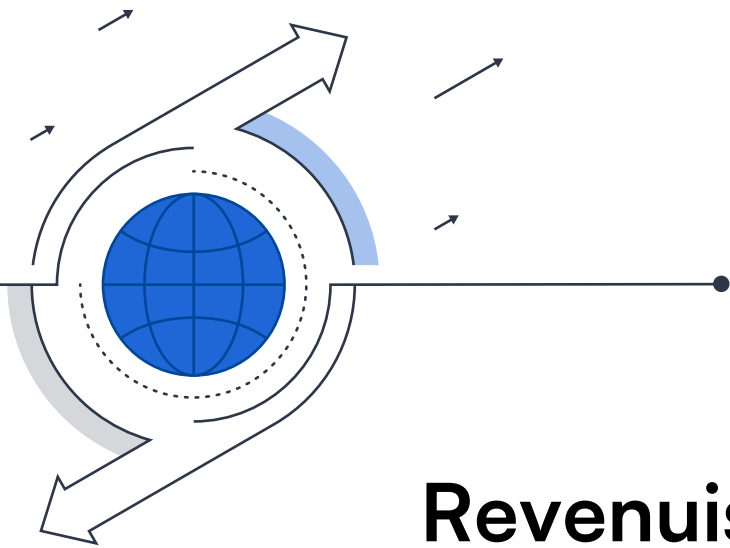


# Economic Paradigm Shift in A Globally Connected World





# Revenuism

**With the phenomenon of billions of individuals technologically connected on social and business networks comes the opportunity and need for the development of a new economic paradigm transferring choice, opportunity, and creative participation back to the individual.**

For the investment of the individual's efforts, time, and resources, they will be rewarded with revenue sharing. This new economic paradigm is best labelled, REVENUISM, whereby these individuals or REVENUISTS focus on investing in business ideas and causes which they support.

The primacy of the individual in the capitalist economy has been reduced to practically nil. Over the past several decades, western societies have evolved from capitalist to corporatist economies and from democratic to corporatist societies. We have traded democratic capitalism for corporatism. In the process, we have lost a large part of our independence.

Corporatism is a natural consequence of the process of industrialization. The processes of specialization, standardization, and centralization characterize the industrial paradigm. Economies of scale allow fewer firms or business organizations to grow larger and thus to gain greater control over the total output of an industry.

As business firms become fewer and larger, they acquire increasing market power resulting in chronically declining competitiveness. The specialized, standardized, and centralized system that has evolved over the last decades favors organizations and groups that are themselves specialized, standardized and centralized, leaving individuals and start ups to try to compete with them on a terribly disadvantageous and skewed playing field.



## Revenuist

noun

— a person who combines their connections, influence, and purchase power to build revenue streams, via royalties, from a symbiotic relationship with select companies of their choice to assist in driving revenues and growth.

“the creation of global licenses to expand business to global markets through social media connections by revenuists”

## Capitalist

noun

— a person who uses their wealth to invest in trade and industry for profit in accordance with the principle of capitalism.

“the creation of the factory system by nineteenth-century capitalists”

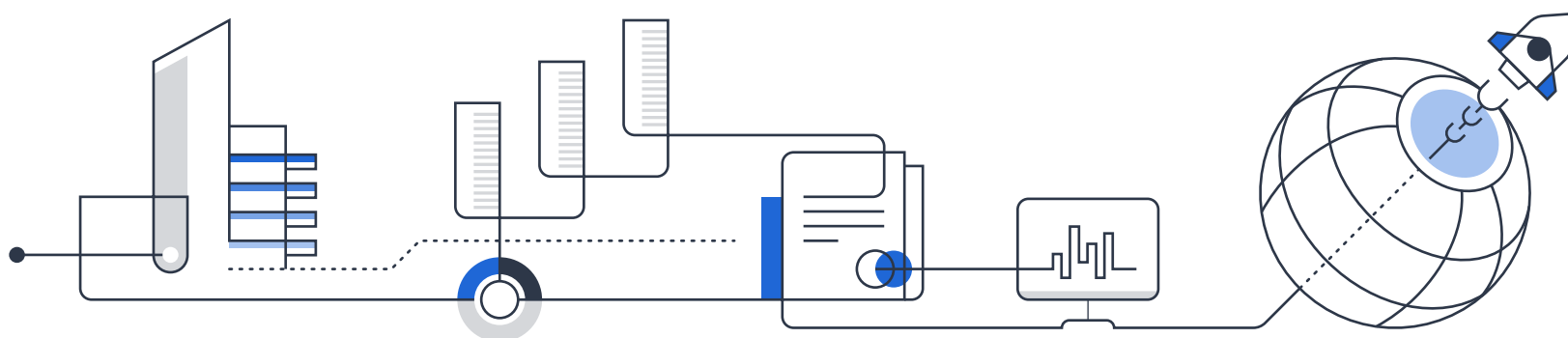
## Corporatism

noun

— the control of a state or organization by large interest groups.

“roughly one hundred years ago, the free market began to be replaced with corporatism”

# Necessity is The Mother of Invention



The International Licensing Organisation connected to the idea that inventions like the smartphone, and cheap broadband communications, provide opportunity to leverage the connectivity of billions of individuals to make billions of individual choices in defiance of the restrictions imposed by corporatism.

The ILO's new and unique system, entitles all individuals to the same access, rights, restrictions, and access to revenue. Billions of individuals, with access to a few dollars each, can exercise their right to support and promote goods and technology that cater to them, or strike their fancy. They buy a license, and share their reasons for the purchase with others. A strong review and ambassador-like recommendation that amplifies the sales of the product in turn generating more revenue.

The ILO recognised that by applying existing licensing to the early phases of scaling businesses they can enhance and accelerate the business while the specialization, standardization, and centralization of worldwide, limited-access financial markets and securities law are altogether avoided by said licensing which falls squarely under commercial law. By developing the tools, framework and educational content the ILO brings accessibility and opportunity to all.

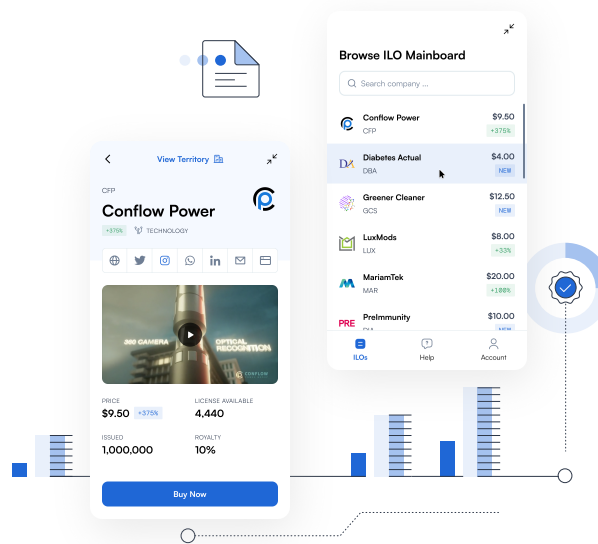
Where corporatist securities law sought to limit participant groups and their access to capital under the premise of protecting the small investor from loss, the ILO empowers billions of individuals to promote those goods and services of their own choosing and to directly participate in the revenues that they help generate.

## Raise the money you need, as you need it

ILOCX helps scalable businesses raise the money and support they need to prove their model and scale globally.

Enter ILOCX

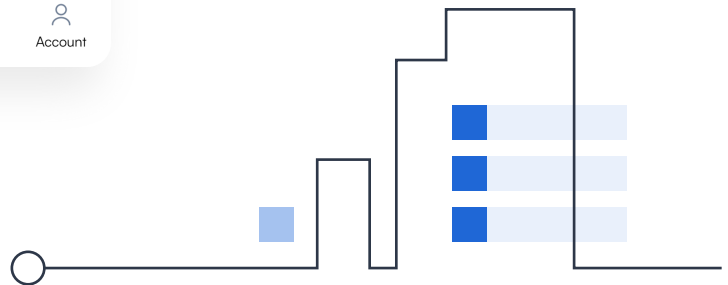
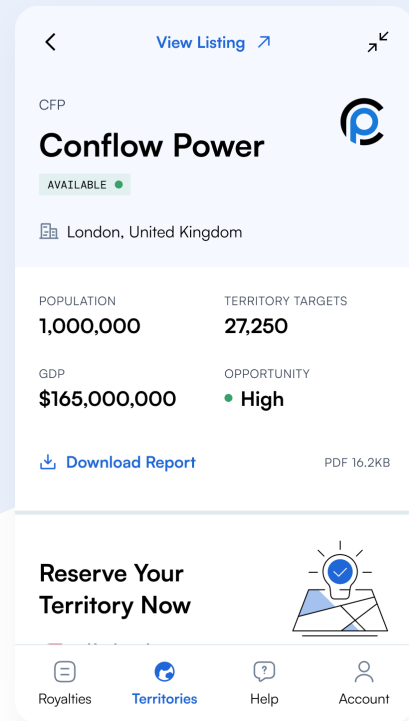
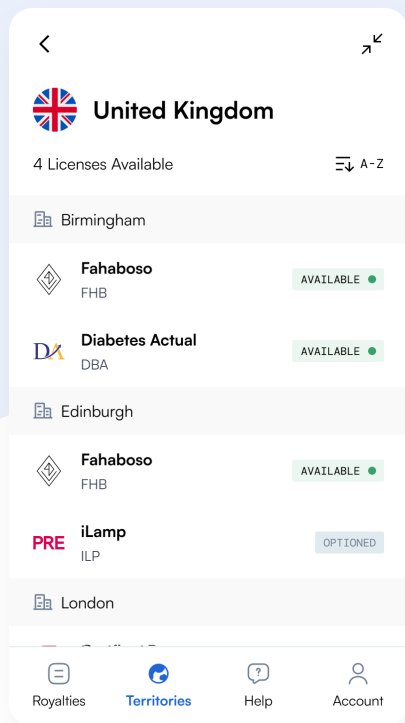
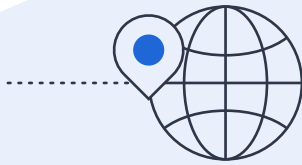
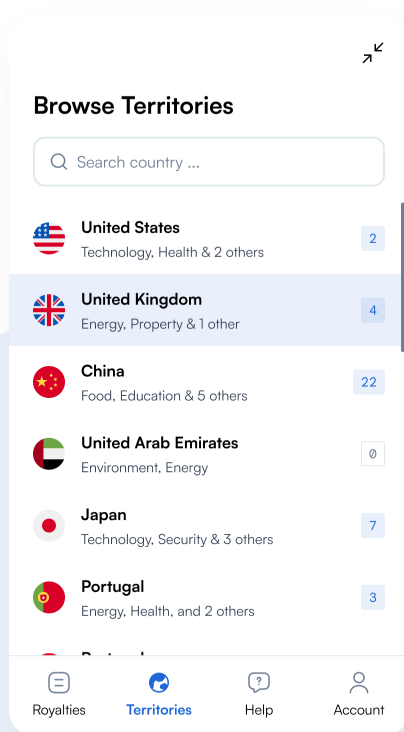
Apply To List >



## Go local to go global

The International Licensing Organisations Contract Exchange (ILOCX) is the first operational innovation that re-establishes individual choice as the basic operative unit in a capitalist economy. ILOCX is a platform where vetted, revenue-generating companies list to prove their scalability, recruiting billions of individuals to their sales force for a share in their revenues. The company benefits directly from the cash received from the sale of the license and the exposure to the individual's social and business influenced network. The individual benefits directly through revenue growth of business resulting from the broad public exposure. Once a model is proven it can be licensed territorially, scaling by spreading globally into new territories where local teams will be found and assembled to repeat its success worldwide for local benefit.

The ILO's dream of a new system and way of thinking became reality with creative thinking, hard work, coding, training programmers and marketers, compiling words into documents and contracts, testing it out, launching it live, raising money for real businesses, and asking people to participate in these early-stage businesses in new, exciting and innovative ways. Pioneers were born. They (some of them) know they are pioneers. Some have no idea, but they all are pioneers.



It will take good fortune, positive external factors, roads untrodden, and the unwavering determination of generations to shift the paradigm. The current promoters and holders of this movement are aware, and welcome the challenge. We know our place and the work we must do now and in the future. ILOCX is but a blip on the radar screen of the capital markets that we seek to dominate.

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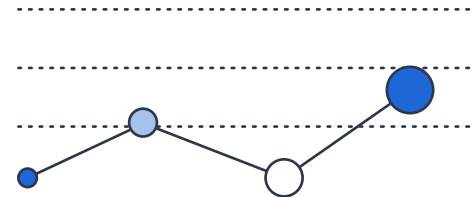


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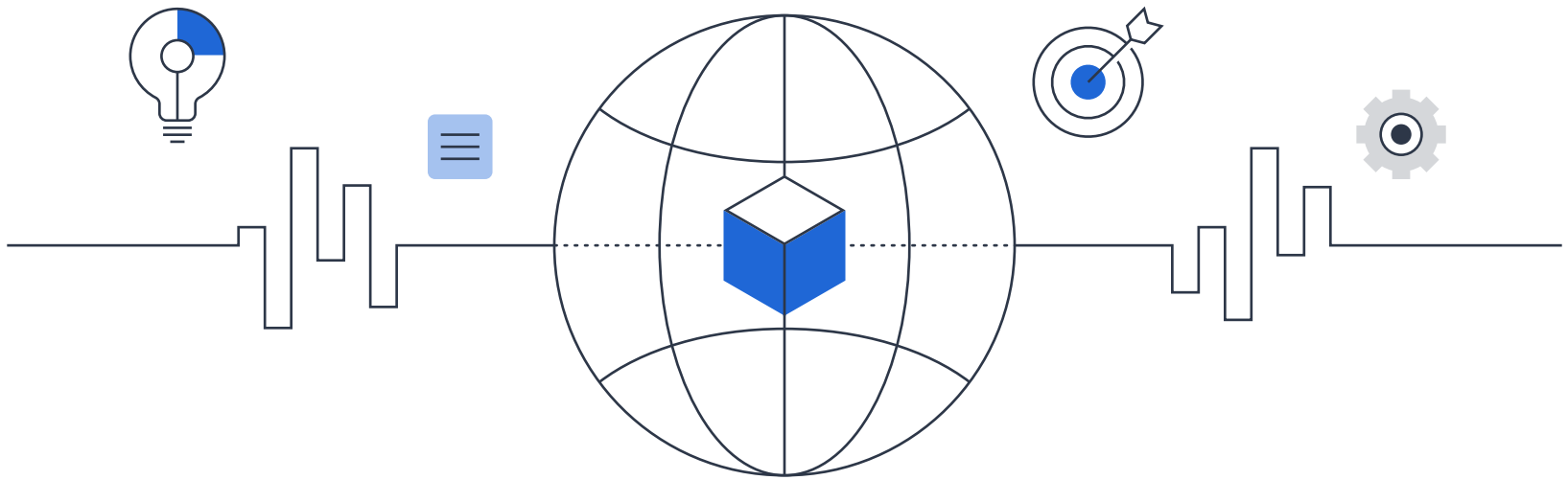
Hi, Alfie <span>QUALIFIER</span> <span>></span> <span></span>  
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|  | <b>Greener Cleaner</b> | 520 Licenses   | QUALIFIED <span>✔</span> |
|  | <b>Diabetes Actual</b> | 404 Licenses   | QUALIFIED <span>✔</span> |

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# Revenue is a far better driver



The way the ILO's structure focuses businesses to make revenue and share a percentage is a better driver than any incumbent method. Market forces allow it to exist now where it couldn't before. A capitalist/corporatist company focuses on short term profits instead of sustainable growth and development in order to satisfy short term market demands for immediate profit.

A license has tenure. Its use is vast and widespread, and has been thus so for many years. People understand what a license is. Also, licenses are valuable. All we have done, therefore, is arrange them better and wrap them with rules and possibility, and of course digitise them.

You have to be a scalable and in revenue revenue with a legal entity to list on ILOCX. You have to be able to put the money you generate from license sales to work generating more revenue.



# The best way to explain why it is better is by example



They have the world's most intelligent streetlamp, a sector that is exploding due to its renewable energy, electric car expansion, desire for smart cities, and the fact that this streetlamp makes money instead of costing money. It is "stacked filled" with technology. It is both physical and digital real estate in a pole, modular by design and housing complementary software, such as its own payment gateway.

iLamp issued 650,000 licenses at \$10.00, that on the face it can bring in \$6.5m of funding needed for development, and an army of people to help promote and bring in interest leading to sales in the streetlamp.

The allocation bar on the ILOCX is a vital part of the process and worthy of a few minutes to explain. Of the 650,000 ILO's issued, only 100,000 were allocated to sell. This is because of a few factors that robustly hold up the point that revenue is a better driver. 100,000 ILO's at \$10.00 brings in \$1m, which is all the company can use right now. There is no need to bring in funds that can't be spent or put to work, so the company allocated precisely the number of units needed.

The 100,000 units get sold, and the business uses the funds well, landing significant commercial contracts, paying a royalty, increasing their license value, ability to raise money and valuation. With the concept and model proven iLamp uses territorial licensing to scale globally, assembling local team who will manufacture, market and sell the lamps within their territories.

# A final word from the CEO

After 30 years in the finance sector raising funding for early to mid-stage companies, I was always frustrated when founders were pushed to go public too soon, as investors want an exit. It's not anyone's fault, as the investor is entitled to one. Yet, the market didn't offer one that was fair, constructive and sufficiently risk adverse for the company.

It's the market's fault. So, we set about changing it.

At ILOCX the sustainable growth of the company was foremost in the decision making, rules and implementation. Without it we have nothing. Assets no longer offer the security they once did, that ship sailed away a long time ago when we entered the digital age.

Even property today in leading cities can have questionable valuations based on the ability to sell or let in the current turbulent mindset. We limit the amount companies can raise to the amount they need, and then we reward the proper use of that money by enabling the company to raise more money, now with a proven track record, on demand. We cap value at 10x the royalty paid. Also, a hard decision, but it's fair and it's enough. The trouble with inflated valuations is greed, and the trouble with greed is it grows.

ILOCX is the direct result of analysing 30 years of the patterns that lead to success along with an immense amount of thought and effort, to create a true ecosystem that places the right things in place to naturally guide listings to success, delivering growth with a digital backbone. We drive capital into emerging companies, booked as revenue, supporting their growth and fostering their efficient and transparent operations.

In collaboration with every person on the planet we offer an entire ecosystem to support a new way for individuals and businesses to operate, connect and prosper. ILOCX can form one of the cornerstones of business growth to the place its located and the sector it operates in, opening up new markets and bringing business diversity.

Please also read:  
[Strategy Driven  
ILOCX Overview](#)

**ILOCX**

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[ILOCX.com](#) | [TheILO.org](#) | [iLamp.com](#)