

EXECUTIVE SUMMARY OF INVESTMENT OPPORTUNITY

Preamble: The eLive Omni (eLO) genesis began in 2018 with a goal to develop disruptive retail technology capitalizing on a growing trend in the retail market for streaming live video shopping. eLO is the missing link for the retail industry enabling professional production of LIVE streaming video shopping vs brick and mortar and/or traditional eCommerce. eLO completely bridges the gap between traditional online commerce and the brick & mortar store. Our Streaming LIVE Video shopping is experienced by a customer at home (or mobile) direct into their favorite retail store, providing a unique 1-on-1 private shopping experience we call [eShop LIVE](#). eLO is the next generation of retail commerce bridging the Brick and Click – it's absolutely the next best thing to physically being in a store.

Current Business/Development Summary: eLO has been under development for over 2 years and the Founder has personally invested \$300K. Our MVP platform is complete and in Alpha (Beta in 10 stores in being planned). The award-winning software development company [Manifest Studios](#) was retained to design and integrate our Digital solution as well as build new dynamic websites. Our [eShop LIVE](#) and [eBrand Live](#) Brands are planned to be ready for a nationwide rollout by late Fall 2021. Another target market will be premium/Luxury Department Stores – creating an entire department for real-time streaming video 1-on-1 shopping. eLO stands alone in its own category. See [Proof of Concept](#) and [Industry Trends](#) for further validations.

Problem/Solution: Seasonal stores struggle to make a good profit, can't retain staff and incur ongoing costs of operation; Traditional eCommerce is difficult to setup, manage and profit; Market survey of trends & DD indicates increasing interest in Video Shopping; No organized U.S. live-streaming retailer shopping platform exists; Customers are seeking better and omni-channel "experiences;" Fueled by CV-19 retail on-line BOOMING & will be continuing trend; Retail brands engage buyers at massive buying shows – high cost, time and travel CV-19 will change this interaction in the future. The genesis for eLO!

eLO sits between the current Brick & Click of Retail as **The Next Generation of eCommerce** – its is Blurring the Distinction Between Online & In-Store by providing a live omnichannel 1-on-1 Personal Shopping Experience. eLO is self-contained, self-operated, untethered, streaming LIVE video production platform & workstation with integrated software for digital [eShop LIVE](#) & [eBrand Live](#) services. eLO significantly increases revenues; adds omnichannel services; makes a seasonal store year-around; allows a store to be more competitive; brands cut their costs; stores continue business as usual during shutdowns; store stays on trend & relevant; provides new safe way to shop.

We are also in the process of moving the eLO development to Raleigh Triangle Research Park and have opened our flagship retail store in Pinehurst providing a showcase of operations for eLO. The Pinehurst location provides an affluent & stable Retail area to support eLO and close to a solid tech hub and resources for growing the eLO brand.

Market: • 79% of Americans shop online • 59% of shoppers want interactive shopping experiences online • 54% of people buy from a streaming live shopping experience • By 2021, 54% of mobile ecommerce is expected to occupy more than half of the overall retail commerce • 17.5% of the Global \$20T in retailing revenue is now online • Online sales up 80% since Jan 2020 • [Study 46K Shoppers Shows Omnichannel Retail Works](#)

Competition: Competitive landscape consists of stores using smart phones or pads and doing group view video, not 1-on-1 personal shopping. Most communication is by text vs face-to-face. No one offers an integrated hardware & digital software solution that make any sense. [HERO StreamShopper](#) and [LISA](#) are three examples of current similar services – one is a WhatsApp of retail & not really 1-on-1 personal shopping, the others home-made solutions with poor websites & service offerings.

Management/Ownership: [Mr. Nash](#) is a seasoned entrepreneur and a Merchant Banking professional who has proven success in startups, turn-arounds and development of unique structured finance models for raising capital. He was previously CEO of KGRI a publicly traded Merchant Banking firm, founder of [iLIFECapital.com](#) and CEO Medi-Share a nationwide Healthcare plan.

Investment Opportunity & Use of Funds: The company is currently seeking up to \$1M (with the option to upsize to \$2M) in a Seed II Round from Family Office and/or high net worth accredited investors. Use of funds: Hire CTO, Controller/CFO, VP Sales, Tech staff, support staff, legal, office (integrate eLO into Triangle Research Park), ongoing R&D & tech development, eLO operations, 10-store beta test, limited retail/brand rollout, Broker-Dealer engagement Series A Round, Contingency.

Return/Exit: 5-Yr Estimated Market Value Potential of \$50M+ (U.S. #'s only – 20% of world-wide potential). Future roll-out worldwide. Planned Series A round for \$10M+ in 2022 and future IPO after Yr 5.

eLive Omni, Inc. ("eLO")

eLO

eLIVE Omni



COMPANY PROFILE:

URLS: <http://eLiveOmni.com>
[Live working MVP](#)

Industry: Retail eCommerce
Technology

Location: 120 Market Sq.
Pinehurst, NC | (833) 438-6323

CONTACT:

Jim Nash (231) 645-2526 (cell)
JRNash@eLiveOmni.com

FINANCIAL INFORMATION:

Funding Stage: Seed II Round for launch of our retail tech company

Capital Raise: \$1M (\$2M Opt.)
under our parent Dune Holdings Group, Inc. Private Placement

Offering Structure: Exempt Reg D 506c SAFE

MANAGEMENT / OWNERSHIP:

James R Nash, Founder/CEO

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