

Acquiring Economic Power
Harvesting the SME Blue Ocean
and the
Purple Seas

May, 2018

WM Community



WM Community

Offering Paths to Economic Power

Trade Group

Servicing SME Global Trade
Developing the SME Blue Ocean

WCEP Group

WCEP Servicing Global Payments
Establishing a Purple Sea in the LC Market

Knowledge Group

Serving Job and Skills Enhancement
Establishing a Purple Sea in the Education Market

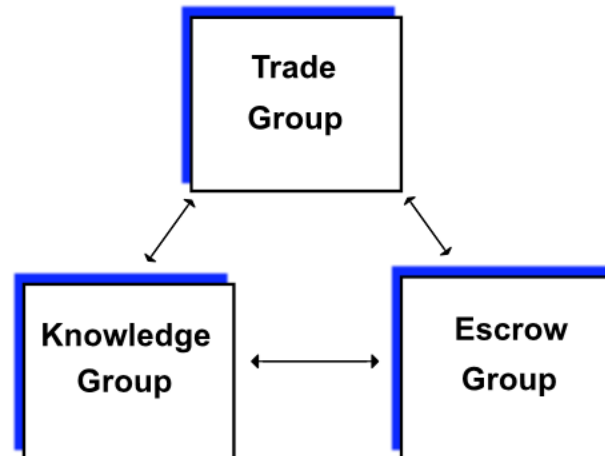


WM Community

Trade - WCEP – Knowledge

(The New Market Power Triad)

Creating Cross-market Empowerment



Benefits

Interlinked Vendors
Cross-Feed Customers
Cost Saving Synergies
United Triad Advertising and Marketing
Integrated Business Plans
Synchronized Market Capture Approach



Defining Major Markets By Color

Red – Blue – Purple

Blue Ocean –

A Newly Discovered or Created Market
NO Significant Competition Exists
Market Share Super Easy to Obtain

Red Ocean –

An Extremely Mature Market
Massive Competition
Market Share Nearly Impossible to Acquire

Purple Sea –

Caused by Entry of Blue Water into Red Ocean
Blue Water Nullifies Existing Competition
Market Share Acquired With Nominal Efforts

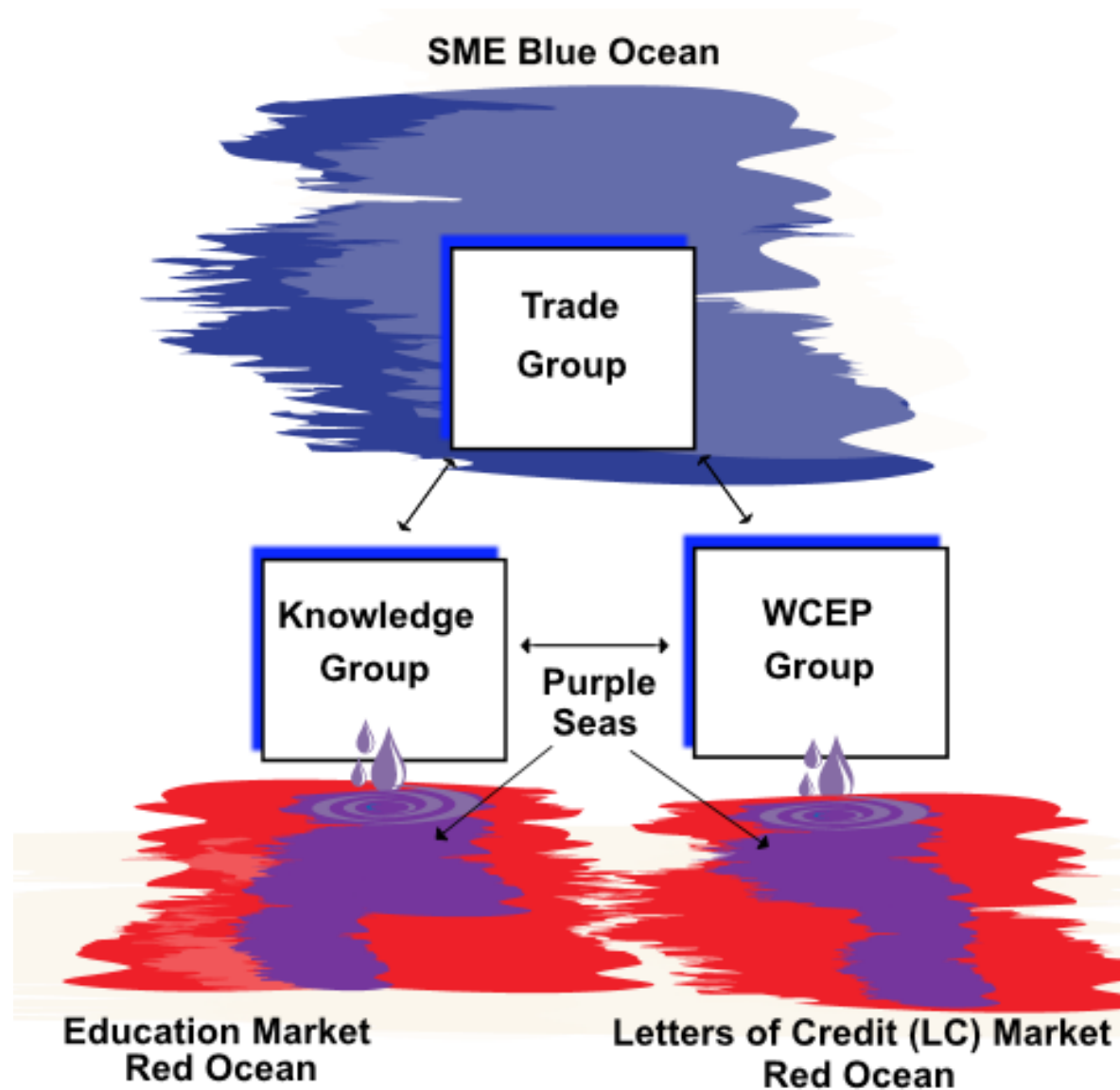
Blue Water -

A Potpourri of Technology, Skills, Innovations
and Tenacity which when inserted into the
Red Ocean creates a Purple Sea



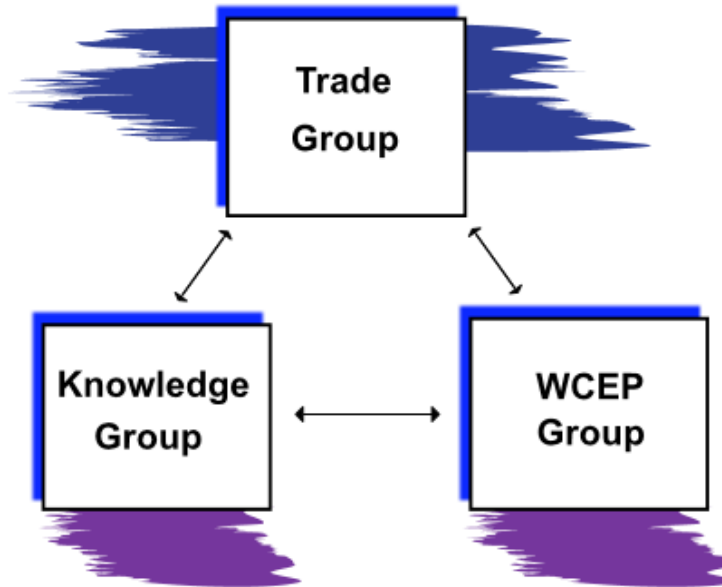
WM Community – Market Colors

Trade - WCEP – Knowledge



WM Community – Market Sizes

**Trade - WCEP – Knowledge
Global SMEs Trade Market
\$308 billion (1)**



Education Market

Global Education Market (2)

\$4 trillion

e-Learning Market (2)

\$91 billion

Mobile Education (est. 2020) (3)

\$37.8 billion

Letters of Credit (LC) Market (4)

Global Trade (est. 2020)

\$33 trillion

Use of LCs (est. 2020)

\$3.5 trillion

Notes: (1) SME Market Analysis, WM Team; (2) EdWeek Market Brief; (3) The Statistics Portal; (4) TEB Paribas/IJAC

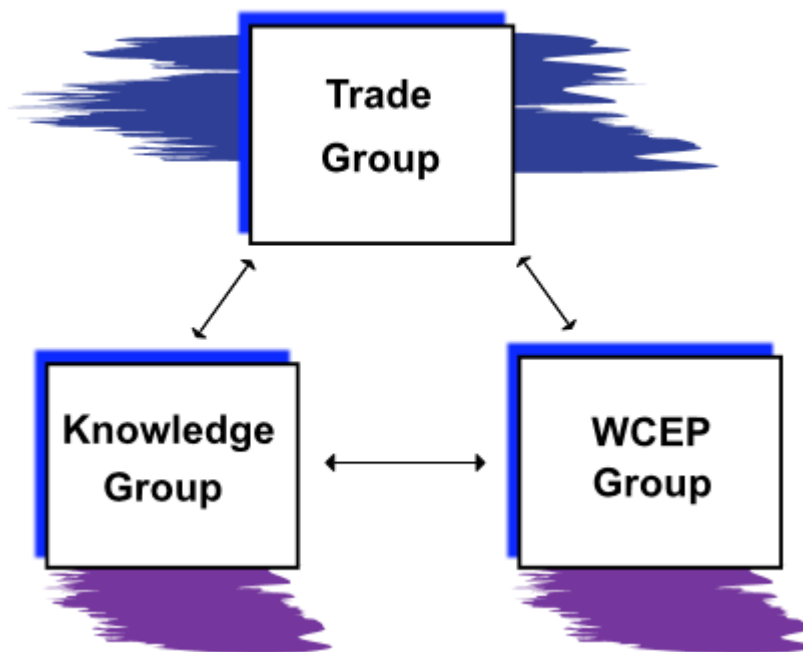


WM Community – Market Share

Trade - WCEP – Knowledge

Global SMEs Trade Market

Very Successful @: ½ of 1% (0.5%) of SME Market



Education Market

Very Successful @:
½ of 1% (0.5%) of
e-Learning Market

Letters of Credit (LC) Market ⁽⁴⁾

Very Successful @:
½ of 1% (0.5%) of LC Market



WM Community – Trade Group

Mission:

...To establish and maintain a superior online shopping center and outlet mall that delivers all SMEs from all countries an opportunity for their skills and talents in making and manufacturing products to be monetized into dollars through online sales... Where such product sales will result in a higher standard of living... for the entrepreneurial individuals and their employees...

Participating Members:

WM Online Shopping Center and Outlet Mall (WM Store)

Sailthrough Gateways Association

Payment Partners

Logistics Partners

Marketing Affiliates



Trade Group

Empowering Global SME Product Sales



Trade Group – Status

The core entity of the Trade Group is the World Markets Shopping Center and Outlet Mall; and online store servicing 235 countries and territories, in 66 languages and reaching up to 3.7 billion Internet users-shoppers. The Store services all approved vendors but is focused upon service to the “new” approximately 57 million global SMEs that are entering the cross-border and international trade market place.

The Store is currently operating in Beta and can be viewed at VisitWM.com. The developers are preparing to integrate special proprietary payment software which will greatly reduce WM Store payment fraud risks. Following this activity the Store will open with a full service release.

The Sailthrough Gateways (STG) Association is an SME low cost trade route (LCTR) development and operations service Association for the Logistics industry. The Association has commenced the design and development of the information and data platforms required to provide these services.



WM Community – WCEP Group

Mission:

...provide a secure digital financial communications system and accounts... integrated with a computer protocol which digitally facilitates, verifies and enforces the negotiation or performance of secure payment and payout transactions... provide all parties from all countries a secure, speedy, efficient, low costs worldwide transaction service... provide an simple alternative to Letters of Credit (LC) payment services...

Participating Members:

WCEP Transactional Service
WCEP Smart Contract
SmartCpay
WCEP Blockchain Foundation.



WCEP Group

Providing Transaction Assurances



WCEP Group - Status

The WCEP Group is designed to provide all parties to a payment transaction performance and conditional protections from non-performance, fraud, transaction scams and other risks. It offers to the WM Store product sellers and purchasers “Conditional Product Purchase” protections.

The WM Team has succeeded in establishing an organization and commenced the design and development of an infrastructure focused upon delivering to the SMEs, the online global shoppers, and other parties a new highly needed service that can create and maintain transactional Smart Contract based transactions for two party and multiple party global transactions. Initial operational capability (IOC) is scheduled for the fall of 2018.



WM Community – Knowledge Group

Mission:

...to provide everyone access to knowledge that can empower one with new and improved skills... skills that can result in jobs... upward job mobility... and enhanced earning power...

...to freely deliver skills training and employment enhancement knowledge... accessible by and through many media... in multiple languages... addressing a large selection of learning topics...

Participating Members:

WM Knowledge Group

PK Broadcasting Group

SME Productions

ION Broadcasting

Healthview Labs

Knowledge Community

Vocational and Trade School Partners

College and University Partners

Governments and Charitable Organizations

Product Vendors



Knowledge Group

Delivering Knowledge – Enhancing Skills



Knowledge Group - Status

The WM Knowledge Group has succeeded in establishing an organization and commenced the design and development of an infrastructure focused upon delivering to the general public, and specifically to the un-skilled and under-employed communities, a new highly needed service. (See the Helping Skills Project)

An education and skills enhancement platform that can deliver most of the millions of existing knowledge content videos, briefings, and documents over many media delivery services; including Internet, cable TV, Broadcast TV and others.

The result will be a growth in the number of individuals who acquire jobs, job skills, higher wages and economic power... And the number of SMEs who enjoy increased business skills and improved product sales at the WM Store.



Contact Information

For more information on the WM Community,
an investment or other participation opportunities; go to:

VisitWM.com

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