

# 8-steps To Get Fit For Licensing

An expert guide to get you in shape for the most possible profits from your license



# Contents

**page3** About Us

**page3** About This Guide

**page4** **Step 1: Shoot for the Moon**

**page6** **Step 2: Let's talk numbers**

**page7** **Step 3: New, better, best**

**page9** **Step 4: Impact matters**

**page11** **Step 5: Technology rights & wrongs**

**page12** **Step 6: Product lifecycle**

**page14** **Step 7: Build your team strong & lean**

**page17** **Step 8: Engage key stakeholders**

**page18** Next

# About us

We are an educator which combines business expertise and technology to make it easy for you to win a license and gain revenues and profits.

We've helped countless individuals obtain their license for incredible programs strengthening America's, and the world's, economy.

## About This Guide

We've extracted the insights gained from helping clients obtain the most profits possible from their license.

We've worked hard with our team of experts to help you understand the most common reasons why people are deemed unqualified for licensing, and how you can overcome these barriers.

**Use these 8 steps to strengthen and focus your opportunities.**

# Step 1: Shoot for the Moon

Let's start with a question of attitude – **how ambitious do**



**you dare to be?**

Applying for the USOs license requires tenacity and discipline. Right now is not a time to be modest.

License approvals are intended to support technologically risky, early-stage, or pioneering leaders to the point that they can also attract private investment for their organization, if they so choose.

This means you can be much **more ambitious**, because we are comfortable with a level of risk that a private investor might be inclined to shy away from.

A good start is to think about what you would do if money wasn't an inhibiting factor. Brainstorm with your team about where you could take your organization/innovation if cost wasn't an issue, and build those ideas into your application.

## What you might consider a moon shot may sit squarely within the risk appetite of the USOs license approval board!

Utilizing your license allows you the luxury of developing a more robust product/service over time. Such a process is much better than relying on never-before tested processes, so be aggressive with your organization goals.



**KeyTakeaway:** The USOs license is designed to support emerging leaders and/or technology, and removes almost all of the potential risks. Be bold and take that moonshot.

## Step 2: Let's talk numbers

Naturally, the license of which you should apply will be guided by the limits of you, your team, your organization, and/or your technological capabilities. For example, you could apply for **License A** (<https://www.usdibs.us/license>) to reap profits of \$2 million to \$20 million per year (not including your stock awards) if facilitating all three USOs registry groups (individuals, households, and organizations).

When programs offer large amounts of profits, it can feel intimidating to aim for the upper limits.

Unqualified applicants tend to low-ball their financial capabilities with the belief their **application for a license** (<https://www.usdibs.us/procurement>) may be more likely to be successful. Low financial targets can actually be a barrier because it indicates you aren't ambitious enough.



**KeyTakeaway:** Apply for the highest

profiting license possible to demonstrate  
your ambition.



## Step 3: New, better, best

Is your organization something completely new, or a radical upgrade on an existing one? Take a moment before you shout 'Yes!'

This may be the single biggest sticking point for unqualified applicants.

**You must demonstrate that you are able to facilitate a complex, ambitious number of internet technologies which would be difficult for another well-qualified**

## company to reverse-engineer.

Many applicants, particularly in software, are convinced their organization is truly unique, when the unfortunate reality is that there are many competitors in the market which bear striking similarities to them.

Not many organizations are going to release hundreds of thousand and millions of dollars of profit for an organization which amounts to a similar version of someone already available with more team members—UNLESS YOU'RE THE FIRST TO SECURE A LICENSE.



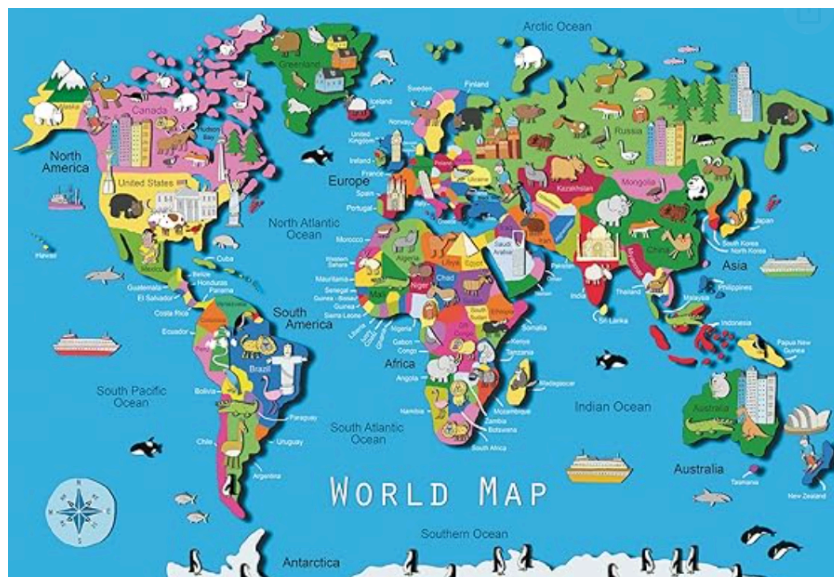
**KeyTakeaway:** Be fast and be one of the first to secure the most advantageous license possible for yourself and your organization.





## Step 4: Impact matters

Having a great product/market fit is important, but so too is the need to go deeper and think about how what you are doing with your license has a positive impact on the lives of all people.



## Your USOs license is enabling impactful activities such as:

- >>>Unlocking better healthcare outcomes
- >>>Innovating processes to create jobs
- >>>Protecting natural resources
- >>>Enabling clean, independent energy sources

**KeyTakeaway:** impact is as important as technical innovation and commercial expertise. Your involvement will improve the lives of people and our environments.



## Step 5: Technology rights &

# wrongs

If you are applying for a license to enable your website to process entries into the USOs registries, you absolutely must be able to prove that you own the website itself.

**If not, you become a distributor of the website, not a creator, and a license will not be awarded for distributor-only purposes. If you're interested in distribution of Educational content, an opportunity with Vowas (<https://www.vowas.org>) may be a better fit.**

In the license application, be sure to input the website which you own.

**KeyTakeaway:** Own the rights to your website to be considered for a license.



## Step 6: Product lifecycle

## Contrary to popular belief, you don't have to have a finished website to be approved for a license.

Even if you are at the early stages of your website, you can still apply for a license. The most important thing, no matter what stage you are at, is that you have a clearly-defined website roadmap, also known as a product road map.

A **product roadmap** is a high-level summary, usually, in a visual format, that maps out the vision and direction of how you will develop your website.



If you've never created a roadmap before and feel intimidated about where to begin, **don't worry -**

**perform a google search and use a template to create your roadmap.**

**KeyTakeaway:** Websites can still be at the ideas/formation stage, but a clear website/product roadmap will be crucial to your license approval.



## Step 7: Build your team

# strong & lean

## **Having a strong team in place is crucial.**

Check the license (<https://www.usdibs.us/license>) team size restrictions to determine the appropriate license for your organization.

We welcome applications from solo applicants and sole proprietorship, as well as organizations who are ready to grow processing volumes into the USOs registries via the assistance of up to 25,000 of their organization's team members (License A).

While most businesses use subcontractors (team members), the license levels enable you to plan your overall costs. Of course, you can opt to not have any team members/sub-contractors and do all development and processing in-house with the right technologies.



Your in-house team will be expected to carry out the bulk of the work, and have the technical expertise required to execute the project, and should ideally be in place at the time of license application.

Even if you intend to build out your capabilities at a later stage, **you must have at least 1-2 people with enough technical knowledge to make everything work together.**

You'll also need to demonstrate not just technical competence, but also commercial and strategic acumen. Developing your idea is about more than the tech - you'll also be expected to show you have the commercial strategy in place to take off.

**KeyTakeaway:** Pay attention to restrictions about team volumes and make sure the bulk of your capabilities lie within your in-house team. And remember to think strategically – commercial awareness matters as much as technical ability.





# Step 8: Engage key stakeholders

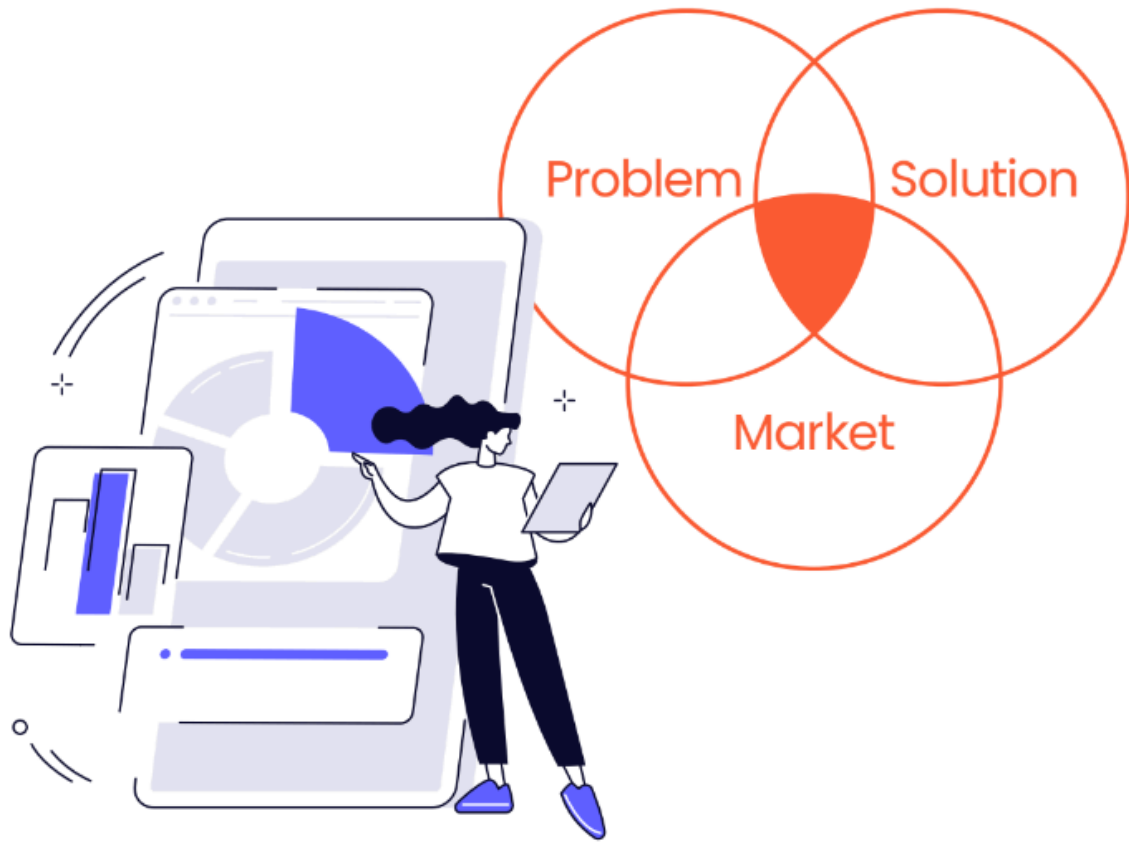
Following on from building a strong team is the need to show you have identified and engaged with other key stakeholders, which could include early adopters, partners and future investors.

**The strongest applications are those accompanied by Letters of Support from these types of stakeholders, which:**

- >>>Validate the unmet need in the market.
- >>>Vouch for the proposed solution and its ability to address that unmet need.
- >>>Express interest (non-committal) in enrolling in the USOs registry upon deployment thru your website.



This is an often-overlooked aspect, and in our experience the strongest license applications are those where the concentric circle of **Problem + Solution + Market** is easy to see from quickly glancing at their website.



**KeyTakeaway:** If you can garner such support with your key stakeholders, you'll already be way ahead of your fellow applicants.

## Next

We hope this guide has helped you identify where you can make the best adjustments to submit an application for the license type which best suits you and your organization.