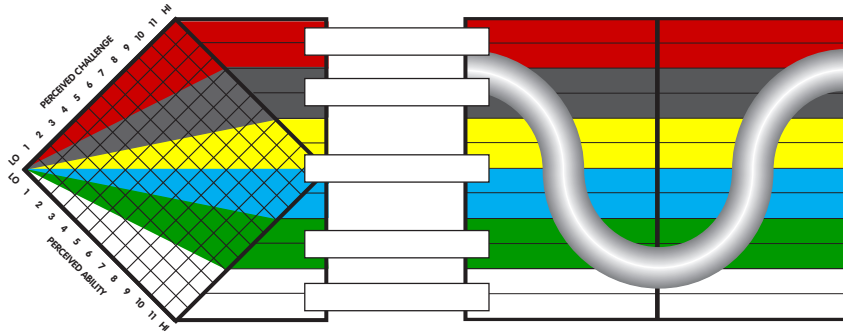


MasterStream Strategic Framework



PROTOCOL:

the standards of conduct and specific moral choices an individual makes in relating to others.

A Question of Ethics?

are designed to intimidate or pressure an individual into an action they may not otherwise have taken.

is a subconscious technique designed to transfer positive responses to an unrelated product or idea.

is the intentional misrepresentation of the availability of the product or idea being offered.

A Question of Truth?

is the complete and accurate representation of a product or idea.

Four Aspects of a Truthful Approach

MasterStream Motto

If the can't sell should.