



**SMART Community Exchange (SCE)**, is a stakeholder owned International Business Development and Business Management Network. We specialize in S.M.A.R.T (Sustainable, Measurable, Affordable, Resilient, Technology), Community Development, Project Planning, Finance, Marketing and PR, Applied Engineering, and Research.

We listen to our clients' specific needs and develop a sound technical understanding prior to recommending or designing S.M.A.R.T projects and solutions to our clients. We successfully apply our knowledge and experience to contribute to S.M.A.R.T projects ranging from small, specialty tasks to complex, long-term efforts.

We are a fast growing international network of highly qualified, trained, certified and independent Business Development and Business Management Advisors. We serve enterprises and organizations across industries and continents. We are a global network, with regional offices. We speak many languages and represent many nationalities. We operate as a global business community, bringing the best expertise from our internal and external network of experts to each engagement. We value diversity and leverage our unique backgrounds to tackle new challenges.

We work together to exceed our clients' expectations and to realize their full potential. We achieve our goals by helping our clients address their challenges, solving problems, developing actionable knowledge, and being S.M.A.R.T Entrepreneurs.

S.M.A.R.T can directly impact business performance. Our projects and initiatives need to be executed with speed, accuracy, flexibility and thoroughness. That's why our clients turn to SCE Advisors to help them accomplish their goals. SCE Advisors are dedicated professionals, who leverage a distinctive combination of their industry expertise and experience, strategic connections, and specialized services to deliver the benefits to our clients. With S.M.A.R.T focus, we offer innovative solutions and new business process know-how to bring results to the business environment across industries and continents.

S.M.A.R.T services are delivered through a worldwide network of Preferred Service Providers (PSPs), each with extensive industry expertise in S.M.A.R.T Business Development and Business Management. Through in-depth experience, expertise, and flexible solutions, we help tackle evolving business and community issues and challenges quickly and cost-effectively.

We welcome the opportunity to work with you on your next project. Contact us, to get your next S.M.A.R.T project started!

**Contact:** [info@SMARTCommunityExchange.com](mailto:info@SMARTCommunityExchange.com)

### **How to Work With Us**

We view S.M.A.R.T companies, projects, and initiatives as long-term partners. We see each partnership as a win-win. We work as a team. Specific things we look for: Experienced Teams Highly qualified and experienced entrepreneurs and leaders, people who share our core values. A critical part of our success is top talent, boards and investors. BIG Market Potential Industry-changing businesses and new business models that will impact key markets worldwide.

### **Competitive Advantage**

We leverage our Partners globally, to differentiate us from the competition, by utilizing S.M.A.R.T Intellectual Property, Expertise and Experience, Unique Business Models, and Talent.

### **Partners**

Our S.M.A.R.T solution providers and Preferred Service Providers (PSPs) serve our clients, recruit the best talent, build winning teams, form the best partnerships, and achieve the best business metrics. Our S.M.A.R.T portfolio companies change the way things are done, creating lasting value and wealth in regions where we operate.



## **Business Plan Guide**

Each business or project plan we receive should address the following questions:

- Who are you and how did you come up with your idea?
- How will you define the success of your company, project, or initiative?
- What milestones will you achieve with the money you raise that will substantially increase the value of your company, project, or initiative?
- What are your hiring needs and what do you need to do to achieve the milestones?
- What is your focus on the core-value proposition to targeted clients or partners?
- How big is the total market for your product or service?
- Who makes up this market and what are its demographics/ psychographics?
- What problem does your product or service solve?
- More specifically, what "problem" will it alleviate or eliminate for your target market?
- What does your target market care about most?
- What related concerns does your target market have?
- What sub-segment of the total market feels that pain most?
- How big is the ideal sub-segment of the total target market?
- How do you place a value on the pain that your product or service targets?
- What are the existing alternatives to your product or service?
- What new entrants might compete with or even leapfrog you in the future?
- How will your solution build a lasting competitive advantage through intellectual property, a unique management team, partnerships, etc.
- Other information you would like to share with us.

## **Process**

Companies, projects, and initiatives we build often take years to mature. Our process is designed not only to confirm that your project or business has great potential, but also that we can and want to work together over the long term. We engage early, and take the engagement process very seriously. We make decisions efficiently and do not waste anyone's time. Usually, a decision to engage in a project or company is made in less than three months from when we receive the original project or business plan.

## **Introduction**

We recommend that you contact us by email, and follow-up with a phone call. A business plan, project or initiative has a much better chance of being considered if someone we know and respect brings it to our attention. We receive thousands of proposals annually; as a result, those sent without an introduction are less likely to make it to the top of the list.

## **Plan**

Before we make any calls or schedule a meeting we require a comprehensive Business, or Project Plan. Given the number of proposals we receive every year, it's impossible for us to accept every plan or take every meeting request.

## **Contact**

If your project or proposal seems promising, we will contact you. Please note that less than 80% of the plans we receive make it to this point. We meet with numerous business leaders to understand specifics of the proposed plans.

## **Due Diligence**

If a company, project or initiative makes it to the next step, we will draw on our collective experience and network of experts and advisors to discuss key issues, teams, challenges and opportunities.

## **Follow-Up**

We typically work with individuals and teams for several weeks to better understand the business model and opportunities. This is an important time for the two teams to get to know one another and to determine if we can work well together. We encourage all partners to do background checks including consulting CEOs, entrepreneurs and board members with whom we have worked in the past.



**SMART Community Exchange (SCE)**  
Innovative Global Networking Solutions

### **Terms**

Should both parties decide to work together, we will submit a contract. At this point we will have completed most of our due diligence and can focus on concluding any remaining legal documentation. We can also turn our attention to the next steps in building your Company, Project or Initiative.

### **Funding**

By the time our S.M.A.R.T Advisory Team engages with your Company, Project or Initiative, you are already part of our portfolio. The process ends, and our long-term partnership begins.

### **Doing Business Made Easier - Local Contacts**

Regional Exchanges are hosting local events to further develop and expand global collaboration. S.M.A.R.T Exchanges accelerate international collaboration at a local level, improve knowledge and technology transfer, and expand trade and investment. Particular attention will be paid to the regional Exchange's role in helping trade development and economic development agencies, government and non-government authorities, trade organizations and Chambers of Commerce, and Business create and deliver soft-landing services to international enterprises and organizations, and their stakeholders.

### **Opportunity**

S.M.A.R.T Commerce offers new opportunities to companies both small and large enterprises and organizations. S.M.A.R.T commerce still represents only a small percentage of the total trade in many regions, and only a small number of businesses and investors know how to profit from S.M.A.R.T commerce. This represents a significant opportunity for regional Exchanges to impact local economic growth through international trade.

### **Regional Exchanges**

Regional Exchange management teams are our point-of-single-contacts. These Contacts and Exchanges play a key role in our global network. Each regional Exchange is a local marketplace providing SCE partners with all relevant information, contacts, and access to soft-landing services in their region. As such, the regional Exchange will simplify the way SCE partners can do business in the region or go to market globally. These Exchanges can bring significant cost savings for all partners and boost cross-border trade, service activities, and competitiveness.

### **Preferred Service Providers (PSP)**

Preferred Service Providers (PSPs) offer a range of hands-on-advisory services available to Investors seeking to invest in S.M.A.R.T or projects, and Business Leaders seeking to enter the S.M.A.R.T marketplace. Our local PSPs will explain how our soft-landing program can help business development organizations attract more trade and investment in their region, and how soft-landing services can assist individuals, enterprises and organizations to effectively enter local markets or expand their business internationally.

### **SMART Forums**

SMART forums gather Business Leaders, Investors, Innovators and Public Authorities at various levels of business, government, non-governmental organizations, academia, research, non-profits, and journalists. The SMART forums will share best practices and contribute to the development of new regional Exchanges and partner projects and initiatives.

### **SMART Media**

Communication between businesses and consumers is needed in order to effectively develop and expand new S.M.A.R.T business opportunities. Our regional Exchanges, are important business innovation and promotion interfaces between thought leaders in S.M.A.R.T Innovation and Commerce. We have developed a unique Integrated Marketing Communication (IMC) program and media network for sharing news, competitive intelligence, and promoting our partners, partner projects and initiatives. The overall objective of our IMC program is to deliver: 1. A united voice to make S.M.A.R.T messages loud, clear and understood. 2. A communication strategy that reaches to external target groups and has a decisive influence and impact. 3. Activities required for clear breakthrough messages.