



Contact MTI
Mark Manesh
301-987-1072
mark.manesh@mtiretail.com

For more information:
or LAUNCHfn
Karen Rands
678-222-3473
Karen@launchfn.com

Micro Technology International

Developer of award winning retail management systems and eBay endorsed business integration tools

www.mtiretail.com

Industry: Retail

Management:

Mark Manesh CEO, Pres
Paul Ridgon, CTO
Kevin Kiernan, CMO

Board of Advisors:

James Burke, corporate attorney
Karen Rands, capital advisor

Revenues:

2008 \$200,000
2009 \$200,000
2010 projected \$2 M
2011 projected \$8 M
2012 Projected \$12 M
2013 Projected \$31 M
2014 Projected \$51 M

Financing Sought:

\$500,000 dollars as convertible preferred stock to a \$5M venture round

Use of Proceeds:

Marketing & promotion
Additions to Management team
General staff for support and scale of operations

Documents Available:

Term Sheet for \$500K Convertible Note, PPM for \$5M, Power Point, Business Plan Summary.

Business Description: Micro Technology International, Inc (MTI) provides software technology and e-commerce solutions for small and medium businesses in the retail sector that integrates the management of their online sales environment with their offline retail store environment. A four year relationship with eBay, initially as an authorized developer that grew into a strategic relationship, produced two software solutions **Brick 'n Click™** and **Back Office Live™ for eBay**. These two solutions were specifically developed for the "eBay e-tailer"(eBay Sellers and eBay retailers) that needs an integrated solution to manage the financial operation of their auction site, online store, or integrate with their offline retail store operations seamlessly.

Unique Value Proposition: Built upon 25+ years of experience and core technology developed over 7 years, the MTI solutions are robust in function and have a substantial barrier to entry against other products that provide inventory and sales management, CRM, email marketing, data warehousing and financial accounting functionality for ecommerce or Brick and Mortar retailers. MTI conserved their equity as they grew the value of the company by reinvesting the profits from the Platinum suite of products and accruing corporate debt to develop **Brick 'n Click™** and **Back Office Live™ for eBay** and build the support infrastructure to deliver these products to the eBay selling community. With multi-language support and an open architecture, these solutions can be easily ported over to any platform which has a community of e-tailers facing similar challenges in managing their online sales environments and their offline retail operations.

Key Success Factors:

- **eBay Joint Marketing Partnership: Back Office Live™ for eBay** is jointly marketed with eBay and was soft-launched in late December of 09, it enhances the popular eBay Selling Manager and it resides on the *My eBay* page of the eBay Seller's Applications tab. **Back Office Live™ for eBay** has had a conversion rate of over 60% in the first month of operation without any marketing effort. A full marketing outreach by eBay and MTI will begin in March, the product will be seen by the 300,000 eBay clients who have subscribed to Selling Manager. Total audience for the product is over 1,200,000 sellers in US alone.
- **Multiple revenue streams** driven by MTI's Desktop and (SaaS)Software as a Service products. The Platinum series and newly released **Brick 'n Click™** to be marketed through POS resellers to the 12 million US based retailers and **Back Office Live™ for eBay** brings a subscription revenue stream to MTI.
- **Unique suite of offerings** to serve both traditional SMB retailers and the growing community of online e-tailers creates a broad moat against competition that only offer off line or online functionality.
- **Proven Award winning product line:** The Platinum Suite won numerous industry awards after its initial launch. **Brick 'n Click™** and **Back Office Live™ for eBay** have earned the Compatible Application status by eBay and is being promoted on eBay Solutions directory as well as eBay Selling Manager Application directory with a 5 rating.
- **Technological platform** developed to scale to unlimited number of users, evolve with new features without rewriting of code, translate into multilingual support, and easily port to other online shopping platforms.
- **Streamlined Cost Model:** Each of the three product offerings have joint marketing & sales relationships in place to resell our products. Inbound Sales and Support is outsourced to a qualified firm that can scale with our growth.

Key Risk Factors:

- **Capitalization:** Now that we have our products developed and in the market, we need capital for marketing and sales promotion to support the efforts of our business partners: eBay, IBM, CDW, Zones and PC Mall

Exit Strategy: We expect our investors will exit through an acquisition, which will most likely be eBay. However, any of our development partners eBay, Microsoft and Intuit are potential acquirers of MTI. We expect eBay will take a keen interest in acquiring MTI as they have shown to be their behavior pattern with strategic solutions that become deeply entrenched within their user base, such as was the case with Paypal and ProStores.

THESE SECURITIES HAVE NOT BEEN REGISTERED UNDER THE SECURITIES ACT OF 1933 OR ANY STATE SECURITIES LAWS. THIS SUMMARY SHEET DOES NOT REPRESENT AN OFFER TO SELL ANY SECURITIES. This term sheet includes projections which may and may not be achieved. For full information you must request and review a copy of our full private placement memorandum