SmartCart

Confidential Business Plan

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Home of the SmartCart™

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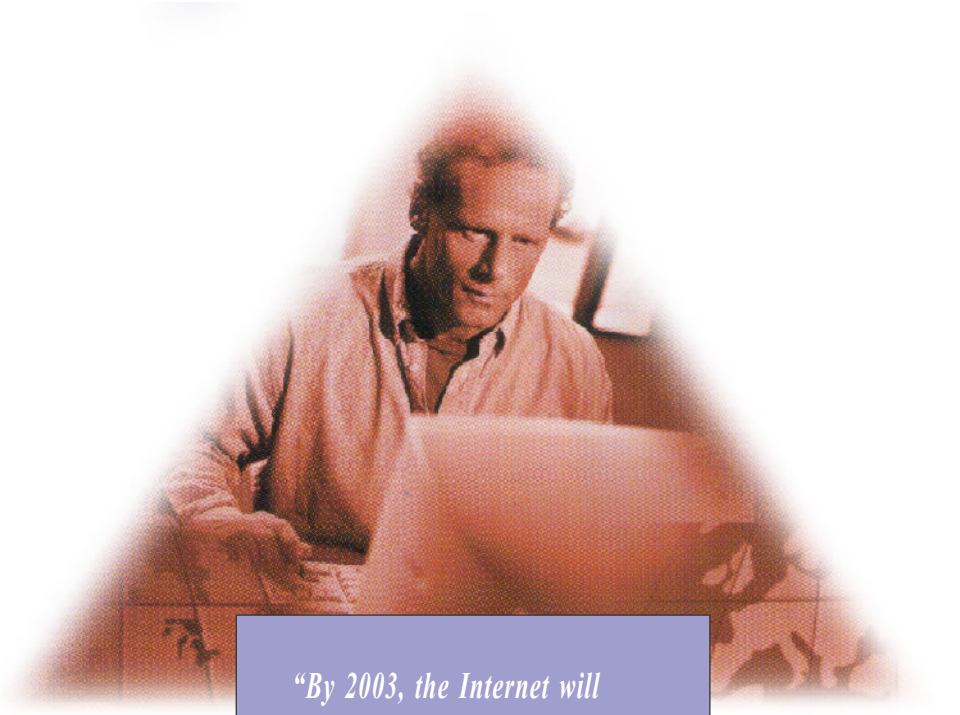

"By 2003, the Internet will become the predominant mechanism for conducting business, whether it be business-to-consumer or business-to-business."

Gartner Group
November 25, 1998

EXECUTIVE SUMMARY

Who We Are

Bizcom International, Inc. owns and maintains SmartCart.com, which delivers unique eCommerce shopping cart solutions that streamline the selling process and dramatically minimize set-up and maintenance costs through vertical integration between suppliers, resellers and consumers.

The Frustrating Status-Quo

The problems faced by online entrepreneurs are:

1. Other vendors of shopping carts expect their customers to manually enter every detail about each and every product or service that they want to sell and then manually edit each catalog entry when a change is necessary.

2. Other vendors of shopping carts provide eMail notification of new orders and require their customers to manually re-enter every detail into their accounting system, thereby exposing their customers to transcription errors and delays.

3. Other vendors of shopping carts provide static shopping cart solutions, unlike the flexible, user-definable and customizable solutions offered by SmartCart.com.

SmartCart solves these critical problems in a natural and efficient manner and in a vertically integrated system unavailable from any other vendor of eCommerce solutions.

With SmartCart's proprietary technology, online storefronts can, for the first time, instantly populate their product catalogs with up-to-the-second pricing and availability from their vendors. This eliminates sometimes thousands of wasted hours of initial data entry with its potential for errors, not to mention the ongoing timesavings, over time, as prices change and products are added or deleted by their vendors. And with the integration of SmartCart's **Accounting SmartLinks™** to the top ten accounting software programs, online store owners no longer have to manually pull their orders from their email systems and re-key the information into their invoicing systems. SmartCart can automatically update inventory levels and generate sales orders directly through its proprietary **Accounting SmartLinks™**. (SmartCart's Accounting SmartLinks is currently available for QuickBooks, QuickBooksPro and all other accounting programs utilizing the industry standard Intuit Import Format (.iif) accounting interchange data format.

The Market Potential

Today over 65,000 new web sites go online every day. The potential revenues for this market are staggering. The Internet is growing at over 100% per year. Today there are more than 800 million pages available in the web (NEC Research Institute) and there will be over 3.3 million web storefronts for companies with under 100 employees in existence within the next 18 months. **Assuming an average monthly cost of $100.00 to maintain a web storefront, this represents over a $4 billion market.**

Today less than 10% of the more than 7 million small businesses in the United States have eBusiness web storefront enabled sites.

The SmartCart Network Creates A Unique Opportunity

SmartCart's audatious plans will position it as the dominant infomediary for companies desiring to sell on the Internet by providing the only comprehensive, end-to-end, turnkey eCommerce solution, which connects them dynamically with their vendors and suppliers and their internal accounting systems. This unique and powerful B2B network created by SmartCart, Inc. will place it in the center of every eCommerce transaction conducted by its clients.

The Plan Is Rolling Out

SmartCart has been successfully selling eCommerce shopping cart solutions for over five years. Our technology is cutting edge and our clients love our products and services. Now we are kicking it up a notch by adding our "secret sauce" in the form of **SmartVendorLinks™** which enable store administrators to instantly populate their shopping cart systems with up to date data from their suppliers. Many suppliers make their databases available online. This permits us to establish "hot" connections to their wholesalers, manufacturers and other suppliers price lists via the Internet, from which our customers can instantly extrapolate their catalogs including up-to-the-second prices, based on markup, margin or fixed dollar profit models. This technology completely eliminates the need to enter hundreds or even thousands of product or service details or maintain them as they change over time

In addition to our **SmartVendorLinks™**, we are also completing development of our **Accounting SmartLinks™**, which will enable us to be the first to offer realtime automatic Sales Order creation through all the major accounting packages, thereby eliminating the need to re-enter orders transmitted via email like all our competitors.

The Management Team

Perhaps no other factor is as important to the success of a business venture as the track record of the management team. SmartCart's executive management team has proven its ability to produce outstanding results over years of experience in business, technology, marketing and finance.

Peter Estrella, President & CEO and co-founder has over twenty years experience in computer programming and has spent the past five years developing the technology infrastructure of SmartCart, including implementing all computer systems, network and Internet connections, software development and client interfaces. Over the past 11 years, Mr. Estrella has successfully started, operated and sold several businesses. This has allowed him to gain the experience required to maintain all aspects of managing personnel, financial management, sales management, and customer service.

Ms. Pamela Rathbun serves as Senior Vice President and co-founder. Ms. Rathbun has been responsible over the past five years for negotiating major sales contracts with hundreds of clients throughout the world and has been instrumental in leading the graphic design and user-interface engineering aspects of product development.

The company is currently raising $500,000.00 in a Reg. D 504 Private Placement in which the company is selling a 20% stake in the company.

We Invite Your Participation

Victor Hugo once said "Nothing is as powerful as an idea whose time has come". Nothing could be more true than this statement, in connection with SmartCart.com. In spite of the recent correction in the stock market, no one would be foolish enough to expect that the Internet is going away. In fact, it is growing stronger each day. Every smart company is adjusting its plans to incorporate the Internet and its incredible potential and market reach into its strategy. Almost every one of these companies will need a viable shopping cart component in their online strategy.

We are looking for a few smart investors that can bring more than money to our exciting new venture to help us change the world of eCommerce forever.

Help us dominate this $4 Billion market !

Introduction Overview

Bizcom International, Inc. was incorporated on December 1, 2000 as a Delaware corporation. The company acquired all assets of its predecessor, Bizcom International, LLC. The principals of the company have had over five years of successful experience in launching and operating Bizcom International, LLC. Bizcom International, Inc. was formed to accommodate the dynamic growth planned for the company and to provide a corporate vehicle, which can be used to dramatically expand the company's financial foundation for future growth and profitability. The company is located in the Salt Lake valley, world renowned for its technologically skilled and highly educated labor force and has hundreds of customers all over the world.

The company has developed unique and proprietary Internet shopping cart technology, which it licenses to businesses throughout the world through its Internet site located at www.smartcart.com. This "SmartCart" technology provides a turnkey eCommerce solution for small to medium-sized companies and enables companies using the technology to launch an Internet storefront in as little as an hour. The company offers many add-ons and enhancements to the basic technology it offers for additional fees. The company also provides extensive and profitable customization services, which further differentiates it from its competitors.

BizCom International, Inc. is profitable, with gross revenues growing 65% over last year and profits up over 419% over last year. Prior to implementation of this plan, including the initial round of financing contemplated in this business plan, the revenue run rate is almost $200,000.00 for year 2000, based on the previous bootstrapping financial model and the company projects that it will generate in excess of $20 million in sales and over $15 million in pre-tax profits in its third year of executing this business plan.

THE SMARTCART NETWORK

The company plans to leverage its proprietary "SmartCart" technology to become the dominant infomediary for small to medium-sized companies, and ultimately, all companies, desiring to participate in eCommerce transactions via the Internet by providing the only comprehensive, end-to-end, turnkey eCommerce solution, which connects them dynamically with their vendors and suppliers and their internal accounting systems.

This unique and powerful B2B network created by SmartCart, Inc. will place it in the center of every eCommerce transaction conducted by its clients. This is how the SmartCart Network works.

1. A company desiring to sell its products and services on the Internet contacts or is contacted by SmartCart and requests participation in the SmartCart Network.

2. The company contracts with SmartCart to license the SmartCart system for a minimum of 12 months, which is available as a do-it-yourself implementation, where the client company enters all information themselves or a full-service option in which SmartCart personnel will consult with the client to gather all the necessary information to create a complete storefront and if necessary, a complete web site for the client. A monthly fee of $19.95 is charged for the basic service option, with a $99 setup fee. The SmartCart-Pro is available for $45 / month with a $299 setup fee. For customer who would need custom website development, there are options for them beginning at $499 for a template designed homepage with an accompanying "About the Comapany" web page. With a reasonable setup charge and a low monthly hosting fee, it makes it very low risk for any business to "test the waters" in eCommerce, using SmartCart.

3. Over time, this SmartCart Network of product availability, pricing and other **SmartVendorLinks**™ product detail will grow to include every industry and business sector. When real-time hot-links are available, the "SmartCart" used by consumers and business customers to purchase goods and services throughout the SmartCart Network will have a "real-time availability" icon visible next to the pricing shown for each product in a SmartCart catalog or storefront, showing the exact number available at the time they wish to make the purchase.

4. Through additional special arrangements with suppliers, SmartCart can also "reserve" items sold with the **SmartVendorLinks**™ technology, instantly, from the supplier's inventory.

5. Because of its **SmartVendorLinks**™, SmartCart can instantly and automatically populate each client's inventory or catalog for their online store, from the information received from their vendors by SmartCart. For vendors unable to provide real-time product, pricing and inventory level information, SmartCart converts their current price list to digital format and integrates it into the SmartCart Network information system. **Dynamic and secure connections with vendors via the Internet enable instant pricing updates to SmartCart client online stores without manual intervention, as with other shopping cart systems offered by competitors.**

7. Clients are given the option to adjust pricing based on an across-the-board "margin-of-profit" percentage, a fixed dollar profit amount per product or a combination of both, with the ability to override and individual price or change it interactively through secure Internet browser-based utilities provided by SmartCart.

8. SmartCart can hold thousands of items in it's database. This monthly service pricing model is much more attractive to eCommerce companies than the traditional pricing model based on the number of items in inventory, which ranges in price from $40 for up to 25 items to over $350 or more for up to 3,000 items. **SmartCart allows clients to add an unlimited number of inventory items or catalog items to their online store at no additional charge**.

9. If vendors and suppliers provide product pictures as a part of their digital data feed to SmartCart, they are made available to SmartCart clients automatically, as part of the **SmartVendorLinks**™ Network service package. If vendors do not offer product pictures, SmartCart offers a digital imaging service, which it makes

No other vendor of shopping cart technology closes the information loop like SmartCart. SmartCart creates a dynamic flow of information between Web Storefronts and their suppliers.

SmartCart's **SmartVendorLinks** technology provides customers with more accurate information on products and protects Web Store owners from price changes that would otherwise have to be maintained manually.

Initial loading of Web Store online catalogs is done automatically by SmartCart too, eliminating hundreds, if not thousands of hours of tedious work.

When orders are placed by customers they are automatically entered into the Web Store's accounting system through SmartCart's **SmartLinks** technology.