

**WHAT** is the **Main Street Market Exchange** and **HOW** does it work?

- 1.) We're Main Street's "**Matching' Investment Marketplace**; America's Marketplace where our many Revenue-Generating **PLANS**, and **TALENT**, and **MENTORS** and **EXPERIENCED FOLKS**, and **INVESTORS**...can meet...and DO Business together.
- 2.) It's a **Matching Marketplace for Investment into MAIN STREET**; you may choose to think of it as the little guy's (or little gal's) stock market.
- 3.) It's a **Marketplace that spurs and simultaneously implements Investment** (Human & Financial Investment): matching talent, and investment, and mentors, and experience, to their desired Revenue-Generating **PLANS**. Using good old-fashioned consultative communications - with the wonders of technology - it serves as a game-changer and revolutionarily powerful Marketplace for Main Street.
- 4.) It's a **Marketplace that brings HOPE and SOLUTIONS to American's limitless PLANS**...to actually **DO THINGS**. With the MSME, Main Street **PLANS** now have a limitless supply of investment (again human and financial investment) to work with us. Previously, someone on Main Street with a great plan has been limited to those folks he or she knows (a father, a friend, an associate) for investment consideration. Now, we have a global supply of folks to view our many plans...just like Wall Street does. We're no longer limited by our circumstance... or by the limited amount of folks that we know.
- 5.) It's a **Marketplace that offers a REAL CHOICE to invest in Main Street**....offering us a REAL alternative to Wall Street. It's a Marketplace whereby we can invest **specifically and directly into each other's businesses** on Main Street. Wall Street uses all of Main Street's money - every day to get rich and to fund **their** plans. It's our turn.
- 6.) It's a **Marketplace that finally removes us on Main Street from our 2" class status**. We no longer need to be dictated to and relegated to obscurity by the elite in power view us negatively as unsophisticated and not as smart as them. The Main Street Market Exchange believes that our plans - on Main Street - are just as real, and just as profitable, and just as important as Wall Street's plans....and worthy of consideration.
- 7.) It's a **Marketplace for every American**, Guided by our 2-fold proprietary system: (1) A simple and specific way or approach to formulate and create the 10 components of a fully-developed plan and (2) with the 7 ways to address investment (or 7 possible levels); we encourage folks to meet and work together

to help their PLANS come to fruition by offering the environment, the assistance, the system, and the marketplace...to make it happen...and actually DO things.

- 8.) It's a **Marketplace that operates in a profitable, transparent and truthful manner**. Adhering to all governing and financial guidelines, with open and specific criteria, without hedging, or derivatives, or deceptive practices.
- 9.) It's a **Marketplace that gives every American access to the American DREAM**, in a Real and Concrete way. No more speeches, no more empty promises, no more lies. The Main Street Market Exchange is here to serve EACH American. It's Free Enterprise and American Fairness at its best.
- 10.) And in the near future, **with the proper regulatory approval**, it will serve as the Marketplace that allows folks to trade (to buy and sell) the respective investment interests made into Main Street...just like on Wall Street.
- 11.) The MSME is a **Marketplace of Fairness and Investment into PEOPLE**. Main Street now has a potentially global supply of Investors to view their plans. Just like Wall Street. It's our time.

<b>HOW does the Main Street Market Exchange work?</b>
---

- 1.) The Main Street Market Exchange **encourages anyone to take 2 minutes and quickly upload** their own 'I want to DO' PLAN - briefly stating a revenue generating plan that they want to DO...to the website.
- 2.) Mentors (with special Mentoring skill-sets) and Talented folks (everyone has a Talent) and Experienced folks, **are invited to quickly upload their respective skills** (on their own splash page) **and/or to also view FULLY DEVELOPED PLANS** for possible interest and participation.....for a match
- 3.) Investors with money to invest **are invited to view plans** and determine if their investment desires match with any plans that are listed.
- 4.) For a plan to be taken seriously, **it needs to have the FULLY DEVELOPED designation**; indicating that the plan owner has worked more fully with the Main Street Market Exchange to produce a FULLY DEVELOPED PLAN. This vital step separates the serious plan owner from the 'tire-kicker'.
- 5.) Each party (Investor, Plan Owner, Mentor, Experience folks, etc...) works with their respective and everyday normal associates (i.e., their family, attorneys, bankers, accountants, etc.....) to specifically and cautiously examine their respective interests.

- 6.) Utilizing the: a.) **Fully Developed PLAN** and b.) **The 7 Ways or Levels Approach to Invest** as **GUIDES**, the parties come to terms and bring closure to negotiations. The Main Street Market Exchange offers: the system (the guide), the platform (online portal), the environment (marketplace) and the assistance to close.
- 7.) **Main Street's plans** are matched with folks **interested in investing** in their plans.