

WE THE PEOPLE

THE BEST FROM CROWDFUNDING

Initial License Offering (ILO) Summary - 28 Oct 19

Definitions

- **ILO** - Initial License Offering
- **ILOEX** - Initial License Offering Exchange
 - [ILOEX](#) is the platform where you can purchase the license(s)
- **ILOCX** - Initial License Offering **Contract** exchange
 - [ILOCX](#) is the platform that allows Licensee holders to trade their licenses that they hold through the ILOEX

• ILOEXCHANGE



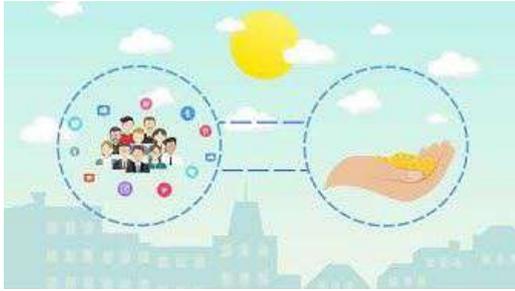
• ILOCX



What is an ILO - “Initial License Offering”

The [ILO](#), also known as “Initial License Offering”, permits our network, our customers, our WTP team, our friends/family, our business partners, and social media followers to participate in our growth when you **purchase a right to a percentage of our future revenues**

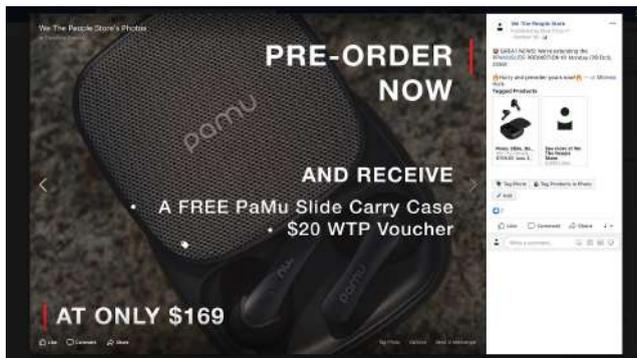
Watch the video



• [Link 1](#)

• [Link 2](#)

Spread the word!



As an ILO purchaser, you will become a participant in our business and will be expected to **assist in our growth and expansion by making your social media networks aware of our existence, our locations, our services, and our products**. In this way you will drive our growth while increasing your royalty payments from increased revenues

How?



License Terms

Price per License: \$30

Total amount of licenses: 100,000

Total amount to raise: \$3,000,000

Period: 3 years (2020 - 2023)

Payout

Payments will be made quarterly by ILOEX via Paypal or Stripe, beginning in 2020.

Maturity options

- Convert your investment to shares **OR**
- Extend the Royalty Payments **OR**
- Cash out your initial Investment of \$30 a license

How will we use the money?

- Store expansion in key locations in the world
- Franchise in key locations in the world
- FCBC™ (For Creators | By Creators) worldwide
- Community platform for startups, investors, manufacturers, etc
- B2B (Business to business) as a distributor
- Services - Crowdfunding Global Campaign Launch & Management, Database Services, New Market Entrance & Strategy

Disclaimer

- *It is strongly recommended that all interested parties read, and fully understand all the terms & conditions set out in the ILO*
- *All projections are based solely on estimates only. Royalties payable will be subject to the Company's actual revenue generated*
- *It is strongly advised that you read and fully understand our [Company Profile](#), and this summary before purchasing an ILO*

FAQ

Q: How and when will payments be made?

A: Payments will be made quarterly from Funded Global to ILOEX (Initial License Exchange) to you. You will be required to list your bank details upon checking out, so that ILOEX can make the quarterly transfer. A report on the Net Revenues received on which the 10% is calculated will be provided quarterly. An independent audited report will be provided at the end of 3 years to confirm accuracy of payments made for the contractual period.

Q: What is an ILO (Initial License Offering)?

A: Initial Licence Offerings (ILOs) are a revenue-based form of raising money for companies who have a product or service that is already in revenues or is ready to start earning revenues.

The ILO is a straightforward distribution rights licence that expires after an agreed period of time or is exchanged for cash under a buy back or for equity dependent on the offering.

ILOs are contracts between the company and the ILO buyer. ILO buyers promote the product to their network of contacts to qualify for royalties.

Royalties are split evenly amongst the ILO units and are based on an agreed percentage of gross revenues. ILO buyers can also obtain a code to make direct sales of the products for commission in some cases.

Companies can issue their ILO round in one go or split it into two or more rounds. Secondary rounds may be at a different price calculated from the value of the royalties paid out in year one.

ILOs can also be bought and sold mid-term on the ILO Contract Exchange. (ILOCX).

Q: What do I get as a buyer (Licensee)?

A: An ILO Buyer (Licensee) purchases a 3-year licence from the Listing Company, who grants the buyer the right to promote its products or services.

The Licensee owns the license and can hold onto it or sell it on the ILO Exchange to another ILO Buyer.

- can qualify for a yearly royalty payment by promoting the Listing Company's products or services to its business network and social media accounts.

Q: How can I make money?

A: ILO Licensees have 3 different ways to make money:

- Earn yearly royalties
- Hold the ILO for 3 years and receive the buyback
- Trade the ILO on the ILOCX.com Exchange at the current market price after the license has hit the mid point mark. (1.5 years in)

Q: What Fees are involved?

- Fees on transactions on the ILOexchange.com platform are paid by Funded Global.

Q: Is ILO an Equity or Debt?

A: An ILO is neither equity or debt because:

The company isn't selling ownership or shares in exchange for capital. It is selling Revenue in the form of a royalty payment which is earned by the ILO purchaser.

It is not Debt because the ILO purchaser has purchased the license and the revenue stream.

It is income to the company; since it has sold a license.

Similar to Convertible Debentures - At the end of 3 years the company can repurchase the ILO units or exchange for equity/shares for the units. Rather than paying of the Debenture the company must repurchase the ILO Unit.

- ILO units are a royalty or revenue stream where the purchaser can participate in the growth of the business and the potential return is not limited to an established percentage like a debt instrument or convertible debenture.
- ILOCX (Initial License Offering Contract Exchange) creates buyers for ILO Units; so they are liquid and do not have to be held for the entire 3 years. This is similar to equity/shares that can be sold.
- The ILO unit is paying a percent of the revenue stream and not from the profits. So the ILO owner receives payments regardless of whether the business is profitable or not in the beginning years. With equity/shares dividends are only paid when the business is profitable.

- Finally, if the business proves to be successful and profitable the ILO unit holder has the opportunity to exchange the ILO units for equity in the company.

Q. What kind of business transaction is the ILO Purchase?

A: The ILO Purchase is a Commercial Transaction: When buying an ILO the purchaser is buying a license not a security. The ILO purchaser and owner is buying/selling a license in a commercial transaction on the ILO platform located in the UK in London.

Q. Is an audit required, and how will it be conducted?

A: The ILO license agreement requires Funded Global to publish quarterly reports of the revenues earned for distribution to the ILO license holders. Annually Gross Revenue reports are provided to the ILO Exchange and the license holders, the Gross Revenues are verified from the financial statements filed in statutory filings. In Funded Global's case this would be ACRA. No annual audit is required.

Q. What about the conversion to share value when the License hits its maturity after 3 years?

A: A conversion of shares will only take place; a regulated public offering of shares has taken place or is in process at the end of 3 years. Since shares are not currently publicly traded; we cannot predict the share value at conversion. In the event a conversion of shares is offered for the ILO licenses the ILO license owner can make the decision whether the share value at the time is acceptable or they can choose the option of having their unit bought back at \$30.

Q. In the event that Funded Global (WTP) is unable to raise 3 million dollars, what happens?

A: The WTP ILO offering does not have a minimum requirement. WTP will utilize the funds raised to implement those portions of the strategy that create the most opportunity for growth. The outstanding licenses will receive their proportionate share of the 10% of Revenues allocated. The remaining licenses will be available for a future offering in the future.

Q. What happens when Funded Global (WTP) introduces new revenue models aside from the ones currently listed in its current projections?

A: ILO license holders are entitled to 10% of the Gross Revenues of Funded Global; therefore they would participate in the revenues received from new revenue models.

Q. What makes WTP different from other Crowdfunding platforms i.e. KICKSTARTER, INDIEGOGO, etc.?

A: Crowdfunding Platforms such as KICKSTARTER and INDIEGOGO exist solely as a platform that facilitates fundraising for products only. We The People exists as an accelerator, with an ecosystem of unique services that value add, contribute to Crowdfunding, From Retail, to E-Commerce, to Corporate and Distribution Services, to Campaign Management Services. It is important to note that our business model is very different to that of a Crowdfunding platform.

Q. After all the 100,000 licenses have been sold, will WTP continue to sell more licenses?

A: Funded Global will not offer additional licenses until a time when the current 100,000 licenses have been re-purchased. However, once all 100,000 license have been re-purchased, Funded Global will likely be in talks and have plans to launch another round of fundraising

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