



UPWELL COMPANIES SUMMARY

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Upwell Companies is interested in partnering with your brand. Operating as Retailers and Dealers, Upwell Companies combines decade-long experience with very advanced technical skill to sell products through standard e-commerce channels. Structured as a lean team of experts led by a seasoned business executive, Mr. Zac Wernli, Upwell Companies offers a rare combination of highly specialized, top-of-industry technical expertise in marketing and online sales. Over a decade ago, Mr. Wernli raised venture capital to develop a meta search engine which combined the query algorithms of Google and Bing, and dealt with many industry experts, such as executives from YouTube, to understand the intricacies of web traffic and internet commerce at a uniquely deep level. Since then, he has served as CEO at multiple tech startups, built several digital media production companies, owned freight and logistics companies, as well as many websites. In 2020, during the pandemic, Mr. Wernli was shocked by the economic uncertainty and volatility and shifted his professional career entirely to leverage his extensive knowledge of the web to sell products online. In addition to Mr. Wernli, our team comprises digital marketers, graphic designers, sales professionals, and customer service representatives. As such, the Upwell Companies team offers a full spectrum of high-level industry skill sets needed to be a world-class retailer or dealer, including: world-class customer service, high-grade brand reputation and image management, sophisticated e-commerce sales and marketing engines, and logistical expertise as needed.

UPWELL PARTNERSHIP PACKAGE

We are very sober about partnering with you. Since we intend to create a long-term relationship with you, we have prepared an in-depth documentation package to outline our expertise and plans. The Upwell Partnership Package includes:

- 1.) This document, the Upwell Companies Summary
- 2.) A Brand Partnership Proposal
- 3.) Upwell's Omnichannel Digital Marketing Roadmap
- 4.) Our Customer Service Success Plan
- 5.) Upwell's Adding Value and Protecting Your Brand Plan

UPWELL HIGHLIGHTS

As Dealers and Retailers, Upwell Companies offers high-quality internet traffic, world-class customer service, protection for your brand and online company image, and the possibility to build a decentralized multi-warehouse freight fulfillment network.

- ❖ **High-quality internet traffic:** We specialize in increasing your total customer base through SEO and organic traffic generation methods. We understand that at times too many dealers can cannibalize or oversaturate advertising channels. As such, we focus heavily on expanding your brand's overall awareness in order to increase your overall revenue potential. We have a firm belief that the role we play in your ongoing e-commerce model is ensured to be a good one as we scale into larger dealer partners over time. We have written an entire proposal detailing this aspect of our plan titled the Omnichannel Digital Marketing Roadmap.
- ❖ **World-Class Customer Service:** We understand the problems you may have had with online retailers or dealers in the past. We want to be clear and say that we do not intend to be an online-only business and we look critically upon dropshippers. We intend to have a showroom and to attend dealer events or conferences. As such, we commit to offering world-class customer service for pre, mid, and post-sales by viewing our customers as relationships we need to steward wisely. We have written an entire proposal detailing this aspect of our plan titled the Customer Service Success Plan.
- ❖ **Protecting Your Brand:** We are also keenly aware of the importance of protecting your brand image and company reputation. We are very sober about this, and we intend to build a relationship with you for the long haul. We will abide by all your guidelines and add value to your brand image through our professionalism and quality customer experiences. We have written an entire proposal detailing this aspect of our plan titled Adding Value and Protecting Your Brand.
- ❖ **Multi Warehouse Network:** We intend on using our expert freight and logistics experience to provide lower shipping costs and faster delivery times to your customers. As our sales grow, and we collect logistical data regarding your top-selling products and the primary freight lanes they ship through, we have a plan to structure a decentralized freight network which will function as key fulfillment hubs. In this way, a small amount of inventory can be stored across multiple fulfillment hubs around the country which will be strategically located closer to the customer in order to provide lower-cost shipments and faster fulfillment times. To learn more, see section 7 of our Partnership Proposal, Hyper Local Endpoint Fulfillment.

CONCLUSION

In conclusion, we want to apply our professional experience to sell your products online. We commit to a standard of superior quality and are very confident you will be pleased with our results and contribution to the overall sales revenue of your company. As such, we invite you to review the documentation in our Partnership Package, and sincerely thank you for your consideration in partnering with Upwell Companies.