

**PLAN #125 – Paulie’s 500 (IPO’s)
FULLY DEVELOPED PLANS by
September, 2025 – Double Your
Money in a Year**

#1 INTRODUCTION:

Welcome to the Main Street Market Exchange (MSME). My name is Paul J. Lloyd; and this is a specific PLAN – one of my specific PLANS – under the umbrella of, or within the confines of, the MSME.

I PLAN to solicit, and help others to create, at least 500 FULLY DEVELOPED PLANS by September 2025. You can think of this initiative also as The Main Street Market Exchange's 500 IPO's initiative. In short, we'll call it **Paulie's 500 FUNDED IPO's**.

Wall Street's IPO's stands for Initial Public Offering. And when a big company, looks for big investment money into their companies – like UBER, or FACEBOOK, or AMAZON and others – they each have their own IPO's that brings in 100's of millions of dollars with their initial IPO.

Main Street's IPO's are different than Wall Street's IPO's. Main Street's IPO's stands for Investment in the PLANS of Others. It involves fully developing at least 500 PLANS in order to get the PLANS funded. The Main Street PLANS fully developed plans – or IPO's – will average around \$25,000 each.

Although much smaller (in dollar amounts) than Wall Street big-money IPO's, EVERY MSME Fully Developed (IPO) is just as important as a Wall Street IPO. For example, your PLAN (to do anything) is just as important as my PLAN, and just as important as Elon Musk's PLAN, and Mark Zuckerberg's PLAN, and Jeff Bezos' PLAN. And if you asked those 3 men ...they would agree that your PLAN is extremely important.

The Main Street Market Exchange's Mission is to be the Premier Investment Matching Marketplace for Main Street American's limitless PLANS. We want to be the PLACE, the WAY, the METHODOLOGY, the PLATFORM – the NEW STOCK MARKET – to match and effectuate the Flow of Investment Capital...into American's limitless Revenue Generating PLANS!

And that is pretty cool.

Well, take a look at our website @ www.mainstreetmarketexchange.com Keep coming back and look how we've improved and upgraded our site and our PLATFORM...to help Americans get what they want. And then ask yourself...**What do you want to do?**

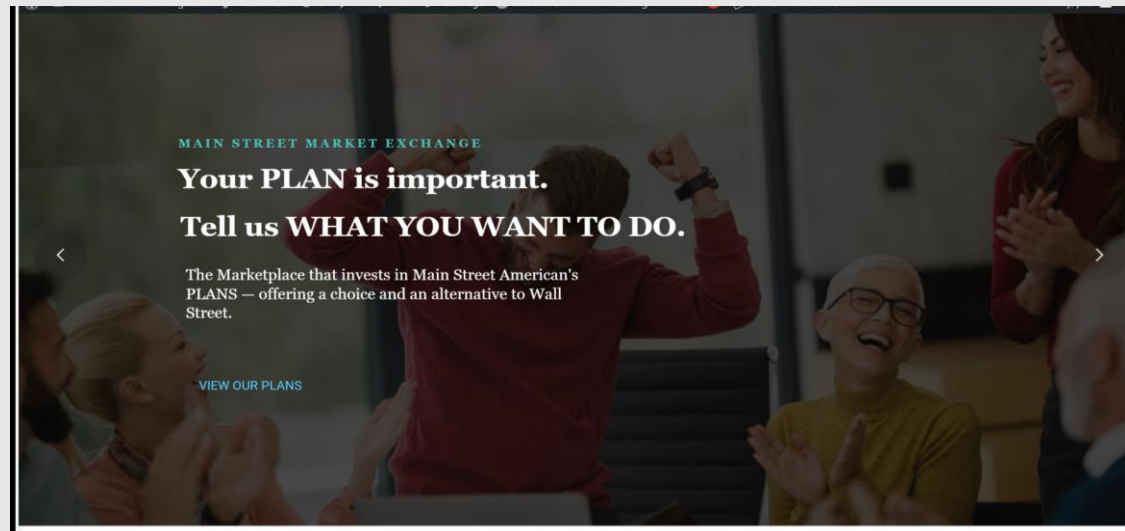
Invariably, when discussing the MSME with countless people, the usual reaction is: "Paulie, the MSME is fantastic. It's phenomenal. You've created a marketplace for the 99% of us who want an alternative to Wall Street. You're doing great work, keep it up."

And if you look in the LIBRARY page of our website, you'll find lots of fully developed plans, lots of YouTube videos explaining how Bankers, and Real Estate folks, and Mentors, and folks who want to INVEST and be INVESTED-IN (with their own PLANS) can benefit.

And folks have asked me – more than 1,000 times; 'Paulie, how can I invest in MSME...in you'? I've replied: I'm not a public stock market to issue stock. Not yet, anyway. I'll take the MSME public in 3 years.

I've got online training course products for BANKS, an incredible 1-day BOOT Camp with a way for you to set yourself on the right path by developing your own FULLY DEVELOPED PLAN, the best Communication Course for anyone to take, Sponsorship Opportunities, Mentorship Opportunities, Distributorship Opportunities.

And amidst all the great stuff offered, I don't offer hype. I don't offer scams and lies. I don't offer false promises and false imagery. I don't have a monkey or dinosaur token that I want to sell you for \$50,000. I don't know how folks do that stuff.



What do you want to do? Well, if you want to see the Main Street Market Exchange flourish, and you want to invest directly in Paulie. And you want to benefit – which is natural...then invest directly in **Paulie's 500 FUNDED IPO's**.

For **Individual's only** (no businesses): **Double your money plus 7% in 1 year.**

Invest \$250 to \$5,000 in Paulie's 500 IPO's ACTION PLAN.

Go to www.mainstreetmarketexchange.com. Go to the OUR PRODUCTS – SERVICES page, choose the amount – from \$250 to \$5,000 – that you want to invest...and invest.

EXAMPLE: Invest \$500 on September 1, 2023. And on September 1, 2024, you'll receive back: 7% on your \$500 (**\$35**) + **double your money** on your original \$500 ($\$500 \times 2 = \$1,000$) or a total of **\$1,035**.

EXAMPLE: Invest \$2,500 on September 1, 2023. And on September 1, 2024, you'll receive back 7% on your \$2,500 (**\$175**) + **double your money** on your original \$2,500 ($\$2,500 \times 2$) or a total of **\$5,175**

Effectively, this is TARGETED ... real specific. You INVEST from \$250 to \$5,000. I **DOUBLE YOUR MONEY IN 1 year**. I am capping or stopping access to this to the first at \$50,000.

My TARGETED way to pay you back is THIS SPECIFIC 1,000 IPO initiative. 500 PLANS x \$250 per plan, = \$125,000.

This is a tiny SNAPSHOT of the Mission and Beauty of the Main Street Market Exchange. Specific, targeted, effective, beneficial to all.

The other MSME's other REVENUE sources: (i.e., Boot Camps, Sponsorships, Grants, Online Bank Courses, other online course, etc...) don't come into play here.

Real simple. Real Direct. Real Targeted. Real Understandable.



#2.) Experience and Time Management

- A) As stated, as founder and CEO of the MSME, I'm implementing this targeted PLAN, (**Plan #125 - Paulie's 500 FUNDED IPO's – Double Your Money in 1 year**) as a prime example of the power and beauty of the MSME.
- B) An investor (individuals) can invest from \$250 to \$5,000 and I'll double your money + 7% in one year.
- C) This 500 IPO challenge will occupy a great portion of each day for me as I manage and grow the company. I will have 2 MSME support people (back-office folks) who will devote 100% of their day to assist me on this CHALLENGE.

D) EXPERIENCE

Schooling: – La Salle University –graduated 1982 – Major in Finance and Marketing, Minor in International Studies.

Banker: 1982-1998, and 2000-2002, Manager, Small Business Lender, Commercial & Industrial (C&I) Lender

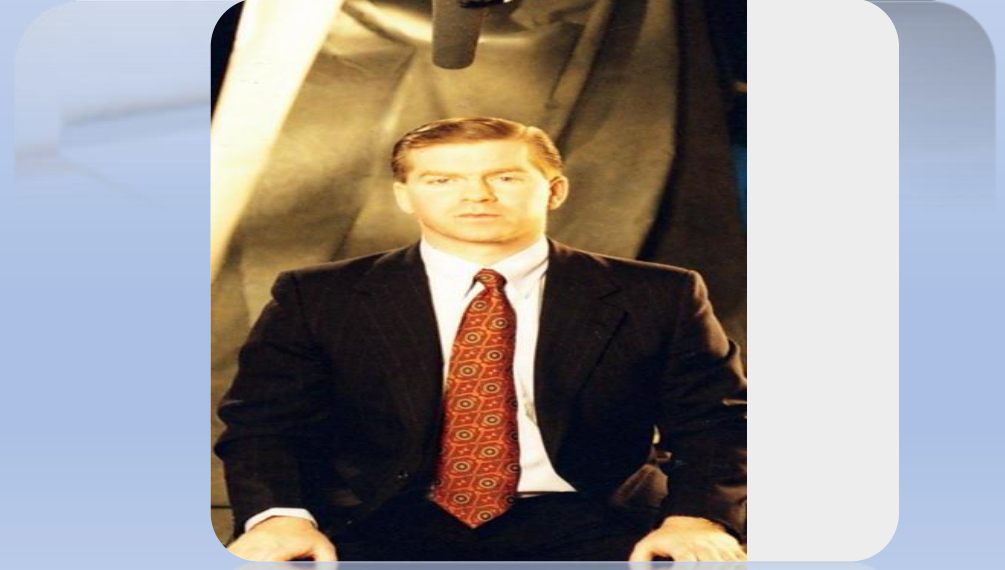
Managing Member: 1998-2000 - International (North & Central America) Representative Company for Emerging Technologies.

Executive Placement & Recruitment – 2002 – 2018

Owner/Operator of Executive Recruiting Company, specializing in recruiting and placing bankers.

Main Street Market Exchange – 2012 -present. Founder and CEO

St Joseph's for the Poor – 2000-present, El Salvador, Central America, built 1,000's of homes and different communities for the poorest of the poor.



#2.) Experience and Time Management

BE YOUR OWN BOSS: 1993 Author.

Small Business Banking: 2017 Author (Online Course for Bankers)

American Economics: 2022 - Founder - Author

The American Doctrine – 2023 - Author

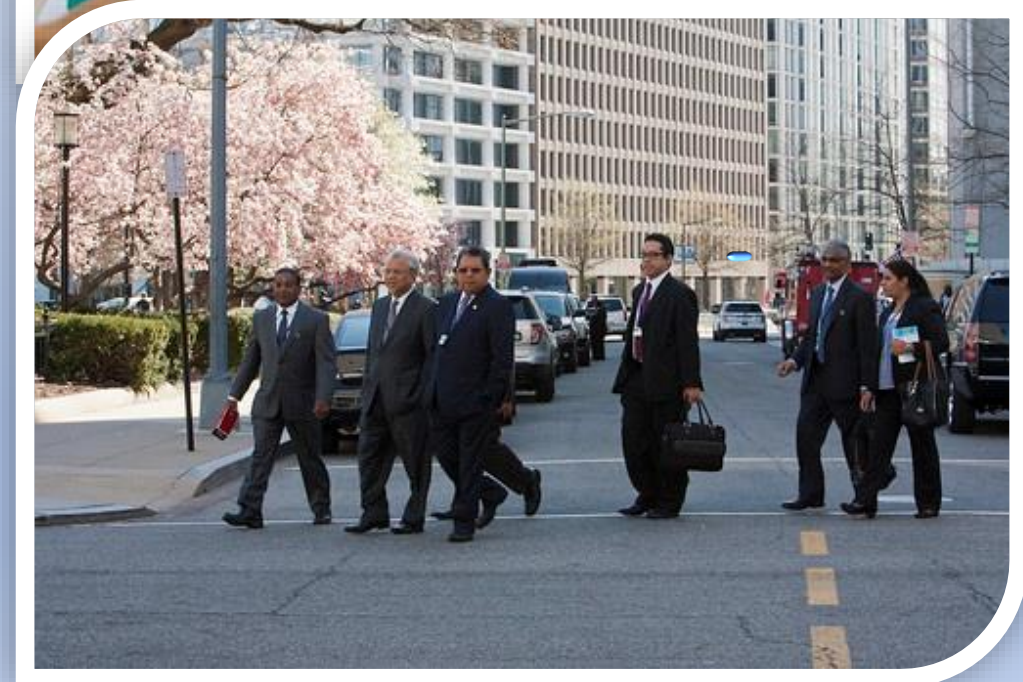
The Power of Happiness: 2005, Author

The 7 Secrets of Success: 2017, Author

- A) Paul is looking for 2 things to enhance his 500 IPO's by September 2025.
- 1) Main focus here is to OFFER the double your money + 7% initiative.
 - 2) Concurrently, run the company and continue to pursue many other initiatives to make the MSME flourish.

Specifically, for this entitative, I'm working for an infusion of **\$50,000**. This targeted infusion will be attained by soliciting **\$250 to \$5,000 infusions**, from individuals who want to double their money in 1 year.

MSME designates 1 FT person to assist with writing up and posting daily. No other MME employees will assist with this targeted activity,



#2.) Experience and Time Management

Currently assisted by 1 back-office support person. On or around January 2024, I will add 1 more support person and 1 more Executive to assist with this challenge and to finalize the FUNDING apparatus (Funding mechanism – proprietary) to fund the new (and existing) Fully Developed PLANS (IPO's).

A) Paul – Main point of Contact. Follow along on BLOG at www.mainstreetmarketexchange.com

B) Investors who invest between \$250 and \$5,000 will be paid back: double your money + 7%.

C) Targeted payback comes from fee/per new Fully Developed Plans/ IPO's. 500 new IPO's x \$250/per fully developed plan = \$125,000.

D) Review other MSME initiatives and REVENUE generating sources, if desired, (dozens on website). This is a targeted PLAN.

Company:

Company Name: The Main Street Market Exchange – C Corp

Ownership %: Paul J. Lloyd – 100%

Office location: Pennsylvania

Bank: Trust Ban

J) Pricing, Margins, and Charges: Double your money in 1 year (plus 1%)



#3.) CASH FLOW



Monthly Cash Inflows (Income) After 3 Months

20 plans (total monthly new plans) x \$250 = \$5,000

Monthly Cash Outflows (Expenses) After 3 Months

Add and additional CSSR REP/plans. Salary of \$750/mth

(Retained/Reserves (needs to be paid in 1 year): 8 of the 20 sponsored at \$250 = \$2,000 x 2 (double) = \$4,000

***This is an incredibly simple, straightforward, and clear...invest & return scenario.

Summary of Projection: A rough Summary of monthly Cash Flow Inflows (Income)

= \$5,000 – Cash Outflows (Expenses) of \$4,750 = \$250 in Operating Income.

Summary of Projection: A rough Summary of monthly Cash Flow Inflows (Income) = \$5,000

– Cash Outflows (Expenses) of \$4,750 = \$250 in Operating Income

***** I'm retaining the double your money monthly infusions (showing as an Expense).**

#4 CONSTANT STREAM OF CUSTOMERS

Much of this plan is focused on ensuring a constant stream of new PLANS. Her's a list of pro-active prospecting and soliciting activities we will do to ensure that we have a Constant Stream of Customers (PLANS).

- a) 2 Business Boot Camps a month; they feed the PLAN funnel.
- b) 5 hours of pro-active calling (P JL) each day on the MSME...for all MSME activities.
- c) New FACEBOOK lead -feeds to Bankers, Insurance agents, Real Estate Agents for Boot Camp Invitation, Communication Course Online invitations.
- d) Initiate 5 x 8 card system.

What will Paulie do each day?

- 1) Run the MSME. Pursue new Fully Developed plans.
- 2) See above.
- 3) Monitor Existing and new (new hire after 3 months) CSSR support person/people.
- 4) Keep score.
- 5) Be the Chief Communicator Officer for this Challenge.



What will the CSSR #1 and CSSR #2 do?

- 1) Support Paulie in all aspects of this challenge.
- 2) Continue to update and amend TEMPLATES for PLANS.
- 3) Write up (utilizing Word) the PLANS, deciphering from TEMPLATE.
- 4) Transfer WORD document to PowerPoint for completion and posting on website.
- 5) Cross train to answer calls and video calls to transfer basic information to templates for draft of writeups.

How will Prospecting work:

- 1) 2 bootcamps (live via Skype/Zoom) per month.
- 2) 2 Radio & 2 podcast interviews.
- 3) Bank solicitation overspill (online course for banks).
- 4) 12 News Releases monthly 'What is your PLAN?'
- 5) CSSR 1 and 2 – constant Facebook free invites.
- 6) Daily (new) 60 second YouTube shorts.

Why do it all?

- 1) Prospecting works.
- 2) Need to keep score.
- 3) Other advertising/solicitation will follow.
- 4) Folks like to be asked: What do you want to do?
- 5) It's the reason for being...for the MSME.

How much should CSSR/Paulie call?

- 1) Paulie – 24/7/365...for all MSME activities.
- 2) CSSR's – designated calling; review daily.
- 3) Develop system. Develop script. Develop goals to achieve FD plan flow.



#5.) DAILY PLAN



A) Daily Plan for Workflow

- 1) A designated Executive Notebook, describing a Daily PLAN of Action. Completed daily by Paul.
- 2) Paulie serves as the communicator/coordinator for the new PLANS generated.
- 3) TEXT/Call daily with CSSR's on a PLANS.
- 4) Define – daily - the specific emphasis on PLANS is for the day.
- 5) Update BLOG 2 x a week...to show progress.

B) Daily PLAN for CSSR's

- 1) Establish and update TEMPLATES for Word/Power Point presentations.
- 2) Post new FD PLANS weekly on MSME website.
- 3) KEEP accurate time sheets.
- 4) Keep EXECUTIVE (DAILY) Notebook filled-out EVERY DAY.
- 5) Address Follow-up (scheduled) issues daily.



#6.) ORGANIZATION

Organization is 1 of the 10 Components of creating a Fully Developed Plan. When you are organized, you are serious about your work. When you are disorganized, you have little chance of succeeding.

A) Organize Your Target Market

- 1) Target daily Contacts re Sponsoring FD plans.
- 2) Bankers, Real Estate Agents, Insurance agents, (Boot Camp targets).
- 3) Radio/News Releases, Podcasts, Youtube shorts.

B) Organize Your Prospects/Clients

- 1) Understand - the 80-20 rule.
- 2) Identify – those who respond. Don't chase folks.
- 3) Categorize/Segregate – Address DOERS. don't waste time on timewaster:

C) Organize Your Desk:

- 1) Paulie and CSSR's need organized day and desks.
- 2) CSSR's will handle designated/certain tasks. For example, all BILLING (80% of the billings should be electronically). Clarify and determine.
- 3) Daily Action Plan needs to be written down each day by Paulie and CSSR's and texted/communicated to each other.



#7.) PERSONAL PREPAREDNESS

A) Are you ready to do this?

- 1) Ready and psyched to do this. Currently, doing this.
- 2) Paulie and CSSR's have sufficient energy to do this.
- 3) Locked and loaded...see www.mainstreetmarketexchange.com

B) Personal Assessment:

- 1) Paulie is 63 years old. His physical health is now better; health an eyesight has stabilized.
- 2) Paulie's passion is the Main Street Market Exchange.
- 3) No other obligations will impede Paulie from doing this; it's his priority.

C) Compelling REASONS:

There are **3 primary REASONS** that Paulie wants do this:

- 1) Illustrate/show (in a very small way) the **POWER** and **BEAUTY** of the MSME.
- 2) Inspire entrepreneurs by **FULLY DEVELOPING** their plans.
- 3) Show that the MSME is bringing America out of the Stone Age of Investment.



#8.) PROJECTIONS

- a) See #3.) Cash flow (VERY Rough).
- b) There is no significant Cash Investment – **no need for 3 detailed Projections**, as is normally performed.
- c) The focus is on NEW Fully Developed PLANS. Main focus of MSME.
- d) Total focus on achieving 20 plans per month...for 2 years...for PLANS...for just Paulie...not counting all other plans or revenue from MSME.
- e) Targeted – Supportive of Entrepreneurs and Paulie's efforts, **DOUBLE** your **MONEY** aspect 'heightens the challenge'.
- f) MSME will absorb new CSSR (in 3 months), to assist present CSSR.



#9.) Capital Investment

- a) No Initial Cash infusion or Cash investment.
- b) Opening Up 40% (200 of 500) Plans that are generated from Sept 2023 to September 2025.
- c) Focus on daily CHALLENGE...1 facet of overall MSME activities; draw attention to MSME...create excitement...keep score.

Parameters:

- a) Sponsor Fully Developed Plan for \$250 fee; double your return in 1-year.
- b) No need for collateral, or contingencies, or ownership questions, or covenants on payback.

Payback:

- a) Maximum 200 of 500 PLANS that Paulie solicits/creates.



#10.) EXECUTION OF THE PLAN

EXECUTION OF THE PLAN

(PLAN #125) Paulie's 500 (IPO's) Fully Developed Plan Challenge – Double Your Money in 1 year Main Street Market Exchange – Sponsor)

CAPITAL INFUSION:	None initially. 'Opening up" to Sponsorship - 200 of 500 new FD Plans; \$250/PLAN, Double your money in 1 year.
ENTITY:	Main Street Market Exchange
OWNWESHIP:	Paul J. Lloyd, 100%
PAYBACK:	a.) Maximum 200 /\$250 each of 500 PLANS that Paulie solicits/creates. Targeted, specific, clear to understand.
INTEREST:	Plus 7% annually, on each \$250 infusion. In addition to double your money.
COLLATERAL:	None •
PRAMETERS/COVENANTS:	N/A

No EXECUTABLE documents required, Receipt of Purchase and Certificate Awarded via email upon \$250 Sponsorship of \$250 or more.