

## **d-Business Success (dBS) Principles (Internal Use for Members)**

**SMALL BUSINESS \* BIG IDEA \* GREAT CAUSE**

**d-Business Success (dBS)** is a for-profit and privately held organization that helps businesses to succeed by bringing business coaching, business networking, and business to business and business to consumer interaction under one umbrella. dBS operates under The Tower of Life LLC.

**Purpose:** Changing the business world by improving success in business for all members.

**Vision:** Helping business owners to rise to the next level in personal and professional development to succeed in life and business.

**Core Values (Fundamental Beliefs):** Love, Peace, Support, Unity, Beneficence to Individual, Family, Community, and Society.

### **Members become driven, decisive, determined, and disciplined.**

**Driven,** we are driven by purpose of unity and helping each other, our community and society.

**Decisive,** we decide promptly and firmly to make our products and services for the good of humanity.

**Determined,** we are determined to love and support our people. We capitalize on people who believe in humanity and bringing different generations together. This will be rewarded big in near future.

**Disciplined,** we are disciplined to focus on accomplishing our goals through taking action and helping and supporting each other.



#### **Logo:**

Our logo shows coming together for unity and rise as one (the tail of d shows “we rise as one”).  
Becoming driven, decisive, determined, and disciplined.

**Goal:** Increase Business Success and Decrease Business Failure.

## **Policies:**

1. Business owners, Leaders, Managers are accepted in dBS regardless of age, race, ethnic group, religion, level of education, and sexual preference.
2. Members must believe in our core values and fundamental belief system.
3. Each dBS Community operates independently but following the same policies and procedures.
4. Every Monday morning each dBS family holds general session for 90 minutes that starts with 10 minutes to success from Dr. Dylaan Dowlati, the founder of dBS. The speech will be broadcasted to all dBS Communities. The meetings will be in person and online exclusively for members.
5. All dBS Communities will be provided with operation guidelines. However, they can adopt the operation model to their center, based on their needs for that area.
6. All and Each dBS Community must use dBS logo and display it to public.
7. Our referral system is based on refer and earn profit share. Profit share is constant as long as the member and the referee stay with dBS for minimum of five years. After five years it will be permanent and transferable to the family at the member's will.
8. Each member who achieves Gold or higher level of achievement becomes eligible for earning the shares of the company. Remember this organization is private not public. More Details on purchasing share will be revealed in the future.
9. Political and religious discussions and arguments in dBS meetings are strongly discouraged. We believe in unity. Religious and political views are personal and everyone is free to choose whatever he/she believes.

## **Levels of Achievement**

Levels of achievement is defined by the service to other members and community

1. Bronze (Six months membership, one or more referrals)
2. Silver (One-year membership, two or more referrals)
3. Gold (Two years membership, three or more referrals, 4 or higher Star review for the best customer experience. The number of reviews must be more than minimum of 20 reviews)
4. Platinum (Three years membership, five referrals, 4.5 or higher Star review for the best customer experience. The number of reviews must be more than minimum of 30 reviews)
5. Diamond (Five years membership, ten referrals, 4.7 or higher Star review for the best customer experience. The number of reviews must be more than minimum of 50 reviews)

## **Benefits of Membership**

Please see the dBS membership benefits sheet.

## **Membership Eligibility**

All business owners, leaders, and managers of businesses who are in business to benefit humanity, family, community, and society are accepted as members.

**Exception:** people in businesses such as the following but not limited to, are not and will not be accepted as members of dBS.

- Human traffic
- Addictive and smokable substances (Regarding Marijuana, if the company produces only non-smokable form and exclusively for medical use, such business can be accepted as a member.)
- Porn

### **Membership Annual Fees**

**\*Please notice that the following fees are promotional fees and apply only for the first 150 members and after that the fees will be higher, as appear in the parenthesis.**

**\*Fees are subject to change at any time without notice.**

Solopreneurs and companies with up to 10 employees including the owner(s) **\$1,500** (\$4,997)

Companies or organizations up to 50 employees including the owner(s) **\$2,000** (\$6,497)

Companies or organizations with 50-100 employees including the owner(s) **\$3,000** (\$9,997)

Companies or organizations with 100-500 employees including the owner(s) **\$5,000** (\$16,497)

Companies or organizations with over 500 employees including the owner(s) **\$10,000** (\$34,497)

**\*\*\* dBS program will start January 7, 2019**

