

EXECUTIVE SUMMARY

TRATO: Marketplace democratizing businesses and empowering customers.

Let the fair competition create value for win-win ecosystem!

VALUE CREATED FOR WIN-WIN ECOSYSTEM


- ❖ Customer gets the **best offer** for any purchase request **instantly**. Empowered customer pampered with negotiable offers which get better due to competition among merchants.
- ❖ Merchant **sells more, sets right price, and chooses best customers**. Merchant can **improve business strategies** with market data driven analytics.
- ❖ **Organize the unorganized: Democratized merchants** can engage & acquire every possible customer (remote or walk-in) without being unnecessarily disturbed.


HOW THE VALUE IS CREATED



















- ✓ An *automatic marketplace* which creates fair competition among merchants for every customer initiated purchase request.
- ✓ Marketplace is operated by AI agents configured with master merchant’s business strategies executing master’s business automatically.

Every merchant can compete in every customer request throughout the geography without manual intervention, thanks to AI. Due to high-participation competitive bidding among merchants per purchase, at amazon scale, we need to process 100 billion messages/hour (WhatsApp does 30billion/day). Hence, this marketplace is a **unique marriage of Big Data and AI**.

COMPETITIVE ANALYSIS

 STRONGEST

 WEAK

DESIRABLE OUTCOME	TRATO	AMAZON/ALIBABA	TECH ADVANTAGE	BIZ ADVANTAGE	ADVANTAGE SUSTAINABILITY
SMART MARKETPLACE	AUTOMATIC MARKETPLACE: RUN BY INTELLIGENT BUSINESS BOTS	MANUAL MARKETPLACE: SIMPLE BUSINESS LISTING			
AFFORDABLE MARKETPLACE	COMPETITIVE MARKET DRIVEN SAVINGS	OUT OF POCKET DISCOUNT DOLING			
PRIVATE MARKETPLACE	PRIVATE NEGOTIABLE PERSONALIZED OFFER	PUBLIC DEAL LISTING: BRAND DILUTION & UNDER-CUTTING WAR			
BEST MATCHMAKER MARKETPLACE	PERFECT MARRIAGE: CHOOSE YOUR BEST SELLER & CHOOSE YOUR BEST BUYER	ARRANGED MARRIAGE			
FAIR & INCLUSIVE MARKETPLACE	EMPOWER THE UNDER-RESOURCED: ALLOWS EVERY SELLER TO COMPETE WITHOUT DISCRIMINATION	OPAQUE BIASED MARKETPLACE: NO VISIBILTY FOR SMALL & MEDIUM SELLERS, ONLY COUPLE OF SELLERS DO ALL SALES FOR A PRODUCT CATEGORY			
PHYSICAL MARKETPLACE	VIRGIN PHYSICAL RETAIL ACCESS: 10X of E-COMMERCE	NO ACCESS TO PHYSICAL RETAIL			





TEAM

- ❑ **DAN**. 25+ years; Serial CTO.
- ❑ **KUMAR**. Serial Entrepreneur/Inventor, Red Herring Asia/Global Top 100, Ex-Google. Multiple patents.
- ❑ **SACHIN**. Enterprise architect. Patents in supply chain optimization & recommendation engine.
- ❑ **KAPIL**. CTO with US based edu-tech start-up. Tech Lead: Yahoo Ads
- ❑ **MARIAN**. 25+ years of high-tech software development
- ❑ **Dr. DAN**. PhD in quantum physics. AI Expert. Decade old experience in financial software.

MENTORS

- ❑ **JAMES**, Business Mentor. Serial Entrepreneur; multiple hardware firms in USA/China. Advantech Founding Team
- ❑ **JOSEPH**. Technology Mentor. Serial Entrepreneur, sold couple of companies to Apple. Senior Google Director
- ❑ **PHILIPPA**, Marketing Mentor. Three decades of marketing experience. CMO with Kaplan/ Hilton.
- ❑ **KUMUD**, Business Advisor, GM Reliance E-Commerce, Snapdeal Founding Team

ADDRESSABLE MARKET AVAILABLE FOR TRATO DISRUPTION

	Retail Commerce	B2B Commerce	Alternate Finance	Travel (OTA)	Partner Businesses
 CHINA	600BN USD 20% YoY	1500BN USD 20% YoY	150BN USD 20% YoY	50BN USD 35% YoY	<p>Expect lots of partner unicorns running on Trato globally.</p> <p>Enable XXX BN dollar new businesses.</p>
 INDIA	30BN USD 50% YoY	<1BN	<100MN	10BN USD 50% YoY	
 USA	350BN USD 15% YoY	700BN USD 7% YoY	25BN USD 50% YoY	30BN USD 7% YoY	
 EUROPE	600BN USD 15% YoY	500BN USD 18% YoY	4BN USD 150% YoY	15BN USD 10% YoY	
REST OF WORLD	150BN USD, assuming 10% of above four	300BN USD, assuming 10% of above four	20BN USD, assuming 10% of above four	10BN USD, assuming 10% of above four	

REVENUE MODEL

- ❖ **Marketplace Fees:** Fixed/Variable Commission.
- ❖ **Advertisement Fees:** Pay for Performance Marketing. Sponsored listings.
- ❖ **Retail Strategy Consulting:** Paid Strategy Bots Subscription. Data-driven Expert Consultancy on Target Customer Identification, Inventory Management, Pricing, Quality Control.
- ❖ **Assisted E-Commerce Services:** Business Automation SaaS Subscription. Online Store Management Freemium. Online Channel Setup.
- ❖ **Development Partner Ecosystem:** Trato App Store & Developer Tools Subscription. Partner apps cloud service charges. Partner Revenue Sharing.

ACCOMPLISHMENTS

- ❖ Hotel marketplace apps built. GTM ready.
- ❖ Three patents related to price-sensing, intelligent order management, and barter exchange. Several Trade secrets developed
- ❖ World class technology team. Strong interest from global business leaders (CXOs) to join Trato business team
- ❖ Exclusive China market access

ASK AND DEPLOYMENT

- ❖ **1.7 Million USD for 1 Year Operation:**
 - ❖ 0.8 Million USD: R&D Investment
 - ❖ 0.8 Million USD: S & M investment for hotel launch, target one million bookings.
 - ❖ 0.1 Million USD: Cloud Hosting for 1 million potential users
- ❖ **Equity offer in a global conglomerate with multiple business spin-offs. Exit Multiple after 3 years: 51.2x-102.4x, IRR after 5 years in hotel business: 43%-72%**