## **Executive Summary** | The Community Connection



#### **Founders**







Tamrah Mendenhall

## About

#### Mission

Our mission is to economically improve culturally diverse communities by effectively and efficiently connecting them together.

#### Vision

Our vision is a culturally diverse economy that positively impacts the quality of life for every person.

## Problem Solved: Circulate the Dollar in a Specific Community

#### Vendors

- Get Online Storefront
- List own Products
- Choose own community
- Set Affiliate Commissions
- Daily Payouts

Vendors can also be Affiliates and Customers See the <u>Vendor Onboarding Tutorial</u>

#### **Affiliates**



- Promote products from any specific community
- Residual commissions on referred vendor sales
- Daily Payouts

Affiliates can also be Customers and Vendors See the <u>Affiliate Onboarding Tutorial</u>

#### Customers



- Buy from storefronts in any specific community
- Sort by Business Owner Type, Demographics, Regions, Category, City, State, Zip Code & Radius Search

Customers can also be Vendors and Affiliates See our One Minute Commercial

#### Value

# The Community Connection

Etsy ebay a siecommerce shopify



Addons Incl.



Expensive



15%+ Fees



Addons not Incl.

### **Communities Served**

#### **Demographics & Regions**

African
African American
Alaskan Native
Asian
Asian American
Australian
Central American
European
European American
Latin American or Hispanic
Middle Eastern
Native American
North American
South American

Other Multicultural

#### **Business Owner Types**

Woman Veteran Minority Senior Citizen Alternative Disability

#### **Industry Types**

Business Owner
Entrepreneur
Investor
Community Leader
Consumer
Professional





## Vendor Affiliate Structure | The Community Connection



#### Affiliates refer Customers to purchase products from Vendors, and refer businesses to register as Vendors - Earns commissions when Customers buy products from Vendors - Earns commissions when businesses register as Vendors Customers and businesses can: - Buy products from Vendors - Register as Vendors - Register as Affiliates Business registers as Vendor 1 - Receives Customers from Affiliates - Pays Affiliates commissions for referring Customers to buy products - Earns commissions for referring Customers to buy from other Vendors - Refers businesses to register as Vendors and earns residual commissions when Customers buy their products Business registers as **Business registers as Vendor 2** Vendor 3 under under Vendor 1 Vendor 1 - Receives Customers from Affiliates - Gets same benefits as - Pays Affiliate a commission for Vendor 2 referring Customers to buy products - Pays Vendor 1 residual commissions when Customers buy products - Earns commissions for referring Customers to buy from other Vendors - Refers businesses to register as Vendors **Additional Vendor Capabilities** and earns residual commissions when Store Branding Customers buy their products 4,000+ Integrations 🚭 🖬 🐧 🏀 💿 Set Store Hours & Vacation Mode Facebook Catalog Integration Write SEO Optimized Articles Earn Store Badges Multiple businesses register as Vendors Store Followers under Vendor 2 Stock Manager - Receives Customers from Affiliates **Bulk Edit Products** Import Products - Pays Affiliate a commission for referring Customers to buy products **Export Products** - Pays Vendor 2 residual commissions when **Duplicate Product** Customers buy products Set Featured Products - Can earn commissions when referring Customers Set Coupon Codes to buy from other Vendors Store Reviews Support Ticket System - Can refer businesses to register as Vendors and earn residual commissions when Customers buy Set Staff Capabilities their products **Advanced Shipping Options Supported Scaling Capabilities Product Enhancements Supported Product Types**

## The Community Connection Powerful Multicultural eCommerce

Physical & Digital Products

Appointments & Booking

Memberships

Subscriptions

Events & Tickets

Deposits, Upsells and Cross Sells

Chained & Composite Products

Product Addons and Product Bundles

Variable Products

**Product Pricing Tool** 

Unlimited Products

Advanced Analytics

Daily Payouts

Unlimited Staff Accounts

Unlimited Sales Volume