

FULL INVESTOR PITCH DECK

Kelvin Osarogiagbon-CEO Email: info.gkingdomenterprises@gmail.com Phone:0892172152

*"We put the needs
of our customers
and their families
first"*

HIGH TECH SOLUTIONS

INNOVATIVE EDUCATIONAL PRODUCTS

**GKINGDOM MOONLIGHT
ENTEPRISES
LIMITED**

GENERAL ENTERTAINMENT

GENERAL GOODS & SERVICES



WHY BACK US ?

MISSION DRIVES US

Our mission is to make and deliver commercial-innovative products at affordable prices, thereby creating an excellent customer service to help our customers around the globe develop their innate potential towards self-reliance and self-sufficiency, by establishing efficient production facilities in strategic locations close to key growth in high tech and other innovative products such as educational toys and games, sports inventions and general entertainment for the purpose of global peace and unity: to provide economic benefits to local and global communities by way of direct and indirect employment in all countries in which we operate around the globe to lead the way in areas such as fulfillments of an individual positive purpose of existence. Governance, sustainability and environmental conservation and to set a good inclination for our customers with a high pace moral values precepts for kids, youths and parents through GKML family value support programs services.

UNIQUE PRODUCT

Our unique platform offers our clients the "best brands in show" for longevity and sustainability, found through our proprietary research process

LEAN BUSINESS MODEL

We use a mixture of affiliate , advertising, infomediary, merchant, community, subscription, utility, and , drop-shipping model. This gives us a low-risk, highly-flexible way to scale in global markets.

PROJECTED GROWTH

75% annual growth in users. 2023
Projected revenue of over £2m. Growth could be significantly higher if, as predicted, "quality over quantity" is the next major consumer trend

OUR LEGACY

To be the first ever global leader in the advancement of educational moral value products, family values, and documentaries of human positive purpose of existence through innovative sports, multimedia and general entertainment.

GKML promote global peace and unity and put the needs of our customers and their families first.

GKML set high standards to ensure access to family values care support services for all with quality services through our customer's academic scholarships and focus on continuous improvement, partnership with kids, youths and their parents around the globe.

MARKET POTENTIAL

SAM of £21.7 Billion. 45% consumers want to buy sustainably and innovative products but find it hard to participate.

THE RIGHT TEAM

Driven self-starters from retail, marketing & digital backgrounds, backed by advisors with decades of business and e-commerce expertise,

VISION

Our vision is to deliver the best products and services to our valuable customers and stakeholders. To achieve this, we demonstrate positive human purpose of existence as paramount to teamwork, respect and meritocracy with the precept of moral values.

GKML continuously seek and develop new innovative business, employing state-of-the-art methods to retain our market leadership.

EARLY TRACTION

3m target unique visitors to the site. 60,000 engaged social followers and email subscribers.
Huge PR traction, including coverage in marketing outlets
Already signed exclusive distribution agreement with various manufacturers and other business partners

2020 LAUNCH SUCCESS

Our first transactional website saw: 48% Compound quarterly growth in conversion 29% Compound quarterly growth in revenue .



- To develop high tech solutions that support global family value and positive purpose of human being existence through GKML-corporate social responsibility and GKPFL family value support services.
- To carry on the business of manufacturing, marketing, exports and distribution of all items and products for conveying educational messages.
- To carry on business of manufacturing, software and hardware that is required for use of all items and products for conveying educational messages.
- To carry on business of import, sales, hire, procurement, purchase, leasing of machines, equipment, barges, tug boats and tools.
- To carry on business of export and export of all products, items and goods.
- To carry on business of multimedia, entertainment, recording and promotion of movies and music.
- To carry on business of import, export, sales, purchase and manufacturing, of all building materials, items and products.
- To carry on business real estate and property development, estate agency; construction, sales, management, marketing of commercial/ residential estate, office complex.
- To buy, sell, export, import and deal in all kinds of goods, vehicle part and raw materials,
- To acquire, purchase, lease, sell, mortgage, any land, buildings and hereditament of any tenure or, description and any estate or interest therein.
- To carry on the business of agricultural farming, mechanize farming, poultry farming, fish farming, stockbreeder, animal husbandry and agricultural services in all its ramifications, including breeding, processing, preserving, strong and marketing of agricultural product and food products.
- To carry on the business of enterprise.
- To carry on the business of publishing, provision of support acts, management consultancy, GKPFL facilities, development, sale and support of music programming software solutions and anything ancillary to the above.
- To do all such other lawful things as are incidental or conducive to the attainment of the above objects or any of them.



TECHNOLOGY DEFINITELY HAS SOME DRAWBACKS THAT MIGHT MAKE IT A BARRIER FOR THE BUSINESS

- Technology requires constant maintenance because if something goes wrong, the whole system might have to face with the problem too.
 - Issue of security is also one of the biggest obstacles for e-business. Hackers can penetrate the company system and steal credit card information. In fact, many people are not comfortable with providing their financial information on the Internet.
 - Another problem of e-business is lack of privacy. Personal information of online consumers can be recorded easily by some sophisticated means, such as cookies. Web stores then can learn online shopping behaviors and purchasing patterns of their customers to customize marketing strategies.
- **SHIPPING RISK:**
lost or damages during shipping to customers
- **COMPUTER RISKS:**
virus, hackers, system malfunctions
- **LOGISTICS RISK:**
long distance transportation may face some delays or missings



SITE ENVIRONMENT

- Look and feel of site
- User friendly

CUSTOMER RELATIONSHIP MANAGEMENT

- Customer tracking
- Seamless communication
- Greater relationship efficiency

TRUST

- Clearly state privacy policy
- Use encryption for secure transactions
- Equip high quality and strong computer system with high security

PRICING

- Be aware of competitor pricing
- Potential customer savings

EFFICIENCY AND TIMELINESS

- Deliver what is promised to customers
- Deliver in a timely manner
- Choose a logistics partner that offers insured delivery
- Use insured shipping service

USER GENERATED CONTENT

- Allow visitor comments
- Provide space for images and videos
- Trust, listen and learn

- Our innovation of technology, the customer service as well as customer relationship management are supported better, everything is managed through the Internet, from ordering to payment and tracking then feedback.
- All customers' inquiries, feedbacks reach the company quickly and therefore, better chance for the company to improve its customer service.
- Fast feedbacks and expectations from customers enable faster product development lifecycle to respond the market needs.



1

Export Sales Agency:
GKML partner with manufacturer brands to identify and deliver new Import or export market opportunities in Africa, USA, Canada & Europe

3

Distributor Partnerships:
GKML provide distributors with manufacturing-direct access to world-class, proven brands along with extensive sales and marketing support.

2

Exclusive Distribution:
GKML Distribute products globally, we specializes on a variety of products. With a well-established and growing sales, service network, we can take up exclusive distribution for your products in Europe & Africa and offer you instant reach in the Market Place.

4

Contract Manufacturing
Here is what we can offer to a company looking to enter Africa and setting up a base: Whether you want to indigenous some parts to reduce cost to be able to better compete in Africa or want to take advantage of the cheap labor rates in Africa and outsource some parts or the complete product for your global markets, we can handle it and give you a competitive advantage in the market



EXPERTS IN OUR FIELD

Our proprietary research finds the "best in category" by asking: Is this brand...

1. Using the best materials?
2. The most durable/fixable?
3. Backed by independent reviews?
4. Ethical & as sustainable as possible?
5. Offering the best aftercare?

FLEXIBLE, SCALABLE MODEL

- Scaled quickly using affiliate marketing.
- Now moving to drop-ship + wholesale for proven products.
- In one year, we shall have converted 29% of our products to drop-ship

The standard mark-up from manufacturer to the end consumer in the grocery business is roughly **Manufacturer's Cost + 30% = Distributor + 30% = Retailer + 25% = End consumer's price.**

Using this mark-up strategy, we are able to price our products from the bottom-up. This will require future research as we move on in developing the production stage.

For the services listed on GKML website are sub-contracted at 75%-85% of the project cost.

NINE BUSINESS MODEL

ADOPTED BY GKML

- BROKERAGE MODEL
- ADVERTISING MODEL
- INFOMEDIARY MODEL
- MERCHANT MODEL
- MANUFACTURER MODEL
- AFFILIATE MODEL
- COMMUNITY MODEL
- SUBSCRIPTION MODEL
- UTILITY MODEL

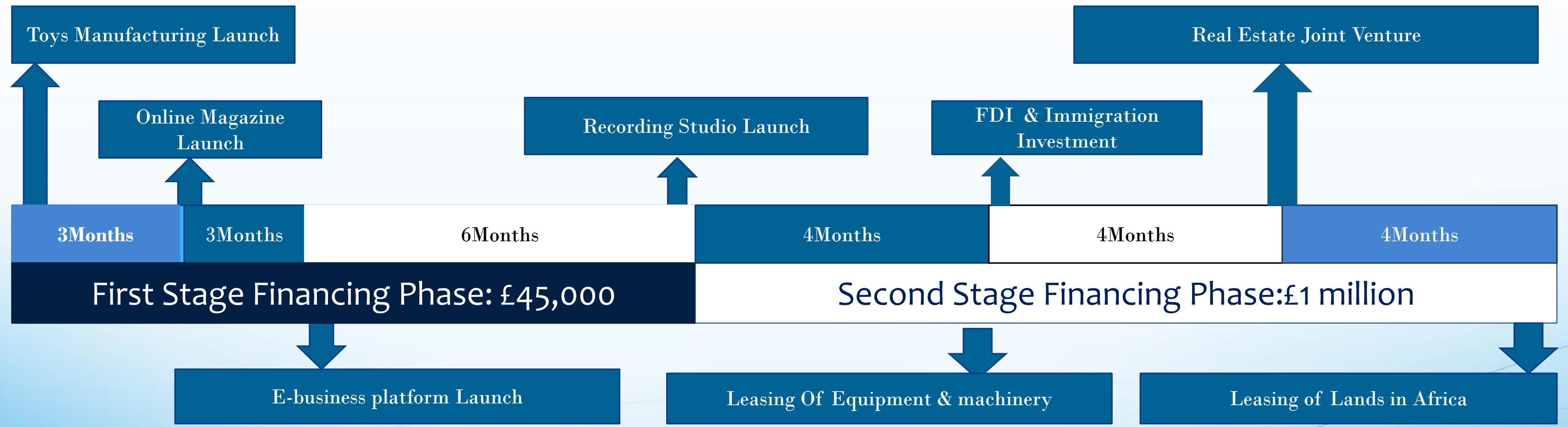
CURRENT REVENUE STREAM

- Affiliate commissions
- Subcontractor commission
- Agency Commission
- Drop shipping commission

FUTURE STREAMS

- Brokerage fees
- Gain on Investments
- Listing fees
- Licensing fees
- Royalties payments
- Advance payment on licensing
- Transaction fee
- Subscription fee
- Advertising fee
- Affiliate fee





MILESTONES FOR BECOMING A RECOGNISED GLOBAL BRAND

2020-YEAR 1

- Raise Q2
- First significant marketing spend Q3
- Launch ethical credit solution for investment products Q3
- 50% of brands drop-shipping or wholesale by Q3
- 2-3 Pop-up stalls at high-traffic events,
- Testing other markets - Sweden, Holland, Europe, Canada, Africa

2021-YEAR 2

- Profitable Q3/4
- Brands paying license for certification Q4
- Potential expansion into Canadian , Africa and European markets
- Potential retail collaborations
- 1000+ products and services available across at least 2 site

2022 AND BEYOND

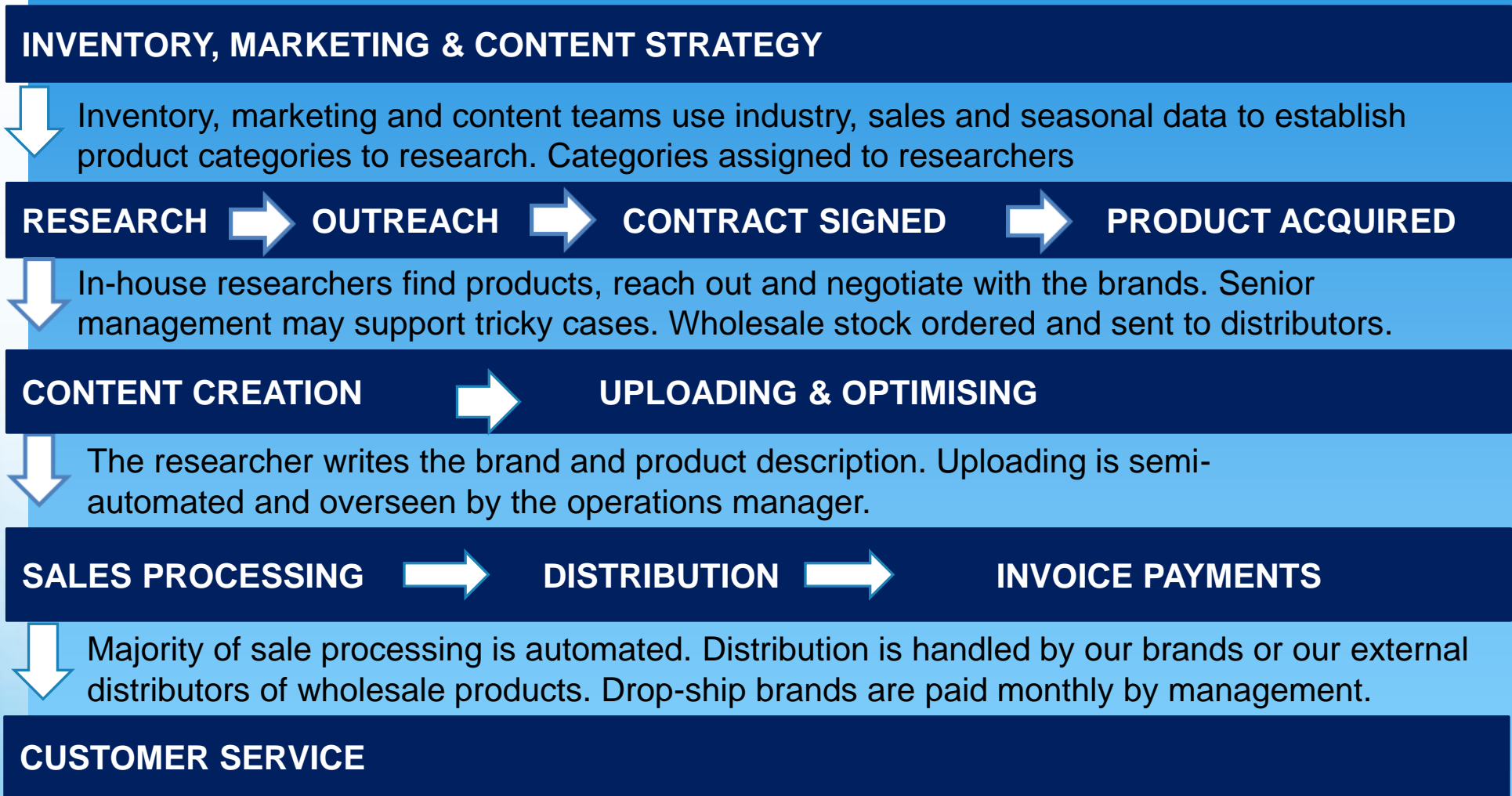
- Regular physical retail presence in UK, Europe, Africa & USA markets
- Expand globally, starting with European, Africa, Canadian and Australasian markets
- Potentially offer longevity product & innovative products development consultancy
- 2000 + Products & services offered

WHERE CONSUMER STANDARDS AND GREEN STANDARDS MEET

- Helps consumers find top brand in each category
- Helps brands compete on quality + encourages improvements
- Potential future revenue stream



OPERATIONS OVERVIEW



Customer service is conducted by email and is currently shared out between team members until a dedicated member of staff can be hired.

ONGOING OPS

- IN-HOUSE TEAM**
- CONTENT STRATEGY & CREATION
 - MARKETING STRATEGY
 - MARKETING CONTENT CREATION
 - MARKETING SCHEDULING
 - BRAND MANAGEMENT
 - DATA ANALYTICS
 - INVENTORY MANAGEMENT

- IN-HOUSE TEAM**
- WEB DESIGN CONSULTATION
 - IT MAINTENANCE
 - PRICE/LINK CHECKING
 - SEO & PPC STRATEGY
 - TAX AND LEGAL
 - BOOK-KEEPING & ACCOUNTING
 - DISTRIBUTION



GKINGDOM MOONLIGHT ENTERPRISES LIMITED	
CONCEPT	One stop-shop for authentic, longevity and sustainable products G Kingdom Purpose Foundation Library was established to implement the GKML corporate social responsibility programs and as a sign of commitment to sustainable development goals to enhance wellbeing, access to information as a digital library and to our competitiveness in global market Innovative strategic property management
LAUNCHED	2020 Ireland Operate in global markets through its affiliates
MODEL	Affiliate, Drop-ship & Wholesale Subcontracting Investing in real Estate Licensing
STRENGTH	<ul style="list-style-type: none"> Global Markets, Great PR and content. Wide category range. Thought leader founder. Good customer reviews
WEAKNESSES	<ul style="list-style-type: none"> Historical affiliate model. Some categories underserved. Start -up risk

WHY WILL CUSTOMERS BUY FROM YOU AND NOT FROM YOUR COMPETITORS	
<ul style="list-style-type: none"> Competitive advantage for G-Kingdom Moonlight enterprises ltd is based on our novel invention of the talking doll. By actively engaging with customers and the wider community, the company will develop strong brand awareness. This alongside of extraordinary customer care must be exploited to create an effective competitive advantage. Our niche market is the market that requires inspirational and educational toys which have a twofold theme: they are fun to play with and they are morally rewarding. According to our research, none of the toy shops in Ireland stock such toys, while none of the toys which are already available are like our offering. The fact that customers do not have to keep buying different toys in order to get different available messages or songs clearly differentiates our products from our competitors. 	<ul style="list-style-type: none"> The effectiveness of the sales agent network The size and the effectiveness of our coverage based on an attractive product portfolio Innovative trade marketing Perfect quality of logistic service partner Understanding the business in Europe and Africa, including the local culture and characteristics of competition A wide network of proven external partners: Europe, Africa and other countries Unique business model by using ICT innovative market communication network



GKML LEADS THE MARKET

WE ARE THE LARGEST AND MOST CREDIBLE PLAYER IN THE INNOVATIVE & LONGEVITY SPACE.

- No#1 on Google
- Most PR traction
- Thought-leader Founder

Target audience: Households with above average income who prefer to shop online for innovative educational products and services and are willing to pay more for eco or high tech products

MARKET INDICATORS FOR DURABLE & SUSTAINABLE SHOPPING

- 47% increase in shopper searches for sustainable fashion in 2018
- Sales increase 56% for products labelled "long-lasting"
- Sales increase 56% for products labelled "long-lasting"
- 66% of consumers willing to pay more for ethical/eco products.
- Sales of Unilever's eco brands growing 50% faster

Statistical references used: Statista.com
Nielsen reports
Office National Statistics

TOTAL ADDRESSABLE MARKET



PRODUCT ROADMAP

INVENTORY OPPORTUNITIES

Our key revenue drivers will be:

1. Naturally higher priced products
2. Products prized for longevity
3. Higher margin categories
4. Categories high in organic traffic

INNOVATIVE PRODUCTS
 Educational & moral value I.e.
 Toys and games

GKML is quickly becoming a viable "one-stop-shop"

SPECIALIZED SERVICES INCLUDE

- IT SOLUTIONS
- RESEARCH & INNOVATION
- IP RIGHT
- PROTOTYPE
- MANUFACTURING
- IMPORT & EXPORT
- PRODUCTIVITY
- MANAGEMENT ADVISORY SERVICES
- TOURISM & HOSPITALITY
- EVENTS
- FUNDING SUPPORT
- PROPERTY MANAGEMENT SERVICES
- JOINT VENTURE REAL ESTATE
- LEASING OF MACHINERY & EQUIPMENT
- CLEANING SERVICE
- INVESTMENT SERVICES

PRODUCT RESEARCH

PRICING

We use our unique 5-point criteria to find each of our brands. For specific categories, we also partner with specialist researchers.

PRICING

Our products are generally priced at a natural premium due to the quality of materials and craftsmanship. However, we will address the price point barrier by offering products across a range prices.

UNDER-REPRESENTED CATEGORIES

Furniture – high performance, functionality

Kids – heirloom quality

Gifting (incl. weddings) – heirloom quality, long-lasting appeal

Electronics & Appliances – performance, functionality, reliability



PRIMARY TARGET CONSUMERS

- Strong affinity for quality products
- Familiar with premium price points
- Growing spending power
- Increasingly eco-engaged
- Investors
- Entrepreneurs
- Online Readers
- Importers/Exporters
- High net worth individuals
- Increase in demand for foreign direct investment

STRATEGIC PARTNERSHIPS WITH MEDIA COMPANIES

Collaborating on a blended campaign of online and print advertising to drive brand awareness, traffic and conversion, could be the first of many similar opportunities

PAID SEARCH MARKETING

We are one of the "start-up with high potential" and looking forward to join Google Retail Accelerator Programme

Dedicated Google Account Manager to create fully optimised campaigns with a focus on Google PPC and shopping feeds

Exploring Bing as a secondary PPC marketing channel in 2020

DIGITAL MARKETING

➤ Multi-platform strategy

Our plan builds on our 60k community and plays each platform on its strengths. That's included; Facebook 30k, Twitter 6k, Pinterest 3k, LinkedIn 6k and Instagram 15k within one year period.

➤ Influencer marketing

Currently working with 5 micro-influencers

➤ Email Marketing

We are planning to start operating at 27.3% open rate 3.8% CTR and we will enhance strategy by improving current automated campaigns, introducing a personalized experience

SOCIAL MEDIA MARKETING

Our strategy blends organic content marketing and paid advertising with an 80:20 lean. Post-investment we will adjust this ratio to 30:70 to focus on cultivating community, building brand awareness and generating traffic

➤ Facebook

Start Facebook Groups to drive engagement

Invest in highly-targeted paid advertising, including video ads

➤ Instagram

Leverage Stories and Live to increase organic traffic and leads

Introduce paid ads to drive brand awareness and conversion

➤ Twitter

Continue to use for networking and PR connections

Soft-launch platform as a customer service channel

➤ LinkedIn

Explore organic and paid advertising to reach luxury audience

➤ YouTube

Plan to produce four+ review videos a month

Used for both traffic creation + conversion driving

➤ Pinterest search marketing

Our strategies for two years is to grow our reach to 1.37m monthly viewers; Pinterest to brings 25% of our total referral traffic.

After investment, we will increase traffic and conversion through paid posts and best practice.

CONTENT MARKETING

➤ Hub of inspiration and information

We pride ourselves on our original, useful and thought-provoking content. It drives traffic, reinforces our USP and promotes behavior change.

➤ Our online magazine-

We are planning to launch Online magazine with over 150 high-quality, SEO-optimized pieces Drives over 25% of site traffic Articles widely shared and often picked up by other publications Opportunity for revenue through sponsored content Plan more video content for YouTube + website Will increase content through writer-hires, content collaborations and growing our volunteer team



DIFFERENT PEOPLE LOVE US FOR DIFFERENT REASONS

Who are the target customers for the business idea?

GKML's initial sales channel is small and large retail stores, in countries capital cities that specialize in selling authentic, longevity and sustainable products. After we have established a track record of sales with these stores, we will target mainstream supermarkets in the capital cities. Our target end consumer is the same for both channels.

Target Customers for our Innovative Educational Products:

- Toy shops
- Parents and Guardians
- Schools
- Care centers
- Children's hospitals

GOVERNMENTS & PRIVATE COMPANIES

An ever increasing number of both companies and governments in transition and developing countries are realizing the potential of the global marketplace as a source of corporate expansion and economic growth. We assist governments and private companies in seizing the opportunities that an integrated world economy offers - access to:

- Foreign capital,
- New market opportunities
- Increased trade and exports

Gkingdom Moonlight Enterprises Ltd offers services to the following clients

Clients Group	Clients
Financial Investors	Banks ,Mutual funds , Instructional investors , Asset managers , Family offices, Investment advisers, Private equity funds , High net worth individual
Strategic Investors	Industrial companies ,Trading companies ,Service companies , Strategically oriented private equity funds
Large Companies	Concerns ,Multinational companies ,Corporate group
SME/ Entrepreneurs	Small and medium sized companies , Entrepreneurs
Social Investors	Ethic oriented institution investors , Impact investors , NGOs, Charitable organization, Social Responsibility Programs of companies
Religious Bodies	Missionaries , Ministries
Organization	African Countries, States, Countries, Regions Municipalities, Free trade zones Special economic zones Investment agencies Institutions, Organization





Kelvin Osarogiagbon (CEO & Founder)

Kelvin is Passionate, visionary, inventor and general consultant with a vision, which possess innovative products, products that have the capacity to be a remedy to some generational problems. In the areas of children's products that address moral values, innovative building materials in all its ramifications. He is Passionate, Young CEO and Entrepreneur Creating Fun and Changing the World with an Hi-Tech infrastructure and Toys, Games and positive educative entertainment for All Ages. Kelvin has skills in positive Human purpose of existence, Family values, Communication Strategy, Critical Analysis, Team Building, Critical Thinking along with Quality Assurance and Business Intelligence.

He is a professor of nature and human kind study; where he lectures on human positive purpose of existence. His other area of proficiency are wood technician and Project Management.

GROWING OUR TEAM

*Personnel strategy will focus on moving our three main levers of growth:
Traffic + Conversion + Product offering*

- ➔ **In-house Web Developer** Improve user experience and search engine optimization.
- ➔ **Researcher & Writers** Find new products and write compelling content.

- ➔ **Customer Service** Develop trust in our brand by delivering knowledgeable and personal service.
- ➔ **Interns** We have secured funded placements through the Gkingdom purpose foundation library. Starting in 2021, these interns will create content, research products and schedule social media.

POST RAISE OUTSOURCED PERSONNEL

Web Dev Consultant • SEO Consultant • Accountant • Legal • Distribution • Sales Agent • Content Contributor



WEB DEVELOPMENT STRATEGY

Our projected growth will result from actions that meet these goals

- **Increase conversion**
- **Speed up product onboarding**
- **Unlock new revenue & traffic source**

- **Dec 2020: Launch "Shop by Values" feature** **Benefit:** Customers can shop by their priorities (e.g. "lifetime guarantee")
- **Dec 2020: Re-brand "Articles" as "Gkingdom Magazine"** **Benefit:** Seen as publisher and influencer, presenting the opportunity to sell sponsored posts and advertising space.
- **Dec 2020: Launch gifting section** **Benefit:** Captures more of the gifting market and guides shoppers to relevant products.
- **New Year: Roll out rich content product pages starting with drop-ship products** **Benefit:** Highlights our USP and tells brand stories to increasing conversion.

- **Early/Mid 2021: Launch video with each new brand** **Benefit:** Enhances marketing and web content and increases product page conversion.
- **Mid 2021: Launch brand onboarding platform (phase 2)** **Benefit:** Brands will upload photographs, prices and product details, increasing the rate at which brands can be on boarded.
- **Late 2021: Launch Gkingdom App** **Benefit:** Boosts customer loyalty, conversion and our ability to reach new users.
- **2022: Launch Gkingdom UK** **Benefit:** New market in a territory with a naturally predisposed audience.
- **2022: Launch product comparison analyses** **Benefit:** Compares our products' durability with competitors to drive conversion and reinforce our messaging.
- **2022: "Imagine it" AI launch** **Benefit:** Helps shoppers see products in their homes and on their bodies so they make good choices

ONGOING OPTIMISATION TO INCREASE TRAFFIC AND CONVERSION

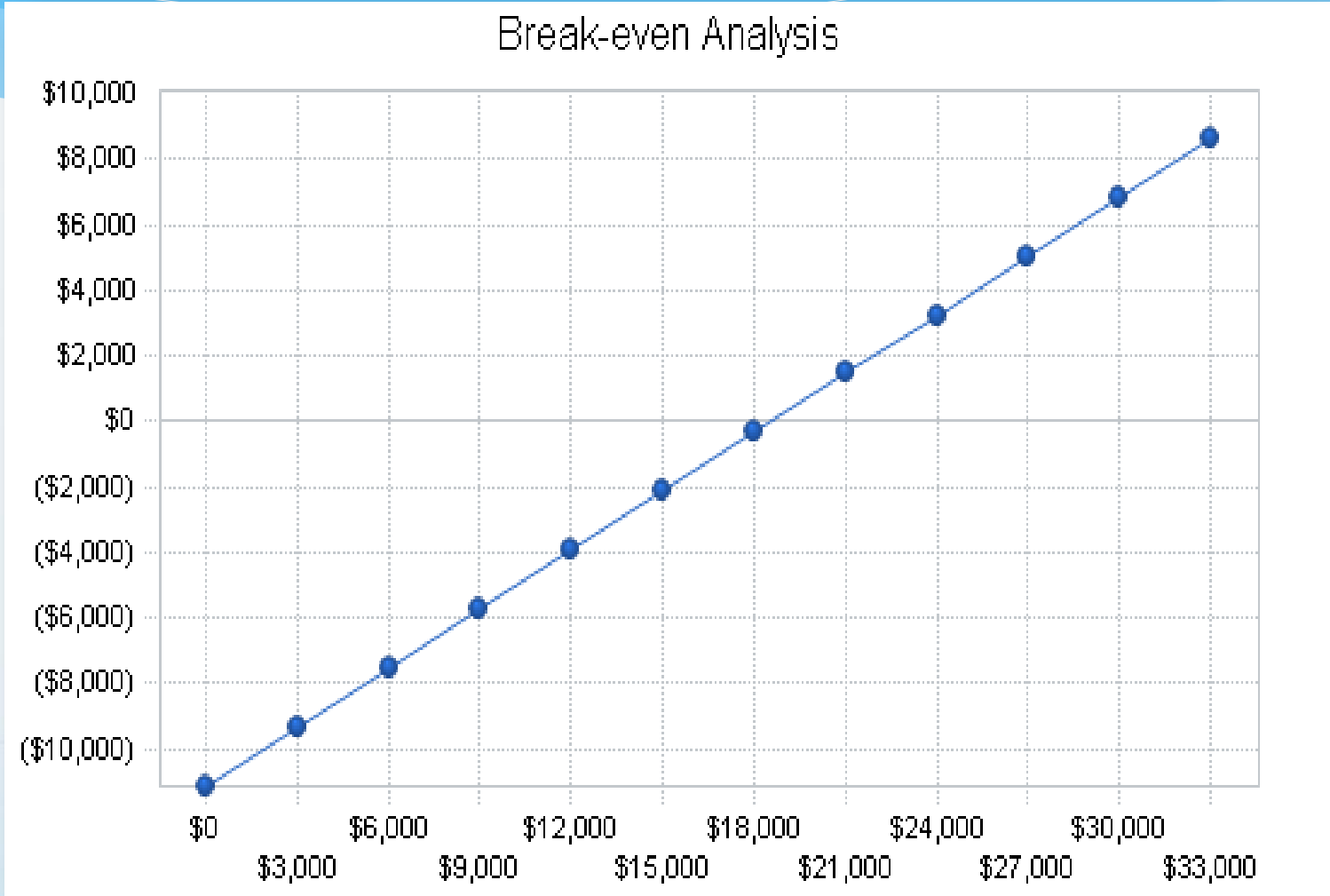
Search engine optimisation Site speed improvements Mobile first optimisation (5G)* Voice search optimisation User experience & navigation Automation of back-end processes

- **Early 2021: Launch cost-per-use calculator** **Benefit:** Shows consumers the personal economic benefits of products.
- **Early 2021: Launch value based collection pages** **Benefit:** Customers can shop by their values (e.g. "Recycled").
- **Early 2021: Launch brand onboarding platform (phase 1)** **Benefit:** Allows brands to pre-vet themselves to streamline our research. Brands will detail how they meet our criteria.
- **Early 2021: Redesign shopping cart to a single-page checkout** **Benefit:** Elevates user experience and increases conversion.
- **Early 2021: User registration on checkout (guest option)** **Benefit:** Increases communications and customer loyalty.
- **Early/Mid 2021: Visual rebrand** **Benefit:** Creates an impactful and consistent look throughout the site.
- **Early/Mid 2021: Launch live chat** **Benefit:** Increases conversation and improves our customer service and consumer data.



FIRST STAGE FINANCING PHASE: PROJECTED SALES, REVENUE AND COST

	Year1	Year2	Year3
Sales	124505	367556	475604
Average Margin (60%)	60	60	60
Total Revenue	74703	220534	285361
Cost of goods sold			
payroll	43200	43200	43200
Sales and Marketing	4200	4200	4200
Depreciation	1992	1992	1992
Rent	7200	7200	7200
Utilities	3600	3600	3600
Insurance	3000	3000	3000
Payroll Taxes	8640	8640	12240
Other	1200	1200	1200
Total operating Expenses	72032	72032	94632
Profit Before Interest and Taxes	1671	147502	190729
EBITDA	3663	149494	192721



SECOND STAGE FINANCING PHASE: PROJECTED SALES, REVENUE AND COST

	2022	2023	2024	2025
VALUE OF GOODS SOLD	2,900,000	6,380,000	14,980,000	23,960,000
AVERAGE MARGIN (%)	30%	32.9%	33.7%	34.9%
TOTAL REVENUE	870,000	2,098,000	5,050,000	8,380,000
COST OF SALES	2020	2021	2022	2023
LABOUR	390,000	705,000	1,460,000	2,350,000
SALES AND MARKETING	290,00	395,000	1,130,000	1,460,000
OFFICE AND ADMIN	70,000	117,000	223,000	345,000
TECH DEVELOPMENT	55,000	79,000	146,000	172,000
WHOLESALE	58,000	132,000	340,000	795,000
TOTAL COST OF SALES	857,000	1,415,000	3,267,000	5,007,000
EBIDTA	13,000	683,000	1,783,000	3,373,000

Amounts in Euros (£)



First Stage Financing Phase:

- We are seeking **£ 45,000**
- We are seeking Equity Capital
- We believe the round of financing will last approximately 6-12 Months



Second Stage Financing Phase:

- Financing of Long-term goals
- We seeking **£ 1 million**
- We are seeking Equity & debt Capital
- Will last approximately 15-18 Months

INVESTMENT BREAKDOWN

➤ Salaries £280,000

6 full-time staff, including management, research, content, ops and marketing

➤ Marketing £340,000

This would be our first significant marketing spend and would include PR agencies, influencer marketing, paid social, PPC, content collaborations, pop-ups and video production

➤ Key Hires & Consultants £170,000

1 in-house tech developer, 1-focused researcher/content writer and 1-2 dedicated customer service agents. To avoid an expensive high-level hire, we'd use consultants for e-commerce expertise, tax expertise and growth hackers when needed.

➤ IT Development £76,000

External web dev. supporting the in-house tech developer to create a world-class platform, Plus, an SEO expert and key software

➤ Wholesale Inventory £36,000

Spent on strategic low-risk wholesale products to drive higher margins

➤ Office & General £98,000

Including rent, legal, accounting, travel, hardware and entertainment

MANY POTENTIAL EXITS

MEDIA BUYERS

Media companies are already partnering with and acquiring e-commerce ventures as they look to leverage their huge audiences

RETAIL BUYERS

As traditional retail is increasingly disrupted, they will be looking for new ways to add value and reach consumers. We could be an answer for stores already selling premium, high-quality goods.

SHARE BUY BACK

After three years the possibility of a share buy back may be considered by the board in exchange for selling their shares back to the company, shareholders would receive cash.

VOLUNTARY LIQUIDATION

Funds could be returned in a tax efficient manner to shareholder if the company ceases trading and is liquidated

IPO

A more long term option but given the ambitious vision for the business its not one to be dismissed



THE OPPORTUNITY

JOIN OUR REVOLUTION

WE HAVE THE OPPORTUNITY TO CHANGE BOTH CONSUMER AND BRAND BEHAVIOUR

Brands have already designed products for us, changed factories to meet our requirements and improved their aftercare on our request. This is just the beginning.

LONG-TERM VISION

- ▶ One-stop shop for highest quality, educational products
- ▶ Accessible sustainability
- ▶ Innovative educational products
- ▶ E-business platform that offer products and services
- ▶ Leader in IT-Solutions

**UNIT 1. CITY HOUSE MAIN STREET NEWBRIDGE
CO-KILDARE, REPUBLIC OF IRELAND.**
Tel/fax: +353-045-579-048
Mobile: +353892172152 /+353-87-7208861
Email: info@gkingdomenterprises.com
info@gkingdomenterprises.com
website: www.gkingdomenterprises.com

THANK YOU FOR YOUR TIME

