

Project Business Case  
& Financial Modeling  
**2beinstore.com**



**Difficulty in communicating when shopping from a distance (For shops and customers)**



**High costs of setting up and administering an online shop (For shops)**

**2BeInStore - online platform with video call and simultaneous translation:**



Video showcase - eliminates the creation of an online shop



Simultaneous interpreting overcomes the language barrier



The customer can see the product «live»



Shortens the time for product selection and purchase



Increases offline shop traffic

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# 2beinstore.com project summary



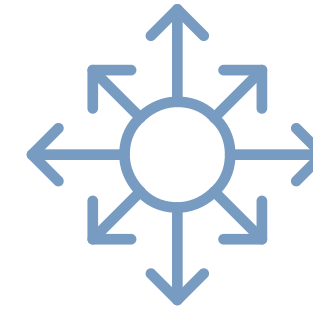
## Project idea

Online sales and communication platform for small and middle-sized businesses



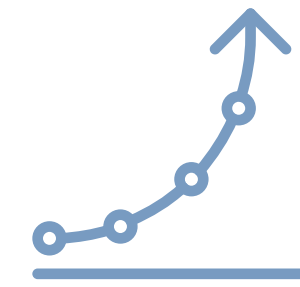
## Marketplace

More than **5,000,000 stores** and small producers in Europe, scalable worldwide



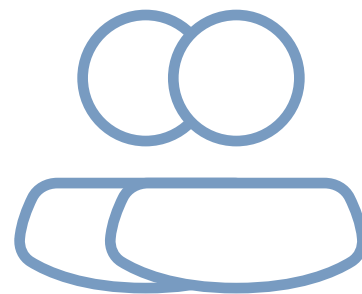
## Strategy

1. Product launch
2. Enhanced visibility
3. Value-added services



## Forecast

**800,000 active** stores and **400,000 small** producers in 3 years



## Users

Retail stores in world-wide



## Sales target

**€ 111,600,000** annual turnover within 5 years of project initiation



## Volume of investments

**€ 20,000,000** to:  
- hire additional staff  
- advertise and raise brand awareness

\* the investment volume may be reduced if a strategic partnership with an established service provider is entered (e.g. payment service or social media platform)

# SWOT analysis



## S

- Large market volume
- Free specific market niche
- Stage of implementation - availability of a functioning product
- Unique offer - video-call + simultaneous translation chats
- Ease of scaling to new regions
- Helps to overcome travel limitations or imposed restrictions

## W

- Cautiousness of potential customers to new products
- Slow increase of product awareness
- Funding for the project

## O

- Growth in the number of attracted stores
- Scaling to new regions
- Development of additional functionalities
- Creating a recognizable brand
- Launch of an advertising projects

## T

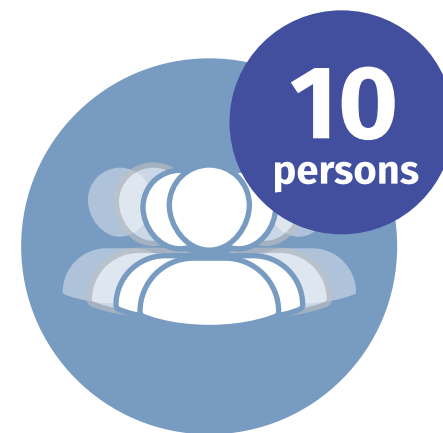
- Slow growth of visitor traffic on the site
- Low conversion of attracted stores to active subscribers
- Slow growth of sales volume

# Team and company structure



**The project is created by 2bein Communication Company GmbH,  
located in Vienna, Austria, and is a limited liability company**

2BeInStore employs 17 people in the following areas:



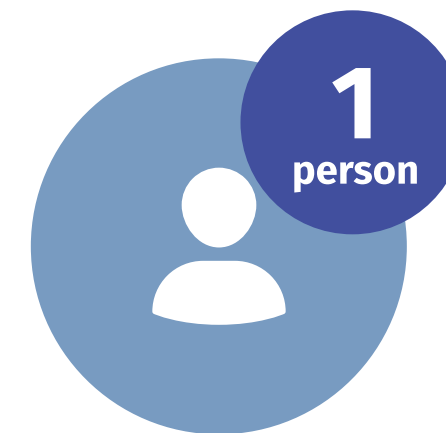
Shop engagement  
managers



Software solution  
developers (IT)



Director of  
development



General Director

# Ways to monetise the project (business model)



Using plans that include video call support, the ability to add items to the shop, and support for simultaneous translation

Valid until the launch of 2BeInCoin



Using plans that include different functionality, as well as ordering fees with website maintenance

Actual from the moment of launch of 2BeInCoin



Contextual advertising placement

Actual from the moment of increase in attendance more than 10 thousand people/day

# Status quo and the following steps

- 01 A full working product has been created — [www.2beinstore.com](http://www.2beinstore.com), which has:**
  - Shop catalogue with video call and simultaneous translation
  - A shopping navigator for constructing routes and visiting shops
- 02 More than 36,000 shops registered on the platform**

## Planned development stages

- 01 Creation of 2BeInCoin payment service**
  - Implementation of payment in installments
  - Transfer of funds between accounts with possibility of cash withdrawal
  - Secure payment on the platform (guarantee of sending the goods)
  - Providing micro-loans
- 02 Expanding the service to the service sector (hotels, cafes, entertainment)**
- 03 Creation of virtual fitting rooms**

# Opportunity for a partner to participate in the project



## STRATEGIC PARTNERSHIP

Attracting a partner with the infrastructure to develop the project (e.g. a payment service, an internet platform or a social network) to take part in the project. In this case, the volume of investment is determined by the partner's infrastructure capabilities. Attracting a partner with well-developed infrastructure to promote the project will reduce the cost of promotion.



## INVESTMENT

Attraction of a partner with financial resources to participate in the project.  
In this case, the approximate volume of investments is 20-25 million euro.  
These funds will be used to establish representative offices of the company in the regions of service provision, arrangement of call-centres and other infrastructure necessary to promote the project.