



Case Study

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Digital Currency Company

Problem:

This startup company had a unique idea for a service – gold-backed digital currency. Anybody, anywhere in the world would be able to transfer funds to anybody else via the Internet using gold-backed currency. The idea was great, but they needed...

- to get the product to market;
- a process to account for the transactions;
- the ability to withdraw the funds locally anywhere in the world;
- a method of funding accounts;
- investors and funding sources.

Solution:

We took on two top positions in the organization - President/Chief Marketing Officer and CFO and established a plan to bring on investors and expand globally. We moved the business to Tortola in the British Virgin Islands and established an agency network, whereby country agents paid a large fee to represent the firm. They in turn recruited local agents who paid a fee which was split between the company and the country agent. As part of the plan, our CFO obtained the rights to offer a bank card (the only gold-backed bank card) which customers could use globally to extract funds from their account. (**Note.** Gold is a safer form of currency for many people, especially in third-world countries).

Results:

We built a global country agency network with a customer base in 190 countries. Since gold is an accepted currency in every country, it became the currency of choice by many, which also attracted investors.

Today's business climate requires a strategy to get ahead. You need to identify what differentiates you from the competition, capitalize on that strength and deal with your weaknesses - treat, terminate, tolerate or transfer (4 T's of risk management).

At GAP Enterprises, LLC we can help with our tailored programs designed to help you develop a strategic plan and execute a differentiation strategy, guaranteed to help you succeed! We start with a brief survey of your capabilities, analyze your resources and develop a plan. If you follow the plan, you will succeed!

Strategic Planning forces you to analyze your strengths and weaknesses and identify opportunities and threats that affect your corporate objectives. This is also known as a SWOT (Strengths; Weaknesses; Opportunities; Threats) analysis. Strengths and weaknesses are internal factors over which you should have control. Opportunities and threats are external to your business, over which you may not have control. Your goal is to match your resources and capabilities to the competitive environment in which you work.

While our expertise is broad, we do have history in specific industries/disciplines:

Healthcare & Pharmaceuticals	Professional Firms	Startups & Turnarounds
Retailers/Etailers	Importers/Wholesalers	Manufacturers
Global Strategy, Sales & Marketing	Enterprise Risk Management	Software Houses

Whether we develop a strategic plan for expansion worldwide, reorganize your existing operation (including Sarbanes-Oxley compliance) or design and develop an effective marketing program, you can be sure of results. With over four decades experience in the business world in various executive-level capacities, our partners and staff can save you time and money with their extensive expertise.

Tell us about your organization (see below) and we will contact you within 24 hours to discuss your needs and how we

How can we help? (Tell us about your organization)

What is your name, title, company name, address, telephone, URL and e-mail address.

In which industry do you do business?

What do you do?

What products or services do you sell?

Where do you sell your products/services?

What are your objectives?

What is your target market?

E-mail this information to strategy@gapent.com



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