

Capitalizing on the chances of digitalization



270 DEGREE

HANSEATISCHE UNTERNEHMENSBERATUNG SEIT 2016



Jörg Gehrmann

CEO AND FOUNDER 270 DEGREE
A BRAND OF EMPIRE LIFE GMBH

Dear reader,

The world around us is changing at a breakneck pace. Digitalization has permeated nearly every aspect of our lives and offers us immense opportunities for growth. As the founder of 270 Degree, I would like to use this brochure to give you an initial glimpse into the exciting world of digitalization and, in particular, to highlight the benefits of blockchain technology.

Blockchain, particularly when combined with smart contracts, opens up countless versatile applications for businesses. It not only enables transactions to be processed securely, transparently, and efficiently, but above all, it allows information to be verified with 100% certainty.

Yet many companies are not even aware of this potential. They have no idea how far their competitive positioning could go if they were open to new technologies.

This is exactly where 270 Degree comes in. We want to help you identify and capitalize on the opportunities presented by digital transformation. We analyze your needs and support you in implementing blockchain solutions, maximizing your marketing potential, and positioning yourself as an employer—both nationally and internationally.

I am always personally available to assist you, as we are an owner-managed company that generally focuses on only a handful of key clients at a time.

Rapid developments are not limited to the blockchain sector. In the core areas of marketing and recruitment as well, new technologies and related strategies are

emerging that make optimal use of the general shift of communication channels to the internet. There is a high demand for effective solutions to remain competitive.

We are your trusted partner in this area as well. We support you in the digital transformation of your marketing strategies and help you attract the best talent for your company.

I invite you to schedule a free consultation to learn about the many opportunities that digitalization and blockchain technology offer your business.

Seize this opportunity to lead your company toward a successful future!

If you have any questions or would like further information, please don't hesitate to contact us.

Best regards,

Jörg Gehrmann

Founder and CEO, 270 Degree

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AREAS OF EXPERTISE



TikTok

Google



Areas of expertise

Successful business growth requires both external and internal development. We focus on four key areas: digital transformation/Web 3.0, marketing, talent acquisition, and international expansion. Using tailored strategies, we offer customized solutions based on proven success models, which we implement digitally for you.

1. Digitalization / Web 3.0

Digitalization is accelerating rapidly and offers enormous opportunities. With the emergence of Web 3.0, decentralized data management on the blockchain, and the tokenization of ownership, our future workplace is set to undergo significant changes. The question is not whether companies will actively participate in this transformation, but when. The sooner companies recognize this opportunity, the better they can prepare for the future and position themselves competitively. Be a pioneer and secure your competitive edge!

2. Marketing

Bring your marketing to life and harness the full power of digital transformation! 270 Degree is here to help you evolve your marketing strategies and tailor them perfectly to today's demands. With a customized blend of online performance marketing, network mar-

keting, and the development of effective sales teams, we leverage the latest technological advancements to precisely target your messages to the right audiences and boost your sales.

3. Recruitment

Attract the best talent for your company. 270 Degree offers comprehensive support in building your employer brand and positioning your company effectively in the job market. From creating compelling job postings to implementing effective application processes—we help you find the right professionals and build the perfect team.

4. International expansion

Break into new markets and expand your business globally with 270 Degree! Our experienced consultants will assist you with company formation and provide legal advice. We also help you establish an international presence and develop effective market entry strategies. We're here to support you with our expertise and global network.

SIGNATURES



SIGNATURES

Based on our many years of experience, our signature services have emerged as clear focal points among our consulting tools. Working closely with you, we focus on extremely rapid growth and full digital transformation. We are convinced that the combination of these approaches, in particular, can serve as a crucial foundation for exceptionally rapid and dynamic business growth.

Network marketing has evolved into an unparalleled force in the world of sales by offering the fastest and most efficient ways to sell and distribute products and services. It is more than just a strategy; it is an ecosystem built on the dynamics of relationships and community. The uniqueness of network marketing lies in its inherent ability to build and strengthen communities. Through direct and personal contact with customers, it fosters a sense of belonging and loyalty, which is crucial for the long-term survival and growth of any business.

Furthermore, network marketing is being further revolutionized by the integration of blockchain and cryptocurrency technologies. These technologies open up new possibilities for transparency, efficiency, and security in the sales process. They enable network marketing companies to decentralize their operations and place power and control in the hands of the community. Blockchain is not just a technology; it is the foundation of Web 3.0 and the metaverse. It introduces the principle of

decentralization, creating an environment where every participant is equal and has the opportunity to actively contribute to the community.

But all of this would be useless without strong leadership and solid training. In a decentralized environment, leadership is not imposed from the top down, but rather through setting an example and encouraging initiative. Training, on the other hand, empowers community members to make informed decisions and take effective action.

The combination of these elements—network marketing, blockchain and cryptocurrency, community building, leadership, and training—forms a competitive and sustainable business model. Companies that adopt this approach not only position themselves as innovators but also ensure they are equipped to meet the ever-changing challenges of the business world. They are not only transforming themselves to remain relevant in today's competitive landscape but are also shaping the future by placing the community at the center of their activities.



**DIGITALIZATION
MARKETING
RECRUITMENT
INTERNATIONAL EXPANSION**

EXTENSIVE OR FOCUSED



MARKETING

DIGITALIZATION

NETWORKMARKETING

RECRUITMENT

LEADERSHIP

INTERNATIONAL EXPANSION

EXTENSIVE or FOCUSED

Comprehensive support across all our service areas provides a holistic approach that focuses on every aspect of your business. From designing and implementing a marketing strategy to recruiting and retaining talent, and leveraging digital tools and platforms to optimize business processes and boost efficiency—this kind of all-encompassing support ensures that all future-oriented areas of your business operate in sync and harmony. This offers the advantage of coherence and a shared vision, which helps to boost the company's overall performance and gain a competitive edge.

Focused partial support, on the other hand, offers a more specific and targeted approach.

In such cases, we focus solely on specific areas that need improvement or optimization, particularly if your company already has well-established structures and there is little room for improvement in other areas.

As part of our initial assessment, we identify these different needs and therefore offer both comprehensive care and specific individual services.

We understand that every business is unique and has its own challenges and strengths. That's why we tailor our services to your company's specific needs and goals.

For example, hiring interim management allows us to step in from the outside and manage or establish your internal departments.

This is particularly useful when there is a leadership gap within a company or when specialized skills are needed to improve or develop a specific area.

Ultimately, however, whether comprehensive support or a targeted, specialized service makes more sense depends on your specific situation. What matters is that the approach chosen aligns with your company's needs and goals and helps you realize your vision.

OUR SERVICES





DIGITALIZATION **WEB 3.0**

BLOCKCHAIN
CRYPTOCURRENCIES
SMART CONTRACTS
TOKENIZATION OF ASSETS

DIGITALIZATION WEB 3.0

In the digital age, we are undergoing a rapid evolution that includes the transition from Web 2.0 to Web 3.0. A key difference between Web 2.0 and Web 3.0 is the shift toward decentralization. But what exactly does decentralization mean, and why is it so important for the future of the internet?

In a decentralized network, there is no central hub on which all servers or data points depend. Instead, all nodes operate autonomously while remaining interconnected. This means that no single entity has control over the entire network. This principle has a significant impact on data security, data privacy, and user autonomy.

The foundation of this decentralization is blockchain technology. Simply put, a blockchain is a chain of blocks in which information is stored. It is decentralized because every node in the network holds a copy of the entire blockchain. This ensures a high level of transparency and security, as changes can only be made through the consensus of all participants.

One of the most remarkable innovations of blockchain technology is the concept of smart contracts. These self-executing contracts, with their terms stored on a blockchain, are revolutionizing the way we conduct business. They enable secure and trustworthy transactions without the need for an intermediary, which will significantly transform the administration and transfer of property in the coming years.

One way to represent ownership is through the concept of "asset tokenization." This conversion of assets into digital tokens stored on a blockchain has the potential to significantly simplify ownership structures. The tokenization market is expected to grow exponentially over the next decade and revolutionize the process of certifying ownership.

Companies that recognize this trend early on and integrate blockchain technology will not only gain a competitive advantage but also make their own administrative processes more secure, simpler, and more cost-effective. The benefits of decentralization, transparency, and security offered by blockchain technology are essential in an increasingly digitalized and interconnected world.

Web 3.0, with its decentralized nature and underlying blockchain technology, has the potential to fundamentally transform the way we live, work, and interact. Companies that jump on this bandwagon now will be better positioned in the future and will benefit from these changes. 270 Degree can provide you with expert advice on Web 3.0 and the opportunities it offers, and provide you with all the necessary services to successfully navigate this transformation.

MARKETING

MARKET ANALYSIS & POSITIONING
NETWORK MARKETING
SEARCH ENGINE
OPTIMIZATION (SEO)
SOCIAL MEDIA



TikTok



Google

MARKETING

Marketing is a multifaceted and dynamic field that serves as the driving force behind the successful sale of products and services. It all begins with a thorough market analysis and positioning, followed by the selection of appropriate marketing tools to maximize visibility and sales.

Market analysis is a key process that provides detailed information about the market, including competition, customer preferences, market trends, and more. It enables companies to identify their target audiences and understand what they need and want. This includes demographic factors such as age, gender, and income level, as well as psychographic factors such as interests, attitudes, and behaviors.

Once the target audience has been identified, the next step is positioning. Positioning involves creating a unique place for the product or service in the minds of the target audience. It distinguishes the company's offering from that of its competitors and highlights the unique value it provides to customers.

Once the positioning has been established, the next step is to select the appropriate marketing tools. In the digital world, search engine optimization (SEO) and social media are two of the most powerful tools. SEO refers to the process of improving a website's visibility in search engine results, while social media platforms such as Facebook, Instagram, Twitter, and LinkedIn offer companies the opportunity to build a direct relationship with their customers and spread their messages in an attractive and engaging way.

Network marketing is a unique sales model that has proven itself for over 100 years and has spawned numerous billion-dollar companies. Although it is not exclusively digital, it can be immensely powerful, especially when it comes to building a strong community and a loyal customer base. Network marketing, also known as multi-level marketing, is based on the concept of networking and referrals. It leverages personal relationships and trust to sell products or services. In the digital age, digital tools are increasingly being used in network marketing to boost efficiency and achieve faster results.

Marketing is much more than just advertising and sales. It requires strategic thinking, in-depth market knowledge, and the ability to utilize the right tools and techniques. Effective marketing not only enables companies to successfully sell their products and services, but also to build long-term relationships with their customers and foster a loyal community. Our teams have many years of experience in these highly specialized fields and are passionate about developing the right marketing mix for you to build or optimize your sales in a long-term and sustainable way.



NETWORK MARKETING

**ACADEMY
NETWORK MARKETING
INTERNATIONAL COMPANY SETUPS
IT SERVICE
LEADERSHIP AND RECRUITING
LEGAL**

NETWORK MARKETING

Transforming a company into a network marketing business is a complex process that requires strategic planning and implementation across many levels.

A key aspect here is the implementation of a specialized billing system. It must be able to reflect the network marketing project's compensation plan, which can take various forms. For example, a binary system in which each distributor has two direct downlines, or a unilevel system in which each distributor can have an unlimited number of distributors in their direct line. Both systems have their advantages and disadvantages and should be carefully selected based on the company's specific needs and goals.

To ensure a smooth sales process, an efficient back-office system must be set up for users. The entire purchasing process should be automated and digitized to ensure speed and efficiency. This also includes interfaces with payment service providers that enable immediate processing of payments.

Training sales representatives is another essential component of a network marketing company. An in-house academy that teaches both the fundamentals of network marketing and specific product knowledge can be an effective solution. This helps create competent and well-informed sales representatives who are able to successfully sell the products.

Since many network marketing companies quickly expand their operations internationally, structuring

and licensing at the international level is another important consideration. It is crucial to establish the company in a legally sound manner while taking into account country-specific rules and laws. Therefore, expert international legal advice is essential.

Once the foundation of a network marketing business has been established, recruiting experienced leaders is the most important step. They form the backbone of the sales network and play a crucial role in motivating and guiding sales partners. As the network grows, regional leadership roles may be necessary to ensure effective management and leadership.

Transforming an existing company into a network marketing business—or establishing one from scratch—requires comprehensive strategic planning and implementation. It is a complex process, but when executed correctly, it can offer significant benefits, including an efficient sales structure, stronger customer loyalty, and the opportunity for rapid growth and international expansion. 270 Degree is a pioneer in this field as a management consulting firm. Our in-house experts have more than 30 years of experience in this field.



EMPLOYEE RECRUITMENT

**EMPLOYER BRANDING
TARGET AUDIENCE DEFINITION
DISTRIBUTION OF
JOB OFFERINGS**

RECRUITMENT

In Germany, we are experiencing a growing shortage of skilled workers. The dynamics of the labor market have shifted—whereas applicants used to compete for jobs at companies, companies now compete for qualified employees. It is therefore crucial for companies to position themselves as attractive employers. This process is known as employer branding.

Employer branding encompasses all activities aimed at strengthening the company's image as an attractive employer. The goal is to create an authentic and memorable employer image that highlights the company's strengths and benefits as a workplace. This can include a collaborative corporate culture, flexible work hours, attractive compensation packages, opportunities for professional development, and much more. Successful employer branding aims to make the company attractive to potential employees while also retaining existing ones.

Once the employer brand has been successfully established, the next crucial step is to define the target audience. It is essential to understand who the ideal candidates are, what skills and qualities they possess, and where they look for job opportunities. This enables companies to create targeted and effective job postings and place them in the right places.

Job postings and the application process must be tailored to the target audience. This means using the right channels to reach candidates, whether those are job portals, social media, university job boards, or other platforms. In addition, they must be designed in an appealing way to capture candidates' attention and encourage them to apply.

Finally, it is important not only to recruit the right employees but also to develop strategies for employee retention. This can be achieved through a positive corporate culture, employee recognition, career development opportunities, and much more.

In a job market where skilled workers are in short supply, it is essential for companies to position themselves as attractive employers. Employer branding, targeted recruitment, and employee retention are key factors in this process. 270 Degree helps you optimize this process and fill your open positions for the long term.



INTER NATIONAL EXPANSION

**LEGAL COUNSELING
INTERNATIONAL BUSINESS SETUP
LOCAL MARKET SPECIFICATIONS -
ANALYSIS AND STRATEGY**



INTERNATIONAL EXPANSION

A company's international expansion presents a significant challenge that requires thorough planning and execution. Each country has different legal, tax, and market-specific conditions that must be thoroughly analyzed and taken into account before expanding.

An important aspect of expansion is legal counsel, which is essential at both the local and international levels.

Every country has its own laws and regulations, and it is important to ensure that the company is legally compliant in every new market. This involves adapting to local laws and standards, obtaining specific licenses, and meeting compliance requirements.

The design of a company's structure depends on its size. Depending on the nature of the expansion, it may make sense to establish a holding company structure or other organizational forms. These structures can help coordinate business activities, minimize risks, and take advantage of tax benefits.

Every country has its own tax laws and rates. It is important to take these into account in order to minimize the company's tax burden and maximize its overall profit.

Establishing regional subsidiaries within the group requires specialized local service providers. Furthermore, it is essential to find local partners who have the necessary knowledge and experience to build an in-house team on site.

Fundamentally, a detailed market analysis should be conducted for each country into which a company intends to expand. Every local market has its own unique characteristics, whether in terms of consumer preferences, competition, or distribution channels. A thorough analysis of these factors is crucial for developing an effective expansion strategy.

In addition to analyzing local conditions, it is important to develop an overall strategy for global expansion that takes into account both the company's overarching goals and the specific strategies for each individual market. This ensures that the company is able to operate on an international level while also responding to local conditions and needs.

Expanding a business internationally is a complex undertaking that requires careful planning, legal and tax advice, an effective corporate structure, a detailed market analysis, and a well-thought-out strategy. With the right approach, a regional company can successfully transform into an international corporation.

At 270 Degree, we have an extensive international network of service providers to support you through this process.

WE ARE HERE FOR YOU

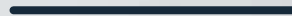
High-quality management consulting – made in Germany. With roots in the Hanseatic city of Hamburg, we strive to successfully combine traditional Hanseatic business culture with the latest technologies and digital transformations. We bridge the gap between traditional values and forward-looking business models to help your company achieve sustainable growth and success.

Our team of experienced consultants is here to assist you, whether you're looking to grow your existing business or start a new one. We offer customized solutions and can help you with specific services. However, our primary goal is to provide you with comprehensive, strategic support. We strive to be your trusted partner and work with you to achieve your business goals.

We also offer interim management services, in which we work at your company on a temporary basis. In

this role, we take charge of internal departments, projects, or processes and work closely with your team. Our goal is to establish stable, self-sustaining structures and processes that will help your company achieve long-term success.

Whether you're a startup or an established company, our professional management consulting services can help you achieve your goals and succeed. With our commitment to quality—made in Germany—we'll support you on your path to success. From Hamburg to the world.



FROM HAMBURG TO THE WORLD



270 DEGREE

HANSEATISCHE UNTERNEHMENSBERATUNG SEIT 2016

INTERIM MANAGEMENT STRATEGIC CONSULTING INDIVIDUAL SERVICES FULL SERVICE



Documents Required

- 1. Copy of Valid Trade License
- 2. Copy of Certificate of Incorporation / Memorandum of Association
- 3. Copy of Income Tax Return / Audited Financial Statements
- 4. Copy of Documents showing withdrawal of share capital
- 5. Copy of Cheque, undated (amount to be deposited)

Approved

Sales Manager.....

Accounts Manager.....

Managing Director.....

Leistung	Stundensatz (15 Minuten genau)	Tagessatz (8 Stunden)	Pauschalbetrag
CUSTOMERS RELATION			
Projektmanagement			
Beratung			
STRATEGIE			
Konzeption			
Layout und Text			
MARKETING			
Kommunikationsdesign			
Videodreh (inkl. Standart Technik)			
Fotografie			
Postproduktion / Motiondesign			
3D Animation			
Lizenzierung			
IT			
Projektmanagement			
Programmierung			
Lizenzierung			
Blockchain / Crypto / Web 3.0			
JURISTISCHE BERATUNG			
Allgemeine Beratung			
Internationale Firmengründungen			
Anwaltliche oder Steuerliche Beratung			
NETWORK MARKETING			
Beratung			
Konzeption			
Layout und Text			
Leader Recruiting			
Akademie Lizenzierung			
Pauschalangebote			
Auf Anfrage			
Alle Preise verstehen sich zzgl. 19% Ust			
Alle Preise sind unverbindlich			
Fordern Sie ein persönliches Angebot an			

PRICES

UPON

REQUEST



270 DEGREE

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