



Excerpt from the 119-page original

BUSINESS PLAN

of the

HUMAN ECOLOGICAL BUSINESS HOLDING INTERNATIONAL INC.
in Albany, NYS, USA

and its subsidiary

SIRIUS VISION LTD.
in Dublin, Ireland, EU,

Initiator und Direktor
MARIO EDUARD GIOVANELLI

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Human Ecological Business Holding International Inc.

&

Sirius Vision Limited

BUSINESS PLAN

December, 2020

Latest update, February 2021

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The following excerpt from our business plan, pages 3 and 4 here, corresponds to a **SIMPLIFIED AND SHORTENED**

PROJECT SUMMARY

Before you read on, take 2 minutes and imagine the following:

IMAGINE

- **a new, globally operating, central organization/company** (similar to a World Bank^{*)} **with a new globally valid medium of exchange** (similar to a global currency^{*)}, **that is completely independent of sovereigns and price fluctuations in it self, at the rate of multiple times the total world capital added of all currencies globally traded**

**) In order to comply with the current financial and banking legislations, we expressly state that the above term "World Bank" and "global currency" have been used for the sake of greater understanding only. Fact is: we offer a globally applicable complementary medium of exchange managed centrally.*

Furthermore: we are definitely not talking about one more simple cryptocurrency for crowdfunding (ICO / ITO) or similiar purposes;

- **this currency will be used by everyone**, both individuals (consumers) and entrepreneurs / companies (producers and traders);
- in addition to the security from financial crashes, **all users of this new, globally valid medium of exchange will, completely automatically and without any effort and costs, receive a monthly unconditional basic income of about 3,000 U.S. Dollars - month after month;**
- **all users of this medium of exchange will also fully automatically get back the full purchase prices or investments in annually increasing installments**, no matter when, where and what they shop or invest and how high the price or the investment will be;

this all is combined with

- a global social community like Facebook where 35% (thirty-five percent) of the advertising revenue is automatically shared among all users and where users are automatically rewarded several times for friendship invitations
[What do you think, how many of the billions of social media users will stay with their community when they find out that we offer the same features, but also participation in the success they bring?],

- a global online store like Amazon or Alibaba partly based on our own proprietary medium of exchange and fiat currencies
[What do you think, how many online customers will still shop at other stores once they know that they can get back the purchase price at our store?],
- a global multi-vendor store where all companies can offer their products and services partly or fully via our proprietary medium of exchange and benefit from our purchase price refund without having to pay a single cent for it
[What do you think, how many smart companies will take advantage of this tremendous and free sales promotion, the de facto free purchase of their products and services, and become our partners?],
- a single, globally active all-in-one Internet platform that not only provides all the usual online services, e.g. live shopping shows, targeted advertising and more for free, but also access to all major new blockchain-based developments and services at one single URL
[What do you think, how many Internet users will appreciate having access to the best and most modern offers including crypto exchange, brokerage and more at one URL instead of countless sites and bookmarks?];
- **this company will in the future be equipped with its own universal bank, own funds and an own stock exchange and globally marketed through multiple, different promotions and events, each of which is profitable on its own** (not only does it cost nothing, it even makes a profit).

And now imagine you are a partner who co-initiated this business and benefit from it.

Do you recognize the potential?

Signature

Date

The following excerpt from our business plan, page 5 here, corresponds to a **SIMPLIFIED AND SHORTENED**

STARTUP SUMMARY

11. Start-up Summary

Easy Life Community & Blockchain Network has already started. On December 1st, 2020, the community platform, the blockchain & cryptocurrency, thus also the automatically monthly payment of the unconditional basic income was officially released.

Costs, especially for the development of the site, as well as all other expenses for company incorporations, legal advice, offices, etc., were borne by the initiator, Mr. Mario Eduard Giovanelli.

11.1. Previous Expenses / Private Investments

Due to the fact that the costs were financed from the initiator's petty cash (his personal savings), the following information corresponds to approximate figures rounded downwards. Definitely assume that the actual investment is far higher than listed below.

Previous expenses (borne by the initiator, Mr. Mario Eduard Giovanelli):

Factor	Approx. Expenses / Investment in US\$
Formation of the companies including the costs for consultants, advisors, agents and more USA: HEBHI – Human Ecological Business Holding International Inc. IE: Sirius Vision Limited	3,000.00 2,000.00
(Virtual) offices, Phone numbers, Mail forwarding services, etc. for the complete development period of 2 ½ years and ongoing (USA, IE, and Austria)	25,000.00
US Web Server	12,000.00
Software (Server and Site)	15,000.00
Web development (US & Indian professionals)	220,000.00
Own workload of the initiator over the development period of 30 months [conceptual developments, site contents (texts and graphics), translations, etc.] of about 4,800 hours	190,000.00
Different expenses (telephone, Internet, meetings, travel, hotels, documentation material, social media, etc.)	30,000.00
Total approximately previous expenses until February 28th, 2021	497,000.00

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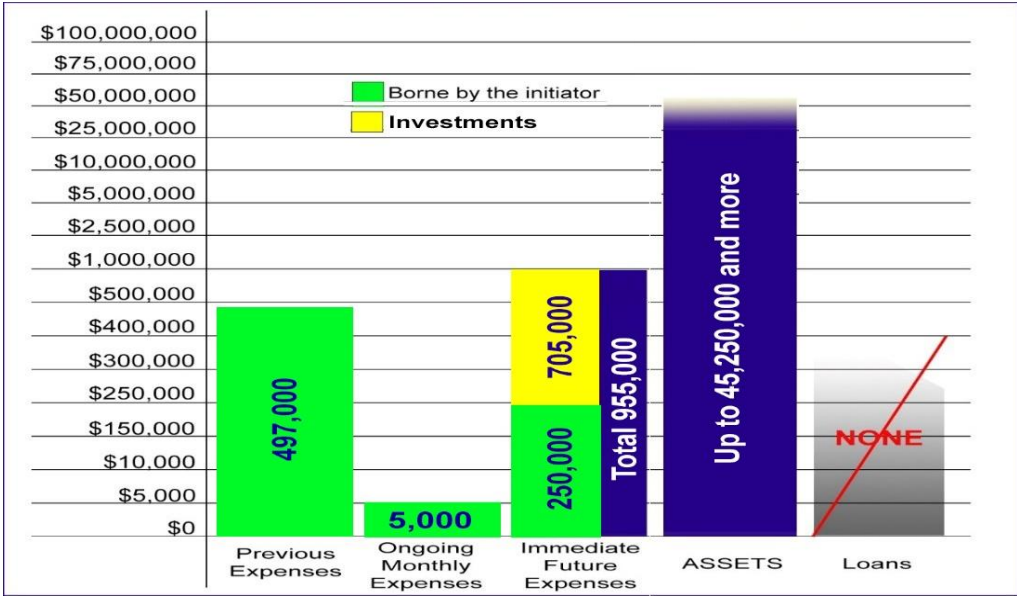
The following excerpt from our business plan, pages 6 here, corresponds to a **SIMPLIFIED AND SHORTENED**

VALUE ESTIMATION OF ELC

WITHOUT ADDING THE VALUE OF OUR OWN CRYPTOCURRENCY “GLOBAL” OF 900 BILLION COINS EACH WITH THE VALUE OF ONE GRAM OF GOLD IN TOTAL AS OF APRIL 3, 2021 AND ACCORDING OUR IMPLEMENTED AUTOMATIC “5% STOPP LOSS ORDER” FROM THE LAST MAXIMUM AROUND 53.58 TRILLION US DOLLAR

The total of the fair, serious and secure estimated value of ELC - for the time being - is about forty-five million two hundred and fifty thousand US dollars (\$45,250,000.00).

Factor	Approx. costs in US\$
The capital available to the initiator, Mr. Mario Eduard Giovanelli, which can and will be funded at any time	Up to 250,000.00
The total of the fair, serious and secure estimated value of ELC (for the time being: March 2017):	
The value of the complete commercial package of ELC	5,000,000.00
The value of our own exchange platform including all features	5,000,000.00
The extremely high ideological value due to the rapid spread expectation based on the participation in the advertising revenue, purchase price refunds and more	5,000,000.00
ADDITIONAL HIGH VALUES, REVENUE, AND POPULARITY FACTORS	
The " Billion Dollar Brain Game World Championship "	10,000,000.00
A complete and comprehensive online casino package for various product or service raffles.	10,000,000.00
The endlessly expandable “Walk-Through 3D Online Shop”	10,000,000.00
Approximate total assets	Up to 45,250,000.00 and more



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Date _____

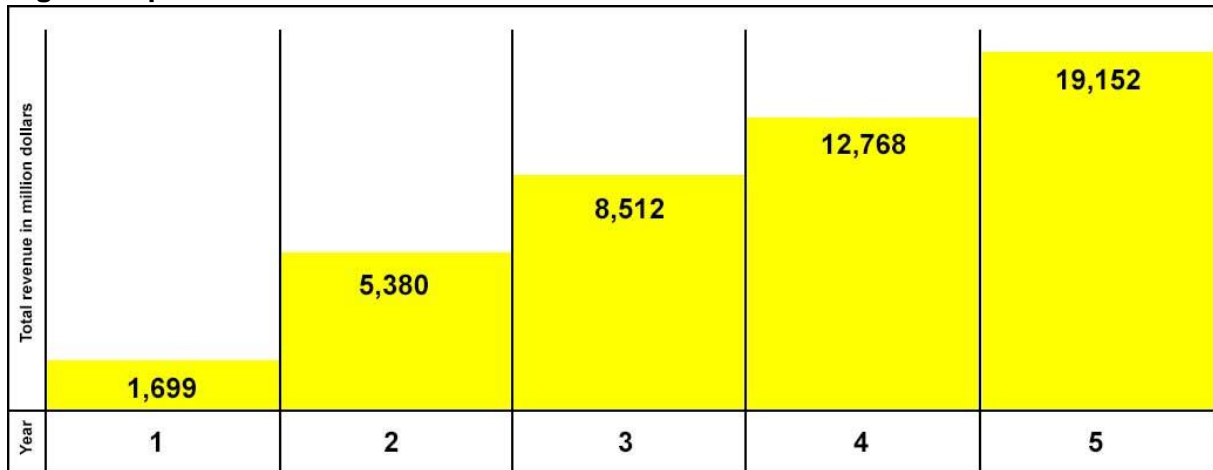
13.2.5. Total revenue during the first three financial years (all rounded)

Years	1. Year				2. Year				3. Year			
	1/1	1/2	1/3	1/4	2/1	2/2	2/3	2/4	3/1	3/2	3/3	3/4
Advertising revenue by non-members in millions	-	26	56	68	96	96	96	96	146	146	146	146
Revenue from Business PREMIUM Member fees in millions	-	6.37	6.12	2.18	3.8	3.8	4.45	3.3	4.3	3.7	4.58	3.69
Average revenue of the Live Shopping Show by non-members in millions	-	-	9.72	9.72	9.72	9.72	9.72	9.72	9.72	9.72	9.72	9.72
Revenue from the product and service sales in millions	-	800	1,568	1,920	2,400	2,880	3,440	3,856	4,400	4,864	5,440	5,904
Revenue from the blockchain service in millions	-	-	-	-	2,475	2,475	2,475	2,475	4,625	4,625	4,625	4,625
Revenue from the brain game in millions	-	-	-	-	739	71.5	58	70	80.5	91	80.5	83.5
Total revenue of ELC in millions (again rounded)	-	832.4	1,640	2,000	3,251	3,064	3,611	4,037	4,645	5,119	5,685	6,512
	4,472				13,963				21,961			

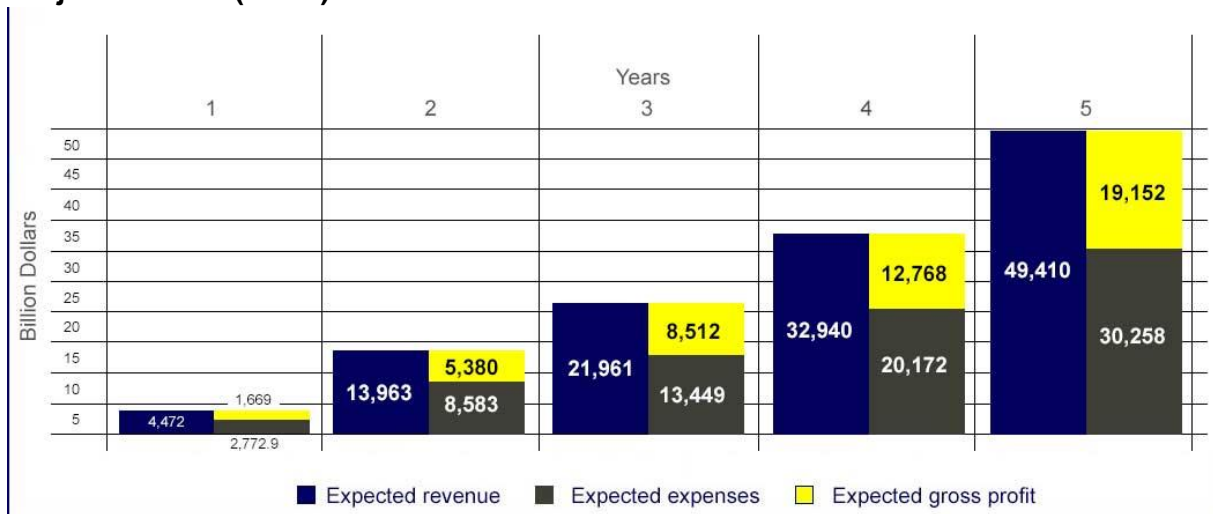
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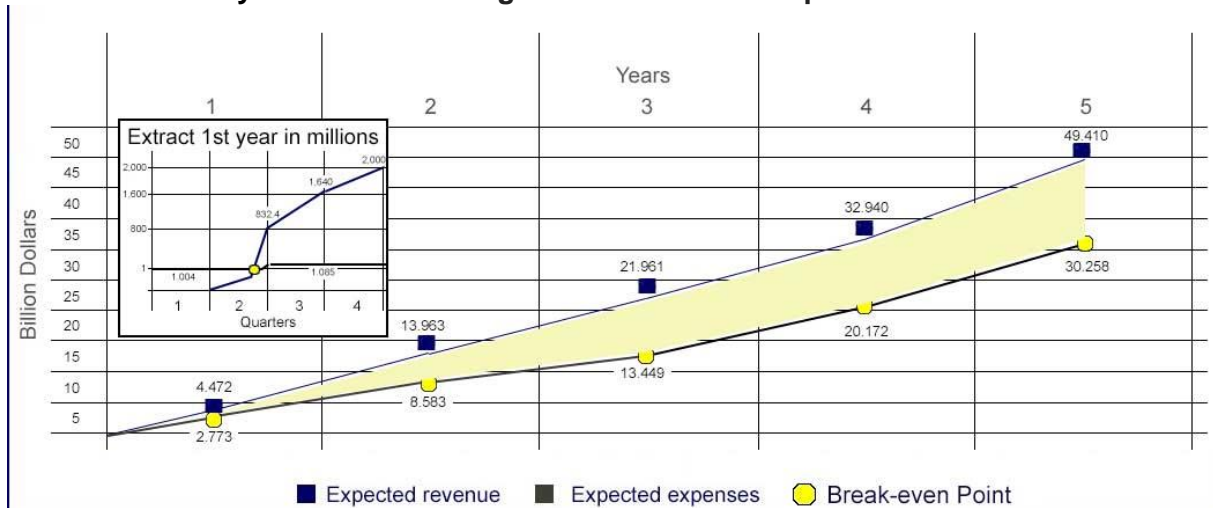
5-year gross profit calculation based on constant percental revenue growth and regular expenses in million US dollars



Projected Profit (Chart)



Break-even Analysis in Terms of regular Revenue and Expenses



Signature

Date

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Before you read on, take 2 minutes and imagine the following:	7
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