



## **Other Factors Driving People into the Mall**

- The demand for technology is known to be insatiable, and growing.
- Mall lease-based marketing works, as evidenced by the growth in retail market share which between approximately 1940 to 1990 saw market shares increase from 0% to over 50% for retail lessees. In the case of our mall, one-stop corporate technological shopping is competitively necessary to keep up with the latest technological advances, but it's also convenient, efficient, and valued because of the free product training on a grand scale for many components.
- Entrepreneurs are a whole new market class, representing perhaps the most motivated people of all.
- There is no other place designed to provide turnkey component service to entrepreneurs anywhere on the earth.
- There is no place on earth providing this intensive level of service and support to mega-project shoppers.
- There is no place on earth providing one-stop corporate shopping and technological training anywhere on earth.

## **Competitively Supercharge Your Company**

By putting all of this together, in one regional spot, we've created new value. The mall is a combination of manufacturing and technology suppliers leasing space from us, and for the first time, acting together as a team to service their manufacturing and institutional customers better than ever before. Staffing their leased stores are inside sales engineers available to answer customer questions and provide free, hands-on training. The net result is that we've opened up three enormous, multi-TRILLION dollar new markets for you to penetrate (on an international scale) which we believe, at least in part, will be drawn in to patronize our regional malls: Entrepreneurs, One-stop corporate (B2B) shoppers, and Mega-projects.

Let's talk about these primary markets, but first, let me also add a another, supertechnologies (very complex projects). To create the very complicated supertechnologies of the future, which combine multiple technical



specializations, no one genius is smart enough. What the Entrepreneurs' Mall® (patent-pending) does, in part, is to provide turnkey support for these projects which they can't get anywhere else. More is now possible, in part because more expertise and training are available in one spot, and we've created more value for our customers. For now, since I don't have the numbers to make any claims, we might want to think of them as mini-megaprojects, but they're NOT figured into what I'm offering to you because I'm being as conservative as I reasonably can.

## Mega-Projects

One of our three primary new markets is mega-projects (very large). These projects start at about \$100,000,000,000 in size. Due to their complexity, their vendor list is quite long. But there is no place on earth they can go for one-stop shopping / technological training.

Let's suppose our mall doesn't have what they need. In fact, of all the companies leasing space from us, we only meet the needs of 5% of their overall project budget. This equates to \$5,000,000,000! Would it be worth it for them to do one-stop shopping in the mall anyway? Of course! Would it be worth it for them to do as much free product training in the mall as well? Of course! Could they go anywhere else to get the one-stop support we can give them? NO, and a crucial benefit is that if we do have the most important components they need, we may be able to speed up project completion by an enormous amount of time!

## Entrepreneurs

Entrepreneurs and innovators create something useful and new, which obviously makes a huge contribution to bottom line results. The key thing to remember about The Entrepreneurs' Mall® (patent pending) is, that much of the R&D which is normally just added to a company's overhead, instead walks in the mall doors. They may become your next OEM, or offer to sell you their patent. On any given day, you just don't know what you're going to get. But we're supercharging the pipeline of entrepreneurs by recruiting them as a market.



The net result is that by leasing with us, you've literally accelerated your pace of innovation, and that of your industry. Just count the amount of ideas you get. I can reasonably expect this traffic is going to be heavy (for a B2B marketplace), with a very, very high person-to-spending ratio, because globally there is no other place for them to go, just like mega-project shoppers. In essence, I'm not trying to minimize what your risks are, I'm just trying to be as clear as I can while stating that this mall is the first of it's kind being built anywhere.

### Corporate Shoppers

The Entrepreneurs' Mall® (patent pending) is a globally unique destination. It is NOT a hub, a tech park, or a science park. It is a technological showcase and training facility designed to give companies walk-through technological tune-ups and aid R&D. We're focused thousands of times more powerfully on most efficiently producing the products of the future, today.

Walk-in corporate accounts get fast and thorough technological tuneups. It's capabilities include the lessee training of customers and students by the hundreds on new technologies. The added bonus is that by other lessees doing the same thing, we draw in more B2B traffic for each other, which enhances our marketing. We will also sell patents, and promote information about new technology-related discoveries, and every company wants to be the first in their marketplace for these.

**Now consider that we're multiplying by the hundreds, daily, your ability to makes sales calls (worth over \$500 each in B2B) in the region to these corporate shoppers, supply special service training, and/or provide technical product educational training on a scale which never existed before.**

Flatly stated, the Entrepreneurs' Mall® can cause a company to most quickly dominate their regional marketplace. **I'll dare say, in my**



**opinion it's the most powerful marketing and innovation tool businesses have in B2B commerce, by far.** But you need to see it for yourself. Go to the calculations page and plug in your own numbers to see how much it will benefit you. Don't worry, there's no obligation for signing up, and this is a soft sell sales pitch.

### **A New, Major Innovation Alternative; But with Minimal Overhead!**

Innovation comes from everywhere. But consider these three major innovative alternatives: In-house, buying a company who's innovating, or, now, The Entrepreneurs' Mall - where you can massively supercharge the amount of innovation coming into your company without significantly increasing your overhead.

### **For Lessees and Investors Another Unique Point to Consider**

Because of this uniqueness, another competitive point about the mall to ponder here is that this concept has a longer development time (afterall, we are building a lessee population / investor consortium resulting in building a mall), but it is going to be more prone to make customers happy and confound competitors than other innovative responses up your sleeve. An innovation as sophisticated as this allows you to succeed for years before competition can catch up. If you're talking about leading innovators, almost all leading innovators today use many methods of innovation to get the lead. And as for the overhead expenses of our mall (seating space reserved, common area maintenance, etc.), they're split up between many potential lessees (each lessee must have a unique NAICS industry classification) which significantly lowers your entry costs.

### **This is the Most powerful B2B Marketing Concept You've Seen, My Recommendation: Take It and Go On the Offensive ASAP!**

I realize this process is a deep think, and it is for your competition as well, but the pace of technology, like us, is fast, and as companies we need to recognize this, and when an opportunity this good comes along pounce on it. This is a first-come, first-serve leasing offer with preference given to companies willing to front their first year's lease, to give us, a new company, working capital from our partners. A marketing and innovation





change as radical as this could very well pay dividends for your company for many years to come, but relative to the B2B marketplace, lessees will sign up fast (evidence includes the Law of Accelerating Returns). Naturally, all funds will be requested at the appropriate time, properly secured and held in trust with an agreed upon major banking 3rd party, and your satisfaction is guaranteed.

### **Hands-on, Experience-driven, High Volume, Personal Customer Interactions with Great Technical Product Training**

It's simply the most powerful marketing tool you can imagine, and it's multi-dimensional. In modern management parlance, it's a major multi-market 'disruptor'. Aside from the new markets mentioned above, what The Entrepreneurs Mall® (patent pending), Inc. has done is something extremely difficult for your competition to copy. Unlike a single product feature innovation, or outsourcing to lower costs, either of which competition is prepared to counter, we provide your company with a potential combination of as many as ten out of ten, novel types of innovation, covering your entire spectrum, you can't get elsewhere that I know of, PLUS future foresight on new products for your market. [See Doblin and Monitor Deloitte's recommended book Ten Types of Innovation: The Discipline of Building Breakthroughs (written by Larry Keeley, Ryan Pikkell, Brian Quinn, and Helen Walters, Published by John Wiley and Sons, Hoboken, New Jersey, ISBN# 978-1-118-5042-6, copyright 2013 by Deloitte Development LLC) It lists the ten types as: Profit Model, Network, Structure, Process, Product Performance, Product System, Service, Channel, Brand, and Customer Engagement.]

### **Why is it Important? A Surprise!**

Most people aren't aware of this, but according to Deloitte and Touche, "product innovation provides the lowest return on investment and the least competitive advantage" because it's the most easily copied by your competition (see <http://www.theentrepreneursmall.com/quotes-from-experts>). A change in your business model, and marketing channels, is much more difficult for them to duplicate, and so, since the marketing



channels are very, very huge, the Entrepreneurs' Mall® is very, very important.

## **This is Your Chance to Be the First to Transform the Way Your Industry Does Business**

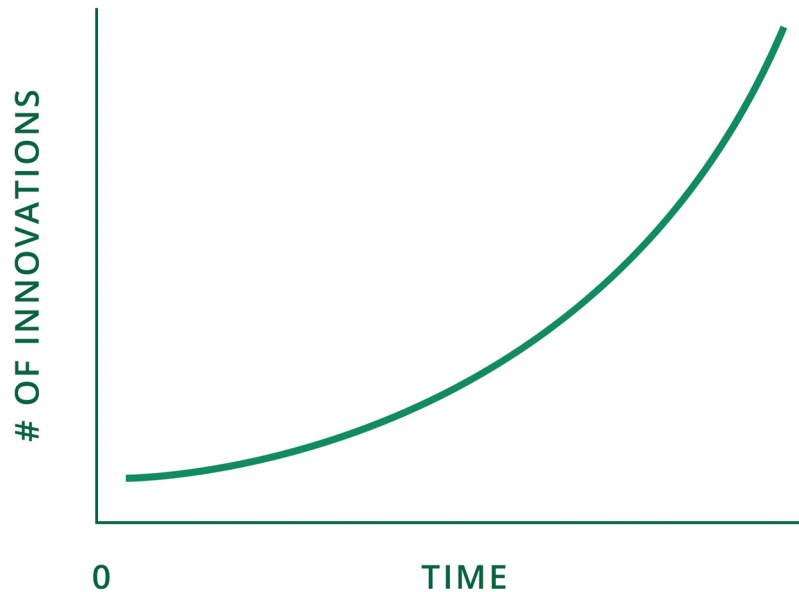
Do you recall how many people had difficulty programming their VCRs, learning about their TV remote, or how few of the millions of 'apps' you're aware of today, let alone how many you know how to use? Well, things have gotten more complex since then, and this will continue.

**Technology today already needs a new marketing mechanism to train their customers, and as more and more supertechnologies arise, like The Law of Accelerating Returns predicts, the need will be even greater!**

**The purpose of The Entrepreneurs' Mall® (patent pending) is to be the most powerful tool your company has ever used for marketing and innovation, and to gain for you a dominating market position versus your competitors in your marketplace.**

So, before you're through reading this website and studying our offering, be sure to go to our calculations page and plug in your own numbers. Then come back to the above statement and see if we can help your company improve its marketing and innovation, because we will only select one company from each NAICS category to be a member, per mall location.

## THE LAW OF ACCELERATING RETURNS



Credit: Ray Kurzweil

### **A More Personalized View of Your Competition and You**

To get a more personalized picture of your company versus the market leader in your industry, ask yourself a question. How many more clearly defined innovations do they have than you? Once you figure this out, estimate a value for each, and now you're getting a clearer picture of what it will take to make your company number one.

Now consider for a second that the Entrepreneurs' Mall® is giving you a bunch of ways to innovate, AND supercharging your product line in a mall setting, by putting it in front of scientists, researchers, engineers, and entrepreneurs. (Also, have you noted that ALL innovation causes us to move to the right — much like the graph above says.)



As we go forward from here, we frequently make mention of Ray Kurzweil's Law of Accelerating Returns (<http://www.kurzweilai.net/the-law-of-accelerating-returns>), but let me completely assure you, the Entrepreneurs' Mall® (patent pending) has been designed to enhance all lessee company's marketing and innovation efforts. The notable thing about companies on the high end (right side) of the curve is that new technologies are much more of a constantly changing commodity, and so demand is insatiable; but, all companies need the Entrepreneurs' Mall® (patent pending).

In part what you're seeing is more and more tie-ins your products are having with higher technologies (i.e., IoT or The Internet of Things). Unfortunately, for companies on the left side of the curve, there is no relief. One innovation can put your company at a dramatic, or possibly cataclysmic, disadvantage, so perhaps you even need us more. And **product and process obsolescence is a driving force in ALL businesses.**

In short, it doesn't matter whether or not you believe that innovation is occurring exponentially, or linearly, to us at least. Because, in addition to dramatically increasing the amount of innovative ideas around your products, the Entrepreneurs' Mall® (patent pending) also creates the best environment to maximize your company's regional sales, marketing, and service levels, hundreds of times better than your competition, and at a fraction of your current costs. And what about the additional benefit of enhancing your R&D efforts by inviting entrepreneurs to look at your products?

All companies fall somewhere on the curve. Industries with little innovation are on the far left, and industries with plenty are on the right; but, regardless of where you are, ALL companies need innovation and are effected by its power, and they also need marketing.

In fact, companies constantly innovating, on the far right, are constant consumers of the latest technology, and they also have a high need for training and development for themselves and their customers. But not just from one lessee, but as many lessees as is necessary.

## **What About Companies on the Left Side of the Curve?**

Companies on the far left rarely innovate with technology. Theoretically they may have a product with one innovative feature. Let's just call it a simple machine like an inclined plane. Likewise, all other companies in their market may have created their own patented inclined plane, so technologically they're equal. And then one day, perhaps years later, one of the companies discovers that if they add a wheel and axle, people won't merely be able to walk down the ramp, but ride - and ride very fast, saving time and increasing profits. The net effect is, that in their marketplace they now dominate, and you've just witnessed an example of product obsolescence. New products, and their insatiable demand, feeds product obsolescence.

**Although companies on the far left have little interest in technology, they just as suddenly go out of business when they compete against it.** Historically, even the largest and most intimidating of companies, and political regimes, have been wiped out because their competition had superior technology. Even today, large companies are struggling everywhere to make sure they have product relevance in the ever-changing marketplace. **If you're not deliberately pursuing new products of the future, you'll fall behind no matter what.** If you're not doing this en masse', by supercharging your company with hundreds or thousands of entrepreneurs like the Entrepreneurs' Mall® (patent pending) will do for you, you might quickly see your market leading company quickly fall behind to a competitor who currently has little market share, because they're working hard developing the products of tomorrow.

## **You Can Introduce New Hands-on Products Faster Than Your Competition**

By the way, being able to quickly and efficiently train customers in a hands-on way, on the technical features of your product, also means that you can roll out new products with far greater customer depth, and more efficiently than your competition can. It's one thing to be given a manual to understand a product, and a much more efficient way of understanding how to use a product by seeing it demonstrated, and then putting your



own hands on it when learning. Either books or the internet just doesn't teach about complex products as efficiently.

## **Growing a Company with Hundreds of Potential Products has Challenges**

But they're good challenges. So, what happens to a company's growth when it's not just ONE idea to increase their sales and market share, but hundreds or more? You prioritize projects, and invest in what you believe is the best. But this doesn't stop the entrepreneur from shopping around.

In any case, massive amounts of innovation will come to you through entrepreneurs who are willing to sell their ideas, and you either supply them as an OEM, or perhaps purchase their idea for your own product line.

**In either case, you're still on the front line of innovation for the next ideas, in an ideal position because innovation has become a commodity you can readily purchase from your leased space, and you'll have your pick of projects, and probably first, because of the efficiency of mall shopping for entrepreneurs. Are you starting to see where the 20-30% market share growth could come from?**

And this is guaranteed: because of the unique patent The Entrepreneurs' Mall® (patent pending) has, you're controlling your R&D costs while supercharging your company with new product ideas from entrepreneurs for the best possible price, and **your competition is still doing things the slow, costly, and old fashioned way.**

The bigger picture here is that we are making the American Dream easier to achieve than ever before because we offer turnkey product and services support to entrepreneurs. In the process, The Entrepreneurs' Mall® (patent pending), Incorporated, creates a perpetual exponential economic growth engine in manufacturing jobs in our communities. I'm thinking this might be a manufacturing environment 4 to 10 times more virile (or, possibly even more), than the US had in the 1950s, and because this is



perpetual innovation, there is no end or limit in sight since the need for technology is insatiable.

## **Historical Perspectives About Why This Concept Will Work**

Note some similarities resulting from past innovations. One that we've historically seen is the industrial laboratory growth of Edison Park around the prolific innovator, Thomas Edison. It serves as an example of the need for bringing as many resources as possible together in one spot, to support innovators. Similarly, The Manhattan Project required the collaboration of many scientists and technical personnel, and although the locations were spread out, the technical knowledge was shared, or brought together. One can readily see numerous current applications for an Entrepreneurs' Mall® (patent pending) located near large project or manufacturing organizations, so that they can get unlimited access to all the latest technologies, training, and technical support, instantly in the mall. Cutting down the development time on enormous projects is a huge advantage bestowed to these would-be corporate shoppers, and therefore it also benefits the companies leasing space from us there.

Arthur Schlessinger Sr. (he died at 77 on 10-30-65), several decades ago, pointed out that over what he estimated to be 800 generations of human existence, 798 were represented by very little, and infrequent innovation. In the 799th and 800th generation, representing the second industrial revolution (1870-1914), a sharp upswing in innovation occurred. **And even today, we hear about the doubling of knowledge in shorter and shorter periods of time. Do you still doubt that the curve exists for The Law of Accelerating Returns? Please note that the historical innovation curve Arthur Schlessinger Sr. is referring to was NOT for high technology products like Ray Kurzweil mentions, and yet it's also exponential.**

You can see the enormously fast amount of change going on in products around us today too. For example, the iPhone went from zero apps in 2007, to about 1.2 Million at last count (2015). The amount of technological change / technological obsolescence going on around you is roughly discernible by your quick look around at technological products you're surrounded with and dependent upon.





In particular though, manufacturers, who are competitively risking much more money, are even more sensitive to change than individuals. Also remember that the second industrial revolution (manufacturing) is the point where Arthur Schlessinger Sr. noticed the sharp uptick in innovations.

Putting all of this together, what we are witnessing is, in my humble opinion, a more historically accurate / aggregate version of The Law of Accelerating Returns (Ray Kurzweil, <http://www.kurzweilai.net/the-law-of-accelerating-returns>), evidenced by the exponential growth in many products today, like the iPhone in the example above. In the field of manufacturing, the company with the advantageous innovation who is the first to market with it, stands to gain substantial profits.

### **Innovation, Marketing, Growth, and Profits Today**

The more innovative ideas your company has, the more potential new markets it has access to, and the more potential growth and profits. Leaders in ingenuity today, like Apple and Google, or pick the leading innovators in your industry, are able to increase their sales and profits by creating more markets for their products. **Innovation always gives you an edge, but it feeds technological obsolescence, and the only cure for obsolescence is more innovation: Enter the Entrepreneurs' Mall® (patent pending). There is no other place like it.**

### **Our Goal for Our Lessees**

Our goal is to make each company who leases space from us, the market leader in innovation in their NAICS field by offering you new opportunities. This enables you to quickly seize market share, and profits. R&D costs to develop products can be borne by entrepreneurs for less expense than companies can do it in many cases.

We've studied The Law of Accelerating Returns, and built a business model to serve it.



## **Putting Numbers to Three Multi-TRILLION Dollar Markets**

In summary, here's a little math behind the 3 new multi-Trillion dollar markets:

- Entrepreneurs est. global size \$7,000,000,000,000 (>the top 21 international oil companies combined in revenues when gasoline was \$3.80/gallon). This is an estimate, but ask us for a live, lab demonstration to verify this number.
- One-stop corporate shoppers est. global size (multi-Trillion\$)
- Mega-projects est. global size (multi-Trillion\$)

## **An Introduction to Dominating Your Competition**

This page is really written to the CEOs and Presidents of the companies whose business is driven by technologies of all types, and the more technical your product is, the better this opportunity is for you. It's a Business to Business offering effecting manufacturing, and all other technology companies out there because it represents a fundamental shift in the way businesses in the commercial and industrial marketplaces operate, and there has never been anything like it before. This concept, the Entrepreneurs Mall® (patent pending), is different because it is the most efficient way to quickly gain market share, and develop products of the future, and it represents the first time there has been a patent issued for a perpetual innovation, economic development engine. (Help nominate me for the Nobel Prize in Economics if this economic development engine works the way I say it will, because economic prosperity brings peace, and technological innovation solves problems - no matter how tragic, complicated, and/or global in size.)

In short, if you want to dominate your industrial or commercial marketplace, this website is a 'must read'. Even if you choose not to join and lease from us, you'll know what you are up against, and you've never had a tougher opponent than the combination of perpetual innovation and



a facility that can effectively do 100x more sales, service, and/or product training sessions than in the past.

This entire presentation is a 'soft sell', but beware, it's also first-come first-serve, and companies willing to front their first year's lease and/or invest, will be given preferential treatment, even if other companies in their NAICS (pronounced "nakes", but stands for the North American Industry Classification System), have signed up first. All potential lessee names, and their respective sign-up order, will be kept secret by The Entrepreneurs' Mall®, Inc. until after leases are signed.

We're new, and need cash to deliver our promise to our customers and enable operations to ramp-up ASAP. But like I said, this is a 'soft sell' and your satisfaction is unconditionally guaranteed (even up to your first 3 months of lease payments being refunded, but not build-out or other costs). I recommend you join us now by completing the form on the sign-up page so we get an immediate starting point for your company. <http://www.theentrepreneursmall.com/sign-me-up-satisfaction-guaranteed>

**Leasing in the Entrepreneurs' Mall represents a dramatic change in your company's business model by giving your company three new marketing channels, and a continuous stream of future oriented, perpetual products from entrepreneurs. And if you become our lessee, your competition is locked out. All things considered, the Entrepreneurs' Mall is far more likely than a product improvement or two, to be just the edge you need. And what if you also get a mega-project? So exactly what are the plans your company has to gain market share?**

If you later decide to upgrade your status to fronting your first year's lease, we'll use the first starting date you signed up on to establish your place in line. No money will be exchanged until lease contracts are offered. So this is your chance to have all the time you need for executive meetings and marketing preparation (your leased office space is your company 'store' and needs to meet your image standards), but be sure to sign up first to get the earliest place you can in line.



By the way, all companies signing up will be kept confidential up until leases are signed, because this is truly a new and secret marketing strategy which will suddenly overwhelm your competition on a regional basis. Also, at this time, we're prepared to offer the companies who are signing up and leasing in our first mall, preferential treatment for subsequent malls. We believe that the marketing and innovation statistics we're going to produce for you are going to be so stunning and incredibly good (you'll see these on our calculations page too), that you will undoubtedly want to do our other locations.

Before we go any further, I want you to remind you to go to the Calculations page, and plug your own numbers into the equations to see what the net benefit is to your particular company for leasing with The Entrepreneurs' Mall® (patent pending), Inc. This way if you're not impressed, there's no need to read any further; but, you're going to find out that **each month you're walking away with a bar of gold or more in value.** <http://www.theentrepreneursmall.com/calculations-case-studies>

**Beware that I have additionally made sure to be conservative on estimates. Meaning that actual results can be much higher than any actual calculations you're making.** Specifically, I haven't given a monetary value to anticipated revenue from Mega-projects (or supertechnological projects), even though it must logically be expected. There are several conservative reasons for this, but I'm giving you the clearest picture I can, without trying to overstate anything, and it's difficult to accurately do this with the magnitude of a multi-trillion dollar market like mega-projects. Mega-project orders also directly effect manufacturing jobs in the mall's regional community too.

Also, you may notice the unusually low cost of a sales call I've used. You can google this, but the average cost of a business to business sales call is over \$500, and I used only \$137 to show you how much value you're getting! No kidding, this is a soft-sell sales pitch.

I already know this mall is going to be a globally unique, and a blockbuster of success for everyone. We just need to get to there from here. Welcome to the success which only The Entrepreneurs' Mall® (patent pending) can



bring to you, and enjoy! Let's bring back manufacturing jobs, and the American Dream.

## **How Do We Dominate Our Competition?**

Because this is a new concept, I'll answer this two ways, first, in a simple answer, and second, in a technical explanation.

### **The Simple Answer**

First, to qualify as a potential lessee, you must have identified a substantial potential customer base for your products in a given region. The market for your product(s) must have enough potential so that you can offer to bring customers in to the mall for free product training sessions, which benefits everyone. (Note: In addition to the manufacturers you're targeting who are physically located in the region, you'll also be adding entrepreneurs who'll want to attend, and possibly mega-projects)

The idea here is to overwhelm your customers with the best training and support they've ever had, and then there are bonuses like cross-selling them related products and services.

For example, if a software company wants to cut down on the amount of in-bound trouble calls which its software call center gets, they choose to lease space in the Entrepreneurs' Mall® (patent pending), and then do product training sessions for all their regional potential customers. The result is happier customers, and cross-selling opportunities, and your product is more respected than your competition who is still doing business the old fashioned way. And you get greater customer appreciation for the software, and happier customers, despite the fact that your company isn't number one in its regional marketplace, YET.

Financially speaking, you're substantially eliminating the large overhead cost associated with a fully-staffed, full-time in-bound call center, and replacing it with a leased regional space where your emphasis changes from taking customer trouble calls, to training customers the right way to use your software, and doing it in enormous numbers at a time, all while splitting the overhead costs of the mall with other lessees.



Or, suppose your company makes industrial heating elements. By leasing space in the mall, you are able to better service your local customers, and you're also exposing your company to potentially thousands of analytical types, shopping in the mall, who are trying to create the products of the future. Result? More new ideas than ever before for OEM products, and your company now has greater product foresight than ever before. Perhaps even greater than that of the largest staffed R&D company in your market, since by listening to entrepreneurs ideas, you potentially don't have to have as large an R&D staff as them to become #1. **Own the future products in your market, and you own your market's future, right?**

There are also several other things we will do to stimulate innovation in our mall, like selling patents, and promoting new discoveries which are happening daily. And you'll benefit from the cross fertilization effect of technologies and ideas in other NAICS fields. In other words, new supertechnologies will emerge (which is another reason why we will draw mega-projects).

**What I can guarantee to you is that the more technologically invested your company is, the more you'll want to lease from The Entrepreneurs' Mall® (patent pending), Inc..**

In short, the simple answer for why your company will dominate your competition is because we offer you three multi-TRILLION dollar new marketing channels which neither you nor your competition has ever been able to address.

They are:

- Entrepreneurs;
- One-stop corporate shoppers;
- Mega-projects (\$100 Billion dollars and up [and there's a forth one too I'm putting on this website, hidden somewhere, but I'm not trying to overwhelm you because the markets you're looking at are real, and really big]).



In any case, it should already be apparent that you have to sign up, but please be my guest and read on, because I said this is the perfect business model, and this will just keep getting better and better all the way to the end. <http://www.theentrepreneursmall.com/sign-me-up-satisfaction-guaranteed>

## The Technical Explanation

Part of the answer starts with this graph of The Law of Accelerating Returns.

The Law of Accelerating Returns tells us that with each step we take forward in time, innovation increases exponentially, and technology accelerates. The more technology your product has, the more your company sees it as a valued commodity. On the other hand, it's also true that companies on the far left of the curve, with little technological component input, risk going out of business from their competitors coming up with just one technological innovation which enhances their competitive advantage.

Another part of the answer comes from the enabling of perpetual innovation. If you're a lessee, we're innovating products for your company's future from all angles, and three new markets, and it's nonstop action. It's truly technologically supercharging your company.

**Another part of the answer comes from going after the most motivated marketing group of all time: entrepreneurs. And by this I also include engineers, researchers, scientists, and even 'intrapreneurs' (others working inside companies who are very creative).**

Yet another part of the answer is placing all of the things necessary to innovate, conveniently next to each other and under one roof. Gathering all the resources necessary for the explicit purpose of innovation, and then supercharging this with highly motivated entrepreneurs has simply never been done before.





One of the questions that comes up is 'How do you know that walk-in manufacturing accounts are going to show up?' This is simple. Companies are quite competitively sensitive to the latest technology. In fact, technology is such a powerful force that political regimes and huge industrial companies have collapsed because of it. If you fall behind in a technology critical to your industry, you'll see what I mean. Constantly keeping up with technology, new discoveries, patents available, etc. is essential to all companies.

### **What Should Your Company Do Now?**

**The only way to get results from a new marketing strategy is to take action on it. And this is a rare marketing opportunity offering enormous new marketing channels for your company.**

This is a national promotional campaign, and applicants will be evaluated on a first-come, first-serve basis. And to provide the above benefits to our lessees, we must get our facility built, so we are looking for up-front funding from lessees, we're also for potential investors, and we will move as fast as we can to get these benefits to our lessees. Yet still, we're new, and we need to go through the marketplace introduction phase, but nothing is stopping you from signing up. <http://www.theentrepreneursmall.com/sign-me-up-satisfaction-guaranteed>

### **Why Did You Put Technology, a Mall, and Entrepreneurs Together?**

Technology responds to the Law of Accelerating Returns. With each passing day, more and more inventions are introduced. The newer inventions are also becoming more complex. This has created the need for product training on a large scale. Also, the supertechnologies of the future are going to require many product geniuses in their creation, far more than one person can be expected to achieve alone.

Our mall is a specialty mall, designed to quickly bring products to market for entrepreneurs, but it's also for quickly applying the latest technologies



to solve the world's biggest mega-scale engineering challenges. The key element of the mall, unlike retail malls, is the custom-oriented access to sales engineers to consult with on projects. No two people or projects are the same. This means you don't have to be an expert in each component of your device, because you have them backing you up.

Entrepreneurs include researchers, engineers, scientists, and yes, ordinary people who want to pursue the American Dream by inventing a product which will be financially successful. Also, entrepreneurs have a special advantage, which foreign competition doesn't have. By working with us at The Entrepreneurs Mall®, they can pick and choose only the company components that are most essential to them, and shop with the lessees to do the other tasks necessary. For example, they don't have to hire an attorney, they can retain one from the mall. Or, they might choose to hire a bookkeeper through the lessees in the mall. Or, they might choose to hire a manufacturer, etc., from the mall lessees.

What happens is entrepreneurs have formed what's called a Virtual Corporation, and since it has no overhead, they're pretty tough to beat if they have a better value product, right? What's the net result? It's jobs, jobs, jobs in manufacturing. We are the nexus of economic development and innovation.

### **How Will Lessees Be Chosen?**

Potential lessees, are you waiting for a 'hard sell' close? The hard sell is not going to happen. Yes, there's stress here, because this is a big decision and it has to be right for the sake of all of us. But the stress isn't because of me, it's natural, and it always comes with change.

Fortunately, for those of us who want to get ahead, with change comes opportunity - and this one is huge. Just look at what we can do for your company, and what the associated capped costs here are. This same information is going to be seen by your competition, and what do you think they'll do with something this powerful?

**Lessees will be chosen in part by a combination of variables.  
These variable include:**



- The willingness to front lease money to enhance our seed stage growth and cover our operating expenses (we have to pay our employees, etc. and run a business),
- The willingness to be signed on as long-term (length of contract) partners, after all technological demand is not just insatiable it is also accelerating,
- Those willing to be signed up as multi-mall site partners with us (the proven dominating competitive power of the mall in a regional area which you are choosing), and
- Those who are the first to sign up in their NAICS market.
- Also, for a limited time, the first mall lessees will be given the first preference for the next new mall.

### **Introducing the Natural Close**

So, since we're electronically registering potential lessees (the first people in line get served first), and demand in the world of manufacturing and technology is going to be blockbuster in size for this unique opportunity (due to the insatiable demand for technology, etc.), signing up, with no obligation until the contracts start to come around is just a given because you have no obligation and nothing to lose except the opportunity to sign up before your competition does, and you do want to avoid this.

By signing your company up right away, you give your company the maximum amount of time to ponder the Entrepreneurs' Mall® (patent pending), what you specifically want your relationship to be, and what you want it to look like. In essence, you're in the drivers seat. This is a new concept and it's going to be awhile before our sales representatives have made all the necessary contacts.

If you haven't done so already, this 'pot of gold' opportunity needs to be immediately passed up your corporate hierarchy to the CEO suite for the good of the company you're employed by, and for your own good. I'd be willing to bet you won't get an opportunity this good for a very, very long time into the future, and you get the privilege of mentioning it first.



So, you get credit for being first come, first serve, and there is no obligation until the lease is signed (and your satisfaction is guaranteed even if you sign the lease)! All you do by signing up now is buy yourself time to consider and discuss. And although you can't see what's in my books over here (potential lessees are confidential because this is a competitive corporate strategy), you can expect that there will be a backlog of companies (supply and demand) waiting to sign up who understand the power of technology, the Law of Accelerating Returns, and the key features of this business model: the entrepreneurs + mall= TheEntrepreneursMall.com.

You've seen the value in what we're offering you. You know you've never seen anything like this before. Payback is obviously a given for you. You can see your estimated costs (Price) on our calculations page (<http://www.theentrepreneursmall.com/sign-me-up-satisfaction-guaranteed>) which would pertain to building a mall in a city like Buffalo, NY, and should know that from the time leases are signed, the building process will take 2 years (delivery). You're getting astounding value for your lease (value), no matter where we locate, and again, you're satisfaction is guaranteed, and there's nothing to sign. When the lease site is finalized, after we get all our customers' requests for site preferences, we'll have a cost per square foot for the lease, and we'll be able to offer you a lease. This will be a large mall, and there will be many to come effecting your market share. So, sign up already... <http://www.theentrepreneursmall.com/sign-me-up-satisfaction-guaranteed>

### **Questions Remaining for You in the FAQ Section**

How long will it take before this bee-hive of activity impacts our bottom line?

How big of a bottom line plus will it be?

What will the cost of our store build-out be?

What do we want our store to look like?

How many regions you want to dominate, and how soon?

Should we lease the first mall, and offer to purchase the right of first refusal on the second and third sites?

### **How Soon Can We Start?**



We can start as soon as you, and enough others, are willing to. So help us both out and pass the word on to your partners, esteemed business colleagues, friendly political connections (finally a perpetual innovation, economic development engine to massively increase manufacturing jobs), investors, and anyone else you think might be interested.

It's funny how the natural close is based upon the laws of nature (math), but there you have it. Your next mission is to reserve 10 sites, in order of preference for your company, along with your calculated product training seating capacity for each (which will be split as a mall overhead cost among all lessees). <http://www.theentrepreneursmall.com/sign-me-up-satisfaction-guaranteed>

## **Conclusion**

So, there you have it. It's your choice. Cede the technological edge and its checkmate, ladies and gentlemen.

You've seen a snapshot of where we are as mankind with what Arthur Schlesinger said about our technological growth, and you see tangible examples all around you today, like the iPhone, the field of medical devices, and others. This, and an enormous amount of other evidence, proves that you're on the curve of the Law of Accelerating Returns, and the prediction the Law of Accelerating Returns gives about your future, gives your business the greatest opportunity it has ever had to grow its markets by leasing with The Entrepreneurs' Mall®, Inc. (patent pending).

You now have the first choice over your competition about leasing space in the Entrepreneurs' Mall® (patent pending). The cool thing is that the law of Accelerating Returns shows increases in innovation happen exponentially, and are happening RIGHT NOW, and therefore, so can your market domination and profits.

But for your company to fully take advantage of the opportunity, you need to lease space at the mall, and I need your help getting investors to fund the project. Don't worry, you can tell your friends that the investors make out much better than anyone else.



For the good of all mankind, let's join together in a common vision and maximize our productive efforts. Let's solve the most complex problems common to us all, and make this, the first generation of what I'm christening The Supertechnological Age, the biggest contributors to the economic success, peace, prosperity, and health and well-being of all the generations to come. I'm CERTAIN that we can do it if you and I work together. America, let's flip the switch "On" for the Entrepreneurs' Mall® (patent pending).

Let's bring back the America which was the destination of immigrants from around the world early last century. Help me to take my dream and totally transform 1 million realities, and raise them to new heights. Help me to inspire others to learn more, dream more, do more, and become more, and in the process, bless mankind with peace and prosperity. Let us join the fight, as one, against our common foes of poverty and disease. Let's raise the bar for our performance, and crush the challenges ahead of us, and let's do it for all the right reasons, and let's supercharge our economy. If a company doesn't take advantage of its technological opportunities, some other company certainly will. The rewards go to those who see the opportunities and get there first.

### **To Reach the Summit, Your Company's Journey Starts Here**

Just click on the link to the Sign Me Up! Satisfaction Guaranteed page.  
<http://www.theentrepreneursmall.com/sign-me-up-satisfaction-guaranteed>

"Because its purpose is to create a customer, the business enterprise has two—and only these two—basic functions: marketing and innovation." (The Essential Drucker)

"The successful challengers didn't just invent things once, they sustained innovation over a period of time". (Who's Afraid of Big Blue by Regis McKenna)

Join us and let us turn this vision into your 20-30% market share gain.



Any questions? Globally blog with us at <https://www.facebook.com/EntrepreneursMall/>  
Or, email me: [Chris@TheEntrepreneursMall.com](mailto:Chris@TheEntrepreneursMall.com)