ZPAGE.CO

Empowers The Global MSME Market To Have An Instant Online Landing Page By Just Using Their Mobile Number

Breakthrough Patented Product With Global Reach

- **ZPAGE** is part of a patented connection platform and application library not found anywhere in the market. ***It uploads content and sets user's mobile phone number as the online locator or URL.***

- **CORE VALUE PROPOSITION -** The **ZPAGE** system is an INNOVATIVE PROCESS that instantly uploads any content, data, photo, URL, or combination and establishes the owner's phone number as the URL. No conventional website cost or effort needed. No account creation, no domain search, no email or passwords required. USPTO # 9,262,606

- **IMPACT –** With just a mobile number, the **ZPAGE** simple process delivers the power of an online presence opening a large global "white-space" market. https://cutt.ly/Szqbrj

Simple – Fast – Economical

Unusual Global Market & Uniqueness Of Opportunity

- **ZPAGE** is a horizontal technology useful and deployable for all industries across all global market segments. Anyone with a mobile number is a potential user which is now more than 6 billion.

- In today's market every business, no matter how small, is expected to have information online to show credibility and to meet the information demands of its customers and prospects.

- **ZPAGE** covers this huge global demand with a simple and inexpensive process, especially important and valuable for resource-constrained micro and small businesses. And this demand combined with the worldwide government funded MSME programs results in a double sweet spot opportunity for **ZPAGE**.

Available Market

- Worldwide almost all small businesses have a mobile.

- But only about 53% have an online page or presence.
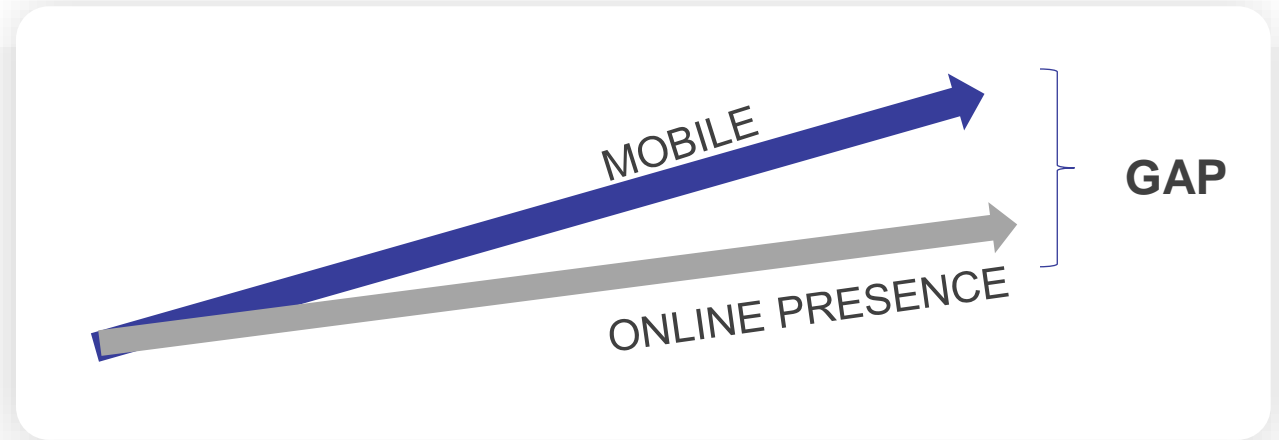
There are at least 300 million registered SME's in the world, and the International Labor Union estimates that unregistered informal businesses represent about 70% of global business, this results in an available market of around 1.0 billion. Adding micro-businesses, freelancers, gig workers and home businesses adds even more.

Use Case Examples

SME's can link phone in ad to full flyer

A reader can review details of offers

A reader can quickly review details of several advertisers before making a call and thereby make a much more informed decision.

Using Subpages (Subdirectories)

Another powerful feature of the **ZPAGE** system is the capability to add subpages associated with the base mobile number. These subpages can contain information on a specific subject such as products, pricing, map, etc., and are easily created by adding any alphanumeric string to the core mobile number. These subpages have a unique URL.

Here is example for a restaurant. Primary is +1-702-263-0034. (active venue in Las Vegas)

http://zpage.co/1/7022630034
HOME PAGE

http://zpage.co/1/7022630034/lunch
LUNCH MENU
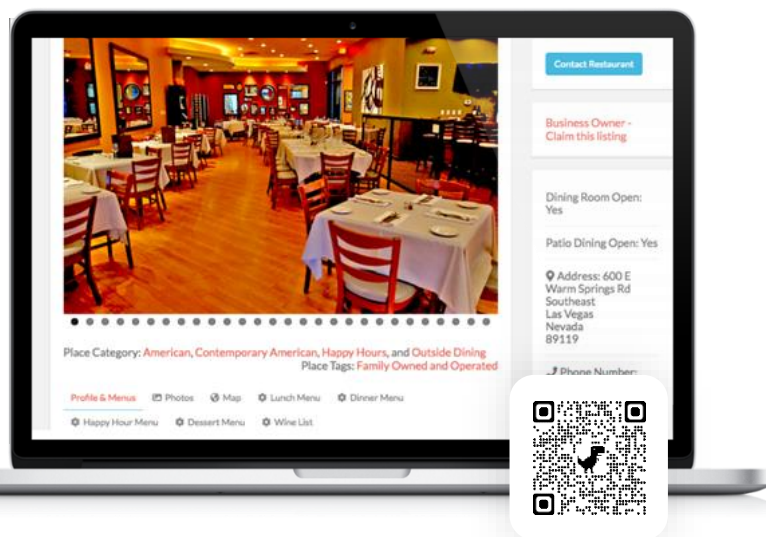
http://zpage.co/1/7022630034/dinner
DINNER MENU

Distribution Strategy B2B2C

- **ENTERPRISE LEVEL**: In a typical Value-Added Services model, a customized solution is offered to an existing enterprise user base, such as a Telco, government agency, or other large organization. Current focus is on government agencies that have active programs supporting the micro/SME market to get an online Prescence.

- **NETWORK (SMB/SME) LEVEL**: A "wholesale to retail" model, generating a new sources of revenue for partners and agents. Agents worldwide can join **ZPAGE** network and provide service instantly.

- **INDIVIDUAL LEVEL**: Messages, CV's, and other personal posts. Available "on-demand" to open worldwide market with no signup. Can be public, or private with a confidential message code.

Go-To-Market Via Government and Regional Programs

Malaysia - **ZPAGE** signed MOU with ZWD Solutions to launch services in Malaysia. **ZPAGE** will be deployed for the SME market and to be part of the government's Digitalization Grant Program subsidizing 100,000 SME's get an online 'digital presence'.

Philippines – The Department of Trade will list **ZPAGE** on their special site that provides information on technology to get SME's online: https://www.dti.gov.ph/covid19/tech-tools/. **ZPAGE** will be listed in the Digital Marketing category.

Indonesian – **ZPAGE** is working in partnership with the creators of the Nongsa Digital Park to create a full technology & training center on Batam to service the 10 countries in the ASEAN. A distribution program will reach out to the large MSME market in Indonesia.

Go-To-Market Via B2B2C Partners & Agent Network

Initial target market of micro-small businesses are often 'tech-hesitant" or resource constrained and prefers a trusted source to assist in the posting process.

ZPAGE ⟷ **Partners Agents** ⟷ **MSME Users**

ZPAGE will engage independent agents, providing them a new source of revenue by adding the simple **ZPAGE** posting service to their normal course of business. These agents will include print & copy shops, graphic studios, advertising agencies, freelancers, photographers, etc.

https://bit.ly/3mD8TBD

Sources of Revenue

Initial and recurring sources of revenue will be a combination of the following:

Initial upload and activation fees	**E-commerce fees**
Monthly charges for premium (SaaS)	**In-call ecommerce**
Advertising via 1WorldOnline	**License and OEM royalties**

Launch & Roll-Out Funding Plan

ZPAGE is Seeking **$1,500,000** to for its launch & roll-out plan:

Upgrading products for global market

Establish network of partners & agents

Expand executive & technical staff

Launch corporate marketing and advertising program

Start revenue and reach profitable operations

Before the end of year-1 roll-out period, **ZPAGE** will seek global expansion funding of $5.0 million.

Summary & Status

PRODUCTS are operational and patented.

LARGE AVAILABLE market demand is open to new technologies such as **ZPAGE**.

USERS GET AN INSTANT LANDING PAGE that can serve as base webpage for various product and service offerings.

ONLY SYSTEM that uses content controlled by owner of phone number, rather than aggregation of online content..

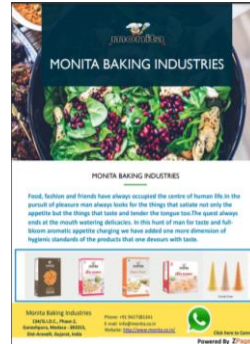**LAUNCH PLAN** in place that can expand and accelerate market entry.

COMPREHENSIVE strategic plan and road map stay ahead of competition and encourages partnerships.

Examples Of Typical Users

http://zpage.in/91/9724464422
(Homemade Gifts)

http://zpage.in/91/8200801790
(Cake Shop)

http://zpage.in/91/7990235580
(Insurance Agent)

http://zpage.in/91/9408364622
(Hardware Store)

http://zpage.in/91/8200823176
(Ayurveda Hospital)

http://zpage.in/91/8985454828
(Homemade Hygiene and
Beauty Products)

http://zpage.in/91/7567520528
(Snack Shop)

http://zpage.in/91/9374081692
(Imitation Jewelry)

Competition - Alternative Solutions

No direct competition: no service that provides an instant display using an existing telephone number as URL. This is the basis for the issued patent and the white space market opportunity.

ZPAGE Vs. Conventional Website Builders. There are many other solutions and alternatives, but all are more expensive, often have hidden costs and usually require user engagement.

Key **ZPAGE** advantages:
- No need to buy domain (user's phone number already owned and unique)
- No hosting charges or monthly fees
- All pages can be created directly from a WORD doc or photo
- Updates are easy and can be done in minutes
- One time charge of less than $100 – no hidden charges

ZPAGE Vs. Social Media. Many small businesses use SM but this requires some skills to use effectively.

Key **ZPAGE** advantages:
- No personal info required to activate posting (No account registration)
- No log-in or registration required for anyone anywhere to view content (not a walled garden)
- Separate subpages can be connected to base number
- Private messages created with just adding a suffix

Proforma Sales Targets - USA

millions	5 FIVE YEAR TARGET SUMMARY - USA				
Sales Year	1	2	3	4	5
Landing Pgs.	$0.442	$6.3	$28.2	$75.2	$148.0
Advertising	0.007	0.04	0.65	5.01	25.76
SaaS		0.32	1.62	6.26	14.31
Zypnumber		0.14	1.14	5.63	21.27
Other					
Totals	**$0.4**	**$6.8**	**$31.6**	**$92.1**	**$209.6**
Users	0.012	0.026	0.090	0.261	0.596

A detailed Sources & Uses schedule is available for year-1.

Initial Launch Team

Ray Kasbarian – Co-Founder and CEO - A serial entrepreneur in the global IT marketplace with in-depth experience in strategic market planning. He co-developed and patented the ZYPLINE/ZPAGE connection platform and series of user-facing apps. Extensive global executive experience in Europe, Mena and Asia. Based in Paris as VP European Ops for US public ERP, made acquisitions in France and Germany.

Frank Mead – VP Operations - A Creative leader, who has turned around business units in fortune 250 companies and created sustainable sales strategies across a variety of industries. He was worldwide Apple products launch manager and directed over $1 billion in online business.

Marcus Almeida – CTO & VP Engineering - Marcus has over 20 years of technical experience in systems development working with most data bases and programming languages. He is currently responsible for all technical design and development at ZYPLINE.

Fractional Executives – ZPAGE has several sales & marketing professionals working on consulting basis that will convert to staff, and as part of launch plan, additional technical, executive and marketing staff will be added.

CONTACTS

For information, presentations and demos

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