



[**http://SeasonExchange.com**](http://SeasonExchange.com)

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Who are we

- *Seasons Exchange* is a internet flea market that provides more opportunities for buyers and sellers to match.
- *Seasons Exchange* focus on products, which are traditionally limited by location and seasons.
- *Season Exchange* is unique in the way we help business-to-business trade happens, while consumer-to-consumer bids.

The idea

- From where
 - Location and time limitation of the traditional agricultural markets
 - Exchange helps to reduce the waste of products and to decrease the cost
- Special of the idea
 - Group-to-group, group-to-1, 1-to-group trades, instead of 1-to-1
 - collaborate buyers/sellers geographically nearby
 - Connection with bank account



How do we do it

- Match buyers and sellers through a semi-open process
- 2%-5% commission fee

Development phases

- Physical coverage
 - North America
 - North and South America
 - Global
- Product coverage
 - Seeds
 - Agriculture products
 - All seasonal trading products



Why we will success

- Market potential
 - In US, 2,100,000 farmers
 - 60% of farmers connected to internet
 - 228,000 persons!!!
 - \$500,000,000 be brought online

Market Comparison

- Traditional Market
- Retail
- Internet web sites
 - XSAg.com
 - Icecorp.com
 - Agweb.com
 - Directag.com
 - Vantagepoint.com
 - Farmbid.com
 - Farms.com
 - Mpower3.com
 - Vtraction.com
 - E-garden

Market Comparison

- Traditional Dutch Flower Market
 - The Aalsmeer Flower Auction
- Home Depot
- XSAg.com

The Aalsmeer Flower Auction

- The largest auction in Dutch
 - 42.5% of total sales in Dutch
- 1,826 employs
- 1,350 buyers / 7,000 growers
- 50,000 Daily Transactions
- NLG 3 billion Yearly Turnover

The Home Depot

- One of the largest retail stores
 - 990 stores, 22,600 employee
- Garden Center
 - 15,000-25,000 sq.. ft.
- \$38.4 billion net sales (+27.2%)
- \$11 billion gross profit (+32.6%)
- \$2.3 billion net earnings (+44%)

Season Exchange



Market analysis

XSAg.com

- The fastest growth online farm goods purchase web site
 - Established in May 2000
 - 30 employs
- \$12,000-\$150,000 transaction
- Commission Fee: 2%
- Sales: \$100 Million



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