



nuolo®

Where Brands & Influencers meet!

Where does nualo fit?

	Amazon	Shopify	nualo
Customer Relationship	Amazon	Brand	✓ Brand
Side by Side Comparison	Yes	NO	✓ NO
Taking Payment	Amazon	Brand	✓ NUALO
Gamification built-in	NO	NO	✓ YES
Affiliates/Influencers	YES	Plugin	✓ YES ++
Market Place	YES	NO Synergy	✓ YES

nuaio empowers Brands to:

- Stay focused on building product, brand, and community

We handle administration and core system operations for:



eCommerce: Servers, Software, Taxes, Taking Payment



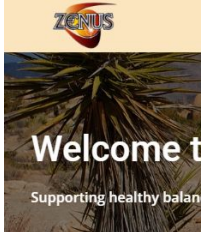
Rewards/Commissions: Tracking, Calculating, Paying



Platform Legality and Support: Agreements, Policies, Registrations, Platform Customer Support

NUALO empowers Brands to:

- Build and control your brand & eCommerce site (prod/sub)



Welcome to

Supporting healthy balance

Our Mission

For more than 30 years, the products— and opening the call “the wellness movement



NuFuel+

Fuel Tablets

- Improves Fuel Economy
- Improves Engine Performance
- Extends Engine Life
- Reduces Emissions

NuFuel+ is a proprietary combustion modifier.

[View Label](#)

MAXIS

Live your best life

We all need a little more balance... work,

ABSORB MORE

We produce some of the world's finest natural high quality, effective, cutting edge formulas.



LIVING 2.0

Stay healthy.
Live better.



Tele-Medicine: Grab your device, Real access to real health care, real

Tele-Therapy: you + your family go co-pays. Grab your device, see you

Plus a collection of 5 health + wellness most important areas of your emc

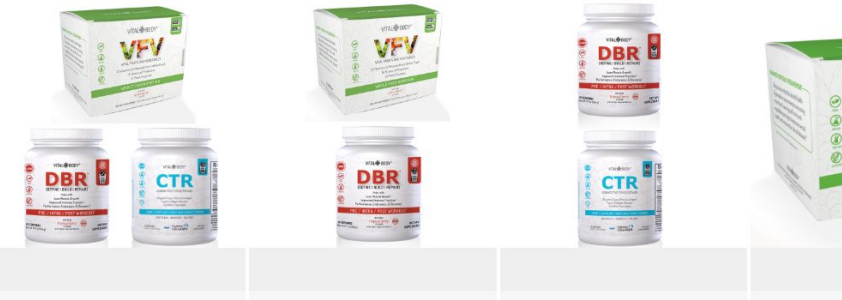
VITALBODY

[Sign-in / Create Account](#)

EMPOWERING THE BODY THROUGH NATURE



Whole Food Plant-Based Nutrition For Everyone






VitalBody's mission is to improve lives by providing dense, whole-food nutrition, using our evidence-based formulations and ingredients to promote healthy living for all stages of life.

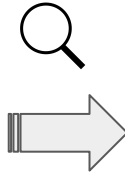


nualo empowers Brands to:

- Protect the integrity of your Brand (Brand level results)



  

 Go to Site	Vital Body VitalBody is a health and wellness company that supplies all natural plant-based supplements to Health Professionals, Special Armed Forces, Professional Athletes and the General Public. Our unique combinations of ingredients contain the purest plant-based enzymes, probiotics, whole food vitamins & chelated minerals. Our mission is to improve lives by providing dense, whole-food nutrition, using our evidence-based formulations and ingredient transparency to promote healthy living for all stages of life.
 Go to Site	Zenus Global For more than 30 years, the vision and mission for Zenus has been to promote optimal wellness—changing lives—one at a time—with ground-breaking products— and opening the door to a unique opportunity that connects people on so many levels. The company has been at the forefront of what we call “the wellness movement”, sharing the Zenus story and our unique ‘proprietary’ supplements with the world.
 Go to Site	MaxisCBD Live your best life! We all need a little more balance... work, play, relax, rest! We produce some of the world's finest nutraceuticals. Our team has spent years perfecting formulations through our proprietary nano emulsification process to give you the highest quality product line available. Our goal is to promote optimal health with high quality, effective, cutting edge formulations, which are based on sound scientific research data.
 Go to Site	Living2.0 We have a science-based, health + wellness program designed for almost every area of modern life, no matter what you're going through. It's OK, you can say it: living is hard work. And the more crowded our digital lives get, the more frantic and uncentered our lives get. Everyone could use the occasional course correction. That's why we built LIVING 2.0. It's the world's first bundle of health and wellness apps and self-help programs designed to do 2 things: improve your life and save you money.
 Go to Site	NuFuel+ NuFuel+ is a proprietary combustion catalyst and burn rate modifier that Improves Fuel Economy, Improves Engine Power, Extends Engine Life, and Reduces Emissions.



Results for "enzymes"

You might find the following Brands useful:

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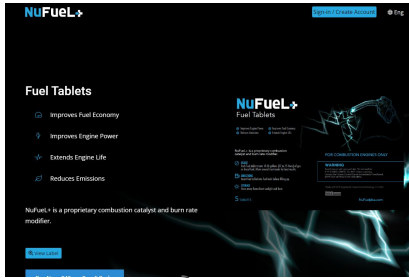
When Customers or Influencers search the result is a list of Brand Shops, not a list of products.

As a result, the customer's relationship is with the Brand.

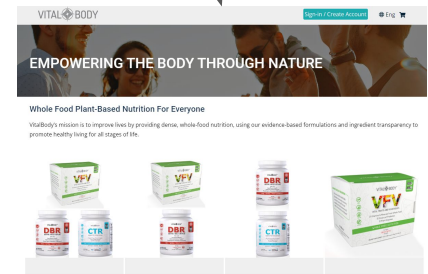
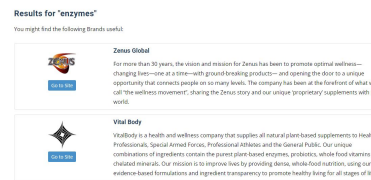
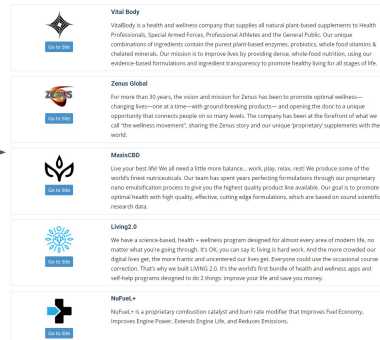
... understanding how Brand Partners create synergy.

NUALO, like a physical Mall, provides a platform for Brands to agglomerate. Each Brand Partner has their own website and each Brand Partner will develop sales on their own domain/site within NUALO. We are a community marketplace, where Brands, Influencers, and Customers connect, not a marketing platform.

Inevitably, customers will navigate from Brand site to Brand site within NUALO and shop, creating synergy.



Browse / Search



The Synergies of how Brand Partners make money...

1- You drive customers or you develop Influencers who drive customers to buy your product.
(the same way any ecommerce, affiliate, or MLM site works)

2- Other Brand's customers browse/search the NUALO platform, find you and buy your product.
(synergy #1)

3- Your customers browse/search the NUALO platform, find and buy another Brands product.
(synergy #2)

... yes, you get paid when a customer you brought to the platform purchases a product/service from another Brand Partner on NUALO. (A synergy not available anywhere else.) Your customer is your customer for the life of the customer. Anything they purchase from any Brand Partner results in you earning.

Your **Customer Lifetime Value** [CLV] goes up dramatically, without you adding new products (or the risk/cost associated). Customers are now **potentially worth 3 or 4 time more** (perhaps even more).

With **NUALO** :

- A Brand's site can be LIVE in 2 weeks or less (if you're ready)
- No cost for Brands to participate in our Brand Partner program
- Handle all 'messy bits', so Brands can focus on their brand
- Is run by executives with 100+ years of combined experience



Mel Atwood, CEO
Chief Executive Officer



Christopher Stubbs, COO
Chief Business Development Officer



Does NOT

- Control your Brand or Company ownership
- Handle your product production/manufacturing

Is NOT

- An online digital big-box store like Amazon where 'brand' gets lost
- A 'feeder', 'pre-launch', 'proof', or 'temporary' platform
- An MLM and there's no purchase requirements to join or be active
- A Marketing Platform. It's a connection/sharing platform
- A wholesale / distribution platform or model

Areas of Responsibility

(as governed by the NUALO BRAND PARTNER AGREEMENT)

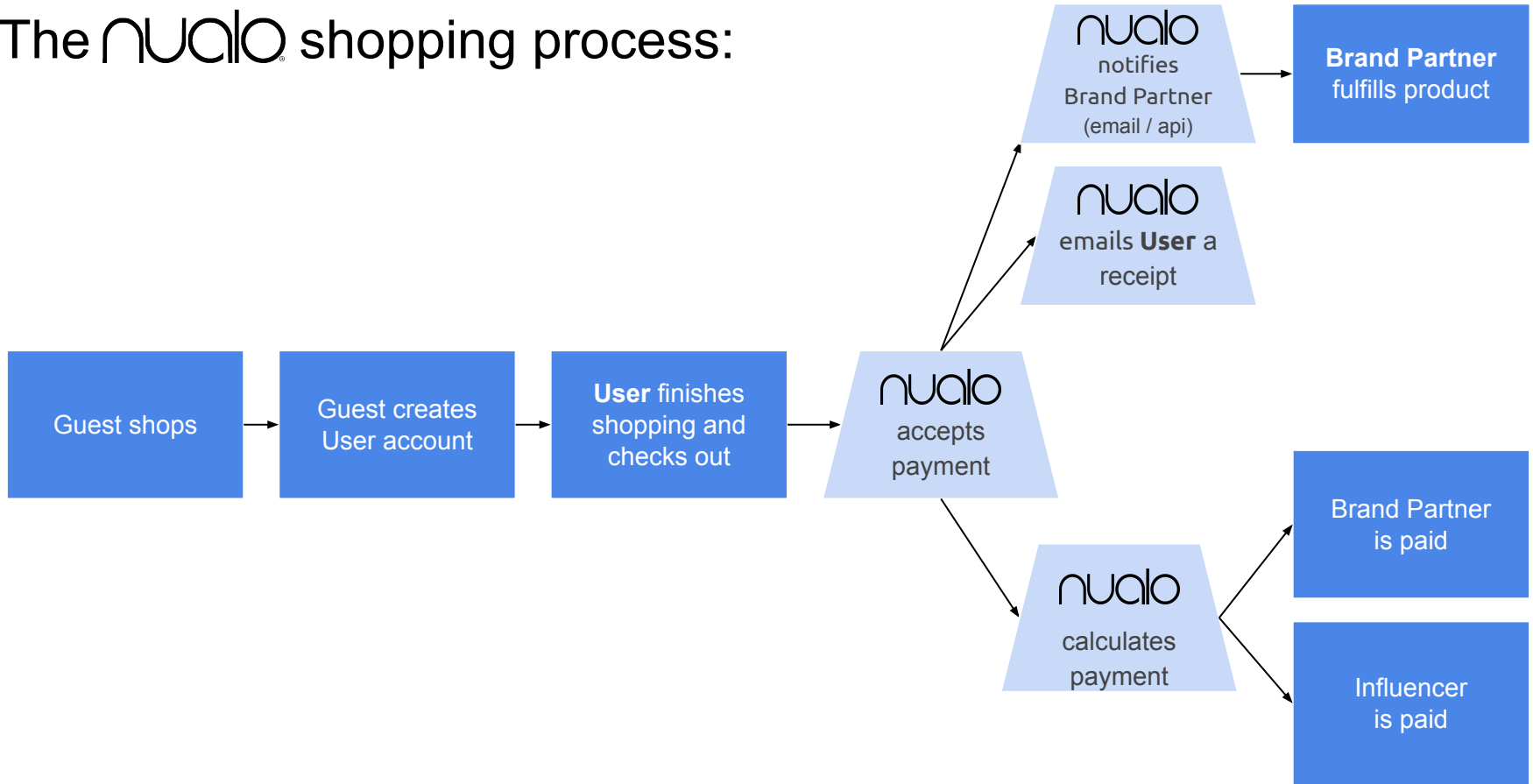
Brand Partner

Physical Product: Manufacturing /Quality Control / Product Liability Insurance
Warehouse / Fulfillment (pick, pack, ship)
Service Product: Platform with API
Marketing and Collateral (images, videos, website, content, etc.)
Product Customer Support
Product Training and Conference Appearances

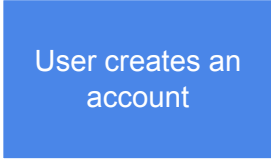


User/Customer/Influencer Agreements, Service, and Payments
Merchant Payment Processing
Gamification/Rewards/Commissions/Bonuses Tracking & Calculation
Sales Tax / VAT
Software / API / APP / Ecommerce
User/Customer/Influencer/Brand Platform and System Support
Online Tools / Field / Sales Training

The nualo shopping process:



The NUALO Brand Partner on-boarding process:

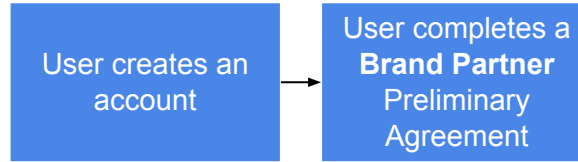


User creates an
account

Create a User account:

- Brand Partners are first, members of NUALO.
- Brand Partners may (and often do) promote their products within NUALO. #synergy
- Brand Partners may (and often do) introduce other Brand Partners to NUALO.

The NUQ|O Brand Partner on-boarding process:



Preliminary Agreement:

- Acknowledge understanding of how the Brand Partner program works.
- Agree to work in good faith to provide needed digital assets, fulfillment/API, shipping rates (if applicable), etc.
- Provides a indication of intent to become a Brand Partner

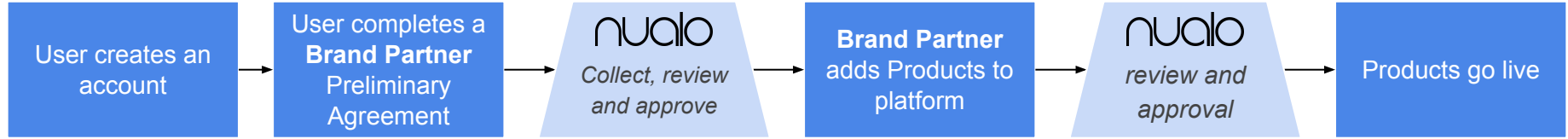
The NUALO Brand Partner on-boarding process:



Collect, Review, Approve:

- NUALO creates a Trello Board account (project management tool)
- Trello cards are where NUALO collects “What we need from you”
- Once we have “what we need”, we get merchant account approval
- If approved, Brand Partner then executes the Full Brand Partner Agreement
- NUALO then gives the Brand Partner access to the BP Hub to enter products
- Brand Partner / NUALO collaborate on the Brand Partner’s website/portal

The nualo Brand Partner on-boarding process:



Brand Partner enters product:

- Via the BP Hub, Brand Partners are able to enter products for their site
- Products, via the BP hub, will then be submitted for approval
- If approved, the product will be made live

A Brand Partner's Income derive from 2 Primary Roles:

1. Providing Product ➤ **Brand Partner**
 - a. As the provider of product/service; a supplier; a drop shipper.

2. Creating Customers ➤ **Influencer**
 - a. promoting product/service; customer acquisition; marketing/sales.
 - b. Introducing other Brand Partners; B2B Introductions.

It's important to understand that :

- Brand Partners “sell” or provide a product/service
- Influencers “share” or market any Brand's products/services they choose (if a Brand Partner, their own or others)
- Customers “shop” (and may choose to also “share”) or consume products/services from any Brand Partner.

A Brand Partner is also an Influencer when they do the marketing and a user registers or a customer purchases. A Brand Partner may also purchase products from any Brand Partner, also making them a Customer.

1) Role: Brand Partner, Delivering product/service

1. **25% of Price Sold** is allocated for the “wholesale” per-piece-price of each product/service sold.
2. **XP Splits**
 - 50% of the XP (points) assigned to a product/service are allocated to Gamification & Rewards.
 - Prices need to remain competitive. Customer acquisition, retention, MRR/YRR from end users is the focus. Not all products have the margins for a \$1 to 1XP (points) ratio. Some products a lower than 1 to 1 XP to \$ ratio.
 - EG. \$100 item carrying may be assigned 70 XP (thus rewarding \$35 vs \$50).
 - **The difference** (\$15) will go to the Brand Partner.
3. **Shipping / handling** Brand partners may opt to charge a reasonable fee that will be passed through to the Brand Partner.

Note: other manual adjustments to accommodate exceptional products/services with very thin margins may be available at NUALO's discretion.

2) Role: Influencer, Promoting product/service

In addition to the Brand Partner earnings, a Brand Partner is paid through the Rewards Program as an Influencer when they develop users and customers that create purchases. We allocate up to 50% of a product's XP to the 2-tier Rewards Program.

Quick Summary*

Customer Acquisition

- 5% Cash Back (to buyer)
- 15% Direct Rewards/Commissions (Sphere 1)
- 5% Indirect Commissions (Sphere 2)

Scored Impact / Network

- Daily Bonus: gamified scoring, scored daily, paid daily.
- Approximately 10% is rewarded over 31 days, see Chart.

Leadership

- Direct Override: 25% of a Direct's Daily Bonus, paid monthly (Sphere 1)
- Indirect Override: 10% of an Indirect's Daily Bonus, paid monthly (Sphere 2)

*Refer to the NUALO Rewards Program for further detail.

SCORE	DAILY
10MM	\$35,000
8MM	\$25,000
6MM	\$20,000
4MM	\$15,000
3MM	\$10,000
2MM	\$7,000
1MM	\$3,500
800K	\$2,500
600K	\$2,000
400K	\$1,500
300K	\$1,000
200K	\$700
100K	\$350
80K	\$250
60K	\$200
40K	\$150
30K	\$100
20K	\$70
10K	\$35
8K	\$25
6K	\$20
4K	\$15
3K	\$10
2K	\$7
1K	\$3.50
800	\$2.50
600	\$2.00
400	\$1.50
300	\$1.00
200	\$0.70
100	\$0.35

Getting Paid

NUALO has partnered with MassPay to pay Brand Partners, Influencers, and our Non-Profit Partners.

All sales transactions, commissions, and/or donations (for our Non-Profit Partners) are withdrawable weekly. NUALO funds MassPay once a week on Tuesday and pushes withdrawals every Wednesday.

Brand Partners will access their NUALO account to see all sales made, their accumulated balance, and applicable fees (if any). Brand Partners may request payment for sales made once each week, up to noon / 12 pm Mountain Time each Wednesday. NUALO will review and approve valid requests. Once approved Brand Partners will get an app notification and will log in to their NUALO system and transfer funds to their bank account through the MassPay.io Single Sign On portal accessible via their NUALO.com back office.



Mass Pay

Is nuvalo MLM?

You tell us...

	MLM	Affiliate	nuvalo
Enrolment cost	✓	✗	✗
Enrollment Packs	✓	✗	✗
Register to participate	✓	✓	✗
Monthly volume requirements	✓	Few	✗
Participants expected to buy	✓	✗	✗
More than 2 tiers of commission	✓	✗	✗
Bonuses	✓	Few	✓
Participants are Distributors / Direct Sales	✓	✗	✗
Product available to participants at discounted rates	✓	✗	✗
Customers are exclusive IP of company	✓	✓	✗
Non-Competes limit who and what participants can market	✓	✗	✗

What stays the same with nualo?

	Traditional Start	nualo
Your Company Ownership	You own 100%	You still own 100%
Brand Control	You Control Brand	You Control Brand
Website Design	You	You (we can help)
Marketing / Sales	You	You
Product / Service COGs	You	You
Fulfillment / Delivery	You	You (we can help)
Product Liability	You	You

What is different when you work with nualo?

	Traditional Start	nualo
Software, Servers, Tech	You	Already Done!
Merchant Processing	You	Already Done!
Payroll / Paycard	You	Already Done!
Sales Tax/VAT Tracking/Paying	You	Already Done!
Rewards/Commission plan	You	Already Done!
Policies/Terms	You	Already Done!
Infrastructure	You	Already Done!
International Expansion	You	We have the Team!
Experienced Executives	You	We have the Team!
Time to Live	4-8 Months	2-3 Weeks
Cost	???	\$0*

* we earn, only when you earn; when a customer makes a purchase.

Engage

nucleo[®]

A person is silhouetted against a vibrant sunset over the ocean. The person stands on a rocky shore, with their reflection visible in the shallow water. The sky is filled with colorful clouds in shades of orange, red, and blue. The word 'nucleo' is written in large, white, lowercase letters across the middle of the image. The 'o' at the end has a registered trademark symbol (®) next to it.

Today!

