



FLAT WORLD

CONNECTING ENTREPRENEURS



www.flatworldconcept.com



Flat World Founder

About Matthew

Matthew Lau is the founder of Flat World. He is a much sought-after speaker and has been delivering talks and training since 1991. He is a certified trainer and has received training from some of the world's best trainers.

Matthew is the first Malaysian to win 1st place at the Junior Chamber International Asia Pacific Speech Contest in 1991 and the only Malaysian to win 2nd place at the Junior Chamber International World Speech Contest held in Helsinki, Finland in 1991. He was the youngest Malaysian to achieve the Competent Toastmaster Award. He participated in the Perak Himalaya Expedition and also in the 6th World Karate Championship in Taiwan.

He has conducted training for numerous organizations in leadership, communication, creative problem-solving, supervisory skills, counseling, sales and marketing and graphology. His clients included: Qantas Airways, Sungei Way Group, Kumpulan Belton Bhd, Ngan Yin Groundnuts, Rotary International, M1 Publishing (S) Pte. Ltd., FMM, Malaysian Nurses Association, Amway Berhad, Raffles Educational Services (S) Pte. Ltd., Rihga Royal Hotel, TEC Group, Institut Jantung Negara, Malaysian Institute of Accountants, Beaubelle Sdn. Bhd., Fatimah Hospital, Malaysian Army, APM Sdn. Bhd. and Hong Leong Finance.

THE PASSION BEHIND FLAT WORLD

Matthew comes from a large family of 14 brothers and sisters. His father worked hard to sustain the family and his mum toiled night and day to care for the children. He helped to earn additional income for the family by doing part-time work. He started work at the age of 15, working as a newspaper delivery boy in the morning and as a labourer the rest of the day. When young, he often skipped school and was given nicknames such as 'Good-For-Nothing', 'Useless', 'Has No Future', 'Hopeless' by his teachers who were quick to judge and had no time to care.

However, Matthew met and learned from some great teachers. He has joined many organizations and has "been there, done that". He strove very hard from young, often rising above adversities. He has experienced many wonderful life-changing experiences. He often tells his buddies 'I would rather fail trying than fail because of the lack of trying.'

Matthew has been seeking ways to realize his potential and for ways to get out of the cycle of poverty and for a place where people can see him for who he is and not for what he is. His search for such a place was futile until 3 years ago when an inspiration came while he was driving: 'Matthew, rather than look for it, why don't you build it yourself?' He got excited and upon reaching home, started writing down the principles and values that he believed in. It took him one year to design the entire programme. Matthew says that Flat World is not a perfect platform but is designed to continuously improve and grow. This platform is about giving and he promotes the servant-leadership concept with enthusiasm and commitment by first being a servant-leader himself.



MISSION & VISION

Flat World is a seamless global platform built upon principles and values for like-minded individuals to come together to realize their dreams, visions and goals.

The platform is for entrepreneurs and business-minded individuals. It is built on the basis of empowering individuals and creating collaborative and strategic partnerships.

Flat World helps to connect entrepreneurs through business opportunities, business-matching, consultation, knowledge-sharing, seamlessly across the platform, enabling entrepreneurs to grow and expand their businesses not only locally but also globally.

It believes that success does not just stop with one's business achievements. It is also important to enrich oneself by developing relationships that are meaningful, helping and supporting like-minded people and sharing one's success with families and society.



The 5 Critical Unique Features of Flat World are:

1. Flat World is built and sustained by our core principles and values

We are proud that our passion has driven us to provide a platform for like-minded individuals to come together to build meaningful relationships and grow together based on the principles and values that we uphold. We will prove to the world that we can succeed by practising the universal principles and values that all religions and society promote.

2. We are a global and seamless platform

We are not confined by chapters or clubs and definitely not by territorial limits. We have no barriers such as religion, trade, nationality, colour, creed, status, gender, financial standing or affiliations. This simply means that all our Merchants can tap on the entire potential of the platform to realize their dreams, visions and goals.



3. We are highly inclusive

We do not discriminate. Hence, we do not exclude anyone. Our merchants come from all walks of life. We have merchants who are in it to seek or to offer opportunities. Some are there to promote their business or charity or club. Some might be seeking some form of assistance. Some merely want to contribute or to enjoy the fellowship.

4. We are a “high-touch” platform enabled by “high-tech”

We are relationship-driven. We believe that we cannot socialize and build relationships without communicating and meeting “eyeball to eyeball”. Our platform consists of real people with real concerns, challenges, motivations, inspirations and aspirations to better ourselves, our families and society.

5. We are a business consultancy platform

Networking is powerful and we advocate the same. FlatWorld is a business consultancy platform and we intend to offer more through our Merchant Service Programme. We provide a conducive environment, where the experts and tools can be sourced from our very own Merchants who will provide support and hopefully reduce the cost, challenges and risks involved in running an enterprise. Please refer to our Merchant Service Programme for more information.





Core Values

Non-Discrimination
Trust
Empowerment
Transparency
Ethics
Social Responsibility
Integrity
Fair Play

Principles

Leveraging
Synergy
Collaboration
Win-win
Servant-Leadership
Selfless Contribution
Knowledge Distribution
Relationship Driven





MERCHANT SERVICE PROGRAMME

Merchants on our platform subscribe to this Merchant Service Programme, where they would be able to leverage on other Flat World Merchants to supply them with products and services at reasonable prices. They will also enjoy all the other benefits of being a Merchant.

The benefits of this programme are:

1. Business Meetings

These networking dinners are organized with the purpose of providing a conducive environment for merchants and guests to meet and network, build business relationships, strike business deals and do consultations or business matching.



2. Consultation

Complimentary consultations will be provided by qualified consultants who are Merchants of Flat World to those who seek business or personal-related services. Preliminary consultation is free. Further consultations may also be provided on a complimentary basis unless it involves substantial time and resources. Fees may be proposed for work that exceeds basic consultation or involves expert or technical advice such as Accounting, Legal, Training or IT services.



3. Web Directory

This Web Directory allows Merchants unlimited number of listings on our website. If a Merchant has multiple businesses or products and services that cross different categories or industries, they may list all of them under the relevant categories. Merchants may also list on the websites of other countries if they have business presence in those countries.



4. Affiliate Marketing

Flat World's affiliate marketing programme is unique because it is designed to direct business referrals among Merchants and not to Flat World. 3 mechanisms that help to promote this dynamic model are:

- i) Trade Discount which is a form of referral fee, voluntarily offered by merchants, and it is paid through Flat World. Trade Discount is offered by Merchants to encourage referrals to their business;
- ii) Relationship-driven environment where Merchants are encouraged to refer business to each other and;
- iii) An online rating system managed by Flat World for integrity and professional conduct of the Merchants.



5. Business Support / Activities

Flat World will provide business support to our Merchants on request. The degree of support will vary depending on the needs, nature of business, type of ownership and these activities must be in line with Flat World's principles and values.

6. Business Matching

We provide complimentary services in matching Merchants to help them in their market expansion, both locally and globally, sourcing and business development. Only in cases where Flat World is requested to act as the official agent will an official fee be charged.

7. Training

Training, conducted by professional trainers and coaches, will be organised by accredited Flat World trainers. Our objective is to 'provide equitable and compassionate knowledge distribution' to society.

8. Trade Visits

We will organize excursions and trade visits to various farms, industries, fairs, missions both locally and overseas and a competitive fee will be charged.

9. Trade Fairs

Merchants may join local and international fairs under Flat World's banner. The cost would be shared among the participating Merchants to achieve a more competitive rate. Trade fairs may be organized by Flat World where Merchants can participate at a special or exclusive rate.

10. Business Convention

Our annual business convention will have world-class trainers and speakers to share on topics that will help you succeed in life and business. Concurrent workshops will be organized and a trade fair will also be organised with business-matching services.

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- ii) Relationship driven environment where merchants are encourage to refer businesses to each other and;
- iii) An online rating system managed by Flat World for integrity and professional conduct.



Merchant Benefits

- 1,000 To 3,000 New Business Contacts/Friends Each Year
- Business Opportunities
- Effective Market Reach
- Increase in Business Revenue
- Access To Specialists From Different Fields
- Potential Strategic Partnerships
- Increase In Entrepreneurial Skills And Knowledge
- Effective Promotional Tools
- Motivation And Positive Support





Frequently Asked Questions

1. Does Flat World or its Partners guarantee my success as an entrepreneur?

A: The success of any entrepreneur lies in his or her own hands. Thus, Flat World or its Partners will not be able to guarantee success in your business but we are committed to helping our Merchants benefit from the services offered by our Merchant Service Programme. We believe that if our Merchants take the initiative to participate actively in our Merchant Service Programme, they are already a step closer to achieving success.

2. Is this all that Flat World can offer?

A: We are currently in our Phase 1 of our business plan and we have many more phases that will be introduced from time to time to enhance this exciting Merchant Service Programme which will empower our Merchants.

3. Will the fees charged currently increase in the near future?

A: We have to admit that the fees cannot remain the same because of rising costs, inflation and newly-added services. However, we are committed to charging a reasonable and fair fee so that all entrepreneurs can afford to participate and succeed in our programmes.

4. Can we organize any Merchant Service Programme activities with Flat World Partners without the approval of Flat World?

A: Our Partnership Agreement states that our Partners are not allowed to act individually or as a group to carry out any similar activities in the Merchant Service Programme with our Merchants unless prior approval in writing has been authorized by Flat World.

5. Why are Merchants not paid for introducing new Merchants into the Merchant Service Programme?

A: We have built this business platform with passion, vision, love, commitment and charity. We attest to our commitment and believe that this platform will bring immense benefits to our Merchants and merchants that they introduce to the programme. The business success and benefits gained through the Merchant Service Programme by your friends whom you introduce will bring great joy to you,



knowing that you have helped your friends without expecting any reward.

6. I am not currently in business. Can I still join Flat World?

A: FlatWorld is an inclusive platform, so even if you are not in business, you can still join us and participate in our events, activities and business opportunities.



7. I am looking for business opportunities. How is this useful for me?

A: In Flat World, we have many individuals who are entrepreneurs, business-owners and we also have individuals who do not have any business of their own, but are searching for suitable business opportunities. You can reach out to all Flat World Merchants to promote or seek your business opportunity.



8. Is Flat World a multi-level marketing (MLM) company?

A: We are not an MLM company.

1. Our Partners are individuals who are appointed to help build the platform and hence they are compensated for their efforts. Everyone pays an annual fee to subscribe to our business consultancy services which are described in our Merchant Service Programme. Merchants are not allowed to earn on the Partner Programme which is an optional programme and no additional fee is levied unless they opt for global partnership where an administrative fee of SGD300 per annum is levied.

2. Flat World does not have a marketing plan and neither does it have structures such as 'Binary', 'Matrix', 'Unilevel'. All payments are made on the basis of direct introduction without any structure or minimum quota. The Directors are appointed based on their contributions and are paid from a common pool that the company has allocated.

3. We do not have any rules or regulations where our merchants have to purchase or sell any products or services and we do not have a quota for our Merchants, Partners and Directors.

4. We do not operate a multi-level marketing plan. The Introducer Fee is paid to the direct Partner-Introducer and two earlier Partner-Introducers who helped in introducing merchants to subscribe to our services.





9. Is Flat World a “get rich quick” scheme ?

A: We are not a “get rich quick” scheme.

1. We do not collect deposits. All the money paid are for services incurred such as subscription fees, trade discounts, attendance fees or expenses at various events, training or for services rendered.
2. We do not promise any form of financial returns based on investment.
3. We do not pay any compensation based on investments and all our pay-outs are for work provided by Partners.