

KEY NETWORK/GROUP



ORIGINALITY, INNOVATION, TRUST AND SELF-BELIEF. BELIEVE IN YOURSELF,
BELIEVE IN YOUR IDEAS!

Archetype Principle & Philosophy

Pure Spirit Creations is based on principle, amongst other things. Archetype was created with technological expertise and has a copyright inherent in its conception. It is Pure Spirit Creation's first product launched and we are hoping to maintain the principle purpose behind the construction of Archetype.

THE HOT 4,000

- 1 Entrepreneurs
- 2 Techs
- 3 Spiritual Adherent
- 4 Foodies
Researchers &
- 5 Journalists
Philosophers &
- 6 Thinkers
- 7 Politics & Economics
- 8 Movement/Physical
- 9 Civil Law/Legal
- 10 Scientific Academic
- 11 Design
- 12 Religious
- 13 Travel & Outdoors
- 14 Creative Artistic
- 15 Urban
- 16 Film & Music
- 17 Consultant/Advisor
- 18 Defence & Protection
Cosmetic Health &
- 19 Beauty
Senior/Executive
- 20 Mngt



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We realise that this may be difficult in a commercial world, where, as a start-up, becoming profitable and maintaining profitability are the key drivers behind a successful business and indeed a financially prosperous economy.

Thus, Archetype is intrinsically linked to originality and stimulating innovation, so Archetype has been limited to 4,000 Members from the categories above. The future, from a certain perspective, is uncertain, so we are only able to confirm that share options will definitely be available to the original Members, if and when Pure Spirit Creations is incorporated. If it were certain, and from another perspective, it is; this option may have been available to all.

Key Groups –The Hot 4,000

There are 20 categories and each has an allocated number of spaces. The numbers are not set in stone, we have enough scope to reduce or increase the numbers of each group as long as the proportions are maintained. Choosing a Key Group is your strongest point of entry, it is connected to our Survey on Intellectual Capital. We can think of a few VIP's who would be very strong in numerous categories, that concept is advanced later. Completing the Survey will help you get into the spirit and there is plenty more to follow when the Membership area is up and running and a majority of Members are on board - we'll divulge more!

We are endeavouring to capture a diverse range of people within the specified categories, but broadly speaking open minded, mature, uplifting, progressive, genuine professionals or the professional amateur. We hope the Selects will grace us with their expertise. Our professionalism does not impede our bold, adventurous, dynamic and valiant spirit. You can get greater feel for the management/style and ethos by viewing the profile of the Director, Proprietor.

Key Groups – The Cool 400



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Embedded within The “HOT 4,000” is the “COOL 400” this group is still connected to the main categories, but they may have been hand selected or may be a VIP, if we’re really fortunate. Most of us constantly insist on endorsement from a recognised name or branding of some kind to enhance value, importance or significance, though the Director is celebrated in spirit, this will be not be visible to the untrained eye!

The COOL 400 are called Selects and Plus 1’s. The Selects are able to join with one Member a friend, family member or work/business colleague or associate.

The Art of Progress

As we form other Memberships and our plans progress, we hope to have many more customers than our original Members and we intend to implement a very diverse and fully commercial product strategy. Our plans are vibrant and limitless, however, we’ve begun according to our philosophy, believing that it will meet our future sustainability requirements, but our main threat, in the context of a SWOT Analysis, is there are numerous well established companies always seeking to capitalise on original ideas, so we can’t publicise all the details right now, but with a full Membership network we will be fully resourced and able to respond quickly.

When you access the Membership area there’s a business monitor area/facility where you’ll receive regular updates. We hope our Members will be really participative, we’re sure many of you lead extremely busy work and family lives, we appreciate that time is precious, it is not a limited resource, it is in itself an abundant resource, but we act as though it is scarce. Does it respond as though it is?

We hope this helps, however, if you still have any questions, send an email to Membership and we’ll do our best to answer any of your questions.

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