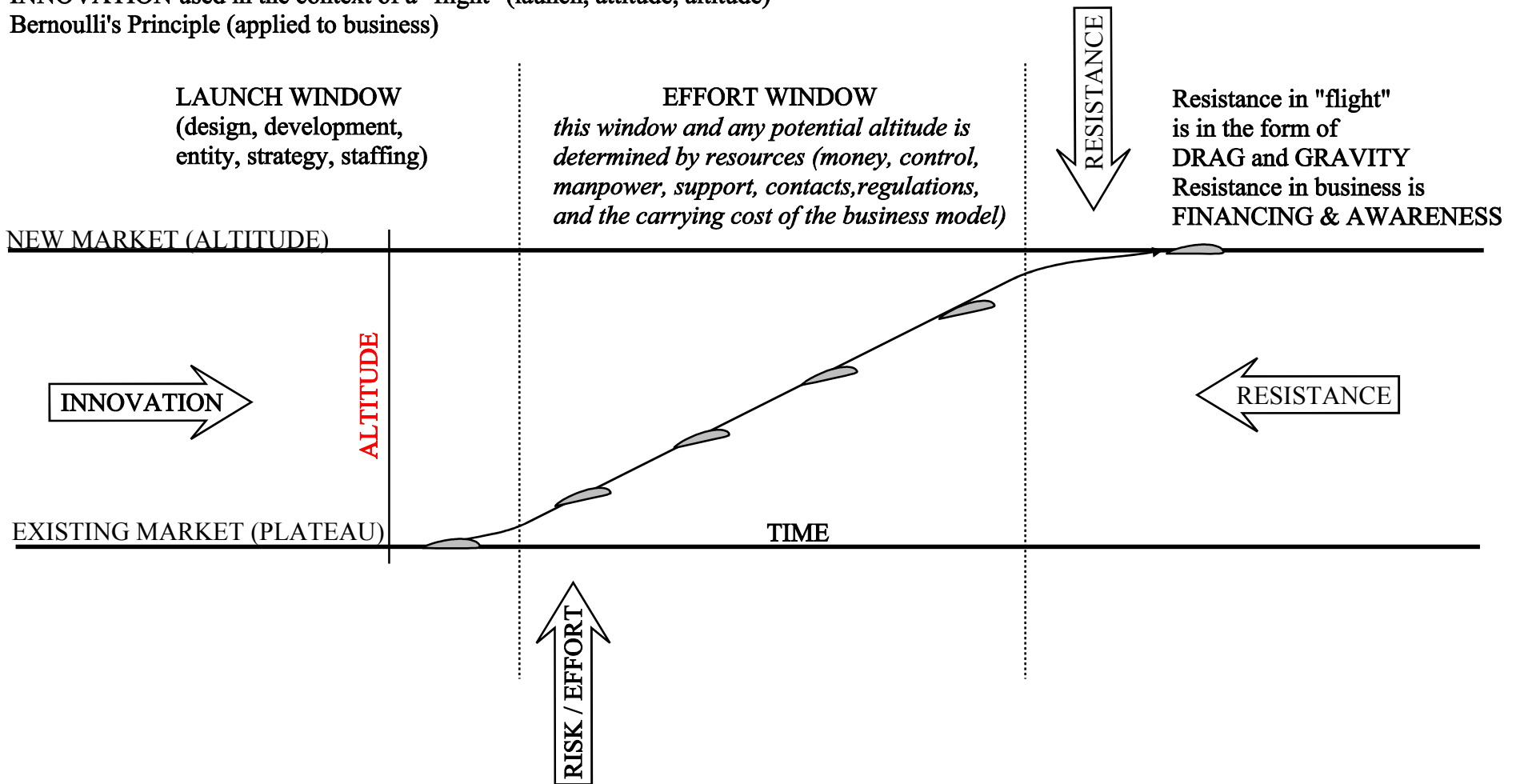


GIVING A BUSINESS WINGS - CREATING "LIFT" IN BUSINESS

INNOVATION used in the context of a "flight" (launch, attitude, altitude)

Bernoulli's Principle (applied to business)

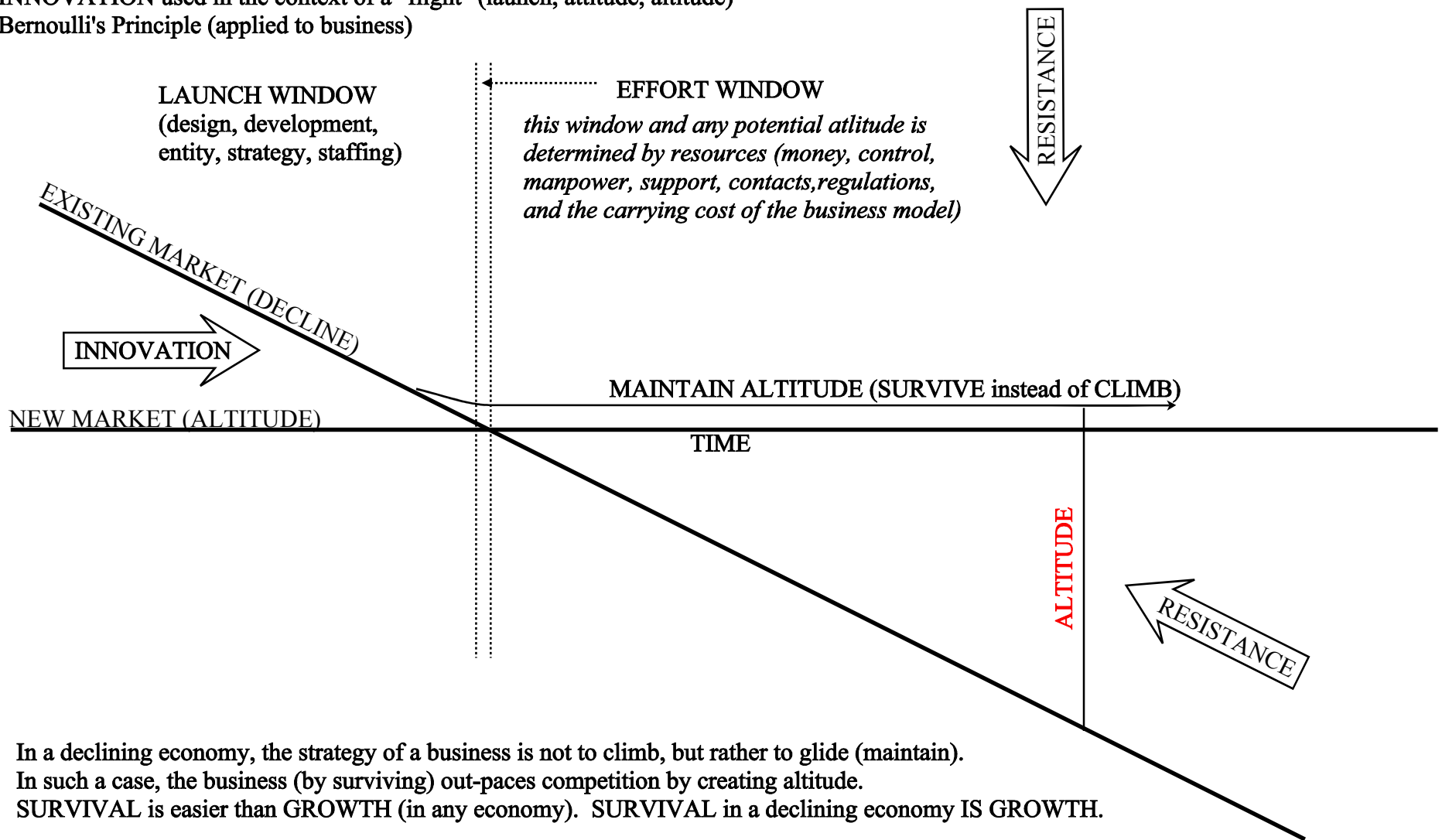


An aircraft uses science to overcome the obstacle of altitude, by using a WING. Business can be similarly elevated through applied science.

CREATING "LIFT" IN BUSINESS (DOWN-TURNED MARKET ADVANTAGE)

INNOVATION used in the context of a "flight" (launch, attitude, altitude)

Bernoulli's Principle (applied to business)



In a declining economy, the strategy of a business is not to climb, but rather to glide (maintain).

In such a case, the business (by surviving) out-paces competition by creating altitude.

SURVIVAL is easier than GROWTH (in any economy). SURVIVAL in a declining economy IS GROWTH.

CLIMBING (gaining altitude) in a declining economy also multiplies those gains.

NOTICE THE "EFFORT WINDOW" (and how a little effort in a short period can change a glide into a climb).

The determining factor in creating altitude through a structured formula/strategy (giving your business wings) is knowing whether the market is FALLING (business rejecting the decline for altitude) or your business is CLIMBING (greater effort to create distance).

If your business is positioned to experience both at the same time, the growth is exponential.

NOTE: This chart only depicts ALTITUDE as a concept for determining the effort window. THE EFFORT is where FLIGHT takes place.

THE WING - in business

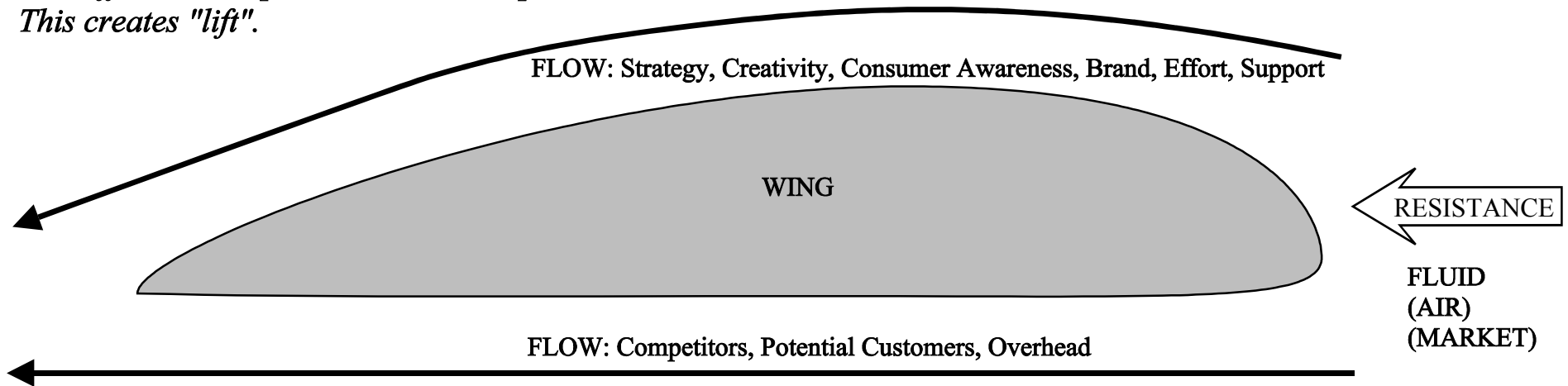
Bernoulli's Principle - as it relates to a "wing".

Fluid (Air for an Airplane or Market for a Business)

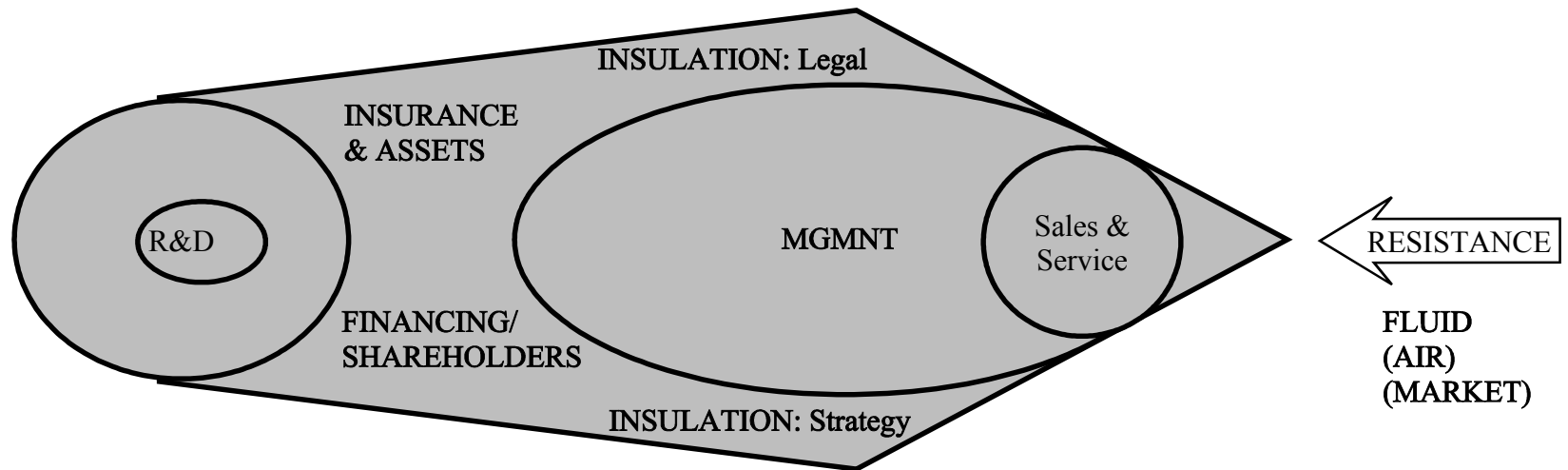
must move faster over one face in order for the wing to pass through it.

The difference in speed creates lower pressure.

This creates "lift".



GROWTH and PROFIT are most easily captured by speeding up access to a market through strategy, creativity, consumer awareness, etc...

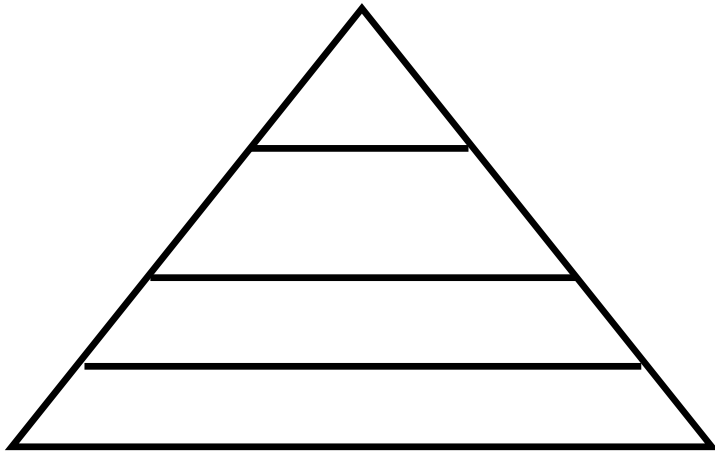


CONVENTIONAL BUSINESS

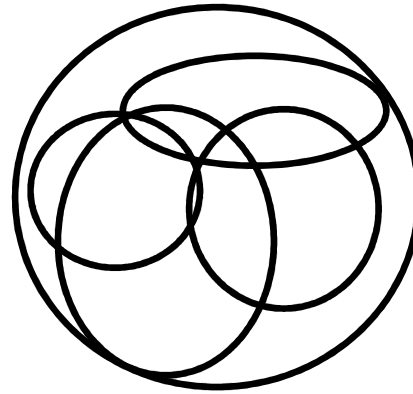
NOTE: A WING EXPLOITS RESISTANCE WHILE A CONVENTIONAL BUSINESS (EFFICIENT WEDGE) MERELY SURVIVES RESISTANCE

HIERACHY - in a fluid market

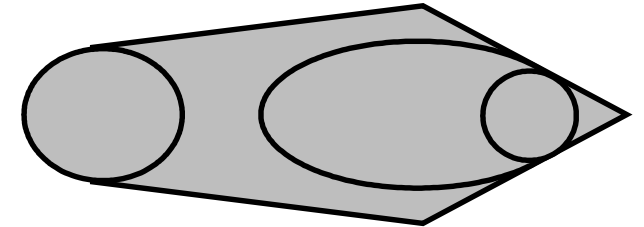
Conventional Business Models design their hierarchy around the management of a business, rather than the resources of the business. More innovative businesses use a departmental "sphere of influence" to depict structure, while the "wing" concept utilizes linear hierarchy (like a pyramid) but also prioritizes resources (rather than simply acknowledging resource overlap).



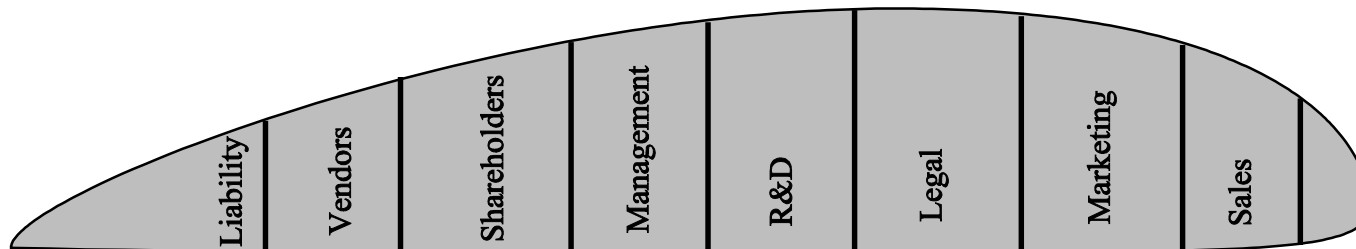
20th Century Model



Newer "Management" Model



Hybrid "Management & Market" Model



21st Century "Strategic Market Management" Model - the "wing"

With new considerations for hierarchy that includes strategy (linear, from front to back, not unlike a pyramid from top to bottom) the market potential and business focus of a strategy is determined by the one category of a business model which is the "lift component" (with all other components arranged around the "lifting" component in such a way that the company structure serves the most important part of the business)

NOTE: Because every business is different...the tallest component in this diagram will be labeled differently.

One business may rely on R&D while another relies most heavily on INVESTORS or MANAGEMENT.

One business may rely most heavily on RISK MANAGEMENT, while another relies most heavily on SALES.

LIFT (altitude in the market) is created by focusing on the most important thing...and placing it at the center of the business model