

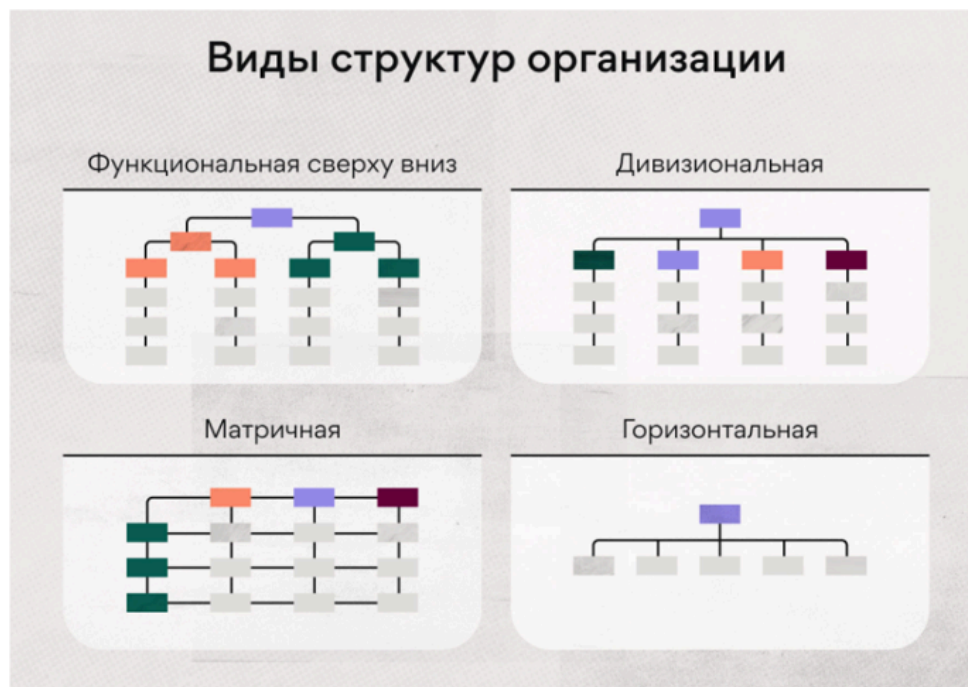
Talking points of Alexey Sukhodoyev's webinar of 10 August

[Recording of the webinar](#)

I am a representative of the SWC Board, as well as the Head of the Distribution department, which is responsible for the international marketing and the SWC product sales strategy around the world.

What is going on in SWC?

Since 2021, the process of restructuring the organisational structure of the SWC has begun.



Before the restructuring, we had little understanding of where our strength lies in terms of attracting investment.

The company now has seven divisions:

1. Administrative.
2. Structures.
3. Distribution.
4. Financial.
5. Technical.
6. Qualifications.
7. Public outreach.

There are also additional community departments and Adaptation and Training Platforms. We monitor the statistics of each department and identify weaknesses.

There is a tough selection process for the sales department - 300 candidates for the sales manager position. We intend to actively develop in different countries.

The development strategy is based on the logic of building partner structures. We know how to motivate, how to negotiate, what the value of our product is, and how we differ from MLM. The only similarity with MLM - we also have a referral remuneration system. Without it, the project would develop much more slowly.

Anatoli Unitsky's insight is that he agreed to cooperate with the SWC platform.

One of the top managers of a multi-billion-dollar corporation told me: "Alexey, what you are doing now is the company model of the future".

The model of attracting investment and business development based on building large communities is the most progressive and stress-resistant. This is the basic model for us today. Work with large investors is also underway, but this is private information. I, like many SWC employees, have signed a non-disclosure agreement of the confidential information.



News on the internal sales department.

We will be setting up auto webinar funnels and deal progressions that will help survive the current crisis. We will have centralised management of social networks, there will appear a large set of official social networks on all platforms. We have lined up an international system of work.

We have started to build an internal sales department. We now have two sales managers with a lot of experience. There is understanding of how to approach the financial model we have planned.

For almost two years, we had very loyal conditions for those who worked on lead generation. Many took advantage of them, for example Kyrgyzstan and Africa. The countries in Latin America will also continue to work on this system.

Now the conditions will be stricter.

Three simple rules are being introduced:

- Filling in reports.
- Keeping transaction histories in the CRM system.
- Instant response time. There should be no more than a 2-hour period to establish contact with a client who has filled in the application.

We provide traffic of warmer contacts: sit, process and include people in your structure. Not everyone has taken this responsibly.

We are moving to an industrial scale of delivering leads to the internal sales team. But the best employees will still be able to take leads for themselves.

Russia is in one of the last places in the overall rating, and there is a reason for that - the black PR of Unitsky's string technologies and the SWC company. The ORM and SERM departments - the public outreach, external and internal communications - will be involved to solve this problem. There will be involved lawyers.

The PR department for reputation protection has already been lined up. We will not have an official presence on Skype because this outdated network, unfortunately, has no means of automating analytics and monitoring. Everything else will be under control.

We also want to establish active external communication with partners. We have one of the best heads of Structuring department in the market.

About external communication tools

Every partner will be able to contact the following departments with information they are interested in:

- Targeted Project Preparation Department, Vladislav Volkov.

On the Adaptation and Training Platform, there will be a special training module which will allow a person who has completed this module, to communicate with Vladislav Volkov on targeted projects. It is forbidden to communicate on this topic with the Targeted Project Preparation Department without first the preliminary work done.

- Tech-support department.
- Marketing department.
- PR department. For example, if you have access to the media.
- Department of Work with Large Investors. We have formed an investment council. Whoever has a potential large investor, should contact this department.
- The department of Understanding. It is all about anything to do with materials, videos, improving understanding of our product in any country.
- The department of Targeting and any kind of Advertisements.
- Sales department.
- Department of Work with Regional Curators.
- The department of Preparation and Support of Events.
- Technical department.
- Finance department.
- Legal department.
- Translation department, etc.

We want to build organization with minimum bureaucracy and maximum efficiency. Special Google forms will be created for communication. Everyone will be able to try out the role of a speaker, copywriter, sales manager.

If you have sales experience and knowledge of a foreign language, fill in the Google form:

<https://forms.gle/mx8MeYULr3cvodB69>

Why are we doing that?

Many people are now sick and tired of what is happening in the world and of the state of uncertainty; and many continue to lose their jobs and their faith in a stable future. In recruitment, I constantly see big companies downsizing all the time.

SWC tasks

We are ready for turbulence. Our task: to bring together the best professionals who are qualified and competent but are losing their jobs. The Adaptation and Training Platform has been set up for this purpose. This is what will enable you to learn and improve your competence.

News on the development of the uST Centre

Everything is being prepared for the 2.4-km heavy track to be demonstrated in the autumn. Just as it is impossible to speed up a pregnancy, it is also impossible to speed up the project's planned work. Connection of electricity and installation of rails is proceeding as planned.

Delegations and meeting in uST

The string transport project forges business links with Egypt.



[The source of the screenshot](#)

Urban Planning Authority of Sharjah is very interested in the string transport. Motaz Ben Saoud, Sharjah Technology Park's Director of Business Development, states it.



[The source of the screenshot](#)

There has been held a meeting in the capital of Lesotho with government officials from that country.



[The source of the screenshot](#)

Young people and students also visit. This suggests that uST's international human resources capacity will be built up.



[The source of the screenshot](#)

Young people and students want to work in uST. I think the best of the best will get that opportunity. At one time in the early stages, a similar desire was seen in IT people to work for Microsoft, Google, Apple, IBM, DELL, Samsung.

Young professionals from India have recently visited the Testing Centre in Sharjah. They are students from Pandit Deendayal Energy University (India). Perhaps, these guys will be building line cities in the future.



[The source of the screenshot](#)

Why this kind of direction?

Because everyone is interested in green energy and safe public transport now. That's why representatives from the Rubu' Qarn Foundation have visited the Testing Centre in Sharjah. And a representative from India's Ministry of Tourism has recently expressed interest in the string transport.



[The source of the screenshot](#)

We remember when projects in India (Dharamshala and Jharkhand project) were widely announced. At that time, the information was prematurely released to the public, and that had a negative impact on the negotiations. Literally a day's worth of yellow press was prepared on the eve of the meeting with the Ministry of Transport.

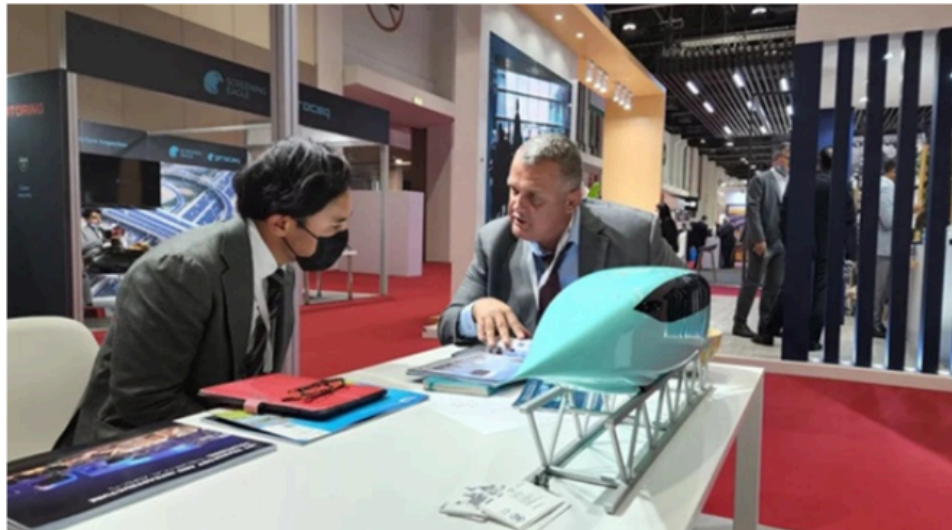
We can see the interest of the Ministry of Tourism representative, who is accompanied by the managing partner of an international construction company.



[Source of the screenshot](#)

I don't rule out the possibility that next we will see news that someone from uST will pay a visit to India.


uST Exhibitions



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Saudi Arabia has announced the Mirror Line mega project, a \$1- trillion city of the future. My guess is that they are now selecting a supplier for transport logistics there.

In Rwanda, we also participated in the exhibition and made a presentation. The main topic of the presentation was the project of a potential string track between Kigali and Bugesera Airport. The route would be about 20 km long, and the travel time is 11.5 minutes.



Proposed vehicle — uCar.

Double-track flexible track structure.

The passenger stations can be designed as enclosed fundamental structures to ensure the most comfortable condition of stay and avoid climate impacts on passengers while waiting for a trip.

The passenger stations can be equipped with additional elevators to take passengers to the embarkation/disembarkation area.


The size of stations can be adapted to fit commercial space.

Passenger capacity:
6 people

Maximum operational speed:
150 km/h

Microclimate system:
climate control, air conditioner, compulsory

Safety system:
ABS / ASR / anti-descent system / technical vision system / collision avoidance system / individual rescue system / emergency communication system



Proposed vehicle — uLife.

Double-track flexible track structure.

Open-air passenger stations with simplified configuration and a possibility of integration into the existing urban infrastructure due to optimal dimensions of the station with mandatory barrier-free environment.

Passenger capacity:
up to 6-8 people

Load capacity:
650 kg

Maximum design travel speed:
150 km/h

Life time:
at least 20 years

Track gradient:
up to 10%

Noise level in and out of the passenger module:
not more than 65dBA

[The source of the screenshot](#)

A few months after the Abu Dhabi exhibition, Anatoli Unitsky met with Abu Dhabi government officials. The parties discussed *concrete options* for introducing the technology to the city.



[The source of the screenshot](#)

The Abu Dhabi government is exploring transport systems that would transport residents and visitors to the new attractions. The emirate and the city of Abu Dhabi hold great potential for development.

Experts from Abu Dhabi have identified three potential string transport routes. The announcement was made on social media. Project engineers visited the sites of possible routes. This is public information about potential targeted projects.

Transformations in Sharjah Park

Trees and landscaping appear at the Testing Centre. A garden of paradise blossoms out of the desert.



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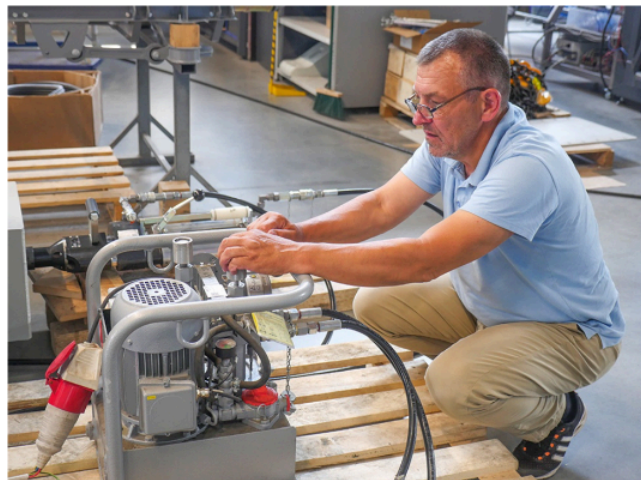
Anatoli Unitsky underlines that these are "green" technologies. They preserve the environment while providing an economical, safe, durable and modern logistics solution.

By the end of autumn, there could be demonstrated the speed of 150 km/h. I think it will create a furor. These are the tracks that the market needs.

Anatoli Unitsky's approach to optimization

Certain rail fixation technologies are used in the transport industry; for example, a special device called a "collet" was used for anchoring.

Anatoli Unitsky suggested developing own anchoring method because it was not always possible to "collet" the anchor assembly in the right way. It is the technological ideology of uST: to optimize and cheapen while maintaining the technical and economic performance.



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This method has made it possible to reduce the steel-intensity of the anchor assemblies, to cut costs considerably and to simplify installation.

The SWC events



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On the 22nd of July, the new SWC Board representatives met with Nadezhda Kosareva, CEO of Unitsky String Technologies, Inc. We discussed different directions, many of which are under a non-disclosure agreement.

We have a very interesting year ahead of us. We feel continually supported in our interaction with uST.

Representatives from Kyrgyzstan, I think, were happy to visit the string transport production facility. A lot has been shown.



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I can also say that we take a very serious and meticulous approach to preparing our speakers. We communicate with the best of the best in this market in order to promote the SWC ideology and intentions.

In the near future, we will also be publishing a programme to improve the competence of speakers.

The first mentors are now being prepared for our Smart World Community Adaptation and Training Platform.

The speakers' training course will also include working through fears. You will get rid of your fear of public speaking, you will have a dramatisation of the speech. You will learn to speak without looking at the presentation. You will understand how to work with subjects, people and the audience.

Why are we doing this?

Because we truly believe that we are financing the technology that will change the existing world once and for all and help rebuild the world's damaged economy.

Answers to questions.

If there are, for example, legal questions, how do I contact the Legal Department? Where will these application forms be published?

We will inform you. Only verified partners will be able to apply. Perhaps, they will be from a certain status. We will post the information in the personal office.

The programme for speakers - what are the conditions for the trainees?

It is desirable that you know a foreign language. We will primarily focus on language pairs.

First, you will be trained in self-presentation and product presentation techniques. Our supervisor will select the best ones. Those who will not pass the selection process will be allowed to retake the exam. Selected participants will receive individual training. Speeches, webinars will be monitored, and there will be work on mistakes.

Speakers are the voice of information delivery, which is why we have set up a separate direction of training for professional speakers.

Alexey, you had a meeting with Nadezhda Gennadyevna. What have you decided about buybacks and buybacks for those over 75 and for those who have been investing since 2014?

The issue of buy-backs was not discussed at this meeting, but it was discussed earlier. And the company is aware of it, I think that sooner or later the buyback will be done.

On the buyback, we are keeping our finger on the pulse. I personally would like to see it happen. The company cannot do a buyback from funds that come from SWC. It should be funds that come from uST profits.

Raising money is good, but it is even better to build at least one road and use the proceeds from it to finish what was started.

How long do you think it takes to build and launch a new transport industry from scratch? Even new car models take 3-5 years to create, let alone planes.

Are Maslov's webinars still going ahead? There was information that he has resigned from the SWC Board.

No, according to my information, there will be no webinars.

When is the transition to 14.3?

We will announce the transition at least a month in advance.

The video at the end of the webinar:

1. <https://www.youtube.com/watch?v=ZGxiTv4Exb4>
2. <https://www.youtube.com/watch?v=t4gBgHhuWTw&t=97s>