

Bob Wood's Story

I'm Bob Wood, the founder and CEO of BizNet College based in the Dallas, Texas area.

I learned early from my dad that any job worth doing is worth doing right. I gave 200% to everything I did, and still do.

I've seized many opportunities in my life including becoming a professional dancer, a national Olympic athlete, and a senior technologist for Microsoft.

I've been an entrepreneur for as long as I can remember.

INTERNET ENTREPRENEUR

In 1998 I developed the first Internet product search engine and launched Shabang.com. We had 80 employees and a 40,000 square foot facility as we grew the company to a \$200M market cap.

NETWORK MARKETING CONSULTANT

In 2004, I started another new venture called Pinnacle Institute to support the direct sales industry. I provided business, marketing, and technology consulting and systems for over 50 network marketing companies fulltime for 20 years. I had the fortunate opportunity to work with and learn from many great marketing leaders in the field. I listened attentively to what they wanted and needed, and then I programmed the systems to help make them more efficient.

CRYPTOCURRENCY EXPERT

In early 2014, I was contacted by someone that wanted to start a network marketing company for Cryptocurrency. I wasn't very familiar with Cryptocurrency, so I started learning everything I could about it. I was intrigued by the mission to put the people back in control of their financial system with cryptocurrency, which prevents the government from printing money out of thin air and prevents them from seeing what we do with our money. I started studying everything I could get my hands on about cryptocurrency. I read many books and online articles, watched many videos, and listened to online cryptocurrency experts and developers. I developed several cryptocurrency coins and tokens myself and eventually started speaking at cryptocurrency conferences. One of my most

popular presentations was on Crossing the Cryptocurrency Chasm and how cryptocurrency will move from a techie innovation to mainstream adoption. I am also working on a cryptocurrency book by the same name.

CRYPTOCURRENCY ANALYST

In the process of building and supporting Cryptocurrency Network Marketing companies, I also research other related projects from a technical perspective. I discovered that almost every MLM company with cryptocurrency was a scam. They pretty much all had the same model.

They'd create their own Cryptocurrency coin and then promote it to unsuspecting people that their coin was going to be the next bitcoin, commonly known as Pump & Dump schemes. As soon as the hyped-up buyer demand raised the price of the coin to millions of dollars, the founders would sell off all their coins, crash the price, and disappear.

Network marketers flocked to these programs that eventually stole millions of dollars from good people. I researched and exposed many of these companies including one called OneCoin by Ruja Ignatova in Bulgaria that cheated people out of \$4.5B with a fake coin.

My work in this area led me to an opportunity to provide expert research to the SEC.

CRYPTOCURRENCY EVANGELIST

I teach people that the price volatility of cryptocurrency is caused by the 100% dependency on speculators for buyer demand. When we reach the mainstream adoption of cryptocurrency, the only coins that will thrive are the ones with real utility function. Like precious metals, prices will be stable when most of the buyer demand comes from its utility purpose rather than speculation.

My focus in the cryptocurrency industry has been on educating people about the power, potential, and virtues of cryptocurrency. I also built several businesses that use cryptocurrency to provide real utility function.

I built a bartering system like Craigslist and Facebook Marketplace where products and services can be listed for sale to be purchased with cryptocurrency.

I built a marketing system for merchants to get and keep new customers with a shared loyalty rewards program where the loyalty points are cryptocurrency.

And I built a real estate investment system that creates portfolios of commercial properties in America to be purchased by foreign investors in fractional units with cryptocurrency.

The day will come, and it cannot be stopped, that every business in the world will accept cryptocurrency as easily as they currently accept cash and credit cards.

PERSONAL MISSION

Over the last 20 years I have seen the good, bad, and the ugly in the network marketing industry and in the cryptocurrency world.

I have seen all the scams that are cheating good people out of their hard-earned money.

Even with everything that I've seen, I am still a firm believer that network marketing and cryptocurrency are both wonderful... when done right.

And that is my mission, to show the world how network marketing can be done right with a simple affordable program for average people to make good money, and hence for leaders to make great money. And to show the world how cryptocurrency can be done right to empower the people to take back control of their money and their financial system.