**Likely Income streams for dexpose**

1. Making the course a premium course for at least USD50.00
2. Making the course free and open to all but make certification come at a cost.

Certification is given by Alibaba.

1. Text based or Image based PPC Adverts on the WebPages of dexpose.com (*Advertising programs*)

**Marketing Dexpose**

1. Direct Mail from Alibaba.com to all buyers and sellers on the platform.
2. Fixed Position Advert on the Alibaba.com home page and other pages of the site.
3. Implore users to tell their dexpose story to friends and business partners. e.g Using footer message templates that serve as disclaimers with their email messages (for example: *We will not be liable to any payments made into fraudulent accounts please learn to protect yourself and your business from fraudsters; visit* [*http://www.dexpose.com*](http://www.dexpose.com))
4. Awarding hard-copy Alibaba Certification for Proficiency in the course. Lending credibility and pride of certification to course users.
5. Main media Radio and Television Ads in Mainland China and outside.
6. Dexpose messages sent alongside product inquiry messages to buyers and sellers with a captivating caption like *very important* … will prove very effective… free course

**Our Business Proposal**

We already have a Course map and need Alibaba to work with us in *developing* and *reviewing* actual course content for *approval* as we develop so that it meets your *standards* before we allow content to be consumed on the website.

We are requesting …

1. A commitment fee of USD 2,500,000.00 from Alibaba so we meet up the requirements of our field researchers, together with 50 percent of income from Dexpose.com
2. USD 1,000,000.00 from Alibaba so we meet up the requirements of our field researchers and 70 percent of income from Dexpose.com