
How I would market this concept

Posted by Deborah J. Boyd - 2009/02/01 15:13

Basically I have a friend in Italy who is a most exceptional individual. He not only understands marketing but also understands the Internet and web design. He tells me that I can launch a trendy article of clothing that one of my clients is working on. I told him that it was so easily duplicated that we would need to launch all at once to the major markets of the world. He gave me a figure of \$1500 USD per month per language but I would have to provide the translation. Considering the extreme high quality of his work, I think that is a bargain. Perhaps we could use that here.

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Re:How I would market this concept

Posted by Administrator - 2009/02/16 21:04

Deborah, thank you for starting the discussion on this subject. Replication means, most of the time, having a ready-made package that can be implemented anywhere, that can also turn into a franchise opportunity. How do you see this concept being implemented worldwide? Claudiu

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Re:How I would market this concept

Posted by Deborah J. Boyd - 2009/02/17 02:54

Yes, I believe that the concept of franchising is applicable here. We need to develop what in the USA is referred to as REIT. This stands for Real Estate Investment Trust. It is an instrument allowing multiple investors to join together and hold property. This may need to be modified for other countries but would likely be accepted by most. The only stumbling block would be the diverse restrictions on FDI. You have a good web site started but we need to get busy and populate many of the document areas that as yet are still blank.

I would have IBC hold 10% of each development. We can make the rule that no one entity can own more than 30%. In that way we would curtail the desire for some to just turn this into a profit motivated project which I do not ever want to see. The health of people is far too important.

At this stage of the progress of Cornell Gates we need to put the word out to discover what countries might be interested in getting involved. We can set it up that public or private investors can own a part of all such developments. In this way, with a global vision, you will attract all of the world pharmaceutical companies, medical device providers, associations, pension funds. Etc.

From a central point we can share Architectural concept, interior and exterior design and decor, landscaping, green tech appliances and concepts, etc. and each one of the initial creators of said intellectual property would be paid a royalty for the use of these documents.

I have a dear friend, Lisa Harig also here in Arlington, Va. USA that could work with you to develop the legal structure you would require and continues to work with lawyers in each country to modify and control the growth of Cornell Gates.:

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Re:How I would market this concept

Posted by Deborah J. Boyd - 2009/02/18 13:45

Let us explore the many ways that prosperity can enable better health and wellness for a diverse world population. When people invest in projects they are more inclined to invest close to home.

There is a general perception that their investment is safer with people they know. So Canada & the USA are a good match because they are neighbors and speak the same language.

Cornell Gates is currently interested only in projects in the USA and Canada. This is not strictly a venture for profit and they have a strong feeling that charity begins at home.

I want to make it clear that any talk of replicating this project world wide is strictly my own personal vision.

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