



bemodo™

the complete eCommerce ecosystem

Bemodo Ecosystem

Scalable and Secure Done-For-You eCommerce and Coaching Systems

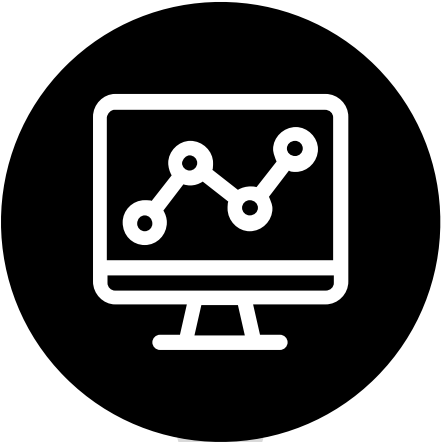
Life-Changing Courses

Courses Designed by Experts to Create Quantum Leaps in Personal Development



Instant Setup

Get Started with eCommerce and Coaching in Minutes



Systems

Complete Solutions for Entrepreneurs So They Can Focus on Profits, Not the Headaches of Technology and Content

Products

Quality Products with Free Shipping and Money-Back Guarantees



CUSTOMER BENEFITS

ENTREPRENEUR BENEFITS

Mentoring

Self-Care, Business, Health, and Mindset by Professional Mentors



Support

New and Experienced Entrepreneurs need support and mentoring.



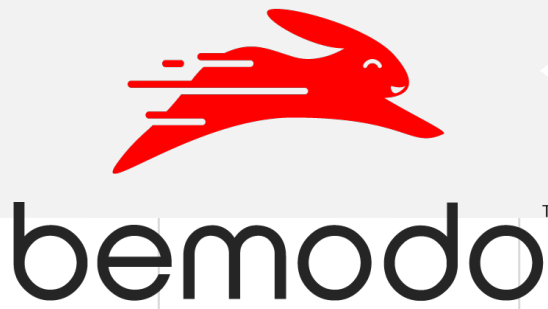
Discounts

Discounts on Courses and Products to Encourage Perpetual Improvements



Freedom to Profit

No more worries about credit card processing, technology, or staffing challenges.



WHAT DOES BEMODO DO?

Bemodo is a **Drop-Shipping eCommerce** platform that allows sales of **Memberships, Services, Physical Products and Digital Products** by multiple vendors in an affiliate relationship marketing model that allows for 2 levels of affiliates and customers.

BEMODO SALES AREAS

- Currently the system will support memberships and the sales of digital products in the USA, Europe, South America, and Canada.
- Drop-shipped products on Bemodo are currently only sold in the USA.

Bemodo eCommerce Model

Mall Owner

An entrepreneur that finds other entrepreneurs to run stores in Bemodo. They earn commissions from sales in all of the stores that they recruit.



Vendor

Bemodo contracts with Product Vendors to list their products on Bemodo. They then pay the Store Owner to help sell their products.



Store Owner

An entrepreneur that finds people who will purchase items in their Bemodo store. They earn commissions on all sales in their store.

Purchaser

Customers & Lifestyle Customers who buy things at Bemodo.



4 TYPES OF PEOPLE IN THE ECO-SYSTEM

1. **Vendors** – businesses that have a product or service to sell to Purchasers. All physical products are drop shipped from the vendor warehouse.
2. **Mall Owners** – affiliate entrepreneurs that find other entrepreneurs to join the program as Store or Mall Owners.
3. **Store Owners** – affiliate entrepreneurs that find people to buy the products and services offered on the system.
4. **Purchasers** – people that buy products and services on the system.

OTHER BEMODO SYSTEM FEATURES

- Robust **Coupon System** for discounting products and memberships.
- Ability to define **Daily Deals** on the home page.
- **Travel Club** discount program integrated into the System.
- **Learning Management System (LMS)** integrated into the system.

LMS - LEARNING MANAGEMENT SYSTEM

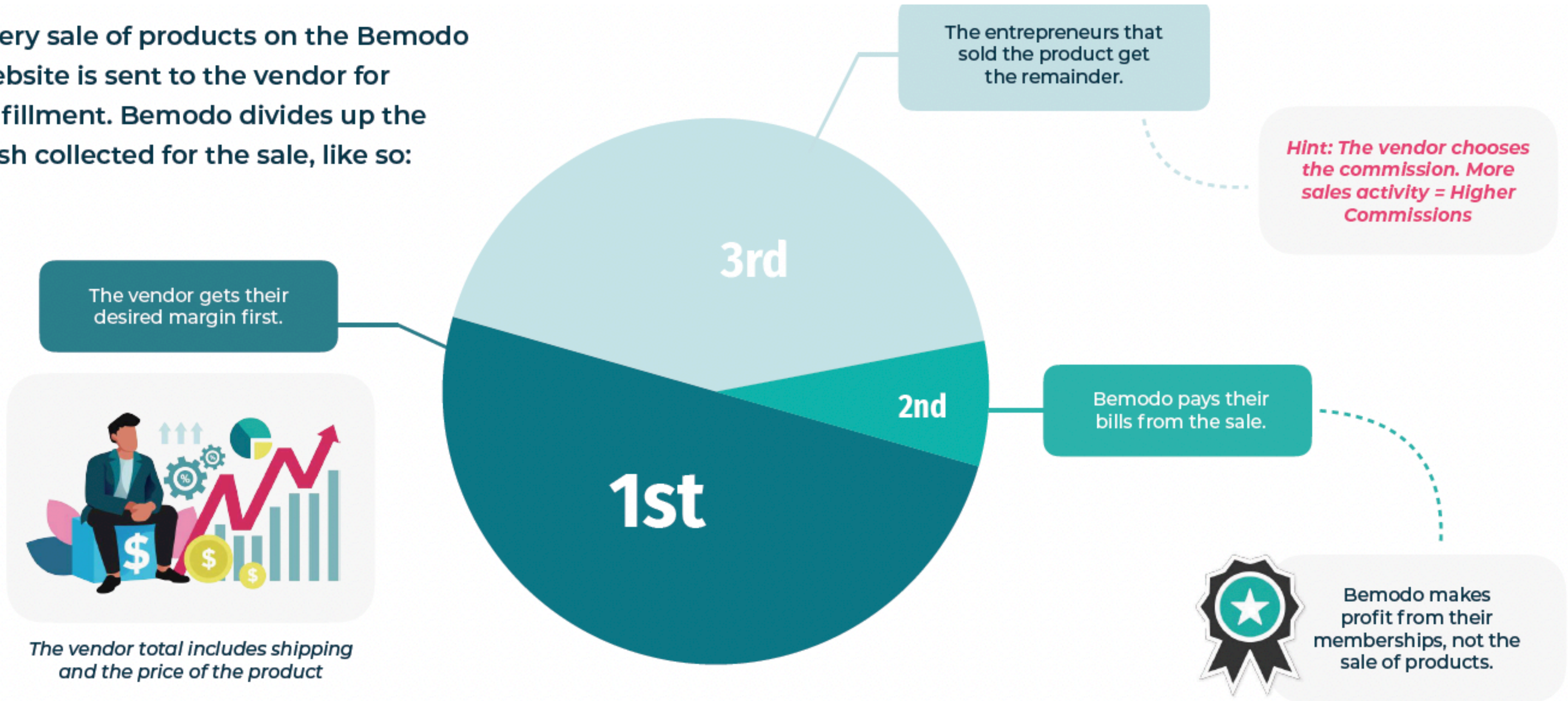
- **Course Builder:** Organize your content by courses, lessons, topics, and quizzes. Add sections where needed, and drag and drop to rearrange.
- **Drip Feed:** Schedule your content to go out on specific dates, or in preset intervals after a learner signs up for your course.
- **Notifications:** Set email triggers based on actions learners do or don't take in your course.
- **Other Features:**
 - Quizzes & Assignments
 - Certificates
 - Leaderboards
 - Focus Mode
 - Reporting

BEMODO LMS

Coaches, Mentors, and Course Creators have complete control of their content, pricing, and user experience without the headaches of credit processing, technology, or content protection.

COMMISSION CALCULATION

Every sale of products on the Bemodo website is sent to the vendor for fulfillment. Bemodo divides up the cash collected for the sale, like so:



COMMISSIONS

- **Commission Calculation** - All commissions are calculated by the systems programmable engine up to 2 levels
- **Commission Timing** – Calculated and paid bi-monthly on a rolling one period lag.
 - Example: Commissions for January 1-15th are paid on February 1st.
- **Payouts via API** - Commissions for Bemodo are paid out by PayQuicker. Bemodo affiliates are responsible to setup a PayQuicker account to access their funds.
- **Membership vs Products** – Bemodo memberships pay out 45% of retail while product commissions can vary from 10-50%.
 - *Bemodo Lifestyle Membership provide monthly business and self-care course access along with product discounts.*



PURCHASER

Bemodo is a Purchaser-centric model: no one makes money unless customers buy products

There are two classes of purchasers.



Lifestyle Customer

- At least a 10% discount on all purchases
- Up to 50% off Bemodo Digital Products
- No shipping or order fees
- \$29.95 per month or \$299.95 per year



Customer

- No discounts
- No rewards program
- No shipping or order fees
- FREE membership



- Customers may refer friends but do not earn commissions.
- Most Purchasers are going to be referred by Store Owners who hope to earn commissions from their Customers buying products.





VENDOR

Vendors are companies looking to sell their products to Bemodo Customers.

- All Bemodo vendors will warehouse their own products and fulfill all the orders. Bemodo does not carry inventory or ship orders.
- Bemodo takes the order and sends it to the Vendor for fulfillment.
- Bemodo does all Customer Service and works with the customer of any refunds or returns.
- Vendors decide the retail price for their product, product placement, and how much commission Store Owners earn with every sale.
- Bemodo will only carry a limited number of products in each category - each Vendor and Product is carefully vetted to make sure the products are of the highest quality, and that Vendors are legitimate.

Why Would a Vendor Choose Bemodo?



They gain access to new customers and markets!



There's no cost unless Bemodo sells their product!



They control their placement on Bemodo



Store Owners want to sell products to their social circle!



VENDOR RULES AND POLICIES

- A Vendor can be a Mall or Store Owner if they choose to be one.
- A Vendor can regulate sales of their products to their Store only or open up the product to be sold by all Stores in the system.
- The Vendor always controls the Retail Price and the amount of the commission on each product.

PRODUCT RULES AND POLICIES

- **Hero Products:** All products brought into the system by a Vendor are considered Hero Products.
- **Base products:** Items that are added via a drop shipping aggregator. These products tend to have lower commissions but add variety and depth to the system offerings.
- **Approval:** All products must be approved by the system manager – we will reject any illegal or offensive items.
- **Product Types:** There are 4 types of products: Memberships, Physical drop-shipped products, Digital Products, and Travel.



MALL OWNER

A Bemodo Mall Owner is an entrepreneur who finds other entrepreneurs to create stores on Bemodo

What Bemodo Does

- Finds interesting products for your Store Owners to sell to their customers. (new products being added all the time)
- Handles all programming on the Store.
- Handles Customer Service.
- Takes care of credit card processing.
- Deals with returns and refunds.

What the Mall Owner Does

- Use advertising, word of mouth, and social media to find entrepreneurs to open stores in your mall.
- Help educate their store owners in new sales techniques so they increase their profits.
- Collect a commission check twice a month.

Mall Features

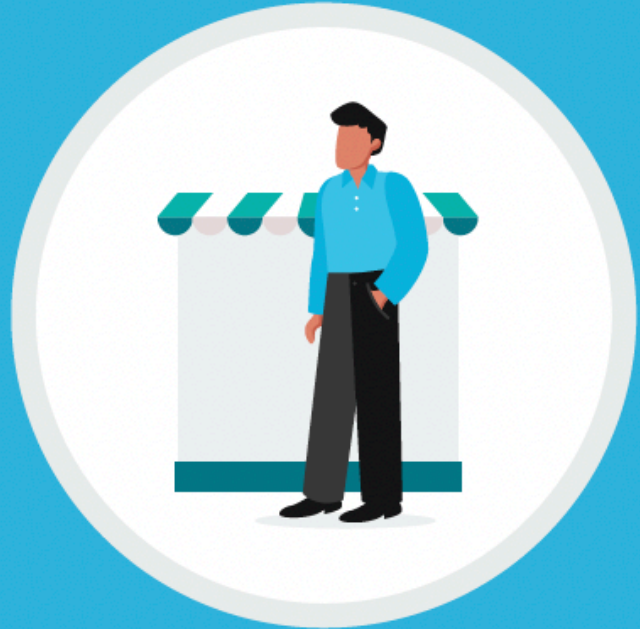
Standard Mall
\$4999.95 1st Year
after \$299.95/mo

Your Personal Mall setup	✓
Earn Commissions (10% of Gross Profit on each sale)	✓
45% Commission on Mall and Store Ownership Fees	✓
Reporting and Analysis Tools to help you run your mall	✓
Education tools to help you increase sales and widen your reach	✓
Bemodo Marketing sent to your stores on hot deals	✓
Replicated Site to help acquire new Stores	✓
Allowed number of Starter Stores	Unlimited
Allowed number of Advanced and Pro Stores	Unlimited
Customize your Mall	✓



STORE OWNER

A Bemodo Store Owner is an entrepreneur who finds people to purchase items in their Bemodo Store



What Bemodo Does

- Finds interesting products for your purchasers. (new products being added all the time)
- Handles all programming on the Store.
- Handles Customer Service.
- Takes care of credit card processing.
- Deals with returns and refunds.

What the Store Owner Does

- Use advertising, word of mouth, and social media to enlist new Bemodo customers.
- Tells customers about the great products Bemodo has that you use and enjoy.
- Makes commissions when the customers they find purchase items on Bemodo.
- Receives a commission twice a month.

Store Breakdown	★	★★	★★★
	Starter FREE	Advanced \$999.95 Setup	Pro Coming Soon
Your Personal Store Portal setup and ready to use	✓	✓	✓
Your own E-commerce Store with no setup required	✓	✓	✓
Credit Card Processing setup and ready to use - no application!	✓	✓	✓
Access to all the Bemodo products for sale in your store	✓	✓	✓
Reporting and Analysis Tools to help you run your store	✓	✓	✓
Education tools to help you increase sales and widen your reach	✓	✓	✓
Earn Commissions (50% of Gross Profit on each sale)	✓	✓	✓
Bemodo Marketing sent to your customers on hot deals	✓	✓	✓
Bonus Commissions (up to 35% of Gross Profit on each sale)	-	✓	✓
Lifestyle Purchase Discounts and Free Shipping	-	✓	✓
Customize your store	-	-	✓
Marketing Engine provided to customize your campaign	-	-	✓

Begin selling today for **FREE** with our Starter store, or increase your commissions and benefits by upgrading to the **Advanced** or **Pro** level.