



# Wikaniko Higher Income Plan (W.H.I.P.)

## Introduction

Everyone knows that the air we breathe, the water we drink, and the food we eat is suffering from pollution, as we consume the resources of our planet without much thought about the effects on our environment our eco system is slowly being destroyed.

People are becoming more aware of this and this awareness is creating a desire to do more to prevent this destruction.

However the individual still feels like a grain of sand on a vast beach, after all what effect can one person have when there are 6 billion people causing the pollution?

Wikaniko (We Can Eco) has developed a system where together We Can have an impact one step at a time, simply by using Eco friendly and environmentally beneficial products ourselves and offering them to anyone and everyone in the UK both at home and in the workplace.

**First of all**, Wikaniko's Independent Distributors (ID's) immediately get the products at wholesale prices, and as many of the products we offer are normal everyday items, this can represent a significant saving against the normal retail prices, helping to make the ID's household budget stretch further, whilst also protecting the environment from harm.

**Secondly**, by offering these products to others more and more eco friendly products are used in place of the harmful ones and the distributor earns up to 45% wholesale to retail mark-up on each products commissionable value, not only that, others also want to do their part in helping the eco system by becoming distributors themselves.

**Thirdly**, Independent Distributors can expand their business by opening branches anywhere in the UK. Simply by introducing other Independent Distributors (ID's) into the business you earn a commission starting at 5% on the group volume generated by the new ID and their branch (your Team).

This is organic growth, similar to the way a tree grows, and a long time ago the UK was covered in trees, the air must have been sweeter at that time and it can be again if we all do our part We Can cover the UK with Eco friendly products.

The Wikaniko opportunity allows everyone, without regard to their circumstances, background, finances or education to obtain both an immediate Retail Income, together with a longer term Business Building Income. Distributors do not need to hold large amounts of stock whatsoever.

## How to Join Wikaniko

All recruits join as an Independent Distributor (ID).

You receive your own personal website for a one off setup fee of £24.95 which includes your first £4.95 monthly website fee.

Your website contains all the information you need to start building your Wikaniko business including your own online shop. This enables you to begin to build a customer base and sponsor (introduce) new ID's into your business all done from your own website. You will receive access to the distributor forum where you can get tips and advice from the people who are creating success in the business.

Training is included and is available via the Internet. It is supplemented by local training sessions via leader's Home Meetings (where available). Personal one to one coaching from the top people in the 'work from home' industry is also available to registered distributors.

## The Income Plan

The Wikaniko plan is simply designed, in order to reward everyone based on their productivity. The more profit you bring to the company the more money you earn.

Every product in our entire range is allocated a Commissionable Value (CV) based on that products wholesale price including VAT and is dependent on that products net profitability. Typically the CV will be the same as the wholesale price including VAT shown on the ID's own website, for example: Price = £1.50 (CV = 1.50) with some exceptions due to some very competitive products having a low net profit, in these cases the CV has been reduced proportionally. Therefore the wholesale to retail income is product dependant.

**CV Stands for- Commissionable Value or Commissionable Volume in £'s.**

**PV Stands for- Personal Volume:** The CV generated by you & your customers in any one month.

**GV Stands for- Group Volume:** The total CV generated by a group of ID's in any one month.

**All Payments in the plan are based on a percentage of the products Commissionable Value (CV) and the Rank achieved that month. Payments made to Distributors exclude VAT**

If you are VAT registered you must provide a VAT invoice to Wikaniko Ltd for the VAT part of all payments received from the company i.e. monthly payment £1000... VAT Invoice 1000x20% is £120

Wholesale to retail mark-up (retail income) for a Distributors personal sales starts at 33% and can be as much as 45% according to the ID's personal monthly volume.

Wholesale to retail mark-up (retail income) for a Distributors online customer purchases when free shipping is available starts at 25% and can be as much as 37% according to the ID's personal monthly volume.

Business building Income is an additional commission of up to 6% on other 'branches' Group Volume when you expand.

The method of marketing is unique to Wikaniko, and is referred to as Co-operative Marketing. The more buying power that is created as a result of strong retail sales, the better the CV becomes on those products.

## There are 2 types of Income available in the Wikaniko Higher Income Plan

### 1. Retail Income

Retail income is available to all Independent Distributors (ID's). The main emphasis of our business is that distributors retail the products, to gain a regular income for themselves.

Retail income is achieved by obtaining the products at wholesale and selling them at retail, earning 33% to 45% income on the products Commissionable Value (CV).

There are 2 parts to retail income.

- a) 33% Wholesale to Retail Mark-up on all personal volume PLUS
- b) Volume bonus is based on and paid on Commissionable Volume (CV) as follows:

Monthly Personal sales in CV	100 - 299	300 - 599	600 & over
Volume bonus	5%	9%	12%
<b>Total Retail Income</b>	<b>38%</b>	<b>42%</b>	<b>45%</b>

Example a) A £100 wholesale order (assuming 100CV) - Total Retail Income is 100CV x 38% = £ 38

Example b) Monthly orders totalling £600 (assuming 600CV) - Total Retail Income is 600CV x 45% =£270  
Consisting of: Mark up @ 33% = £198 PLUS Volume bonus @ 12% = £72 Totalling £270

#### Notes on Retail Income

- i. The first 33% of wholesale to retail mark-up on personal volume is earned at the point of sale;
  - a) When the ID takes the orders and payment from a customer at the retail price, then places the orders with Wikaniko at the wholesale price, or when the ID takes the orders without payment from a customer, places the orders with Wikaniko at the wholesale price and subsequently gets paid the full retail price when delivering the order to the customer.
  - b) When a customer buys direct from the company via the ID's online retail shop, they are offered free delivery as an incentive at the company's expense which reduces the Retail Income available for online customers to 25%, it does not affect volume bonus.
- ii. Volume bonus is calculated when all orders for that calendar month have been processed and is based on the total CV of all orders placed that month. It is paid around the 20th of the following month. Volume bonus rates become effective immediately (after qualifying that period) and are paid on the total CV for that full month.
- iii. The wholesale to retail mark-up is product dependant. As the company grows, the CV on more products will match the wholesale price.

### 2. Business Building Income

Is available to all Independent Distributors (ID's)

You earn up to 6% Group Volume Commission (GVC) on your other branches as follows:

Independent Distributor Positions	Percentage of Group Volume Commission (GVC)							
	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7	Level 8
Distributor	5%							
Qualified Distributor	5%	4%	2%					
Direct Distributor	5%	5%	3%	3%	2%			
Team Supervisor	5%	5%	3%	3%	3%	2%		
Team Leader	5%	5%	3%	4%	3%	3%	2%	
National Supervisor	5%	5%	3%	5%	3%	3%	2%	2%
National Team Leader	5%	5%	3%	6%	4%	4%	3%	3%

#### Notes on Business Building Income

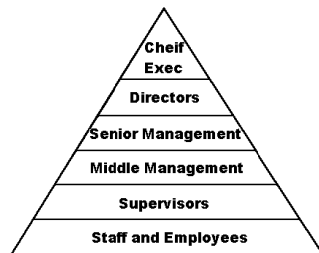
- i. Monthly Group Volume Commission (GVC) is based on all 'active' distributors on the levels the Distributor has qualified to get paid on that month.  
( 'Active' distributors are those who have generated some CV that month)
- ii. If there are inactive ID's within your group the active ID's below are compressed up, so you always get paid on active levels. In effect this means that you can obtain income from well below the levels shown in the table above if some of your Team are not active. This is a fair system, which does not deny you a good income for your efforts in helping and supporting your Team, some of whom may appear to fall below your income producing levels at first glance. See 'Compression' for further details
- iii. All commissions are paid around the 20th of the following month

## Wikaniko's Business Model

Before we cover the automatic promotion system through the Independent Distributor Positions, let's look at how the Wikaniko business model works in comparison to the typical UK Company

A conventional business normally starts by forming a Board of Directors. Half a dozen great Directors can create a great business. So in addition to retailing the products we help and train you to form your own 'Board of Directors'. We also help you to teach them to do the same by forming their own 'Board of Directors' (all of which are part of your group, or 'Team').

**Now let's take a look at the conventional Company structure as shown here.**



In the typical Company structure do ordinary members of staff earn more than the management?  
No!

Does a Manager earn more than the Chief Executive?  
Definitely not!

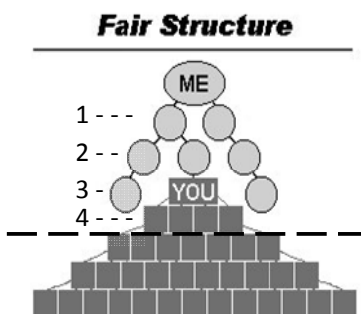
The reason a Manager can tell the supervisors what to do is because they make more money than the supervisor. The reason a supervisor can tell the employees what to do is because they make more money than the employees.

Think about what would happen if a Manager was paid more money than the Chief Executive. Chaos! The company would lose its credibility.

So from the Company structure as shown in the diagram above, the people at the top make all the money, and the people at the bottom do not make much money. The only person that can earn from the productivity of *all* levels in the whole structure is the Chief Executive. He, and only he, earns on multiple levels in his organisation. So only he can get 'leverage' on everyone in the organisation.

***In Wikaniko you can create that kind of leverage for yourself!***

**Here's what makes our business structure the fairest structure in the world.**



Everyone earns on the turnover of their organisation but only down a set number of levels (lets say 4 in the example opposite). From this example, you can see that I am at the top, and you are in the middle. You, however, have more people (denoted by the squares) than I have (denoted by the circles)

So if your productivity is higher than mine you get paid more than I do, even if you are in my organisation. If you are the person producing the most profit, you get paid the most money.

In this example we both earn on 4 levels of turnover, as you can see. In our organisations however, you would earn over twice as much as I do because you are more productive than I am. I only earn on one level in your organisation.

If you do more work you earn more money because that's fair.

Take any business structure. Shouldn't the most productive people in that organisation make the most money? Of course they should. What has seniority or qualifications got to do with productivity? Absolutely nothing!

If you bring in more profits to a company than anyone else you deserve more profit than anyone else. You don't normally find anyone in the lower levels of a corporation or company making more money than anyone else in that organisation - but in Wikaniko it happens all the time.

Once we at Wikaniko understood the difference we could never go back to a conventional company structure. It is just so unfair.

## The 7 Positions in our Payment Plan

1. Distributor (D)
2. Qualified Distributor (QD)
3. Direct Distributor (DD)
4. Team Supervisor (TS)
5. Team Leader (TL)
6. National Supervisor (NS)
7. National Team Leader (NTL)

## Achieving the Positions in the Wikaniko Higher Income Plan

Promotion is designed to follow the natural result of effectively working and building your business. So the criteria for promotion have 3 parts, as follows;

- a) Monthly Personal Volume achieved by month end
- b) Monthly Group Volume achieved by month end
- c) Team branches or legs containing at least 1 Distributor at the stated position(s) by month end

All in accordance with the following **Promotion Criteria**

Position	Volume Requirements		Team Requirements As separate branches (legs)
	Personal	Group (incl. Personal)	
Distributor	36	36	None
Qualified Distributor	36	100	None
Direct Distributor	36	500	2 QD
Team Supervisor	36	2,000	1 DD plus 2 QD
Team Leader	36	4,000	1 TS plus 3 DD
National Supervisor	36	10,000	1 TL plus 3 TS
National Team Leader	36	20,000	4 TL plus 1 TS

Personal volume is generated by all customers buying direct from you or from your personal online shop

### Notes on Promotion Criteria

- i. Promotions are automatically made at the end of the month following processing of commission payments. The payment rates based on the new Position will become effective immediately following promotion.
- ii. Once a position is achieved the ID will retain that title, even if they do not maintain that status.
- iii. All payments are based on Position status, Personal Volume and Group Volume values at the end of each calendar month. E.g. To be paid at Team Leader rates you require 36 CV and 4,000 GV and have 4 separate legs of which 1 is at least TS status & 3 are at least DD status, by the current month end.

### **Compression**

We apply compression to your business structure to ensure you get paid on the full number of your team down the levels in the plan, for example a Team Supervisor is paid down 6 levels and if some of those distributors are not active that month so have generated no CV, those distributors on levels 7, 8, 9, 10, 11, 12 etc. who are active are moved up into the TS's pay range (moved only for commission purposes that month).

# The 7 Positions, Graphical View

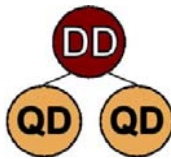
# Badge



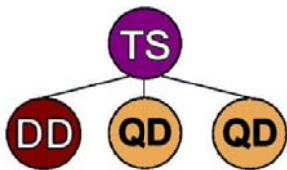
**Distributor – D**  
36 CV Group Volume



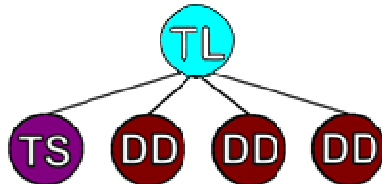
**Qualified Distributor - QD**  
100 CV Group Volume



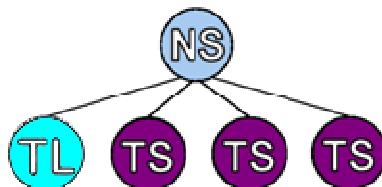
**Direct Distributor – DD**  
500 CV Group Volume



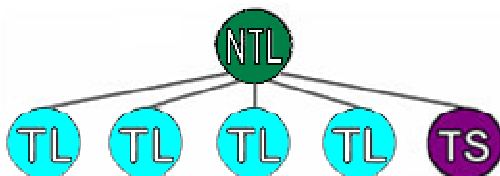
**Team Supervisor – TS**  
2,000 CV Group Volume



**Team Leader – TL**  
4,000 CV Group Volume



**National Supervisor – NS**  
10,000 CV Group Volume



**National Team Leader – NTL**  
20,000 CV Group Volume



## Earning examples

### Distributor position

Example 1 A Distributor with just 10 personal customers all purchasing an average of 36 CV's worth of products each month **will earn £151.20 a month** as follows,

	qty	CV	Earnings	Rate	Income type
Personal customers	10	360	£118.80	33%	Retail
Volume bonus			£32.40	9%	Retail
total GV		360	£151.20 per month		

And will automatically be promoted to Qualified Distributor as soon as reaching 100 GV, qualified to earn Business Building Income when opening branches:

#### Notes on the Distributor position example

Monthly Group Volume is calculated on all active distributors on the levels and at the percentage the Distributor has qualified to get paid on that month.

Personal Volume is the CV generated from products sold directly to customers and for personal use

### Qualified Distributor position

Example 2 A Qualified Distributor with 2 distributors all doing the same as in Example 1, who in turn have done also found 2 distributors each, as in Example 1

	qty	CV	Earnings	Rate	Income type
Personal customers	10	360	£118.80	33%	Retail
Volume bonus			£32.40	9%	Retail
Level 1 customers	20	720	£36.00	Level 1 5%	Business building
Level 2 customers	40	1440	£43.20	Level 2 3%	Business building
total GV		2520	£230.40 per month		

And will have been automatically promoted to Direct Distributor as soon as reaching 2 QD legs and 500 GV

#### Direct Distributor position example

A new distributor can get promoted to Direct Distributor by retailing 36 CV's worth of products and building a team of ID's with at least 2 QD legs (branches) and together retail a total of 500 GV, in a calendar month.

### National Team Leader position

Example 3 A National Team Leader following this same example doing at least 36 CV to personal customers per month with 5 legs of which 4 legs contain at least 1 TL and the 5<sup>th</sup> leg at least 1 TS, after 36 months that National Team Leader **could earn around £14,000 per month**. (see The Wikaniko Part Work Income plan for details)  
And with all those eco friendly products in use, the grass may be a little greener and the water a little sweeter too.

## The Income Guarantee Scheme

The Wikaniko Income Guarantee Scheme applies to all **Team Leaders (TL)** and above. When you reach the rank of Team Leader you are eligible to opt-in to the Income Guarantee Scheme.

This has been put in place to enable you to carry on receiving your monthly residual income even if you cannot devote any time to the business or you wish to go on holiday, etc. You simply inform us that you want to opt-in, then when you are ready to get back to work you tell us you want to opt-out.

For example, you are going on holiday for a month, so you send us an email to "opt in" to the Income Guarantee Scheme.

While opted in, each month we will create a qualifying order for 36CV of trees so you qualify for your commissions and the cost of the order is deducted from that commission, so you never ever lose what

you are entitled to, especially if you have been taken to hospital unexpectedly, or have a family crisis etc. you will be able to rest easy, knowing that you will still get paid.  
On your return all you need do is opt-out so the qualifying order stops

## Summary

For a real impact on the environment we can not do it alone, we all need to grow our business organically like in example 3, by doing our own part in finding and teaching others to find and teach.

The examples above are to demonstrate how the Income plan works and its natural progression through the positions based on an even productivity.

In practice it will not expand evenly like this. Some distributors do it quickly, some do it slowly and some don't do it. So to find your 5 'Board of Directors' you may have to find 18 or more over a period of time.

However, the potential rewards for retailing some products yourself on a regular basis, and helping others, can be substantial - and perhaps life changing.