



如意基金会

广阔天地大有作为 345名硕士博士为全球 56个企业奉献义务劳动精神

■ 我们的使命是提高企业组织机构和运营管理系统 ■

## MEMORANDUM OF WHO CCPDG CEMP FUND

### Table of Contents

<b>Memorandum</b> .....	2
<b>Title</b> .....	2
<b>Funding</b> .....	2
<b>Purpose</b> .....	3
<b>Program Description</b> .....	3
Standards, Guidance, and Certification .....	3
Accreditation Program .....	3
Continuing Educational Program for Trainers .....	3
<b>Operations Management Board</b> .....	5
<b>GOODROSE FOUNDATION</b> .....	6
<b>Vision Statement</b> .....	6
<b>How Goodrose Works</b> .....	6
The Mission .....	6
The Value of Developing the Organizational Infrastructure .....	7
Define, Analyze & Change .....	7
Elements of Organizational Infrastructure .....	7
Goals and Results .....	8
People .....	8
Process .....	8
Structure .....	8
Delivering the Performance – Final Results .....	9
Creating the Model of BOT - Transferring to the Operations Management to the New Team .....	9

GOODROSE FOUNDATION  
Supporting Entrepreneurs @ Goodrose Foundation  
Improving Performance Efficiency of Organization  
345 professionally trained volunteers supporting 56 small businesses  
<http://www.goodrose.org.cn>



如意基金会

广阔天地大有作为 345名硕士博士为全球 56个企业奉献义务劳动精神

■ 我们的使命是提高企业组织机构和运营管理系统 ■

Memorandum

**DATE:**

JUNE 15 2010  
AUGUST 24 2010

**TO: Mr. Oleg Verlinsky, CEO of RGI and Dr. Anver Kulev, the director of WHO Collaborating Center for the Prevention of Genetic Disorders**

**FROM:**

**Dr. JianJun Zhu, Training Director of Yulane Laboratories  
Dr. JianChi Ding, Research Director of Yulane Laboratories  
Demi Dai, Director of Yulane, Illinois and Present of Yulane Foundation**

**Subject: WHO CCPGD China Educational Management Program**

With the goal of assisting WHO in China in the effort to ensure successful fertility outcomes for both mother and child through genetic research and information and to assist WHO member countries in formulating their prenatal health strategies related to genetics, Yulane Foundation is in the process of funding a project it calls the WHO Collaborating Center for the Prevention of Genetic Disorders (CCPGD) China Educational Management Program (CEMP) in the amount of \$250,000. With the assistance of Mr. Li Jin, CEO of China Educational Funds of Beijing, Mr. Wei Fengli, Cindy Ding, and the contributing member directors of Yulane China, we offer the following program summary:

**Title**

The name of the fund is entitled the *Yulane WHO Collaborating Center for the Prevention of Genetic Diseases China National Educational Management (Yulane WHO CCPDG CEMP) Program*.

**Funding**

The purpose of the \$250,000 is to fund an operations management team. A portion of the fund will be applied to office space for a five year term. Three full-time administrative and managerial personnel will contractually receive \$10,000 annually for a term of five years.

GOODROSE FOUNDATION  
Supporting Entrepreneurs @ Goodrose Foundation  
Improving Performance Efficiency of Organization  
345 professionally trained volunteers supporting 56 small businesses  
<http://www.goodrose.org.cn>



如意基金会

广阔天地大有作为 345名硕博博士为全球 56个企业奉献义务劳动精神

■ 我们的使命是提高企业组织机构和运营管理系统 ■

## Purpose

The purpose of the program is to create a strong management framework that can be used to originate, in conjunction with RGI, a set of attestation standards and guidance for prenatal genetic care training in the Chinese language. The management team will also create training programs and workshops with course material and curricula that can be easily and quickly disseminated throughout China.

## Program Description

The program will work closely with Yulane Foundation to assist in promoting and executing the mission.

## Standards, Guidance, and Certification

Working with RGI and guided by Dr. Kuley, the Program will provide the standards and guidance for qualified Chinese training organizations to present prenatal genetic care training, educational orientations, and help organizing educational events. Qualified training organizations may be invited to attend a seven day educational orientation as entry into the program. These training organizations may then be certified to advance the service mission of promoting the prenatal genetic care program and prevention of genetic diseases. The certification will be issued jointly by WHO CCPGD, RGI and Yulane Institute. The certification registry will be made publicly available online and in printed form.

## Accreditation Program

By working with Yulane's existing accreditation program, which works with the Compliance Bill program in China, the WHO CCPDG CEMP will offer certification for educational institutes and organizations that provide training to the Chinese community and families.

## Continuing Educational Program for Trainers

To ensure WHO CCPGD trainers are qualified, the WHO CCPDG CEMP will offer annual continuing education programs sponsored by Yulane Foundation.

A certified WHO CCPGD China training organization will be required to provide 12 annual sessions of prenatal genetic care training, educational orientations, and training classes. Certified China training organizations run the training program on their own budgets. Promotional materials will be provided by Yulane Foundation.

### GOODROSE FOUNDATION

Supporting Entrepreneurs @ Goodrose Foundation  
Improving Performance Efficiency of Organization  
345 professionally trained volunteers supporting 56 small businesses  
<http://www.goodrose.org.cn>



如意基金会

广阔天地大有作为 345名硕士博士为全球 56个企业奉献义务劳动精神

---

■ 我们的使命是提高企业组织机构和运营管理系统 ■

GOODROSE FOUNDATION  
Supporting Entrepreneurs @ Goodrose Foundation  
Improving Performance Efficiency of Organization  
345 professionally trained volunteers supporting 56 small businesses  
<http://www.goodrose.org.cn>



■ 我们的使命是提高企业组织结构和运营管理系统 ■  
**Operations Management Board**



GOODROSE FOUNDATION  
Supporting Entrepreneurs @ Goodrose Foundation  
Improving Performance Efficiency of Organization  
345 professionally trained volunteers supporting 56 small businesses  
<http://www.goodrose.org.cn>



如意基金会

广阔天地大有作为 345名硕士博士为全球 56个企业奉献义务劳动精神

■ 我们的使命是提高企业组织机构和运营管理系统 ■

## Goodrose Foundation

Yulane was founded in 2005. Goodrose Foundation took an active support role in 2007, and continues to provide full support to the organization. Goodrose Foundation is involved in Yulane's funding processes. For Goodrose, a project like Yulane, with its complex organizational structures, need to comply with China's Compliance Bill program, and investment and treasury management activities, cannot be adequately established without a professionally trained project development team.

We would like to now recognize Goodrose Foundation and its nearly 69 supporters who have contributed their money, time, and professional experience over the years to make the Yulane project happen.

## Vision Statement

Goodrose Foundation seeks to work with business entrepreneurs who have demonstrated commitment, vision, moral leadership, and calculated risk-taking in building their businesses. It provides support and counsel for those who have acted as the initiators or driving forces behind a startup business.

## How Goodrose Works

### The Mission

A well-defined mission is the driving force for each project.

After a proper service mission is proposed by a Project Director (generally a business entrepreneur) as well as approved by the Project Team (generally a group of people who are willing to participate with contributions of their time, cash and professional knowledge to make the proposed project happen - we call them "supporters"), the project is established with a name the "N Mission Project."

The supporters supply the human capital of a Goodrose Foundation Mission Project. Human capital refers to the supply of competencies, knowledge and personal attributes embodied in individuals that allow them to work and produce economic value. It is the attributes gained by a worker through education and experience. Many early economic theories refer to it simply as the workforce, one of three factors of production, and consider it to be a replaceable resource -- homogeneous and easily interchangeable. Other concepts of people and organizations dispense

GOODROSE FOUNDATION  
Supporting Entrepreneurs @ Goodrose Foundation  
Improving Performance Efficiency of Organization  
345 professionally trained volunteers supporting 56 small businesses  
<http://www.goodrose.org.cn>



■ 我们的使命是提高企业组织机构和运营管理系统 ■  
with these assumptions.

Once the “N Mission Project” is defined by these human capital contributions, the equity is delineated and the stock is issued with different purchasing levels based on the value of Key Performance Indicator (KPI) that the supporters contribute over time.

As with any investment there is risk. The “N Mission Project” could fail and supporters could lose their investment of time and cash. Therefore, earlier supporters earn the highest value of equity plus they enjoy the lowest cost of stock.

### **The Value of Developing the Organizational Infrastructure**

Creating and developing a strong organizational infrastructure is the key to the ultimate success of doing business. Goodrose evaluates the entire project on this crucial item which is the core value process. By default, this process is assigned 15% of value of the total equity of the business which is owned by the supporters when the project succeeds.

### **Define, Analyze & Change**

Infrastructure is how companies organize the people side of their business. It establishes roles, responsibilities, authority, focus, and control within the organization. It determines how innovative, creative, responsive or bureaucratic an organization will be. It defines how things get done in the organization and establishes the boundary of acceptable behaviors. It determines how well people work, and how well they work together. It is what takes a collection of individuals and turns them into IBM, GM or 3M. It is the engine that drives performance.

If you ask a group of executives to define the elements of organizational infrastructure you will get a list — a long list. Ask them to identify the relationship between the elements on their lists and you will get a discussion — a long discussion. Long lists and long discussions do not provide much guidance on how to develop, define and change an organization's infrastructure to optimize organization performance.

We have defined the elements of organizational infrastructure and the relationship between those elements to create a dynamic model — a model that can be used to develop, define and change organizational infrastructure.

### **Elements of Organizational Infrastructure**

There are five basic elements common to all organizational infrastructures — Goals, People, Process, Structure and Results.

GOODROSE FOUNDATION  
Supporting Entrepreneurs @ Goodrose Foundation  
Improving Performance Efficiency of Organization  
345 professionally trained volunteers supporting 56 small businesses  
<http://www.goodrose.org.cn>



如意基金会

广阔天地大有作为 345名硕士博士为全球 56个企业奉献义务劳动精神

■ 我们的使命是提高企业组织机构和运营管理系统 ■

## Goals and Results

Goals and Results form the template for development of infrastructure. The organization's "Value Goal" defines how the organization creates value that its customers are willing to pay for. The "Results" the organization measures and rewards establish priorities across the organization. When the Value Goal is aligned with the Results it creates the "blue print" for building organizational infrastructure.

## People

People — what they do and how they do it. Infrastructure defines the roles people play and assures people have the ability and willingness to achieve high performance in these roles. Infrastructure institutionalizes high performance by getting the right people doing the right things.

## Process

Process — the policies, procedures and rules an organization establishes. Processes define how things get done inside organizations — how plans are made, goals are set, priorities are established, funds are distributed, people are hired, products are developed, money is spent, communications takes place, decisions are made, problems are solved, finances are managed and people are rewarded. Processes increase performance by taking discreet tasks and organize them into a predecessor and successor relationship. Driving out deviation in processes through methods like statistical process control maximizes organizational efficiency.

## Structure

Structure creates focus and control. It creates focused action by breaking the organization into distinct areas of responsibility — Research is responsible for technology development, Development is responsible for new products, Manufacturing is responsible for building products and Sales for selling the products that are built. Each organizational unit is focused on, and held accountable for, its unique area of responsibilities.

Structure creates control by distributing authority throughout the organization. A "boss" has the authority to hold his or her people accountable to create compliance to roles and rules. Bosses use authority to make sure people play their assigned roles, follow the rules and remain focused on their area of responsibility. Structure increases performance by setting priorities and minimizing redundancy of action.

### GOODROSE FOUNDATION

Supporting Entrepreneurs @ Goodrose Foundation  
Improving Performance Efficiency of Organization  
345 professionally trained volunteers supporting 56 small businesses  
<http://www.goodrose.org.cn>



如意基金会

广阔天地大有作为 345名硕士博士为全球 56个企业奉献义务劳动精神

■ 我们的使命是提高企业组织机构和运营管理系统 ■

Infrastructure organizes people, process and structure to get the right people, doing the right things, at the right time, right the first time. It maximizes performance creating the ability, willingness and opportunity for people to achieve high performance.

## Delivering the Performance – Final Results

The most challenging of the implemented services is to deliver the final result. Goodrose is not merely a consulting company. Goodrose helps deliver the final performance with value recognized by investors and involved parties.

Defining, analyzing and changing infrastructure cannot be done by outside experts. But developing and changing infrastructure from within is difficult because internal resources often lack objectivity and can be unduly influenced by internal politics and careers.

Our clients value our consulting services because we are objective and honest, brutally honest when needed. They tap into our knowledge, skills and tools to efficiently and effectively define, analyze and change their organizational infrastructure. Goodrose helps organizations define, analyze, and change their organizational infrastructure to achieve final results – cash investors, established sales and markets, proven operations management team for transferring to the new management team.

## Creating the Model of BOT - Transferring to the Operations Management to the New Team

BOT is a type of arrangement in which the private sector builds an infrastructure project, operates it and eventually transfers to a new management and ownership of the project to the government or other private sector. In many instances, the government becomes the firm's only customer and promises to purchase at least a predetermined amount of the project's output. This ensures that the firm recoups its initial investment in a reasonable time span.