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Brand Booster

To launch an e-Commerce Human Capital Bank (HCB)



CONCEPT LETTER

The New Corporation documentary quoted:
"Corporations behave like psychopaths"

Today's world demands that everything be stimulated or improved. It means decline for some and recovery for others. In line with the innovation strategy and the merger of the 911LIMO & SAFELIMO brands, a new Human Capital Bank (HCB) will emerge from the current economic context thanks to its "radical changes".

Trends: According to **"The New Corporation**, acclaimed by Forbes as the must-see documentary, *Corporations are classified as Psychopaths"*. Well, Business is Business as usual, except that corporations are becoming more influential than governments, and both are likely to be corrupt. The best solution so far is to protest and worst the middle class is vanishing as much faster than the global warming. Here is my proposal.

The mission of HCB (Human Capital Bank) lies in its ability to provide economic leverage to individuals with the potential and skills to do business with corporations on an equal footing. The Bank's weapon and methods are both powerful and promising, thanks to the support of the "Brand Booster" and its trademarks 911LIMO and SAFELIMO; because these striking brands are already well anchored in the unconscious of the target audience. The marketing strategy is in line with car manufacturers and insurance companies that have adapted to the demands of new emerging challenges. Luxury vehicles and ridesharing are now standardized and governments are still trap with the deregulation; Uber is certainly the best model company that has influenced many governments to implement deregulation in the area of vehicle transportation services. In addition, Uber also took advantage of this tenuous situation to benefit from unprecedented media coverage, which certainly helped to establish its brand worldwide. As a result, individuals are more likely to become self-employed but remain underpaid except for those who will take advantage of the HCB to become eligible to increase their benefits. The Human Capital Bank thus helps to establish a social and economic balance. Even retired people and veterans will reap greater benefits, as they are a real gold mine for the luxury market. Find out why?

Technology has supplanted the automobile as the ultimate tool of power and necessity. Luxury transportation has become 'the norm', and true luxury is priced to match the value of the products and services offered. The supply/demand balance is less open to the low-price war. Consumers of luxury goods and services do not hesitate to pay the true value of the skills associated with the types of services generated by the rating of its users and the trust of the Human Capital Bank that will be the benchmark. Mr. [Bernard Arnault](#), Chairman and CEO of LVMH Moët Hennessy - Louis Vuitton SE, the world's largest luxury products company, understood this concept many years ago when he had the audacity to restore the reputation of his brands portfolio throughout the world, starting with China.



Economic Benefits Model: The Government of Quebec is the only province in Canada and North America to have established the "no fault" model, i.e., the government is the insurer of the individual just like health insurance. This type of insurance does not cover damage to vehicles, which remains the responsibility of traditional insurance companies. The government has established its safety policies by setting very strict rules for the mechanical inspection of vehicles as well as high quality training for the establishment of different types or classes of driver's licenses. The annual insurance premium is added to the renewal of the driver's license.

This model of practice is very beneficial and safe for the public at large. To solve the problems associated with the advent of the technology introduced by Uber, the Quebec government deregulated conventional taxi permits and introduced a universal system applicable to all types of passenger transportation involved.

While it is now mandatory for owner-operators and drivers to register with the Ministry of Transportation to obtain accessible licenses, the government has greater control over the collection of fees for assigned services. For example, the customer pays a 15 percent service charge, and the operating company pays a 0.90 percent fee for each service billing.

It is certain that this model also has weaknesses and cannot be applied in the traditional economic context prevailing in other states and countries. However, the Quebec model uses technology similar to ours to administer its system efficiently and safely.

The proposed "Brand Booster" strategy capitalizes on the weaknesses of Uber and the Quebec model system to create a more efficient and universal model. As such, the "Brand Booster" strategy would be equally beneficial in the Quebec system, since it is in this territory that in 2018, we have established our test market with limousine service operators and their clients with our first 911LIMO brand registered in Canada. A few years later, the SAFELIMO brand was added to complete the new, fully improved and approved "Brand Booster" version. A version that can easily adapted for Uber, The Quebec Government System and any other organization worldwide.

[The 2020 Consumer Culture Report from 5WPR](#) showed that 83% of millennials, for example, feel strongly the brands they buy from should align with their values, and 76% want to see CEOs actively using their platform to address important social issues.

Conclusion: Time is a non-renewable commodity, the richer you are, the more time matters. HCB and Brand Booster manage the services of their customers and suppliers, according to their profiles, which will be much more efficient than services provided by non-specialized search engines or unreliable service providers. HCB will be like the luxury services exchange; it will control supply and demand for all parties. Service offers will be based on your profile. Each transaction will require a decision by all parties involved regarding status or supply. The outcome will be the same as at the exchange, sometimes winners or losers, but the result must be fair. Once established, such services could be extended to other niches of luxury services: airlines, hotels and the full range of related services.

Brand Booster FAQ



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Why an auction? "Brand **Booster**"

What is and for whom is the specific luxury segment?

Is it really a good deal?

Why and how is "Brand **Booster**" very profitable?

Does this project involve or depend on unknown technologies?

Will it take time to commercialize the innovation strategy?

In Short, marketability should also likely be optimized with 5G technology.

Why the auction starts at US \$2 million?

Note: In accordance with the product hereinafter referred to as the "Brand Booster" by CADO CO Corp. The innovation strategy involves trade secrets, which will be disclosed according to the methodology adopted by the future buyers.

911LIMO SAFELIMO Historical Portfolio

Please subscribe for this document.

Type and date of initial acquisitions:

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

911 SAFE
[REDACTED]

Trademark Registration

Brand: 911LIMO
[REDACTED]
[REDACTED]

Brand: 911LIMO
[REDACTED]
[REDACTED]

Brand: SAFELIMO
[REDACTED]
[REDACTED]

Brand: SAFELIMO
Goods Services
[REDACTED]