



**The VORTEX**  
**Business Opportunity**  
**2007**

Comprehensive  
Business  
Overview

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## Introduction

This Comprehensive Business Overview has been designed to give you an overview of Vortex, the markets in which it operates, and the enormous potential for our money saving products. The **Vortex Fuel Saver** offers the opportunity to access a broad spectrum of consumer and business customers with potential sales volumes well into the billions of dollars.

You should be convinced to a reasonable degree that Vortex is sound, the product is exceptional, the business opportunity is credible and commercially viable, and the long term prospects in the money saving business are excellent.

Against a background of acceptance of these basics, this Comprehensive Business Overview has been prepared to address the fundamental commercial issues and help you to determine if you have the necessary skills, resources and business experience to support the product. You now have all the information you need in order to make an informed decision, albeit in principle, regarding the Vortex Business Opportunity.

## Essential Information

Please ensure that you are thoroughly familiar with all of the materials we have provided; they have been carefully prepared to ensure you have answers to all of the important questions you will need to know at this stage. Our **Vortex Fuel Saver** Web site ([www.MoneySavingMagnets.com](http://www.MoneySavingMagnets.com)) is also a source of valuable information and contains important support documentation.

We understand that you are certain to have many questions about **Vortex Fuel Savers**; how the business works, financial implications, profit potential, the profile of successful Sales Representatives, etc. However, the information supplied to you thus far will answer almost every important, reasonable question you may have – and a lot more besides.

It is important for you to appreciate at this stage that the main priority within Vortex is to provide support for our existing Sales Representatives. The vast majority of our human resources are committed to this objective and we have limited resources available for considering new applications. Due to the recent upsurge in interest in global warming and energy savings, along with record high oil prices, we are currently receiving hundreds of enquiries every month from all around the world.

We are sure you will appreciate that there is a limit to the amount of time we can spend prior to your appointment answering questions about the business opportunity. We firmly believe that if you have an entrepreneurial spirit and good business acumen you should be able to assess the potential and your suitability from the information we have already made available to you. If not, it may be the business is not right for you.

Once you have reached a decision in principle, you are welcome to visit the Vortex facilities where we can meet face to face and go through the business opportunity step by step.

## Company Information

Comprehensive information regarding our background and business ethos can be found on our Web site. Here are some additional details. Vortex is a privately owned company and as such we naturally regard certain commercially sensitive information as confidential. We are pleased to state the company is debt free and there are no silent partners, venture capitalists, or parent company.

## Product Validation

You will see a wide variety of test data, testimonials and independent laboratory reports woven throughout our marketing literature and on our website validating our product. Please read these through carefully as they, more than any other information we can provide, will give you a clear insight into what our products are, who buys them and the results they can achieve.

Successful Sales Representatives use this resource to great effect in the early stages, prior to building a portfolio of their own customer's results.

## Training & Support

Here at Vortex, we take a pride in the fact that our Sales Representatives are confident, ethical, and professional. To ensure this, we offer a wide range of training materials to guarantee that as an officially appointed Sales Representative, you are fully equipped to assess your market, identify potential customers, make professional sales presentations, and have a full working and technical knowledge of **Vortex Fuel Savers**.

We understand that accurate market assessment comes from having a full working knowledge of the product and sales techniques. We also understand that good levels of business are achieved through having full confidence.

Vortex offers a wide range of face to face training, and that training is backed up by our comprehensive Sales Representative Support Web site. This format is particularly effective for those Sales Representatives who cannot come to our facilities for training.

In summary, we offer:

- Mentoring
- Training Courses
- Conventions

## Market Research

Although we understand you may feel the need to conduct some tentative market research to establish the potential for **Vortex Fuel Savers**, we could not condone you purporting to be an Approved Sales

Representative for **Vortex Fuel Savers**. A little knowledge can be dangerous and you simply do not have the benefit of our comprehensive Sales Representative training. You could potentially damage both our credibility and your own.

Furthermore, there is no guarantee that, should you make an application to become a Sales Representative, your application will be successful and this could create further problems when our approved Sales Representative inevitably makes contact with the same potential customer.

In making a tentative approach some have found it helpful to say: -

*“I am doing some market research on a money saving product that can reduce fuel consumption while cutting emissions. They are being successfully used by several thousand vehicles around the world. May I ask, if I am successful in becoming a Sales Representative, would you be interested in obtaining more information?”*

Explain that you are not qualified to answer any questions or give any more information at this stage but you will hopefully contact them in due course. Done professionally, this should satisfy you that there is real potential, indeed many have found an overwhelming response.

[See Appendix 4: Our policy on Contacting Existing Sales Representatives and Their Customers](#)

## Your Initial Investment

The question can reasonably be asked; if the potential is so great and the profit margins so healthy why does Vortex require an initial investment to become a Sales Representative?

There are a number of important factors to consider:

Firstly, we incur very real costs in the process of finding and appointing good quality people as Sales Representatives, and subsequently supplying high quality marketing materials, and providing sales and technical support and training. For this reason, we partially cover these costs within the initial investment.

Secondly, we receive a very high number of inquiries from individuals and organizations expressing interest in marketing our products. We need some kind of mechanism to separate those who have the resources and commitment we are seeking from those who do not. Concern over making a relatively small investment raises a question over this.

Finally, we believe that this requirement is reasonable because of the level of resources we have invested in **Vortex Fuel Savers**. Our product is the result of more than 25 years of development. While we are now enjoying very high levels of success, we have experienced some very difficult times along the way. There are those within Vortex who believe that we should require a significantly higher initial investment to represent the true value of the enormous potential market that we can access today. The balanced argument, however, has been that the low initial investment means that we can select from a broader variety of applicants at this level while achieving a serious degree of commitment.

## What's Included?

The Sales Representative Kit costs \$399. It includes all of the items referred to below:

**Initial stock of *Vortex Fuel Saver* units** – The value of these two automobile/light truck units is \$599.98 at the Manufacturer's Suggested Retail Price.

**Sales Representative Manual** – Includes a Getting Started Checklist and Marketing Plan, as well as instructions on the sales process paperwork and order forms.

**Training** – this is provided at our headquarters or at various temporary sites around the country. Additional comprehensive training information for technical and sales people is also made available in training manuals.

**Marketing materials** – an initial stock of brochures, "take-one" holders, polo shirt with Vortex logo and business cards -- everything you need to commence your marketing campaign.

**Test reports & Testimonials** – we have a wealth of these from hundreds of installations all over the world. They are published and updated on our Sales Representative Web site and are available to all Sales Representatives to share, and to contribute to.

**Technical support** – of course there are always questions, new or unfamiliar situations, and we provide support by telephone, e-mail and fax, and a rapid response to all requests of this nature.

## How *Vortex Fuel Savers* are Sold

Clearly this is a subject that we will go into in detail on our training program. You may find it useful, however, to understand at an early stage how some of our most successful Sales Representatives are completing sales.

The two main sales paths are direct sales made to family, friends and business associates. After getting started and having satisfied customers, referrals play a big part in the future sales, as one sale invariably leads to several others. The product is best sold by a demonstration of the efficacy of the product – an emissions test or an on board computer that gives MPG readouts are both excellent tools to make a sale.

The other sales path is to obtain Retailers for the product. Approaching suitable Retailers, such as service stations, oil change centers, tire stores or collision repair shops to initially be installers, frequently leads to having them become Retailers. Initial presentations to suitable retailers where they test the product for themselves stand a good chance of evolving into permanent sales outlets from which you receive commissions. You need to address the subject of their profit on the sale at an early stage and, wherever possible, the additional profit from installing the product.

## A Future in Saving Money

Hopefully, by now you have a comprehensive picture of the **Vortex Fuel Saver** Business Opportunity and Vortex's vision for the future. Despite our success, there is still much work to be done if we are to truly capitalize on our potential. Hence, our objective is to secure strategic business alliances with individuals and organizations that are well placed to represent **Vortex Fuel Savers** effectively. The fact that this information has been made available to you, however, is an indication that we are still seeking adequate representation in your territory – but this is likely to change soon.

As a next step, we are very interested in understanding more about you and/or your company, and your initial plans for **Vortex Fuel Savers**. Your next step now is to complete the **Initial Qualification and Discussion** document to the extent possible at this stage and send it for our review.

We will also state there are numerous other products to come to market that are presently being field tested with great results. Just to whet your appetite, we will state the truck fleet market is being reserved for those Sales Representatives that excel in the auto market, as well as farm equipment, construction vehicles and boats. What is particularly interesting about these other markets is possibility of residual income.

There are also a myriad of products to come to market in home heating and air conditioning, pools and spas, water softening and water treatment.

We look forward to the prospect of establishing a successful working relationship with you in what is arguably one of the most exciting opportunities available today to professional business people.

## The Sales Representative Application Procedure

At the risk of stating the obvious, *we* are keen to find individuals and organizations of the right caliber to represent **Vortex Fuel Savers** and *you* are seeking to capitalize on the huge potential opportunity. Hopefully, we can soon be in a win-win situation.

In order to reach that goal effectively we would like to suggest the following milestones: -

### **Comprehensive Business Appraisal:**

It is essential first and foremost that you are thoroughly familiar with this document and all the additional information provided to help you evaluate the **Vortex Fuel Saver** Business Opportunity including; [www.MoneySavingMagnets.com](http://www.MoneySavingMagnets.com) website, **Vortex Fuel Saver** product brochures and technical overview documents.

Most of this information is available in both printed and modified electronic format. Our office staff will be happy to provide any help you need to ensure you have access to all the necessary information; however, they are not qualified nor authorized to answer specific questions about the business.

Fundamental to your ongoing success is establishing a working relationship which we can continue to build on in the future. So far in our relationship, with respect, it has been mainly a “one way street” in that you know a great deal about the Vortex organization but we know very little about you or your organization, or your future ambitions and we would wish to address that imbalance and get to know you better.

To this end, we ask that once you have decided “in principle” that you wish to proceed further with the intention of ultimately seeking to represent **Vortex Fuel Savers**, we would ask you as a next step to complete our **Initial Qualification and Discussion** document. This is available in PDF format as an electronic download on our Web site.

## Initial Qualification and Discussion

Once your **Initial Qualification and Discussion** document has been received our administration staff will open a file for you and submit this to one of our Sales Managers. They have a thorough understanding of the needs of both Vortex and new Sales Representatives, and will work with you step-by-step. They will continue to work with you, even beyond your training, until you are fully integrated into, and completely confident with the Business Opportunity. They have a vested interest in your success as a Sales Representative.

Initially your manager will assess the information you provide and as a result may need to conduct some research on you, your territory, and the market potential. They will also ensure there is no conflict of interest with an existing Sales Representative and that there is ample opportunity within the markets you are seeking to develop in order to establish a substantial business.

Once they have a comprehensive picture they will contact you personally, preferably by telephone, to explore the possibility of establishing a working relationship and determine, given all the circumstances, what is the best course to take in order to satisfy any outstanding issues there may be between us.

At this stage neither you nor Vortex are under any obligation to proceed further if either party decides to terminate the discussions.

However, your Sales Manager will be keen to establish a basis on which we are both willing to proceed. In our experience decisiveness – the ability to make effective decisions and stick with them often translates to a successful Sales Representative.

# Appendix 1

## Profit Potential

We are sure you will appreciate that details of our pricing to Sales Representatives are confidential at this stage. Due to differences in landed costs throughout the world, Sales Representatives will need to set their own selling prices. To protect their margins, we do not publish our wholesale prices to Sales Representatives anywhere in the public domain. However, we understand your need to assess the market potential at this stage, and trust that the following information will be helpful:

## Number of Cars

[The Physics Factbook™](#)

Edited by Glenn Elert -- Written by his students

An educational, [Fair Use](#) website

Bibliographic Entry	Result (w/surrounding text)	Standardized Result
"The Automobile." <i>New Book of Popular Science</i> . 6th ed. Republic of China: Grolier, 1978.	"In 1900 only 4,192 passenger cars (and no trucks or buses) were built in the United States."	4,192 (1900)
" <a href="#">America Start Your Engines</a> ." <i>US News and World Report</i> . (27 December 1999).	"At the start of the century, when America had only 8,000 cars and 144 miles of paved roads, the brake on an auto resembled that on a horse buggy: a padded stick pressed against a wheel."	8,000 (1900)
Brooklyn Public Library. Electronic Mail. 30 May 2001.	"Automobile Manufacturers Association's 1970 Automobile Facts and Figures, Passenger cars, World Total, 1968: 169,994,128. Trucks and buses, World Total, 1968: 46,614,342."	46,614,342 (1968)  169,994,128 (1970)
	"The World in Figures, compiled by The Economist, it indicates the number of passenger cars worldwide in 1985 was 375,000,000, while in the same year, the number of	375,000,000 (1985)

	commercial vehicles was 109,000,000."	
	"Citing Ward's Motor Vehicle Facts & Figures, 1999, this almanac reports that, in 1996, the most recent date covered, there were 485,954,000 cars registered worldwide, and 185,404,000 trucks and buses, for a total, worldwide, of 671,358,000 motor vehicles."	485,954,000 (1996)
Stein, Jay. <a href="#">New Cars for Better Future: Driving Us Crazy</a> . Earthgreen, 1990.	"You probably have known that the world's human population is increasing dangerously. So is the world's car population. In 1970, there were 200 million cars in the world. In 1990, there were almost 500 million."	200,000,000 (1970)  500,000,000 (1990)
"Automobile." <i>World Book Encyclopedia</i> . Chicago: World Book, 2001.	"About 450 million passenger cars travel the streets and roads of the world."	450,000,000 (2001)
<a href="#">Cars Emit Carbon Dioxide</a> . Global Warming, Focus on the Future, 1997.	"There are over 600 million motor vehicles in the world today. If present trends continue, the number of cars on Earth will double in the next 30 years."	600,000,000 (1997)  1,200,000,000 (2030)
Miller, Leslie. <a href="#">Cars, trucks now outnumber drivers</a> . Salon. 29 August 2003.	"There are 107 million US households, each with an average of 1.9 cars, trucks or sport utility vehicles and 1.8 drivers, the Bureau of Transportation Statistics reported. That equals 204 million vehicles and 191 million drivers."	204,000,000 (US 2003)

In 1900 there were only 4,192 passenger cars built in the US (the only country to be manufacturing cars). There were no buses or trucks. By 1985 there were 109 million cars in existence. Today, with dozens of countries participating in the creation of automobiles, that number is six times larger.

It is estimated that there are approximately 600 million motor vehicles being driven on the streets of earth. The biggest manufacturers are Japan, producing 8,056,000 cars in 1998, the US, with 5,554,000, and Germany with 5,348,000. With passing time, these numbers experience a rapid growth. For example, in 1960 Japan produced 185,000 cars, but by the end of the 1990s it was producing nearly 10 million a year. It is believed that at this growth rate, the number of cars on earth will double within the next 30 years. There are approximately ten people per car.

## Appendix 2

### What is the Competition?

We now have representation in many countries around the world and consequently we are very familiar with what is out there and how they compare to the **Vortex Fuel Savers**. We do not wish to give an unprofessional impression of trying to 'knock' the competition, however, several points that need to be made.

#### Advantages of the **Vortex Fuel Saver** System

There are numerous devices on the market utilizing magnets that claim to save fuel and reduce emissions. While we would prefer to let the marketplace determine the best product, the competing claims can be very confusing to consumers, especially when you hear of a product that purports to work in exactly the same way. Beware some companies will totally misrepresent the efficacy of their products with the intention of deliberately making them appear to be the same technology, when in reality they are grossly inferior -- and we relish the opportunity to demonstrate the difference.

Here are some questions to ask when comparing fuel saving magnet systems:

1. Is the product designed for a carburetor engine or a fuel injection system?

We do acknowledge that some magnet products will have a slightly positive effect on engines with carburetors, though not nearly as effective as a complete system. However, for today's modern vehicle engines that have fuel injectors, a fuel line only magnet is simply not acceptable. The **Vortex Fuel Saver** is designed for, and products great results on modern fuel injection engines.

2. Does the product consist of just a fuel line magnet, or is it a complete system?

The **Vortex Fuel Saver** is a **system** magnetizing the fuel, air and coolant. If there is not an opposite charge to the air causing the fuel and air (oxygen) to bond in a harmonic manner, the system's efficacy is greatly reduced. Looking at our pseudo-competitor's products, it is relatively simple to determine if there is only a fuel magnet, or if there is a complete system. The **Vortex Fuel Saver** system not only magnetizes the fuel and air, but also the coolant. The Vortex system is the only system that uses *Complete Combustion Tech* -- a more complete system than any other company.

3. Is the product based on new technology or does it rely on old, outdated technology?

The **Vortex Fuel Saver** is new enough that its latest advances are still in the patent pending stage. While it builds upon earlier work by a world renowned expert in the field, the latest improvements add significant MPG improvements in this version compared to the inventor's own previous version.

4. Is the product backed by a Money Back Guarantee?

The **Vortex Fuel Saver** is backed by a 90-Day, No Questions Asked, Money Back Guarantee. If for any reason you are not 100% pleased with the product or its results, simply return the product.

5. Is the product endorsed by any reputable organizations?

Vortex is endorsed by the non-profit Foundation for Magnetic Science; no other fuel magnet system is similarly endorsed.

As such, we do not believe that **Vortex Fuel Savers** have any direct competition.

## Patent Protection

The technology behind the **Vortex Fuel Saver** has been patented (and patents pending), as well as a patented and patents pending design, for very good reason. The 'concept' behind the **Vortex Fuel Savers** has been around for decades, but making a commercially viable product from it has taken an extensive amount of research and development. The original products bear little resemblance in efficacy to the intelligent, refined Complete Combustion Tech<sup>SM</sup> **Vortex Fuel Saver** system being sold today.

The present **Vortex Fuel Savers** are the result of over 25 years and \$18 million of research and development.

## Appendix 3

### Our Policy on Territorial Rights

Our policy on territorial rights is one that we have given a great deal of thought to, and which has been developed against a background of experience in marketing **Vortex Fuel Savers** both in the US and around the world. The policy has been designed to give Vortex access to the enormous variety of market sectors where **Vortex Fuel Savers** can be successfully sold, and to give our Sales Representatives the opportunity to fully develop the potential business, at their own pace, in those markets where they have established successful sales activity.

While our policy may not be perfect for every situation, nevertheless, it is working very effectively, and we almost never have any problems with existing Sales Representatives crossing over or poaching another's business. In reality it is only ever an issue with a new prospective Sales Representative who, probably like you, because of a lack of understanding of the sheer enormity and diversity of the marketplace, coupled with little experience of the ethics of Vortex, is unable to see the full picture and not surprisingly this can cause unwarranted concerns. All our Sales Representatives are given the opportunity to build a highly profitable multi-million dollar business on a local, regional, national or even international scale even though there may be a few other Sales Representatives in the same area/country.

We maintain a close working relationship with all our active Sales Representatives and work to ensure there is never a conflict of interest – indeed most Sales Representatives have a cooperative working relationship which in some cases has enabled a Sales Representative to offer service in areas the Sales Representative is unable to effectively reach. This means there is the potential to enjoy a share of the profit on business conducted in other countries.

It is neither desirous nor advantageous at this stage to enter into protracted negotiations trying to set up a unique 'exclusive' arrangement outside of the policy already proven and outlined to you here.

We have concluded that, while a single company could address a number of associated market sectors, it would not be possible to cover them all. Compare the market for auto dealerships with the market for individual sales. We have Sales Representatives successfully selling into both those markets, but the profile, experience, and resources involved are very different.

We would not wish to create a situation where a Sales Representative who has successfully sold to a large car dealership, for example, would be unable to approach other car dealerships due to territorial boundaries. Such a policy would not be in your best interests, or ours. For these reasons, rather than grant you the rights to market in a single region or city within your country, we would be granting you the rights to market throughout a much larger area, possibly an entire country. This is the case for U.S. Sales Representatives.

We are, as a company, very keen to protect our Sales Representatives' interests, and we approach this in a number of ways. Firstly, we ask each Sales Representative to provide us with an outline of their marketing strategy, including the specific market sectors they intend to approach. In this way we endeavor, with a high degree of success, to avoid conflicts of interest. If you should make an approach

to a company that has an existing business relationship with another Sales Representative, we ask you to: endorse the product, wish the customer well, and to walk away. In practice this is unlikely to happen but even if it does there is more than enough business out there for everyone.

Secondly, we ask every person making an application to us to confirm as part of the application form whether or not they have had any connection with an existing Vortex Sales Representative. If they answer “yes”, then we would not appoint them without that Sales Representative’s express consent. This gives you effective protection from an approach to us by an employee, consultant, sub-contractor, or even a customer.

If we are given false information – and we will find out – then we reserve the right to terminate the contract.

Thirdly, with an eye to the future, if you are able to demonstrate a successful sales record with **Vortex Fuel Savers** under the standard Sales Representative Agreement, we may want to discuss the possibility of evolving the relationship to a Sales Manager and/or Account Manager at some point in the future. While granting many additional benefits, including additional product lines and increased opportunities for income, it also involves greater responsibilities to ensure that we are fully penetrating the available market by supporting a network of active Sales Representatives.

The Sales Manager or Account Manager contract is only available for consideration once we have a proven working relationship. This does not necessarily have to take years, many Sales Representatives enjoy substantial early success, and we could open discussions after several months of success. However, we ask you to respect our non-negotiable position on this matter and we can only discuss this possibility fully after your successful appointment.

## Appendix 4

### Our Policy On

#### Contacting Existing Sales Representatives and Their Customers

A great deal of practical help and experience can be gained by sharing ideas and positive success stories and this is something that we heartily encourage amongst Sales Representatives. There is, however, a very important consideration as to the matter of time. I am sure that you will appreciate our Sales Representatives are busy people, and in the past some of them have expressed concerns about having been involved in long discussions about the operation of their business, with people they have never met and that take up an inordinate amount of time asking questions that are all covered by Vortex in the process of training. For this reason we no longer give out their names to potential Sales Representatives. Should your application be successful, however, we will encourage you to communicate with other Sales Representatives as often as you like. As you would expect from any professional, commercial organization we do not release any Sales Representative's information without their prior permission. You will also benefit from this protection should you become a Sales Representative.

We have a similar position on visiting our Sales Representative's customers. For us to expect these customers to give up their valuable time to discuss **Vortex Fuel Savers** with prospective Sales Representatives is not a viable proposition. There is a limit to the value of looking at our product installed to the engine of a vehicle – as attractive as it may be.

We trust you will respect our position on this, and appreciate that when you are a Sales Representative, you would not thank us for giving out your name and telephone number, or that of your valued customers, to large numbers of people in the process of evaluating the potential for **Vortex Fuel Savers**.

## Appendix 5

### Our Policy On

#### Evaluating *Vortex Fuel Savers*

We can provide you with *numerous case studies* for immediate evaluation, some of which are *laboratory tests* carried out by highly competent internationally recognized authorities. Others include *test reports* (using sophisticated emission analyzers) on actual installations – in some instances on the exact same type of vehicles you were considering. Furthermore, we have many *testimonial letters* from satisfied users that have installed ***Vortex Fuel Savers*** and found them to work as advertised.

Despite this, it seems that nearly everyone wants to see it to believe. No problem. It has always been our company policy to fully embrace the skeptics that doubt the efficacy of the ***Vortex Fuel Savers*** by having them test our products to their hearts' content. If you fill out the **Initial Qualification and Discussion** document, we will even offer you a test system at a discount! However, if you do not have the product installed by a certified installer, and it doesn't work as well as we claim, we request the right to evaluate the installation to fix the problem. Please do not read into this request that the installation is difficult; it is not for anyone who knows their way around an engine, but problems do occur.

We are certain you will appreciate that this is both in the company's best interests and yours. For a moment just imagine the potential damage if things went wrong and stayed that way. How would you feel if a large, potential order was thwarted because a previous 'potential Sales Representative' had through sheer ignorance incorrectly installed the product and assumed that it didn't work?