Pre-Section One: A Cup of 'Montpellier-Exclusive Green Tea' for Le Petit Monde, La Librairie Enchantée, and Their Fellow Spaces

Last updated on February 19, 2025! If we add more twists, turns, or surprises later, don't worry we'll attach the updates like little treasures waiting to be discovered!

Revitalizing Connections: Supporting Montpellier's Child-Friendly Community



Inspired by Saint Roch's compassion, Cambacérès' wisdom, and Valéry's imagination, we establish the first-ever alliance of child-friendly museums and shops in Montpellier, develop an IP matrix to empower small and medium-sized institutions, and create a cultural journey that connects Huangshan and Montpellier.

PART1: The Road to Montpellier - A Mini-Theater of Stories Matrix Kids Card Museum

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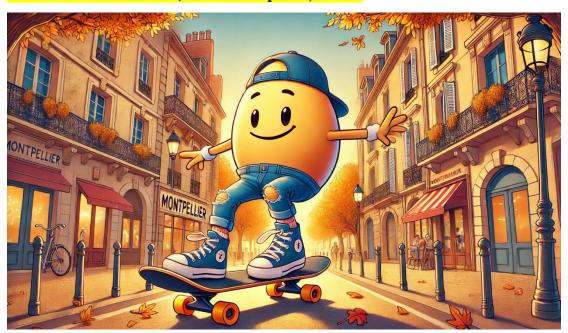
Embark on a heartfelt journey of inspiration, resilience, and whimsical discovery that led to the creation of a dream museum for children and families in Montpellier.



Scene 1: Seeds of a Dream

Title: Planting Whimsical Seeds

Time: Late Autumn 2018 | Place: Montpellier, France



In 2018, my connection with Montpellier began in the most unexpected way. I stumbled upon a whimsical project created by two co-founders from Montpellier. Their bold idea was later joined by another co-founder from California, adding a global twist to their already ambitious dream. The whole project was delightfully quirky—imaginative, slightly chaotic, and utterly captivating.

As I watched their story unfold, I felt something **stir in me**. It was as if a **seed had been planted** deep in my heart. And at that moment, I thought, *Why not me? Why not France? Why not now?*

But the truth is, this dream didn't just appear out of nowhere. It had been with me since I was about 12 years old. Even though I was still a kid myself, I was already plotting to open **my own** kindergarten—because why wait, right? My **gut feeling** back then, at just a little over 10 years old, told me that early childhood education was the **greatest education in the world**—the kind that could shape everything that came after. This dream was part of me—quiet, persistent, and maybe a little too ambitious for someone still figuring out long division.

And that moment in 2018? It didn't create the dream, but it **supercharged** it—like adding rocket fuel to a tiny paper plane. Or maybe, just like them, it was as if they had secretly folded a temporary paper airplane at the top of the **Eiffel Tower**, letting it take off into the sky—carrying their dream with it. Suddenly, it wasn't just a dream. It was a mission. And there was no way I was going to un-dream it.

Before that moment, I had never dared to dream of opening the world's best kindergarten in France. But suddenly, that whimsical seed of inspiration began to grow. It felt bold, a little impossible, and completely exhilarating. That was the start of something extraordinary, though I couldn't fully grasp it at the time.

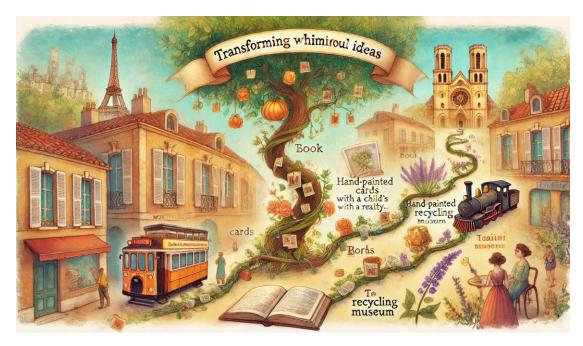
So, what does their story have to do with kindergartens? Honestly, **nothing—and everything!** Maybe it was a spark of inspiration, a kind of brainwave resonance, or just a
moment when their dream ignited my own. It doesn't really matter—hahaha! What matters
is that in that instant, I made up my mind. That whimsical project became the foundation for
all of this. The full story is far too vast to tell here, but I will share it someday—face to face,
over a warm cup of tea. **It must be told.**

And to them—thank you. Thank you for dreaming boldly, for daring to be whimsical, and for unknowingly planting a seed in my heart. Some stories don't need to be told in full to be **deeply felt**.

Scene 2: Cultivating the Dream

Title: Irrigating the Seeds

Time: Late Autumn 2018-Present | Place: France, always in dreams :)



But dreaming is one thing—turning it into reality was an entirely different challenge.

Nurturing this dream wasn't easy, and I'll admit, my initial ideas were...well, ambitious. Before 2019, I was convinced that I could simply buy a kindergarten in France. I had worked as a lawyer and handled business deals in Australia, including the delivery of a kindergarten, so I thought, **How hard could it be?**

However, as I delved deeper, I realized it wasn't that simple. In France, foreigners can't just open kindergartens—it's nearly impossible due to regulations and ideological differences. Moreover, there isn't an independent profession dedicated to early childhood education in France; education is categorized broadly. But I was passionate specifically about early childhood education.

At one point, my research led me to consider Germany. Their system seemed more suitable, with a dedicated early childhood education field. But despite this, I couldn't give up my dream of opening **the best kindergarten in the world—and it had to be in France.** As someone who isn't particularly strong in history, even I knew about the centuries-old rivalry between Germany and France. Still, my heart was set.

Searching for Solutions

With these challenges in mind, I explored three creative solutions to keep my dream alive.

The First Solution: Writing a Book



If opening a physical kindergarten wasn't possible for the time being, then why not create a sky kindergarten? I explored the concept in depth, researching how early childhood education could take place beyond traditional classrooms. But I soon realized—**true early learning needs connection.** A sky kindergarten would be incredibly difficult to achieve.

Yet, the idea lingered, and it was **because of them, AGAIN!** The three partners—the two from Montpellier and one from California—had once shared a story about their **skiing adventure in Mont Blanc.** I still remember the way they described it—the crisp mountain air, the quiet beauty of the snowy town, and the melody of *Wake Up Little Susie* playing in the background.

Then, one night, I had a dream.

I saw **Susie in a snowy mountain town.** The very same landscape they had described. The story **unfolded as if it had been waiting for me.** When I woke up, I knew—this was it. In just three weeks, **I wrote** *Susie's Family Story*.

And to them—thank you. Thank you for sharing your adventure, for painting that picture in my mind, and for unknowingly planting a seed that still grows today.

The book, **SUSIE'S FAMILY STORY**, tells the tale of Susie, who lives in a snowy mountain town. When an epidemic and financial difficulties strike, she sends her son to an aerial kindergarten. The kindergarten has six teachers—**M.A.T.R.I.X.**, each based on real people. The story is available for free to children worldwide at **www.matrixkidscards.co**. This story brought so much joy and connection to families during the pandemic that a second season is inevitable. Susie's family story will definitely continue!

The Second Solution: A Thought Experiment with My Son



The second solution was born out of necessity. A sky kindergarten is a great idea, but how could I encourage children to create? The only person in my family deeply involved with kindergarten was my son, **Hunter**, who was in kindergarten at the time. Hahaha!

So, I began an experiment. Every day, for 180 days, Hunter and I played the same game.

"How old is Mum this year?"

"22!"

"Where can Mum open the best kindergarten in the world?"

"France!"

It was our little word-filling game, our daily ritual. And of course, I added a **personal** touch—22 forever! Hahaha! My son never questioned it. He was only five at the time—an age where children still believe every word adults say. Maybe it was the magic of childhood. Or maybe it was his beta brain waves, making everything I said feel like absolute truth.

Then, something funny happened. One day, **Hunter proudly repeated our game to his** writing teacher—except he wasn't just playing anymore. He was stating it like a fact.

"Mum is building the world's best kindergarten in France!"
His teacher laughed in surprise and exclaimed, "YOU HAVE A CRAZY MUM!"

Later that day, **Hunter jumped home**, eyes shining with excitement.

"Mum! My teacher said, 'YOU HAVE A CRAZY MUM!"

I laughed, "Oh? And what do you think?"

Hunter shook his head, completely serious. "I don't think you're crazy."

From Cards to a Bigger Dream

Despite this, I persisted. Hunter and I began a new experiment—this time, with hand-painted cards. We gathered fallen leaves during our walks, and over six months, Hunter created **a new card every day**.

These cards became more than just art. They were **a foundation**, a way to help children create freely, no matter their resources.

Then, one day, a new dream emerged.

If I couldn't open a kindergarten, why not a **museum of cards**? If Hunter could do it, then children everywhere could do it too.

And of course, these cards weren't just random creations. They were connected to **Luhmann's card-recording method**, which, funny enough, originated in Germany. Hahahaha! Germany keeps sneaking into this story!

The Third Solution: The World's Best Leaf Recycling Museum (Not Only Because of an Insufficient Start-Up Fund)



As the idea for the museum evolved, I realized it needed a deeper, symbolic foundation—something timeless, universal, and practical. Enter **tea**, a symbol of creativity, connection, and sustainability.

In my family, tea has always been more than just a drink—it's a way of life. My great-grandfather, grandfather, and father all drank green tea daily. Naturally, I follow the same tradition. But tea is also a creative medium. **Good tea is used to drink, and old tea is used to make cards—because why let a good leaf go to waste?**

This vision aligns perfectly with the museum's purpose: to inspire creativity in children while

promoting sustainability. Imagine the world's best **leaf-recycling museum**, a magical space where old tea leaves are transformed into art. From hand-painted cards to intricate collages, each exhibit will show children how even discarded materials can spark imagination and tell a story.

Many of Hunter's cards were inspired by **fallen leaves** we picked up together. One of the best leaves in the world comes from my hometown: **Huangshan Maofeng green tea**. By connecting Provence's herbal green tea with Huangshan's green tea, the museum bridges cultures, showing children how creativity and sustainability transcend borders. Of course, there's another reason Huangshan goes to Provence (besides creativity and culture). If the cards don't sell—or the tickets—**we still have tea and tea classes to keep things running.** Hahaha! It's our third safety net to ensure the museum doesn't close down too soon. Practical and funny, right?

The Magic of the Matrix

Of course, there isn't just a fourth method—there's a whole **matrix of possibilities**! That's why it's called the **Matrix Kids Cards Museum**—our name says it all.

The idea of a **matrix** has been with me since my rebellious youth (*let's just say it was a while ago—hahaha*). Back then, I stumbled upon a book titled *How Geniuses Think* by Aleinikov A., which introduced me to the **"Million Idea Generator" Matrix**. This concept, all about exploring endless possibilities to spark creativity, planted a seed in my mind that never stopped growing.

Years later, this concept became the foundation of the **Matrix Kids Cards Museum**. By combining the **Matrix framework** with **Luhmann's card-writing method**, the museum became a space where creativity thrives in small, meaningful steps. Even Hunter's creations, inspired by our long walks and shared ideas, embody this blend of **structure and imagination**, showing how even the simplest ideas can grow into something extraordinary. The Matrix Kids Cards Museum isn't just a place for art—it's a **living, breathing system** where every card and every leaf adds a new thread to a never-ending web of creativity.

Because in the Matrix, **every thread of creativity has the potential to weave a little magic**—and that's where the fun truly begins. After all, we all need a little magic now and then—and a few magic beans!

Scene 3: Witnessing Resilience

Title: Nurturing the Seeds of Resilience

Time: Primary School Summers | Place: My Grandmother's Clinic



When I was a child, I spent summers at my grandmother's small clinic. She ran it all on her own after retiring—a **one-woman operation** that handled everything: consultations, prescriptions, injections, and even managing IV fluids. The clinic was small, but it brimmed with her **quiet strength** and **tireless dedication**.

What I remember most vividly is her ingenious way of coaxing nervous children into taking their injections. She had a **"magic handkerchief."** Before giving a shot, she'd hold it up and say, **"This cloth has superpowers—it can make the ouchie disappear in seconds!"** The children, wide-eyed and skeptical, would reluctantly agree to try it. After the injection, she'd gently touch the area with the handkerchief and say, "See? The magic worked! It's all gone now!"

And you know what? It worked every single time. Watching her, I learned that running anything—whether a clinic or a museum—isn't just about **skills and hard work**. It's about understanding people, finding creative solutions, and making them feel cared for. Her clinic wasn't just a business; it was a place where people felt safe and seen.

Now in her 80s, my grandmother still amazes me with her resilience, humor, and knack for making everyone feel special. When I think about the **Matrix Kids Cards Museum**, I realize how much of her approach lives in it. Just like her clinic gave comfort and hope, the museum is here to care for every small, vulnerable heart that walks through its doors. It's more than a space for creativity—it's a place where love and imagination come together to make a little magic.

Scene 4: A Sweet Gesture in a Tense Room

Title: Sowing Seeds of Compassion

Time: Fourth Year of Undergraduate Study | Place: Civil Courtroom



During my legal internship in my fourth year of undergraduate study, I found myself in a tense courtroom. A **5-year-old girl** sat silently as her parents argued heatedly before the judge. Her small figure seemed out of place amidst the towering adults and the heavy legal atmosphere. Her **wide**, **anxious eyes** clung to every word.

In law, we have a principle called **B.I.C.—the Best Interest of the Child.** But in moments like this, I wondered: what's truly best for a child caught in such turmoil? The law resolves disputes between adults, but what about the **emotional scars** left on children?

I reached into my bag and handed her a **piece of candy.** She hesitated, then accepted it, her worried face softening for a moment. That small gesture stayed with me. It reminded me how fragile children can be and how important it is to create **spaces where they feel safe**. This moment planted the seed of a new dream: to help children **heal through creativity**, offering them ways to process their emotions and rebuild.

This story ties directly to the *Matrix Kids Cards Museum*. Beyond inspiring creativity, the museum provides tools to help children **repair emotional wounds**. Every leaf and card is a small step toward a brighter, more resilient future.

Scene 5: Summer 2024: Falling for Montpellier Title: Discovering Home Away from Home

Time: June 2024 (June's Lucky Month) | Place: Montpellier, France

As the dream of the **Matrix Kids Cards Museum** became more concrete, the question of where to bring it to life loomed large. Initially, Nice seemed like the perfect choice—the location, the prestige, the glamour. I had envisioned the museum nestled in the French

Riviera, surrounded by beauty and sophistication.

But as I explored the area, something didn't feel right. The reality didn't match the vision I had built in my mind. It wasn't about the location or the beaches—it was something deeper, something intangible that didn't quite click.

That uncertainty lingered until my mum—ever curious and adventurous—suggested a visit to **Montpellier**. Though I had known of Montpellier as a lively university town since 2018, I hadn't considered it a place for families with young children. Still, its proximity to Provence and its intriguing charm sparked my curiosity.

When we arrived, it was clear—Montpellier wasn't just a city. It was alive with creativity, connection, and warmth. From its stunning medieval streets to its lively **Place de la Comédie**, Montpellier offered a rare mix of history and modern vibrancy. The city seemed to whisper, "This is where creativity belongs." What started as a spontaneous visit quickly turned into a love story with a place that felt like home.

Montpellier Mini Comedy Theater: Eight True Tales



PLAY 1: The Warm Welcome in Montpellier

"A warm-hearted host offers their best-kept secrets to a weary traveler." — Cyrano de Bergerac Our arrival at the B&B felt like stepping into a cozy French postcard. The hosts welcomed us with genuine warmth and handed us a paper map adorned with sticky notes and handwritten notes. There was something timeless about it—a traditional way of presenting the city. As I unfolded the map, it felt like Montpellier wasn't just a new destination; it was somehow blood-related, like reconnecting with a long-lost family member. A lovely girl beamed and said, "This city is so charming, you can walk around for an hour and never regret it." And she was absolutely right. Their enthusiasm set the tone for a week of unexpected delights.

PLAY 2: Tomatoes and Hair Dye in Montpellier

"A shopper proudly proclaims the brilliance of their discovery to everyone within earshot." — Le Bourgeois Gentilhomme

At a local supermarket, my mum and I found ourselves navigating the aisles like two explorers, relying entirely on visual cues since we couldn't read the labels. It was an extraordinary adventure! My mum clutched the most gorgeous tomatoes she'd ever seen while eyeing a shelf of portable hair dye. She declared both to be treasures of equal importance. By checkout, she had bought every box of dye. "These are a bargain!" she exclaimed, holding them aloft like a victorious hunter. The cashier gave us a bemused smile as I tried to contain my laughter.

PLAY 3: The Spoonless Greek Yogurt Adventure in Montpellier

"Two characters invent absurd solutions to an everyday problem." — Les Fourberies de Scapin Back at the B&B, we sat down to enjoy a tub of Greek yogurt I had picked up at the dairy counter. I wasn't entirely sure what it was because it looked like milk, cheese, and yogurt all in one. "I probably know the Greek word, so I guessed!" I joked. We eagerly opened it, only to realize we didn't have spoons. My mum suggested using the lid as a makeshift utensil, while I dipped a finger in for a bite. We both dissolved into laughter, yogurt-covered and carefree, like kids at summer camp.

PLAY 4: Fried Noodles and Romance in Montpellier

"A shared meal becomes an intimate reflection of love and connection." — Roméo et Juliette While savoring fried noodles at a café, we noticed a young couple at the next table imitating us—ordering the same dish, copying our gestures, and even laughing like we did. They punctuated their meal with frequent kisses. My mum raised the most philosophical question of the day: "Why are the French so romantic about chow mein?" I burst out laughing and replied, "If you're romantic, everything is romantic. Romance is a thought!"

PLAY 5: The Beautiful Skirt in Montpellier

"A bold woman becomes the center of attention with her undeniable charm." — Madame Sans-Gêne

In a boutique, my mum stepped out of the dressing room wearing her flowy, color-block cotton dress. She paired it with a long-sleeve skirt she found on sale for less than €30. Instantly, the room became a stage as shoppers admired her. One elderly woman even patted her shoulder and gave her a look of sincere praise that transcended language. Beaming, my mum twirled dramatically and declared, "This is the best city in France!"

PLAY 6: Train Station Serenade in Montpellier

"Simple acts of kindness elevate an ordinary moment into something extraordinary." — Les Misérables

At the train station café, we indulged in desserts while a pianist filled the space with melodious tunes. The barista, who was as charming as she was attentive, turned to us and asked, "Is the cake as good as the music?" It was. The white background of the station,

the golden sunlight streaming in, and the piano's gentle notes created a scene so beautiful it felt surreal. My mum suddenly said, "I could stay in this city for the rest of my life." It was in that moment that I knew—this would be where I would build the museum.

PLAY 7: The Cycling Grandfather in Montpellier

"An elder reflects on life's small pleasures with quiet dignity." — Les Bonnes

Over dinner at a bustling restaurant, a senior gentleman joined our table. His sharp eyes, unassisted by glasses, sparkled with enthusiasm as he shared stories of his weekly cycling adventures. "Cycling is freedom, and steak is the reward!" he proclaimed, raising his glass.

He told us he had been coming to this restaurant every weekend for decades. "I used to live in this area, and this place has always felt like home," he said with a fond smile. His loyalty to the restaurant and the surrounding neighborhood was evident, a testament to how deeply he cherished the small pleasures in life. Then he smiled—a smile so pure and full of joy it was like seeing a child delight in their favorite toy.

PLAY 8: The Miniature Train Adventure in Montpellier

"A mundane journey turns into an absurd spectacle." — La Cantatrice Chauve

The miniature tourist train jolted and bumped along Montpellier's winding streets until it got stuck at a sharp turn. As passengers gasped, the driver scratched his head and then, with a theatrical flourish, managed to navigate the corner. Spontaneous applause erupted, and someone shouted, "Encore!" I joked, "If I ever fell on this train, I wouldn't dare show off about it!" It was a scene so wonderfully absurd it felt like a comedy film.

Eight little plays, eight moments of laughter, warmth, and unexpected connection.

Looking back, each of these small encounters felt like pieces of a larger picture, little clues leading us somewhere we didn't even know we were searching for.

Montpellier wasn't just a backdrop to these stories—it was the invisible thread weaving them together. The welcoming hosts, the spontaneous adventures, the music, the strangers who felt like old friends—this city wasn't just a place we visited. It was a place that embraced us.

And so, without even realizing it at first, Montpellier had already answered the question we hadn't yet asked: *Where should this dream take root?*

Why Montpellier?

Montpellier is more than a city—it's a **living storybook**, where every street corner whispers tales of its rich history and dynamic culture. Its **Place de la Comédie**, with its vibrant performances and lively atmosphere, feels like the beating heart of the city. From its welcoming people to its Mediterranean charm, Montpellier celebrates creativity, connection, and joy like no other place.

For the **Matrix Kids Cards Museum**, Montpellier is the perfect home. Here, the museum can flourish as a place where children's creativity and cultural harmony come alive. The

city's people and energy made the decision effortless, as if Montpellier had been waiting for this dream all along.

Montpellier will not just house a museum—it will nurture a legacy. A legacy of creativity, connection, and art that bridges generations and cultures. By the end of our month-long stay, my mum and I knew—Montpellier wasn't just a stop on our journey. It was the destination. The dream was no longer just a vision; it had found its roots in a city that felt like magic.

P.S.The above are all genuine reviews from me and my mother—no one bribed us to write fake reviews. Hahahahaha!

Finale: Seven Years in the Making

Time: June 2025 (June's Lucky Month, again) | Place: Leaf Creativity Pavilion

We wanted to make a cup of good tea but found no tree.

We tried to plant tea seeds but found no key.

It took seven years—finding the land, nurturing the seeds, and letting them be.

A gentle greeting, the tea is ready, here we come. Let's get started—together, in Montpellier.

Let's talk about tea now. A cup of **good green leaf tea**, a Montpellier, and an IP. **Are you in, or will you miss out?**

Warm regards,

June W.

Curator, Leaf Creativity Pavilion



Part 2: Treasure Map to Sustainability – Unearthing Gold (and Numbers) in Montpellier



All friends who continue reading are IN. Congratulations! We are about to officially start digging for treasure! Think of this part as the treasure map, and every number is a clue. While the details may be hypothetical, the solutions are as real as solving a mathematical problem. Once you know the formula, you can crack the code and solve your problem too. Let's dive in and uncover the magic.

Nature thrives when given balance: the right light, water, and care. Similarly, museums flourish when their operations align with creativity and financial sustainability. Numbers, though seemingly impersonal, hold the power to transform potential into reality. Let's transition into the practical side of building this equilibrium.

First Set: Simulated Monthly Operating Figures

Imagine the daily life of a family-friendly museum in Montpellier:

- **Visitors**: Assume 150 visitors per day.
- Daily Income:
 - **Ticket Sales**: 150 visitors $\times \in 8 = \text{€1,200}$.
 - o **Peripheral Sales**: 30% of visitors (45 people) × €5 = €225.
 - Total Daily Income: €1,200 + €225 = €1,425.
- Expenses:
 - Staff Salaries: 4 staff members × €80/day = €320/day (no change to wages or workload).
 - Rent and Utilities: Fixed at €400/day.
 - o Supplies and Maintenance: Average of €150/day.
 - o Total Daily Expenses: €320 + €400 + €150 = €870/day.
- Net Income:
 - Net Daily Margin: €1,425 €870 = €555/day.

This represents the current operational reality: sustainable, but with limited flexibility for

growth or innovation.

Second Set: Scenario with a 30% Revenue Increase Through Creative Savings

Now imagine optimizing operations to unlock a 30% increase in revenue, achieved through innovative and sustainable cost-saving methods:

- Daily Income:
 - **Ticket Sales**: €1,200 + 30% = €1,560.
 - o **Peripheral Sales**: €225 + 30% = **€292.50**.
 - o Total Daily Income: €1,560 + €292.50 = €1,852.50.
- Creative Cost Savings:
 - Energy Efficiency: Replace traditional lighting with LED systems and optimize HVAC usage, reducing utilities by 10%.
 - **Savings**: $\leq 400 / \text{day} \times 10\% = \leq 40 / \text{day}$ ($\leq 1,200 / \text{month}$).
 - Supplies Optimization: Bulk purchase agreements and local partnerships lower supply costs by 10%.
 - **Savings**: €150/day × 10% = €15/day (€450/month).
 - Marketing Efficiency: Transition to cost-effective digital marketing campaigns and local collaborations, reducing marketing expenses by 10%.
 - Savings: Assume marketing is 10% of total expenses (€870 × 10% = €87/day), yielding €8.70/day (€261/month).
- Revised Expenses:
 - Rent and Utilities: $\leq 400 \leq 40 = \leq 360/\text{day}$.
 - Supplies: $\le 150 \le 15 = \le 135/\text{day}$.
 - o Staff Salaries: €320/day (no change).
 - o Total Daily Expenses: €320 + €360 + €135 = €815/day.
- Net Income:
 - Net Daily Margin: €1,852.50 €815 = €1,037.50/day.
 - Net Monthly Margin: $€1,037.50 \times 30 = €31,125$ /month.

Practical and Creative Cost-Saving Methods with Savings

- 1. Energy Efficiency:
 - Replace conventional lighting with LED alternatives and automate lighting and HVAC systems to match visitor patterns.
 - Savings: €1,200/month.
- 2. Supplies and Maintenance:
 - Establish bulk purchasing agreements and prioritize local suppliers for discounts and sustainability.
 - o **Savings**: €450/month.
- 3. Marketing and Community Engagement:
 - Shift to social media campaigns, email newsletters, and partnerships with local schools and businesses.
 - o **Savings**: €261/month.

Total Monthly Savings: €1,911

So, with all these optimizations, what does this mean for a museum—or any creative institution?

It means that sustainability isn't just about cutting costs—it's about making smart, creative choices that turn small improvements into big changes.

And here's the real question:

If a 30% increase is possible through creative solutions, what else is possible? Maybe the answer isn't just in numbers, but in rethinking the way we build, connect, and innovate.

The key isn't just saving money—it's unlocking potential.



Part 3: How One Store in Montpellier Can Grow into Thousands Online at Nearly Zero Cost



Introduction: The Common View

"Some people believe that the success of a physical store or museum catering to 0-6-yearolds in the city center of Montpellier depends on how many people walk in and how many click and buy from the online store."

Exploring the Numbers

Let's take a closer look at the financial dynamics of a small commercial store in Montpellier. We'll evaluate revenue, costs, and profit from two key income sources: walk-ins and online sales, calculated over a single week.

1. Walk-In Revenue and Costs

- Weekly Visitors: 150 visitors/day × 7 days = 1,050 visitors/week.
- Conversion Rate: 30% of visitors make purchases = 315 customers/week.
- Average Spend Per Customer: €20.
- Total Weekly Revenue: 315 customers × €20 = €6,300/week.
- Costs:
 - o **Staff Salaries**: 3 staff × €80/day × 7 days = €1,680/week.
 - o Rent and Utilities: €1,000/week.
 - o Supplies and Maintenance: €700/week.
 - Total Weekly Costs: €1,680 + €1,000 + €700 = €3,380/week.
- Net Weekly Profit (Walk-Ins): €6,300 €3,380 = €2,920/week.

2. Online Sales Revenue and Costs

- **Weekly Online Visitors**: 2,000 unique visitors/week.
- **Conversion Rate**: 5% of online visitors make purchases = **100 customers/week**.
- Average Spend Per Customer: €30.
- Total Weekly Revenue: 100 customers × €30 = €3,000/week.
- Costs:
 - o Web Hosting and Maintenance: €200/week.
 - o Digital Marketing: €500/week.
 - o Shipping and Logistics: €10/order × 100 orders = €1,000/week.
 - o Total Weekly Costs: €200 + €500 + €1,000 = €1,700/week.
- Net Weekly Profit (Online Sales): $\le 3,000 \le 1,700 = \le 1,300$ /week.

Summary of Weekly Performance

- **Total Revenue**: €6,300 (Walk-Ins) + €3,000 (Online Sales) = **€9,300/week**.
- **Total Costs**: €3,380 (Walk-Ins) + €1,700 (Online Sales) = **€5,080/week**.
- Net Weekly Profit: €9,300 €5,080 = €4,220/week.

While the combined weekly profit of €4,220 is encouraging, it highlights the fragile balance of traditional models, which depend heavily on consistent foot traffic and online engagement. A slight increase in costs or dip in sales could significantly impact the store's viability. Every decision carries weight, both financially and in terms of serving the community.

Reflection and Core Question

While these calculations highlight the strengths of traditional models, they also expose their limitations. Foot traffic and online clicks may drive revenue, but can they ensure long-term resilience?

The real question is, is there a possibility that does not depend on how many people walk in or how many people click to purchase the products at the outlet? Are your products and services sold anywhere globally at no additional cost? "One physical store, thousands of cloud stores."

A Friendly Vision for the Future

Imagine a cozy little store in the heart of Montpellier, its shelves stacked with delightful toys and whimsical books that could make even grown-ups pause and smile.

Now, picture these same treasures making their way to the hands of children far and wide:

- A curious kid in Finland builds a robot they discovered through a fun online workshop.
- A parent in Japan unwraps a handcrafted puzzle that becomes their toddler's new favorite.

It's like spreading a bit of **Montpellier magic around the globe**, without ever needing to pack a suitcase. By mixing creativity with a dash of resourcefulness, we can turn local gems into global joy-makers, ensuring child-friendly institutions not only survive but also bring smiles and wonder to families everywhere.



Part 4: From Huangshan to Provence—A Shared IP Vision



Clarifying IP and the Alliance Purpose

Many believe that IP is simply the name of their store or product. This may hold true for giants like Apple or Starbucks, whose names alone command global recognition. But for small and medium-sized businesses, **IP requires a new approach**.

The IP we're introducing isn't limited to "Huangshan to Provence." It's a **scalable template** that connects any two coordinates, creating unique competitive tracks for businesses. This **matrix of connections** transforms isolated entities into collaborative networks, enhancing visibility and recognition while fostering growth.

Unlike well-established brands like Lipton black tea or Uniqlo, the true value of IP lies in empowering small and medium-sized businesses. These businesses often operate adjacent to famous names but lack the visibility and recognition to thrive independently. The **IP alliance framework** provides these businesses with the protection, recognition, and shared

opportunities they need to succeed.

Answering the Big Question

In Parts 2 and 3, we posed some critical questions:

- Part 2: How do we achieve a 30% profit increase without raising operational costs?
- Part 3: How can small businesses leverage the concept of "thousands of cloud stores" to thrive beyond traditional models?

Detailed and Rational Analysis: Part 2 - Achieving a 30% Profit Increase

The key to a 30% profit increase lies in combining revenue growth with cost efficiency. Here's a breakdown of the accounting:

1. Baseline Weekly Profit:

- Total Revenue: €9,300/week (calculated from walk-ins and online sales in Part 2).
- o Total Costs: €5,080/week (staff salaries, rent, supplies, and online expenses).

2. Revenue Growth from IP Alliance:

- Shared Promotions: Co-branded campaigns (e.g., Huangshan tea and Provence cards) attract 20% more customers both in-store and online:
 - Walk-In Revenue Increase: €6,300 × 20% = €1,260.
 - Online Revenue Increase: €3,000 × 20% = €600.
 - Total Weekly Revenue Growth: $\in 1,260 + 600 = 1,860 / \text{week}$.

3. Cost Savings Through Collaboration:

- o **Bulk Purchasing**: Reducing supply costs by 10%:
 - Supplies Savings: €700 × 10% = €70/week.
- Shared Marketing: Reducing advertising costs by 20%:
 - Marketing Savings: €500 × 20% = €100/week.
- Total Weekly Cost Savings: €70 + €100 = €170/week.

4. New Weekly Profit:

- o Total Revenue: €9,300 + €1,860 = **€11,160/week**.
- Net Weekly Profit: €11,160 €4,910 = €6,250/week.
- **Profit Increase**: $(€6,250 €4,220) \div €4,220 = 48\%$ increase.

By using the IP alliance's shared promotions and collaborative cost savings, the target 30% increase is not only achievable but can be exceeded.

Detailed and Rational Analysis: Part 3 - Thousands of Cloud Stores

The concept of "thousands of cloud stores" is rooted in creating shared visibility and extending global reach. Here's how it works in practice:

1. Shared Visibility:

- Each business in the IP alliance benefits from cross-promotion across the network.
- Example: A Montpellier tea shop's products are featured in an online campaign in Huangshan, and vice versa.

o Result: Increased global audience reach and potential sales growth of 10%.

2. Collaborative Products:

- Developing co-branded items, such as tea gift sets combining Huangshan Maofeng with Provence herbal tea.
- o Weekly Revenue from Collaborative Products: €200.

3. Cost Neutrality:

 These initiatives do not require additional physical expansion or major advertising spend, ensuring minimal overhead.

4. Revised Weekly Profit:

- o Revenue from Collaborative Products: €200/week.
- o New Weekly Profit: €6,250 + €200 = **€6,450/week**.

By creating a matrix of shared resources and visibility, the "thousands of cloud stores" approach amplifies impact and profitability without increasing operational costs. These calculations demonstrate how the IP alliance transforms traditional business models into innovative, sustainable frameworks.

Conclusion: A Vision for Shared Success

The IP alliance transforms small, independent businesses into a powerful network, creating sustainable growth while reducing costs. It's a model where creativity, collaboration, and innovation redefine what's possible.

Imagine a future where a parent in Huangshan sips Provence-inspired herbal tea, while a family in Montpellier treasures handcrafted puzzles from Huangshan. This is the power of the IP alliance—building bridges that connect cultures and inspire innovation.

The Big Question for You

How often do we take a leap of faith in life? I know the struggles, the sacrifices, and the uncertainties—but I'm still here, choosing to believe. Why? Because all meaningful journeys begin with love. I love Montpellier, and I envision a future where this city leads a movement that connects hearts, ideas, and opportunities worldwide.

So, here's the question: A cup of good green leaf tea, a Montpellier, and a shared IP. *Are you in, or will you miss out?*



