

AXIOMARK[®] E-COMMERCE CHANNEL PARTNER VALUE PROPOSITION



AXIOMARK[®] - THE NEXT GENERATION GLOBAL B2B E-COMMERCE PLATFORM

- ◆ Exceptional Multi-Billion Dollar Profit Sharing e-Commerce Channel Partner Opportunity
- ◆ Comprehensive, Powerful and Unique e-Commerce Services Fully Integrated with e-Finance, e-Logistics and e-Insurance Platforms
- ◆ Smart Personalization, Sophisticated Searching and Sorting of Products and Services with Targeted Promotions and Tailored Pricing
- ◆ AxioScore™ - Objectively Measuring Multi-Dimensional Business Performance and Risk Powered By Validated Big Data and AI
- ◆ Dynamic Product Offering™ - Intelligently Matching Products and Services with Qualified Buyers Optimizing Risk and Profitability
- ◆ Increased Conversion Ratios Resulting in Greater Sales Volumes Driving Higher Advertising ROI
- ◆ Full Service Portfolio of B2B e-Services to Sustain Customer Retention, and More ...



AXIOMARK® E-COMMERCE CHANNEL PARTNER VALUE PROPOSITION

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OVERVIEW

AXIOMARK® CHANNEL PARTNER

INTRODUCTION

- AxioMark® is an innovative global B2B e-Commerce platform for products and services that delivers significant benefits to buyers and sellers through a fully-integrated suite of e-Commerce, e-Logistics, e-Insurance and e-Finance services.
- The powerful and unique AxioMark® features empower current e-Commerce firms to significantly expand market penetration in the global B2B marketplace with higher customer retention by providing superior and comprehensive services to end users.
- An AxioMark® e-Commerce Channel Partner can maximize on the above capabilities with a unique multi-billion-dollar profit-sharing opportunity.

INNOVATIVE TECHNOLOGY SOLUTION

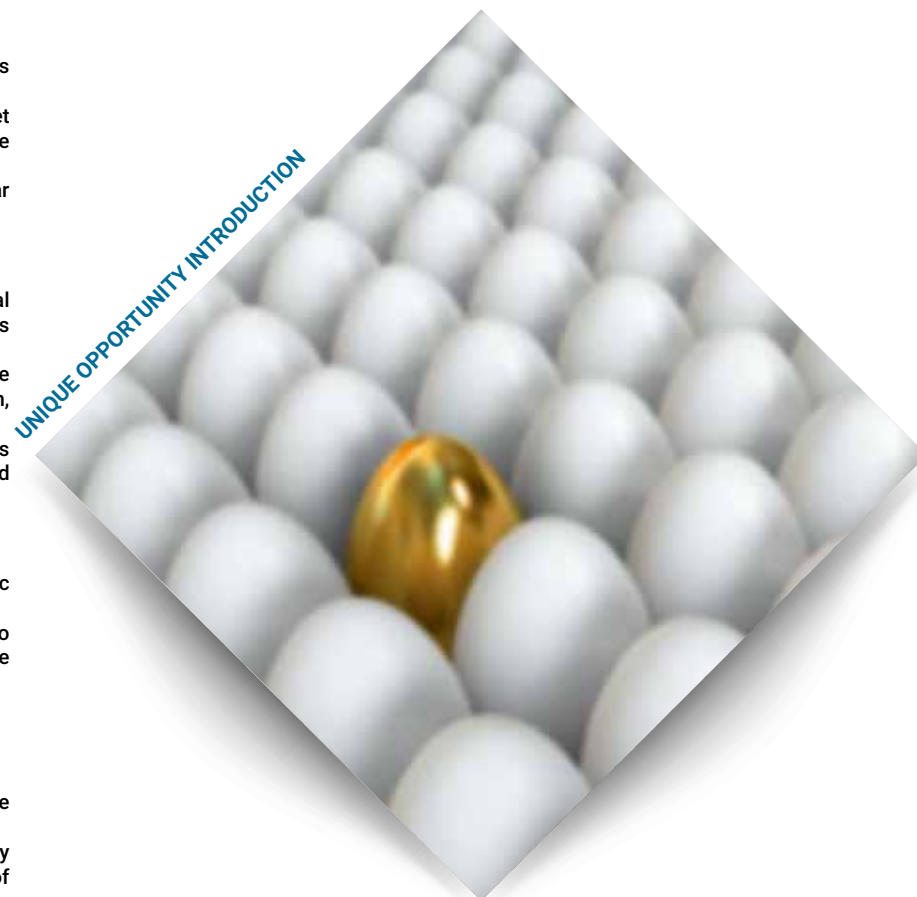
- AxioMark® is offered as an integral part of a new generation B2B Digital Economy Platform, MDDEAS® (Multi-Dimensional Digital Economy Application System), that is protected by a worldwide patent and delivers thousands of free business apps through a unique business model.
- MDDEAS® is built based on more than 15 years of research and development and a catalog of product and service innovations that leverage latest technologies including Artificial Intelligence (AI), Big Data Analytics, and Blockchain, among others.
- The innovative MDDEAS® Apps and features are delivered by the world's top 13 technology firms through seamless integration for large, medium and small enterprises throughout the global B2B marketplace. These Apps are delivered under the protection of the United Nations, thus ensuring continuous access to all at all times.

GLOBAL ECONOMIC DEVELOPMENT PROGRAM

- AxioMark® has successfully transformed this innovative technology solution into a sustained global economic development program that involves the unique collaboration among public and private sector organizations globally.
- This innovative solution unleashes the power of 21st century technology to where it will have the greatest impact to connect and grow our global economy - the USD 150 trillion B2B marketplace, thus providing the opportunity to increase the global GDP by nearly 17% and create more than 300 million jobs by 2030.

AXIOMARK® CHANNEL PARTNER MULTI-BILLION-DOLLAR PROFIT-SHARING OPPORTUNITY

- AxioMark® is positioned to be the next generation B2B e-Commerce marketplace creating a new e-Commerce revenue opportunity projected to be USD 2.5 trillion by 2030.
- AxioMark® Channel Partners, and their customers, will immensely benefit both qualitatively and quantitatively by participating in a cooperative partnership delivering a global economic development program benefiting millions of people worldwide.



AXIOMARK®

BENEFITS OVERVIEW

Based on 15 years of R&D related to product and service innovations, AxioMark® empowers the world's existing B2B e-Commerce platforms and their customers in several distinct ways:



OFFERS POWERFUL AND UNIQUE E-COMMERCE FEATURES

AxioMark® offers a powerful set of sophisticated B2B e-Commerce capabilities, triple in number compared with current industry features, including smart personalization, advanced searching and multi-dimensional sorting capability to quickly identify products and services with speed and precision, expeditiously contract using Unit Cost Timetable (UCT) based Buy-Sell agreement framework, and efficiently manage contract obligations through electronic performance metrics across the entire supply chains throughout the B2B marketplace.



DE-RISKS BUSINESS THROUGH UNPRECEDENTED LEVELS OF BUSINESS TRANSPARENCY

The AxioScore™ innovation, powered by high quality validated big data and Artificial Intelligence, provides significant business insights and unprecedented levels of business transparency through a new dynamic scoring mechanism that measures business performance and risk in key business areas based on Quality, Finance-ability, Insurability, Logistics Reliability, etc. providing greater transparency to de-risk doing business among trade participants.



OFFERS EASY AND SECURE ONLINE ACCESS AND SHARING OF DIGITAL DOCUMENTATION

Comprehensive security compliance measures including strong digital encryption and data governance, as well as sharing of data through explicit digital sharing consent agreements enable users to safely and securely share relevant business data among buyers, sellers, banks, financial institutions and insurance firms in order to efficiently complete the end-to-end business transactions.



ENABLES SEAMLESS USER NAVIGATION EXPERIENCE

Seamless navigation among the business Apps and across B2B e-Commerce, e-Logistics, e-Finance and e-Insurance platforms enables users to complete their business transactions more efficiently without re-keying of same data multiple times eliminating data entry-errors, data duplication and data-integrity issues among the platforms.



DELIVERS FULLY INTEGRATED E-COMMERCE SERVICES WITHIN A B2B E-SERVICES PORTFOLIO

E-Commerce services are provided as part of fully integrated end-to-end B2B trade facilitation e-Services including e-Finance, e-Logistics and e-Insurance to complete all B2B business transactions on one integrated platform.



CREATES DYNAMIC PRODUCT OFFERING™ OF PRODUCTS AND SERVICES

The Dynamic Product Offering™ (DPO) is a powerful digital online e-Commerce innovation that significantly reduces customer acquisition costs, optimizes risk and increases business profitability by providing an automated mechanism based on smart-criteria to efficiently match pre-qualified offers of products and services with the most-likely buyers in target products and markets intelligently uncovered through market research by leveraging big data and business intelligence analytics tools.



OPTIMIZES MATCHING OF BUYERS AND SELLERS

Smart personalized presentation based on the users' historical, current, and planned commercial transactions coupled with the AxioScore™ driven multi-dimensional sorting and the platform's advanced search capabilities by product, service, and industry provides the ability to significantly optimize matching through targeted digital promotions as well as DPO-enabled tailored pricing delivered right at the point of purchase.



CREATES SUSTAINED CUSTOMER RETENTION

The fully integrated B2B platform provides digital tools to transform Unit Cost Timetable (UCT)-based Buy-Sell contract obligations into electronic performance metrics, monitored through smart contracts for users to reduce costs, ease access to finance and insurance as well as better connect with national and foreign markets to grow trade thereby facilitating continued use of the platform resulting in sustained customer retention.



GENERATES NEW MARKET OPPORTUNITIES

Point-to-world integration into the global value chains through a fully integrated B2B Digital Economy Platform allows businesses of all sizes in high, mid and low-income countries to digitally connect with national and foreign markets generating new market opportunities.



INCREASES THE CONVERSION RATIO

The AxioScore™ and DPO™ innovations coupled with the optimized matching and advanced search capabilities, among others, provides the ability to increase the conversion ratio from viewing a product or service to its acquisition.



VALUE PROPOSITION AXIOMARK® CHANNEL PARTNER

IMMENSE MARKET SIZE AND GLOBAL REACH

- Provides a comprehensive solution to penetrate the global USD 150 trillion B2B market projected to reach USD 337 trillion by 2030.
- Collaboration with a vast global deployment network encompassing the world's top 13 technology firms, e-finance and e-Insurance firms, 150 governments comprising 75% of the world's population through their pan-regional organizations and more than 26 IGOs/NGOs.

HIGH-GROWTH OPPORTUNITY AND UNIQUE BUSINESS MODEL

- Fully integrated B2B platform of global e-Commerce, e-Logistics, e-Insurance and e-Finance services digitally connecting millions of businesses world-wide with a projected revenue opportunity of USD 2.5 trillion by 2030.
- Several revenue streams including Online Advertising, E-Commerce Enablement as well as Research and Information Services fees.
- Cooperative partnership opportunity distributing AxioMark® pre-tax income to the global e-Commerce Channel Partners based on the revenue recognized from their registered users of the platform.

Projected AxioMark® Total Revenues & Pre-Tax Income Channel Partner Pool (USD Millions)

YEAR	2022	2024	2026	2028	2030
Total Revenues	2,208	14,605	81,415	453,832	2,529,788
Pre-Tax Income Channel Partner Pool	523	3,463	19,302	107,592	599,750



IV

ROLES AND RESPONSIBILITIES OF AXIOMARK® PLATFORM OPERATIONS

#	Responsibility	WLC®	WLCD		AxioMark® Channel Partners
			Technology Dept.	AxioMark® Dept.	
1	Governance, Risk and Compliance	A	S	R	C
2	Technology Governance	A	R	S	C
3	Business Process Ownership	A	S	R	C
4	Market Research	I	S	R	C
5	Business Development	I	S	S	R
6	Research and Development	I	S	R	C
7	Product Development	I	R	A	C
8	Product Roadmap	A	R	S	C
9	Customer Engagement	I	S	S	R
10	Business Operations	I	S	R	R
11	Customer Support	I	S	R	R
12	User Community	I	S	S	R

RASIC Matrix Notations
R – Responsible
A – Approves
S – Supports
I – Informed
C – Consulted

WLC® - WORLD LOGISTICS COUNCIL | WLCD - WORLD LOGISTICS COUNCIL DEVELOPMENT | CHANNEL PARTNERS - SELECTED AXIOMARK® E-COMMERCE CHANNEL PARTNERS.

AXIOMARK® CHANNEL PARTNER QUALIFICATIONS AND REQUIREMENTS

QUALIFICATIONS

- Share WLC® Vision and Values
- Well-established leading e-Commerce players globally
- Strong business development capabilities with sizeable customer base
- Financially sound and compliant with applicable rules and regulations
- Proven track-record of exemplary customer service with satisfied customer base
- Excellence in research and development, product innovations and market research
- Personnel competencies for performing Axiomark® Channel Partner roles and responsibilities



REQUIREMENTS

- Provide a documented short, mid and long-term business plan with clearly defined milestones
- Designate dedicated and qualified personnel for performing business development, customer engagement, business operations, customer support and user community responsibilities
- Assign competent personnel with necessary subject matter expertise in corporate and technology governance, business processes, market research, R&D, and product development
- Achieve agreed new user registration milestones and revenue targets
- Satisfactory performance of roles and responsibilities per Section IV



GO-TO MARKET READINESS

The MDDEAS® and AxioMark® e-Commerce Platform will be deployed worldwide as a part of a global economic development program with a regional implementation plan supported by public and private organizations based on the following groundwork already completed:



Worldwide Patent

The MDDEAS® is built upon a catalogue of product and service innovations protected by a worldwide patent involving several claims.



Global Policy Adoption

The Council's participation at the G20/B20 Forums contributed to the G20 Leaders' adoption of the Digital Economy as a key policy directive towards re-energizing the global economy.



End-user Demand

94.5% of B2B participants representing nearly 80% of the world's GDP demand the MDDEAS®, confirmed by the G20 Nations Case Study performed with 90 G20 ministries, IGOs/NGOs, and private sector experts.



Technology Industry Commitment

11 of the world's top technology firms with revenues of USD 220 billion and 2.1 million manpower have signed exclusive agreements with the Council towards selection to develop and deploy the MDDEAS® including AxioMark® globally.



Center of Excellence Establishment

Supported by India's Prime Minister Office, Telangana State executed a preliminary agreement with the Council to host the E-Hub of the World under the protection of the United Nations, ensuring uninterrupted use of the MDDEAS®. In other words, access by all at all times.



Deployment Program

Agreements have been executed to initially deploy the MDDEAS® in India, Indonesia, Malaysia, Italy, United Kingdom and Germany (perennial #1 in trade efficiency).



National Adoption Agreements

More than 150 countries through their pan-regional organizations representing 75% of the world's population have executed strategic agreements to promote adoption of the MDDEAS®.



MDDEAS[®] PRODUCT ROADMAP AND TIMELINE

TIMELINE IN MONTHS

#	Milestone Activity	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36									
1	Finalize Technology Gateways	Engage Tech Gateways																																												
2	Finalize E-Hub Partners	Engage E-Hub Partners																																												
3	Platform Commercialization						P1 Development										P2 and P3 Development																													
4	Show Case (SC) BTL Platform Deployment																	SC BTL#1	SC BTL#2	SC BTL#3	SC BTL#4																									
5	Business Development							Business Development and Enroll End Users																																						
6	Revenue Generation																																													
7	Governance							Finalize Regional Partners																																						
8	Secure Axio Core Service & Channel Partners																																													
9	Data Center Operations						Cloud Hosting, Development, Testing, QA, Pre-Production										Production Go Live and Operations																													

1. Finalize Technology Gateways

- Responsible for establishment and governance of MDDEAS[®] technology, application standards, and roll-out.
- Build APIs to integrate MDDEAS[®] with external systems for plug-in access.
- Undertake Business Development to enroll new users on the MDDEAS[®] platform.
- Participate in Revenue Sharing from their registered new user/customer base.

2. Finalize E-Hub Partners

- Finalize the selection of Public, Technology, and Academic organizations (E-Hub Core Triangle Partners).
- Responsible for building, maintaining and enhancing the MDDEAS[®] platform.

3. Platform Commercialization

- MDDEAS[®] is deployed in 3 Product Increments - P1, P2 and P3 over 18 months.
- The initial Product Increment P1 includes Minimally Viable Product (MVP) features with full functionality for the first Benchmark Trade Lane (BTL).
- Product Increments P2 and P3 are delivered to satisfy regional and new user requirements.

4. Show Case (SC) BTL Platform Deployment

- Deployment of MDDEAS[®] through four BTLs, one in each region of the world.
- Show Case events will be conducted for each BTL announcing the commercial availability of the platform and promoting its use to the end users.
- The first Show Case event for BTL1 is planned to commence in 16 months followed by three more BTL Show Case events.

MDDEAS[®] PRODUCT ROADMAP AND TIMELINE (Continued)

5. Business Development

- The Axio Channel Partners, 12 Technology Gateways, Pan-regional Organizations and Industry Associations representing 75% of the world's population will promote the use of the MDDEAS[®] to B2B participants including the world's SMEs.
- Show Case events will be held across the regions to promote the platform adoption and present the benefits first-hand to the end customers triggering the viral marketing effect among the global value chain participants.

6. Revenue Generation

- MDDEAS[®] platform will start generating revenues from the first BTL deployment, when the first BTL participants will become the first platform users on AxioMark[®], AxioFin[®], and AxioIn[™] platforms.
- MDDEAS[®] operations are projected to break-even in about 20 months.

7. Governance

- Regional Council Partners (RCP) in each of the four regions; Asia, Americas, Europe and Middle East / Africa (MEA) provide governance representing their regional interests and offset any geopolitical, monopolistic and data privacy concerns.
- Each Regional Council will involve 7 semi-government organizations to be represented on the Regional Council Board of Directors.
- Technology Governance Board consisting of Technology Gateways, AxioFin[®], AxioIn[™] and AxioMark[®] representatives as well as World Logistics Council Development will oversee and govern MDDEAS[®] Technology and Application Standards, as well as the Application roll-out.

8. Secure Axio Core Service and Channel Partners

- Select world-leading e-Finance and e-Insurance firms as AxioFin[®] and AxioIn[™] Core Service Partners, respectively. These Partners enroll banks and financial institutions as well as insurance firms and their end users on the platform.
- Axio Core Service Partners will recognize an equity increase and receive dividends based on the earnings generated from their platform operations.
- Select world's leading e-Commerce firms as AxioMark[®] Channel Partners from all the regions. AxioMark[®] Channel Partners enroll new platform users and end customers.
- AxioMark[®] Channel Partners receive a distribution of pre-tax income based on the revenues generated from their registered user-base in return for satisfactory fulfillment of their roles and responsibilities, as well as reaching the user enrollment and revenue generation targets.

9. Data Center Operations

- MDDEAS[®] will be hosted in its own dedicated data center upon 5% B2B market penetration.
- Redundant data centers will be strategically located worldwide to provide disaster recovery, high availability, data redundancy, backup and fail-over as well as to comply with the applicable global data privacy and security rules and regulations.



AXIOMARK® CHANNEL PARTNER ENGAGEMENT PROCESS

PROCESS STEPS

#	Milestone Activity	1	2	3	4	5	6
1	Preliminary Qualification of Channel Partner Candidates	Preliminary List of Channel Partner Candidates					
2	Invitation and Initial Briefing Session		Briefing Session				
3	Exploration of Potential Partnership			NDA/MOU and Technical/Operations Discussions			
4	Qualification of Channel Partner Candidate				Select Qualified Candidates		
5	Channel Partner Agreement					Execute Agreement	
6	On-boarding and Collaboration						On-boarding & Collaboration

The Channel Partner engagement process consists of the following steps:

1. Preliminary Qualification of Channel Partner Candidates

- WLC® will perform a preliminary search and identification of prospective Channel Partner candidates.
- WLC® will gather information available in the public domain and shortlist potential candidates that meet the qualification criteria

2. Invitation and Initial Briefing Session

- Invitations will be sent to the prospective candidates to discuss potential partnership synergies.
- Convene a briefing session with Channel Partner candidates to share preliminary information, ideas, and partnership proposals.

3. Exploration of Potential Partnership

- Execute a Memorandum of Understanding (MOU), and Mutual Non-Disclosure Agreement (NDA) prior to sharing proprietary and confidential information.
- WLC® presents MDDEAS® technology, AxioMark® platform capabilities, and Channel Partner value proposition.

4. Qualification of Channel Partner Candidate

- Channel Partner candidate presents its proposal to WLC® including a business plan demonstrating the candidate's qualifications and capabilities to perform its required responsibilities.
- WLC® evaluates Channel Partner candidate's credentials and determines the eligibility of the candidate to become a Channel Partner.

5. Channel Partner Agreement

- Enter into a Channel Partner Agreement defining the commercial and financial obligations.

6. On-boarding and Collaboration

- Complete Channel Partner on-boarding process.
- Periodically review and assess Channel Partner performance and business value creation.
- Identify opportunities for performance improvement and periodic evaluation for continuing partnership.



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