

## **What is ULU?**

ULU is an acronym for Us Lifting Us Economic Development Cooperative, LLC, a global business organization designed to change the way we do business with and among ourselves and with others. Our primary objective is to put in place successful business models that give us the capacity to gain significant control of the economics of our communities and nations, and to help free us from the current state of economic domination and exploitation by multiple forces in the world. .

ULU represents the leading edge of a new and exciting movement to integrate large-scale cooperatively owned business enterprises into the economic landscape of Black communities. This strategic innovation is vitally necessary and has proven to be effective in other communities globally.

## **How Does ULU Work?**

- 1).** ULU, as a For-Profit Member Owned Cooperative, with the capacity to attract thousands of members, pools its considerable base of resources, both intellectual and financial.
- 2).** ULU then uses these resources to open and operate for-profit co-op businesses that provide needed goods and services, that create jobs and that generate profits. Profits are used for expansion and for rewarding its' Members/Owners with a direct monetary return.
- 3).** All ULU Co-Op Businesses are owned by the general Membership, but each Co-Op Business is managed by the Member/Owners who work at that particular location. This arrangement helps to insure that ULU Businesses perform exceptionally well and that they contribute to the security and welfare of their communities.

These methods provide ULU with a practical way to capture and redirect massive resources to build and sustain our communities and to stay the hands of those who seek to dominate and exploit our people.

\*ULU takes the strong position that significant economic advancement is impossible with traditional entrepreneurship and business ownership alone. Radically different approaches are required. The ULU Cooperative Economic Empowerment Plan adds the otherwise missing and vitally necessary element.

## **Why should you consider joining ULU?**

Millions of our people sincerely desire a stronger and more vibrant economic foundation for our communities. And there is widespread frustration with our failure to make better use of the large sums of economic resources that flow through our collective fingers. If you count yourself among these numbers, join with ULU and help to build the machinery of real and lasting economic power for our people. We need you.

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