



OmniBazaar

Shop without middlemen. Pay without bankers...

OmniBazaar, Inc. Executive Summary October 2020

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Business Overview

OmniBazaar is a **functioning** cryptocurrency-enabled, decentralized, e-commerce marketplace, developed using our own **patented** “peer-to-peer-to-peer” network technology. The OmniBazaar system includes its own built-in cryptocurrency (OmniCoin), reputation tracking, escrow agents, an [influencer marketing](#) system, social messaging, and bonuses to provide user incentives for participation and growth.

OmniBazaar provides a simple “gateway” to both e-commerce and cryptocurrency for billions of “un-banked” people, by allowing users to “*barter for bitcoin*”. Even people without a bank account or credit card can now barter a product or service to immediately receive OmniCoins, Bitcoins or Ether.

With OmniBazaar, online sellers save 90–100% of the fees they currently pay Amazon or eBay. Online buyers benefit from lower prices, and escape from “big data” tracking and “push” marketing. Social influencers enjoy a simple way to monetize their social networks. Marketplace buyers and sellers can generate additional income by providing services in the marketplace.

We have developed a user-acquisition reward system that allows social influencers to easily monetize their social networks. This system helped us acquire 10,000 registered users in the first 12 weeks of operation.

OmniBazaar is an explicitly “white-market” marketplace with built-in technology safeguards to deter and remove illegal product or service listings.

We have developed a patented “peer-to-peer-to-peer” network architecture. This architecture allows users to place listings in the marketplace without continuously keeping a network node running on their computer.

OmniBazaar, Inc. will receive a small percentage of each transaction, to support its continued development and maintenance of the software.

Our distributed mode of operation makes the OmniBazaar network almost infinitely scalable, with minimal costs to the Company for computing infrastructure, offices, equipment, or personnel.

We received patent #US 9,519,925 B2 for “Decentralized Internet Shopping Marketplaces” from the USPTO. We have also received a second continuation patent to further secure our IP claims. We have trademarks on the relevant names and own the related domain names.

OmniBazaar marketplace is currently in use by the public. Initial launch of the marketplace and coin occurred on 31 October 2018. The free software application is available for Windows, MacOS and Linux.

The OmniBazaar/OmniCoin White Paper is available in 16 language at <http://whitepaper.omnibazaar.com>.

Additional information is available at <https://OmniBazaar.com> and <https://OmniCoin.net>. A video tour of the OmniBazaar application is available here: <https://youtu.be/jrFrZRgkCxI>.

OmniBazaar marketplace and OmniCoin wallet software is available here: <http://download.omnibazaar.com>.

In addition to the current Angel funding we are seeking, we plan to do a Seed funding round to raise the \$5,000,000 that we project will be needed to reach profitability.

Relevant Market Size

Potential users of OmniBazaar include most of the adult population of the world. Anyone who currently buys or sells goods or services on the internet is a potential user. OmniBazaar will also be able to serve the 2 billion "un-banked" people world-wide who cannot use existing, centralized, e-commerce sites, because those sites require credit cards and bank accounts.

Existing Market Segments

Other existing players in the target market segment include Amazon, Alibaba, Rakuten, Craigslist, and various others. We estimate the market for direct trade and barter in the United States alone to be well over a trillion dollars per year. OmniBazaar will be able to compete aggressively with these companies by offering users far more privacy, cryptocurrency payment systems, 90–100% lower transaction fees and no merchant charge-backs.

Start-up Summary

Concept development, patent, incorporation, business plan, private placement memorandum, and software development costs have been financed by founding shareholders' investments and loans.

Funds from the planned \$5,000,000 Seed offering will be used primarily to fuel user acquisition. About 45% will be used to further develop the marketplace software, and to operate the business prior to break-even.

Financial Projections

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues	\$49,052	\$4,509,739	\$20,709,976	\$72,162,137	\$264,573,176
Minus User Acquisition Costs	\$1,827,939	\$5,175,606	\$14,035,607	\$38,699,331	\$125,749,771
Gross Profit	(\$1,778,887)	(\$665,867)	\$6,674,369	\$33,462,806	\$138,823,405
Gross Profit (%)	-3626.6%	-14.8%	32.2%	46.4%	52.5%
Other Expenses	\$956,000	\$1,140,800	\$1,434,360	\$1,725,076	\$2,199,794
EBITDA	(\$2,734,887)	(\$1,806,667)	\$5,240,009	\$31,737,730	\$136,623,611
Depreciation	\$10,000	\$20,000	\$30,000	\$40,000	\$50,000
Amortization	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Preliminary Exp Written off	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
Interest Expense	\$21,200	\$21,200	\$0	\$0	\$0
Income Tax Expense	\$0	\$0	\$96,500	\$7,906,900	\$34,125,900
Net Income	(\$2,836,087)	(\$1,917,867)	\$5,043,509	\$23,720,830	\$102,377,711

Team

Richard Crites is Founder, majority shareholder in OmniBazaar, Inc., and designer of the OmniBazaar marketplace software and system. He has a master's degree in Aerospace Engineering from Stanford University, 30+ years of entrepreneurial business management experience, 15 years of financial services experience, and 6 years of recent experience managing software development.

William Moon holds an MBA in Finance from the Stanford University Graduate School of Business and is a Chartered Financial Analyst (CFA). He has over 30 years of experience in finance, including 17 years as Chief Financial Officer of Internet and technology companies. In addition, he has been a top performing analyst in the stock market with oversight on managed funds in the market.

David Crites has an MBA from Northwestern University's Kellogg School of Management, a bachelor's degree in Electrical Engineering, 15 years of experience in software, electronics, and semiconductor industries, and experience drafting and prosecuting patents.

Chuck Koch has a bachelor's degree in Electrical Engineering and 25 years of leadership in Business Development, Sales Management, and Marketing in telecommunications and Internet technology companies (Hewlett Packard, Agilent, and Digital Lightwave).