

Wooqer Introduction- Highlights

May '2009

Wooqer – Business Introduction

Wooqer offers smart metrics to advertisers with specific promotion objectives on real people looking to save money.

Wooqer business strategy is built around consumers, advertisers and trade partners to advertisers per city. Wooqer has clear objectives for each of the customer segment.

Consumers : Save upto 20% money on things they buy anyways through access to available sales promotions

Advertisers : Reduce trade inventories smartly in fastest possible time and at possibly lowest cost

Trade Partners: Create business opportunities through visibility in the creation cycle.

Primary revenue stream: Annual metrics subscriptions by advertisers as input to generate promotions

Others: Single promotion instance, Premium channel subscriptions, partner subscriptions, monthly sale and channel sharing

Primary Intellectual property: Data modeling algorithms

Others: Brand categorization model and Sale type workflows



Wooqer – The “WHY’s”

Consumers shall come to Wooqer to:

Check if the purchase they are about to make is on sale somewhere – *Shopping Nirvana*

Check What's on Sale – *Some things never change!*

Check if a sale they wished for has come true – *Being Human!*

Brands shall leverage Wooqer to:

Engage and interact with suitable consumers 1-on-1

Overcome size threshold and compete on a level playing field

Reduce inventories by knowing exactly who wants what type of sale

Fully utilize the potential of Sale promotions for revenue optimization, increasing market share, Price discovery

Minimize costs on sales promotions, vendor acquisition, combo innovation

Trade Partners shall come to Wooqer to:

Share new product/service innovations to a filtered base

Maximize visibility



Sale shopping is not shopping! not auction!

Auction

Price negotiation; game & stake; online

Lowest Price

Online Aggregation + Comparison



Browsing, planning, instant gratification and time-driven.

Shopping

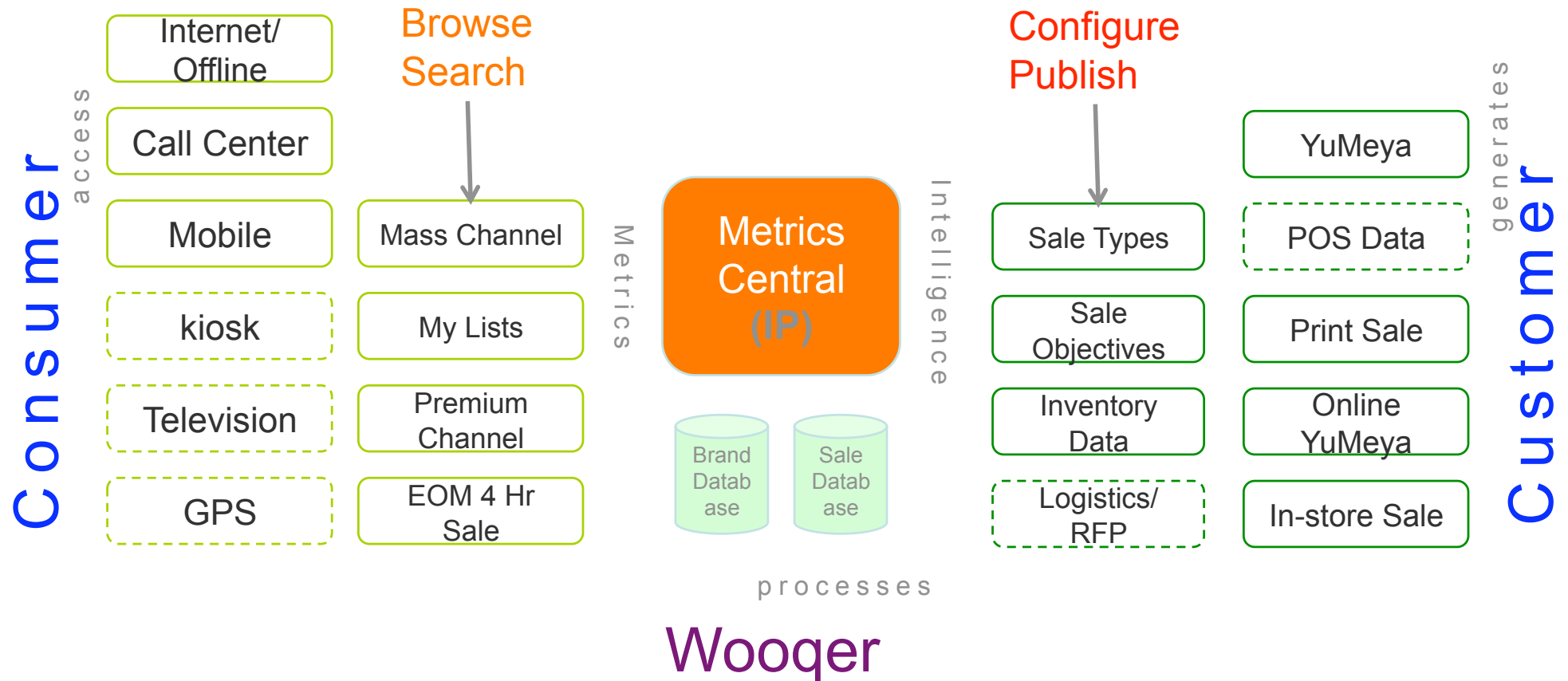
Need based, focused,
online + offline

Online offers

Tailored for online; cost avoidance
benefits



Wooqer – The canvas



Consumer ideally never pays for Wooqer unless through self sponsorship
We never sell anything at Wooqer, except the EOM 4 hour Sale
 Wooqer only publishes Sale for new/unused products
The described infrastructure & revenue model is city based

Wooqer supports 32 Sale/promo Objectives
Wooqer currently supports 11 Sale Types
 Impact on brand value from a particular Sale is part of roadmap
Tracking Sale effectiveness is part of roadmap

Customer: Anyone who sells. Brands, retail, warehouse, OEM's

Consumer: Anyone who benefits. B2C, B2B

Metrics Central: Algorithms & metrics processing

YuMeya: A tool to create/configure promotions using AIDA from MC

--- Future Evolution

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Business Roadmap

Wooqer							All Figures in USD '000		
P&L	Q1 '09	Q2 '09	Q3 '09	Q4 '09	Q1 '10	Q2 '10	Q3 '10	Q4 '10	Total
Revenue	0.00	5.63	33.58	193.83	523.92	1,553.01	3,428.39	6,989.15	18,465.88
Expenses									
Management	8.50	26.00	28.50	43.50	119.00	78.00	90.00	240.00	1,027.00
Product Development	17.70	31.70	43.00	46.50	100.00	100.00	111.50	100.50	1,001.30
Sales and Marketing	1.50	8.50	29.00	42.00	79.50	80.00	82.50	85.50	731.50
G&A	4.75	12.50	19.25	18.25	70.60	72.60	72.60	66.60	607.70
Total Operating Cost	32.45	78.70	119.75	150.25	369.10	330.60	356.60	492.60	3,367.50
Profit/(Loss)	(32.45)	(73.07)	(86.17)	43.58	154.82	1,222.41	3,071.79	6,496.55	15,098.38

Launch Plan

City Rollout	Oct '09	Jan '10	Feb '10	Nov '10
New Delhi	10 brands, 500 premium users, launch with Sale			
Dubai				
Singapore				
Shanghai				

Wooqer Consupreneur - Stats

- Private Placement for 48 consupreneurs
- Subscription valuation: INR 6 crore (USD 1.7 million)
- Instrument subscribed: Equity in form of common shares in Wooqer
- Quantum: 0.16% of total outstanding common shares/ INR 100,000 (USD 2700)
- Exit possibilities:
 - Company Buy back post revenue (subject to such an initiative undertaken)
 - GarageAgain participation
 - Long Hold/Strategic Exit with other investors
- Close Date: Jun 30, 2009



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