

BUSINESS FRAMEWORK

MARKETPLACES

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Prototype funding

For Entrepreneurs club only

Board room

For Entrepreneurs club only

Win your market

For Entrepreneurs club only

Budget machine

For Entrepreneurs club only

One click website

For Entrepreneurs club only

Access to global assets

For Entrepreneurs club only

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03: SUMMARY

Welcome to MARKETPLACES!

Welcome to marketplaces! where we will I want to create a marketplace where everyone could create their own marketplaces and sell their products and services globally.

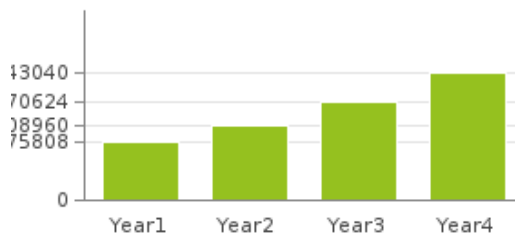
This is a brief introduction to marketplaces, a (Swedish) company with a scalable business model and an (international) (multi billion dollar) market. In this Business Framework, marketplaces is presented with its basic formula. We believe this will spark your interest as you see our passion and the possibilities we have identified.

Only a handful of people close to us are receiving this material - and with it the opportunity to invest early-stage. Any questions can be forwarded to any of us team members and all of our contact details are included in this material.

Enjoy the read and again, welcome to marketplaces!

This text is a suggestion to you from Cubimo. You can edit it by going to Tools and clicking Idea Framework. When you have approved the text, this green box will disappear from the PDF.

ESTIMATED EARNINGS YEAR 3 ()



This estimate is based on your number for first year of sales. You can easily adjust these numbers by going to Tools and clicking Idea Framework.

Launch Date

Decide on your launch date in the RoadMap phase. Go into Cubimo and

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continue your journey.

Milestones

Set Milestones for what you want to achieve with your new idea. Go into Cubimo and continue your journey. Milestones are in the RoadMap phase.

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04: Customers & Market

Adding Value to People

marketplaces is in the business of adding value to people. We want to serve by selling I will sell the unlimited storage space and bandwidth, earn commissions from the sales of services and products created by any entrepreneur on our website or marketplace, where anyone can create their own marketplaces like amazon, flipkart, uber, zomato, paytm, etc so that our customers can Because everyone in this world wants to become an businessman in ecommerce industry but they do not know how to start an e-commerce marketplace like amazon.... In the words of Philip Kotler, we will Create, Communicate and Deliver Value to our Target audience at a Profit. We know that after we have found our initial customers, we can scale this business based on effective communication and internal infrastructure

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The Typical Customer is

We will help you address this in the RoadMap phase and your answer will then be listed here. Go into Cubimo and continue your journey.

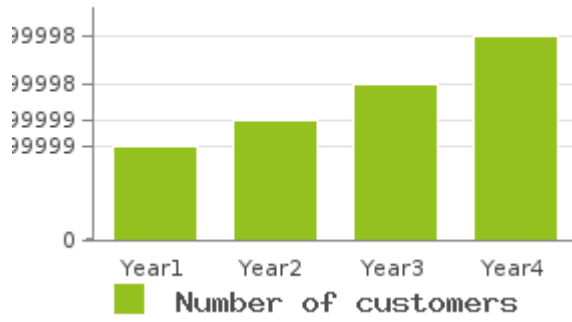
Why People Will Buy this Product

Because everyone in this world wants to become an businessman in ecommerce industry but they do not know how to start an e-commerce marketplace like amazon...

ESTIMATED NUMBER OF CUSTOMERS OVER 4 YEAR FROM NOW

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05: MARKETING

Marketing Strategy

marketplaces's marketing strategy is defined in relation to its sales model on one hand and its scaleable perspective on the other. We prioritize concrete and measurable results in terms of customers reached, relevance, conversion rates and revenue. We do not deal in the old model of hope marketing. Our marketing creates results.

We have created a marketing strategy that is heavily weighted towards an (online) presence and with a significant social aspect. We want to drive viral growth and thereby increase effectiveness in relation to capital spent. Our goal is that our marketing is profitable, meaning it drives more income than it costs and that we can measure this and prove it.

In addition to driving sales via marketing, we intend to build brand awareness. This will not be limited to online, social media, but focused also on more traditional and offline media. However, not until marketplaces has reached a level where sales have begun will budgeted costs be allocated to this.

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Strategy to Reach The First Customer

Through digital medium like internet, digital marketing, social media platforms, websites, search engines, , traditional marketing strategies, modern marketing techniques, etc...

Marketing will begin

Learn and decide about your marketing and it will be listed here. Go into Cubimo and continue your journey.

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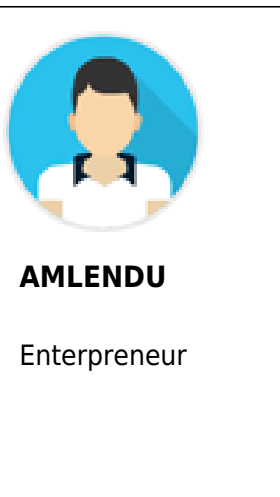
06: TEAM

THE IMPORTANT TEAM

As the team formation is crucial to the success of marketplaces, we have identified individuals that have the experience and knowledge optimal for the company.

The skillsets of the team cover sections that are vital for marketplaces. Marketing, Budgeting, Development and Sales are some areas that the founding team represent. All individuals have a track record of working together, have unique skills and experience well suited for this venture and all have an interest in Niclas 2 via ownership shares.

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07: ACTION PLAN

The Importance of Action

We have identified a number of actions that will lead to clear and direct traction for our Company. As our team represents knowledge and experience that span over all areas, we are able to quickly execute on our plan.

Early actions include

- establishing a functional organization with the core team
- gathering knowledge from identified coaches, both in our personal network and found on Cubimo
- creating a company account on Cubimo, where we gather all material and strategies formulated
- building/programming a first version of the service/product we are offering
- testing our thesis with the market, by asking focus groups and talking directly to prospective customers
- doing a budget that proves our business model is logical and working
- Finances and Capital Need

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Launch Date

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Milestones

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phase.

My Actions

Decide on action points and they will be listed here. You can do that in the Tools inside Cubimo when you continue your journey.

Team Actions

Decide on action points and they will be listed here. You can do that in the Tools inside Cubimo when you continue your journey.

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This graph is based on your estimated sales numbers and you can update them at any time inside Cubimo. Go to Tools and click Idea Framework.

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09: INVESTING OPPORTUNITY

This is Your Opportunity

In marketplaces, you find a unique opportunity to invest in a company that aims to take an (international position) on a growing market. The key constituents in terms of team, business model, market research and established financing need are in place. These can of course change over time, but the essence of marketplaces is in place and now we want to get going! A likely exit scenario is a trade sale to a big international player in the areas of Advertising, Media och E-commerce, such as (King, Scibsted, Facebook and Amazon). All these companies have a solid track record of acquiring smaller companies in order to strengthen their product portfolio and/or increase their customer base. A likely valuation of a company in the areas that we are approaching is P/S 4.5. Based on that valuation, see below the likely yield of an investment if we sell the company in 2019

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Capital Need

20 000 000.00

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Capital Usage

Your future investors will ask you why you need their money and you will spend that money wisely to build your business.

In the Entrepreneurs Club, Cubimo guides to how to answer this question in a beautiful way

ENTREPRENEURS CLUB

Meet the Investor

Where will you find an investor? And what will you tell the investor? How will you present your idea.

Inside the Cubimo Entrepreneurs Club, we help you create what you need using the Cubimo Funding Formula. We also provide you with a strategy for how to find the right investor for you.

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