



**OPEN SOURCE MANAGEMENT**  
INTERNATIONAL GROUP

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**0 to 50 Million**

PAOLO A. RUGGERI

DA 5 A

50

MILIONI



STRATEGIA 10X:  
LE AZIONI PRATICHE CHE  
HANNO FATTO DECUPLICARE IL  
FATTURATO DELLE MIE AZIENDE

ENGAGE

OSM

A	B	C	D	E	F	G	H	I	J	K	L
MESE	OSM	OSMD	OSM REAL ESTATE SRL	OPL	OSM RESTAURANT	GURU	IPROFILE	PDI	ENGAGE	OSM EDU	
gen-24	22.680,84 €	56.994,75 €	- 17.100,91 €	13.544,26 €	- 424,98 €	82.061,91 €	185.793,66 €	23.896,83 €	10.994,58 €	27.377,19 €	405.818,13 €
feb-24	46.360,08 €	8.405,99 €	23.601,43 €	4.752,76 €	12.897,10 €	140.943,72 €	176.977,14 €	39.359,56 €	29.967,96 €	31.980,36 €	515.246,11 €
mar-24	123.565,84 €	12.496,56 €	2.786,30 €	18.112,36 €	47.514,32 €	119.001,79 €	174.786,08 €	20.942,31 €	34.915,60 €	23.414,08 €	577.535,24 €
apr-24	108.831,03 €	11.187,66 €	8.382,31 €	55.881,34 €	22.381,20 €	108.435,86 €	171.627,59 €	37.135,20 €	9.857,94 €	38,67 €	533.758,80 €
mag-24	146.987,67 €	27.516,99 €	36.157,69 €	62.233,78 €	20.282,63 €	54.872,51 €	256.148,22 €	31.228,69 €	21.792,78 €	- 1.220,75 €	656.000,21 €
giu-24	22.507,18 €	- 690,29 €	19.418,26 €	32.585,59 €	19.932,55 €	61.583,32 €	190.801,74 €	20.102,33 €	9.804,04 €	- 7.738,95 €	368.305,78 €
lug-24	25.642,81 €	9.327,39 €	21.022,90 €	65.277,63 €	- 18.227,84 €	92.434,07 €	211.102,01 €	14.825,00 €	- 6.217,04 €	15.315,43 €	430.502,35 €
ago-24	- 5.225,70 €	- 5.298,29 €	- 25.397,09 €	- 25.135,96 €	- 16.788,40 €	65.962,35 €	90.327,37 €	35.032,00 €	3.353,55 €	- 10.251,36 €	106.578,47 €
set-24	42.238,79 €	18.164,62 €	34.878,13 €	- 990,81 €	- 6.187,55 €	45.593,05 €	251.683,02 €	- 1.020,10 €	- 1.867,41 €	37.029,26 €	419.521,00 €
ott-24	65.415,42 €	- 5.989,00 €	23.978,00 €	2.551,00 €	3.272,00 €	99.871,00 €	266.977,00 €	25.531,00 €	10.855,00 €	40.093,00 €	532.554,42 €
nov-24	121.872,00 €	- 5.917,00 €	9.375,00 €	22.553,00 €	78.427,00 €	116.784,00 €	211.258,00 €	27.022,00 €	5.491,00 €	22.302,00 €	609.167,00 €
dic-24	100.862,00 €	2.969,00 €	46.899,00 €	44.050,00 €	27.300,00 €	32.650,00 €	374.172,00 €	3.812,00 €	13.280,00 €	-12.390,00 €	633.604,00 €
	821.737,96 €	129.168,38 €	184.001,02 €	295.414,95 €	190.378,03 €	1.020.193,58 €	2.561.653,84 €	277.866,82 €	142.228,00 €	165.948,93 €	5.788.591,51 €





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**Growing**

# Generate Value

Most people do not make  
emotional sacrifices

**Comfort Zone**

**=**

**Consuming value**

**Uncomfortable**

**=**

**Creating value**



**All the value that is created, is  
created by someone who isn't  
afraid to get into trouble**

**And it is dissipated by  
someone who is afraid to get  
into trouble**

# **3) Time Management**

# URGENT VS. IMPORTANT

- What is that activity that, when done regularly for the next months (years), would **make a huge difference** for your company or your job?

# Parkinson's Law

- «The amount of time we have available to complete a task ...
- ...will be the amount of time needed to complete it».

**18/5 Event Sofia**

**19/5 Ancient Coins Auction Milan**

**20/5 Tax Planning – Organizing**

**21/5 Franchising Training**

**22/5 Training Middle Managers**

**23/5 Training Top Managers**

**25/5 Event Modena**

**26/5 Financial Event**

**27/5 Organization Day**

- **Activities to increase the potential of the company, of personel and of marketing**
- **Strategic Progress**
- **Prevention**
- **Marketing**
- **Training/motivation**
- **Family**
- **Planning**
- **Financial Management**
- **Recruitment**
- **Delegating**
- **Travelling**
- **Management and Coordination Meetings**

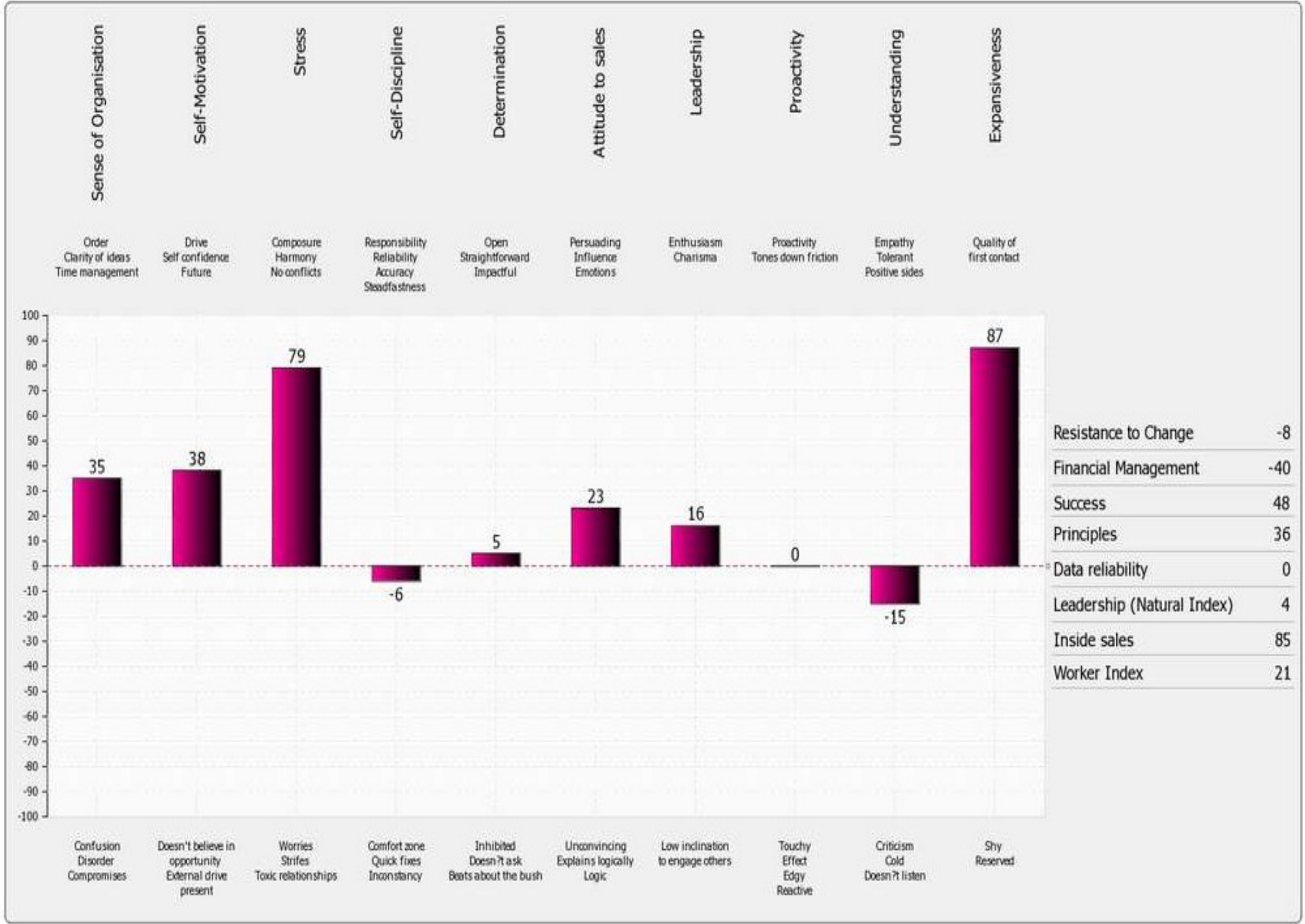
Two friends open a  
new company...

- *«We want to build a great company together that will attract other people with similar values and standards.»*
- *«We will design, manufacture and sell products in the electrical engineering fields.»*
- *«The question of **what to manufacture** has been postponed.»*
- **Bill Hewlett, Dave Packard,**  
Founding minutes of HP, August 23,  
1937

**4) FIRST WHO**

**then**

**WHAT**



Resistance to Change	-8
Financial Management	-40
Success	48
Principles	36
Data reliability	0
Leadership (Natural Index)	4
Inside sales	85
Worker Index	21

**The salesman who  
acquired our  
biggest clients**

- 0. Study the CV and socials and write down any question you may have
- 1. Break the ice a little bit (3-4 min)
- 2. Make sure the candidate understands the opportunity and the compensation
- 3. Starting from the remotest experience, for every job ask:
  - Month and year of beginning and end
  - Understand what is job consisted of
  - What is the result you reached in that company of which you are proud?
  - Why they changed
- 4. Create some kind of stress test for the applicants you like

# **CV PETAR DANILOV**

Applies as salesperson for Infinity Capital Sofia

High School Completion 2022

2022 Insurance Salesman Allianz Bulgaria, Sofia

2024 Promo Social BG

2025 Senior Promoter Elite Essence Bulgaria

# **CV GEORGI PRIV**

Applies as Junior Financial Analyst OSM Sofia

2023 Bachelor's Degree Economics

2023 Summer, work in Dad's carpentry, Stara Zagora

2024 Master's in Business Administration UNWE, Sofia,  
three months

2024 London Apprenticeship to learn English

2024 Work in a Pub London

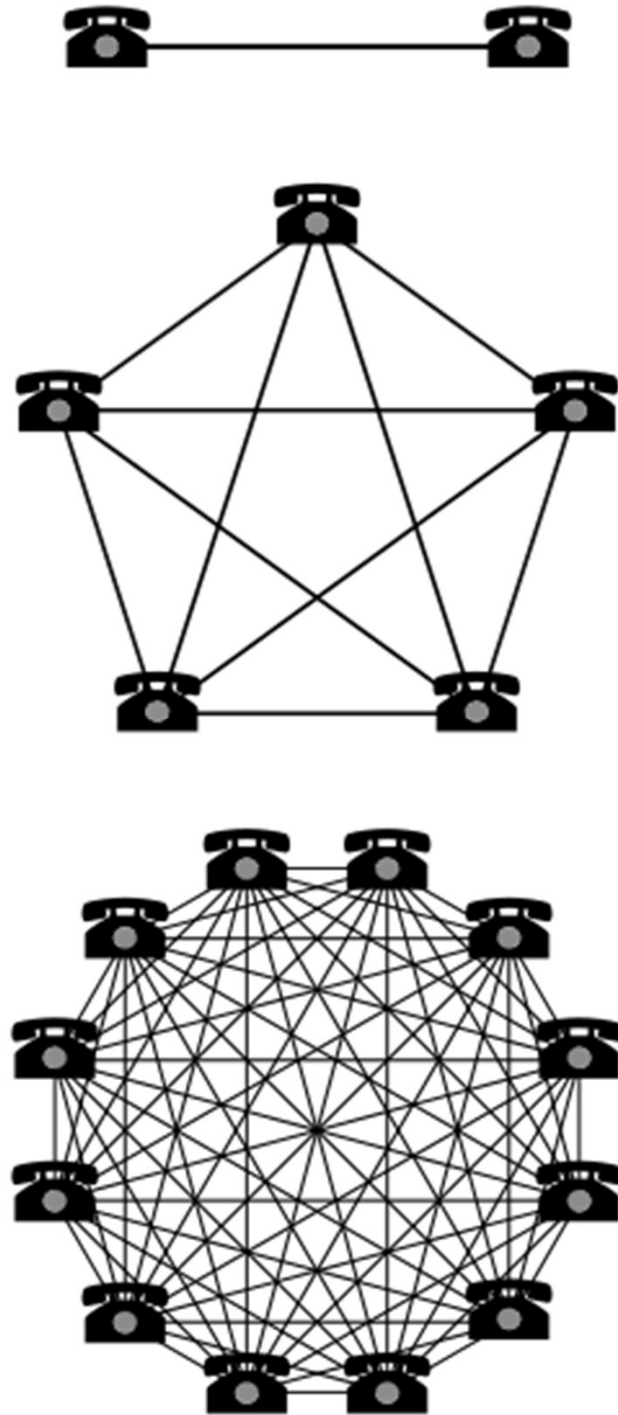
2025 Nebula Co-Working Space Stara Zagora

# Practical **Actions**

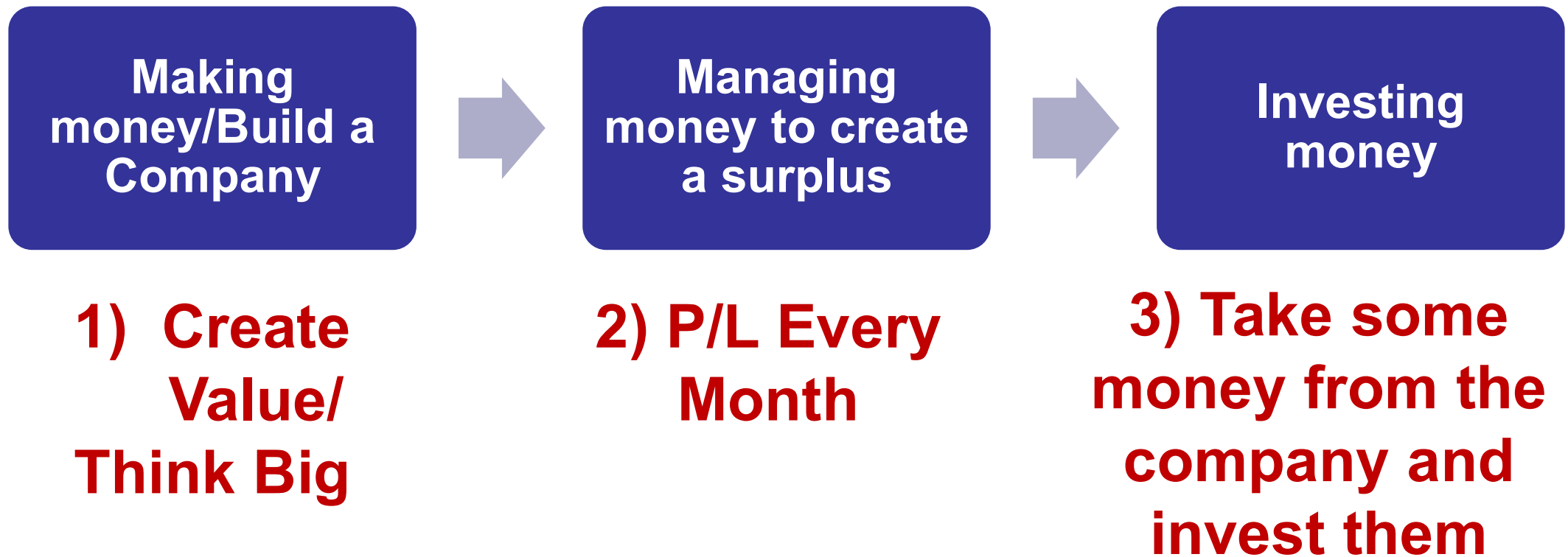
- A) The successful manager is not a creator of brilliant strategies but a hunter of great people
- B) Do not hire when you need
- C) Human Resource are the **NEW** capital!

# Metcalfe Law

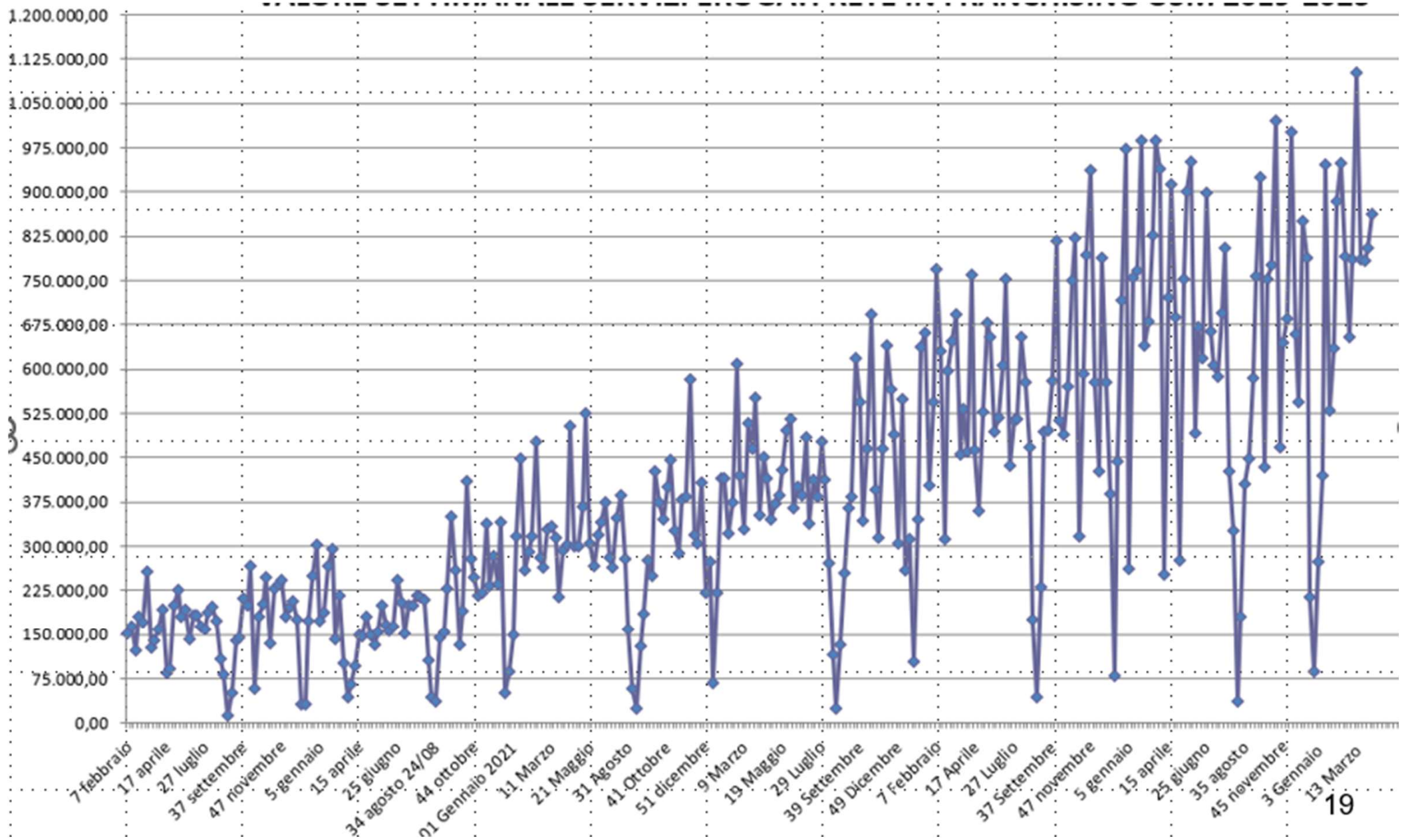
The value of a network is the square of the connected nodes



# 5) Three Steps to Prosperity



# 6) Franchising



# Imagine attracting other entrepreneurs into your network



# Franchising

- The license to operate a workable system in a specific region (or area) in exchange for a royalty





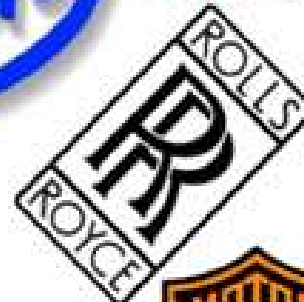
SONY



Microsoft



Carlsberg



NOKIA  
Connecting People



Canon



Coca-Cola



PLAYBOY



Mercedes-Benz



# FRANCHISING OSM PARTNER



## ABRUZZO

Chieti  
Pescara  
Teramo

## CAMPANIA

Napoli  
Salerno  
Caserta

## EMILIA ROMAGNA

Ferrara  
Bologna  
Rimini

## FRIULI VENEZIA GIULIA

Udine  
Pordenone

## LIGURIA

Genova  
Imperia  
La Spezia  
Savona

## PUGLIA

Bari  
Foggia  
Barletta-Andria-Trani  
Lecce  
Brindisi

## TOSCANA

Firenze

## SARDEGNA

Cagliari  
Sassari  
Nuoro  
Oristano

## CALABRIA

Cosenza

## AOSTA

Valle d'Aosta

## PIEMONTE

Alessandria  
Asti  
Biella  
Cuneo  
Novara  
Torino  
Verbania  
Vercelli

## TRENTINO ALTO ADIGE

Trento

## SICILIA

Agrigento  
Caltanissetta  
Catania  
Enna  
Messina  
Palermo  
Ragusa  
Siracusa  
Trapani

## VENETO

Venezia  
Verona  
Padova  
Belluno  
Rovigo  
Vicenza  
Treviso

## MARCHE

Ascoli Piceno  
Macerata

## LOMBARDIA

Milano  
Bergamo  
Varese  
Brescia  
Pavia  
Como

## LAZIO

Roma  
Frosinone  
Latina

## SEDE CENTRALE OSM PARTNER

Via Caduti di Amola 11/2,  
40132 - Borgo Panigale (BO)  
tel: 051 84 90 411  
email: partner@osmanagement.it

[www.osmpartner.com](http://www.osmpartner.com)



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# How the Franchisor makes money

- Initial Fee
- Royalties
- Sells Products or Ingredients (Mc Donald sells meat, Ikea furnitures, OSM the tests, etc).
- Other companies products (bonus or percentage)
- Additional services

# Three Goals

- 0) Having a Successful Model
- 1) Franchisee Financial Plan
- 2) Franchising Brochure
- 3) Start Up Plan



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# 7) Building Personal Wealth



**Imagine playing monopoly and never buying any assets or investments that generate income.**

**Imagine you just went around collecting \$200 after passing through GO, giving your money to the rich and trying to stay out of Jail**

**Do you know that this is how most people live their lives?**





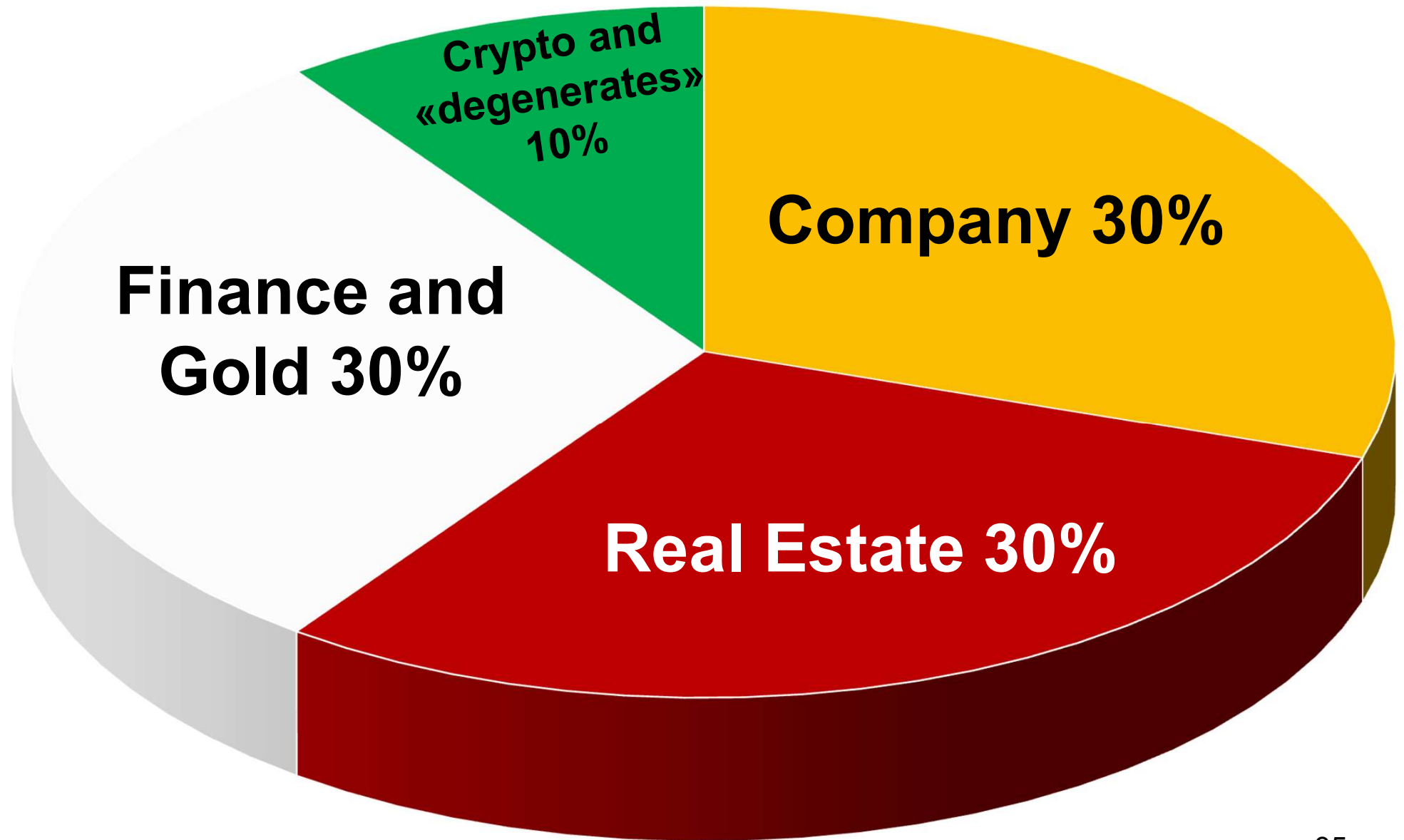
## **No Capital**

**When you own little capital you have to focus on work and on the business**

## **Large Capital**

**When you own enough capital, the majority of your income should come from the capital**

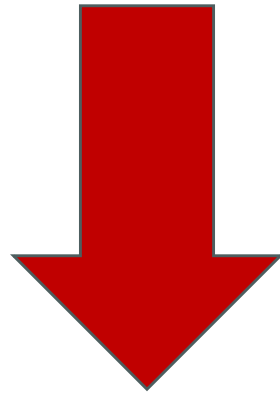
# Personal Wealth



# Janet Yellen



We need to pull a portion of the revenue out of the company to purchase assets that will make us financially free



Bonds, gold, high-dividend yielding stocks, ETFs, income-producing properties, etc


# Three Easy Investments that would have changed your life

- DCA SP 500
- Buying a property
- Buying Gold

# Investment Thesis

- Money you don't need in the future
- Investment Thesis
- Financial instrument that will benefit
- (An Expert that you'll follow)
- Exit Levels (when will you sell?)

 **PAYPAL HOLDINGS** AZIONI  

**46,13\$** **+1,56%** **+0,71**  Oggi 21:00 [BOOK >](#)

Zero Commissioni con il CFD

[OPZIONI](#)

[ORDINA](#)

[Sintesi](#) [Grafico](#) [Analisi](#) [News](#) [Indicatori](#)

Denaro: **46,27** Lettera: **46,44** Chiusura: **45,42** Apertura: **45,84** Min oggi: **45,7438** Max oggi: **46,98** 

   Linea  | [1G](#) [5G](#) [1M](#) [3M](#) [6M](#) [YTD](#) [1A](#) [2A](#) [5A](#) **10A** [MAX](#) |  1 settimana  |  Indicatori  |  Eventi  |  



# Our Business is a Tool!

- Whoever owns assets, during recessions buys other assets becoming extremely strong.
- **EVERYTHING goes! OUR PERSONAL ASSETS ARE WHAT REMAINS!**

# Make a Deposit in the Universe's Bank Account



# Profitti e Perdite

## Profits and Loss Last Month

Dossier 03408132

P&amp;L di oggi

Ultima settimana

Ultimo mese

Da inizio anno

Totale 117.961,20 €

TITOLO	MERCATO	P&L EUR
ROMAN-26FB26 2,...	MOT	10,54
Q. 5000		
SPDR /LSHS 22	XETRA	1943,12
Q. 1050		
ISHARE/LSHS 72	XETRA	2088,41
Q. 3400		
VA GLD MIN USD-A...	AFF	10.082,38
Q. 550		
VA JUN GLD USD-A...	AFF	1360,00
Q. 200		
GLB X SILV USD-AC	AFF	1844,00
Q. 600		
XTR2 EUR OR SW 1...	AFF	295,21
Q. 785		
XEROX-15DC39 6,...	ETLX	-1567,63
Q. 4000		
MSCEEUUS/WISDO...	AFF	990,59
Q. 4500		
PEMEX-26FB29 4,7...	ETLX	750,83
Q. 100000		
VANECK CO		



Conto



Mercati



Portafoglio



Menu