
**The Marketplaces of Agricultural Products and Services
Business Plan**

www.agriculturalbyproducts.com

May 2019

CONFIDENTIAL

General

Digitalization is challenging business structures and old ways of action irreversibly.

Online marketplaces, so called sharing economic improve resource efficiency of economies, increase transparency, benefit competition and disrupt current economic structures.

Their share of the Gross Domestic Product (GDP) of the western economies is estimated to rise to 25 percentage by 2025.

We have a time-honored global competitive advantage. That's why we need quick market penetration.

There are no competitors in the world in these contexts.

Classification of present marketplaces alerts for the main and sub categories is often illogical or non-existent. Almost always, category-specific keywords are missing when making an add.

When there is no valid classification, there is nothing in the search and watch services or there is a complete chaos.

In fact, we do not sell anything, but we take care of information about the existence of marketplaces where sellers, buyers and service providers meet as well as demand and supply in accordance with market economy logic.

We offer to vendors, buyers and service providers the platforms of marketplaces.

Mankind and Earth are at a turning point. Due to the global warming, the natural resources of the Earth are consumed more than is sustainable.

Our goal is to consume less and smarter, to repair faulty devices and to reuse produced materials.

The maintenance of a clean and healthy environment concerns everyone.

Our solution is the efficient recycling economy. The European Union aspires to reuse 60 percent of produced waste by 2025 and 65 percent by 2030. Today only 30-35 percent of produced waste is reused in EU.

Global megatrends guide this development in the following key areas: agricultural and forestry, energy, water resource, waste management, mining, construction, transport and bioeconomy.

The global warming is one of the greatest challenges encountered by mankind. To overcome it, we must adopt the best means and practices in use and develop new smart services and solutions.

We must hurry if the Paris Agreement goal of keeping the global warming under two degrees celsius is to be achieved. In addition to strong environmental grounds for it, a recycling economy also offers business opportunities, creates new jobs, benefits digitalization and environmental-friendly purchases.

Background

The cluster is made up of companies whose industries interact.

The goal is to create a competitive advantage, measurable added value and economies of scale without a heavy organization.

The efficient cluster is based on productivity growth, innovation and strategic capabilities.

The synergistic effects of the action is best seen in these factors.

Clusters create new jobs and new business.

The competitiveness of companies is improving in recycling clusters when pioneers create guidelines for the development of bioeconomy, bioenergy and in halting climate change.

Agricultural, forestry and the food industry form a cluster with a lot of common synergy benefits.

In the production process raw materials produce by-products and residues creating a completely new recycling market, where one's waste is to another's raw material.

The cluster resource efficiency combined with geographic location data saves logistics costs, speeds up process lead times, improves quality and saves the environment.

The cluster marketplaces provide a sales channel where the seller, buyer, logistics services, demand and supply meet each other 24/7 regionally and globally.

By recycling, you can get extra income and save on waste charges and their transportation costs at the same time.

Registration and use of marketplaces are free of charge, and you only pay commissions for actual transactions.

The marketplaces need different language versions because wastes, byproducts and industry residues are mainly local business.

Market

There is no statistics or evaluations concerning the market potential of these marketplaces in recycling context.

It is possible, however, to estimate the market potential by connecting separate statistics together.

The market potential of marketplaces depend on how many percent of transactions will pass through our marketplaces, the market share and the level of transaction fees.

Finland´s statistic is base to the calculation of the global market potential, cash flow and budget.

The calculations are based on one percentage (1) market share, which is achieved gradually over three years from the start. Thus, the market share increases monthly by 0.02778%.

The calculations of wood trade, timber, wood and forestry services have been included in the world's largest forest countries.

Calculations of agricultural of by-products and food industry residues has been calculated as the basis for the population of Finland.

Forest areas / square kilometer in 2016		
The Largest Forest Countries		
Country	Square km2	Population
Russia	8 513 920	143 418 964
Brazil	5 439 050	211 674 811
Canada	2 445 710	36 682 779
United States	2 259 930	328 000 000
China	1 634 800	1 386 007 309
Australia	1 545 390	24 041 744
Congo dem. republic	1 352 070	75 901 000
indonesia	1 049 860	237 276 240
Angola	697 560	19 618 000
Peru	652 150	29 797 694
India	641 130	1 356 091 216
Sudan	616 270	30 894 000
Mexico	552 050	112 336 538
Bolivia	530 680	10 426 154
Colombia	496 010	48 193 000
Venezuela	495 060	31 057 000
Tanzania	388 110	43 188 000
Argentina	346 480	40 117 096
Myanmar	344 190	48 337 000
Zambia	312 460	13 046 508
Mozambique	306 010	23 049 621
Papua New Guinea	306 010	7 014 000
Sweden	271 340	9 471 174
Japan	240 810	126 017 837
Cameroon	238 580	19 406 100
Paraguay	233 720	6 337 127

Central African Republic	229 070	4 487 000
Kongo	220 600	75 901 000
Finland	219 350	5 527 123
Gabon	218 260	1 534 000
Total	32 796 630	4 504 850 035

Wood Trade

In 2017, Finnish forest industry's wood purchases amounted to 44 million cubic meters, of which 22 million cubic meters were logs and 22 million cubic meters of pulpwood.

The average cost of support was EUR 54.9 per cubic meter, or EUR 1,207,800,000 per year.

The average price of pulpwood was EUR 16.3 per cubic meter, or EUR 358,600,000 per year.

Finland's stumpage prices are among the highest in the world, which has reduced Finland's price level to 30% as the basis for the calculation, ie € 845,460,000 / year. pulpwood 251 020 000 € / year, total 1 096 480 000 €/vuosi.

Wood Trade in 2017		
Country	€/Annual	Coefficient
Finland	1 096 480 000	
Russia	3 486 806 400	3,18
Brazil	5 153 456 000	4,70
Canada	888 148 800	0,81
United States	7 982 374 400	7,28
China	33 738 689 600	30,77
Australia	581 134 400	0,53
Congo dem. republic	1 842 086 400	1,68
Indonesia	5 778 449 600	5,27
Angola	482 451 200	0,44
Peru	723 676 800	0,66
India	33 004 048 000	30,10
Sudan	756 571 200	0,69
Mexico	2 730 235 200	2,49
Bolivia	252 190 400	0,23
Colombia	1 173 233 600	1,07
Venezuela	756 571 200	0,69
Tanzania	1 052 620 800	0,96
Argentina	975 867 200	0,89
Myanmar	1 173 233 600	1,07
Zambia	317 979 200	0,29
Mozambique	559 204 800	0,51
Papua New Guinea	175 436 800	0,16

Sweden	230 260 800	0,21
Japan	3 070 144 000	2,80
Cameroon	471 486 400	0,43
Paraguay	153 507 200	0,14
Central African Republic	109 648 000	0,10
Kongo	1 842 086 400	1,68
Gabon	32 894 400	0,03
Yhteensä	110 590 972 800	99,79

Timber

In 2016 in Finland thermal and power plants burned 17.8 million cubic meters of wood for energy. The share of chips was 7.6 million cubic meters.

The price of wood chips was about € 20/m³, so € 152,000,000/year.

The prices of Finnish timber and chips are one of the highest in the world.

That's why that the Finnish price level has been reduced to 30%, which is € 106,400,000/year.

Timber in 2016		
Country	€/Annual	Coefficient
Finland	106 400 000	
Russia	338 741 082	3,18
Brazil	499 954 487	4,70
Canada	86 641 013	0,81
United States	774 702 814	7,28
China	3 273 609 033	30,77
Australia	56 784 167	0,53
Congo dem. republic	179 270 483	1,68
Indonesia	560 422 472	5,27
Angola	46 335 731	0,44
Peru	70 379 138	0,66
India	3 202 950 248	30,10
Sudan	72 968 502	0,69
Mexico	265 327 537	2,49
Bolivia	24 625 521	0,23
Colombia	113 826 990	1,07
Venezuela	73 353 492	0,69
Tanzania	102 005 686	0,96
Argentina	94 752 522	0,89
Myanmar	114 167 103	1,07
Zambia	30 814 532	0,29

Mozambique	54 440 873	0,51
Papua New Guinea	16 566 358	0,16
Sweden	22 344 000	0,21
Japan	297 641 381	2,80
Cameroon	45 835 245	0,43
Paraguay	14 967 653	0,14
Central African Republic	10 597 840	0,10
Kongo	179 270 483	1,68
Gabon	3 623 153	0,03
Yhteensä	10 733 319 540	99,79

Wood Trade and Forestry Services

In 2018, Finland's GDP was € 233 billion, of which services accounted for 60%, so € 139 billion.

Typical services in this market category are timber trade, harvesting and transport.

In 2017 timber trade was € 10 000 000, harvesting was € 395 000 000 and transport € 424 000 000, total € 829 000 000 a year.

Wood Trade And Forestry Services in 2016		
Country	€/Annual	Coefficient
Finland	829 000 000	
Russia	2 639 251 479	3,18
Brazil	3 895 322 085	4,70
Canada	675 050 747	0,81
United States	6 035 983 393	7,28
China	25 505 844 817	30,77
Australia	442 425 511	0,53
Congo dem. republic	1 396 759 681	1,68
Indonesia	4 366 449 525	5,27
Angola	361 018 056	0,44
Peru	548 348 738	0,66
India	24 955 317 254	30,10
Sudan	568 523 387	0,69
Mexico	2 067 260 603	2,49
Bolivia	191 866 135	0,23
Colombia	886 866 304	1,07
Venezuela	571 522 976	0,69
Tanzania	794 762 350	0,96
Argentina	738 250 382	0,89
Myanmar	889 516 248	1,07
Zambia	240 086 907	0,29
Mozambique	424 168 078	0,51
Papua New Guinea	129 074 352	0,16
Sweden	174 090 000	0,21

Japan	2 319 029 181	2,80
Cameroon	357 118 589	0,43
Paraguay	116 618 272	0,14
Central African Republic	82 571 517	0,10
Kongo	1 396 759 681	1,68
Gabon	28 229 264	0,03
Yhteensä	83 627 085 513	99,79

Agricultural by-products and food industry residues

The food industry manufactures foods and beverages of high qualified raw materials.

These material streams from the production of food and beverage products are called residues that can be used in many different ways in new products and processes.

The other's waste is another's raw material, so you can get at the same time additional income and cost savings in waste management.

In 2016, according to a report by the Finnish Food Industry Federation, about 391,000 tonnes of food particles have not been recycled.

In Finland, the monetary value of household food waste is about € 400-500 million per year.

Food Industry Residue Statement (Finland)

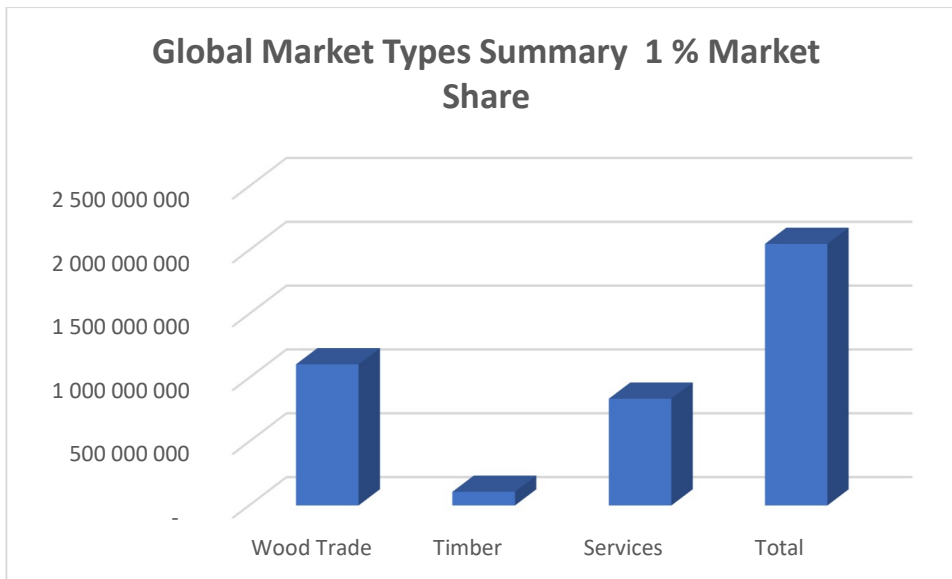
- Number of food wastes in Finland 391 000 tons a year
- If all waste fractions were delivered to a landfill
- One waste load of 20 tons > 19 550 loads
- 115 km for transport and € 345 for one load
- The cost of transporting the 19 550 a load to the landfill is € 6,744,750
- Landfill fee for one waste ton € 136
- 19 550 waste payments for landfill € 2 658 800
- Sales income per tons of waste is € 20
- 19,550 load sales income € 391,000

The perspective of the national economy

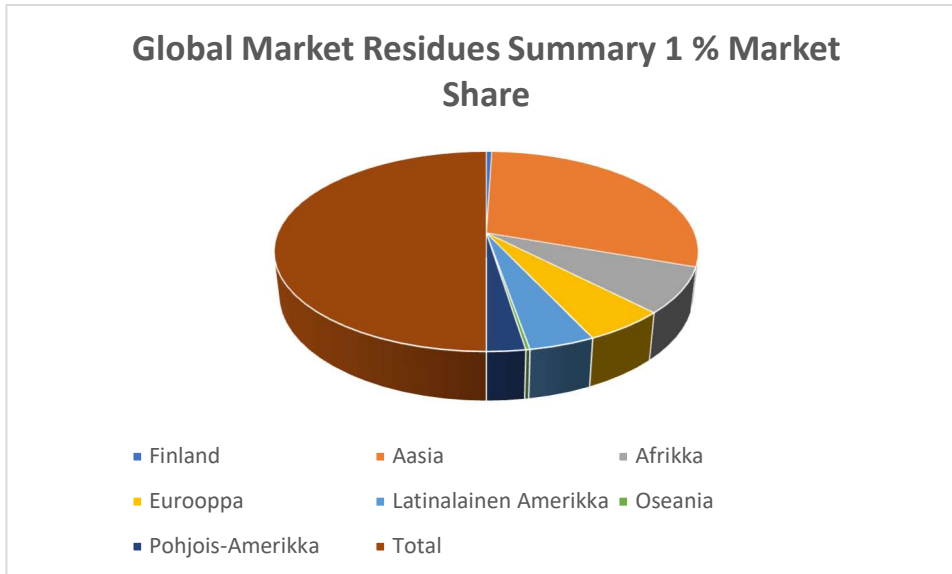
- Cost savings of € 9,433,550
- Additional income of € 391,000
- Total € 9,824,550
- Environmental protection

Market Summary

Global Market Summary		
Market Type	€/Annual	1 % Market Share
Wood Trade	110 590 972 800	1 105 909 728
Timber	10 733 319 539	107 333 195
Services	83 627 085 513	836 270 855
Total	204 951 377 852	2 049 513 779



Global Market Summary		
Residues	1 % Market Share	Coefficient
Finland	9 824 550	
Aasia	592 813 347	60,34
Afrikka	145 501 586	14,81
Eurooppa	105 122 685	10,70
Latinalainen Amerikka	83 999 903	8,55
Oseania	5 207 012	0,53
Pohjois-Amerikka	49 024 505	4,99
Total	991 493 586	



The Technology of Marketplaces

The technology of marketplaces is based on intelligent algorithms for data mining and content management.

Search

Use the search function to find the desired sales and purchase items in the database and save the searches to your own folder.

Matchwatch

Define the upcoming sales and purchase items that interest you in the MatchWatch and get instant access to new email notifications.

Automated Sales and Purchasing Processes

Automated sales and purchasing processes minimize the manual work so that the steps associated with each operation are easily supported by the system.

Sales System

In the sales system inquires, bid quotes, bids and deals do not need separate forms because they are running automatically by the sales system, so you save time and money.

Payment System

The payment system offers traditional national and international payment methods and the newest mobile payment possibilities.

Shipment System

We offer to our customers the opportunity to use transportation and logistics system as a value-added service without charge.

Electronic Archive

Save inquiries, bid quotes, bids and deals in your electronic archive for future sales and purchase announcements.

Geographic Information System

The system displays all sales and purchase announcements, sellers, buyers and logistics companies on the map. The geographic search criteria are continent, country, province, or city.

Time Manager

Time Manager is a unique tool for your time management to control man's business tasks and activities of everyday life.

If you are moving, you can do the whole process beforehand with Time Manager.

The green light tells you that you have time to perform the task, the yellow light warns the coming deadline and the red light that you are already late.

Arguments for Investors

- Transition to the online marketing 24/7 is becoming a corporate megatrend globally.
- Our global unique marketplaces are ready to make money.
- Currently no competitors in the world in these contexts.
- No purchase inputs and tied up capital
- No risk in sales, because we are a broker and not a legal party to the sale

Mission

Our mission is to connect the vendors, buyers and service providers regionally and globally.

Vision

Our vision is to become a global market leader in these marketplaces contexts.

Goals

Our main goal is to internationalize our marketplaces as quickly as possible by finding potential investors.

Critical components of success

A business-critical factor is the rapid establishment of markets.

SWOT	
Strengths	Weaknesses
Marketplaces are ready to make money No competitors in these contexts	Small actor No capital for internationalization
Opportunities	Threats
Temporal competitive advantage Possibility of exit	Losing the temporal competitive advantage Insufficient resources

Internationalization

The plan for internationalization will be drawn up together with the investor(s).

Establishing the market requires hard investments in television, in radio and in social media.