



December 22, 2011

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“THE VALUE IN USING THE SHUMOMO SYSTEM”

PRODUCT REPLACEMENT

Lauren works in a hospital and is responsible for ordering supplies for the laboratory. Someone dropped and broke the ceramic crucible. She doesn't have the time to look through dozens of supply catalogs to find a quick replacement. She visits SHUMOMO and types in “crucible.”

In a flash, she arrives at the category, “9988337646: Ceramic crucibles.”

Of the available options, she selects: [Size]: *Large*. [Made in]: *USA*. She receives a list of all matching products. Looking at the photos, she quickly determines which one will match the broken one. She uses the “Find this Product” tool and enters her zip code. She sees that there are three distributors in her state that offer this product. She makes the call and has one shipped the same day.

Elapsed time: 4 minutes.

LOCATING SPARE PARTS OR ACCESSORIES

A business owner named Tom had a washing machine that stopped working. Being mechanically inclined, he decided to troubleshoot the problem himself. He discovered that the timer had become defective and needed to be replaced. He had no idea where to get such an item. There was no part number or model number on the timer, so he went to SHUMOMO and typed in the model number of the washing machine. He was taken directly to the Product Profile for his washer, including all specs and even warranty information.

On the lower right of each profile he clicked on the link to see a categorized list of *spare parts* for his washer, right above the link for *accessories*. He identified the timer, continued through to the *spare part profile* for the timer, and then typed in his city and state to see if there was anywhere nearby where he could buy one *today* to get his washer fixed. As it turned out, the part was only made by the manufacturer of the washer, but there was a dealer fifteen minutes away who sold that particular item. An online distributor also turned up in the search results, but Tom was already grabbing his keys to run out to buy his part as soon as possible.

Elapsed time: 3 minutes.

LOCATE A DISTRIBUTOR FOR A KNOWN PRODUCT

Mario, a restaurant owner discovered a fantastic product while spending time in Costa Rica. He came home to the U.S. after becoming addicted to some fantastic Yuca (also known as Cassava) chips. The problem is that the Yuca is grown mostly in South America, and Mario has never seen the chips in the United States.

On the bright side, by typing in the UPC code (7441001001024) into SHUMOMO, Mario discovered that the manufacturer, (Alimentos Jack's de Centroamerica, S.A) had already heard about SHUMOMO and created a Product Profile. Right there it was – photos of the same bag of chips he had grown to crave. Also right there on the profile were all the resources he needed to find the nearest distributor where he could place an order and have some shipped within the United States.

Elapsed time: 2 minutes.

DIABETIC FOOD LIMITATIONS

Linda has diabetes. She may not eat certain foods or foods with certain ingredients. Shopping for food was a nightmare and required reading each product label completely. Now that Linda heard about SHUMOMO, she has found many more food products that she can eat safely. Linda comes to SHUMOMO often and searches for new food items that meet her needs. She is able to use the Nutrition Facts search tool to (search for) or (eliminate) certain ingredients. Her search parameters might typically consist of:

- I want a product that <does not> contain <sugar>
- I want a product that <does> contain <less than> <2> <grams> of <sugar> per <servings>
- I want a product that <does not> contain <high fructose corn syrup>

With the advanced level of detail and data sorting features SHUMOMO offers, Linda spends less time chained to the grocery aisle and more time in the gym.

ACCESS SAFETY INFORMATION.

John was cleaning the tires on his car with a “cleaner.” It was an older container and the label was badly worn, so when John splashed the chemical agent in his eyes, he had no idea how to respond. His wife immediately ran to the computer and typed the name of the cleaner into SHUMOMO. She was shown search results with various size containers and bulk cases of the product. She clicked on the approximate size product and went directly to that Product Profile. On the right column, because this is a chemical or hazardous product, the manufacturer has uploaded the OSHA-required MSDS onto their Product Profile and a link is provided. She clicked on the link, enlarged the MSDS (Material Safety Data Sheet) and told her husband to flush his eyes with cold water for 20 minutes and consult



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his doctor. She printed out the MSDS pdf file and took it to their doctor for follow-up care. Thanks to the resourcefulness of his wife, John will not lose his eyesight – today.

Elapsed time: 2 minutes.

REPLACE UNIDENTIFIED PRODUCT

Terry moved into a new home and discovered a missing ceiling light shade that would have likely been made of glass. No information is available about the product. All that is known is the approximate size of the fixture, the measurement from the mounting threads to the ceiling, and the diameter of the hole. Terry visits SHUMOMO with only an idea of what she needs. She does not know what to call the product, so she starts by typing in “Lamp.”

She notices that her possible category matches include:

- 5988337646: Lamp covers
- 5988337647: Lamp guard
- 5988337648: Lamp Lens
- 5988337649: Lamp reflector

From here, Terry can look at the photo icons next to each category title to determine which product type appears to be the one she needs, and then she clicks on “Lamp Guard.” Now, she is given options as to what specifications she is looking for. Out of the available search parameters, she chooses only:

- [Diameter]: <approximately> 22 inches
- [Height]: <less than> 5 inches
- [Hole diameter]: <exactly> ½”
- [Material]: Glass. Porcelain.

With this search, SHUMOMO now gives her back a page of search results and photo icons showing each of the 250 products that match her query. From here, she could go directly to a product profile to locate a vendor but, now that she sees so many colors and styles of “Lamp Guards,” she decides to refine her search further – by color. Now, she is shown only those products that completely match what she needs. She evaluates her options. From the Product Profile of her choice, she enters her address to discover that there are two retailers nearby that carry this product and seven online locations that can ship it directly to her without the hassle.

Elapsed time: less than 10 minutes.

FIND A SERVICE PROVIDER TO INSTALL A PRODUCT

Randy went to the local home-improvement store and bought a few cases of flooring tiles. He had intentions of saving money and doing the project himself, but realized that he just doesn’t have the time but needs the project finished before his wife chokes him. He wants to find a qualified company that can install the floor tiles. He goes to SHUMOMO and can search either of two ways:

He can enter the name or UPC code from his cases of floor tiles to go directly to that Product Profile. From the profile, resources are provided that internally link to a categorized list of Business Profiles for those that provide services relative to that product category. He clicks on the “Installation” link. He is given a search results list of businesses in his area that have identified this as a service they provide. He can now compare those business details side-by-side in a comparison chart or visit the profiles independently to research who to hire for the job.

Randy could also search for “flooring installation” within the business database. Of course, this would give him two category options:

- 2288337622: Floor sheathing or laying or installation or finishing.
- 2288337651: Floor covering installation or maintenance.

Randy would then select the second option, enter his demographic information and be given the same list of flooring installers that he would have been given if approaching this search result via the Product Profile. He finds an installer and is spared the wrath of his wife.

Elapsed time: 5 minutes.

MERCHANT RESEARCHES TO OFFER NEW PRODUCTS

Wegman’s Food Markets sends a team of product scouts to look for new and interesting products in various countries. There simply is no known resource to discover new products in a foreign country without physically going there to search the countryside manually. Danny Wegman hears about and decides to search for new products on the SHUMOMO site. For the first time ever, he is able to scour countless categories and Product Profiles to evaluate, compare and select new products – from country to country – right from the comfort of his office. He can even print each profile to review with his management team.



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Every detail and resource is right there on his screen to be able to contact the manufacturer or grower directly, find an exporter or importer that has a relationship with the U.S., or see if perhaps the product is already being imported and available for distribution. He doesn't need to send letters or make a slew of phone calls... because the existing distribution channel is clearly identified for each product – saving vast amounts of time and money – and he can submit a RFQ (Request for Quote) directly to the Manufacturer, Importer or Distributor directly from the SHUMOMO site! Moreover, he can see right on each Product Profile what types of bulk packaging are available, what the quantity is of each package, the weight and dimensions, what the perishable life is, transport temperature, and even packaging languages available.

Elapsed time: far less and far cheaper than sending a team scouting across the European countryside.

NOTIFICATION OF NEW PRODUCTS UPON MARKET INTRODUCTION

Jack is working in a nuclear power plant, and needs a special NUREG 0612-compliant grapple for an upcoming project. He cannot find one anywhere. He searches SHUMOMO – but if any exist, they aren't part of the system yet. Included with his lack of search results, the SHUMOMO site offers to notify him by Email if his search query ever matches any new products submitted to the system. Jack likes this option – realizing that eventually all products will need to be in the SHUMOMO database to be found – and submits his request to be notified. Six months later, his Email arrives including a link to the new Product Profile that matches his search query from a manufacturer in Germany. Jack is now a happy customer for life.

MANUFACTURER SEARCH TO FIND NEW EXPORTERS

Cheboksary, (ОАО Чебоксарский агрегатный завод) is a large Russian manufacturer of industrial machinery and parts like tractor treads, railroad wheel assemblies, padlocks and similar products. They sell largely within Russia and some neighboring countries. They understand that the U.S. is a large potential market for their products, and they have been desperate to tap into that market but do not have the resources to find likely exporters and distributors of their products.

Olga, one of the executive hopefuls in the company, heard about SHUMOMO and decided to use the site to locate exporters and U.S. based distributors of similar machinery items. To pre-qualify her targets, she revised her search to include only those exporters who indicated in their Business Profile that they currently import or export with Russia. Communication was sent directly through the SHUMOMO system to propose a business relationship with various exporters, after which agreements were signed.

Additionally, she located machinery parts distributors within the eastern United States that were willing to begin offering a new product line. After decades of wishing it were possible, the company can now find every possible business resource they need on SHUMOMO. Congratulations on the new promotion, Olga.

Elapsed time: A variety of desirable search results and business opportunities in less than two hours.

FIND A CHEAPER PRICE

Real-time price comparison and availability features are strategically planned for post-launch.

FEEDBACK AND USER RATINGS

Feedback and user ratings features are strategically planned for post-launch.