



TEN THINGS ABOUT TEN

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WELCOME

Dear Entrepreneur,

Are you fed up with the vicious cycle of needing to advertise to make sales and needing to make sales so you can afford to advertise? Are you the chief-cook and bottle washer of your business? – so busy running your business that you barely have time to **do what you love**? Are you tired of chasing ever-elusive rainbows and butterflies yet never finding that pot of gold? There is hope. Finally you have access to a network that operates solely for the **success of your business!**

TEN (The Entrepreneurial Network) is thrilled to offer you the opportunity to grow your business and increase your sales by joining our strategic regional network of other entrepreneurs. As CARICOM and globalisation develops, TEN will be an asset to **developing business owners** by providing an intensive media and sales vehicle for its subscribers and a business research network for consumers.

As a member of TEN, you will **enjoy the benefits** of an entire marketing and advertising team working for the growth and success of your business, along with a range of tools to overcome sales, marketing and advertising dilemmas.

We therefore invite you to explore our informational package and **let us work with you** to personalise a subscription that best suits your needs.

Managing Director
Ethnic Vision Inc
SELWYN CAMBRIDGE

“No, my love, the rainbow-hued butterflies will come to you themselves. I have started this search for them so that you won’t have to travel far like me.”

Translated from the Urdu story “Titliyan Pakadnewali” by Pratik Kanjilal and Nirupama Dutt)

OVERVIEW

The life of the entrepreneur is often a very hectic one: there is networking to keep and gain contacts, the pursuit of possible business prospects, research and decisions on cost-effective marketing and advertising, making sales and even more day-to-day duties to maintain the business; all of this while still trying to work on actually producing the product or service of the business. The challenge is that the entrepreneur must be able to do this alone and on what is, at most times, a miniscule budget. It is a challenge.

“The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy.”

Martin Luther King, Jr.

TEN is on your team supporting you throughout this challenge with the creation of three core business functions – Advertising, Sales, and Research/Marketing. The network has combined these core functions to create a practical and fully integrated framework for emerging business owners.

Who is TEN?

TEN is a corporate network designed by Ethnic Vision Inc. under its Vision Network to create a platform for business.

Why did we do it?

Ethnic Vision Inc. works with all types of emerging businesses and realised that there was a need. TEN was created to help businesses benefit from better marketing.

What’s the difference?

It is always a challenge to execute great marketing strategies. Companies conceptualise brilliant plans utilising established media or networks but they are not understanding of the challenges of emerging businesses. TEN created a framework to help entrepreneurs develop practical marketing approaches and then assist them in executing the goals utilising the resources of the network. We aim to create real results.

What we live by

We are committed to the growth and development of Caribbean entrepreneurs and re-defining the way our businesses connect.

The brand personality

The Entrepreneurial Network is “Seriously Funny” and “Seriously Engaging”. It’s business from a different perspective. We look at things from the bottom up and never from the top down. We give voice to the grass roots entrepreneur and the emerging business owner. We are growing entrepreneurs helping developing entrepreneurs to THINK BIG and DREAM BIG while never forgetting that being an entrepreneur is about passion.

THE TOOLS

TEN was created by entrepreneurs who have lived the everyday experience of emerging business owners and as such have created the tools necessary to ensure that businesses are always given prime information to build consumer bases and sustain visibility in the market. These tools are TEN TV, The Caribbean Entrepreneur Magazine and TEN's online network. These tools are integrated to benefit from continuous cross promotion of each other to maximise impact.

NO OTHER MEDIA HOUSE IN THE CARIBBEAN CAN PROVIDE AN INTEGRATED APPROACH LIKE TEN CAN.

Production Support

For all those companies without the necessary media material for use in the network, a dedicated team will work with them to get reduced production costs for the preparation of TV and radio commercials, print and web ads.

TEN TV



TEN has successfully worked with local TV stations to make prime airtime available to the Network to allow subscribers access to otherwise expensive and difficult to acquire promotions. TEN TV creates a captive audience for emerging businesses to promote their solutions and share experiences and knowledge.

With TEN TV entrepreneurs have access to air time that is about them and for them. TEN TV offers many things: from entrepreneurial-related news, to interviews, discussions, advice and feature shows along with more affordable television advertising. TEN TV is a complete visual media package. (TEN TV is currently only available in Barbados. Other parts of the region coming soon!)

With TEN TV, now you can:

- Have access to a newscast dedicated to emerging businesses and entrepreneurs
- Have a chance to be featured in prime time TV
- Learn from the experiences of other entrepreneurs
- Watch entrepreneurial-related television entertainment
- Advertise regionally
- Advertise more economically

“In general, my children refused to eat anything that hadn’t danced on TV.”

Erma Bombeck

THE MAGAZINE



THE CARIBBEAN ENTREPRENEUR MAGAZINE

Finally a periodical dedicated to Caribbean emerging businesses! The Caribbean Entrepreneur Magazine is a quarterly publication specifically geared towards helping drive the success of Caribbean entrepreneurs and equipping them to better handle their publicity and strategic communications. The magazine is able to benefit from extensive promotion from TEN TV and is unlike any other retail publication. TEN will be able to effectively measure ads and response rates; keep relevant information on its readers; and by extension, give emerging businesses the advice necessary to help them reach their ideal audience because all its readers will be subscribers. We help businesses become better advertisers.

With The Caribbean Entrepreneur Magazine, now you can:

- Read about topics related to Caribbean entrepreneurs
- Have a chance to be featured in a widely circulated magazine
- Learn from the experiences of other entrepreneurs
- Advertise regionally
- Advertise more economically

“Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does.”

Stuart Henderson Britt

TENSPACE

TEN Space.biz

THE ONLINE NETWORK: WWW.TENSPACE.BIZ

Tenspace.biz can be easily considered the “myspace” or “facebook” for Caribbean entrepreneurs, but with a bigger punch. The TEN website is so much more than a social network for entrepreneurs because it not only focuses on helping entrepreneurs gain access to more business opportunities through networking, but it allows entrepreneurs to bid for a range of jobs online through the Opportunity Centre (OC). The OC was designed by TEN and is marketed directly to consumers and big businesses as a resource tool. Businesses and consumers can create a job profile for products or services that they may require. The job description is then sent to all relevant subscribers to the network. The subscriber can then reply to the consumer or business with a bid for the job. The website is also driven through TEN TV and The Caribbean Entrepreneur Magazine to allow broader and faster adoption by target audiences.

With the online network, now you can:

- Build your own company profile, services and products online
- Advertise online
- Redirect traffic to your own website if you have one
- Network regionally with other professionals online
- Receive new business opportunities from around the Caribbean
- Bid for jobs online
- Watch business related videos
- Keep up with entrepreneurial news and insights

“In the new economy those who live by the sword will be shot by those who don’t.”

Gary Hamel

NETWORK SUPPORT

TEN has created Guides and Scouts to act as support for prospective TEN businesses. Scouts recruit new businesses, giving a brief overview of TEN. Guides give prospective businesses a full orientation to the TEN network and offer advice in formulating a TEN package.

THE TEN GUIDE

The TEN Guide was developed to act as a **navigator for entrepreneurs** to guide their business successfully through the network. They are that vital link between the **solutions** offered by TEN and the business owners themselves. The Guide is **every prospective subscriber's personal TEN consultant** to help the entrepreneur **set goals** then **capitalise on available opportunities** through TEN to meet goals within budget limitations and time constraints. The TEN Guide helps subscribers choose or construct the best package to meet their **unique goals and objectives within their budget**.

Becoming a TEN Guide

Becoming a TEN Guide is not only **an opportunity to help other entrepreneurs** but it is also a way for serious individuals to **earn extra money**.

The importance of the TEN Guide however, is **not taken lightly** and as such each individual selected to become a TEN Guide is taken through a "Network to Business Innovation Training Process". This training equips them to become **experts on everything TEN**: from the tools, to the resources and the benefits of the network. But more importantly it allows them to show subscribing businesses how they can be creative in making use of the tools for **better returns**.

To ensure the very best connection, there are specific criteria, which persons seeking to become TEN GUIDES must fulfill.

The TEN Criteria

Individuals must:

- Have a strong commitment to helping others.
- Be prepared to meet, engage and interact with various types of people and personalities and understand the importance of people skills.
- Be able to travel throughout the island and across the region.
- Have an understanding of computers, the internet and have access to the internet.
- Be able to commit AT LEAST 10 hours per week to helping others succeed through TEN.
- Be open-minded and willing to learn as much as they are willing to help others succeed.
- Be willing to make TV and/or radio appearances to speak on TEN tools.
- Understand or be willing to understand the challenges of emerging businesses and want to provide solutions.
- Love innovation and tackling challenges head on.
- Genuinely want to be part of a network that will make a dramatic difference in the progress of emerging businesses.

THE TEN SCOUT

The TEN Scout acts as the partial **eyes and ears** for the **TEN Guides** who are trained experts in everything TEN. The Scout speaks to the entrepreneur about accessing the benefits of TEN, then **refers the business** to a TEN Guide who will consult with the entrepreneur and walk him/her through a **TEN orientation** process. The role of the TEN Scout was designed to get **EVERYONE involved** in the process of **helping entrepreneurs fulfill their dreams** and facilitating the **success** of emerging businesses.

Becoming a **TEN SCOUT** is easy and simple.

The TEN Criteria

Individuals must:

- Register
- Receive the TEN Scout Roadmap
- Begin earning money on every successful referral

“Your goals are the road maps that guide you and show you what is possible for your life.”

Les Brown

NETWORK INTEGRATION

TEN realised that success comes with effective integration so we developed and integrated package for businesses.

MARKET RESEARCH

In order for TEN to maintain its promise to subscribers to **deliver results**, strong support mechanisms had to be incorporated. We at TEN **spared nothing** to insure that every subscribing business is **well taken care of**. Designed to build business performance through strategy and ongoing market insight, consumers are **continuously researched** and trends identified to supply subscribing businesses with **consumer intelligence** to help them fashion their communication strategies and develop products and solutions that are **more relevant**. Each quarter various business sectors are researched to collect up-to-date data on changes and developing trends for every subscriber to benefit.

With TEN market research, now you can:

- Create more relevant products/services
- Create more relevant advertising
- Access information about trends in your business sector
- Respond to changes quicker, before it's too late

“Research is to entrepreneurship what location is to real estate: essential.”

Judette Coward-Puglisi

ADVICE

“Whatever advice you give, be brief.”

Horace

Marketing & Advertising Advice

TEN is results oriented and as such every subscribing business is given **free marketing and advertising advice** to help them effectively use the tools of the network to **create the desired results**. All subscribers are required to **set targets, goals and milestones** for the duration of their subscription to allow TEN and the business to **measure performance and gauge results**.

With TEN marketing and advertising advice, now you can:

- See your business grow!

“The only thing to do with good advice is pass it on. It is never any use to oneself.”

Oscar Wilde

SUPPORT

Most emerging businesses are one or two-man operations and as a result are unable to fully capitalise on effective sales efforts while still having to produce. TEN offers subscribers to the network ready access to a **diversified and dedicated sales support team** with established connections to **new markets and distribution channels**. The TEN sales support team will remove the pressure from entrepreneurs by helping them to **concentrate on their core competencies** while TEN enhances their sales drive. Sales assistants are assigned to more than one business but **never to competing businesses**. The sales assistant **does not directly cost the business** since he/she is paid exclusively on commission.

With TEN sales department, now you can:

- Tap into new regional markets
- Tap into new international markets
- Boost your sales
- Free yourself to do more

“One hand can’t clap.”

Translation: Team-spirit and co-operation is required.

Barbadian Proverb

SUBSCRIBE

In order to access the benefits of TEN, you need to subscribe!

TO SUBSCRIBE

TEN was created for **emerging businesses** so every aspect of its subscription takes this position into account.

Subscribing is easy. A business can choose to pay annually or monthly, either way we have designed a flexible payment system with a full understanding of the cash flow challenges every growing business faces. To cater to all emerging business or aspiring entrepreneur with a dream and a sound idea, TEN has developed a unique plan:

“You Set the Price” Subscription Plan

This unique subscription plan allows any emerging business to **access the benefits** of TEN. The business simply has to **say what they would like to pay** and a TEN Guide helps them **design a customised subscription package** for their goals and needs. **We make it easy for EVERYONE** to benefit. No one is ever turned away.

Emerging Business Criteria

Because TEN has made its mandate the **mobility of emerging Caribbean businesses** we have employed **special criteria** that businesses must meet in order to access the full benefits as a subscriber business at the rates available.

The Criteria is as follows:

Any subscribing business must fit at least two of the parameters

- Less than 25 employees
- Less than US\$50,000 investment in equipment
- Less than 5,000 Sq. Ft. of production or manufacturing area
- Less than US\$500,000 in annual sales

“Whenever you see a successful business, someone once made a courageous decision. “

Peter F. Drucker

SUBSCRIPTION FORM

SUBSCRIBER INFORMATION

Company Name: _____

- Industry/Business Type: Retail
- Manufacturing
- Support Services
- Professional Services
- Other _____

Address: _____

Tel: _____ Fax: _____ Email: _____

Please send your completed subscription form to: Ethnic Vision Inc, #3 Dolphin Court, The Garrison, St. Michael, Barbados, W.I.

INDIVIDUAL CONTACT

Contact's Name: _____

Position: _____

Direct Tel: _____ Email: _____

What are your needs: Sales Assistance

Marketing Assistance

Advertising

Online Promotion

Regional Expansion

Other _____

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