

THE CONSUMERS APP

THE SPECIFIC BINDING OF THE DEMAND WITH THE OFFER OF THE MARKET

TEAM

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- Responsible for; Administration, marketing, idea creation
- Experience with several private trading companies in Germany and abroad ideas development, retention and marketing.

RADEK PRZADKA

- Responsible for; Software & hardware development, idea creation
- Software & Hardware Developers for their own companies and the pharmaceutical industry. Care of several companies in the issues of computer science - interface management.

PROBLEM

The lack of transparency of the market.

The lack of transparency, mainly in the food market, caused when the consumer;

- unnecessary increase in the expenditure of the cost of living
- unnecessary increase in the time needed for the completion of the purchases
- unnecessary increase in environmental pollution
- unnecessary increase in health risks

SOLUTION

We solve the above problem of lack of transparency in the market, in which we ask the relevant market transparency through our actions available.

- we bind the demand with the offer,
- the two components to each other
- pipe the results to consumers
- if necessary, the management of the results to the desired dealer for further processing
- we complete the search results with a wealth of services that enrich and relieve the everyday to

PRODUCT – THE APP

- consumer detected by scanning / voice via the used / needed goods
- Forwarding to the system
- the system assigns the scanned goods and provides a comparison
- the system provides results of the comparison and providing the consumer the proposals - in terms of the goods and the shopping-related services
- the consumer makes a decision

BALMARK SOLUTIONS - HISTORY OF THE APP

- Individual products Product group
- Query Query
- Result Result
- Comparison between different dealers of stationary and online handles B2C & B2B
- Exact result Proposal Result
- Other suggestions Similar selection for BIO, Vegetarian, Vegan
- Cook proposals;
after nutrition values
after occasions
after countries
- more comprehensive services
- Upon request of the customer - the results to trade order picking

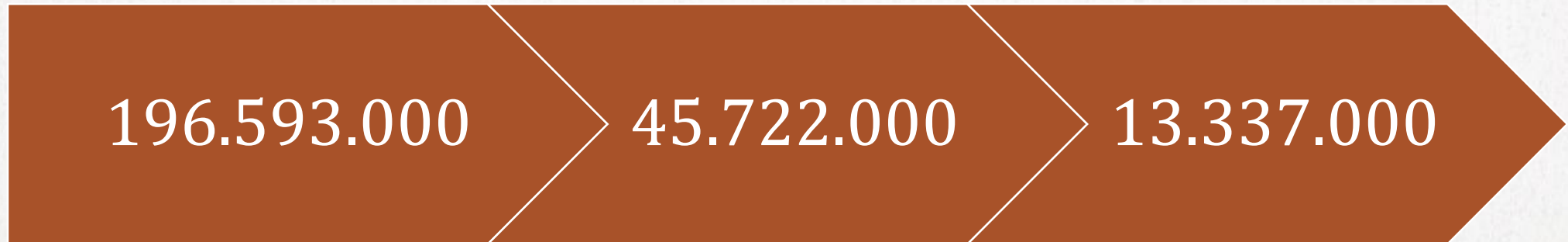
MARKET

The target group:

to the target group includes ALL households;

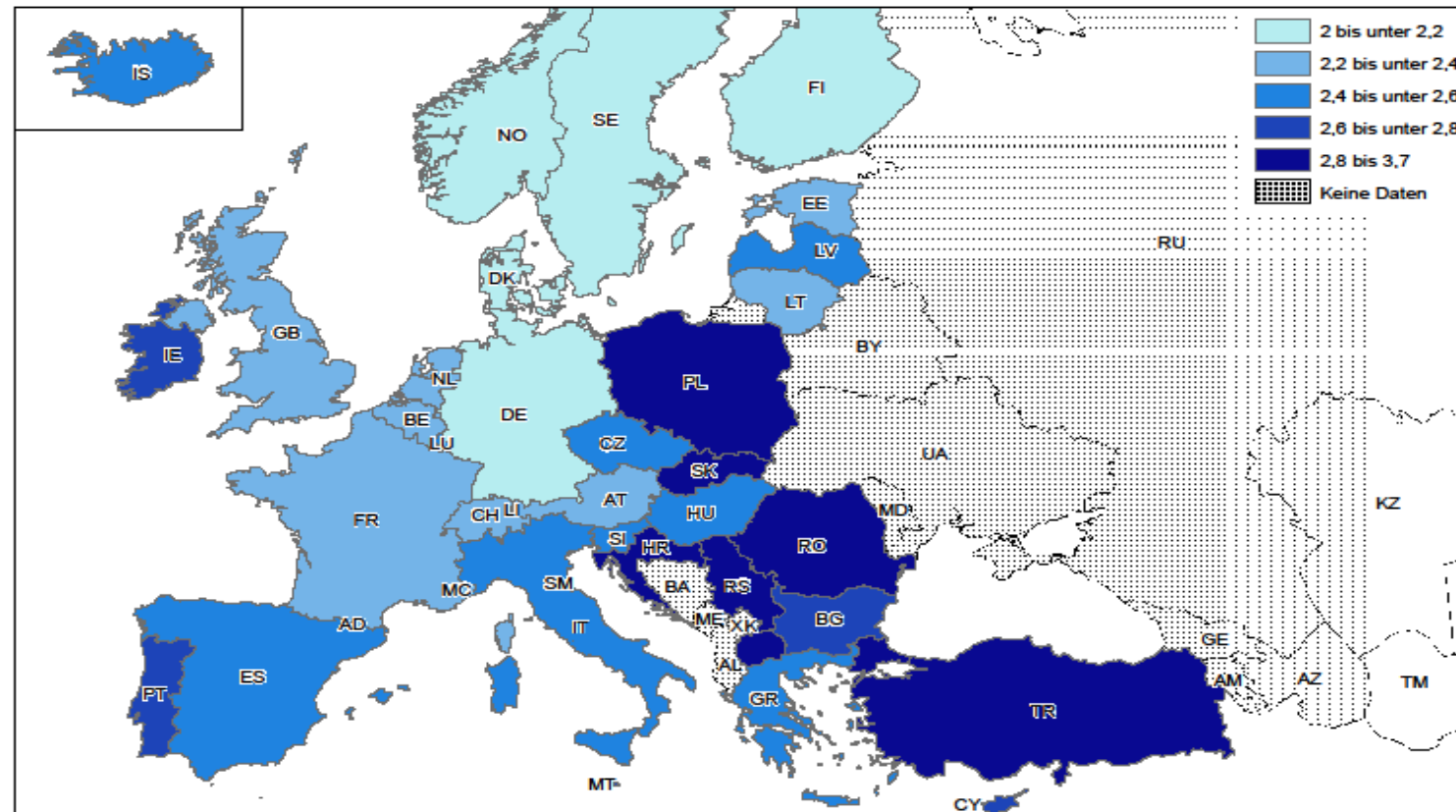
- wishing save on the time and money
- want answered the nutrition and thus want to actively support health
- the product features want to connect to the nutritional suggestions and continue with new cooking suggestions
- the various products in order to receive service information
- the wish to actively strengthen the environmental awareness

HOUSEHOLDS IN THE EU 27 / IN DACH / PL



HOUSEHOLDS IN THE EU / AVERAGE PER COUNTRY

Durchschnittliche Haushaltsgröße in europäischen und angrenzenden Ländern, 2014 (Personen je Haushalt)

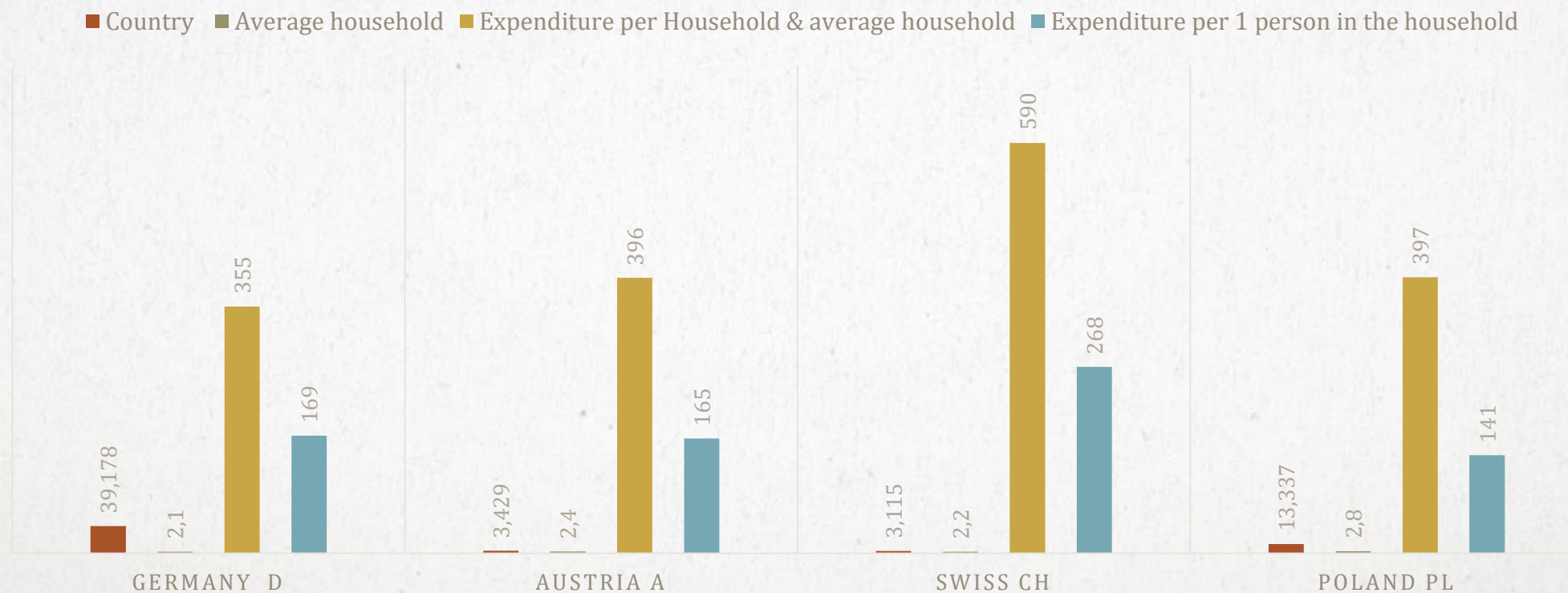


Quelle: EUROSTAT 2016, ähnliche Klassenbesetzung

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HOUSEHOLDS IN MILLIONS / COUNTRY

DACH & PL – HOUSEHOLDS COMPARED

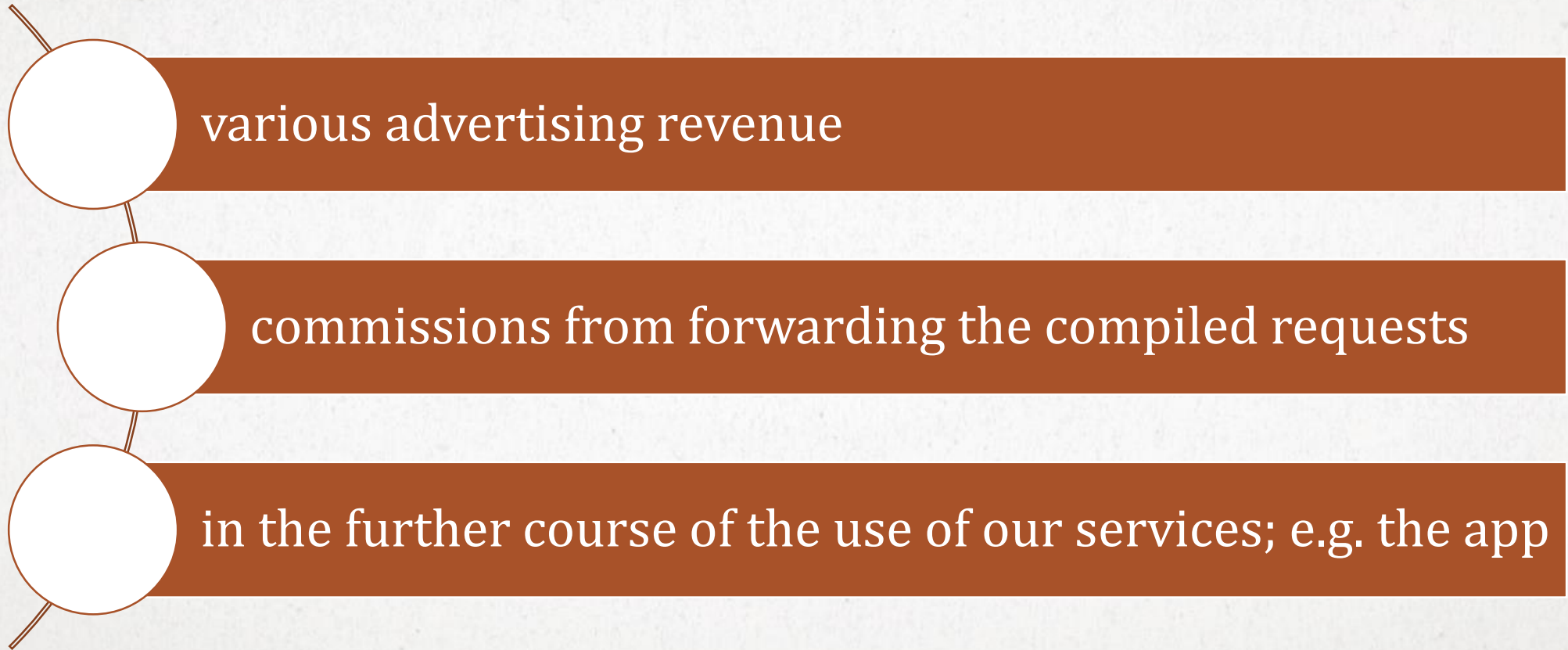


SAMPLE CALCULATION FOR DACH & PL

- In the four countries, there are 59,059,000 households in which 140,265,120 people live.
- The average expenditure on food in the 4 countries (total) EURO 9,902,204,000.00 / month

The aim is to supply consumers with accurate records and to move it to the app to generate as many records. This to use all open to the revenue sources referred to in the next slide.

BUSINESS MODEL



USP

- The unique feature is the targeted binding of the demand with the offer of the market in the independence of the trade and industry, supplemented by weitreichende services.
- The unique selling point is; significant perceived and durable.

COMPETITION

- The general competition in the market is enormous, but gleichzeitig we note that the market until now was not "bound" and thus the possible synergies / opportunities are not used. What means something that we could discover no direct competitors here.
- For our competitors, companies will include who want to recreate the we have developed a business model. Until then, and in cooperation with appropriate investors, we can expand the status of "first developer" for the benefit and also permanently, under the observance of the normal market conditions, maintained.

FUNDING NEEDS AND FINANCING USE

Since it is a pure service company, we need the financial resources for the overall preparation of the sequences.

The aim is to invite the trade cooperation. Any agreement would significantly reduce the cost of the creation of the database. The goal is to trade for it to re-update itself responsible (mandatory) to make the data maintenance daily.

If the trading companies refuse to cooperate, so rising one hand the cost of the preparation and on the other hand, the task will be to put trade aware that any refusal to the detriment of trade (the single commercial enterprise) will evolve.