

**21.09.2022. A. Sukhodoyev's webinar**

[https://youtu.be/2mz\\_17wb00Y](https://youtu.be/2mz_17wb00Y) (with time codes below the video)

Today, I will give an argument, an example that I have been looking for for so long, and it has really inspired me to move even faster. I am the SWC Board representative, in the organisational structure, I head one of the biggest departments, which is the Distribution department. It is responsible for creating international strategies, building marketing, sales, the Understanding department, i.e. all the materials on understanding: design, brochures, landings, and much more.

There will come time when we will present to you, dear community members, all the departments and our "Reception" project. If we, as SWC, touch and create something, it should be identified with our name. And the prefix Sky is there for a reason, and there is a reason why we kept it. I will tell you about it today.

Two years ago, uST changed its brand, and it was connected with the beginning of a completely new stage of development. This is pre-commercialisation, this is international positioning, this is changing the semantic workload of the company. It is transforming from a venture project, a startup, into a full-fledged company that works with customers.

### **The three basic fundamentals of SWC**



What do the 3 colours in the new SWC logo mean? Yesterday, on Kyrgyzstan's first live Instagram broadcast, with over 60 people in attendance, I explained the concept of SWC's three basic fundamentals.

I see the maximum prospect for the worldwide development of A.E. Unitsky's string transport technology in a system based on a world scale community building model. That is, it is a community based model.

### **The transition from the concept of a network to the concept of a community.**

Dear partners, like-minded people, the time has obviously come to transform our thinking and get rid of such terminology as network/structure, as it applies to us to a negligible degree.

Yes, we have a partner programme, but that is, probably, the only thing that resembles MLM. We have no obligatory purchases of products, no restrictive statuses, no rigid criteria, you don't have to fulfil any conditions. No! Here, everything is as loyal as possible

because we are building an eco-conscious, knowledgeable community of the new generation. And our most important asset and potential, which we have acquired from 2016 up to the present day, is social capital, and this is the foundation of the foundations. This is a certain base of people that we started with and have continued to work with, but at the level that we could at the time.

Now, it is completely different, growing, constantly evolving interaction mechanics. We will have a chat space for the Russian-speaking audience, which we will tentatively introduce in October. We are developing roles, and there is a profession within SWC: the community manager. The chat space will have a specific content manager who will build the social behaviour model of the chat,

as all the events that are projected in the world move through certain interaction mechanics. We expect to scale rapidly once uST introduces a concrete commercial project. By that time, we should be ready, we should provide an infrastructure that can handle thousands and tens of thousands of people who will come in a week and then a day.

So, the community and its social focus is associated with the **green colour** in the logo. It is the eco-friendliness of relationships, interactions, thoughts. And it is a conscious community.

**Purple colour** is the colour of innovation, technology, a youthful format, because young people should learn. It is a Platform of Adaptation and Training. It is a serious growing IT product. We have already started the IT version. We are optimising all the processes to the maximum. We have also created our own solution for cryptocurrency transactions (we don't use exchangers), we will create our own, absolutely competitive lms-system, an environment for education in the international format, so as not to use third-party services and systems, not to pay them for licenses.

I have been asked whether this is similar to what other funds that have ever collaborated with Anatoli Eduardovich were doing. No, none of them have had that, and perhaps, there has been none in the market as a whole.

A roadmap is also being laid for the development of blockchain and the transition to it. We are working on moving all our courses to our own platform.

**The deep blue shade** is the personal office, the mobile app, all the elements of statistics, all the elements of interaction with the user inside the IT solutions. This is our own financial platform. And there is also a constantly evolving mechanism, which I will not mention because competitors can take advantage of it to use the same tools. Just as uST once started working with Dassault 3d-systems on augmented reality modelling, we are also working with certain companies and introducing our own solutions to quickly handle the big data that is constantly growing within the personal office;

To process large flows of information, to form the best marketing offers, to analyse behavioural aspects, motives of the user inside the personal office; To provide the highest level of service.

And at the intersection of all these areas is the concept and meaning of Sky World Community.



You see that **the logic is in simplification**. I have even been asked: Do you have a famous designer who has done that? And the semantic logic of the brand is that it is very powerful energetically. Once you understand that, you understand why we did it. It is a planned process in the logic of our transformation, because that SWC which I entered in 2016 and this one, which is now in 2022, are heaven and earth. And in that sense, ***the Sky prefix represents the highest quality of service delivery and services***. We are proud of the Sky name.

I am undergoing a fairly powerful year tracking with our community architect Elena. And we are associated there with the company which is the biggest, which is growing rapidly, and which has the most powerful community. Therefore, they are very interested in helping us in our maximum development, as there will be their cases as well when we show results. And we are already showing and implementing all of that.

Soon my presentations will already be with a new design, with a new brand. The reorganisation has taken place at all levels of the organisation. The transformation in the logic of the organizational structure continues.

### **Let us take Siemens as an example: how the giant company was developing and what challenges it was facing.**

You can see a rough parallel here with how the company we are financing was developing and what difficulties it was facing at the beginning of its development.

Let us look at the history of Siemens. Firstly, the company is 170 years old. It was founded by Werner von Siemens. At the age of 25, he started patenting his inventions. A.E. Unitsky had been doing it even earlier.

Siemens patented a method of electroplating, silver plating, but this was not the main invention which enabled the company to capitalise and grow rapidly. Then, around the age of 30, in 1847, Siemens patented an invention that was revolutionary at the time - the switch telegraph apparatus.

What do you think: was the telegraph accepted or not? Do you think there was an understanding that telegraphic communication would rapidly begin to be applied in all continents? Siemens & Halske's first global achievement was the telegraph line between Berlin and Frankfurt.

In other words, think of it as a kind of pilot project between the two cities. The distance was short. After the first pilot project, Siemens & Halske started having problems because some customers did not comply with the technical requirements. And if to place telegraph lines shallowly underground, it was impossible to properly isolate them, and they wore out, showed their unreliability, although the technical requirements were specifically justified.

Most sources agree that Siemens & Halske survived thanks to Russian contracts. In 1851, the company supplied 75 telegraph apparatuses. At that time, there was only one telegraph line between St. Petersburg and Moscow.

You probably know from history how powerful and strong the Russian Empire was at that time. Time will tell, but the Russian market may well be very important to uST. It is not for nothing that Anatoli Eduardovich recently attended a conference on the future development of Russia and presented his technological solution.

And Siemens was building a huge telegraph network across the Russian Empire since 1853. Its length was 10 thousand kilometres. Everything was done on a high level - Siemens promised in the course of the deal that if within 6 to 12 years any problems arise that were not specified in the contract, the company will undertake to renew the entire sections of the line.

I don't just cite the telegraph for the sake of comparison because it is actually a serious infrastructure project, but a simpler one than uST is currently implementing.

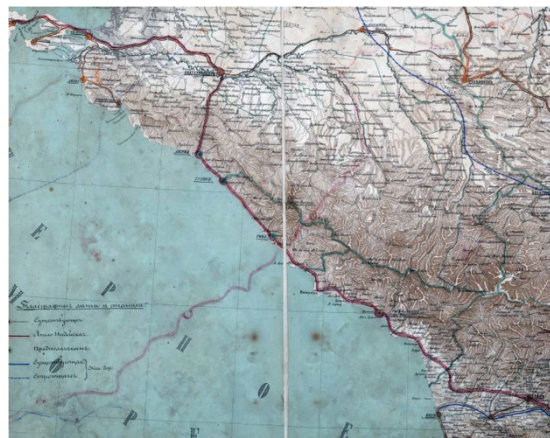
In the early 60s, Siemens was already involved in laying underwater telegraph cables in the open sea. In 1868, one of the biggest projects in the company's early history was the construction of the Indo-European Telegraph Line. This line is sometimes referred to as the London-Calcutta line. At the time, its construction was necessary, but the very feasibility of the project looked doubtful. Siemens was not constrained by various restrictions and concerns - he proposed to build a line of 11 thousand kilometres, was going to introduce a completely new system and developed a special telegraph apparatus.

The transmission of messages on this line between London and Calcutta took only 28 minutes. It seemed fantastic at the time.

### The world telegraph map. 1891 r



This is what the world telegraph map of 1891 looked like. Those were tens of thousands of kilometres, a huge investment, that was a venture capital project at the time that went from being a start-up to being completely commercialisable. And look at the **Indo-European Telegraph**.



I think there is a reason why Indian delegations come to Sharjah. I sincerely hope that a close relationship will be established with India on future contracts.

And look, this is what the telegraph network and line look like:



do these poles and these wires remind you of something? Naturally, there is no comparison to uST, which is now showing more sophisticated engineering inventions, real vehicles, tested ones, with the quality certificates. But it is remotely possible to draw an analogy.



And which way do you think Siemens & Halske are looking now? In my opinion, like many, the Siemens company is now also looking at transport above ground because it is a trend. The pandemic has forced a rethinking of many things. There are now completely different requirements for transport in terms of standards, in terms of fire safety, in terms of quality certification. And uST and A. Unitsky already have solutions.



As for this picture, I consider it a little utopian one, as if you would attach sensors and GPS-navigators to a horse. It doesn't make sense, and nobody needs it. So, yes, Siemens and others are now looking towards transport above ground, but these are just concepts, visualisations.

Engineers and visionaries have always changed every era. I believe that A.E. Unitsky is an engineer and visionary, one of the most powerful both in potential and in vision of trends. He projects everything that happens in the world into the future in his head, and with the help of a huge team of over 600 people, is turning everything into reality.



[The source](#)





[The source](#)

The EcoHouse is a green oasis in the middle of the desert, it is a concept, it is an engineering, and it meets the harshest standards inside the Arab Emirates that have been laid down. There is ultimate environmental friendliness. We have taken this trend into the environmental friendliness of our community. And you know, those people who came here to "grab", "snatch", don't stay in different roles in our community for long. Yes, they can invest, but in my experience, they always disappear somewhere.

All questions about dividends and tokens we, for our part as SWC, will ask because we would also like a clear answer, so that you, as members of the community, convey the depth of our community absolutely openly, honestly, and consciously.

I have repeatedly covered the subject of certification at the webinars, that the rolling stock is ready, the container transporter is already in full format, the passenger module with more than 20 seats is ready, various acknowledgements of the development company, etc.

**Delegations** are also continuing to visit uST (Scientific Innovation Centre in Sharjah) to study the technology, and there is a lot of work going on internally in the company with customers' representatives on commercial projects. There is a lot of interest in India in the first place. Perhaps some trans-continental and intra-continental projects will be formed. This may also appear in India and Latin America, as in the current economic situation, those who will be customers of the projects, those who will finance these projects, will be focused on return of investment to the maximum because uST can return investments, unlike today's transport solutions.

Incidentally, Siemens has survived two wars and many economic crises. I made this analogy for a reason, i.e. serious geopolitical, economic events also took place during the development of Siemens. But when there is a demand for technology in the modern world, technology simply has no right not to appear and, of course, a lot of customers pay attention to that.



[The source](#)

There have been and continue to be visitors from India, from the Ministry of Transport from Goa, to a recent delegation from "Green Hydro Projects", and we know from the name that the green energy industry got interested in us. Absolute optimisation, cheaper design, use of any type of propulsion and fuel. No other transport solution today can offer such possibilities.

**A model of the string transport has been installed in the central building of SRTI Park.**



[Source](#)

Regardless of whatever events in the world, the project continues to work and will continue to work because the world needs this technology today. Even a mock-up of the transport has been installed in the central building at SRTI Park so that customers don't miss out on the opportunity to visit the uST Centre. Of course, this is an additional capitalisation of Sharjah Park itself, because the more interest there is, the more investment can come in other companies as well. There is such a concept in marketing - an introductory service. And perhaps, this mock-up is used even in the logic of an introductory service.



I would like to focus on the concept of visionary. I always keep this picture in my head, and I wonder how it will be in reality. Something tells me that in reality it will either be better or the same because I have never seen anything better in terms of the logic and virtuosity of Anatoli Eduardovich's engineering solutions. If it is suddenly impossible to implement something as conceived before the deadline, it is better to shift the deadline a little, but to show the finished complete work, which is worthy of attention.

**This is what the container depot will look like  
at the Sharjah Testing Centre**



This is in line with standards requirements, including the design of container depot stations. And you see here a rigid flyover for transporting already loaded containers using uCont.

**Potential directions and uST negotiations** are what the company is currently showing in the public domain. Naturally, those projects that are about to be concluded will not be shown here. Absolute secrecy and protection of know-how is always observed. Serious fines are expected for unauthorised dissemination of information.

**The media** keeps talking about uST. And in the logic of branding and reputation building, I can say that we will reach the stage where the media will start talking about SWC as well, we are ready for that, as in view of the complex events that are taking place in the world, we also set ourselves a certain goal - to become a leader in the investment services market. We hope to cooperate happily with Anatoli Eduardovich Unitsky's technology, financing it for a long time.

**SWC events and activities.**

We have a large calendar of events and activities planned, which are either already presented or will be presented to the whole SWC community soon.

The closest event is in the Republic of Belarus with the presence of a Vietnamese delegation, our record holders. By the way, [the Vietnamese conference](#) was held, and I can say that we, as SWC, clearly observe the framework of cooperation with certain partners.

And SWC [has not cooperated](#) to date with the Vietnamese company Thinh Phat Group since May 2022. The work has been terminated due to a failure to fulfil financial obligations and other agreements on the part of the former partner.

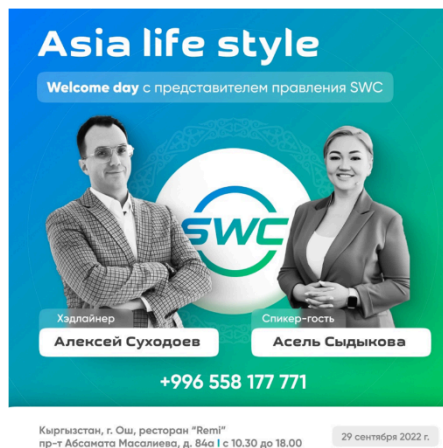
All current communications and statements by Thinh Phat Group are not related to SWC and are untrue. All prospective projects are handled by SWC's Targeted Projects Preparation Department in UST headed by Vladislav Volkov.

Please refer only to the official website, the information in your personal office, and the official SWC social networks when researching the materials.

There may be an interview with František Solar where he will tell this story of interaction with Vietnamese companies, and why the interaction with Thinh Phat Group ceased. We, as representatives of the Board, believe that if commitments are not kept, if investment plans are not kept, then these are unfulfilled promises, and we have every right to terminate cooperation. I hope Thinh Phat Group will also remove the logo from their website, and the letters have been sent with this request.



## Asia LIFESTYLE SWC: speeches and awards of partners in Kyrgyzstan on 29 September



### [The source](#)

This is the event I was talking about. You see a completely different branding logic here, the level of presentation changes in everything: in the video production, and in the branding, brochures, presentations. In everything that a new partner will receive from SWC, he/she will feel the quality, professionalism and the highest level of service.

Here is the news in brief. I sincerely hope that the analogy with a multinational corporation helped you, as that company followed the path of misunderstanding, distrust, rejection and, with the help of small pilot projects, gradually came to the point that it implemented tens and hundreds of thousands of kilometers already in the logic of creating infrastructure projects.

And as the saying goes, a runner who sets a record is no longer considered a record-breaker if this record can be broken by others. I don't rule out that uST is just the right company to provide a huge chunk of infrastructure with the logic of today's market demands for transport, logistics and building the cities of new type. It is not long before the first tracks that are ready for commercial use are demonstrated.

Don't forget, by the way, about Ulite, which is also made in Maryina Gorka for a reason. There are customers for it too, and in this respect, the work is also progressing.

Very often, we all see that many Internet projects come to an end. In particular, many cryptocurrency projects are now in a state of decline because they cannot pay their partners.

We always warn, and I specifically say: don't trade oceans for rivers - the ocean of opportunity and of stability in the future. Do not chase that firebird that will provide you with a supposedly passive income through manipulation and deception of others, as you cannot guarantee that some project will continue to work. But statistically, those projects that have been running for more than 5-6-7 years, and in which the company is fulfilling all its obligations, I would recommend paying attention to and passing information about them on.

We will have a special chat-bot which will have an administrative panel and statistics. We, as SWC, will provide gradually a product even for students who will simply pass on information and earn (I will not say what, but a certain unit of respect in the measure of the benefit brought to the SWC community). And that is what they will be able to monetise.

We also have a mission to provide young, promising and those who have suddenly lost their current job with quite interesting roles in the community, interesting professions, which can also be obtained directly from our Adaptation and Training Platform, and then, to be employed.

What is the difference between us and those platforms which are on the market today? They don't provide employment internally. The best will be able to acquire competencies and work

using the skills in which they have maximised in SWC. We are the kind of company that positions itself in a lifelong conception, precisely the company for life's work.

In spite of everything, we continue to work, hold events, run webinars. We continue to improve the sky service and the level of service. Our only criterion is to what extent we finance the future we create.

QUESTIONS.

**What stage are the tokens at today?** We, as SWC, cannot give a competent answer to this question (we are not responsible for this direction), but through the "Reception" service, we will handle all the issues because to receive answers to all questions is necessary for those people who have either invested in the past or will join in the near future.

**Is it possible to meet with you in Minsk?** Oleg, one of my assistants is in touch with you, as I understand it. That is, if there is time and a serious need, of course, we can meet when I am in Minsk.

In conclusion, I will repeat that we are a brand, we are the company which has its own road map for development, and we go head to head with Anatoli Eduardovich Unitsky's plan for the development of the string technology financing.

But we will also be represented on mass resources in the future. There is a lot of in-depth reputational work going on right now, and some very serious contractors and lawyers are being selected, because we have a clear understanding of where we are going to, what we say, what others cannot say about us. Would you like to associate your life with such a company?

Thank you for your attention, good luck to everyone, see you later.