind of illegal activity claims a lot of victims, because it leverages on the "powerful" you don't have to do nothing", so loved by losers. It is important to do a premise. If we are doing investments, we are obliging our money to produce other money, leaving that they work for us. But:

- be able to evaluate a business is a COMPETENCE
- be able to evaluate a business partners is a COMPETENCE
- be able to diversify investments is a COMPETENCE
- be able to manage the risk is a COMPETENCE
- be able to calculate a ROI is a COMPETENCE
- be able to fell a loss as a teaching is a COMPETENCE!

Each competence is an action, if you act the consequence of "you don't have to do nothing" comes stiflingly combined to the personality of the true investor. Scheme Ponzi is only the result of "Investment Pack" sold to other people who, as you, are feeding this fraudulent system. Nether doesn't generate interest in Fiat value, and for this reason nobody could ever label it as a Scheme Ponzi, its value's increase is the simple and transparent resultant of supply and demand of the market.

## **Fees Plan of Nether Ambassador**

The fact that an holding chooses Network Marketing as system of distribution doesn't pose safe by potential frauds, certain forms of deception are even legal. I mean " legal deception", because the partner of this frauds is the Network itself. The first thing to do when you receive a business proposal on the Network Marketing is that to evaluate the holding's fees plan. At this point, what most people do? They turn off the left brain and they decide according to its emotion because learn about the numbers is not the favourite sport of anyone. Then not to mention of abilities that serve to understand thoroughly the architecture of a business that predict his future survival on the market. Not assess a fees plan means enter in a blind business. First for all, you have to know that the holdings of Network Marketing don't want pay. If you want deepen it, in my Blog of Original Network Marketing, I created a whole session dedicated to fees plans and to matrices to help you to assess them to best. But now, I want telling you in the specific of Fees Plan of Nether Platform, it's about an Unilevel Plan.

### **Unilevel Plan to reward Nether Ambassador**

It is much appreciate for its extreme simplicity, this matrix indistinctly pays to anyone who is placed until the level of sponsorship established by an Holding. The officers don't have any difficulty to explain an essential and minimal modality of fees. Unilevel Plan are distinguished each other for the levels' number on which you get paid, even more are levels and less you earn on each purchase generated from yours net of distribution. Is it logic, no? If you take a margin of 100 euro and you divide it in:

- 100 levels, you obtain for each referral 1 euro
- 10 levels, you obtain for each referral 10 euro
- 5 levels, you obtain for each referral 20 euro

For Network Marketing, we thought to structure its Unilevel Plan on 6 levels and spread the 10% of capital raised in this way on the its net:

**I LEVEL:** 20% of margin turned to net;

**II LEVEL:** 25% of margin turned to net;

**III LEVEL:** 30% of margin turned to net;

**IV LEVEL:** 10% of margin turned to net;

**V LEVEL:** 10% of margin turned to net;

**VI LEVEL:** 5 % of margin turned to net.

If you consider the first three levels, you note something weird. Moving downward you note that you are gaining more!. In the Network Marketing the prize doesn't arrive enrolling people directly, but helping those people to build their business. A good Unilevel Plan has to force you to a sort of "**selfish altruism**", because if you want hogging the biggest profits, you are forced to help your directs to go deeper. A Nether Ambassador will receive also commissions for each their purchase. This is very important because in the future , as soon as commercial asset on Netheru will develop, the net that you created, it will generate a Passive Income.

## Conclusion

We arrived to the end. Thank you for having patience, dedicating to this precious guide the appropriate attention.

I realize that each investment is a bet, a sacred moment in which each investor allows himself the permit to believe in an impossible world, some ways.

Google was impossible! Apple was impossible! Facebook was impossible! Amazon was impossible!.

Sometimes impossible becomes possible, for those who were not content of a mediocre world.

Network Marketing teaches me that relationships offer more wealth than money, it showed me where the human being's power shall push, when they act in an intent spirit, and it permitted me to get rid of all kind of financial worry.

Without Network Marketing, probably, I would have stayed imprisoned in my old life.

Network Marketing gives me everything, if you , today, can shake this book, if you can read my Blog, or if you can be my student is for a simple reason, I want return the Gift.

There are men that act moving by money, and others one are moving by desire to make a dent. I'm part of the second category of people, but most likely you are part of it, otherwise you wouldn't be even getting this message.

The future of Netheru's ecosystem depends on people like us... and also the future of this world.





