

Company "Luvena".

The company "Luvena" has invited to visit the congressional meeting of the "elite business club". Only the socially successful citizens - representatives of small and medium-sized businesses, lawyers, officials, deputies of the city council - accepted it. This business club offered to attend workshops on the art of quick enrichment. The diligence of listeners was weakened by champagne and comforting phrases: "With us you can earn 50 (70, 100) thousand US dollars," "success in life through profitable projects." After that, for a successful start, offered to make a \$ 1,500 donation for charitable purposes (for half a year of the pyramid activity, the amount of the initial contribution has risen to \$ 1950).

The contribution was to be made immediately. If you didn't have a necessary amount (that is quite natural), "managers" kindly provided to the "willing" client their car or taxi. If there was no such amount at home, they persistently advised to borrow from someone.

The already-adopted members of "Luvena" have been provided with details on how to communicate with newcomers how to show them the image of a respectable person. For example, they recommended to use a mobile phone, wearing as many gold jewelry as possible. The whole event was aimed to create an impression of the profitability of membership in the company.

Subsequently, it was proved that in the activity of "Luvena" was present the main component of fraud - the psychological impact of the organizers. The decision of the court of the Central district of Mykolayiv was following: to sentence the leadership of "Luveni" to seven years in prison, and representatives of the company's management to six years in prison.

Source: Глухі кути ФІНАНСОВИХ пірамід // Всеукраїнський загальнополітичний освітянський тижневик Персонал-плюс. - 14-20 лютого 2008. - №6. - С.16-23.