

OSTOYAE
THE BUSINESS ECOSYSTEM

The Ostoyae Concept

What's in a name?



- Our name comes from ***Armillaria Ostoyae*** also known as **Honey Mushroom**, the largest living organism (by area) in the world.
- In the Strawberry Mountains of Malheur National Forest, Oregon, U.S.A., scientists found that genetic samples from miles apart were genetically identical. Although they look like separate organisms, they are actually connected by root-like *rhizomorphs* to form a single giant.
- The idea of many apparently different plants working off a single root structure is good analogy to *Ostoyae*, many individual small companies working together to support one another and grow together.

What is Ostoyae?



- We offer a cohesive, flexible business ecosystem of tools and services to cultivate individual passion into profit & growth.
- We provide guidance, training, information systems and marketplaces to both existing businesses and new innovators.
- We believe autonomy, mastery and purpose are the keys to success. We provide the tools, just bring your passion!

Units



For Profit:

- Information Services
- Market Places
- Academy
- Standards

For Development:

- Ostoyae Roots
- Councils

Profit Generating Units



Information Systems

- Data Warehousing
- Business Tools & Applications
- Business & Market Intelligence
- IT Support

Market Places

- Platform to advertise products & services
- Customer feedback & Key Performance Index ratings
- Look for investors, track investments

Academy

- Learning Portal
- Platform for professional trainers offering online content, virtual classes and short courses
- Ask the expert
- Share your skills

Standards

- Documentation and guidance on legal requirements and industry standards
- Development of Key Performance Index ratings for Marketplaces
- Create own business standards and certification, where required.

How we make money?



- Information Services - Data storage charges.
- Business Tools – Pay per use model
- Market Places - Placement fees.
- Academy - Conferences and courses have an administration charge.
- Standards – Certification fees
- Advertising
- Sponsorship (CSR funding)

Ostoyae Roots



- A program for talented but disadvantaged youth to gain skills and experience as an entrepreneur.
- They get 40% of a new company, the remainder retained by Ostoyae.
- In return all Ostoyae services are free and Ostoyae provides a mentor responsible for Ostoyae's share.
- If the company is profitable they may draw a reasonable salary.
- They have the option to buy Ostoyae's shares after a set time. As they buy the shares they have to start paying the normal fees, on a sliding scale.
- Any income generated is then put back into Ostoyae Roots

Ostoyae Councils



- ❑ Profits are administered by Ostoyae Councils.
- ❑ Local Councils fund social projects, apprenticeships and deal with disputes. Each local council has a chairperson who is elected by the local members.
- ❑ The Global Council oversees the direction and development of Ostoyae.

Does the world need Ostoyae?



- Most countries are looking at big multinationals for job creation. Unfortunately, robots and computers are replacing routine and mundane jobs.
- Job opportunities & economic growth exists for entrepreneurs who are artistic (designer, architect, writer, etc) the knowledge-based (analyst, consultant, engineer) and the services (sales, customer service, waiters)
- These are ‘right-brain’ activities, not motivated by traditional motivators such as performance related pay. Instead, they flourish when....

What are right-brain motivators?



Autonomy

- Notice how most architects have their own company? Or how lawyers talk about making partner? Right-brainers work best when they feel they are masters of their own destiny

Mastery

- Practice makes perfect. If you are doing something you are passionate about, you will happily put more effort and hours into it, which will make you better which will make you more passionate about it...

Purpose

- Making a difference is much better motivator than just making money for money's sake.

What are the barriers to innovation?

- ❑ Lack of capital or access to funding.
- ❑ Lack of skills and knowledge.
- ❑ Lack of job security.
- ❑ Lack of confidence.

We believe the Ostoyae concept will address all these and look forward to working with you to make it happen!

