

Team or Company Name:
The Support

Date:
11/14/2017

<p><i>Key Partners</i></p> <ul style="list-style-type: none"> • “Evrotorg” limited liability company; “Tabak-invest” limited liability company (network of trade centers “Korona” and open joint stock company “Vesta” (network of shops “Vesta) • “Vitecoline” limited liability compan* • Recycled secondary paper raw materials • Supply of raw materials for the production of paper products in the necessary quantities and at the necessary time. 	<p><i>Key Activities</i></p> <ul style="list-style-type: none"> • Purchase of materials for production; launching the production line for paper products; wrapping in rolls of toilet paper and packaging other paper products; quality control of products; delivery to the consumer. • Our products are distributed through the signing of supply contracts in the necessary quantities and at the necessary time in accordance with supply contracts that are pre-signed with our partners. • Relations with our customers are carried out through an order through telephone communication, through e-mail and through social networks according to the contracts of delivery of our products previously concluded with our wholesale partners and individuals at retail. • The revenue streams are carried out according to contracts of deliveries pre-signed with our partners through non-cash transfer of money to our bank account and from retail sales. 	<p><i>Value Proposition</i></p> <ul style="list-style-type: none"> • Our company supplies paper products for customers. This is toilet paper, paper towels and paper napkins. • The customer does not need to think where he / she can buy quality products at a reasonable price. • We provide our customers with a wide range of our paper products. For example, we provide toilet paper for all needs and social groups of the population. • We satisfy the daily needs for paper products for our customers. 	<p><i>Customer Relationships</i></p> <ul style="list-style-type: none"> • Our customers expect from our company quality products at a reasonable price and information about promotions and discounts of our company. • We have already established all of the above types of relationships with our future customers. • All types of relationships with our future customers are correlated with the rest of our business model as part of the business model. This means that the entire business model is based on the client base and trust relationships in this segment of our population. • Our company strives to create all favorable conditions for the realization of our products in so far as possible large volumes and at a fair price. 	<p><i>Customer Segments</i></p> <ul style="list-style-type: none"> • We create our products for a wide range of customers (from low-income and middle-income customers to wealthy customers). • The most important customers for our company are our regular partners and customers.
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* All companies mentioned in this document are exemplary. They may not exist in reality.

	<p>Key Resources</p> <ul style="list-style-type: none"> • The key resources for our company are secondary paper resources. • We distribute our products mainly through the trading network of our partners. We also have the network of our branded stores. Relations with our customers are carried out through the retail and wholesale trade network and through our official website. • The revenue streams are carried out according to contracts of deliveries pre-signed with our partners through non-cash transfer of money to their bank account. 		<p>Channels</p> <ul style="list-style-type: none"> • We want to reach our customer segments through the network of our regular and new partners and through the sale of our products through the network of our branded stores. • We reach our customers through the network of our regular partners now. Our channels are at an early stage of development. • All our supply channels for our products work equally well. • The most economical supply channel for our products is through “Evrotorg” limited liability Company. • We integrate them as one of the items in our business model. I.e. we initially presented them in our business plan as partners of our company. 	
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<p>Cost Structure</p> <ul style="list-style-type: none"> • The most important costs inherent in our business model are the payment of taxes and utility bills. • Our business model does not have expensive key resources, because we get all the necessary resources at a miserable price. • The most expensive key activities will be the purchase of equipment for production, the advertising company for our products and staff training.
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<p>Revenue Streams</p> <ul style="list-style-type: none"> • Our customers are willing to pay for the quality of our products. • Our customers pay for high-quality and affordable products now. • Our customers pay for our products in retail and wholesale in accordance with agreements concluded with us in advance with our regular partners (they transfer money to our bank account). • Basically our products are bought by our regular partners. They transfer money to our bank account by a non-cash way. This is most convenient for them. Of course, for our regular customers it is more convenient to pay in cash or by bank credit card (we have special terminals for bank credit cards). • Each income affects the total revenue in direct proportion. This means that if there is more revenue for all types of income, then the total income is greater. We do not strive for the high income of our company because our project has the social direction of activity. We are striving for the integration of refugees and asylum-seekers into our society. This is our main goal.
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