## How to recognize a predatory scheme

Three questions to ask
Three disguises they use

Made by Thibault Vandermosten, Advisor and Director ar Personas360.com - Read at https://thibaultvandermosten.com/pyramid-schemes/



## Are you trading fairly?

- Are you receiving enough for what you give?
- Are you delivering enough for what you receive?
- Is it a zero sum game?



## Do you have to buy from the business to enter/grow in it?

- Are you buying from and reselling to people in the business?
- Are you part of an endless chain, profiting only when the chain behind you is big enough?
- Are your gains linked to how many people are in the business/under you?



## Are you part of a secret society?

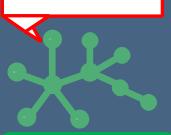
- Do they claim "secret knowledge", yet will share it with you?
- Do they claim "exclusivity" yet want to take you in?
- Do they create a "us" vs "them", trying to cut you off from your external support groups?

"We are not marketing aggresively"



"Quality trumps quantity"
This is also true for predatory schemes

"It's not a pyramid"



That's not the point, the point is: "Are you being taken advantage of?"

"We deliver/get value"



First is it real? E.g. if you buy shares, can you check them? Second is it really fair value for what you pay?