



ONE WORLD PEACE MAKER FOUNDATION LLC-FZ

COMPANY PROFILE



thank you

Message from The Board



We encourage all to communicate clearly and concisely to faster understanding as this is the key for successful implementation of all resolutions. Our objective is to achieve an "Enriched Life" for people around the world by intensively promoting the concept of "Positive Behavioral Values".

We create and promote public service campaigns to promote values, such as honesty, core-giving, optimism, hard work, tolerance, cooperation and helping others. We aim to share the positive values and contributions of inspiring personalities as an example to others. Our values are universal and chosen with the belief that any individual would find them encouraging and inspiring as we the Foundation Team acknowledges that every individual views the world through different lenses.

All of these values are bound together by one single strength; the practice of moderation. We believe that the practice of moderation coupled with Positive Behavioural Values is the scaffolding that holds together the fabrics of peace and prosperity for the people of the world

With Love



Antony Eddison Milfred





ONE WORLD PEACE MAKER FOUNDATION LLC-FZ

Welcome to
'One World Peace Maker
Foundation' whose vision and
mission is to bring peace and
enriched life for everyone.



OWPMF LOYALTY APP:

SHOP LOCAL, EARN REWARDS, CHANGE THE WORLD

EMPOWERING CONSCIOUS CONSUMERS FOR A SUSTAINABLE FUTURE

About Us:

OWPMF Loyalty App is a mission-driven platform that empowers conscious consumers to shop with purpose. Through our user-friendly mobile app, members can enjoy convenient shopping from a curated network of local and ethical brands while earning "Peace Points" for every purchase. These points can be redeemed for exciting rewards or shared to support global peacebuilding initiatives chosen by the community.



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We are at the forefront of revolutionizing the e-commerce landscape by fostering a community of conscious consumers who shop with purpose. Our mission is to provide a platform that goes beyond traditional commerce, integrating social responsibility into every transaction. We believe that each purchase has the power to make a positive impact, and we are dedicated to providing an innovative and seamless shopping experience that aligns with our users' values.



Mission: To empower conscious consumers with a convenient shopping experience that rewards them, supports local businesses, and contributes to global peace efforts.



Vision: To become the leading e-commerce platform where members can shop with purpose, build community, and collectively make a positive impact.

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Our Platform:

- E-commerce Redefined:

We are committed to creating a lifestyle e-commerce platform that transcends the ordinary, offering a curated selection of products from local and ethical businesses around the globe.

- OWPMF Loyalty App Integration:

As part of our commitment to social impact, we are proud to announce our partnership with the OWPMF Loyalty App. This integration allows our users to shop locally, earn rewards, and contribute to global peace efforts—all through our user-friendly platform.



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Value Proposition:

● Shop with Purpose:

Users can support local and ethical businesses that resonate with their values, promoting community growth and sustainability.

● Earn & Redeem Peace Points:

Our unique loyalty program, powered by the OWPMF Loyalty App, rewards users for their purchases and provides them the opportunity to contribute to global peacebuilding initiatives.

● Community-Driven Experience:

Join a vibrant community of like-minded individuals, share experiences, and participate in challenges that drive positive change in the world.

● Seamless & Secure Shopping:

Enjoy a hassle-free shopping experience with secure payment processing and fast delivery options.

● Transparent & Ethical:

We prioritize data privacy, ethical partnerships, and responsible business practices to ensure a trustworthy and reliable platform.

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For Customers:

- Shop from a curated network of local and ethical retailers:
Support businesses that align with your values and contribute to your community.
- Earn "Peace Points" for every purchase:
Redeem points for discounts, exclusive deals, or share them to support peacebuilding initiatives.
- Enjoy a seamless and secure shopping experience:
User-friendly app with secure payment processing and fast delivery options.
- Connect with a like-minded community:
Share experiences, participate in challenges, and advocate for positive change.



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For Merchants:

- Increase customer loyalty and engagement:
Offer exclusive deals and promotions through the app, attracting new customers and retaining existing ones.
- Gain valuable customer insights:
Access data on consumer preferences and behavior to optimize your offerings and marketing strategies.
- Align your business with a social mission:
Attract purpose-driven customers and contribute to global peace efforts.
- Benefit from a cost-effective marketing platform:
Reach a targeted audience of conscious consumers without high marketing costs.



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Unique Selling Proposition:

- Integrated social impact:

Share Peace Points to support peacebuilding initiatives chosen by the community, directly contributing to positive change.

- Focus on local and ethical businesses:

Curated network of socially responsible merchants aligns with customer values and supports local communities.

- Community-driven approach:

Members actively participate in shaping the app's direction and initiatives, fostering a sense of belonging and purpose.



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Timeline:

● Short-term (3-6 months):

○ Advanced search and filtering:

Refine product search with filters based on origin, ethical certifications, and social impact categories.

○ Personalized recommendations:

Utilize AI to suggest products based on user preferences and purchase history.

○ Enhanced community features:

Develop private chat groups, forums, and influencer programs within the app.

○ Subscription boxes:

Offer curated product boxes based on user preferences and social impact themes.

○ Gamification elements: Integrate points, badges, and leaderboards to incentivize user engagement and loyalty.

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- Mid-term (6-12 months):

- Augmented reality (AR) product visualization:
Allow users to virtually try on clothes or see products in their homes.

- Live commerce events:

- Host interactive events with merchants featuring product demonstrations and exclusive offers.

- Social impact tracking:

- Offer detailed reports on how Peace Points are used and the impact they create.

- Marketplace expansion:

- Include B2B functionality for bulk purchases and wholesale partnerships.

- Internationalization:

- Translate the app and offer localized content for specific markets.

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Primary Target Audience:

A. Conscious Consumers:

Demographics: Age 25-45, tech-savvy, urban dwellers

Psychographics: Value ethical shopping, sustainability, and social impact, interested in unique products and supporting local businesses

● Estimated Per Bucket Value:

- High-value products (luxury goods, handcrafted items): \$100-\$500 per purchase
- Mid-range products (fashion, accessories): \$50-\$100 per purchase
- Lower-value products (daily essentials): \$25-\$50 per purchase



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Primary Target Audience:

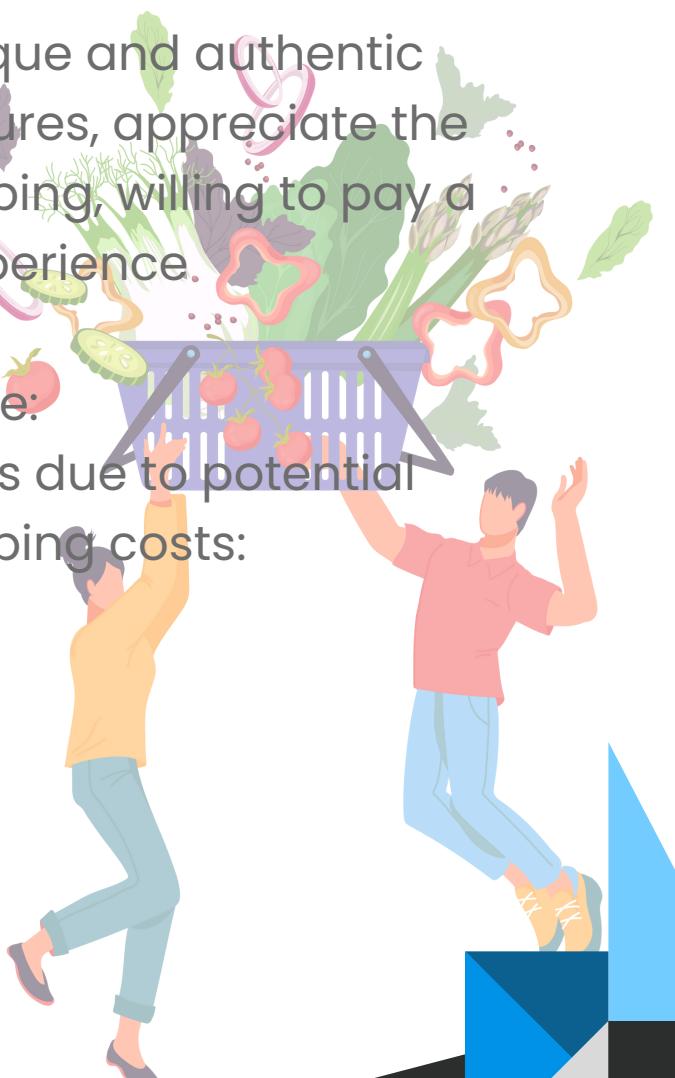
B. International Shoppers:

- Demographics: Age 25-45, interested in global shopping, open to discovering new products and brands

- Psychographics: Seek unique and authentic products from different cultures, appreciate the convenience of online shopping, willing to pay a premium for quality and experience.

- Estimated Per Bucket Value:

- Higher than local shoppers due to potential higher order value and shipping costs:
\$75-\$200 per purchase



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Secondary Target Audience:

A. Local Businesses in the UAE:

● Demographics:

Small and medium-sized enterprises (SMEs) selling high-quality, unique products with a focus on ethical practices and/or social impact

● Psychographics:

Value reaching a global audience, interested in online sales channels and building brand awareness, willing to invest in marketing and partnership opportunities

● Estimated Per Bucket Value:

\$30-\$250 per purchase depending on product category



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Optimizing Per Bucket Value in OWPMF Loyalty App: A Deep Dive

1. Personalized Product Recommendations & Promotions:

- Leverage AI and machine learning: Analyze user purchase history, browsing behavior, and community interactions to recommend relevant products and deals.
- Consider demographics and psychographics: Tailor recommendations based on user age, location, interests, and values (e.g., sustainability-focused users receive recommendations for eco-friendly products).
- Segment your audience: Create personalized campaigns and promotions for different customer segments.
- Dynamic pricing: Implement dynamic pricing based on user data and market trends while maintaining ethical transparency.

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Optimizing Per Bucket Value in OWPMF Loyalty App: A Deep Dive

2. Curated Product Collections:

- Theme-based collections: Showcase UAE products based on themes like cultural heritage, Ramadan gifts, sustainable living, or locally-made artisan goods.
- Seasonal and event-based collections: Highlight relevant products for occasions like UAE National Day or international festivals.
- Partner with influencers and experts: Collaborate with influencers and local tastemakers to curate unique collections with their personal touch.
- Leverage Peace Point contributions: Offer special collections where a portion of the proceeds goes towards specific peacebuilding initiatives, appealing to ethically conscious customers.

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Optimizing Per Bucket Value in OWPMF Loyalty App: A Deep Dive

3. Highlighting UAE Product Value Proposition:

- Storytelling and product descriptions: Share engaging stories about the artisans, traditions, and cultural significance behind UAE products.
- Highlight ethical certifications and practices: Showcase ethical sourcing, fair trade practices, and sustainability initiatives employed by merchants.
- Offer localized content: Showcase products in Arabic and provide information about cultural significance in different languages for international audiences.
- Partner with tourism initiatives: Promote UAE products alongside unique travel experiences to attract international shoppers.



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Optimizing Per Bucket Value in OWPMF Loyalty App: A Deep Dive

4. Partnering with Influencers & Content Creators:

- Micro-influencers: Collaborate with local influencers focusing on specific niches relevant to your target audience.
- Content creators: Partner with bloggers, vloggers, and social media personalities aligned with your values and target audience.
- Co-branded collections: Launch exclusive product collections designed in collaboration with influencers, generating excitement and exclusivity.
- Utilize affiliate marketing: Offer influencers commissions on sales generated through their promotions, incentivizing their efforts.

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Optimizing Per Bucket Value in OWPMF Loyalty App: A Deep Dive

5. Exclusive Deals & Discounts:

- Tiered reward system: Offer increasing discounts and exclusive deals to encourage higher purchase values and loyalty.
- Limited-time promotions: Offer flash sales, limited-edition products, and exclusive bundles to incentivize larger purchases.
- Personalized coupons and offers: Tailor discounts based on user purchase history and interests, making them feel valued.
- Partner with payment gateways: Offer exclusive cashback or reward points through specific payment options, driving user preference.



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Optimizing Per Bucket Value in OWPMF Loyalty App: A Deep Dive

6. Seamless & Secure Shopping Experience:

- User-friendly app design: Ensure a smooth and intuitive browsing and checkout experience.
- Multiple payment options: Offer popular local and international payment methods for flexibility and convenience.
- Fast and reliable delivery: Partner with reputable logistics providers to ensure timely and secure product delivery.
- Transparent communication: Provide clear order tracking, estimated delivery times, and return policies.

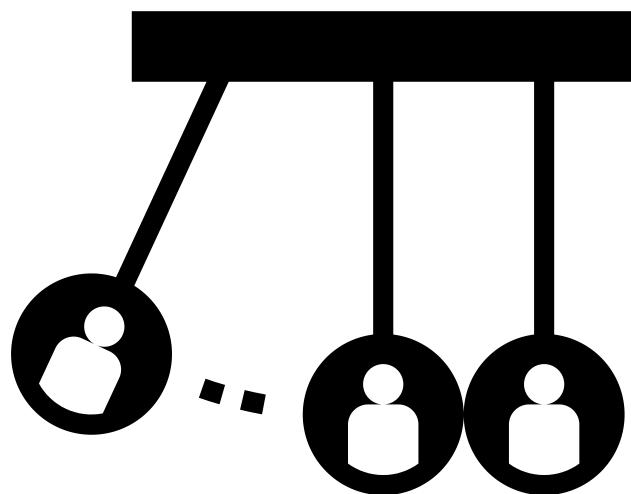


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Expanding Social Impact in OWPMF Loyalty App:

Going Beyond Points

While sharing Peace Points for global peacebuilding is a commendable start, here are some ways to elaborate and solidify the social impact of the OWPMF Loyalty App:



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Transparency and Education:

- Showcase impact stories: Regularly share stories and updates on how Peace Points are used to support specific peacebuilding initiatives and their tangible impact on communities.
- Partner with reputable peacebuilding organizations: Collaborate with transparent and well-respected organizations with clear goals and measurable outcomes.
- Offer educational content: Integrate content within the app explaining the complexities of global peacebuilding, different initiatives, and how users contribute to the larger picture.
- Empower user choice: Allow users to choose specific peacebuilding initiatives they want to support, fostering a sense of ownership and connection.

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Community Engagement and Action:

- Organize virtual or in-person events: Host online discussions, webinars, or local gatherings focused on peacebuilding awareness and action.
- Facilitate peer-to-peer connections: Create forums or groups within the app where users can connect, share experiences, and support each other's social impact journeys.
- Partner with local NGOs: Collaborate with local non-governmental organizations (NGOs) to address specific community needs and empower local efforts.
- Promote peacebuilding actions: Encourage users to take small actions beyond the app, like volunteering, advocating for peace-building policies, or supporting local peace initiatives.



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Sustainable Business Practices:

- Promote eco-friendly products and brands:
Highlight and curate products with sustainable practices in their production, packaging, and delivery.
- Offset carbon footprint: Partner with organizations to offset the carbon footprint of the app's operations and user deliveries.
- Support fair trade and ethical sourcing:
Prioritize merchants committed to fair labor practices and responsible sourcing of materials
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- Promote social inclusion: Partner with businesses that empower marginalized communities and promote social inclusion through employment or training opportunities.



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Transparency and Reporting:

- Publish annual impact reports: Share detailed reports on the app's social impact, outlining collected Peace Points, chosen initiatives, and their achieved outcomes.
- Track and measure impact: Develop clear metrics to measure the app's contribution to peacebuilding, such as number of beneficiaries, funds raised, and awareness generated.
- Third-party audits: Consider partnering with independent organizations to conduct audits and verify the impact of your efforts.

Remember: Social impact is an ongoing journey, not a destination. By implementing these suggestions and continuously seeking ways to amplify your positive influence, can solidify the OWPMF Loyalty App as a leader in ethical e-commerce, attracting like-minded users and building a community truly committed to making a difference.

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Building a Future with Purpose

This profile has outlined the vision for the OWPMF Loyalty App, a platform that seeks to revolutionize e-commerce by combining the convenience of shopping with the power of social impact.

We believe that conscious consumers deserve a better alternative, one where mindful purchases contribute to both personal satisfaction and positive change in the world.

While this profile provides a framework, our journey doesn't end here. We understand that social impact and responsible business practices require constant evolution and commitment.

We are dedicated to continuously refining our platform, partnering with ethical businesses, and supporting peacebuilding initiatives in meaningful ways.



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Building a Future with Purpose

By joining us, you become part of a community that values more than just products.

You become a catalyst for positive change, empowering local businesses, supporting global peace efforts, and building a more sustainable future for all.

We invite you to explore our platform, share your feedback, and join us on this meaningful journey. Together, let's make a difference with every purchase.



OWPMF



ONE WORLD PEACE MAKER FOUNDATION LLC-FZ ORGANIZATIONAL CHART





OWPMF ADDRESS

THE MEYDAN HOTEL

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