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# The Last Opportunity: Rise Above the Permanent Underclass

## Why the Purple Team's training, relationships and generational payouts are built for the age of AI

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### The ground is moving under every job

The New York Times recently described the "permanent underclass" theory taking hold inside the AI industry: the belief that workers have a short window to build wealth before AI and robots can replace most human labor, after which class positions freeze.[1] And it is the people building AI who are sounding the loudest alarms. Anthropic CEO Dario Amodei warns that AI could eliminate half of all entry-level white-collar jobs and push unemployment to 10–20% within one to five years.[2] Stanford researchers studying payroll records found that workers aged 22–25 in the most AI-exposed occupations have already suffered a 13% relative decline in employment.[3] OpenAI's GDPval benchmark shows frontier models now match or beat experienced professionals on 47.6% of real work tasks across 44 occupations, completing them roughly 100 times faster and cheaper.[4] The IMF estimates almost 40% of jobs worldwide are exposed to AI, rising to about 60% in advanced economies like the United States, and warns inequality will likely worsen.[5] Goldman Sachs projects the equivalent of 300 million full-time jobs exposed to automation globally.[6] And the World Economic Forum's Future of Jobs Report 2025 finds that 40% of employers expect to reduce their workforce where AI can automate tasks.[7]

### What AI cannot replace

AI is replacing tasks, not trust. It can draft the email, run the analysis and process the paperwork. It cannot shake a hand, earn a customer's confidence over years, or stand accountable for a relationship. As automation makes routine work abundant and cheap, genuine human relationships become scarce, and what is scarce becomes valuable. The last durable advantage in business is people who know people.

### The Purple Team is built on exactly that

The Purple Team, powered by COi Rubber Products, was designed from day one around the three things AI makes more valuable, not less:

- **Training.** A published six-book curriculum with a Trainer Guide, weekly live training, testing and certification, and a rank path that turns motivated beginners into professional business-to-business representatives.
- **Relationships.** An organic, person-to-person model. Representatives build real accounts and real trust with real buyers, the one asset no model can generate.
- **Generational payouts.** A compensation structure designed so that building and mentoring a team is rewarded over the long term, aligning everyone's incentives around durable, organic growth rather than one-time transactions.

Our stated goal is to educate more than one million people and grow toward 60,000 independent representatives over the next five to ten years.

### Why the last opportunity

Every technological revolution opened one window for ordinary people to own a piece of the new economy, and every window eventually closed. If the people building AI are right about what comes next, then the structures built now, while human relationships still set the terms of business, will be the ones that matter after. The Purple Team is one of those structures. We built it on purpose, and we are signing our names to it.

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*COi Rubber independent representatives are independent contractors operating their own businesses. There is no salary, company equity or guaranteed income, and participation and earnings are not guaranteed; results vary. The growth figures above are program goals, not promises or projections of any individual's results. Program terms are set out in the written Independent Sales Representative Agreement. This document states the company's position and reading of the cited public research.*

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