ABC
Advanced Business Concepts
YOUR DIGITAL SOLUTIONS PARTNER

ADVANCED BUSINESS CONCEPTS

YOUR DIGITAL SOLUTIONS PARTNER

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THE ABC DIFFERENCE

ABC is the only software firm in the direct sales and affiliate marketing industries with proven experience in global sales performance and marketing. Every facet of our portfolio of software services is designed to help grow your business and get you results, or we don’t get paid.

ABC DIFFERENCE

OUR PROPOSAL

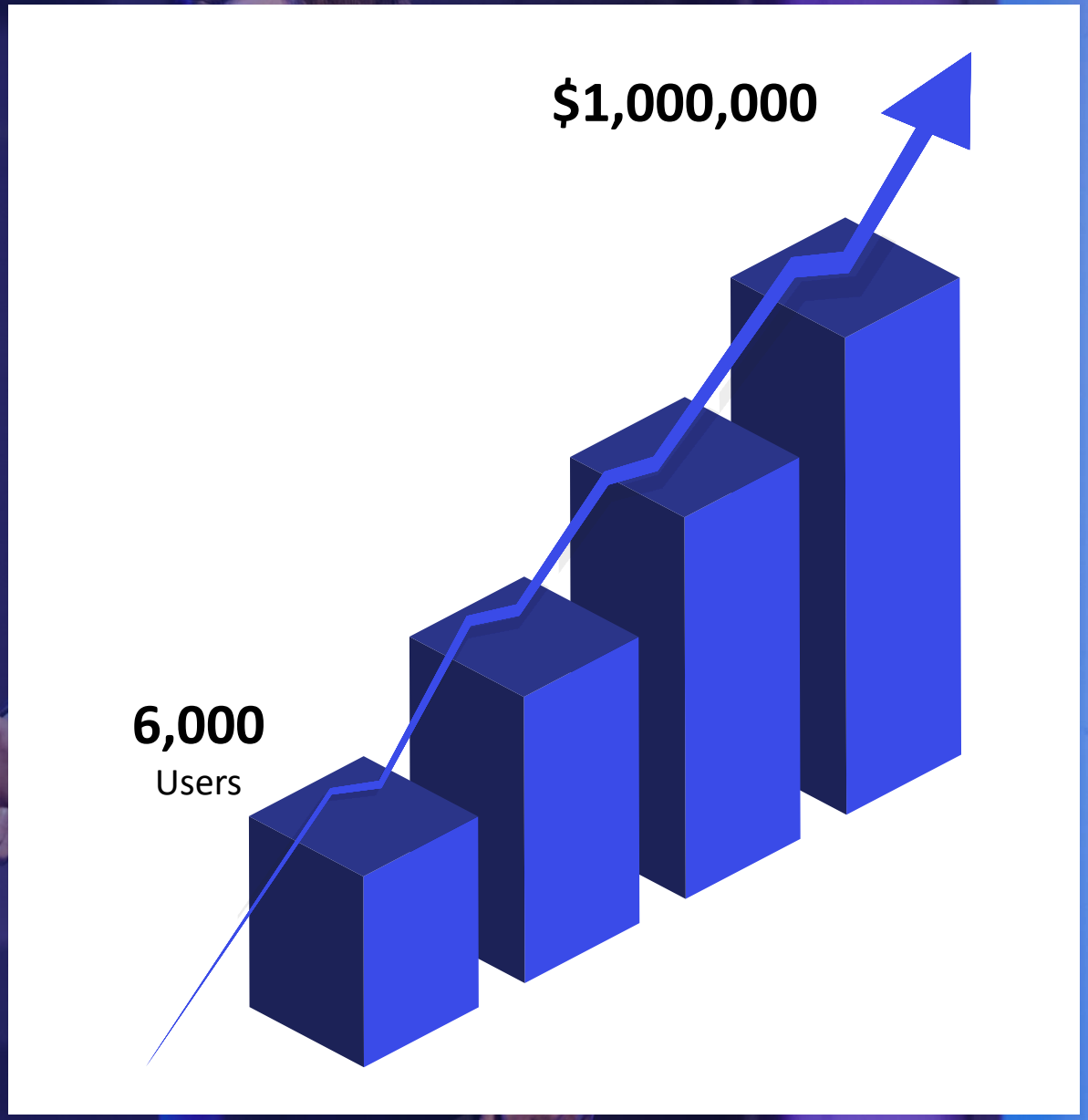
ABC Software is proposing to be the one comprehensive software development solution to help grow your global brand.

ABC will develop the leading-edge digital software and marketing strategies needed to bring your business to the home business masses.

ABC currently provides full-scale software services to a host of major leading industry programs, including those in advanced technology, worldwide benefits and philanthropy, health and nutrition, global finance and trading, digital marketing, and global success coaching.

YOUR TECHNOLOGY SOLUTIONS PARTNER

ABC intends to contribute to the ongoing software design and performance of your program. Unlike typical software developers, ABC will be uniquely focused in the growth and success of your brand. This will ultimately ensure a much greater investment of time and resources than any other software developer in the industry. ABC simply has resources, experience, and strategies that other software companies do not have.



ABOUT US

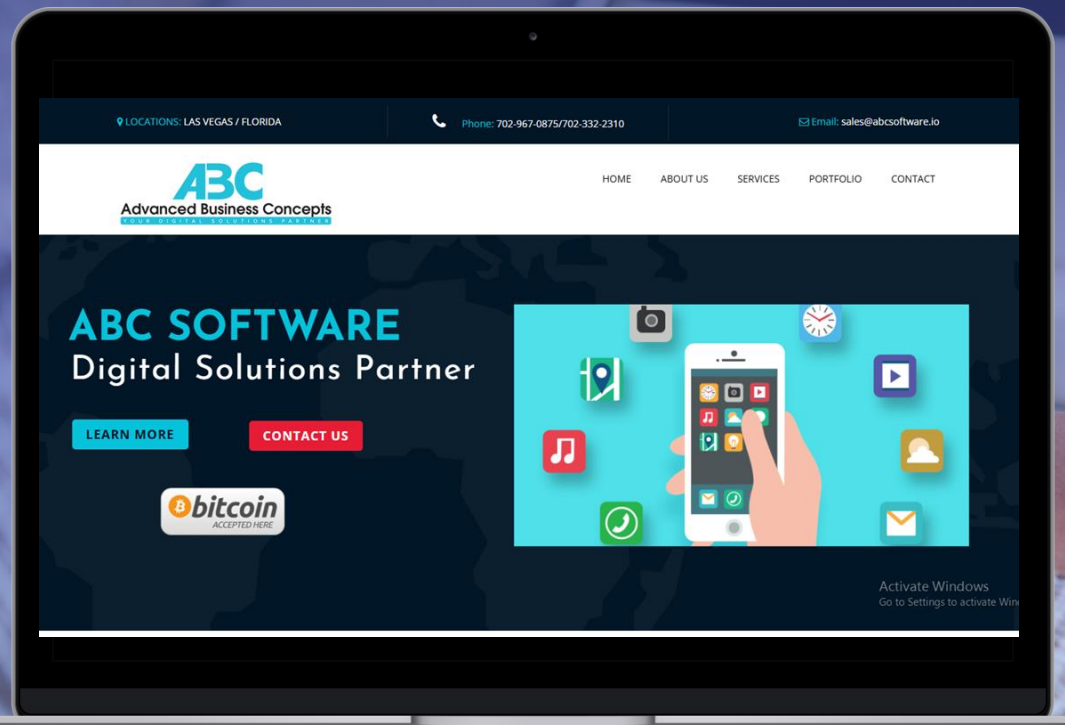
Advanced Business Concepts (ABC) has been in business for over 25 years developing strategic digital marketing and enterprise software solutions for top-tier home business entrepreneurs and leading affiliate marketing and direct sales companies.

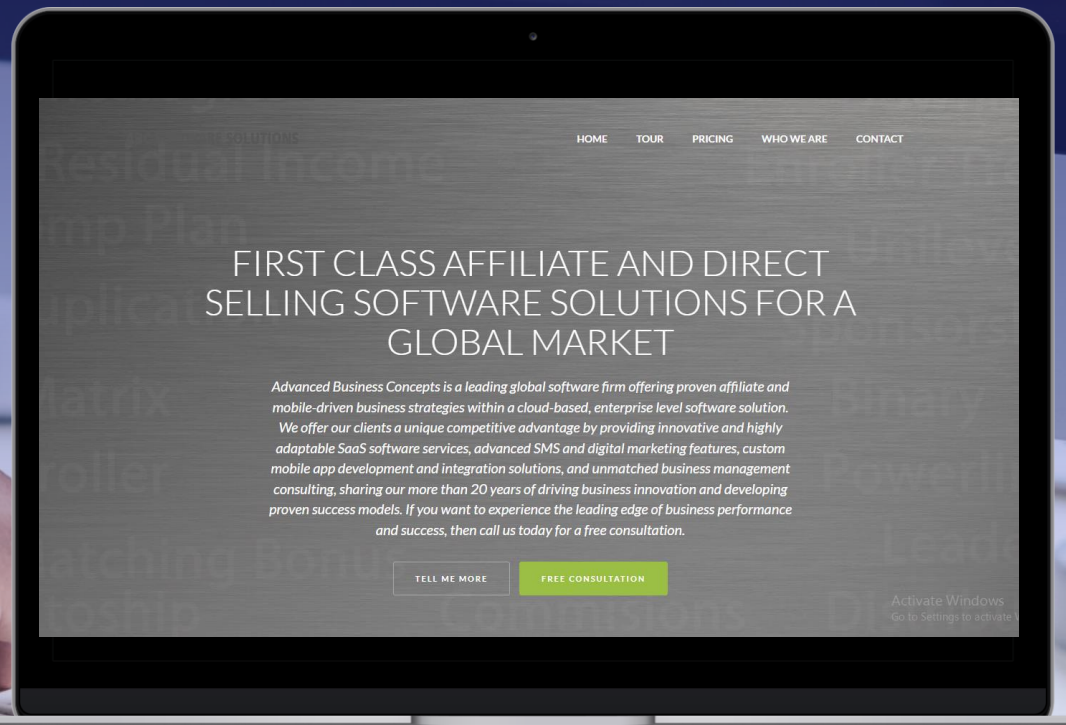
Advanced Business Concepts

OUR WEBSITES

https://abcsoftware.io/

https://abcsolutions.io/





BETTER TECHNOLOGIES BETTER RESULTS

ABC has developed a sophisticated array of software technologies that allows us to create uniquely effective home business branding strategies and management platforms that can help grow your company sales at rates much higher than industry standards.

ABC has also developed its own proprietary technologies to enhance user performance and sales conversions, including advanced email and SMS, AI video and marketing, and mobile app solutions.

EXECUTIVE FOUNDERS OVER 40 YEARS OF COMBINED EXPERIENCE

SEAN FISHER

CEO

Sean graduated with Honors from the Paul College of Business & Economics at the University of New Hampshire, where he won the Paul J. Holloway Entrepreneurship Award. He also studied literature and writing at the prestigious University of Cambridge in England.

Sean is a professional copywriter and develops the marketing and sales strategies for the ABC clientele, including marketing systems, sales funnels, and video presentations. Sean is also a highly accomplished home business recruiter, having built successful teams in the hundreds of thousands. He recently completed Executive studies in Digital Strategies at Columbia Business School.

RYAN HECKENDORF

CTO

Ryan has an extensive background in IT development, programming, and emerging internet technologies. He was an early pioneer in broadcast email marketing in the 1990's and spent decades developing the custom email platform that drives ABC's unique digital marketing technologies.

Ryan manages the software development and programming team and developed the first custom text broadcast platform for opt-in MLM lead generation. He is currently overseeing the development of new SMS communication technologies for seamless "tell a friend" referral systems.

TOTAL ANNUAL GLOBAL SALES

THE NFL:
$9.5 BILLION

MUSIC INDUSTRY:
$16.5 BILLION

VIDEO GAMING:
$67 BILLION

MOVIE INDUSTRY:
$80 BILLION

ORGANIC PRODUCTS:
$91 BILLION

NETWORK MARKETING:

$200+ BILLION

COMPLETE SOFTWARE SOLUTIONS

The Major Components Of Your Digital Software Services Are:

- Complete Back-end Software Management Solution
- Administrative Management/ CRM Platform
- Integrated Digital Front-end and Branding Resources

ABC Will Provide You With Complete Software Development

Development For Your Direct Sales Program, Including Web Design, Software Design, Digital Marketing Strategy, Contact Management, Branding Consultation, Training Resources, And Support.

SERVICES WILL INCLUDE:

Professional website designs

Professional branding designs

Professional copywriting and video scripting

User replicated landing pages/websites

Administrator back office (full enterprise level software features)

Distributor back office (full enterprise level software features)

Digital marketing software resources – including SMS text technologies

Complete software solution – including compensation/payout systems

ONE COMPLETE SOFTWARE SOLUTION

We Do Everything For Your Growth and Success

- Allows Us To Meet Your Expanding Needs For Growth
- Compensation Development, Operations, and Updates Included
- Ongoing Software Development and Management Included

MONTHLY SERVICES INCLUDED

The monthly services fee accounts for the equivalent of a full-time programmer working with our CTO every day ensuring all systems run smoothly, including:

- Ongoing Maintenance and Updates
- Reasonable Ongoing Feature and Software
- Development
- Client Support and Operations
- Hosting, Servers, Bandwidth
- Running Commission Calculations
- Compensation Plan Runs
- Tracking
- Management

- SMS Text Platform (with additional per text user fees)
- Database Management
- Daily Backups
- Mirroring Of The System
- Multiple Email Servers for All Campaigns
- Mail Reputation Management
- Fraud Suite
- System Reports and Accounting
- INCLUDES: Daily operations, consultation, and support

Summary Services

MLM COMPENSATION BACK-END SAAS PLATFORM

Here is what will be developed, customized, and included:

- Full Admin Back Office Features
- Member Management: Profile, Orders, Leads, Commissions, Genealogy, Wallet, Payouts, Mail, SMS, History, Stats
- Group Privileges: To Pages, Features, Functions, Individual Overrides
- Complete Product Management System
- Complete Order Management System
- Shopping Cart: Buy, Upgrade/Downgrade Packages, Front-end, Back-end
- Shipping/Tax Management: Tax By State, Country, Item No., Additional Products Added, Tax Where Needed
- Genealogy Trees: Tree Views, Table Views, Genealogy, Enrollers, Generations, Sponsorship, and More
- Genealogy Tools: Move, Insert, Swap, Change Sponsor
- Shipping Management: Import/Export, Tracking
- Reporting/Custom Reports

Summary Services

MLM COMPENSATION BACK-END SAAS PLATFORM

- Statistics: Leads, Members, Upgrades, Cancels, Hits, Conversions, and More
- Compensation Plan: Trinary, Unilevel, Binary, Matrix, 1Up/2Up, Codes, Powerline, Straight Line, Profit
- Sharing, or Custom
- Commission Reporting Engine: Traces, Logs, History, Past Volume, and More
- Rank Management: Trigger Emails, Export By Rank, Postal Mail Files, and More
- Achievement Management: Pins, Badges
- Leaderboards: Monthly, Weekly, All Time, Top Teams, and More
- Credit Wallet/Rewards: Internal Purchase
- Credit Vouchers: Upgrade A Friend, Promotional, and More
- Profit Pooling: Founders Pools, Leadership Pools
- Coops: Marketing Campaigns, Orphans, Company-Sponsored Members
- Email Platforms: Follow-up, Drip, Triggered Notices, Broadcasts

Summary Services

MLM COMPENSATION BACK-END SAAS PLATFORM

- SMS Platforms: Follow-up, Drip, Triggered Notices, Broadcasts
- Site Messages: Pre-Written Letter Sets, Welcome Letters, Order Confirmation, New Lead, New Members, Commissions, Payment Issues, and More
- Triggered Messages: Triggered Email Notices, Triggered SMS Notices, Triggered Support Email, Triggered
- Sponsor Notices, Custom Triggers
- Payment Gateway: Authorize.net, Primus, Payment XP, Stripe, and More
- Commission Engine: Real Time, Delayed, Weekly, Monthly, Quarterly, Custom
- Payout Gateway: Uphold (crypto), Check, ACH, Payoneer, Hyperwallet, I-Payout, Swift, or Custom (ie. Bitcoin)
- Refund Engine: Full Claw Back
- Payment Management: Rebill, Add Order, Remove Order, Cancel Order, Move Rebill Out, Comp Order
- Rebill Management: How Many Times To Try, Number Of Tries, Triggered Messages, Sponsor Notices
- Fraud Suite: Fraud Scoring, Credit Card Limits, IP Limits, Overrides
- Tax Reporting/1099 Filing
- Trouble Ticket System

Summary Services

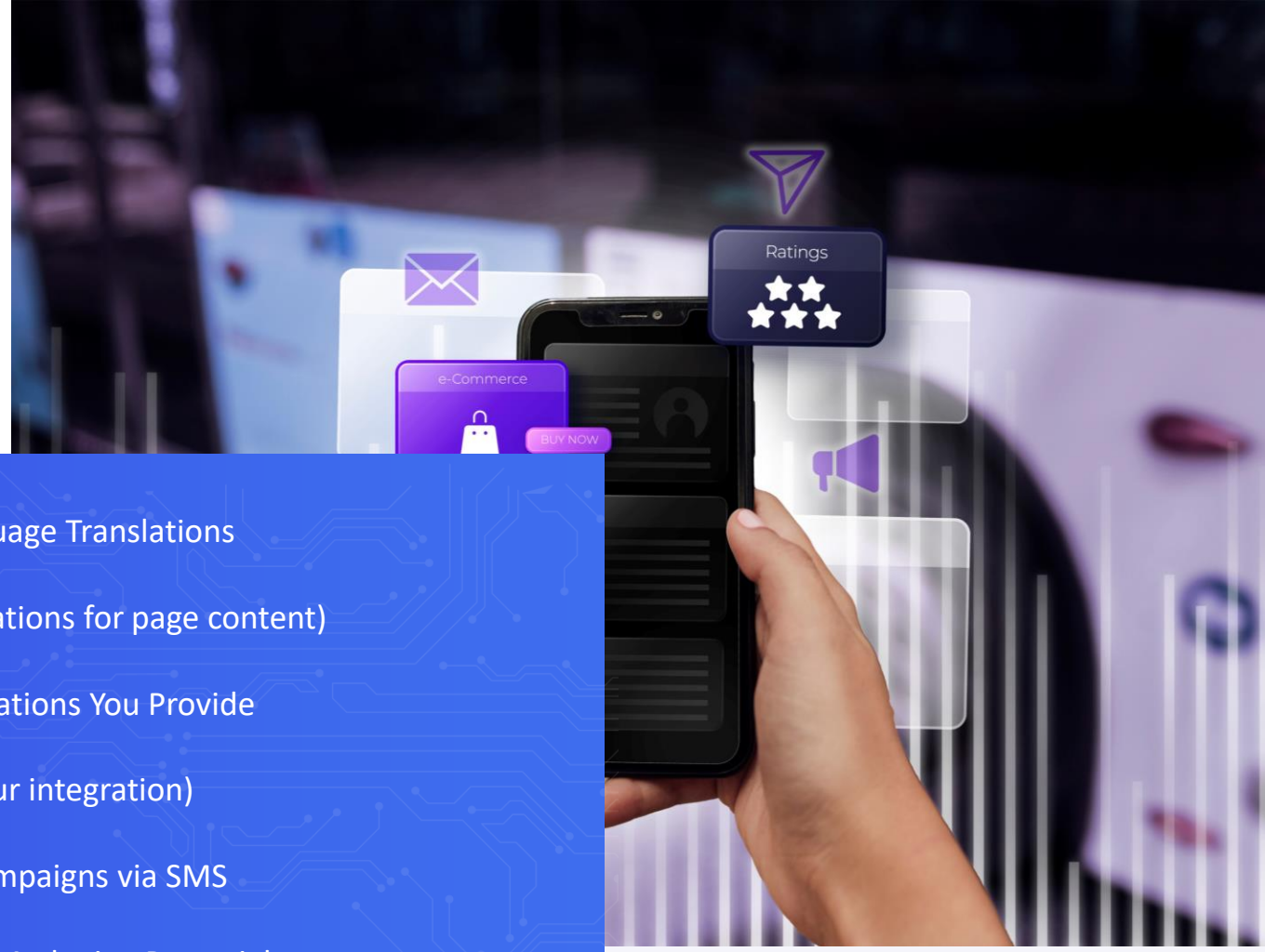
MLM COMPENSATION BACK-END SAAS PLATFORM

- FAQ Manager
- News and Updates Manager
- Resource Management
- Menu Manager
- Website Editor
- Integrated Digital Marketing Tools and Features (see next section)
- Corporate Website Design
- Distributor/Member Back Offices
- Shipping/Fullfillment - fulfillment, shipping for integrations
- Sales Tax Management - US and International sales tax integrations

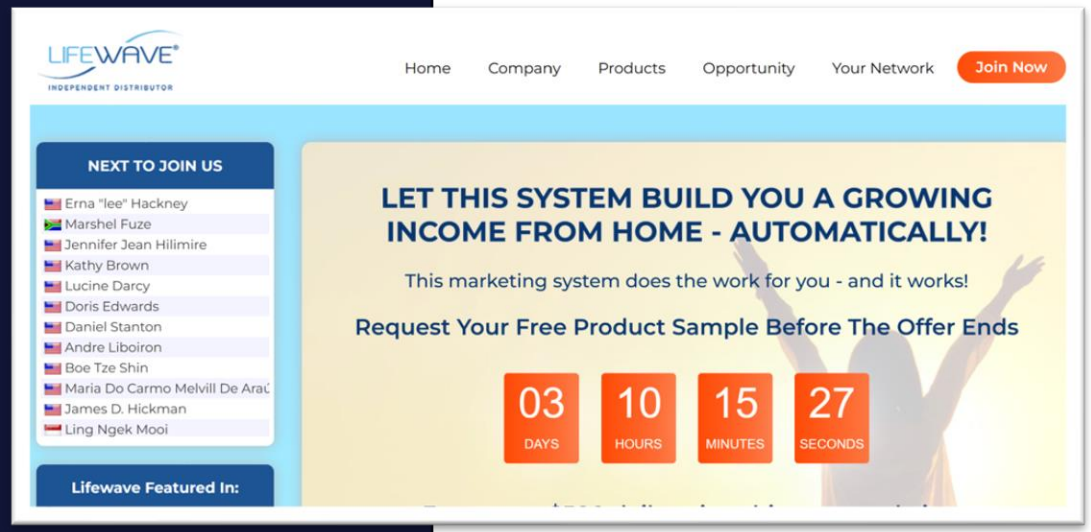
And So Much More! Remember, We Customize Development For Your Program As We Work Together.

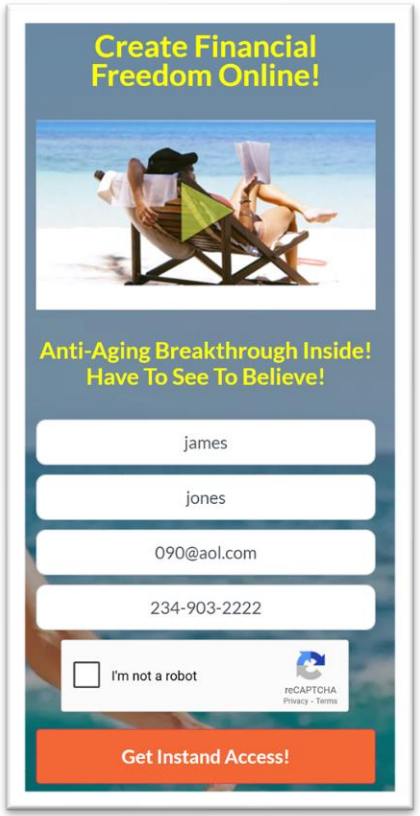
ADDITIONAL CUSTOM SOFTWARE

SERVICES INCLUDED



- We Can Work With Your CTO To Assist With Any Front-end Language Translations
- Back-end Google Translation Options For Navigation (real translations for page content)
- Ability To Send Emails In Preferred Language Using Actual Translations You Provide
- SMS Marketing Options (you would setup a Twilio account for our integration)
- Can Send Notification Emails, Broadcasts, Triggered and Drip Campaigns via SMS
- Design and Implement Nationwide Prelaunch Strategy For Viral Marketing Potential
- Ongoing Consultations and Marketing Strategy Sessions – Over 25 Years Experience

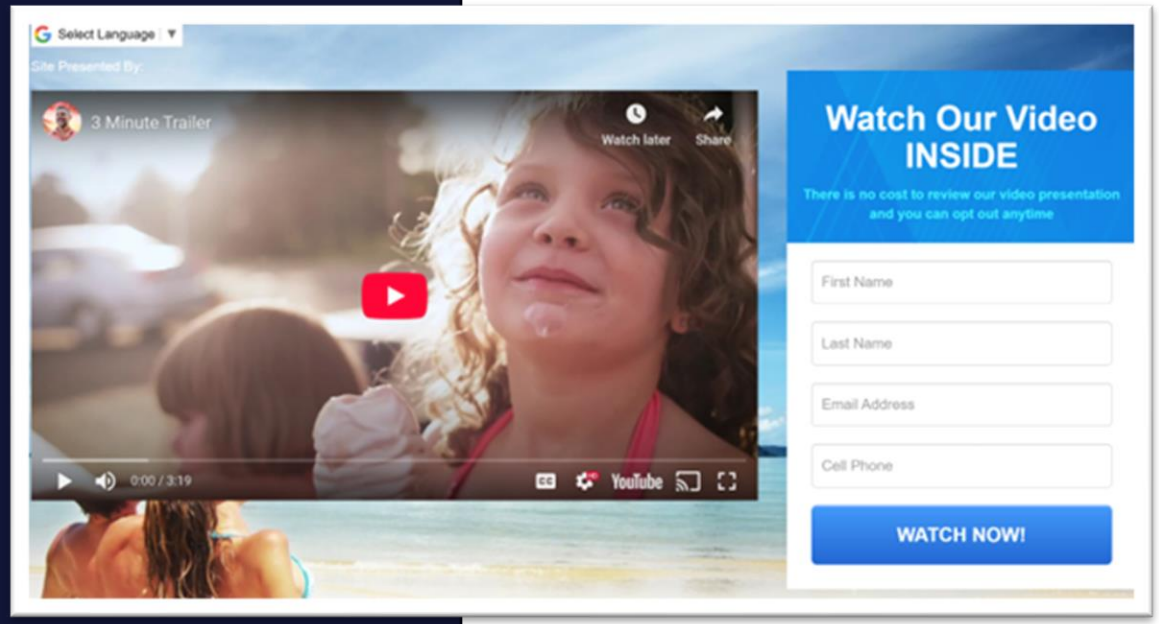


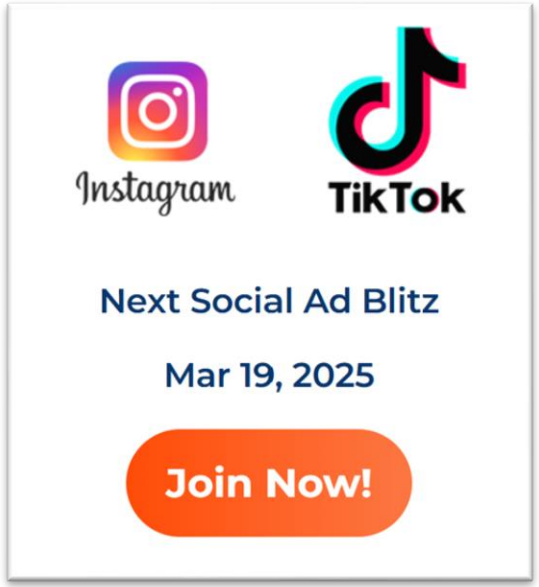


Digital Branding
Complete Front-End Strategy

In addition to providing a complete software management solution for your business, we will also create a custom Front-End Branding Strategy to support your Membership and encourage automation in social and referral selling. Here is what can be developed, customized, and included:

1. Complete Front-End Website Design and Copy
2. Full Admin Back Office Features
3. Full Member User Back Offices
4. Digital Marketing Website Funnel Design and Integration
5. Marketing Funnel Order Integration with Corporate System
6. CRM Contact Management System
7. Statistical Tracking/Reporting
8. Replicated Member Websites and Hosting (Every Member Gets A Company Website and Marketing Funnel)
9. Email Platform - Hosting Servers & Mail Servers for System/Lead Management and Follow-up
10. SMS Platform *Additional cost per text to company
11. Optional Voice Broadcast Integration





Digital Branding
Complete Front-End Strategy

12. Complete Front-end Marketing Strategy – Copywriting, Designs, Sales Strategy
13. Complete Tracking and Follow-up Module (“Fear of Loss” Sales Strategy Technology)
14. All Follow-up Letter Sets Pre-written
15. Optional Foreign Language Versions and Translations (Company provides the translations)
16. Sizzle Video Scripting and Integration (Video Production is additional fee)
17. Pre-enrollment Genealogy: Trees, Tables, Volume and More
18. Replicated Capture Pages
19. Replicated Marketing Pages
20. Replicated Order Pages
21. Source Tracking
22. Customer Support On All Technical Issues and Trouble Ticket System Included For Your Customer Service
23. Member Resources and Training Resources Sections Developed With Company

MOBILE APP MARKETING

We now offer exciting Mobile App solutions to allow your Affiliates to conduct their business on-the-go using their Smartphone.

SOCIAL SHARING TOOLS

Use our Progressive Web App to share pre-designed marketing content socially on all of the major platforms. Prospects click to review the offer and are automatically integrated into the follow-up system for easy sales conversions.

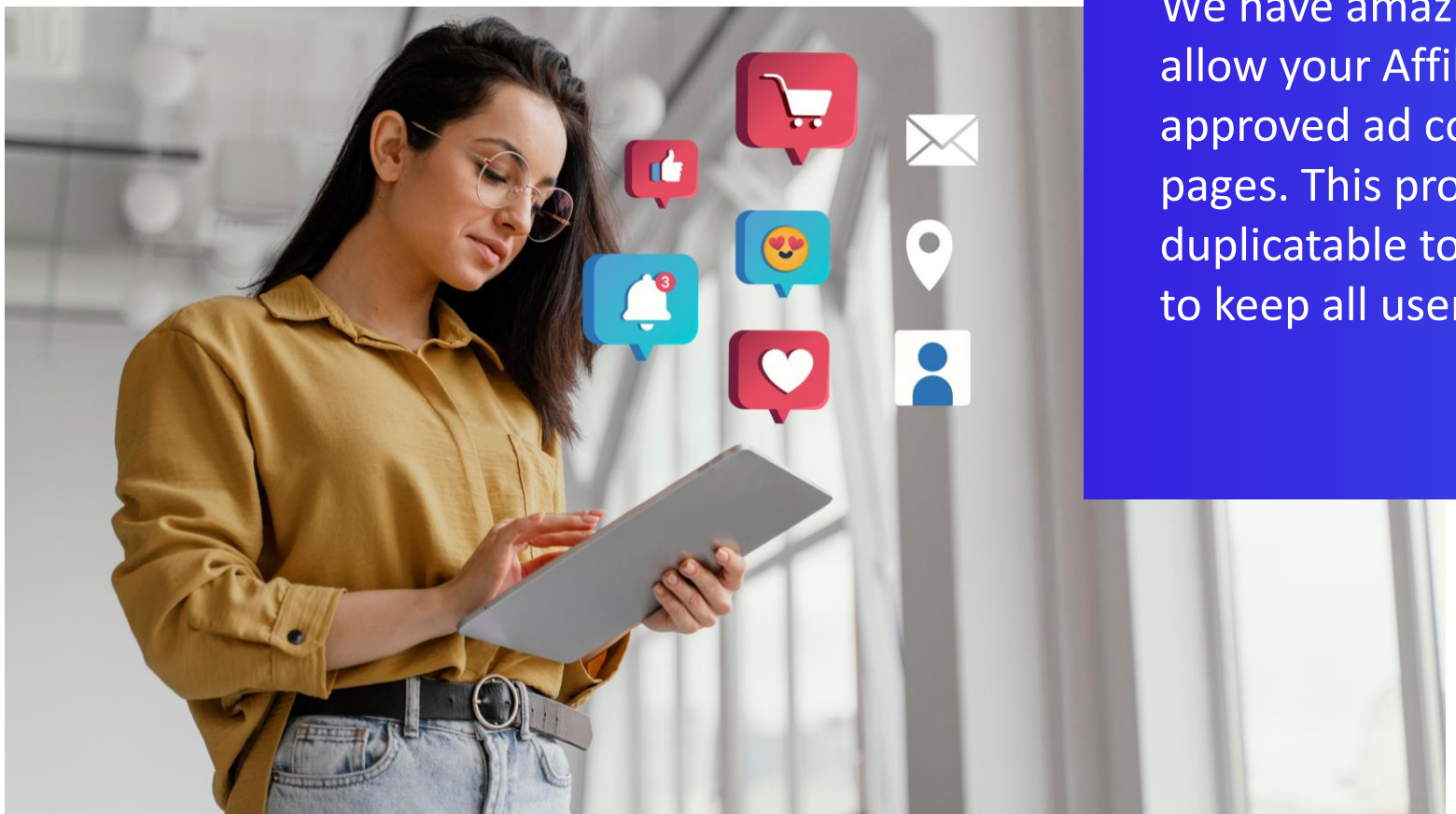
AUTOMATIC CUSTOMER TRACKING

Our built-in analytics tracks all of your customer behavior as they enter the sales funnel, either through the desktop marketing system or through your Smartphone app. This helps Affiliates to achieve their sales goals faster and more effectively.

AI VIDEO AND CONTENT CREATION

Our proprietary AI Technologies allow us to help you create custom video scripts, video presentations, and crafted marketing experiences for your consumers in a matter of minutes (not months). This allows you to test new ideas, track results, and employ the most effective strategies, while providing all of the tools your affiliates need to share and succeed.

SOCIAL MARKETING TOOLS



We have amazing COPY & CLICK social tools that allow your Affiliates to highlight and copy pre-approved ad copy and then paste onto their social pages. This provides your Affiliates with duplicatable tools to get results, while allowing you to keep all users legally compliant.

ADVANCED BUSINESS CONCEPTS SOFTWARE AND MARKETING RESUME

Skinny Body Care
Valentus
MDC
ProTravel Plus
Melaleuca The Wellness Company
Nerium International
Organo Gold
Mobile Wealth
Prospera Credit Union
FFX International online forex trading
Secure Meet
UnitedBVGames
LegalShield
LifeVantage Independent Distributor
Mary Kay
Beachbody
Seacret Minerals from the Dead Sea
Ariix
Alternate Hardware Software Entertainment
Vision
NFT
Excel Communications Worldwide
RetireFast.co
Zumba
Le Club Privé Futurs rentiers
Vemma
sisel
Rejuvenate Worldwide
Ameriplan
dubli
Adlink Technology Inc.
LifeWave
rain seed nutrition co.
ViSalus
ELITE
Discover Seacret
North American Power
FlexKom International
Empower Network
Enagic Kangen Water Change your water, Change your life.
O2 Global
Who Wants to be a Millionaire

btg
myWorld Solutions
GO GLOBAL ONE
ALLMAX NUTRITION
SCIENCE • INNOVATION • QUALITY • RESULTS
mobile
Ipas
LIVESMART 360°
O'NEAL INDUSTRIES
SOZO international
PROBUILDER
PROFESSIONAL BUILDER
PROWEALTH LLC
PROTECTION • RETIREMENT • OPPORTUNITY
2Konnect
BUILDING ONE TEAM
Numis
Master mind
STIFORP
GT Trends
Powered by Global Travel Trends, Inc.
TraVerus
DESTINATION
HOTELS & RESORTS
RESORT GLOBAL NETWORK
eDigital
PROSPER
eventis
DESTINATION SERVICES
eaconomy
impact.com
Enfurio
it all STARTS with YOU!
21bitcoin
TRYCERA FINANCIAL, INC.
allegro
OUR GOAL IS YOUR SUCCESS
POWERTEAM INTERNATIONAL
ATLAS FOREX
JEUNESSE
Best Lifetime Income
LEVEL UP CAMPAIGNS
GREEN SOLAR SOLUTIONS
DESTINATION
HOTELS & RESORTS
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ServCity