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### **Business Description:**

iB2BGlobal (the "Company") was founded by Crown Equity Holdings Inc., management team to become a significant business to business ("B2B") international e-commerce company by providing an efficient, trust worthy on-line and mobile optimized platform to facilitate e-commerce between wholesale business suppliers and buyers. The Company's primary model is membership driven, focused on facilitating on-line e-commerce between international sellers of products and buyers. The Company's strategy is creating high volume with enticing offers to capture additional market share while also focusing on "added" value services, such as premium placements on its web pages. The Company will strive in balancing free and fee-based service offerings to ensure that a community growth of users is maintained while sustaining revenue growth.

### **Industry and Market Description:**

The 2010 U.S. Census data shows estimates for B2B revenue transacted online at approximately US\$300 billion. Compare that with almost \$200 billion in B2C transactions. The next decade will be an innovative and demanding one for B2B e-commerce.

The goal of CRWE is to successfully use the right technologies to engage customers and enhance their decision-making abilities across all touch points. Digital channels such as tablets, mobile phones, and computers combined with Skype and other communication applications have become the dominant medium for influencing decision-making and building a stronger relationship between the brand and the buyer. The sheer numbers of smart devices that consumers have at their disposal and the types of interactions they expect create a challenging but exciting opportunity.

### **The Company's Product:**

iB2BGlobal is that of being a B2B trade online directory for multiple international manufacturers. The Company's product is an online portal allowing two businesses to come together into a transaction without involving the end-user. Our streamlined search enables time saved for the buyers/sellers, securing new customers, as well as preserving existing customers.

The trend of online business transactions has eliminated business trade complexities. Following the trend enables CRWE to create and close transactions with large businesses, importers, dealers,

exporters and other suppliers of goods and services. This process of business trading has gained popularity and is proven to be successful.

### **Marketing:**

iB2BGlobal's innovative approach will be on small and medium sized companies based in the United States and abroad because of the disadvantages they face in international trade. iB2BGlobal will enable SME's to find products and partner information around the world via Internet and mobile technologies and apps, offering e-commerce capabilities. Quality of service and ease of use is key to the Company's success.

### **Projections:**

iB2BGlobal expects rapid revenue growth and profitability; a strong balance sheet, a very low debt to capital ratio and strong free cash flow. The Company projects \$10 to \$15 million in total EBITA at the end of its 3<sup>rd</sup> year .

### **Leadership Team:**

**Kenneth Bosket**, - Mr. Bosket has held a number of management positions within the Sprint telecommunication organization since joining in 1974 and retiring in December, 2005. He served as Director, including being elected within a three year period to serve as Secretary, Vice President and President of Bridge Counseling Associates located in Las Vegas, Nevada. Mr. Bosket's experience and knowledge gained in a few of his various management positions within, Customer Services, Human Resource and Marketing, combined with his experience in building team dynamics and group skills will add value to the company's operations strategy. Mr. Bosket has received numerous awards, such as the Pinnacle Award for his exceptional service with his former employer combined with his community service involvements. Mr. Bosket earned a Masters of Business Administration from the University of Phoenix and a Bachelor's of Business Administration from National University.

**Montse Zaman**, - Mrs. Zaman also works for Zaman & Company, a private business consulting firm, as an administrative assistant. She has an extensive background in journalism and has a degree in Communications from Instituto Superior De Ciencia Y Tecnologia A.C. in Mexico.

**Mark Vega**, - Mr. Vega brings years of corporate planning and technical management experience to Crown Tele Services. Mark has been with Crown Equity Holdings Inc. for over 5 years. His responsibilities include overall technical strategy in addition to managing advanced development groups.