

“At <Fair Exchange>, you can buy and sell your relations to anything, anyone, anywhere, anytime.” We specialize in understanding your needs, and scientifically estimate its a monetary value. We make a fair exchange for you.” Loud amplification repeats on a speaker, out to a filthy street. It around is Beaver and Broad street near the financial district of Manhattan. Take a stinky elevator to the 5th floor. On your left, there is a small room and the sign says <Fair Exchange>. A middle aged man wearing thick glasses is sitting on a large table, full of paper documents and cigarette smoke fills the room. He looks like Larry King except he is Asian. He speaks dryly.

Welcome to <Fair Exchange>. Our product is similar to an insurance, because we provide a service to prepare for the future. But we do not like being compared to an insurance company. Because they only provide benefit, after a mischievous event. We are completely the opposite, especially in a sense that we provide an event to your benefit, upon payment. Doing business with our company is like playing a lottery. Only difference is that our customer knows that they will be the winner. We'd like you to think of our product as building a small foundation for you. The primary donor is you, and our company is the board members. Our job is similar to a business consultant. They do the market research and use their knowledge to make suggestion to their clients. However, they don't run the business for their clients. Just like that, we don't live our client's life for them. We find them ways that they do not live their life them self. We are experts in finding the needs of our customer, and develop ways to fulfill it. All our products are priced case by case.

One of the product was note worthy. It was not an immediate cash cow product, but I found market potential in it. A person came in and asked to be killed, and to find a replacement to live his life as himself. Our research and development department started investigating on ways of doing this exchange. They calculated the difficulty and cost of all transaction related to the service. We looked around to find a part time actor to live parts of the person's life. Around the time when the estimates were becoming concrete, the person came in again. This time he didn't want to be killed, but still wanted someone to live his life for him. We realized that not only we need a body double, what is more necessary is to maintain his relation to things and people. It was estimated to be an intense and professional labor. The hardest part of making this estimate was depended on the duration of the service. A weekly service is easy peasy, but a few years of service, not to mention indefinite service will be ultra complicated. Around the time we were don't estimating the cost, we lost track of the person. We were left is immense amount of data and know how, but we had no client to provide the service. It was a wasteful happening for our company. Some times have passed, and I made myself to look into the documents again. The detailed reports and planned strategy was impressive. I saw gold in it.

When our marketing department did calculations again, we have come to realize that no matter how high the cost is, it will never be a fair exchange. It was doomed to be unfair to our company, no matter how expensive we charge for it. Our research and development department investigated further on the product, and discovered one of making this product a fair exchange.

WE LIVE

YOUR

LIFE

FOR YOU

INSURANCE X

ALL WIN LOTTERY

YOUR FOUNDATION

LIFE CONSULTING

"

YES

BENEFIT

BECOME

TRANSPARENT

SALES

FINAL

REFUND IMPOSSIBLE

COST:

ALL YOUR

LIFE

<Fair Life>

This is the most expensive product our company has for sales. The customer has to give away rights to every possession, relations, personal history, identification, and memory, to our company. Once that is clear, our company keep the promise with the customer. Our company will do anything for the customer, once we have agreed on the exchange. Of course, the sales are final, and refund is impossible.

Plenty of people have asked to end their life, because they do not have courage to do it. There were others who asked us to be a suspect and endure their death, because they feared no one will notice once they are done. Among all of the other extreme favors, asking to live their life was the most demanding request.

ADAM

1. PARENTS

2. EX WIFE & SON

3. WAITRESS

\$ 90,000 / YEAR

\$ 300,000 / SAVINGS

SOME STOCK

||

FAIR

Adam was a very typical case of our customers around that time. Maybe that is why I remember him. He didn't say why he wants to disappear from his life. And, we don't ask such unimportant questions. He had a normal office job and manageable social life. He had enough savings and stock shares to make this exchange fair for our company. And, his requests were straight forward.

"Call the parents two times in a week, talk about their well being. Send them gift four or more times a year around the holidays, each time spending around \$400 total plus shipping. When the parents ask to come visit them, say that the work is busy at the moment."

He has been saying that for past eight years, and it will be no surprise for the parents.

"Send money to ex wife monthly, buy a gift for the only son three times a year, including birthday and the Christmas. Call the ex wife to talk about what to get for the son, for this is the only conversation we had for past two years."

Our company had to find a voice actor who can impersonate Adam. Other services were rather typical, and easy to do. There were also writing on his blog and twitter once in a while, with the similar content as the previous months. He added one more request.

"There is a coffee shop near my work. I go there once in every few days. I get a single shot Americano, and give five dollar tip to the young waitress. I'd like to have someone who looks and dresses like me to do the same, until the waitress quits"

All of his requests were manageable. Soon after we made an agreement of interest, and he paid deposit. Our company's field researcher silently followed him for few days, to record his relation to his daily life. He asked to work at home for the company, agreed to receiving much less pay. Few weeks later, he was ready to disappear and our company was ready to replace him. He gave all the necessary information to his bank and access to his belongings. Since the day of initiation, Adam never contacted us once, and we kept his promise.

It is wrong to assume that our customers chose to end their life. Some of them begin new life in other cities, and some times in the same city. They pay everything and every relation for the new beginning, but they get a brand new transparency. Therefore, the life they have lived still exists on the paper, but they do not live that life.

In the beginning, many criminals and runaway immigrants contacted our company about the product. However, as soon as they found out that the price of the product is their life and all of it's belongings, most of them lost interest. Only the ones who desire nothing in their life can afford this product.

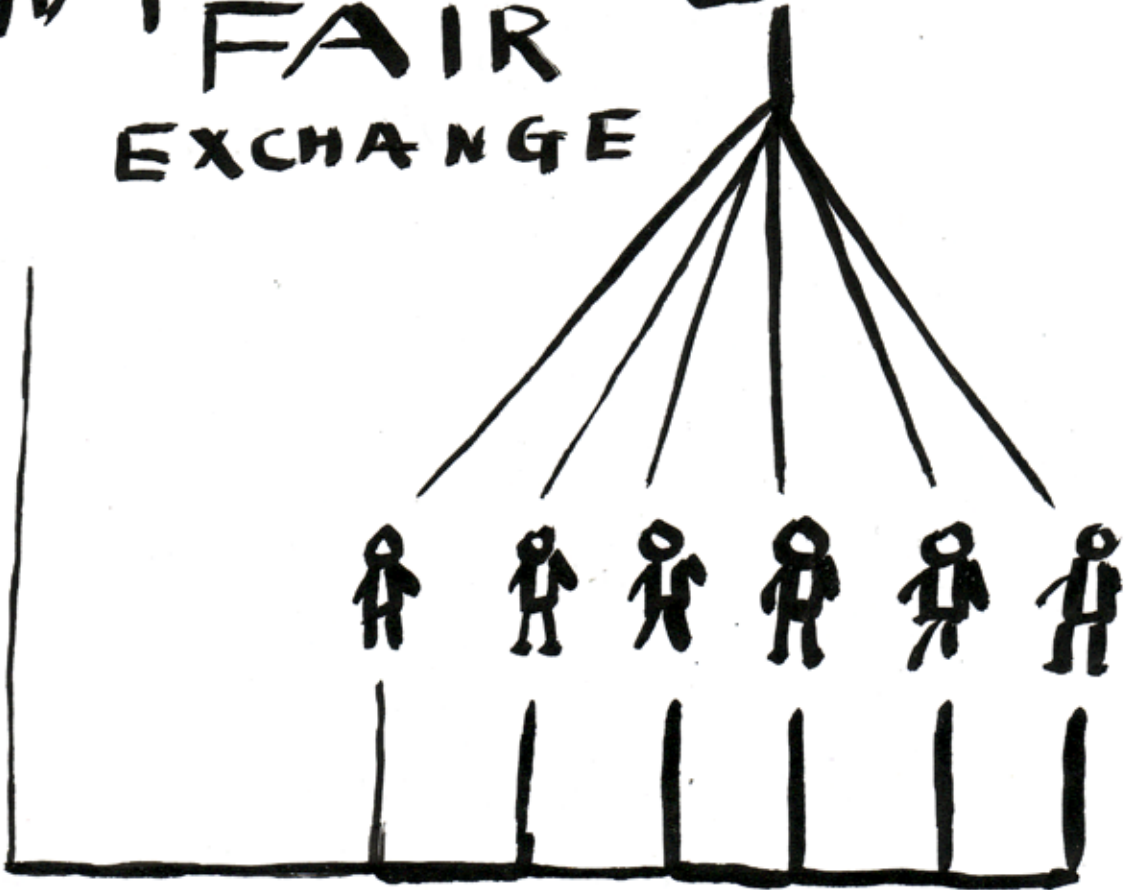
By the nature of the product, many criminals and runaway suspects called in. But, as soon as they found out that the price is all of their life's material and immaterial possession, they were no longer interested in the product. Only the ones who desire nothing in their life are capable of choosing this product.

CUSTOMER



FAIR
EXCHANGE

REPLACE

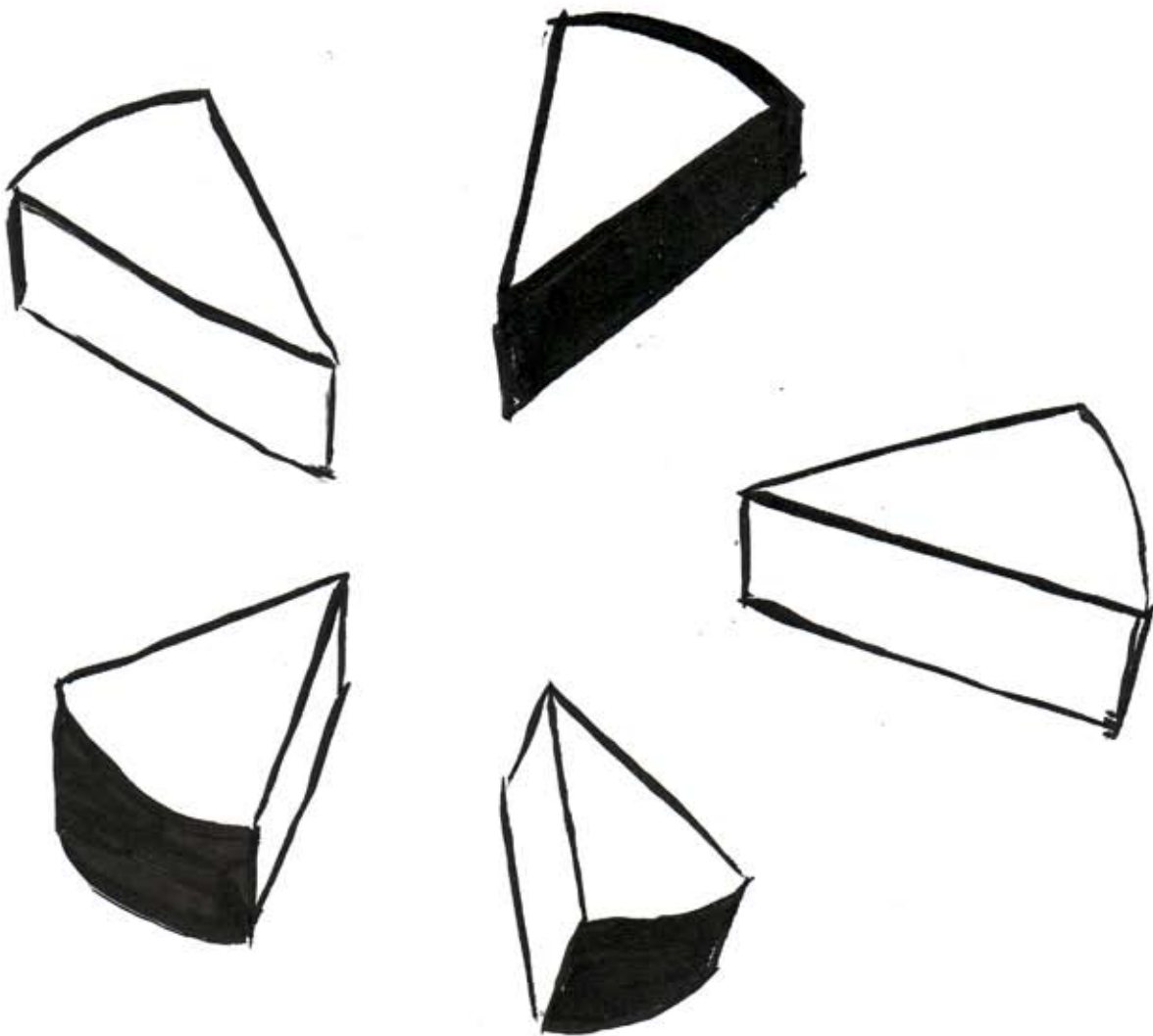


OUTSOURCE

Our company <Fair Exchange> grew. The amount of business doubled, and we hired a new employee. His task was to consult with the customer, and manage cooperative relation with freelancers. When the customer signs contract and pays deposits for the exchange, the research and development evaluates the necessary procedure. Then, the staff divides the work into dozen, or some times hundreds of small tasks. The small tasks are assigned to hundreds of freelancers. The work is very fragmented, and it is impossible to picture the whole picture. The staff divides the work intentionally, and puts them to outsource units. Once we started hiring more staff members, even they did not clearly understand what their job is for. They were mostly happy with the generous payments, and eager to work for our company. Our company's product was the most talked about product among that year.

BUY

BACK



It is rare, but some customers comes back after disappearing. They usually want to buy their life back. We are a fair company, and we treat all of our customers with respect. However, we are a profit making company, and this is our business. It is nearly impossible to buy back one's life once it is sold to us. We sell bits of our customers life to other companies, or individuals, as long as the sales does not violate our promise with the customer in the first place. Naturally, the bits of life that are meaningful to the life's owner, is often also attractive to other people. They may get some parts of their life back, but other parts can not be replaced.

SAM'S RETURN



When one of our first customer Sam returned, he looked older, and a bit weary. He asked to look at the record of his life that our company took care of. A cabinet full of detailed report indicates monthly cost that went into maintaining his life, and the self evaluated success of the service, meticulously documented by our agent. He sat in the reception area for few hours, reviewing every detail of the document. Sam came in, because he was considering buying his life back. After reading the documents, he lost interest all together. He was secretly hoping that there are many mishaps and irregularities caused by his absence, thus to justify his need to come back to the life. However, everything was in working order. He found no desire to go back to the previous life. He thanked the agents, and went on to become transparent again.

