

MLM Company Profile: bHIP Global



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bHIP Global

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Welcome to **MLMLegal.Com Company Profiles** at www.mlmllegal.com. Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.*

Founding Story

The founder of bHIP Global is Terry LaCore (although he resigned in 2005), who is a well-known entrepreneur. The co-founder is Kosta Gara who has previous success as a master distributor. The company is based in Dallas, Texas.

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bHIP Global has been in business since 2007.

Impact on the Industry

NA

Discussion of Products

bHIP Global offers nutritional drinks that assist with energy for men and women.

Discussion of Opportunity

The company offers the following compensation plan:

Three Easy Steps to Starting Your Business with BHIP Global

STEP 1: ENROLL IN BHIP GLOBAL

There is no product purchase required in order to become an Independent Distributor with BHIP Global. Upon enrollment as a BHIP distributor, you will be required to purchase a Global Software System (GSS) for \$49.95 US. You will receive a personal BHIP Global marketing website, an online retail store, and unlimited access to full back office service for 12 months. The annual renewal fee for these services is \$49.95 US a year.

After you have completed the application process, you will be an Independent Distributor with BHIP Global. You will now have access to a Retail Business Center (RBC) and www.mlmllegal.com can begin building your business.

STEP 2: ORDER PRODUCT (optional)

BHIP Global is a product driven company. Any and all earned commissions and overrides are based on the sale and consumption of product. While there is no product purchase required, your business will probably grow and flourish more quickly if you are a satisfied product user and have product on hand to share with others. We recommend that you choose the BHIP Global Product Package that best suits the goals and needs for your business.

Bonus Volume (BV)

The BHIP Global Compensation Plan is built around the retail salability of our products. In order to keep the products competitively priced at the retail level and to ensure a profitable wholesale to retail margin for our distributor base, we assign a point value (called Bonus Volume or BV) to each of our products. The compensation program is based on the accumulation of these points. BHIP Global gives each product the maximum points possible to create the ideal balance between significant retail profits and substantial override income for our distributors. Every time product is purchased Bonus Volume points are generated.

Activating your RBC

In order to hold and accumulate the sales volume generated within your downline Sales Team, your RBC must be activated. An RBC that has been activated will continue to hold and accumulate volume as long as it remains active by meeting the minimum ongoing maintenance requirements.

An RBC is activated with a product order totaling 20 BV points or more. You will receive a six (6) week initial activation period for your first 20 BV order. After this initial period, the activation period runs every four (4) weeks.

RBCs without product orders (inactive) or product orders that are not paid for within the prescribed time limits do not hold accumulated volume past the end of the weekly pay period in which they were generated.

Each pay period runs from 12:00 Midnight Central Time each Monday (Sunday night) through 11:59 p.m. Central Time the following Sunday, with all funds due at the home office by the close of business on the following Wednesday.

Ongoing Minimum Maintenance Requirements

This is a retail marketing program. Distributors may purchase product and earn profits through retail sales at any time with no maintenance requirement.

In order to continue accumulating and holding volume, and earning bonus commissions, a distributor must reactivate their RBC after the initial 6 weeks and every 4-week activation period thereafter. In order to maintain ongoing activation, an RBC must have a minimum of 20 BV points of personal volume (PV) in each activation period.*

In the event that an RBC does not meet and maintain the minimum requirements within the prescribed timeframe, any accumulated volume will be flushed and no commission check will be earned. In the event someone reactivates (places and pays for their order) after this has happened, volume will once again start to accumulate (no previously flushed volume will be reinstated) and commissions can be earned.

** RBCs below 1-Star GL rank may earn higher rank at a reduced BV within the first 15 days of enrollment by placing additional product orders (see "Advance to a Commissionable Rank" below). Any orders placed by a non 1-Star GL distributor within the first 15 days of enrollment will not be applicable toward reactivation.*

STEP 3: GENERATE AN INCOME WITH BHIP GLOBAL

In order to earn commissions under the BHIP Global compensation plan, you must advance to a commissionable rank and you must become Fully Qualified.

Advance to a Commissionable Rank:

Regional Leader, National Leader, Global Leader, or 1-Star Global Leader

Regional Leader (RL)

*There are two ways to earn Regional Leader (RL) rank: Enrollment order of 42 BV or 84 BV in PV**

1. Within the first 15 days of enrollment, you must order at least 42 BV in wholesale product and the Global Software System. If you order less than 42 BV within the first 15 days of enrollment, you may obtain Regional Leader rank by the following:

2. Accumulate at least 84 BV points in Personal Volume (PV). There is no time limit to accomplish this. PV point accumulation is ongoing from the moment you enroll in your RBC. Your RBC must remain active for ongoing accumulation. If your RBC becomes inactive, all accumulated PV points will be reset to zero.*

National Leader (NL)

*There are two ways to earn National Leader (NL) rank: Enrollment order of 126 BV or 252 BV in PV**

1. Within the first 15 days of enrollment, you must order at least 126 BV in wholesale product and the Global Software System. If you order less than 126 BV within the first 15 days of enrollment, you may obtain National

Leader rank by the following:

2. *Accumulate at least 252 BV points in Personal Volume (PV)*. There is no time limit to accomplish this. PV point accumulation is ongoing from the moment you enroll in your RBC. Your RBC must remain active for ongoing accumulation. If your RBC becomes inactive, all accumulated PV points will be reset to zero.*

Global Leader (GL)

*There are two ways to earn Global Leader (GL) rank: Enrollment order of 252 BV or 504 BV in PV**

1. *Within the first 15 days of enrollment, you must order at least 252 BV in wholesale product and the Global Software System. If you order less than 252 BV within the first 15 days of enrollment, you may obtain Global Leader rank by the following:*

2. *Accumulate at least 504 BV points in Personal Volume (PV)*. There is no time limit to accomplish this. PV point accumulation is ongoing from the moment you enroll in your RBC. Your RBC must remain active for ongoing accumulation. If your RBC becomes inactive, all accumulated PV points will be reset to zero.*

1-Star Global Leader (1-Star GL)

*There are two ways to earn Global Leader rank with permanent 1-Star status (1-Star GL): Enrollment order of 1000 BV or 2000 BV in PV**

1. *Within the first 15 days of enrollment, you must order at least 1000 BV in wholesale product and the Global Software System. If you order less than 1000 BV within the first 15 days of enrollment, you may obtain permanent 1-Star Global Leader rank by the following:*

2. *Accumulate at least 2000 BV points in Personal Volume (PV)*. There is no time limit to accomplish this. PV point accumulation is ongoing from the moment you enroll in your RBC. Your RBC must remain active for ongoing accumulation. If your RBC becomes inactive, all accumulated PV points will be reset to zero.*

**Personal Volume (PV): This is your personal sales volume and refers to the product orders that are processed through your RBC and credited to your Distributor ID number.*

Qualify Your RBC to Earn Commissions

To qualify your RBC to earn commissions, you must personally sponsor two (2) distributors – one on your Left Sales Team and one on your Right Sales Team. In order to count for qualification, these sponsored distributors must be activated.

There Are Eight Ways to Earn Money with the BHIP Global Compensation System:

1. *Retail Profits*
2. *Rising Star Bonus*
3. *Super Star Bonus*
4. *Global Star Bonus*

5. *Override Bonus*
6. *Leadership Match*
7. *Leadership Bonus*
8. *Lifestyle Bonus*

1. *RETAIL PROFITS*

As a BHIP Global Distributor, you may purchase products at wholesale and earn a retail profit of up to 30% on every product sold.

With the purchase of your Global Software System, you will receive a state-of-the-art Online Retail Cart allowing you to make sales directly through your personal marketing website. When a customer places an order through your online retail cart, BHIP Global processes the payment and drop-ships the retail order to your customer; you receive the retail sale profit.

2. *RISING STAR BONUS*

A 1-Star Global Leader (1-Star GL) may earn the Rising Star bonus of \$200 US when they personally sponsor two (2) new permanent 1-Star GLs, one on the left side and one on the right side.

The personally sponsored left and right side 1-Star GLs must have enrolled within 28 days of each other.

The personally sponsored left and right side 1-Star GLs must each advance to permanent 1-Star GL rank within his/her first twenty-eight (28) days of enrollment.

To qualify for the Rising Star bonus, the sponsor must be at least 1-Star GL rank, fully qualified, and active. The sponsor must achieve 1-Star GL rank before his or her personal sponsorships. Personal sponsorships advancing to 1-Star GL rank before their sponsor do not apply toward the sponsor's Rising Star bonus.

3. *SUPER STAR BONUS*

A 1-Star Global Leader (1-Star GL) may earn the Super Star bonus of \$1000 US when they have two (2) personally sponsored distributors who achieve the Rising Star bonus, one on the left side and one on the right side.

The personally sponsored left and right side 1-Star GLs must earn their Rising Star bonuses within twenty-eight (28) days of each other. The personally sponsored left and right side 1-Star GLs cannot have applied toward earning a previous Super Star bonus for the sponsor.

To qualify for the Super Star bonus, the sponsor must be at least 1-Star GL rank, fully qualified, active, and must have achieved at least one prior Rising Star bonus. Personal sponsorships achieving the Rising Star bonus before their sponsor do not apply toward the sponsor's Super Star bonus.

4. *GLOBAL STAR BONUS*

A Global Leader (GL) may earn the Global Star bonus of \$400 US when they:

1. Personally sponsor two (2) new GLs, one on the left side and one on the right side (First Level GLs);

AND

*2. Those two First Level GLs each sponsor two (2) new GLs, one on his/her left side and one on his/her right side (Second Level GLs).**

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The First and Second Level GLs must have each enrolled within twenty-eight (28) days of each other.

The First and Second Level GLs must each advance to GL rank within his/her first twenty-eight (28) days of enrollment.

The First and Second Level GLs cannot have applied toward a previous Global Star bonus for the distributor.

To qualify for the Global Star bonus, the RBC must be at least GL rank, fully qualified, and active. The RBC must achieve GL rank before his or her First and Second Level distributors. First and Second Level distributors advancing to GL rank before the RBC do not apply toward the RBC's Global Star bonus.

**The First and Second Level distributors must be GL rank to generate a Global Star bonus. The Global Star bonus is not paid on First or Second Level distributors of 1-Star GL rank or higher.*

5. OVERRIDE BONUS

You may begin to develop two sales teams under your RBC by introducing others to BHIP Global and our wonderful products and opportunity. As they register their RBCs under you, you will develop a Left Sales Team and a Right Sales Team. You can earn income based on the product sales within your two teams as outlined below.



Global Leaders (GL) and National Leaders (NL) may earn override bonuses on their Global Commissionable Bonus Volume (G-CBV). Regional Leaders (RL) may earn override bonuses on their National Commissionable Bonus Volume (N-CBV).

To be eligible to earn Override Commissions, your RBC must be a commissionable rank (GL, NL, or RL), active, fully qualified, and you must have active full backoffice service.

After your RBC has met these qualifications, you are eligible to receive weekly override bonuses on your Global or National Commissionable Bonus Volume (depending on your rank) based upon a 1/3 - 2/3 ratio. Your sales team with lesser amount of accumulated (www.mlmlegal.com) downline BV is your 1/3 (or weak) side. Your sales team with the larger amount of accumulated downline BV is your 2/3 (or strong) side.

The override bonus is determined by the amount of accumulated CBV on your 1/3 (weak) side that can be offset by a least twice that BV amount in your 2/3 (strong) side. Any accumulated BV that remains unused after commissions have been calculated will carry forward for payment in future weeks as long as you remain active.*

One of the strongest aspects of this override bonus compensation system is that there is no minimum threshold of BV points required on the 1/3 (weak) side for commission payment when offset by the appropriate 2/3 (strong) side volume.

Commission Amounts:

Global Leader (GL) rank earns 15% of the Global CBV generated within the 1/3 Team leg.

National Leader (NL) rank earns 10% of the Global CBV generated within the 1/3 Team leg.

Regional Leader (RL) rank earns 10% of the National CBV generated within the 1/3 Team leg.

RANK	2/3 Team Volume	1/3 Team Volume	Commissions Earned	Maximum weekly**
Global Leader (GL)	2000 BV	1000 BV	\$150	\$25,000
National Leader (NL)	2000 BV	1000 BV	\$100	\$25,000
Regional Leader (RL)	2000 BV	1000 BV	\$100	\$25,000

Example 1:

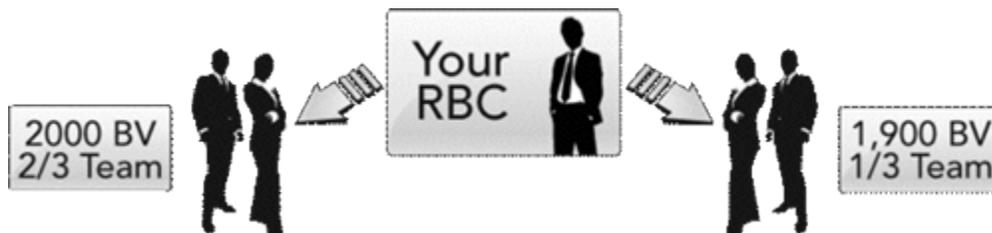


At the end of the commission week, your Left Sales Team's accumulated volume is 800 BV, and your Right Sales Team's accumulated volume is 2000 BV. In this example, your Left Sales Team is your 1/3 side, and your Right Sales Team leg is your 2/3 side.

800 BV from your 1/3 side is payable as CBV because there is more than twice that amount available on your 2/3 side. An override bonus will be paid using 800 BV from your 1/3 side and 1600 BV from your 2/3 side. A GL ranked distributor would earn \$120 US.

After commissions have been paid, your Left Sales Team carryover volume would total 0 BV, and your Right Sales Team carryover volume would total 400 BV [$2000 \text{ BV} - 1600 \text{ BV} (2 \times 800) = 400 \text{ BV}$]. This carryover volume will be available for future commission calculations as long as you remain active

Example 2:



At the end of the commission week, your Left Sales Team's accumulated volume is 2000 BV, and your Right Sales Team's accumulated volume is 1900 BV. In this example, your Right Sales Team is your 1/3 side, and your Left Sales Team leg is your 2/3 side.

1000 BV from your 1/3 side is payable as CBV because that is the maximum amount that can be offset against the 2000 BV on your 2/3 side. An override bonus will be paid using 1000 BV from your 1/3 side and 2000 BV from your 2/3 side. A GL rank distributor would earn \$150 US.

After commissions have been paid, your Left Sales Team carryover volume would total 0 BV, and your Right Sales Team carryover volume would total 900 BV [$1900 \text{ BV} - 1000 \text{ BV} = 900 \text{ BV}$].

* The maximum amount of unpaid accumulated volume that may be carried forward at the end of any weekly pay period in either the Left or Right Sales Team legs is 250,000 BV.

** An RBC's income is allowed to reach a maximum of US \$25,000 in overrides per week.

6. LEADERSHIP MATCH

Global Leaders (GL) may earn a weekly Leadership Match bonus based on the Leadership Rank achieved the previous calendar month.

Leadership rank is based on the number of distributors enrolled in an active autoship* (see definition below) of 20 BV or more on your left and right sales team.

Permanent 1-Star Leadership rank can be earned by purchasing at least 1000 BV in product within the first 15 days of enrollment. If less than 1000 BV is purchased within the first 15 days of enrollment, permanent 1-Star Leadership rank can be earned by accumulating at least 2000 BV in personal volume (PV).

Global Leaders must be active and fully qualified to be eligible to receive the Leadership Match bonus.

LEADERSHIP RANK	Active Left Autoships	Active Right Autoships	Matching Bonus
1 STAR (GL)	30	30	20%
2 STAR (GL)	90	90	20%
3 STAR (GL)	250	250	10%

Global Leaders with 1 Star Leadership rank receive a 20% match on the binary override income earned by their first level distributors (members you personally sponsored).

Global Leaders with 2 Star Leadership rank receive a 20% match on the binary override income earned by their second level distributors (members your personally sponsored distributors enrolled).

Global Leaders with 3 Star Leadership rank receive a 10% match on the binary override income earned by their third level distributors, (members your second level distributors (www.mlmllegal.com) enrolled).

* An active autoship is defined as an RBC that is currently enrolled in autoship and has an active status during the calendar month. An autoship with no paid order, an autoship that has gone inactive for any reason, or an autoship that has been deleted does not apply toward earning Leadership Rank.

** The Leadership Match bonus calculation is determined by the previous week's binary override income.

7. LEADERSHIP BONUS

Global Leaders (GL) may earn Leadership Bonuses based on achieving a certain number of autoship participants

in his or her Left and Right Sales Teams.

The autoship participants must be enrolled in an active* autoship of 20 BV or more. The Leadership Bonus is paid one time only for each rank achieved.

Global Leaders must be active and fully qualified to be eligible to receive the Leadership Bonus.

LEADERSHIP RANK	Active Left Autoships	Active Right Autoships	Leadership Bonus
1 STAR (GL)	30	30	
2 STAR (GL)	90	90	
3 STAR (GL)	250	250	\$3,000
4 STAR (GL)	1,000	1,000	\$7,000
5 STAR (GL)	2,500	2,500	\$40,000
6 STAR (GL)	5,000	5,000	\$200,000
DIAMOND (GL)	10,000	10,000	\$250,000
DOUBLE DIAMOND (GL)	25,000	25,000	\$1,000,000

TOTAL: \$1,500,000

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8. Lifestyle Bonus

Global Leaders (GL) may earn a monthly Lifestyle Bonus based on the Leadership Rank achieved and maintained each calendar month.*

Every month that you achieve and maintain the specified Leadership Rank, you will receive a Lifestyle Bonus equal to the amount specified for the Leadership Rank maintained that month.**

Global Leaders must be active and fully qualified to be eligible to receive the Lifestyle Bonus.

LEADERSHIP RANK	Active Left Autoships	Active Right Autoships	Lifestyle Bonus
1 STAR (GL)	30	30	\$69
2 STAR (GL)	90	90	\$299
3 STAR (GL)	250	250	\$500
4 STAR (GL)	1,000	1,000	\$750
5 STAR (GL)	2,500	2,500	\$1,000
6 STAR (GL)	5,000	5,000	\$1,500
DIAMOND (GL)	10,000	10,000	\$2,000
DOUBLE DIAMOND (GL)	25,000	25,000	\$2,000

*An RBC must earn 1-Star rank by achieving 30 active autoships on his/her left side and 30 active autoships on his/her right side to earn the monthly 1-Star Lifestyle Bonus. RBCs that have permanent 1-Star GL rank, but have not achieved 30 left and 30 right active autoships, do not qualify for the 1-Star Lifestyle Bonus.

** Lifestyle Bonuses are not cumulative. An RBC will earn the Lifestyle Bonus specified for his/her Leadership

Rank, and will not earn the Lifestyle Bonus indicated for lower Leadership Ranks.

GL Leadership Rank Recap

LEADERSHIP RANK	Active Left Autoships	Active Right Autoships	Leadership Match	Leadership Bonus	Lifestyle Bonus
1 STAR (GL)	30	30	20%		\$69
2 STAR (GL)	90	90	20%		\$299
3 STAR (GL)	250	250	10%	\$3,000	\$500
4 STAR (GL)	1,000	1,000		\$7,000	\$750
5 STAR (GL)	2,500	2,500		\$40,000	\$1,000
6 STAR (GL)	5,000	5,000		\$200,000	\$1,500
DIAMOND (GL)	10,000	10,000		\$250,000	\$2,000
DOUBLE DIAMOND (GL)	25,000	25,000		\$1,000,000	\$2,000

TOTAL:
\$1,500,000

All commissions are paid in US Dollars. Your regional market may have a minimum commission amount required before issuance of commission check or electronic payment. Check with local customer support in any market for local requirements.

To ensure the strength and stability of the BHIP Global Compensation Plan, all commissions are paid within the guidelines of our 65% cap rule:

65% Cap Rule

We pay out to the field, in the form of commissions, up to 65% of commissionable revenues we receive on product purchases over the lifetime of our program.

If the commissions in any week do not exceed 65% of commissionable revenues, the excess monies are retained for later payment in future weeks should the 65% cap threshold be exceeded.

If commissions were to exceed the 65% Cap, commissions would be distributed in the following way. First, any previously retained monies would then be applied to available commission funds, and if the excess were fully offset, commissions would be paid in full according to the standard commission system. If after any previous monies were included, the commissions were to still exceed the cap threshold, then that remaining excess amount would be divided into the 65% Cap amount to determine a percentage factor for adjustment.

Once that adjustment percentage is determined, that is the percentage of dilution that would be applied uniformly to all commission levels to determine actual commission payments by rank in that commission week.

Discussion of Distributor Base and Sales Volume in U.S.

bHIP Global has 30 million dollars invested in infrastructure and operates in the United States, Canada, and Puerto Rico. The company plans to launch in 30 (www.mlmlegal.com) countries within 30 months.

Company Website: <http://frontpage.bhipglobal.com/main/index.php?lang=english&webID>

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Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.

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