Fusion Business LLC.

Product Launch
Fusion Commerce

Mission

- "**Fusing Commerce**: At Fusion Business our mission extends beyond the digital cart. We are pioneering a new era of e-commerce, where online stores and intelligent digital signage converge to guide customers to the perfect shopping destinations. Our analytics and AI-driven approach not only personalizes the online experience but also strategically directs shoppers to physical locations where deals come to life. By integrating virtual convenience with tangible interactions, we ensure that every customer journey, whether online or offline, is enriched with opportunities for discovery and savings. We are committed to redefining retail, making every shopping trip—virtual or in-store—an adventure in value and personalized service."

Agenda

- Thank you all for coming.
- Quick eCommerce explanation
- State of online shopping
- Our company plans

FUSION

BUSINESS, LLC.

What is eCommerce

What are we talking here?

What is eCommerce

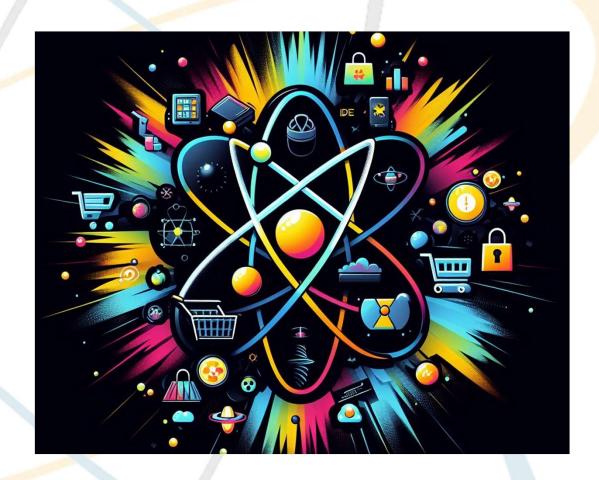As defined in the dictionary:

Commercial transaction conducted over the internet

There are 3 types:

- B2B – business to business
- B2C – business to consumer
- C2C – consumer to consumer

Real world definition:

Sales through electronic systems, online or in person.

What is eCommerce

- What does it all mean – the positive?
    - Faster check out
    - Buyer convenance
    - Sell items you would not normally inventory
    - Less inventory
    - Wider range of customers
    - Open 24x7x365
    - Lower cost of overhead
    - Cross selling

What is eCommerce

- What does it all mean – the negative?
    - More competition
    - Security issues
    - I.T. issues
    - Logistic problems
    - No personal connection with customer
    - Fraud / higher shrinkage
    - Slower customer response – poor customer service
    - Returns / exchanges
    - Few homogeneous systems

State of Online Shopping

What are the stats!

State of Online Shopping - Stats

- 285 million shoppers in 2024
- $8+ trillion in global sales
- 14.6% growth by 2028
- Online Trends are in the billions
- 19% of retail sales were online
- 14% of retail traffic went to Amz

- 70% of carts are abandoned
- Mobile cart conversion only .55%
- 65% mobile use for comparison
- 83% brick and mortar
- 24+ million stores by 2024
- 62% of shoppers want free ship

State of Online Shopping - Costs

- Small store
  - Low weekly sales
  - Use of free items were possible
  - Existing domain name
  - No I.T. experience
  - Limited time

$500 $4800 per year
$0 one-time costs
High per sale costs

State of Online Shopping - Costs

- Medium Store
  - Most of your combines sales
  - SaaS services
  - Paid Themes / paid development
  - Custom domain name
  - I.T. experience needed or paid
  - Large Time Commitment

  $4800-12000 per year
  $5000 + one time cost
  Lower per sale costs

State of Online Shopping - Costs

- # Enterprise Store
  - The Sky is The Limit
  - Your cost can exceed your budget
  - You need to be a lottery winner

Our Company Plans

What are we going to do?

FUSION
BUSINESS, LLC.

What are we doing?

Lowering the costs

Bringing all features to all users

Creating a single point of reporting

Bring your own merchant

Free reporting

90%+ customization

New take on 'Marketplace'

Offline Capable

Shop Drop Deliver

Coupon Analytics

Live Shopping Trends

CRM integration

Payroll integration

Retail and sales statistics

What are we doing? – costs

- By removing the microeconomic fees. We do not collect fees on purchases.

- Reduced shipping for all sizes of stores, everyones store gets the same discounts.

- With bring your own merchant your costs for credit card fees are capped with the agreement with your merchant provider.

- With our third-party integration with Shippo you can take advantage of up to 80% discounts on shipping.

What are we doing? - costs

- Eliminating complicated monthly costs

- No tiered feature costs

- There are no additional fees for CRM, reporting, inventory levels or customer levels.

- Stores sales do not drive costs. All stores have access to the same features.

FUSION BUSINESS, LLC.

What are we doing? - costs

- Change revenue stream

- We add a small fee to every shipment label not every transaction

- Change price point on type of service; POS, Service Provider, etc.

- Service contracts tied to POS and service provider install types

- Optional services, theme setup, installation, training, etc.

FUSION BUSINESS, LLC.

Q & A

Some FAQ and discussion

What are we doing? – Q & A

- How is this different from other online stores?
  - The pricing structure and available features. We have removed the economic roadblocks. We also have a fully functional offline model.

- What is 'Shop, Drop, Deliver'?
  - A future additional product for stores to have a repository for shoppers to leave packages for later delivery.

- What's the internet?
  - A large collection of magically, sometimes invisible, connected systems that share information. Basically, how everything on that portable computer with telephone capabilities works.

FUSION BUSINESS, LLC.

What are we doing? – Q & A

- What are the economics as it relates to online shopping?
  - High volume small transactions, known as micropayments. IE: in-app purchase, single songs vs whole albums, monthly transactions.
  - This trend is here to stay and costs the vendor in several ways.

- How are you changing this?
  - By providing more feature for less
  - Allowing the use of existing merchant services
  - By concentrating on service vs quantity