HIGHSTREET

Operation: BLUEPRINT

<u>Business Plan 2021</u>: Image, Infrastructure, Implementation & Execution

TABLE OF CONTENTS

1. Management

A. Corporate Structure

i. Domestic

(1) Corporate STRUCTURE 08.doc

(a) Grid of full corporate structure

(2) Corporate INTEL PROPERTY.doc

(a) List of Trademarks, Copyrights, Registrations and Domains

(3) The High Street Group.doc (redefining investment management)

(a) High Street Financial, LLC. (registered investment advisors)

(b) High Street Capital Management, LLC. (alternative investment management)

(c) High Street Foundation, Inc. (changing lives, strengthening communities)

(d) Newcastle Capital Markets, LLC. (IB) (NFA introducing broker)

(e) Canongate Securities, LLC. (BD) (NASD broker dealer)

ii. International

(1) St. Giles Asset Management, Ltd. (BVI Tortola) International Investment Management

(a) Canongate Futures, Ltd. International Introducing Broker (IIB)

(2) The Geneva Trust, S.A. (Switzerland, Zurich & Geneva) International Investment Management

(a) Cita Trust Company, S.A. Ltd. (Switzerland, Zurich) Trust Services

(3) Eurotraders AG (Switzerland, Zug) International Investment Management

(a) Eurotraders, Ltd. (Cayman Islands) International Introducing Broker (IIB)

(4) Cita Trust (Panama) International Investment Management & Trust Services

B. Strategy w/ Reporting and Tracking

i. Operation BLUEPRINT

(1) Master Operation BLUEPRINT.doc (Business Plan)

(a) Master Operation BLUEPRINT Long.doc

(b) Master Operation BLUEPRINT Short.doc

(i) Marketing/Sales, Client Service, Research/Trading & Portfolio Management

(2) Master OPERATIONAL COMMITTEE MEETING.doc (Weekly Meeting Agenda)

(a) Document with attachments and links

(i) CRITICAL: Have Chief Technology Officer write code so that the Master Document and the OCM (Operational Committee Meeting) are linked to our internal client contact management software Client Connect. All documents will be dynamically updated as employees work so that management will be able to track corporate progress and properly evaluate employee performance related to their specific job duties.

(3) Master INVESTMENT COMMITTEE MEETING.doc (Weekly Meeting Agenda)

(a) Document with attachments and links

(i) CRITICAL: Have Chief Technology Officer write code so that the Master Document and the ICM (Investment Committee Meeting) are linked to our internal client contact management software Client Connect. All documents will be dynamically updated as employees work so that management will be able to track corporate progress and properly evaluate employee performance related to their specific job duties

(4) Master HEADERS.doc (memo style / bullet point list / to-do-list)

(a) Action List

(i) Document with attachment and links

(ii) Electronic copy and print copy. This is the master to-do-list.

ii. Mission Statement

(1) High Street is redefining investment management by offering one of the most sophisticated investment programs ever made available to investors.

(2) Our mission is to form a partnership with our clients and provide them with the most complete investment management program available in the industry. The cornerstone of the program is fiscal integrity, complete transparency, exceptional client service, unparalleled communication and superior investment management Dynamic Style Rotation® and Dynamic Trend Algorithms®.

iii. Goals & Objectives

(1) AUM (Assets Under Management) by company and category

(a) Master AUM.xls

(2) Revenue by company and category

(a) Master REVENUE.xls

(3) Professional Advisor Alliance Program

(a) Master PAA.xls

(4) Ambassadors Program

(a) Master AMBASSADOR.xls

C. Corporate Partners

i. Advisory Board Members (Not implemented at this time)

(1) Advisory BOARD.doc

ii. Joint Venture Partnerships

(1) Joint VENTURE.doc

(a) Marketing / Sales

(i) Domestic

(ii) International

(b) Client Service

(i) Domestic

(ii) International

(c) Research / Trading and Portfolio Management

(i) Domestic

(ii) International

iii. Service Providers

(1) Service PROVIDERS.doc

(a) Brokerage Firms

(i) Domestic

(ii) International

(b) Prime Brokers

(i) Domestic

(ii) International

2. Finance

A. Organizations

i. Banks

(1) Banking RELATIONSHIPS.doc

(a) Complete listing of relationship, key contact, passwords and wiring instructions

ii. Brokerage

(1) Brokerage RELATIONSHIPS.doc

(a) Complete listing of relationship, key contact, passwords and wiring instructions

B. Internal Accounting

i. Reporting

(1) Internal ACCT UNPAID.pdf

(a) Unpaid Bills report generated from quickbooks

(2) Internal ACCT MONEY.xls

(a) List of all corporate accounts with net cash balances

(3) Internal ACCT BUDGET.xls

(a) Current quarterly budget with previous quarter comparison and annual projection

(4) Internal ACCT OUTSTANDING.xls

(a) Outstanding Items, outstanding checks, number of payrolls left in quarter

(5) Internal ACCT EMPLOYEE.xls

(a) Employee payroll, unemployment insurance and benefits grid

(6) Internal ACCT IC.xls

(a) Current Independent Contractor payment grid w/individual client summary

C. External Accounting

i. Reporting

(1) Corporate Board Meeting with CPA and Advisory Board

(a) Dual meeting. Private meeting with CPA followed by Advisory Board Meeting

(i) Corporate AGENDA.doc

1) Current items to be discussed and evaluated

(ii) Corporate MINUTES.doc

1) Recorded minutes of each meeting

D. Human Resources

i. Employee Manual

(1) Employee COMMITMENT.doc

(a) The High Street Group Mission Commitment letter with signature page

(2) Employee MANUAL.doc

(a) Complete employee manual with signature page

ii. Benefits

(1) Employee BENEFITS.doc

(a) Current benefits package, with lists of carriers and plan choices

3. Legal

A. Domestic

i. Corporate

(1) Structures

(2) Business Issues

(a) Contracts

(b) Disputes

ii. Investment

(1) SEC

(2) Hedge Fund, ERISA

(3) NFA

(a) Domestic ATTORNEYS.doc

(i) Complete listing of relationships by categories, specialty of firm, key contacts and legal assistants, engagement terms and fee structure

B. International

i. Corporate

(1) Structures

(2) Business Issues

(a) Contracts

(3) Disputes

ii. Investment

(1) Hedge Fund

(a) International ATTORNEYS.doc

(i) Complete listing of relationships by categories, specialty of firm, key contacts and legal assistants, engagement terms and fee structure

4. Compliance

A. Internal

i. Compliance Manual

(1) Compliance MANUAL.doc

(a) Compete Internal Manual with Audit Procedures and employee signature page

B. External

i. Regulatory

(1) SEC

(a) Mock Audit Procedures with matching filing system

(i) SEC.doc

(2) NFA

(a) Mock Audit Procedures with matching filing system

(i) NFA.doc

5. Operations

A. Staff

i. Current Staff Listing

(1) Staff LISTING.doc

(a) Independent Contractors (Ambassadors)

(b) Employees

ii. Job Descriptions

(1) Job DESCRIPTIONS.doc

(a) Independent Contractors (Ambassadors)

(b) Employees

iii. Evaluation

(1) Employee EVALUATIONS.doc

(a) Independent Contractors (Ambassadors)

(b) Employees

B. Infrastructure

i. Physical Office

(1) Satellite OFFICES.doc

(a) Complete list of satellite offices

(i) Staff listings

(b) Office Lease documents

(2) Office LAYOUT.doc

(a) Office layout (architectural view)

ii. Equipment

(1) Equipment LIST.doc

(a) Complete list of office equipment

iii. Furniture

(1) Furniture LIST.doc

(a) Complete list of office furniture

C. Systems

i. Hardware

(a) System HARDWARE.doc

(i) Complete hardware listing, individual specs per unit

(b) Servers

(i) Layout and Design

(ii) Electric and Cooling

(iii) Wiring and Cabling

(iv) Server Back Up

(c) Individual Computers

(i) Desk Top

(ii) Laptop

(d) Maintenance Program

(i) Outside company

ii. Software

(a) System SOFTWARE.doc

(i) Complete software listing with description, individual specs (serial numbers, versions, pass codes, upgrade information)

(ii) Storage of all original discs

(b) Software Back Up

(c) Maintenance Program

iii. Data Feeds

(1) Data FEEDS.doc

(a) T-1

(b) Pipe

(c) FIOS – Verizon Fiber Optic

iv. Communication Systems

(1) Communication SYSTEMS.doc

(a) Traditional

(i) Phone Systems

(ii) Facsimile

(b) Internet Based

(i) Website(s)

1) HighStreet-News

2) HighStreet-Group

(a) Blog's

(ii) Email

(iii) Text Blast

(iv) Pod Casting

v. Web Site Administration

(1) Web Site ADMIN.doc

(a) Hosting

(b) Portal Updating

vi. Disaster Recovery Plan

(1) Disaster RECOVERY.doc

(a) Complete recovery plan for emergencies, portable office

D. Security

i. Internal

(1) Equipment, hardware, software, layout, specs

(2) Passwords

ii. External

(1) Protection

(2) Surveillance

(a) Intern/Extern SECURITY.doc

(i) Complete security plan, layout and design, specs, data capture, passwords

(ii) Maintenance Program

6. Marketing / Sales

A. Marketing / Sales

i. Strategy

(1) Partner Strategy (Not at this time)

(a) Partner Program (Could be a part of The Professional Advisors Alliance Program)

(i) Private Label / Joint Venture Partnering with various firms which will allow for expansion

1) Each Partner should be evaluated and analyzed so that the Group as a whole benefits. Creating a culture is critical.

(2) Public Relations Strategy (Not at this time)

(a) Public Relations Program

(i) Image, Credibility, Branding

1) Video PR

2) Media exposure as expert, speaking, print / quoted, television / radio

(3) Newsletter Strategy (HighStreet-News)

(a) Newsletter Program

(i) Subscription Based – Hard Copy

(ii) Subscription Based – Audio Graphs

(iii) Subscription Based – Video

1) Combination of (a) and (b) and (c)

(4) Solicitor Strategy / Independent Contractor Strategy

(a) The Professional Advisor Alliance Program

(i) Banks, Trust Company and other Investment Service Providers

(ii) Broker/Dealers

(iii) RIA's (Registered Investment Advisors)

1) All Relationships should be evaluated so that the Group as a whole benefits. Creating a culture is critical.

(b) The Ambassador Program

(i) Independent Contractor Program

1) All Relationships should be evaluated so that the Group as a whole benefits. Creating a culture is critical.

ii. Procedures

(1) Newsletter Strategy (HighStreet-News)

(a) Contract

(i) Sign up procedure

(ii) Billing

(b) Prospects

(i) Free for a specific time frame (4 month)

(ii) Use as a marketing tool

(c) Clients

(d) Tracking system

(2) Solicitor Strategy / Independent Contractor Strategy

(a) The Professional Advisor Alliance Program

(i) Presentation

(ii) Contracts

(iii) Training

1) Program, Procedures and Responsibilities

2) Communication

(a) Client Service Team utilizing our Centralized Communication Program / Client Connect Software

(b) The Ambassador Program

(i) Presentation

(ii) Contracts

(iii) Training

(iv) Procedures

(v) Communication

1) Client Service Team utilizing our Centralized Communication Program / Client Connect Software

iii. Process

(1) Marketing Development

(a) Partner Development = Unwavering Commitment to The High Street Groups vision

(i) Must be approved by Management (Chairman)

(2) Ambassador Development (Potential Ambassador / Ambassador Guest)

(a) Ambassador Development = Marketing Process + Ambassador Support Process

(i) 6 Step Marketing Process which is a sub-set of the 7 Stage Ambassador Support Process

1) Stage 1: Introduction

(a) Step 1: Presentation

(b) Step 2: Invitation / Information Request / Qualifying

(c) Step 3: Approval

2) Stage 2: The Ambassador Experience

(a) Step 4: The Ambassador Experience

3) Stage 3: Additional Info

(a) Step 5: Follow-Up

4) Stage 4: Get Started

(a) Step 6: Close

5) Stage 5: Ambassador Set-Up

6) Stage 6: Training

7) Stage 7: Communication

(3) Ambassador Approach (Potential Client / Client Guest)

(a) Ambassador Approach (Client Development) = Marketing Process + Client Service Process

(i) 6 Step Marketing Process which is a sub-set of the 8 Stage Client Service Process

1) Stage 1: Introduction

(a) Step 1: Presentation

(b) Step 2: Invitation / Information Request / Qualifying

(c) Step 3: Approval

2) Stage 2: The High Street Experience

(a) Step 4: The High Street Experience

3) Stage 3: Recommendations

(a) Step 5: Follow-Up

4) Stage 4: Get Started

(a) Step 6: Close

5) Stage 5: Account Set-Up

6) Stage 6: Portfolio Management

7) Stage 7: Reporting

8) Stage 8: Communication

iv. Reporting

(1) Develop a series of reports based on the Ambassador Development Process, the Ambassador Approach Process and on-going Client maintenance. The series of reports should be developed based on the flow of each process and the lead employee (category or department) involved.

(2) Reports should be review by Team members in small department meetings and presented at the Operational Committee Meeting.

(a) Also Action List memo style to-do lists should also be included.

7. Client Service / Communication / Administration

A. Client Service Manager

i. Program

(1) Centralized CLIENT SERVICE / COMMUNICATION PROGRAM / PRODUCTION.doc

(a) CRITICAL: High Streets proprietary internal client contact management software, Client Connect software is the backbone of the entire Client Service Program and filters into every division of the company. It is critical that the software and Web-Site are linked and that a

complete history of all information being entered into the system is documented. This is the centralized hub for all communication, work flow, scheduling and history. Code must be written so that all programs work together and get linked to the Operation: Blueprint and Operational Committee Meeting documents.

ii. Responsibilities

(1) Client SERVICE MANAGER.doc

(a) CRITICAL: Client Service Manager must control and manage the entire front office outside the Investment Management Team. They will manage the Receptionist, Marketing Coordinators, Client Coordinators, Communication Coordinator and Production Coordinator. They will oversee Ambassador Program which includes training. Their main focus is to maintain the most advanced Client Service Program in the industry. They will report directly to the Chairman / CEO.

iii. Process

(1) Client Service Management

(a) Marketing Coordinators

(i) Client Connect Reports

1) Marketing Support

2) Scheduling

3) Prospect Profiling (Guest) both potential client and/or potential Ambassador

(b) Client Coordinators

(i) Client Connect Reports

1) New Accounts

2) On-Going Client Account maintenance

(c) Communication Coordinator

(i) Client Connect Reports

1) Web Site Administration

(a) Portal Administration

2) Video / Omni Cast Administration

3) CD Administration

(2) Administration Management

(a) Production Coordinator

(i) Client Connect Reports

1) Production of Materials

2) Record Keeping

3) Shipping

4) Receiving

5) Supply Management

iv. Reporting

(1) Develop a series of reports based on the Ambassador Development Process, the Ambassador Approach Process and on-going Client maintenance. The series of reports should be developed based on the flow of each process and the lead employee (category or department) involved.

(2) Reports should be review by Team members in small department meetings and presented at the Operational Committee Meeting.

(a) Also Action List memo style to-do lists should also be included.

B. Marketing Coordinator

i. Program

(1) Centralized CLIENT SERVICE / COMMUNICATION PROGRAM / PRODUCTION.doc

(a) CRITICAL: Client Connect software is the backbone of the entire Client Service Program and filters into every division of the company. It is critical that the software and Web-Site are linked and that a complete history of all information being entered into the system is documented. This is the centralized hub for all communication, work flow, scheduling and history. Code must be written so that all programs work together and get linked to the Operation: Blueprint and Operational Committee Meeting documents.

(i) REPORTING: Every level of the process throughout the firm should have report capability. Prospect Tracking Sheet, Find this document and develop it out in detail with the 7 Stage marketing and sales process. MATCH THIS TO THE NEW MARKETING PROCESS, i.e. The Ambassador Approach

ii. Responsibilities

(1) Marketing COORDINATOR.doc

(a) CRITICAL: Marketing Coordinator must control all Ambassadors through the Centralized Communication Program. Their main responsibility is to drive new business (new investment accounts) to the firm by supporting the sales efforts of the Independent Contractors. This is known as our responsive back office support program. Their primary focus is to manage the Ambassador Development (6 Step Marketing Process and the 7 Stage Ambassador Support Process) and the Ambassador Approach (6 Step Marketing Process and the first 4 Stages of the 8 Stage Client Service Process). They will report directly to the Client Service Manager.

iii. Process

(1) Ambassador Development

(a) Potential Ambassador (Guest Ambassador)

(i) 6 Step Marketing Process and the 7 Stage Ambassador Support Process

1) Stage 1: Introduction

(a) Step 1: Presentation

(b) Step 2: Invitation / Information Request / Qualifying

(c) Step 3: Approval

2) Stage 2: The Ambassador Experience

(a) Step 4: The Ambassador Experience

(i) Ambassador Guest Log-in

(ii) Informational Request Pac

3) Stage 3: Additional Info

(a) Step 5: Follow-Up

4) Stage 4: Get Started

(a) Step 6: Close

(i) Contract and Commitment

(ii) Getting STARTED AMB.doc

5) Stage 5: Ambassador Set-Up

(a) Ambassador Support

(i) Back Office Support: Client Connect Software / WebSite

6) Stage 6: Training
   (a) Ambassador Handbook
      (i) Ambassador HANDBOOK.doc
      (ii) Program Procedures and RESPONSIBILITIES.doc
7) Stage 7: Communication
   (a) Ongoing Communication via website (see communication protocal)
   (b) Annual Meeting, Continuing Education and Reception
      (i) Annual MEETING.doc

(2) Ambassador Approach

(a) Potential Client (Guest Client)

(i) Marketing Process (6 Step) and Client Service Process (8 Stage)

1) Stage 1: Introduction
   (a) Step 1: Presentation
   (b) Step 2: Invitation / Information Request / Qualifying
   (c) Step 3: Approval
2) Stage 2: The High Street Experience
   (a) Step 4: The High Street Experience
3) Stage 3: Recommendations
   (a) Step 5: Follow-Up
4) Stage 4: Get Started
   (a) Step 6: Close
5) Stage 5: Account Set-Up
6) Stage 6: Portfolio Management
7) Stage 7: Reporting
8) Stage 8: Communication

iv. Reporting

(1) Develop a series of reports based on the Ambassador Development Process, the Ambassador Approach Process and on-going Client maintenance. The series of reports should be developed based on the flow of each process and the lead employee (category or department) involved.

(2) Reports should be review by Team members in small department meetings and presented at the Operational Committee Meeting.

(a) Also Action List memo style to-do lists should also be included.

C. Client Coordinator

i. Program

(1) Centralized CLIENT SERVICE / COMMUNICATION PROGRAM / PRODUCTION.doc

(a) CRITICAL: Client Connect software is the backbone of the entire Client Service Program and filters into every division of the company. It is critical that the software and Web-Site are linked and that a complete history of all information being entered into the system is documented. This is the centralized hub for all communication, work flow, scheduling and history. Code must be written so that all programs work together and get linked to the Operation: Blueprint and Operational Committee Meeting documents.

ii. Responsibilities

(1) Client COORDINATOR.doc

(a) CRITICAL: Client Coordinator's primary focus is setting up new clients, transferring the money into the brokerage accounts and ongoing client service related to account maintenance. They will report directly to the Client Service Manager.

iii. Process

(1) Receives Engagement Letter, Contact Sheet and Copies of Latest Statements

(a) Client Coordinator makes welcome contact with New Client

(i) Introduces themselves and explains the next step and what they can expect

(2) IMA New Client CHECKLIST.doc

(a) Welcome Letter TEMPLATE IMA.doc

(i) IMA Investment Management AGREEMENT.doc (Contract)

(ii) IPW Investment Planning WORKSHEET.doc (Risk Profile)

(b) Brokerage Account Documents

(i) New Account Form

1) IRA Beneficiary Section

(ii) Transfer Form

(iii) Margin Agreement

(iv) Option Agreement

(v) Miscellaneous Documents

1) Copy of Drivers License

2) Trustee Certification

3) Copy of Trust

4) IRA Beneficiary Form

5) Corporate Resolution

(c) Set-up Client File

(d) Client Binder with 5 tabs (Client BINDER.doc)

(i) Tab 1: Account Forms

1) This section is for all documentation concerning the establishment of the account

(a) Welcome Letter

(b) Copies of all signed account documents

(c) IMA Investment Management Agreement (Client Contract)

(d) IPW Investment Planning Worksheet (Risk Profile)

(e) Form ADV – Part II

(f) Privacy Policy Statement

(ii) Tab 2: Custodial Statements

1) Each month you will receive a detailed account statement from your brokerage firm or custodian. Each Statement will include the following information:

(a) End of Month Values

(b) Account Transaction Summary

(c) Investment Income Summary

(d) Portfolio Position Detail

(i) 1099's are sent at year end

2) Web-Site Instructions

(a) Password

(b) Instructions for viewing statements

(iii) Tab 3: High Street Statements

1) Each quarter you will receive two statements:

(a) High Street Portfolio Appraisal

(b) High Street Portfolio Summary

(iv) Tab 4: Confirmations

1) Each time there is activity in your account, the broker/dealer will send you a confirmation statement with the following information:

(a) Buy or Sell

(b) Quantity

(c) Security Description and Symbol

(d) Cost

(e) Execution and Settlement Dates

(v) Tab 5: General Correspondence

1) Place all general correspondence in this section

(3) Hedge New Client CHECKLIST.doc

(a) Introductory Letter TEMPLATE HEDGE.doc

(i) Domestic Hedge: Confidential Private Offering Memorandum

1) Bound with 3 tabs (w/document number)

(a) Confidential Private Offering Memorandum

(b) Limited Partnership Agreement

(c) Subscription Agreement

2) Detached (Separate)

(a) Limited Partnership Agreement for Execution and Return

(b) Subscription Agreement for Execution and Return

(i) Trust Accounts: Request a copy of the Trust Document or Copy of section that names the Trustee's

(ii) Corporate Accounts: Request a copy of the Corporate Resolution Document

(ii) International Hedge: Confidential Explanatory Memorandum

1) Bound with 4 tabs (w/document number)

(a) Confidential Explanatory Memorandum

(b) Investment Management Agreement

(c) Subscription Agreement Non-US Persons

(d) Subscription Agreement US Tax-Exempt

2) Detached Subscription Agreement for Execution

(a) Which ever applies:

(i) Subscription Agreement Non-US Persons (Foreign)

(ii) Subscription Agreement US Tax-Exempt (Retirement IRA/Pension)

3) Retirement Accounts: Pension or IRA

(a) CRITICAL: A brokerage account must be established at an approved custodian.

(b) Brokerage Account Documents

(i) New Account Form (request copy of Drivers License)

(ii) IRA Beneficiary Section

(iii) Transfer Form (request copy of Latest Statement)

(iv) Alternative Investment Addendum

(v) Supplement Signature Card

(b) Set-up Client File

(c) Hedge Fund Document Processed

(i) Welcome Letter TEMPLATE HEDGE.doc (Fund Specific)

1) Copy of Fully Executed Hedge Fund Agreements

(4) New Client Money Hits

(a) Notify Client Service Manger

(i) CRITICAL: Client Services Manager makes call to new Client and Welcomes them to the firm. Explains that the money has hit the accounts and that the money managers are in control. Introduces the Communication Coordinator and schedules a meeting to walk thru the Web-Site now that they are a client. Client Service Manager also reiterates who we are as a firm, the employees that were involved in the process and what their job role is. They need to assure the new client that they can expect a great experience.

(5) General Client Service

(a) Client FEEDBACK LOG.doc

(i) Client Requests, Issues or Feedback Log

(6) Client Terminations Checklist

(a) Client TERMININATION REPORT.doc

(i) Receive request

1) Time Stamp and Make Copy

2) Notify Chief Investment Strategist

(a) Generate Reports 134, Performance and Performance by Asset Class

(b) Call client and try to save account

(ii) Chief Investment Strategist logs Termination Report

1) Generates Final Bill or Refund

(a) Notifies Finance Department

2) Update Termination Request Report

(a) Terminate on-going communication

(b) De-Code the Account System Wide

(c) Archive file

iv. Reporting

(1) Develop a series of reports based on the Ambassador Development Process, the Ambassador Approach Process and on-going Client maintenance. The series of reports should be developed based on the flow of each process and the lead employee (category or department) involved.

(2) Reports should be review by Team members in small department meetings and presented at the Operational Committee Meeting.

(a) Also Action List memo style to-do lists should also be included.

D. Communication Coordinator

i. Program

(1) Centralized CLIENT SERVICE / COMMUNICATION PROGRAM / PRODUCTION.doc

(a) CRITICAL: Client Connect software is the backbone of the entire Client Service Program and filters into every division of the company. It is critical that the software and Web-Site are linked and that a complete history of all information being entered into the system is documented. This is the centralized hub for all communication, work flow, scheduling and history. Code must be written so that all programs work together and get linked to the Operation: Blueprint and Operational Committee Meeting documents.

ii. Responsibilities

(1) Communication COORDINATOR.doc

(a) CRITICAL: Communication Coordinator must control, maintain and manage the entire video based intranet style website and Blog's. Their main focus is to help maintain the most advanced Client Service Program in the industry by working side-by-side with the Marketing Coordinator, Client Coordinator, Production Coordinator and Investment Management Team utilizing the website. Their secondary focus is to constantly update the video based intranet style website. They will report directly to the Client Service Manager.

iii. Process

(1) Production Administrator

(a) See SECTION (9. Administration, A. Production, i. Materials)

(i) Work side by side with Production Coordinator

1) Material Development

2) Video (omni-cast) Development

3) CD Development

4) Graphic Design

(2) Web-Site Administrator

(a) Web Site PASSWORD LOG.xls

(i) Prospect (Guest Log-in) Password Administrator

1) Guest Go-to-meeting navigator

(ii) Client Password Log-in Administrator

1) Client Go-to-meeting navigator

(iii) Web-Site Reporting

1) Any Internal Web-Site updates on the Portal Pages

2) Advent Axys Reporting Data Transfer

iv. Reporting

(1) Develop a series of reports based on website usage. Develop a series of reports based on website optimization.

(2) Reports should be review by Team members in small department meetings and presented at the Operational Committee Meeting.

(a) Also, Action List (memo style to-do list) should be included.

E. Production Coordinator

i. Program

(1) Centralized CLIENT SERVICE / COMMUNICATION PROGRAM.doc

(a) CRITICAL: Client Connect software is the backbone of the entire Client Service Program and filters into every division of the company. It is critical that the software and Web-Site are linked and that a complete history of all information being entered into the system is documented. This is the centralized hub for all communication, work flow, scheduling and history. Code must be written so that all programs work together and get linked to the Operation: Blueprint and Operational Committee Meeting documents.

ii. Responsibilities

(1) Production COORDINATOR.doc

(a) CRITICAL: Production Coordinator must control, maintain and manage the entire production room. Their main focus is to help maintain the most advanced Client Service Program in the industry by working side-by-side with the Marketing Coordinator, Client Coordinator, Communication Coordinator and Investment Management Team. Their primary responsibilities include material production, record keeping, shipping, receiving and supply management. They will report directly to the Client Service Manager.

iii. Process

(1) Production of Materials

(a) Materials PRODUCTION.doc

(b) Corporate MATERIALS. doc

(c) Stationary Materials

(i) All companies domestic and international

1) Custom Cover Sets

2) Custom Tab Sets

3) Custom Client Binders

(d) Contract Materials

(i) Advisory Board Contract

1) Supplement to Ambassador Contract w payout schedule

(ii) Ambassadors Contract

1) Payout Schedule

(iii) Confidentiality Non Compete Non Disclosure

(iv) Informational Request Pac

1) Contact Sheet

2) Mini Risk Profile

3) Guest (Prospect)

4) Ambassador (Prospect)

(v) Investment Management Agreements

1) Schedule A Associated Person Disclosure Statement

2) Schedule B Acknowledgment of Receipt of Disclosure Statement

(vi) Investment Planning Worksheet

(vii) Hedge Fund Contracts

1) Private Placement Memorandum (s)

2) POSSIBLE EXPANSION HERE

(e) Brochure Materials

(i) Lapel Brochure (Image Piece) ((7.5" x 4"))

1) Glossy Image Piece, photos of office SHORT VERSION ALL VISUAL

(a) Who we are? WHO

(b) What we do? WHAT

(c) How we do it? HOW

(d) Products we offer? PRODUCTS

(e) How to get started? GET STARTED

(f) Additional corporate information? ADDITIONAL

(ii) Informational Brochure (with update disk) ((9.5" x 7"))

1) Embossed, colorful with graphs, no photos LONG VERSION

(a) Who we are? WHO

(b) What we do? WHAT

(c) How we do it? HOW

(d) Products we offer? PRODUCTS

(e) How to get started? GET STARTED

(f) Additional corporate information? ADDITIONAL

2) CD / DVD

(a) w/ additional materials including Form ADV (Brochure Rule)

(iii) Performance Brochure

1) Landscape w/ Tabs LONG VERSION

(a) Description of Programs

(b) Performance Graphs

(c) Snapshot

(d) Disclosures

(i) Individual Performance Slicks w/ disclosures

(iv) Getting Started with The HighStreet Group

1) Landscape or Portrait w/ Tabs

(a) Steps to getting started

(b) Informational Request Pac

(i) Contact Sheet

(c) Contracts

(i) Form ADV (This can also be a bound COMPLIANCE INFORMATION)

(ii) Investment Management Agreement w / other disclosure docs

(iii) Investment Planning Worksheet

(iv) Risk Profile

(d) Staff Listing

(e) Sample Reporting

(i) Client Binder

(f) Miscellaneous Materials

(i) Due Diligence Questionnaire

1) Individual informational fact sheets (which make up the Due Dil Quest)

2) Frequently Asked Questions

3) Corporate Stats (short executive summary) (matches landscape brochure)

4) Current Staff Listing

(ii) Educational Materials

1) Why hire a RIA?

2) What is a Hedge Fund

3) Frequently asked Questions

4) How to get started

5) Miscellaneous

(a) How to read your statements

(b) Money Management MD

(c) You your advisor and Fidelity (broker dealer)

(iii) Research Materials

1) dynamic style rotation®/ ResearchPERSPECTIVE (Current 1st Qtr 2008)

2) dynamic style rotation®/ StyleRETURNS (Current 1st Qtr 2008)

(a) See *(f)* Presentation Materials

(iv) Ambassador Materials

1) Getting Started: Program, Procedures and Responsibilities

(a) Stage 1: The Ambassador Program

(b) Stage 2: Commitment and Contracts

(c) Stage 3: Training and Back Office Support

(d) Stage 4: Marketing and Sales

2) Training Materials

(a) Presentations

(2) Record Keeping

(a) Filing Systems

(i) Filing SYSTEM.doc

1) Hard Copy

(a) On-site

(b) Off-site

2) Electronic

(3) Shipping

(a) Mail Services

(i) Mail SERVICES.doc

1) US Postal

2) Overnights

3) Courier

(4) Receiving

(a) Mail Services

(5) Supply Management

(a) Supply MANAGEMENT.doc

(i) Supplies

(ii) Vendors

(iii) Cost Control Report

iv. Reporting

(1) Develop reports based on material usage, filing systems, shipping, receiving, supply management.

(a) Integrate in Client Connect software.

8. Research / Trading / Portfolio Management

A. Investment Programs / Strategies

i. Program 1: Private Client Group

ii. Program 2: Alternative Investment Group

B. Research

i. Internal Research Suite

(1) dynamic style rotation®/ ResearchPERSPECTIVE (Current 1st Qtr 2008)

(a) Internal Research Perspective / Strategy Report of the Economic & Financial Markets

(2) dynamic style rotation®/ StyleRETURNS (Current 1st Qtr 2008)

(a) Internal Model Portfolio Performance Report

(i) Schedule and Frequency, Reports are generated: Annually, Quarterly, Monthly, Weekly and Daily

1) Daily Recap

2) Weekly Recap

3) Bi-monthly Recap

4) Monthly Recap

5) Quarterly Recap

6) Annual Recap

(a) Note: Internal Reports are published for staff only. External Reports are Published for the Prospects, Clients and Affiliates

(3) Newsletter Market Update, Trading Alert (separate company, use Don Hayes model + video)

(a) Hard Copy

(i) Mail

(ii) E-mail

(iii) Web-site

(b) Video Copy

(i) E-mail

(ii) Web-site

(4) Due Diligence Report

(a) The Master Due Diligence Report

(i) This is an institutional style report

C. Trading

i. Execution Run

ii. Revenue Run

iii. Error Run

D. Portfolio Management

i. Portfolio Management Reports

(1) Portfolio MANAGEMENT REPORTS.doc

(a) Revenue Run

(i) Total Revenues with average percentage fee

(b) Investment Programs

(i) Total AUM (Assets Under Management)

1) Investment Program

2) Sub Investment Program

(ii) Total Number of Clients

1) Investment Program

2) Average account size

(2) Model Portfolio PERFORMANCE REPORT.doc

(a) Model PORTFOLIO GRID.doc (Factor by Investment Program and Risk Level)

(i) Program 1 - Private Client Group

1) Core 20

(a) Core 20 Growth

(b) Core 20 Balanced

(c) Core 20 Income

2) Core 150

(a) Core 20 Growth

(b) Core 20 Balanced

(c) Core 20 Income

3) Core Flex

(a) Core Flex Growth

(b) Core Flex Balanced

(c) Core Flex Income

4) Core Annuity

(a) Core Annuity Growth

(b) Core Annuity Balanced

(c) Core Annuity Income

(ii) Alternative Investment Group

1) MultiStrat: Blend

(a) MultiStrat: Blend (Domestic)

(b) MultiStrat: Blend (International)

2) MultiStrat: Futures

(a) MultiStrat: Futures (Domestic)

(b) MultiStrat: Futures (International)

3) CRITICAL: This is the master performance document that will be used for marketing. The master model portfolio account grid must be in place before Jan 1, 2008. History from June 1992 must be updated and documented. This also doubles as our product list with each Model Portfolio being a separate investment program. Marketing benefits when a prospect is being profiled, specific performance can be presented which will match the specific goals, objectives and risk tolerance of the prospect.

ii. Dynamic Style Rotation® Investment Process

(1) Dynamic STYLE ROTATION.doc

(a) STAGE 1: Investment Policy Statement

(b) STAGE 2: Asset Allocation

(c) STAGE 3: Style Search & Selection

(d) STAGE 4: Style Constraints & Weightings

(e) STAGE 5: Portfolio Implementation

(f) STAGE 6: Monitoring & Rebalancing

(g) STAGE 7: Performance Measurement

(h) STAGE 8: Systematic Reviews

9. <u>Glossary</u>

A. Index

i. Master

ii. Links

B. Terms

i. Acronyms

ii. Definitions

C. Footnotes

i. General

(1) The goal of this documents is to be the formal completed working business plan, complete with dynamic document links for the sole purpose of running the company.

(2) Web site is critical. Must have the most advanced web site in the world. Must have both US and international internet access, i.e. highstreet.us or .com or .sw (swiss) or bvi

ii. Specific

(1) Extensions for …doc, .pdf .xls ect

(2) Names of IC - AMBASSADORS

(a) Independent Contractors, Associated Persons, Representatives, Solicitors

(3) The HighStreet Group

(a) HighStreet - Financial News

(b) HighStreet – University

10. <u>Outline</u>

A. Two

i. Three

(1) Four

(a) Five

(i) Six

1) Seven

(a) Eight

(i) Nine