

Plaintiff:Linda Irene Ruck:2nd; 2 8 SEP 2005

IN THE SUBORDINATE COURTS OF THE REPUBLIC OF SINGAPORE

M. C. Suit No. 15447 of 2005/G)

Between

LINDA IRENE RUCK
(Australia Passport No: E7081714)

... Plaintiff

And

XL RESULTS FOUNDATION PTE LTD
(RC No: 200107729C)

... Defendants

AFFIDAVIT

I, **LINDA IRENE RUCK** (Australia Passport No: E7081714), a businesswoman, of 14 Chancery Hill Road #03-06 Chancery Garden Singapore 309655 do solemnly make oath/affirm and say as follows:

1. I am the Plaintiff named in this action.
2. Unless otherwise stated, the facts deposed to herein are true to the best of my personal knowledge, information and belief.
3. I crave leave to refer to the Defendants' show cause affidavit filed by their Roger James Hamilton ("Roger's affidavit"). Although my cause of action is one of a dishonoured cheque for S\$10,000.00, the Defendants had raised some underlying

dispute between the Defendants' Roger and me in the employment and alleged my breach of the Severance Agreement. In particular, paragraphs 12 to 17 of Roger's affidavit were calculated to paint a picture that I was an unreasonable and a vindictive person. Such allegations are untrue, unfair and an attempt to avoid summary judgment in this action for the dishonoured cheque I brought against the Defendants.

4. I verily believe that although the Defendants have set up a defence of set-off and counterclaim, in the circumstances of this case, it is not a valid defence in an action on a dishonoured bill of exchange. However, in view of the various untrue allegations against me, it is incumbent on me to reply them summarily as follows.

Paragraphs 4 to 11 of Roger's affidavit

5. The Defendants' chairman, Roger James Hamilton ("the Defendant's Roger"), and I were once close friends and we were in a relationship until we separated this year. At that time when we were together, the Defendants' Roger and his wife were estranged. In view of the unfounded and scathing allegations against me, it is pertinent that I outline the circumstances surrounding the termination of my employment with the Defendants.
6. Sometime at the end of 2004, I went with the Defendants' Roger to New Zealand to promote the Defendants' life membership. Within 4 days, the Defendants managed to enrol 56 life members generating approximately \$600,000.00 for the Defendants from the sale of membership. The Defendants' Roger had promoted to the life members the concept of making money and wealth creation to give away to

worthwhile causes at all membership marketing events, in the Defendants' literature and on the Defendants' website. Copies of the printouts from the Defendants' website and magazine are now produced and shown to me marked "LIR-7".

7. The Defendants' Roger promoted that the Defendants had established XL Results Foundation Charitable Programme committed to making a difference in underprivileged children and those critically endangered species in the world. Initially, I believed the Defendants' noble and good cause and was wanted to be part of the Defendants to contribute to make a difference.
8. Many people were taken in by the Defendants' marketing tool and joined the Defendants as life members.
9. However, I discovered that the Defendants did not intend to carry out the promise made through Roger and there was also no charitable intent at all in giving to the underprivileged children and to save the endangered species. I was very disturbed when I realised that representations were made to the public at large and members were led to joining the Defendants as life members and contributed financially for a good cause when in fact, it was not carried out by the Defendants. To illustrate, as at 31 March 2005, the Defendants did not pay an outstanding invoice dated 22 December 2003 being an arrangement with the Singapore Zoological Gardens for the adoption of a mascot, a gibbon Pintung and Gibbon Island for \$20,000. I had received 200 free entrance tickets from the Singapore Zoological Gardens as a gesture of promise for the donation which was the start of the Results Foundation charitable program launch. A copy of the Statement of Account

dated 31 January 2005 showing that the said invoice dated 22 December 2003 remains outstanding is now produced and shown to me marked "LIR-8".

10. After a Christmas party in 2004, I had a disagreement with the Defendants' Roger and I questioned him on the Defendants' ethics in their promotions of good cause when such promotions and representations made were not carried out. By then, coupled with the problem we had in our relationship, I had decided to leave the Defendants.
11. My reputation is very important to me and I could no longer be associated with a man (or company) that was blatantly misleading his (its) membership (or life members). The life members all believed they were supporting charities but they were not. I asked the Defendants' Roger on numerous occasions from December 2003 up to and until my date of departure when the charity was going to commence as promised to me and the members. This is the reason why I left the Defendants' Roger defendant and the Defendants. I was embarrassed by the Defendants' Roger's promises that never eventuated and I believed it was morally wrong to mislead its members who believed (just like I did) that the Defendants were committed to making a difference and was a social enterprise.
12. Sometime in January 2005, I discussed my departure from the Defendants with the Defendants' Roger. I had wanted to leave the Defendants on an amicable basis and we finally agreed to a severance package of S\$50,000.00; S\$40,000.00 to be paid in cash over 4 monthly instalments and S\$10,000.00 was for my credit card payments.

Paragraphs 12 and 13 of Roger's affidavit

13. The Defendants' Roger's allegations against me are unfounded and are not true. I had previously discussed and agreed with the Defendants' Roger that I would only leave the Defendants' employ after I had arranged for my new employment pass and the issues in my severance package were settled. Further, I would complete the March/April edition of the XL Magazine before my departure. The Defendants' Roger had told me that I need not officially resign until I had finalised my new employment pass. This is evident in the email from the Defendants' Roger to me exhibited in his affidavit marked "RJH-4". However, I was surprised when the Defendants' Roger told me to prepare to hand over despite our earlier agreement, hence my response in my email dated 22 February 2005 to the Defendants' Roger.
14. There was no basis for the Defendants' Roger to allege that I had suggested that I intended to breach the terms of the Severance Agreement by not leaving on 31 March 2005. I had merely expressed my disappointment in the Defendants' Roger's treatment to me. It is clear in my email that I did not mention nor was there one iota that I would or intend to breach the Severance Agreement. The Defendants' Roger merely inferred from my email the unfounded allegation to suit his case.

Paragraphs 14 to 17 of Roger's affidavit

15. I did express my concern to the Defendants' Roger and Dave that I met a lawyer at a casual meeting who informed me that the lawyer was representing a group of life members against the Defendants. I did not say that the Defendants were under investigation and that the Defendants were a sinking ship. The term "sinking ship"

was coined by the Defendants' Dave in the discussion. I did, however, tell the Defendants' Roger and Dave that there were disgruntled life members which the Defendants had to deal with. Having been with the Defendants for 3 years and knowing the Defendants' financial position and pattern of settling their bills and outstanding, I did request the Defendants' Roger and Dave to pay my severance package as quickly as possible without unnecessary delay.

16. I have at all material times abided by the terms of the severance agreement. I am surprised that my revelation to the Defendants' Roger and Dave of what I had heard became "my allegations" against the Defendants and I was construed as not intending to abide by the terms of the Severance Agreement. I am baffled by the content of paragraph 17 of Roger's affidavit as it is entirely misconceived.

Paragraphs 18 to 20 of Roger's affidavit

17. The Defendants honoured the 1st instalment payment of S\$10,000.00. When I was about to present the 2nd instalment cheque for payment on its due date, I was surprised to receive a text message from the Defendants' accountant that I was to check with my lawyer before I presented the 2nd instalment cheque for payment. The Defendants' then solicitors, Mr Jeffrey Soh telephoned me and informed me that I needed to sign a supplementary agreement before any cheque payment would be honoured. I was surprised of this sudden turn of event as this was not communicated to me by the Defendants at all.

18. As I was travelling at that time writing an article on the tsunami disaster that hit some Asian countries, I told Mr Jeffrey Soh that I would attend to it upon my return.

When I returned, I was shocked to learn that the Defendants' Roger had held a meeting and told the Defendants' life members that I had left the Defendants' employ and that Roger and I in fact had a personal relationship which did not work out. I understand that the Defendants' Roger held the meeting to assure the life members that the Defendants were financially stable and there was no cause of alarm or concern in my departure.

19. In any event, as mentioned in paragraph 13 of my 1st affidavit, I decided to sign the Supplemental Agreement requested by the Defendants in the midst of their baseless allegations against me in exchange for the replacement cheque for the 2nd instalment and thought that parties had a settlement and there would not be further dispute.
20. I did not at any time published, divulged and/or in any manner communicated with third parties of the matters mentioned in paragraph 19 of Roger's affidavit. In my view, they are all hearsay.
21. I deny all the allegations in paragraphs 20 and 21 of Roger's affidavit and such allegations have no basis whatsoever. Again, the Defendants are making bare assertions without substantiating the allegations.

Paragraphs 23 to 27 of Roger's affidavit

22. The allegations against me on my alleged disruptive behaviour are not relevant to the issues in this action. Again, it is an attempt by the Defendants to smear and mud-sling me.

23. I was not disruptive in the office as alleged as I was working mainly from home as I did not want to be in close proximity to the Defendants' Roger. Despite the Defendants' Roger hostile behaviour to me, I was working hard to complete the edition of XL Magazine.
24. On 14 March 2005, I had a meeting in the office with the Defendants' Roger to discuss the progress of the magazine. Whilst in the office I saw a newsletter the Defendants had published that the Defendants had just sold the Australian licence to the New Zealand team. I was deeply concerned by this. I went to Roger's office and asked to speak to him. I told him that it was wrong to expand into the Australian market with all the problems ongoing with the life members. The fact that the charitable purpose promised to the life members was not carried out for over 2 years and the complaints from many disgruntled members in Asia Pacific would be a problem for the Defendants' proposed expansion. Roger became angry and told me to leave his office.
25. I then returned to my office and proceeded to work. Roger stormed in and told me to leave the office. I asked my assistant Fiona Foo to leave my office and shut the door. Roger started screaming at me and doing 'the finger gesture' at me. This was completely out of his character and I was startled. He said he would call the police. I then sent a text message to Dave Rogers to inform him that Roger had snapped.
26. When Dave Rogers came into my office I told him that Roger had threatened me with the police and I told Dave to try and calm him down. Roger stormed back

into my office and said the police were coming to the office in 10 minutes. I was still in the office working on a story for the magazine.

27. The police officers arrived within 10 to 15 minutes. I walked into the conference room where the two police officers, Roger and Dave were waiting. I was so overwhelmed at Roger's irrational actions that I burst into tears. The police officers looked quite surprised to be called to a normal workplace situation with staff still working at their desks. I told the officers I had been in a relationship with Roger and he had used police to intimidate me.
28. As there was no offence committed, and I did not cause a scene as alleged, the police officers left after taking both my particulars and Roger's particulars.
29. By that time I was highly distressed by Roger's action. On the advice of the police officers, I left the office.

Paragraphs 28 to 46 of Roger's affidavit

30. In paragraph 36 of Roger's affidavit, the same allegations that I had breached the Severance Agreement were repeated. I, therefore, repeat paragraphs 10 to 13 of my 1st affidavit.
31. With reference to paragraph 37 of Roger's affidavit, I wish to say that Mr Thomas Power and I had been in contact and he had already heard of problems the Defendants faced in Singapore and Asia. Mr Powers had asked me by email how it would affect his ecademy brand. I told him that I was not at liberty to

discuss with him and did not tell him anything that was detrimental to the Defendants.

32. The fact is: Mr Thomas Power had previously stated in an email dated 17 October 2004 that the Defendants had 'no capital and it was all image and myth in reality'. This email was broadcast to members of academy and circulated via email blast in the Asia Pacific Region including members of XL Results Foundation. I was also sent the email broadcast by two different Life Members. A copy of the said email from Mr Thomas Power is now produced and shown to me exhibit marked "LIR-9".
33. Paragraph 41 of Roger's affidavit is denied. As I did not breach the Severance Agreement as alleged, the Defendants were not entitled to countermand the cheque for the final instalment.

Paragraphs 47 to 49 of Roger's affidavit

34. I do not admit to the allegations in paragraphs 47 to 49 of Roger's affidavit and put the Defendants to strict proof of the allegations.
35. The allegations are yet another attempt by the Defendants to cloud the issues before the court so as to avoid summary judgment against them.

Paragraphs 50 to 52 of Roger's affidavit

36. There is no triable issue in my claim against the Defendants, it being a "cheque action". As for the dispute between the Defendants' Roger and me, I am advised

that it should be litigated separately pursuant to their counterclaim and is not to be used as a reason to avoid summary judgment on my claim. I will defend the Defendants' allegations and their sham counterclaim against me.

37. In so far my claim is concerned, I verily believe that the Defendants have no arguable defence to my claim.

38. In the premises, I seek this Honourable Court to order in terms of my application herein and enter judgment for me with interest and costs.

SWORN / AFFIRMED to
by LINDA IRENE RUCK
this 28th day of September 2005

)
) *Linda Irene Ruck*
)

Before me



[Signature]
COMMISSIONER FOR OATHS

This Affidavit is filed on behalf of the Plaintiff.

This is the exhibit marked "LIR-7" referred to in the Affidavit of
LINDA IRENE RUCK
sworn/~~aff~~irmed on this 28th day of September 2005.

Before me



~~A~~ COMMISSIONER FOR OATHS
SINGAPORE

first in a series of five books which will reach millions worldwide. The second book, 'Wealth Dynamics' and the third book, 'Money Magic', will be launched in 2005 and 2006.

MAGAZINES: XL Magazine was launched at the beginning of 2004 and highlights stories from pioneers and wealth creators to inspire and inform entrepreneurs and investors worldwide.

SEMINARS: Wealth Dynamics Weekend has spread to 11 countries, and will continue to grow in quantity and quality, establishing networks in each country to create sustainable results.

TRAINING: XL Results Centre will be launched in 2005, providing individuals with the specific tools they need for success within each Wealth Dynamics path of least resistance

COACHING: XL Results Foundation's network of coaches will begin to produce extraordinary results on a one-on-one basis as the coaching network grows.

NETWORKS: In each country XL Results Foundation will develop entrepreneur networks to support each other, leverage on common resources and facilitate the exchange of ideas and opportunities.

All of these avenues to accelerated wealth creation will become part of The Billion Dollar Challenge started at the end of 2004. The BDC is an orchestrated program of wealth creation, tracking and feedback. In the BDC, each individual involved will commit to donating at least 10% of the new wealth they create to XL Results Foundation. The stories of wealth creation and contribution will be communicated over the media above, through a book series, TV series, press and word-of-mouth. Many of the world's best known entrepreneurs and celebrities will be enlisted to raise the profile of creation and contribution. The goal of the BDC is to register a Billion Dollars of new wealth through individuals involved each year, and to collect 10% of this - \$100 Million - to give away. Given the increasing technical knowledge of the mechanics of Wealth Creation, and the trend towards compassionate capitalism, the BDC program is by nature essential and inevitable. It has no choice but to happen.

WHERE DOES THE MONEY GO?

Wealth is contributed back to the country in which it was created. The more wealth each country creates, the more gets given back.

In each country, the XL Results Foundation will orchestrate the contributions together with local governments, schools and charities to create sustainable wealth in education and the environment:

EDUCATION: As in our own financial fitness, the financial fitness of each society begins with the mindset of children. The XL Results Foundation will support the wealth education of children through a variety of volunteer programs.

ENVIRONMENT: As in our own wealth network, the wealth of each society begins with the environment in which it lives. The XL Results Foundation will support certain projects focused at the preservation of wildlife, endangered species and the environment in each country.

We will support these causes not just with the Foundation's money, but by leveraging the money from governments and charities that we work with, increasing awareness and action through our various media and by providing the resources of contacts, support and people through our worldwide network.

WHO MAKES THIS HAPPEN?

You do.

XL Results Foundation has been established as the organization to orchestrate both the wealth creation and contribution activities in every country. Our team of XL Results Foundation Life Members is being developed to provide the resources to make this possible. As we develop the infrastructure for the various programs, the XL Results Foundation Life Members are already developing their financial fitness and wealth networks through the environment that XL Results Foundation provides.

The growth of this program continues to be phenomenal. This organization is based on an inspiring vision: A vision that is hurtling towards reality. This is the vision of World Wide Wealth. Your level of involvement is up to you so take a stand and be proactive.

World Wide Wealth will transform every individual's resources to create and the power to contribute. It will enable every person that is ready to help themselves, and for them to help those who cannot. It will create World Wide Wealth, and ultimately a world without poverty.

This is our vision. We invite you to make it yours.

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- 3. **GLOBAL PARTICIPATION:**
XL is host to the Billion Dollar Challenge: With a goal of generating \$1 billion of new wealth each year, with \$100 million going towards charity.
- 4. **WORLD WIDE WEALTH:**
The Results Foundation leverages all charity funds raised, to strategically benefit wealth education in 3rd world countries and preserving the environment.
- 5. **LIFE MEMBER PRIVILEGES:**
All XL Life Members benefit from an unprecedented level of trainings, networking and opportunities. They grow and prosper in the most empowering environment - an environment that they enjoy for life.

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is our belief Pintung will create an appreciation, awareness and education on the plight of endangered species.

Did you know they are the only primates, apart from humans that are monogamous and form devoted and life long relationships? In fact they are so committed to their partner, they will never stray more than 25 meters apart and will always remain in eye contact.

They even start each day with a duet of love songs, which can be heard up to 5 miles away. Each Gibbon has an individual voice and like all other animals they are totally unique and have their own personality.

Although they can live to 40 years of age, Gibbons are highly endangered and threatened with extinction due to habitat loss. In the wild, poachers will often kill the protective parents to capture the baby. Destined to become a household pet, the majority of these babies will die in the process.

We invite you to visit the Singapore Zoo and spend time watching Pintung, swinging through the trees. Gibbons are considered the primate kingdom's most amazing and agile acrobats and I know he will bring you and your family much pleasure and laughter.

Further funds will be donated directly to the Gibbon Rehabilitation and Educational Project in Phuket, Thailand.

I hope you are as proud as I am to be part of XL Results Foundation and to witness the beginning of one of the world's most respected foundations.

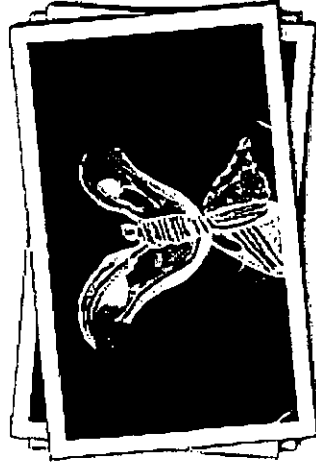
- Linda

.....

The Vanishing Beauty of A Fragile Planet

by Bradley Trevor Greive

If these wonderful creatures did not already exist, no human mind could possibly dream them up. These wonderful creatures will not argue their case. They will not put up a fight. They will not beg for reprieve and they will not say goodbye. They will not cry out. They will just vanish. And after they are gone, there will be silence, stillness and empty places. And nothing you can say will change this. Nothing you can do will bring them back.



"Dream no small dreams. They have no power to stir the souls of men."

- Victor Hugo

I am able to feel a sense of satisfaction and gain further personal insight when I help others achieve breakthroughs to their new levels of wealth."

Life Member Tan Ai Kim
Entrepreneur/Director of Admin Technologies
Singapore



competitive edge
results foundation

20

World Wide Wealth

World Wide Wealth is the concept of making money to give away.

The mission of XL Results Foundation is to empower networks of individuals in their Wealth creation and contribution.

By increasing the level of creation and contribution we have the intention to effect change on a global scale.

With this vision we have established the XL Results Foundation Charitable Programme.

A programme committed to making a difference in the lives of underprivileged children and critically endangered species worldwide.

For underprivileged children we offer them a future and for endangered species we are their hope.

XL Results Foundation has recently adopted a Mascot, 'Pintung' the Gibbon at the Singapore Zoo. It is our belief that 'Pintung' will create appreciation, awareness and education on the plight of endangered species.

Did you know gibbons are the only primates, apart from humans, that are monogamous and form devoted and life-long relationships? In fact they are so committed to their partner they will never stray more than 25 metres apart and will always remain in eye contact.

They even start each day with a duet of love songs, which can be heard up to five miles away. Each gibbon has an individual voice and like all other animals they are totally unique and have their own personality.

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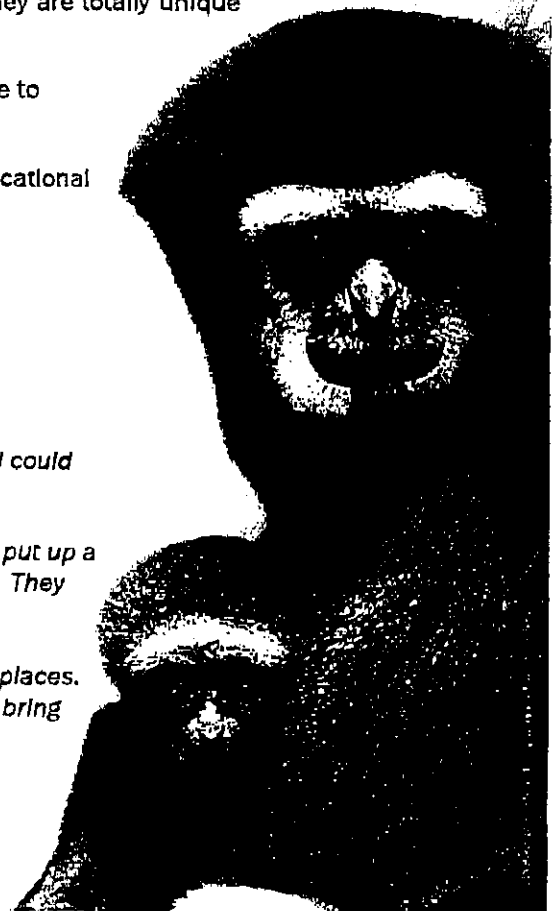
For further information log into www.resultsfoundation.com

The Vanishing Beauty of A Fragile Planet by Bradley Trevor Greive

If these wonderful creatures did not already exist, no human mind could possibly dream them up.

These wonderful creatures will not argue their case. They will not put up a fight. They will not beg for reprieve and they will not say goodbye. They will not cry out. They will just vanish.

And after they are gone, there will be silence, stillness and empty places. And nothing you can say will change this. Nothing you can do will bring them back



This is the exhibit marked "LIR-8" referred to in the Affidavit of
LINDA IRENE RUCK
sworn/affirmed on this 28th day of September 2005.

Before me




**A COMMISSIONER FOR OATHS
SINGAPORE**



SINGAPORE ZOOLOGICAL GARDENS
 80 MANDAI LAKE ROAD
 SINGAPORE 729828
 Tel: 63608523 Fax: 63625350
 Email : Azizah@zoo.com.sg
 ROC No: 197100104N

Sold To:

Customer No.: CERESUFO
CE RESULTS FOUNDATION
 64 GENTLE DRIVE
 SINGAPORE 309287

Attn: MS LINDA RUCK

Page: 1
Date: 31-Jan-05

STATEMENT OF ACCOUNT AS AT 31-Jan-05


Document No.	Doc. Date	Ty.	Reference/ Applied No.	Due Date	Amount
INV6710120	22-Dec-03	IN		21-Jan-04	20,000.00


TO ENSURE PROPER CREDIT, PLEASE CHECK THE ITEMS YOU ARE PAYING IN THE COLUMN.

IN - Invoice DB - Debit Note CR - Credit Note	IT - Interest Payable PY - Applied Receipt ED - Earned Discount	AD - Adjustment PI - Prepayment UC - Unapplied Cash	Total →	20,000.00
1 - 80 DAYS O/DUE 0.00	61 - 90 DAYS O/DU 0.00	91 - 120 DAYS O/DU 0.00	OVER 120 DAYS C	SINGAPORE ZOOLOGICAL GARDENS 20,000.00

This is the exhibit marked "LIR-9" referred to in the Affidavit of
LINDA IRENE RUCK
sworn/affirmed on this 28th day of September 2005.

Before me


COMMISSIONER FOR OATHS
SINGAPORE



From: ecademy blackstar <ecademy@gmail.com>
Reply-To: ecademy blackstar <ecademy@gmail.com>
To: parker@avangarde.net, abhamb@bit.net.id, adam@methezine.co.uk,
ajay.sanghani@ebizlive.com, Alan.Rae@aiconsultants.co.uk,
alex@goodalls-email.com, alex.tana@btinternet.com,
a.singh@cartel-industries.com, ashaw@3-wise.com,
andrew.wildgery@ecademy.com, andrew@ajwilcox.co.uk,
andy@bizwords.co.uk, attchan007@hotmail.com, aohno@captainseo.com,
Barbara@elementally.co.uk, bbotes@elci.net, bguldager@mail.dk,
bob@opcuk.com, brian.chernett@chiefexecutive.com,
candy.mirror.1981@alum.bu.edu, info@cjscommunications.co.uk,
clive@sesai.co.uk, dc@nrg-networks.com, david.woodhead@salescentric.com,
ecademy@catacorp.eu.com, don@mindstyle.co.uk, ellis@cherryleaf.com,
info@emmajames.co.uk, evadavies@btinternet.com, faysky@mac.com,
frank@1to1marketing.biz, Frank@GeniusOne.com, gael@calcium.co.nz,
gary.golden@ntiworld.com, geert.conard@itconsult.be, gordon.ebanks@ecademy.com,
gustav.barrett@uk.tiscali.com, hari@ontrackuk.com, Hrowe@familytherapies.com,
info@concept21.co.uk, heather-jane@synergy-transatlantic.com,
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Jean.Loyens@telenet.be, jeff@mccp.co.uk,
jeoff.haskins@thesquaredgroup.com, jennie@essenceofbusiness.co.uk,
jesvir@universityforlife.com, jim@biztime.co.uk,
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John.Seaman@smart-soft.co.uk, jrestrick@jrmotorsport.co.uk,
julian_bond@blackstar.com, Karel.Frleink@Spigthoff.com,
keithwillett@sandneal.com, ks@nrg-networks.com,
leon.benjamin@ecademy.com, strategicadvantage@wanadoo.nl,
lucyong@singaporepower.com.sg, MCauchi@SALTeurope.com,
marieke@hensel.nl, marln@processware.com, markevans@hotmail.co.uk,
mark.posen@rpctelecom.com, Info@shepherdly.co.uk, mwatt@ceos.co.uk,
mary.white@qwest.com

Subject: Important BlackStar Ecademy
Please read the attached.

Then ask for your refund.
Thomas Power and Roger Hamilton are nothing but liars and
charlatans.

They don't even seem to know when they are lying to each other.
If you decide to continue with the sham that is BlackStar, then so
be it. I have nothing to gain by sending you this. They have
everything to lose by lying to you even more.

Thought you should know.

The BlackStar Messages

NB. Use of bold is not part of the original text, but has been used to emphasise specific points of this document. Use of upper case is original.

Thomas Power said on sun, 10-oct-04 6:08pm

J, G,

Can you check out marketbanker.com as LinkedIn are using them to sell adlink words just like Google on their site. They are highly ranked on Google too, something we have missed I suspect.

This wouldn't be happening unless there was good money in it as you know Reid.

Roger's team and his network all use LinkedIn because it's easy, they all find Ecademy far too advanced for them. The workshops have helped hugely but the site still needs that Google front end toolbar we discussed at the last brainstorm.

I want Blackstar to be the Private Club of Clubs because at 100 quid a month it needs to be exceptional. Can you consider unique features that are ONLY available to our 400 members in there and nowhere else so there is a word of mouth, mystery element to sit along my personal introductions service and mentoring service. I would like us to reach the 400 members within 18 months of launch and make the membership transferrable (resaleable) to a waiting list so Blackstars cannot lose money just like Roger's system.

In 2006 the price will rise to 200 per month because of increased value and so on as below.

Roger has 470 Life Members paying 250 sterling a month but he throws in an annual 5 day Bali conference, monthly networking events in 10 countries, life coaching courses, personality profiling for wealth management, books, a magazine to promote the members businesses, personal introductions and referrals leading to matchmaking. All very clever and a good package.

What do you think?

Can you replace his physical services (very time and people intensive) for software based services otherwise 400 people will eat me alive in the first year.

Through LinkedIn I can now find the most connected person in every company in the world so finding connections won't be that hard for Blackstars

TP

cc: Julian Bond

Notes: Seems the 'secret' of Blackstar is for Thomas to connect people using LinkedIn. Genius. He doesn't really "know" many of the people he is supposedly connected to. He is charging people £3000 (\$5500) for the privilege of him looking up other people using LinkedIn.

Thomas Power said on Mon, 11-Oct-04 2:19am

G,

This is the detail on what I can now see:

The business needs to do 62k a month to cover JB, you and me at the full salaries we seek.

25k (biz & JB) + 12K (you) + 25k (me). This is based on our respective cost bases and not our expertise or work rate.

PN Goldstar generates 20k a month.

This means we need 42k a month extra.

400 Blackstars at 100 quid a month would get this remaining 42k BUT according to Roger it will take from Jan 2005 to August 2006 to recruit that 400 as he only gets 20 a month.

This means in 2005 our revenue is:

4,000 Goldstars up from 2700 at the end of 2004 thus 400k in revenue

240 Blackstars would generate a further 176k revenue leaving us 90k short of that target 62k a month above

That last 90k comes from 7,500 members in 2005 paying 12 quid for the year for the newly re-packaged Greenstar you plan to launch Dec 1st. I don't know what you see this as but with 75000 members in 2005 only 7500 maximum will buy it.

So 2005:

400k current Goldstar - 4,000 customers
176k Blackstar - 240 customers
90k Greenstar - 7,500 customers

TP becomes Mr Blackstar and won't contribute to Gold or Green other than compering events. I won't attend local events unless requested by a Blackstar and I will only answer Blackstar email and phone calls so I can spend more time with Pen our relationship is suffering as you are now aware.

What will Blackstar deliver:

- 1) Stakeholding in membership. Members can transfer or resell their membership at the FULL value they have paid at that time. Year 1 200, Year 2 2400, Year 5 6000. There is no loss of value to members just like Roger's model.
- 2) Personal introductions to target accounts and individuals by TP.

3) Personal tuition by TP on how to make money from coaching, speaking, non-exec'ing, connecting business people and so on. Effectively this is Executive Life Coaching. Oh yuck you cry.

4) Advanced software tools inside the Blackstar private club. I REALLY your help and JBS here to see what new magic you can deliver here inside the Club. Also payment needs to be at this club level.

5) Private Events among Blackstars similar to your Academy of CEOs.

That's a rough shape on what I can see.

Can you please comment in this place so I can ponder your view and what you are starting to see.

TP

cc: Penny Power

Notes: Yes, that is £25k per month, or £300k per year. For looking on LinkedIn. Also note the differences between messages to Glenn, above, and Julian, below. Some may say that it is cruel and heartless to refer to the above statement about Penny. I would refer those people to Thomas's statement on "Sat, 16-Oct-04 1:49am".

Thomas Power said on Mon, 11-Oct-04 2:26am

J,

2005 should look something like this:

400k current Goldstar - 4,000 customers
 176k Blackstar - 240 customers
 90k Greenstar - 7,500 customers

TP becomes Mr Blackstar and won't contribute to Gold or Green other than compering events. I won't attend local events unless requested by a Blackstar and I will only answer Blackstar email and phone calls so I can spend more time with Pen.

what will Blackstar deliver:

1) Stakeholding in membership. Members can transfer or resell their membership at the FULL value they have paid at that time. Year 1 1200, Year 2 2400, Year 5 6000. There is no loss of value to members just like Roger's model. Roger can only recruit 20 a month, so 400 Blackstars will take 18 months. Greenstar thus must pick up the slack.

2) Personal introductions to target accounts and individuals by TP.

3) Personal tuition by TP on how to make money from coaching, speaking, non-exec'ing, connecting business people and so on. Effectively this is Executive Life Coaching. Oh yuck you cry.

4) Advanced software tools inside the Blackstar private club. I REALLY need your help and GWS here to see what new magic you can deliver here inside the Club. Also payment needs to be at this club level can you do that? Most members in Asia want to collect their own payments at Club level.

5) Private Events among Blackstars similar to your Academy of CEOs.

That's a rough shape on what I can see.

Can you please comment in this place so I can ponder your view and what you are starting to see from my emails various and your own thoughts.

T

cc: Julian Bond

Thomas Power said on Wed, 13-Oct-04 12:27pm

My answers to your Answers:

Glenn Watkins said on Tue, 12-Oct-04 7:21pm

T

My answers below:

***G,

You need to look forward to 2005 and project. By close of 2005 we will have 4000 GoldStar Power Networkers up from 2700 at the close of 2004, which means we can also have 400 BlackStars. Thus 10% paying 10 times the price, Roger's formula. So don't be confused with the numbers simply look forward.

[GW] I'm not confused by that number, its the other other one you quoted re Std members (paying £12), you said we will have 7,500, I thought we would have more based on Rogers formula at the cheaper end...?

YES YOU ARE RIGHT, IT SHOULD BE 10* 4,000 OR 40,000, BUT WITH 75,000 MEMBERS IS THIS POSSIBLE?

Agreed on your point re: income. It is a function of cost base not performance and they be should equalised over time.

[GW] I understand, we will need to peg our income so it is equal until we hit the 12K per month, we then need to accrue mine whilst you draw the additional you need. On that note, Penny has mentioned becoming a full Director of the business again, it might be the right time to do this and then pay Penny the income (which of course would be right anyway!) once available so you don't pay as much tax and your household gets the income you need. I would then take bonuses over time to equalise (or part there of and start to pay Sophia which is long overdue!). Suggest we clarify this at the next Board meeting so we are all clear moving forward.

THIS SOUNDS GREAT.

Agree we are nearly there, I am very close to finalising offer, letter and service offering although I am not sure you can deliver advanced software tools for BlackStar by November 1st can you? should we wait until later?

[GW] No I don't think we should wait, I think we can launch as long as we are clear on what we are delivering on day one (Nov 1st), this might not include advanced site tools.....rather a roadmap and process to write what is required once you have had feedback from the Black Star members, in the meantime you do the club, meetings, newsletters, etc.

The important thing is we have announced Black Star already - and will be announcing the std membership at the end of this month also....we must get the messaging right on both to make it fly, once we have it live and committed we will make it work (as we will *have to)

OK I HAVE PUT UP AN AUNT SALLY ON THE CLUB BUT NOT DISCLOSED ANY PRICING, I HAVE BLOGGED TO KEEP THE PRE-HYPE TEASE GOING, YOU/WE MUST FINALISE THE RIGHT PRICE WITH ROGER ONCE YOU GET HIS PRICE GROWTH MODEL.

Glenn
cc: Penny Power

Sent to Thomas Power on wed, 13-Oct-04 3:07pm

T

Good stuff - suggests we meet ASAP (on the Friday or Monday after you return to finalise final model and pricing).

You've had a lot of interest, the Black Star club views so far are:

Total page views: 497
Total members: 212

The wording at the bottom of the club home page I think needs to change to:

If you wish to be considered for BlackStar Membership please email blackstar@ecademy.com

I think you need to make more of the fact that membership to Black Star (BS for short!) means lots of time saved by getting filtered introductions etc, like the life time PowerNetworker but this will mean we'll lose revenue when they sign up..?

Add the word "Continuous" or similar to the sentence:

Personal tuition and training on how to make money from connecting business people through networking, events, transaction fees, public speaking, consulting and simply asking better questions.

We need the Ecademy Logo on the wealth Dynamics page to tie us in.

I think asking for quarterly payments upfront is the right

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approach - it will keep some of the crap out and help us right now with cash flow.

Do we actually put a black star against the name when online? Not sure about this....I think discreet is better (Brian Chernett has committed to sign-up so have I have sold the first black star customer?)

Glenn
cc: Penny Power

Notes: "It will keep some of the crap out". The BlackStar page states that

"Candidates are not accepted simply on their ability to pay."

Thomas Power said on Thu, 14-Oct-04 11:53am

Hello my wee wife sorry I can't get through on my phone.

John says call orange on 150 and quote password "*****" but of course I can't phone 150 to ask them what's happening?

Have rested today and got my energy back for this conference
<http://www.rogerhamilton.com/EBS/>

The Blackstar Life Membership plan is developing and I am slowly teasing the message into the membership, see my club.

400 places in 2005 at around 1200 to 1800 sterling not quite sure yet because of the expenses.

Then 250 places a year thereafter 2006 until 2012 with the price rising by around 600 a year so that existing members make money if they wish to resell. Only one of Roger's members has ever sold because each year he puts in more value and adds 250 more members so they don't want to leave in case they miss out.

This provides the income for yours, Glenn's and my salaries.

Roger still believes we are giving far too much for free as our revenue is not growing in line with our membership but staying static. I have checked and it is static.

He thinks we need to restrict views of profiles "to read more become a Power Networker", "to see more or read more become a Power Networker and so on". I am sure Glenn is working on this already for the revised GreenStar launch December 1st.

It's amazing how much value we offer and so little pay which he concludes is because we offer "enough for free". The downside of course is our members provide all our referral marketing now over 155,000 referrals. What brand gets that?

Love you millions and miss you millions.

T XXXX
cc: Penny Power

Thomas Power said on Sat, 16-Oct-04 1:49am

G,

I would like Greenstar \$10 to commence on the sending or receiving of the first message. Target 40,000 customers in 2005. DO NOT make the mistake of reducing 10 connections to 5 this is an error on our part as 90% of people do not understand our system to get to even 5 connections and we MUST replicate Friendsreunited, first message out or first message in you have to pay in their case 7.50 sterling or \$10. FU have proved this works lets copy it.

Goldstar continues to kick in at 10 connections. Target 4,000 customers in 2005.

BlackStar target 400 customers in 2005.

This strategy is do or die in my view as otherwise the business will have be sold in 2005 if the above does not work.

WE MUST MAKE THEM PAY for our sakes and survival and not worry about their whingeing and emotions.

TP
cc: Penny Power

Thomas Power said on Sat, 16-Oct-04 8:33am

G,

Suggested pricing for BlackStar Life Membership:

- 2005 1200 sterling - 400 places commencing November 1st 2004.
- 2006 2000 sterling - 250 places
- 2007 3000 sterling - 250 places
- 2008 4000 sterling - 250 places
- 2009 5000 sterling - 250 places
- 2010 6000 sterling - 200 places
- 2011 7000 sterling - 200 places
- 2012 8000 sterling - 200 places

A total of 2000 life memberships over 7 years. Life memberships are resaleable to incoming buyers but must be held for 12 month contracts.

This is an exact copy of Roger's approach.

Let me know your thoughts.

TP
cc: Penny Power

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Thomas Power said on Sun, 17-Oct-04 1:56am

G, P,

More logic for our Friday Board meeting:

Let's assume Goldstar belongs to Julian and supports him only. The current PN status doing circa 20k a month.

Let's assume BlackStar belongs to Penny and I and supports us only. Let's assume our income and costs mean say 400k sterling thus we need at least 333 BlackStars to pay over their 1200 quid in the first year. So that's Penny and Thomas done.

Let's assume GreenStar belongs to Sophia and Glenn and supports you only. Let's assume your income and costs means say 200k sterling thus you either need 33,000 members to pay 6 quid or 16,500 members to pay 12 quid. That's Sophia and Glenn done.

That's 2005 done with 3 families supported. Right now nothing else matters.

The reason I find this useful is that it could be that GoldStar NEVER grows and will carry on doing 20k a month forever. Despite member growth there is no change in its performance which means the actual churn is 100% in reality. It supports Julian and the site and that's it. Nothing more. Re-examine GoldStar revenue stats for the whole of 2004 to date. Be suspicious, I am.

Now it's time to create two new products, a dear one (Black) and a cheap one (Green) with the sole purpose of supporting the other two families.

Glenn cannot go upmarket and I cannot go downmarket because of our respective images.

Love you both hugely had a great time thinking here and being trained by Roger. If Roger had capital (which he doesn't, it's all image and myth in reality) he could be a billionaire. But his approach is very superior to mine. Our expertise is our knowledge of software and systems with people online, which he has none, thus his interest in Ecademy.

More for you both to ponder for Friday.

TP

cc: Penny Power

Notes: Income and costs of £400k. Blimey. Creating Black and Green for "supporting the other two families" is not really a business plan.

Interesting that he admits that Roger's scheme is "all image and myth", yet this is what he is copying.

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Thomas Power said on Wed, 20-Oct-04 6:08am

G,

Most of BlackStar is already in place for November 1st launch. This is stealth in action, every step of the way.

Launch price of 1500 sterling with 20% commission available to TN leaders and Active Club leaders who become Blackstars. Check the small print carefully.

Roger is my coach and club co-moderator. He has big plans for this worldwide. He has big plans for everything.

It is important that Ecademy (you and JB) effectively becomes his outsourced IT dept (likely \$10-20k a month if done properly) as he modest knowledge of systems but has a product design, creation and packaging mind I have only experienced with Alan Sugar and observed with Michael Dell, Steve Ballmer and Bill Gates. If he knew software he would certainly be a global player. He has 4 grade "A" A levels and a first class degree from Trinity College Cambridge with Isaac Newton honours only given to genius standard. I think you understand what I mean.

I support your 25/15 sterling launch message price. Roger believes that GoldStar PN should be rising by at least 10% a year.

2005 is about 400/4000/40000.

400 Blacks. 4000 Golds. 40000 Greens or whatever colour you have chosen.

Next year is financial independence and peace of mind for us all ...can you feel the force coming our way at last?

T

cc: Penny Power

Notes: Roger Hamilton does not have "a first class degree from Trinity College Cambridge with Isaac Newton honours only given to genius standard.". Cambridge Records state that he received a 2:2 in Architecture.

Sent to Thomas Power on Mon, 01-Nov-04 5:22pm

T

This has been posted on Ecademy watch (and on links from our site are going to it), needless to say you CAN NOT TALK TO POWER NETWORKERS OR OTHER MEMBERS LIKE THIS.

Ignore them, say you'll come back to them but for fucks sake stop saying you won't talk to them unless they pay 2,500 as it will kill the PN subs and a lot of the goodwill YOU have made happen in the network - THINK please, you are in danger of undoing years of work with your current approach.

> <http://uk.tribe.net/thread/f324a29c-e29e-49fd-8e9d->

4ca5dfe7bd2d?tribeid=34138d9e-bcb1-475c-ad95-99695bdcea46&r=10447
> November 01, 2004 - 07:38 AM
> Ecademy Important News

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> I joined ecademy a few months ago and became a poweruser at that time. I
> recently requested assistance from Thomas Power, Chairman of Ecademy.com and
> received the following response.

> "You need to become a BlackStar to talk with me."

> Upon researching what this meant, I learned that I must pay \$4500.00 in order
> to communicate with the "POWER" people that I joined the network to meet in
> the first place. I find this to be unacceptable,unethical and false
> advertising, and would like to warn any of you of this SCAM by ecademy.com
> administrator money hounds.

Thought you might like to know.

cc: Penny Power

Notes: This post simply demonstrates how clueless Power is.
