

1/1/2018



QUALPED
LIFE CORP

INVESTOR BRIEF

designing our narrative power | Founder: Shaun Michael Samaroo

Qualped is the brand for the **Vision** to transform how the world reads, writes and develops stories, narratives and ideas, in this 21st century Knowledge Age of our global village.

Questions which come up out of the mandate to realize the qualped Vision:

- Let's not ask what sort of world we **do** live in, but rather; what kind of world we **want** to live in?
- Let's not ask ourselves what the world got in it for us to take, but rather; what could we aspire to create, so every human being who graces this earth is empowered?
- Let's not see human limitations, but rather ask; how could we invent new possibility for breakthrough living, transformation lifestyles, creating a different world reality?

Quest that arises out of these questions presents us with the responsibility to make a difference in this generation, this world, this Knowledge Age, and thus we work the qualped brand.

Platform

The qualped brand works as our platform on which we play, with the world our audience, and transformation of human nature our intention.

Position

We start 2018 with an Agreement between our Qualped enterprise and a Canadian university to develop the university's post-graduate Theses documents into multimedia Intellectual Property (IP) products, and to publish, promote and position these globally. We start with 50 manuscripts in total.

Plan

We're thus well-positioned to play on the world stage as an innovative global publishing and media enterprise, with our Plan revolving on a solid Business Model, made up of:

- Digital *simple multimedia smartbook* (sms) Subscription enterprise
- Global *Influencer* platform that promotes development of Story, Narratives, Ideas
- Digital *College* for development of story, thesis, manuscripts into smartbook IP
- Online *e-commerce* site for sales of books and IP products
- Multimedia *Studio* for development of manuscripts into multimedia IP products

Results

With 50 manuscripts under development, we're designing each manuscript into eight IP products, being:

- Print (hard and soft cover – on-demand)
- Audio book
- E-book
- Qualped smartbook (sms)
- Digital picture book of relevant illustrations/pictures/graphs/diagrams, etc..
- DVD of author interviews and ideas
- Author Blog with Social Media/YouTube network and e-commerce for sales
- Online course

Under the qualped brand, in 2018 we're thus presenting on our Subscription Network, a total of 400 (fifty manuscripts @ eight IP products) with which our subscribers engage.

Under the qualped Influencer Network, we gather Subscribers and also sales at our e-commerce site, for those who do not become subscriber but want to consume part or all of the qualped IP products.

Under the qualped College Network, we train, coach and develop authors, worldwide, of new smartbooks, who generate ongoing subscription and an ever-expanding Content base of smartbook and IP products, on our smartbook subscription platform.

Through our Business Model and networks, the qualped enterprise secures a valuable Database of global Knowledge Workers; experts who graduate with Masters and Doctorate university degrees. This is apart from securing IP rights and royalties to our ever-expanding IP products.

The future for Qualped Life Corp. to become a key player as an enterprising, creative, innovative Knowledge Developer in the global village's Knowledge Age that Mankind is now building, is promising, exciting, inspiring. With a talented Management team and Board, the company will flourish and prosper and scale up.