

## CAPABILITY PROFILE:

# STRONGBODY.AI

## INTRODUCTION TO DIGITAL INFRASTRUCTURE FOR INDEPENDENT EXPERTS

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### TABLE OF CONTENTS

1. **FOREWORD:** The Era of the Expert Economy.
  2. **PLATFORM POSITIONING:** The Role of Technology & Responsibility.
    - 2.1. Services & Knowledge Marketplace.
    - 2.2. Participants & Connection Mechanism.
    - 2.3. Connection Categories.
  3. **MARKET LANDSCAPE:** Intellectual Property in the Digital Age.
  4. **INFRASTRUCTURE SOLUTIONS:** Tools for the "Digital Solopreneur".
  5. **LEGAL FRAMEWORK & RISK MANAGEMENT**
  6. **PRODUCT SHOWCASE:** The "Share Products" Feature.
  7. **12-WEEK INTERNATIONAL MARKETING TRAINING PROGRAM:** Elevating Global Personal Brands.
  8. **PARTNERSHIP INVITATION:** Becoming a Content & Service Partner.
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## 1. FOREWORD: THE ERA OF THE EXPERT ECONOMY

To the Community of Consultants, Health Content Creators, and Product Brand Owners,

We are witnessing the rise of the "**Expert Economy**" and the "**Solo Economy**," where value no longer resides in office buildings or physical facilities, but in **Knowledge** and **Personal Branding**.

We have created the **StrongBody.ai Service & Job Marketplace**, integrated within the Business Connection App and supported by **MultiMe's** translation and social voice features, to connect experts with those seeking their services and products worldwide.

Built upon the growing demand for proactive healthcare and the gig economy, we have developed this system and invite you to join us. Below is a detailed introduction.

## 2. INTRODUCING STRONGBODY.AI: TECHNOLOGY PLATFORM & ROLE

### 2.1. We are a Connection Platform & Knowledge Marketplace

**StrongBody.ai** (a subsidiary of MultiMe AI) is positioned as a **Connector Platform**.

- **Role:** We act as a **Technology Provider**, delivering an infrastructure that includes a "marketplace," "digital storefronts," and "payment gateways."
- **P2P (Peer-to-Peer) Model:** Every transaction is a direct civil agreement between the Expert and the User. StrongBody acts as the connecting intermediary and does not interfere with the consultation content.

### 2.2. Participants & Operating Mechanism

The ecosystem operates based on the interaction between three core elements:

- **Providers (Experts):** Independent professionals (Doctors, Coaches, Psychologists, etc.). They participate as **Partners**, building their own brands and taking full responsibility for their consultation content.

**StrongBody.ai Health Marketplace**

Now on Business App | Global Voice Translation by **MultiMe AI**.





- **Users:** The MultiMe AI member community seeking advice and solutions to improve their quality of life.
- **"Dual Role" Mechanism (Switching Roles):** Boundaries are blurred when an Expert is also a User in other fields (since expertise is finite, but needs are infinite). This creates a continuous flow of transactions and a **Win-Win** mindset.

**Connectivity Method:** The platform utilizes technology to optimize connections through **Smart Matching** (Search & Match), **Build Care Team** features, and notably, **AI Voice Translation**, which eliminates language barriers in all global consultation sessions.

## 2.2. Participants & Operating Mechanism

The ecosystem operates based on the interaction between three core elements:

- **Providers (Experts/ Merchants):** Independent professionals (Doctors, Coaches, Psychologists, etc.) Or Brand Owner. They participate as **Partners**, building their own personal brands and taking full responsibility for their consultation content.
- **Users:** The MultiMe AI member community seeking advice and solutions to improve their quality of life.
- **"Dual Role" Mechanism (Switching Roles):** Boundaries are blurred when an Expert is also a User in other fields (since expertise is finite, but needs are infinite). This creates a continuous flow of transactions and a **Win-Win** mindset.

**Connection Method:** The platform utilizes technology to optimize connections through **Smart Matching** (Search & Match), **Build Care Team** (Creating care teams), and notably, **AI Voice Translation**, which helps eliminate language barriers in all global consultation sessions.

## 2.3. Multi-Sector Connection Categories: Services & Commerce

StrongBody.ai is an open platform for **ALL** experts, including both Service Sellers and Product Sellers. We categorize our operating mechanisms based on the legal nature of the goods involved to optimize business opportunities:

### 2.3.1. Health & Wellness (Specialized Mechanism)

*This is a core focus area but requires strict legal compliance.*

**StrongBody.ai Health Marketplace**

Now on Business App | Global Voice Translation by **MultiMe AI**.





- **Services:** Nutrition consulting, Personal Training (PT), Yoga, Mental Health (Coaching), and professional consultation (Non-diagnostic).
- **Products:** For products related to health, medical supplies, and dietary supplements, the platform leverages the "**Share Products**" (Share & Refer) model as a key strength, sourcing directly from the expert's country of origin. This allows Experts/Product Sellers to introduce reputable products without violating international e-commerce regulations regarding the listing of health-related items.

### 2.3.2. Lifestyle & Consumer Goods (Global Business)

*Sectors with fewer legal barriers, allowing for immediate market expansion.*

- **Services:** Fashion consulting (Stylist), skincare, makeup, design, etc.
- **Products:** Fashion, accessories, standard cosmetics, smart home appliances, etc. Legal products that do not require special licenses can be sold immediately via **Global Sales** (Person-to-Person), reaching multinational customers.

### 2.3.3. Multi-Disciplinary Experts (Professional Freelancers)

*Open to all other professional skills within society.*

- **Fields:** Lawyers, Financial Experts, Marketers, Tech Engineers, Tutors, Feng Shui Consultants, Artists, etc.
- **Format:** Selling consultation hours, project execution (Freelance), or selling digital products (E-books, courses, software).

**Core Mindset:** Whether you are selling "intellect" or "merchandise," StrongBody.ai provides the tools to convert that value into income, utilizing flexible operating mechanisms that comply with multinational laws.

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## 3. GLOBAL KNOWLEDGE BUSINESS TRENDS & THE "DIGITAL CITIZEN" ERA

In the era of borderless connectivity, StrongBody.ai creates a level playing field where the flow of knowledge and commerce moves in two directions. We bring opportunities to every expert, regardless of whether they live in a developing economy or a prosperous nation.

### 3.1. From "Local Expert" to "Global Solopreneur"

The Micro Task Economy has changed the rules of the game. Whether you are a doctor in





the US or a Yoga instructor in India, your customer limit is no longer within a 10km radius of where you live.

- **Commercializing Expertise:** Turning knowledge and skills into **Digital Assets** that can be traded 24/7.
- **The "Company of One":** StrongBody.ai provides the technological infrastructure for each individual to operate like a miniature multinational company: Autonomy over time, self-pricing, and choosing their own clients.
- The platform helps you analyze past experience and achievements to identify strengths, thereby packaging them into small services (microtasks) for immediate business.

### 3.2. "Digital Self-Export" Strategy – Two-Way Benefits

The concept of "export" at StrongBody.ai carries a broad meaning, serving the motivations of both groups of experts:

#### For Experts from Developing Markets:

- Opportunity to access clients in developed nations to significantly increase income due to exchange rate differences. Many clients in developed countries want to save money, reduce costs, or urgently need consultants and are waiting for you to provide consultation/companionship services.
- Elevating status and personal brand to an international level.

#### For Experts from Developed Markets:

- **Unlocking the "Blue Ocean" market:** Accessing billions of potential customers in Asia, Southeast Asia, South America, etc., where the middle class is booming and craving high-quality Euro-American standard services/products.
- **Optimizing "Off-Peak Hours":** Due to time zone differences, experts can utilize free time (early morning or late night locally) to consult for clients on the other side of the hemisphere, maximizing work capacity.

### 3.3. Technology Blurring Barriers (The Great Equalizer)

The biggest barriers to global trade—**Language** and **Trust**—have been solved by us:

- **AI Voice Translation (MultiMe):** Allows a Japanese nutritionist to consult directly with a British client without knowing English. Language becomes a tool, no longer a barrier.
- **Flexible Legal Ecosystem:**
  - **Consumer Products (Lifestyle):** Sold as an individual, self-promoted, and self-sold cross-border easily.





- **Health Products (Health):** The "Share Products" model helps international experts earn money from local markets without getting entangled in logistics barriers or complex import laws.

=> **Vision:** StrongBody.ai helps people with value earn money from anywhere. We create a free flow of knowledge and goods, where true value reigns supreme.

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## 4. TECHNOLOGY INFRASTRUCTURE: BUSINESS OPERATING SYSTEM FOR INDEPENDENT EXPERTS (SOLOPRENEURS)

StrongBody.ai provides a comprehensive digital platform, helping Experts transition from a freelance model to operating a professional knowledge business:

### 4.1. Digital Profile Store (Knowledge Commercialization System)

*Upgrading the capability profile (Portfolio) into a complete commercial touchpoint:*

- **Diversifying product categories:** The system allows for flexible listing and pricing of knowledge assets: from online consultation sessions (Live Consultation) and long-term coaching programs (Coaching) to digitized products (E-books, Video Courses).
- **Optimizing conversion:** The interface is designed with standard UX/UI to drive purchasing behavior and direct payment right on the profile, minimizing unnecessary intermediate steps.

### 4.2. "Smart Offer" Mechanism (Intelligent Solution Proposal)

*Replacing the "Passive Booking" model with an in-depth service negotiation process:*

- **Operational process:** The system collects input data regarding customer needs. Based on this, the Expert actively analyzes and sends a specifically designed (Tailor-made) Service Offer.
- **Collaboration efficiency:** Ensures alignment on expectations and solutions between both parties before proceeding, eliminating low-quality connections and increasing post-consultation satisfaction rates.

### 4.3. Escrow Payment Gateway

*StrongBody.ai acts as an intermediary organization ensuring Trust & Safety for cross-border transactions:*





- **Guarantee mechanism:** Customers deposit 100% of the service value into the system before the consultation session begins.
- **Automatic disbursement:** Remuneration is disbursed to the Expert's account as soon as the service is confirmed complete. This mechanism completely eliminates the risk of bad debt and ensures absolute financial transparency.

#### 4.4. Global Connectivity Infrastructure (Powered by MultiMe AI)

*Leveraging technological power from the MultiMe ecosystem to eliminate geographical and language barriers:*

- **Cross-language communication:** Integrating AI Live Translation technology in all interaction channels (Chat/Voice/Live Call), allowing Experts to provide professional services in their native language to international clients.
- **Identity synchronization (SSO):** The Single Sign-On system allows seamless connection with MultiMe's global user community without needing to re-create an account.

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## 5. LEGAL MECHANISM & RISK MANAGEMENT

### 5.1. Disclaimer & Intermediary Role

- **StrongBody's Role:** We provide the technical infrastructure for connection. We do not control, do not interfere with, and are not responsible for the detailed content of private consultation sessions between Experts and Users.
- **Expert's Responsibility:** Experts operate as independent contractors. Any advice, regimens, or instructions given are the sole professional responsibility of the individual Expert.
- **Nature of Service:** Services on the platform are defined as "Consultation & Advisory"; they are not a substitute for medical diagnoses at hospitals or emergency cases.

### 5.2. "Self-Declaration" & "Market-Driven" Mechanism

Instead of strict entry censorship that creates difficulties for Partners wishing to open a store, StrongBody applies a management mechanism based on Transparency and User Choice:

#### a. Right to Freedom of Business & Self-Responsibility (Self-Declaration):





- **"Digital Premises" Model:** When Experts pay the Subscription fee to open a "Digital Store" on StrongBody, you have full authority to set up your profile, describe your experience, and list services.
- **Content Responsibility:** Experts are fully responsible before the law and customers regarding the honesty of self-declared information (Degrees, certificates, experience...). StrongBody is not responsible for verifying the accuracy of this information at the initial registration step.

#### b. "Verified Badge" Mechanism (Optional):

To protect privacy, Experts have the option regarding whether to publicly upload original degrees.

- **Verification Service (Optional):** StrongBody provides a "Profile Verification" (KYC) feature. Experts can voluntarily send documents to the system (kept strictly confidential). After cross-checking, the system will grant a "Verified Pro" Badge (Blue Tick) next to the display name.
- **Benefits:** Profiles with the "Blue Tick" will be prioritized by the algorithm for display and create higher trust with customers, helping to increase contact rates.

#### c. Review & Report System:

- **Self-purifying market:** The Expert's reputation is determined by the customers themselves through the public "Star" and "Review" system after each consultation session.
- **Violation Reporting Mechanism:** StrongBody provides a "Report" button for users. We only intervene/lock accounts when there is clear evidence of the Expert committing fraud, harassment, or serious violations of Community Standards.

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## 6. PRODUCT SHOWCASE – SHARE PRODUCTS FEATURE

### 6.1. Why "Share Products"?

Unlike mass market e-commerce platforms, StrongBody does not integrate a "Buy Now" button or a shopping cart for direct payment on product posts. We position this feature with a professional approach:

- **Specialized Showcase Space:** This is where You provide information, knowledge, and the core value of the product (origin of medicinal ingredients, tool features, mechanism of action...) from a scientific and transparent perspective.





- Reference Nature (Information Hub): For the public and regulatory authorities, this area serves as a reference information channel, helping users discover and learn about reputable health support solutions before deciding to use them.

## 6.2. Regulations on Products and Supplementary Tools

StrongBody is a specialized platform for knowledge connection and consultation. We understand that in certain therapies (such as Oriental Medicine, Nutrition...), Experts need to provide specific tools or preparations for customers to practice.

- Operating Mechanism: On the StrongBody platform, You only list and collect fees for "Hea Packages (Microservices / Mini Tasks)".
- Regarding accompanying physical products: If the consultation process requires the use of herbs or supplementary products, the Expert can guide the Customer to purchase them locally, or recommend reputable third-party suppliers/shipping units.
- Disclaimer: Transportation, compliance with import/export regulations, medical licenses, and the quality of these physical products are the sole legal responsibility of the Expert towards the Customer and the authorities of the host country. StrongBody does not participate in the inspection, pricing, or transportation of these physical products.
- Bulk Quantity Policy: In cases where partners/buyers have a need for large-scale export or import, this constitutes a separate commercial agreement outside the platform; StrongBody will not intervene in this process.

## 7. 12-WEEK GLOBAL MARKETING TRAINING PROGRAM

The program is specially designed to last 12 weeks, with separate streams tailored for Service Experts and Product Brand Owners, focusing on solving 3 major problems: Mindset - Tools - Growth Strategy.

### 7.1. Phase 1: Mindset Initiation & Mastering Tools (Weeks 1-4)

Before entering the open ocean, we equip You with the sharpest "compass" and "weapons":

- **"Global Mindset" Training:**
  - Breaking down psychological barriers and geographical boundaries.
  - Understanding consumer culture and international customer psychology (Europe, US, Asia...).
  - Shifting from a "petty trading" mindset to a "building a digital business" mindset.





- **Mastering the StrongBody Ecosystem:** Practical guidance on exclusive features to optimize closing rates:
  - **Global Profile Store:** How to build an international standard capability profile, creating trust at first sight.
  - **Professional Store:** Techniques for listing services, listing products, and writing posts to make the Store professional and attractive.
  - **Smart Connection Tools:** Proficient use of **Offer in Chat** and **Voice Connect** (Direct voice connection) to consult and close sales.
  - **CRM & Remarketing:** Techniques to care for users who have chosen the expert as their care team; Techniques to "Add old customers" to the platform for automated care and exploiting the full customer lifecycle.

## 7.2. Phase 2: Solution Packaging & Legal Framework (Weeks 5–8)

- **Product & Service Strategy:**
  - **For Experts:** How to package knowledge into high-value (High-ticket) Coaching/Consulting packages.
  - **For Brand Owners:** How to create international **Product Bundling** combos associated with cultural/health stories.
- **Basic Legal Support:**
  - Equipping knowledge on personal import/export regulations, notes on international payments, and intellectual property protection.
  - Guidance on drafting disclaimer terms and digital consulting contracts.

## 7.3. Phase 3: Growth & Scaling (Weeks 9–12)

Together with you, we clarify answers and provide guidance for the 3 biggest questions of every partner:

- **How to get international customers?**
  - Imparting how to analyze your strengths to see which country's market fits. Strategy to approach the **Target Audience** in niche markets.
  - The art of producing **Content** that touches the "pain points" and "needs" of foreign customers. How to post that content to the country you target. How to create international channels.
  - Techniques for searching and contacting international customers.
- **How to build international channels?**
  - Multi-channel branding techniques to drive traffic to StrongBody.
  - Optimizing personal SEO so customers can find you themselves.
- **How to replicate yourself across multiple countries?**
  - Training you on how to list services, Standardize processes: Turning consulting/sales into a formula to handle large volumes of customers without burnout.





- Market expansion: "**Scale-up**" strategy – taking a successful model in one country and replicating it to other countries, aiming for unlimited income.

**Commitment:** The program may be updated with new content, re-trained annually, or have the order rearranged depending on the actual needs of Providers.

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## 8. INVITATION FOR STRATEGIC PARTNERSHIP

Dear Experts and Product or Brand Owners,

StrongBody.ai cordially invites You to join our ecosystem as **Independent Service & Commercial Partners**.

We provide a comprehensive digital infrastructure platform, helping You transform your business model and access the international market:

- **Borderless Market Expansion:** Bring professional services and high-quality products to a global customer base without the need to invest in physical infrastructure costs.
- **International Brand Positioning:** Build reputation for Personal Brands (for Experts) and Product Brands (for Brand Owners) through practical digital marketing tools.
- **Optimize Multiple Income Streams:** Increase sustainable revenue from monetizing knowledge or distributing products with a secure and absolutely transparent payment mechanism.
- **Civilized Business Environment:** Connect and grow within a community that upholds real values, where product quality and professional competence are the sole measures of success.

Sincerely,

**The StrongBody.ai Executive Board**

