



A revolutionary new Database with Search Engine encompassing exclusively: **Goods and Services**

Much like society has grown to tolerate high gas prices, internet users have grown to accept that search engines are their last and only hope for finding needed products or services. But... where is the satisfaction in being given 1,980,000 search results when looking for a *certified welder* in NYC? When did it become OK to search for *pedal boats* and be given 1,120,000 entirely irrelevant web pages to comb through- just because the specific words we searched for happened to be buried somewhere on each of those pages? Simple answer: Never.

Prior to the internet and personal computers, our resources were limited to a landline (before we ever needed to refer to it as a landline) and the “Yellow Pages” in the phone book– period. That’s how we found whatever business we needed. It wasn’t always perfect, but it gave us a starting point to search from. Businesses were willing to pay hefty sums of money to be readily discoverable in those paper directories because that representation translated into sales.

The Yellow Pages were a vital resource- though only 14 out of the 21 million businesses across the US could devote the time and money to advertise in them. Regardless, the yellow pages never truly satisfied our most fundamental need: to learn relevant details about a business in order to make wise buying decisions.

Finding a particular product or spare part however, was far more stressful even on the best of days. Our main search resource was the catalog that a retailer or supplier would give to customers – containing only the products and brands they chose to sell. Often, they were too short on print space to provide essential details, specifications or decent product images.

But- who has a spare warehouse to organize thousands of catalogs from around the world. Of course, we could always break out the nasty old phone book to take a wild guess which store might carry a certain *type* of product, call the store and wait on hold so a clerk could walk through the store and see if they carry that product. Or, we could physically drive to every conceivable store hoping to find some acceptable likeness of what we really wanted.

These methods of madness were tolerated for decades. With great dismay, even though we now have the internet – instead of *simplifying* life – we are now burdened by a psychotic profusion of information; too much for any person to review.



► <http://techcrunch.com/2011/02/12/search-still-sucks/>

We need a way to find what we want immediately– as well as the best place to buy it.

Ultimately, “relevant internet search results” remains an oxymoron- invalidated by the absence of any standardized, database-ready attributes existing within billions of web pages with which to determine any degree of relevancy. Simply put, websites are not designed to automatically associate attributes with critical data; data that may not even appear on their site. Some



examples might be: *product name, length, diameter, category code, UPC code, part number, storage temperature, shelf life, country of origin, ingredients, accessories, etc.*

Let's use a retailer's website to differentiate between a search engine and a product database.



Query "UN46D6420U" on BestBuy.com. Only one relevant search result appears, leading to a detailed profile for a television. Visit the "Specifications" tab of the product page for perspective on the type of information people need about products before they buy; information which is largely unavailable across the web (unless a retailer like Best Buy enters it into their own internal database.)



Google offers 1,060,000 meaningless web page results for this same television model number, returning no useful profile of this product, no way to comparison shop or find local merchants who carry it; not even the manufacturer's own website appears.



This search is for that same television using the infamous "Google Shopping." There, we get everything but what we need. Google Shopping remains a disorganized and primitive internet search - as opposed to a searchable product database.



When studying this issue within the *business services* side of the equation, we quickly see that current internet offerings are just as frustrating and ineffective. Examples: YellowPages.com and of course, traditional search engines like Yahoo and Google.

OUR BUSINESS:

We have a revolutionary new product (a website and database) that will serve as the most powerful search engine ever created—without ever actually searching the web itself. This site will function as an all-purpose sourcing, shopping and locating resource for every type of buyer to be used on a daily basis. While not actually selling the products or services listed on our site, our mission is to connect buyers with sellers by driving traffic to storefront and website locations where purchases can be made.

Unlike archaic search engines, our engine is solely introspective, which is why we can guarantee 100% relevant search results every time. There is no need to mine stale, cluttered data from the internet because our data is provided exclusively by subscribers via a detailed intake questionnaire.

Subscribers will be persuaded to visit the site for the first time and submit their profile by first offering them a free month of service. This eliminates the apprehension of taking the time to fill out a questionnaire and pay for an unknown service. After using SHUMOMO for a month and acquiring their first new customer as a result, all indifference will abate. Clients will be no more willing to relinquish this powerful new leverage than you or I would be to forego air travel in lieu of a cheaper method of transportation. This excitement will certainly be contagious.



Free for all to search, our site will generate recurring revenue from those businesses subscribing to our site seeking the most cost-effective means of promoting their products and services to every last potential buyer in the world. The thought of businesses being able to continue generating pre-qualified sales leads while they sleep is truly exciting.

Profiles are the heart of our system. To submit a profile, subscribers must respond to a very detailed questionnaire, augmented with as many supportive images and videos as they choose to include for no additional fee. Only companies that actually manufacture, farm, fish, mine or produce tangible products may submit product profiles into the system. However, these profiles will later serve as promotional material for suppliers, to be linked to their own business profiles much like a virtual sales brochure of each item they carry.

Much like Facebook or LinkedIn, our subscribers can link profiles through an automated request process. A business profile can be linked to existing or even future product profiles using another automated process. We have prepared special graphics to demonstrate to you what the site looks like, what the anticipated paths will be, and also a roadmap showing the possible profiles linking configurations.

The dynamic of our system oddly lends itself to a unique, client-driven build-out strategy. The initial motivation for someone to create a LinkedIn or Facebook profile was not always based solely on one's own needs, but was often the result of friends or business associates who encouraged them to join— with their ulterior motive being to expand their own “network.”

Similarly, subscribers of our system will also serve their own interests as they pressure their vendors, suppliers, manufacturers, etc., to create their own respective profiles ASAP. This way, those newly created profiles can be linked with their own profiles to maximize efficacy and to capitalize on the maximum exposure within search results and cross-reference pathways.

Status

Research & design is complete. Our extensive site infrastructure is ready to be codified into HTML, but this will require highly competent developers due to the intricate architecture of the site and the database. This may take up to 3-6 months, after which time launch phases 1 and 2 will commence. Revenues will begin two months following our phase 1 launch, initially just in the form of annual subscriptions until we expand into additional foreign markets and begin selling language-mirrored profiles.

Competition

Alibaba.com has become the most well-known online B2B-only marketplace where suppliers and manufacturers get acquainted to engage in commerce. (SHUMOMO serves both B2B and



B2C) Alibaba contains a diverse range of products available primarily in China. Researching online we quickly discover how successful Alibaba clients have become; a result of significant increases in worldwide exposure and sales leads. This is despite the fact that Alibaba is rampant with piracy, counterfeit goods and redundant listings.



Alibaba is a very rudimentary version of SHUMOMO. In contrast, we offer: (1) better value to sellers at a far lower CPA; (2) a patentable system and design; (3) standardized, highly organized data; (4) 100% relevant search results; (5) 99.9% data accuracy; (6) Comparison shopping in every category; (7) value for both B2B and B2C; (8) built in security mechanisms protect the IP of our clients and prevent piracy and counterfeiting, and much more.

Investment

Approximately \$300k has been invested by the Founder to date. Funds in the amount of **\$250k**, later followed by **\$5 Million**, and finally **\$30 Million** (if necessary) are being sought to cover the following:

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| 1. Code the website and database | 6. Legal: patent, trademark, contracts |
| 2. Establish an interim office | 7. Accounting |
| 3. Recruit and train management | 8. Professional services |
| 4. Acquire technology assets | 9. Customer acquisition |
| 5. Web hosting | 10. Further R&D |

Ownership

All shares currently reside with the Founder. There are no debts, assets or revenues.

The "Internet Advertising" Industry

NEW YORK, NY (May 13, 2010) — Internet advertising revenues in the U.S. hit \$5.9 billion for the first quarter of 2010, representing a 7.5 percent increase over the same period in 2009, according to the numbers released today by the Interactive Advertising Bureau ([IAB](#)) and PricewaterhouseCoopers (PwC). This marks the highest first-quarter revenue level ever for the industry.



According to the September 2011 PwC/IAB Internet Advertising Revenue Report, "Revenue in Q2 2011 was 24% higher than in Q2 2010 and 5.7% higher than in Q1 2011." Scan or click here for this report: <http://goo.gl/KYtL6>

Marketing

Our marketing efforts will be greatest within the first six months after launch, after which they will taper off at a rate commensurate to the expansion of our client base.

By introducing the most powerful product and business directory ever created into the global marketplace, it is expected that buyers will immediately form an addiction to the vast savings in time and stress offered by our site. The significant advantages in having the most powerful information and resources at their disposal is undoubtedly news they will share with friends.

As with any internet sensation, word travels in the flash of an electron. With buyers' eyes all quickly focusing on this revolutionary new resource, sellers will quickly recognize the urgency in



being included within SHUMOMO search results so they too can capitalize on the exposure. By offering a free month, it will make it impossible to resist the urge to experiment with our site.

Projections

Y1 revenues exceed \$100 Million. This period begins upon our public launch. Y2 exceeds \$200 Million. Y3 exceeds \$300 Million. Financials available. These numbers are already conservative. Therefore, this investment is clearly not for the faint of heart or spirit.

Management

The highly experienced founder (and designer) is capable and willing to lead the company through the initial launch and growth stages, after which time it is planned that a seasoned successor will be appointed.

No executive management positions have been filled to date. The funding threshold – once crossed – will initiate the recruiting, hiring and training process.

Customers

Clients will pay a small annual subscription fee to be profiled within our database. Products are independently profiled for a similar fee. Subscribers will largely be comprised of those businesses who prefer to accumulate pre-qualified sales leads while they sleep. Business clients represent all arenas of business: SERVICE PROVIDER, PRODUCT SALES, PRODUCT DISTRIBUTION, MANUFACTURING, PRODUCTION, FISHING, FARMING and MINING.

Scope of Customers

There are more than 20,000,000 businesses registered in the United States. 14 Million of these have simultaneously paid for high-priced yellow pages advertising at various points in the past and are expected to be willing subscribers of our system.

Data pertaining to the number of businesses registered globally does not yet exist.

There are hundreds of millions of unique products being manufactured, produced and sold around the world, representing far more than 20,000 unique product categories.

Location

Undetermined. Possibilities include NYC, Lehigh Valley, Washington, Houston, San Francisco.

[SHUMOMO:](#)

