

Executive Summary of GGeoA Cooperative Formation Model
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Executive Summary of Patent Pending GGeoA Cooperative Formation Model
A New Way to Lower the Risk in Investments of Certain Businesses

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The **GGeoA Cooperative Formation Model** will, with a 98% confidence level, **provide the entity that employs it an improved probability of 40% and greater of a higher** Economic Value Added (EVA) on the capital employed in the project (based on the entity's profit sensitivity to the GGeoA Model Variables of Impact (GMVI)).

By measuring the sensitivity of the GGeoA Model Variables of Impact (GMVI) to EVA, the investor is provided objective measuring of the business' increased potential for a better EVA by the investor that utilizes the GGeoA Model due to:

- I. Reduced Marketing Costs for the GGeoA Modeled Business
- II. More Customers Acquired per Marketing Dollar Spent by the GGeoA Modeled Business
- III. More Paying Customers per Buying Customer Population in the GGeoA Modeled Business
- IV. Greater Momentum in the GGeoA Modeled Business as there is a Shorter Time span from Inception of Enterprise to First Check Clearing Bank
- V. Quicker Adjustment Potential in Deliverable (Greater propensity for customers to provide honest feedback to GGeoA Modeled Business on its deliverable)
- VI. Higher Percentage of Customers in the GGeoA Modeled Business that have more Tolerance for the Business' Deliverable Deviation from the Customers' Expectation
- VII. Stronger Customer Loyalty to the Deliverable in the GGeoA Modeled Business
- VIII. Increased Number of Turns on Capital Employed (due to increased cash flow for the Business using the GGeoA Model)
- IX. Increased Probability of attaining Higher Economic Value Added number due to aforementioned intrinsic characteristics of the GGeoA Model, and
- X. LESS POTENTIAL DILUTION PERCENTAGE OF Business Equity GIVEN UP by Initiator that uses the GGeoA Model.

That is to say, the structure of the GGeoA Model inherently increases the chances for the shareholders to see increased value from the project with less risk than if other corporate structures were used for the same venture.

The GGeoA Model's capacity for the variables that effect the EVA of a project to have intrinsically higher probabilities to be better than any non-GGeoA Model Business structure result from the business constructed with the GGeoA Model to employ capital in a less risk scenario due to an increased number of customers obtained, that pay, in a shorter period of time, while allowing control of the operations to be retained by the initial investor.