

Middle Class to Wealthy

Identity <p>Middle Class to Wealthy is a movement to build wealth in our communities through a cooperative, education, relationships, goal setting and achievement.</p>	Problem <p>People in lower and middle income classes need the opportunity to move away from their dependence of trading time to earn income to building assets to generate income.</p>
Our solution <p>Middle Class to Wealthy has taken a holistic approach in strategically creating the conditions necessary to build wealth systematically and repeatedly by working and growing together identifying and strengthening our weaknesses. The key is collaboration and putting together resources to address and correct the issues that plague our communities.</p> <p>Tap into an industry that generates a steady return of profits that far exceed the outlay of cash required to acquire or start it.</p>	Target market <p>Individuals and families in lower and middle income classes that would be negatively impacted if their employment income were interrupted.</p>
The competition <p>There is always indirect competition. Spending as a customer with no return on our income would result in indirect competition.</p>	Revenue streams <p>Leverage a self-sustaining business model and compensation plan by partnering with a manufacturer and distributor. Leveraging buying power as a community for exponential returns.</p>
Marketing activities <p>Association, help one teach one. Lead by example.</p>	Expenses <ul style="list-style-type: none"> • Personal consumption • Monthly books and meeting • Business App • Monthly and Quarterly Meetings
Team and key roles <p>Partner with successful individual business owners. Every owner will establish a personal board of directors for guidance and mentorship.</p>	Milestones <p>Establish business, budget. Assess, identify and establish productive personal habits. Correct any credit issues, save money and raise capital for additional investments. Get personal temperament information, focus on relationship and interpersonal skills.</p>