B2BWOOD

WHITE PAPER

B2BWOOD CLUB

2021

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1. WHAT IS B2BWOOD

B2BWood is a new generation business club for timber professionals and wood-related industries. The website is designed for manufacturers, buyers, sellers, traders, brokers, service providers, equipment manufactures and their distributors, and many other companies. Users can pay services with our coins

B2BWood ecosystem includes online & offline events, digitalised market reports, credit history reports, news, interactive catalog where companies can show how strong their business is, discover new companies, recruit employees and users can get an access to experts.

OUR VISION. Connecting online with offline we deliver unique benefits for members from any country, fields. Providing space to present business for SME and Large enterprises. To motivate customers to be precise and serious we are going to use tokens and provide then for some actions (e.g., fill in bio, add logo, upload certificates and so on)

OUR MISSION is to create a central ecosystem in timber world where members can meet, cooperate, explore new opportunities and get mind shifts, keep in touch with market and key people.

Why Crypto. Timber industry is extra conservative. B2BWood wants to bring new technologies to this market and make it modern and easier to interact with. Introducing the utility token just in the beginning we want to bring new opportunities to this market. There are no promises that 100% of customers would like to use this blockchain solution and our coins, but we aim to scale this idea and show how it's easy to pay. Having completed this, we will suggest a new feature and product to the timber industry.

2. MARKET OVERVIEW

There are more than 2.500.000 forest and wood-related companies in the world. 75% of these companies operate in Eurasia and North America. Most of these companies are represented by SME.

ON THE ONE HAND, our observation shows companies use various marketplaces and web platforms, some are companies are members of association where they pay from $50 per/ year up to $7.000/year. It means for that the potential global market (PAM) can be at $2.5 bln. Our targeted market share (SAM) is around 3% ($75 mln.) but achievable market (SOM) is 1-2% and $50 mln.

IN ANOTHER HAND, we discovered a big opportunity and demand on online and offline events, like conferences, forums, fairs and webinars. The biggest forest fair hosts 10.000 exhibitors during several days and hosts 120.000 visitors from all over the world. In our opinion average ticket price $20/ visitor. When 5 mln. people visit these events, they spend $10+ mln. only on tickets.

3. MAIN CHALLENGES

Which Specific Problems Are We Addressing?

Scattered Data

Company data is scattered across multiple sources and the only way to get a whole picture about a true state of the company is by gathering it piece by piece. There are at least 8 key points parts:

- Active business or no
- VAT number
- Turnover
- Number of employees
- Production volume
- Consumption capacity
- References
- Certificates

Each of these parts is scattered across a number of sources which, on top of that, differ depending on country or region.

Unwillingness to Disclose Data or Limited Availability of Information

None of the parties holding data about business are willing to disclose it. Some data is closely linked to personal data, even though all of it can be depersonalized. Only an employee has rights to their data.
Unfortunately, in this area, content creators have no incentive to get their data as they don't need it. This is closely related to the fact that the organizations storing the data do not provide the data owners with the tools to collect it.

This is another reason for today's multi-billion dollar fraud.

Inter-country Data Loss or Absence of Synced Regulations between Countries

Domestic organizations do not have the infrastructure to exchange information in real time. On an interstate scale, the situation is even worse. Today's problems, the Economy and the timber trade market are rapidly becoming

more global. Centralized organizations storing important data cannot catch up with the rapid progress of globalization trends. As a result, every country (and every legal entity in a country) has its own rules for collecting and managing data, and these rules are usually not consistent across states. The time gap between deregistering a vehicle in one country and registering it in another usually marks a grey area where previous accidents are hidden and mileages are clocked.

Varied nature of the data makes it difficult to draw conclusions or obtain market insights

Each organization, entity, and country has different data formats. Even the basic units of length are not yet unified (in Germany - m3, in the UK - feet, in China - tons). This creates even greater challenges for data unification in today's global marketplace. It is almost impossible to draw complete conclusions and insights.

Lack of reliable sources of information about forest companies

There are not many reliable ways to verify a company today.

Accuracy, transparency and trust are vital in this area as many costly decisions are made based on this number.

4. SOLUTIONS

Core Functions of the B2BWood:

- Catalog with features to introduce and validate business profile;
- News channel;
- Online & Offline events;
- Digitalized analytical reports;
- Buy hours of speakers

Members of the club are able:

- Create profiles
- Issue own news
- Tell about their business
- Upload brochures
- Add product and services
- Request credit reports about companies
- Discover new partners
- Promote their managers

5. MARKET STRATEGY

Various most effective tools will be used to promote the project, including but not limited to Community Relations, Social Media Marketing, Influencer Marketing via YouTube and TikTok, Partnerships.

We have good experience in PR & GR in timber industries, strong networking channels.

Our strategy is based on real experience. We do digital scale and promotion via events.

For successful sales, we are creating a network of representatives in each country and developing them. Our representatives will be our gates to domestic markets because of their deep local market understanding.

B2BWood main office supports the representatives and assists to setup business cooperation with local members/

PARTNERSHIPS

With our deep industry connections, we have partnered with wood industry leaders. Our existing clients can join the marketplace for their daily operations.

Event organisers, newsmakers, influencers, newspapers and magazines, non-commercial and government organisations, associations and communities.

6. ECOSYSTEM OF B2BWOOD CLUB

B2BWood is going to develop the next directions and revenue channels:

• Digital catalog with trade functionality

• Online & Offline events

• Cooperation with partner and reselling their tickets, reports, researches

7. THE CORE FEATURES

- Directory with company profiles where they fill in data about their business as well as descriptions, number of employees, manufacturing capacity, consumption volume, types of products etc.
- News dedicated M&A, investments, market changes, export and import of lumber, OSB, plywood, biofuel, construction.
- Ranking system where user ally filter and can find discover companies all around the world.
- Credit history reports are provided by trusted British partner.
- Digitalized reports, market overviews, statistics and consolidated customs data about export and import.
- Tickets to online and offline events in forestry, timber trade and furniture fairs, pulp & paper conferences, biofuel forums, forest technologies, webinars and workshops.
- Expertises. Any user can buy a consultancy/ time our experts from timber business, forestry, machinery, services or any another specific field
- Jobs part includes job offers from timber companies where job seekers see the open positions and can apply. Companies announce vacancies.
- Education. Proposals from universities, colleges. Their courses, programs.
- NFT-T - To build a true community of people that have a stake in any cause or community is a key to sustaining a membership organization. And members will care a lot more about their membership if they had some ownership in a part of it or identify themselves with the organization.
- Merely a physical card would not allow people to do any of these things, but having an NFT displayed online can serve as a form of a community profile avatar. Such NFT identity ownership can be utilized as a ticket to an event or multiple exclusive events and venues. It can also be used to verify the owner's identity of such NFT.
- These and many others are good reasons to use NFTs as a membership model, making it more enticing for the greater universe of membership organizations.
- The most exciting Web3 phenomena is linking an NFT as an identity and login to a website, attendance to an event or a venue and even a catching item attracting loyalty rewards as a member of the organization (such as more exclusive member base NFTs granted to a member).
- B2BWOOD wallet would store the member NFT(s), connecting to them via a browser, Metamask or other wallets. In addition, our smart contract would register both start and end date periods in its metadata, among other valuable information about the member. Smart Contract would also be programmed to auto-renew memberships and provide loyalty rewards and other incentives, register tiers of memberships, as well as, receive incentives for referrals of new members by an existing member.

8. TOKENOMICS

B2BWood is Ethereum based token that is the major medium in B2BWood.com platform, which innovative Timber oriented platform is bringing the transparency to the wood industry.

B2BW has 2 values at the same time – a platform currency and an independent store of value for timber related companies.

Using B2BW tokens for transactions inside the B2BWood platform allows everybody to enjoy low transaction costs, discounts on online products, stake, and many other utility cases.

Token Name	B2BWood
Ticker Symbol	B2BW
Token Decimals	18
Token Background	Ethereum – ERC20
Token Type	Utility
Token Sale Date	2022/01/03
KYP/AML Required	Depends on the stage
Restricted Countries	List of Prohibited countries + USA (For retail investors)
Project Status	MVP Ready

TOKEN SALES

The token sale will be divided into 3 stages – Seed, Private and the 3rd stage via Launchpads for public sale.

Token sale	Supply	Quantity, Tokens	Price	Fiat, USD	Vesting period
Seed sale	10,00%	9 500 000	0,04	$380 000	10% unlock at TGE, 4 months cliff, linear unlock by over 20 months
Private sale + KOL	10,00%	9 500 000	0,06	$570 000	10% unlock at TGE, 3 months cliff, linear unlock by over 15 months
Public (Launch-pads)	10,00%	9 500 000	0,1	$950 000	100% unlock at TGE
Hard cap (USD)	**30,00%**	**28 500 000**		**$1 900 000**	
Token allocations:					
Software development	12,00%	11 400 000	0,1	$1 140 000	Locked for 18 months, then 8.33% Monthly release for 12 months
Business administra-tion	12,00%	11 400 000	0,1	$1 140 000	Locked for 18 months, then 8.33% Monthly release for 12 months
Marketing	15,00%	14 250 000	0,1	$1 425 000	Locked for 18 months, then 8.33% Monthly release for 12 months
Company reserve	11,00%	10 450 000	0,1	*$1 045 000*	Locked for 18 months, then 8.33% Monthly release for 12 months
Team	12,00%	11 400 000	0,1	*$1 140 000*	Locked for 18 months, then 8.33% Monthly release for 12 months
Advisory	8,00%	7 600 000	0,1	*$760 000*	Locked for 18 months, then 8.33% Monthly release for 12 months
Total token supply	**100,00%**	95 000 000		**$6 650 000**	

UTILITY OF TOKEN

There will be quite a few utility cases for B2BW token:

- Paying for the application fee to get to B2BWood platform and getting 20% discount comparing to payment in fiat
- Paying for virtual or physical events organized by B2BWood platform and getting 20% discount comparing to payment in fiat
- Staking and making 10%+ annual interest rate on your B2BW tokens
- Spending B2BW tokens for B2BWood.com partners services and product
    - With coin B2C users can buy accessories, clothes, branded stuff.
    - B2B users use coin to promote their news, products, managers, upgrade the profiles.
    - Using tokens users can buy time of the experts from our lists (eg. timber business, forestry, services, equipment, management, finances, crypto)
    - Token is used to publish vacancies with open positions
    - To pay for training programs, courses, workshops and webinars.

BENEFITS

Staking

Staking is a very important and rewarded feature at B2BWood.com

platform. By staking retail investors or Timber related companies can make

additional revenues just by holding B2BW tokens locked.

B2BW staking: Terms & Conditions

- B2BW staking APR: 15% (fixed);

- Stake entry fee: 1 %;

- Stake withdrawal fee: 0. 5%;

- Compound fee: 1. 5%.

- Lockup period: none.

Fund distribution

As 25% of token are sold during the 3 rounds of token sale, it is targeted to reach a little lower than 2 million USD. The table below shows how the funds will be distributed.

Sale value		1 900 000
Tokens for sale		35 000 000
Private/Public sale proceeds	**ALLOCATION , %**	**EST. VALUE, USD**
Business development/ administration	26,32%	$500 000
Software development	39,47%	$750 000
Marketing	13,16%	$250 000
Treasury	10,53%	$200 000
Legal	10,53%	$200 000
Total	**100,00%**	**$1 900 000**

Business model

Revenue channels

SUBSCRIPTIONS/ MEMBERSHIPS

- Potential number of users is 2.500.000
- Annual subscription price: $110-550
- Achievable market for us: 75.000 customers ($10M annually)
- But real presence (conversion rate/ turns into membership): 2% what can bring us at least $2-3M in 2 years

OUR EVENTS

- Own online & offline events: $1-2M/ year

Expertises
- Users can buy time of experts, speakers, consultants, employees

RESELLING SERVICES

- Reports: $100.000/ year
- Tickets to partners' events: $1 2M/ year
- Business missions: $0.5M/ years

E-COMMERCE

- Online store for professional clothes and accessories for forestry produced by multiple companies (drop shipping model)
- Marketplace functionality for members where they promote their products, services and demand

TOTAL TURNOVER IN NEXT YEARS

$40M+ (T5)

10. TRACTION
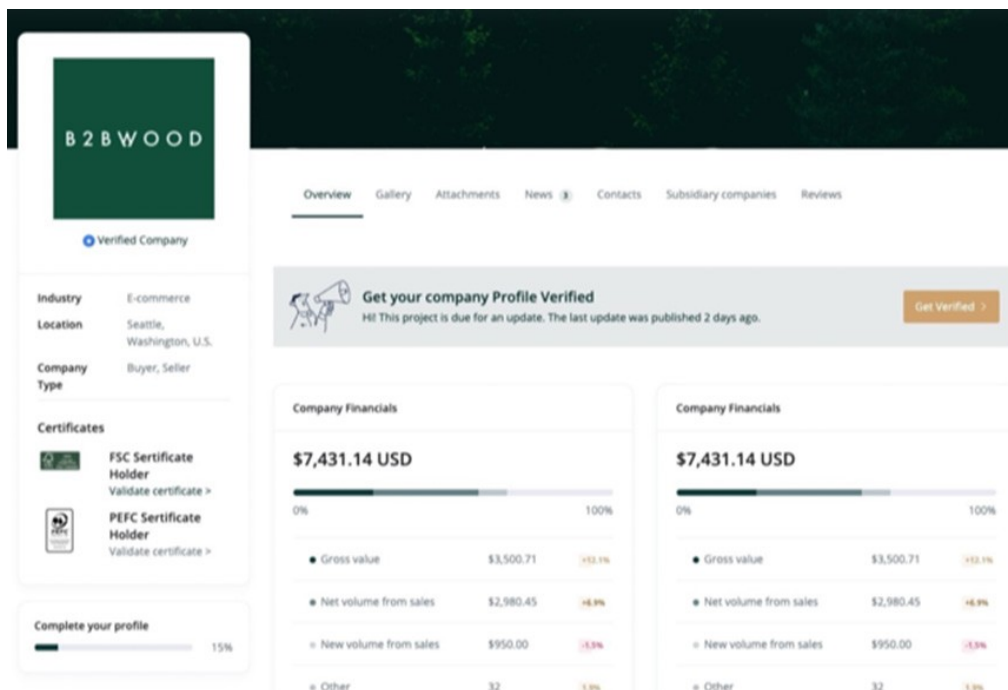
We have already designed the website and directory for companies to introduce how strong their business is. More than 150 companies use it now and we don't use Adds. Only organic traffic and strong market fit product for international users.

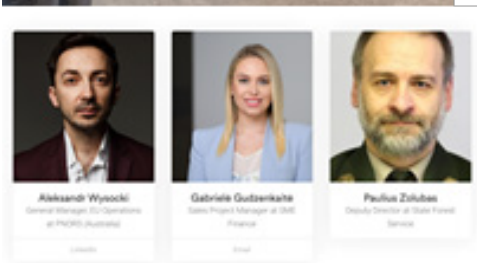Another successful product is events organising. We did a pilot online conference for 90 participants with famous and serious companies. There were speakers from Indufor https://induforgroup.com/   (Finland), StepChange Consulting (Austria) https://stepchange.com/

€90.00 **€45.00**

★★★★★

SAWN TIMBER MARKET: HIGH
DEMAND AND PRICE GROWT...

On December we hosted
B2BWood Lithuanian Forum

https://events.b2bwood.com/
b2b- wood-club-lithuanian-
forum-2021/

The next direction is to sell digitalized market reports in a partnership with
What-Wood Agency.

11. ROAD MAP

2022 H1

- HR (CEO, Chief Project manager, Chief Operations Officer, Chief Finance Officer, Chief Product Officer, Chief Communication Officer - team of 3, Chief Technology Officer, Sales: Europe - team of 2)
- Communication setting up partnerships with key players (ParFor, What- Wood Consulting agency)
- Digital marketing. News making and SMM channels development
- Franchise program and Network of representatives for domestic markets
- Visiting forest shows (IHLA, BioFuel Congress, PulPaper 2022, WOOD TAIWAN)
- Organising own club summits in Latvia (Riga), Spain (Valencia), USA (Miami)
- 3 online conferences: Market trends in Eurasia, Forest technologies, European and UK trade regulations
- Setup payments in Crypto
- Implementation of reporting services and API integrations with FSC, PEFC
- Add online shop functionality for equipment and accessories
- Organising B2BWood International Conference in Central Europe
- KPI: +1.000 club members from Europe (forestry, lumber trade, saw milling)
- Access to experts and jobs part development

2022 H2

- Recruiting HR (Chief Trade Officer, Sales: North America - team of 3, Sales: Asia - team of 3, Chief Support Officer + team of 2-4)
- Develop representatives
- Visiting forest shows (Elmia Wood, Xylexpo, Sicam, Woodtech, Drama, NLHA)
- Organising own club summits in Ukraine (Kyiv), Germany (Hamburg), Vietnam (Hanoi)
- 3 online conferences: Construction wood, Housing, Asian markets
- Implementation of marketplace functionality
- Setup payments in Crypto
- Add online shop of equipment and accessories
- Organising B2BWood International Conference in Central Europe
- KPI: +4.000 new club members from Eurasia (forestry, lumber trade, sawmilling, biofuel)

2023 H1

- Recruiting HR
- Develop representatives
- Organise 6 online and 6 offline events
- Participating in events (Ligna, Woodexpo, Dubai Wood Show)
- Hosting Pulp & Paper Members on our stand during PapFor 2022
- Reselling tickets of partners
- Setup payments in Crypto
- Add online shop of equipment and accessories
- Organising B2BWood International Conference in Central Europe
- KPI: +7.000 club members from Eurasia, NA and SA (forestry, lumber trade, saw milling, biofuel, pulp & paper)
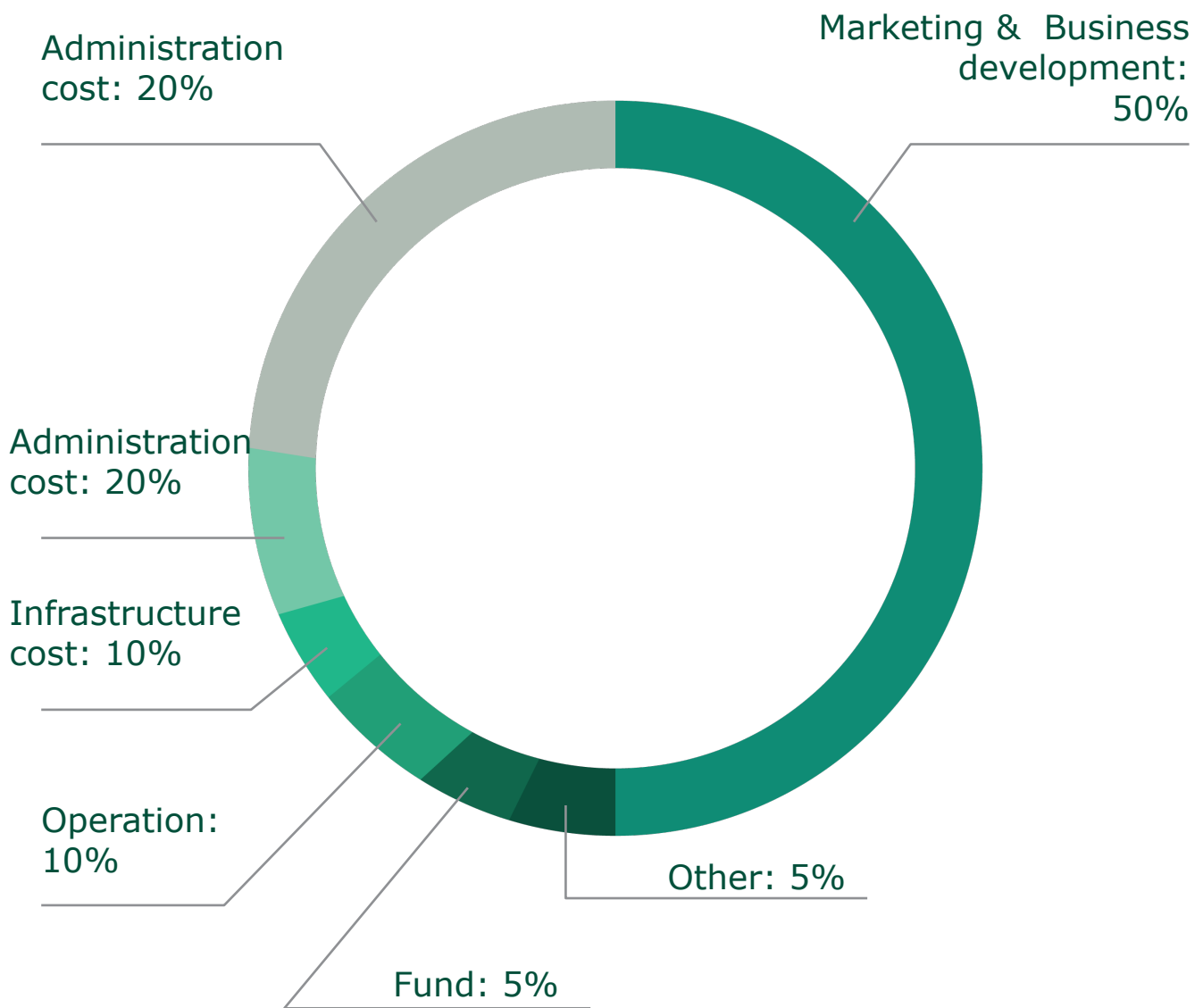
2023 H2

- Recruiting HR
- Develop representatives
- Organise online and offline event
- Reselling tickets of partners
- Setup payments in Crypto
- Add online shop of equipment and accessories
- Organising B2BWood International Conference in Central Europe
- KPI: +12.000 club members from Eurasia, NA and SA, Africa and Pacific (forestry, lumber trade, saw milling, biofuel, pulp & paper, furniture, construction, DIY)

12. BUDGETING

The ask is $2M USD

Long Term Budget

Administration cost: 20%

Marketing & Business development: 50%

Administration cost: 20%

Infrastructure cost: 10%

Operation: 10%

Other: 5%

Fund: 5%

13. TEAM

FOUNDING TEAM

Giedrius Balbierius
Chief Executive officer at B2BWood
Forest owner and trader
https://www.linkedin.com/in/balbierius/

Aleksandr Wysocki
General Manager, EU Operations at PNORS
E-commerce in timber business, speaker, insider and influencer
https://www.linkedin.com/in/aleksandrwysocki/

Edward Mandel
Blockchain Enthusiast, Venture Capitalist, CEO - BQT Technologies, Chairman - Vibe Micro, Inc. / Miracle Ventures, Inc., Chairman - HC
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Helping Fintech companies with new growth opportunities or solving challenges | EMI Licenses | Issuing Cards | EMI Agent licenses | Card processing for High Risk merchants
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OPERATIONAL STAFF

Eimantas Kasperiūmas

Web development, SaaS
Development, Software Testing,
Information Management, Custom
Software, experience 10 years.
https://www.linkedin.com/in/eimkasp/

Džiugas Jasas

Video Producer at Film Cookers.
https://www.linkedin.com/in/d%C5%BEiugas-
jasas-9650391b7/

14. CONTACT US

Schedule a meeting	Telegram news	Email contact@b2bwood.com
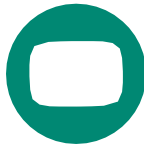
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