

# EFFECT SHARING, the free support service for businesswomen

Looking for success stories, and following a press release accessed on the Internet, I contacted Roxana Vizitiu, Marketing Manager of Effect Sharing. She answered me shortly, "we offer a free support service for businesswomen." Encouraged by her direct approach, by the safety conveyed and the attractive topic brought up, I conducted a unique interview with Cristian Păuna, the company's general manager, that supports a private business club, as we can read from the [effectsharing.com](http://effectsharing.com) site. I further invite you to discover together that in Romania of 2020, "it can be done differently."



Roxana Vizitiu

## What is Effect Sharing?

**Roxana Vizitiu:** Effect Sharing is a very interesting project. It is a private business club where we make our resources available in direct partnership with anyone who has available funds. As the name suggests, we will share the effects that this association produces. Practically, Effect Sharing owns the right to use an automated capital investment management system, a software that we use to generate a profit in each partner's account. We cover absolutely all operating costs, and the realized profit is distributed equally and equitably, without any additional fees.

## How is this profit made?

**Roxana Vizitiu:** Our system makes a large number of short- and medium-term financial investments in several international capital markets. Each of these brings a small profit. There are many, so in time a considerable efficiency is gained. The monthly average achieved so far is about 6%, meaning a 3% profitability for each of our partners.

## Is this activity safe?

**Roxana Vizitiu:** Safety is the idea from which everything started. The money is and remains permanently in the partner's account, an account opened at an authorized, regulated, and supervised brokerage house. The software is connected to the brokerage IT system and automatically communicates the market opportunities, thus making a profit, accumulated directly in the investment account. Only the account holder can deposit or withdraw money from this account; I mean our partner.

## Can anyone benefit from this service?

**Roxana Vizitiu:** In principle, any person, group of people or company can access the free Effect Sharing service, under the same conditions. The novelty comes from the fact that anyone can use our resources to make a profit, in a field in which they do not necessarily have to have knowledge. Our system is fully automated and uses advanced artificial intelligence procedures to identify the best market opportunities. In this way, our partners, with various other activities, receive a profit from capital investments, without having practically any direct involvement in this field.

The system does everything automatically. The investor can follow the results in real-time and can stop the service at any time.

**Can the profit you are talking about be somehow proven?**

**Roxana Vizitiu:** Of course, we invite anyone who wants to analyze the activity from other partners' accounts. We have their acceptance, but their names cannot be disclosed, for obvious reasons of confidentiality. Except for the secret information, we are very transparent. In fact, on the company's website, you can find the list of trades made in recent years. The system is profitable and functional since 2010, it was made and developed in Germany, and since 2019 it is also offered in Romania through Effect Sharing.

## Where did the idea of supporting the businesswoman come from?

**Roxana Vizitiu:** At this question, the best way can answer my partner, Cristian Păuna, the company's general manager. The idea of the whole project belongs to him entirely.

## Mr. Păuna, do you have a different approach to businesswomen?

**Cristian Păuna:** No, on the contrary. The businesswomen have a different approach to me than the men. This is something that honors me every time and that I enjoy in silence. For a long time, I have found that I do better business with women than with men. It's not because I set out to do so, but because women understand better what a fair and equitable partnership means, while men tend always to consider themselves superior. Not all of them, but in most of the cases I have encountered, this statement turned out to be true.

## Have you planned Effect Sharing as a service for businesswomen?

**Cristian Păuna:** Not specifically, but reality shows us that we have more women partners than men. What I really wanted was the association

with a woman at Effect Sharing. The providence made this happen. After many years, I met Roxana again, a strong woman, wife, and mother of three boys. She manages to withstand the strictness of the operation's rules of the Effect Sharing company and to translate them into marketing actions that everyone can understand.

## Why a club? Do you have a personalized collaboration with each partner?

**Cristian Păuna:** You have reached the strong point. The utility is the main feature of our business.

We offer an active service, which becomes useful only when it meets the partner's needs. Details which for some are very important, for others do not matter. That's why we make customized investment plans according to each and every one's needs and profile. The idea of a business club started from the specific of our activity, which is, however, an exclusive one. Not everyone has an investor profile, and not everyone knows how to take a risk, even though we all want a profit. In addition, the connection we have with each partner is a special one. Because we continually produce a profit in everyone's account, we need a clear and strict set of rules and the individualization of each relationship. The club develops as a large family, especially since each member can invite new partners, improving in this way the efficiency of his own capital.

## What do you assume in this relationship?

**Cristian Păuna:** First of all, I assume the profitability of the service. If the system is not profitable, I have nothing to invoice. I also assume all operating costs for the entire duration of the contract and the responsibility for



Cristian Păuna

investment confidentiality. No one will find out who the investors are and how much they invest. Also, I assume the strict limitation of operational risk. Capital exposure is dimensioned following each investor option. The system limits the actual risk, and it exists only in the first months of the activity until the accumulated profit in the account is higher than the used exposure. After that, any stress is completely eliminated.

## What is your message for the Romanian businesswomen?

**Cristian Păuna:** I invite all successful women to test the Effect Sharing service. Their success will be multiplied. They will receive a fair, equitable, transparent, and confidential service, with which they will make a profit while maintaining control over capital and freedom of action decision. Consequently, Effect Sharing will become a part of their long-term success. I challenge all businesswomen to find out that it can be done differently.

**Effect Sharing service details, performance over time and contact information are available on the site [effectsharing.com](http://effectsharing.com).**