

EQUAL OPPOR TUNITY MODEL

all it takes is a new perspective

A new perspective

We can do it completely different: truly sustainable co-operation is possible.

With much bigger advantages for all involved, in partnership:

producer(groups), financiers, essential service providers and chain-end users .. together

The Equal Opportunity Model makes this possible as a result of 'thinking out of no box'.

Ultimately simple

It already works, in practice.

EQUAL
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Why we need a new model

Mainstreaming of sustainable & fair production and marketing practices, can only be realized if:

- The essential parties that create the intrinsic value of a product, can work together as partners
- and ALL relevant players can participate
- Mainstreaming is impossible under the current economic model

Simply because it is based on 'individual interest'.

Achieving mainstreaming requires a new model with common-interest as starting-point



The Equal Opportunity Model proves that mainstreaming sustainable & fair production is amazingly simple to achieve.

Current individual-interest model

- All parties work from individual interest: producer groups, traders, distributors, auctions, processors, transporters, industries, banks, financiers, etc.
- Most parties do not add value, merely costs
- Transparency is undesirable
- mainstreaming and true mutual partnerships can impossibly exist .



We have been using the same 'self-interest' model for over 200 years and it has proven not to work properly. Why would it not be time for a new model?

It's everybody for themselves..

Common interest: basis for new perspective

EOM + Common Interest enables:

- Producer(groups) + chain-end-distributors can now operate as true, effective partners
- Via a innovative method: all can participate
- And at the same time.. In 1 or many projects
- Other essential parties: logistical-, bank-, insurance, communication, etc. as well
- Partnership forms the only basis for a fairer divide of ownership and profits.



The last decades we have been striving for a more humane and fair society: only we have been using the wrong model to get there

**Result: a truly sustainable partnership ,
And higher value-add for all**

Partnership: +stability, +sureties, +returns, +access to capital

- To Project Partners & Chain End Users EOM secures product offset, provides supply chain surety, better product-price quality ratio, better margins
- Production planning, product offset, QC, transport, communication, etc. becomes completely plannable at lower risks and better terms.
- Capital Partners entertain a unprecedented risk-profile with above average returns that become known offhand.
- The interest-instrument becomes superfluous.

EOM creates operational, commercial and financial sureties, stability and humanity in business



A new practice for sustainable business

1. Adoption Partners & the Equal Opportunity Model

Example: supermarket-chains

- Become Coop member/co-owner in Chain End User Group
- Partner in 1 or multiple E.O. Projects via new type of agreement and obtain a new type of 'co-ownership' in projects
- do NOT make any investments in any project
- Secure supply chain as 'co-owners' in projects
- Put own demands to: product quality, packformats, labelling, consumer pricing, etc.
- 'fair price' on basis of open calculation (possible between partners)
- This way retailers become (co)producers of their own 'fair & sustainable products and brands, sold in own stores.
- Also share in profit of coop profits: 25%

ALL retailers at the same time can participate



A new practice for sustainable business

2. CapitalPartners and the Equal Opportunity Model

Example: private investors / institutional investors

- Membership in CapitalPartner group, investing capital against EOC Value-Certificates
- Via EOM model & 'Chain End User group' role, project-outputs become known offhand, cash flows become known at beginning of bookyear
- partnership with multiple parties, spreads risks, multiple projects over broad variety of market segments spread risks further. Default risk becomes as minimal as possible
- 25% profit share in coop profits, plus only group which obtains preferential dividend
- Closed ecosystem: interest instrument superfluous, maximum control, no outside influences ('new economy')

Common Interest provides a more powerful and stable basis than the current financial system.



A new practice for sustainable business

3. ProjectPartners and the Equal Opportunity Model

Example: 10.000 spice farmers in Kerala West-India

- membership of coop as ProjectPartner + setup of local JV entity under the EOCoop.
- produces-, supplies via EOM principles, transparant
- EOCoöperative takes care of logistics, pricing, product liability, payment, insurance, finance
- Coop invests in the JV organisation for processing, packing, etc.
 - Coop connects the Chain End Users to the Project Partner until entire capacity is partnered, Communicates between project- en other partners on price formation, delivery, quality, invoicing, payment , etc.
- ProjectPartners also share in coop profits for 15%

All production according to real demand



A new practice for sustainable business

4. ImpactPartners and the Equal Opportunity Model

Example : a Logistics company

- Membership in ImpactPartner Group
- Transparency on costs
- Logistics services from projectpartner to adoptionpartner
- EOCoöperative:
 - certification, planning, documentation (B/Ls, etc.): direct digital in Integrated Supply Chain Finance System. Accesable to all partners in real-time.

**Everything is plannable and controllable offhand:
production, packaging, transport, delivery,
payments, insurance, etc.**



E.O.Cooperative functions as ecosystem

5. Information, Documentation, Goods & Finance come together

- Chain End Users provide + secure product - offset
- CapitalPartners provide + secure finance
- ImpactPartners provide + secure information, documentation & transactionflows
- ProjectPartners + AdoptionPartners + CapitalPartners secure flow of goods and finance
- Within the ecosystem, the 'interest tool' becomes obsolete as it would form a "cost" to all partners.

EOM controls what no bank can: goods, information, documentation, finance always within ecosystem



Some of the advantages of the Equal Opportunity Model Provides for a truly sustainable organisation form:

- Connects via common-interest and partnership
- Turns clients into effective partners
- Reckons with all cost-increasing parties
- Turns value-chains into 'value-entities'
- Each partner can remain with his core-activities
- Provides all partners with stability, financial surety, flexibility, supply-chain control, additional profits



**Long term perspective for ALL involved
Fair - Sustainable**

Question is not whether the model works: it's how it should work

- EOM creates value-adds that cannot exist in our current economic model
- First projects started in 2014, first results available in 2015
- We talk with government, pension funds, agricultural organisations, universities, ngo's, banks, etc both in Netherlands and abroad:
- COMMON INTEREST is your interest as well

First projects validate the EOM, functionality and value-adds



more perspective

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