



Avo
exchange
Powered by Avoprice

DO TASTY AND TRUSTY AVOBUSINESS
FRIENDLY AND ACCESSIBLE WEB PLATFORM

Juan



Meet

John



**EXPORTS
THE BEST
AVOCADO**
*Mexican Avocado,
(Michoacán's)*

**IS A NORTH
AMERICAN
IMPORTER**

Juan needs to get information on **HOW TO CONTACT THE LARGEST NUMBER OF IMPORTERS** in the United States to do business with them

John also needs guidance to find reliable Exporters, and on **HOW TO GET THE BEST PRODUCT AT THE BEST PRICE**



Juan & John Need AvoExchange

**THE FIRST WEB PLATFORM THAT HAS ALL THE INFORMATION TO
DO BUSINESS FASTER, MORE EFFICIENTLY AND TRANSPARENTLY**



AvoExchange is an AvoPrice digital service that allows the distribution chain of Mexican Avocado to the United States to be more transparent

AvoExchange allows Exporters like Juan to find more Importers in the United States; and it also helps Importers like John find better business opportunities in Mexico.



Through this friendly and accessible web platform, the parties can negotiate prices and complete the purchase and sale process with greater transparency. AvoExchange digitally connects multiple Exporters with multiple Importers. The system also tracks all the buy, sell and close positions and makes them available to the international market players.

In addition to that, the Exporters and Importers are assisted by a Transaction Coordinator who is responsible for overseeing the entire process.

In the Avocado business, the more information you have access to, the smoother and less risky your business will run. That's why the information that AvoExchange gives you is like the water the fields need to produce their crops.

**LEARN ABOUT THE FIRST AND ONLY WEB
PLATFORM THAT HELPS YOU DO BUSINESS
IN THE MOST EFFICIENT, PROFITABLE AND
TRANSPARENT WAY.**



Learn about the before and after of AvoExchange in the distribution chain.

Labyrinth of disinformation



Distribution chain
BEFORE



UNNECESSARY ▶ actors can be added to the chain, which only makes the product more expensive



WHEN THERE IS NOT ENOUGH INFORMATION

The product can be **MORE EXPENSIVE TO JOHN**



◀ Since neither the Growers or other importers have direct contact with Juan, they **LOSE MONEY**

Juan's profits **CAN BE LOST** because of missing information



Due to Juan and John not having a direct line of communication, they **BECOME VICTIMS OF DISINFORMATION**



◀ John may feel **UNSATISFIED** with the product and the price he paid for it

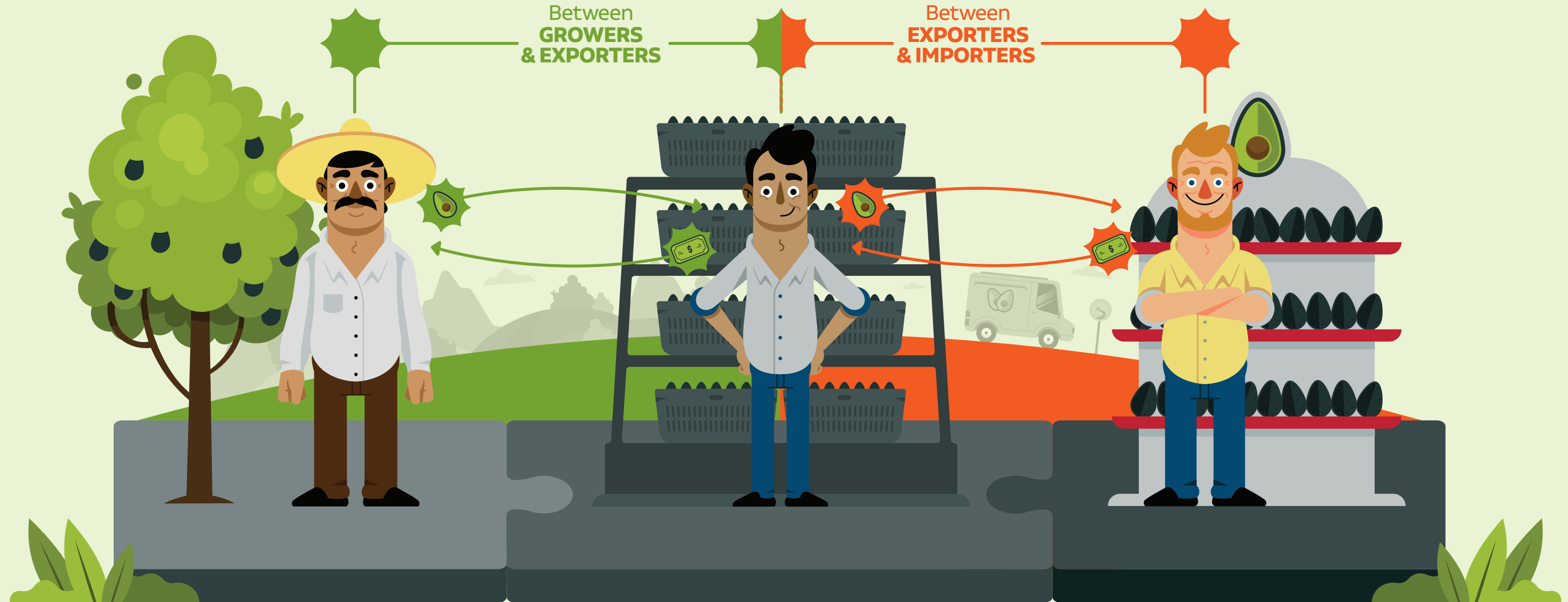


And another problem in the distribution chain



AND IT'S HERE WHERE AVOEXCHANGE DROPS BARRIERS TO PROVIDE A SOLUTION

A direct connection



Between
**GROWERS
& EXPORTERS**

Between
**EXPORTERS
& IMPORTERS**

Growers have
**MORE INFORMATION
ON THE LOCAL MARKET**

Juan has
**MULTIPLE GROWER
AND IMPORTER OPTIONS**

Jonh has
**MULTIPLE EXPORTER
OPTIONS**



Distribution chain
AFTER

A distribution and information chain

AVOEXCHANGE ALLOWS
THE PARTIES OF EACH
LINK IN THE CHAIN
**TO CONNECT
MORE EFFICIENTLY**



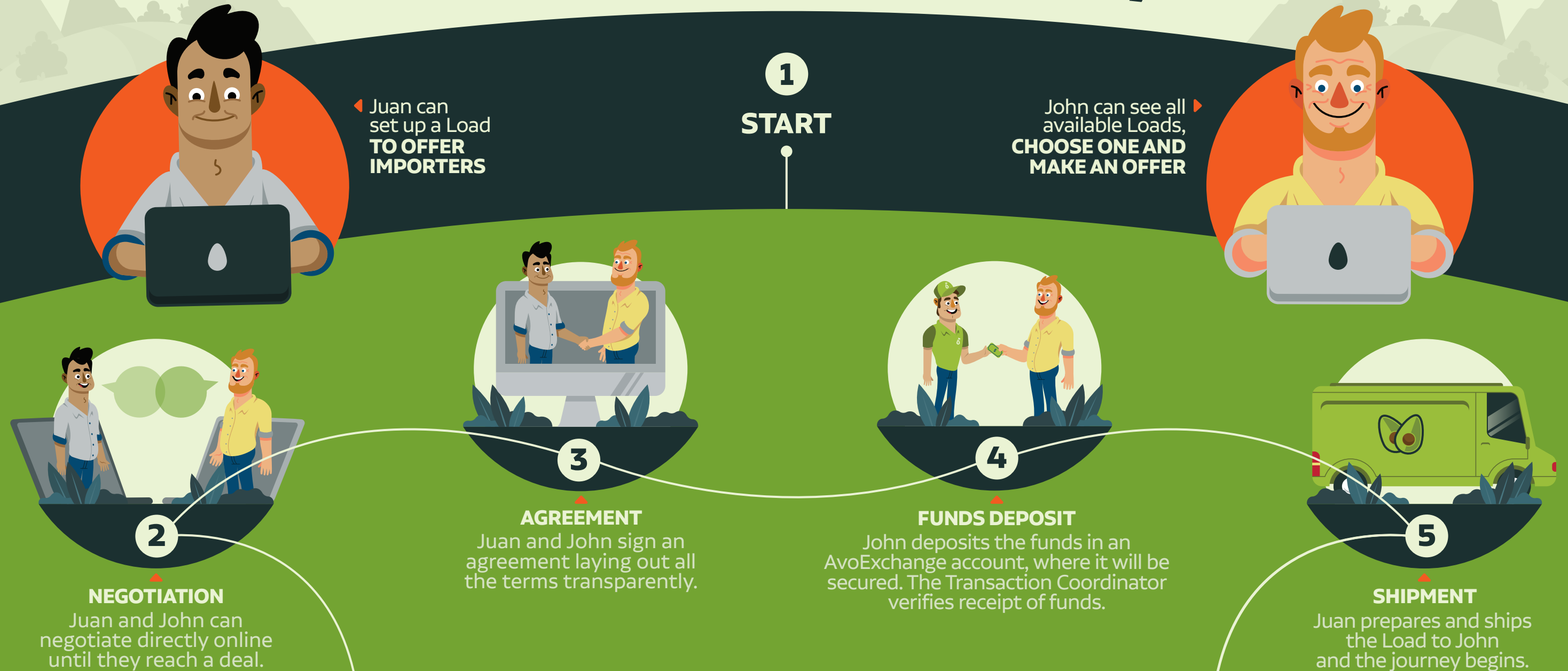
**More than 1,000 Avocado Growers
are active and connected
to the Exporters in the platform**

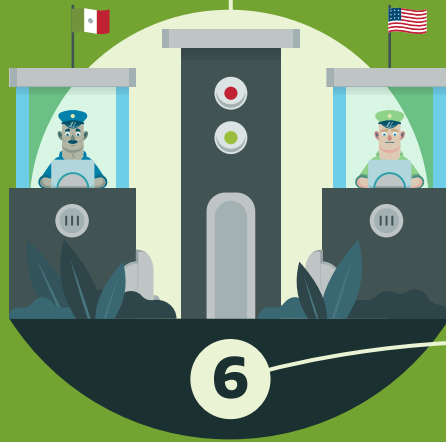


**Juan can find more clients and
negotiate directly with them**



The AvoExchange way





CUSTOMS

The Load arrives at customs, and customs agents from the US and Mexico enter the AvoExchange platform to upload the release documents.



DELIVERY

The product is delivered at the warehouse that John determines. John's team signs the reception documents and Juan uploads them to the platform.



PAYMENT

The Transaction Coordinator verifies that everything is in order and releases funds for Juan's payment.



9 CHAIN COMPLETED

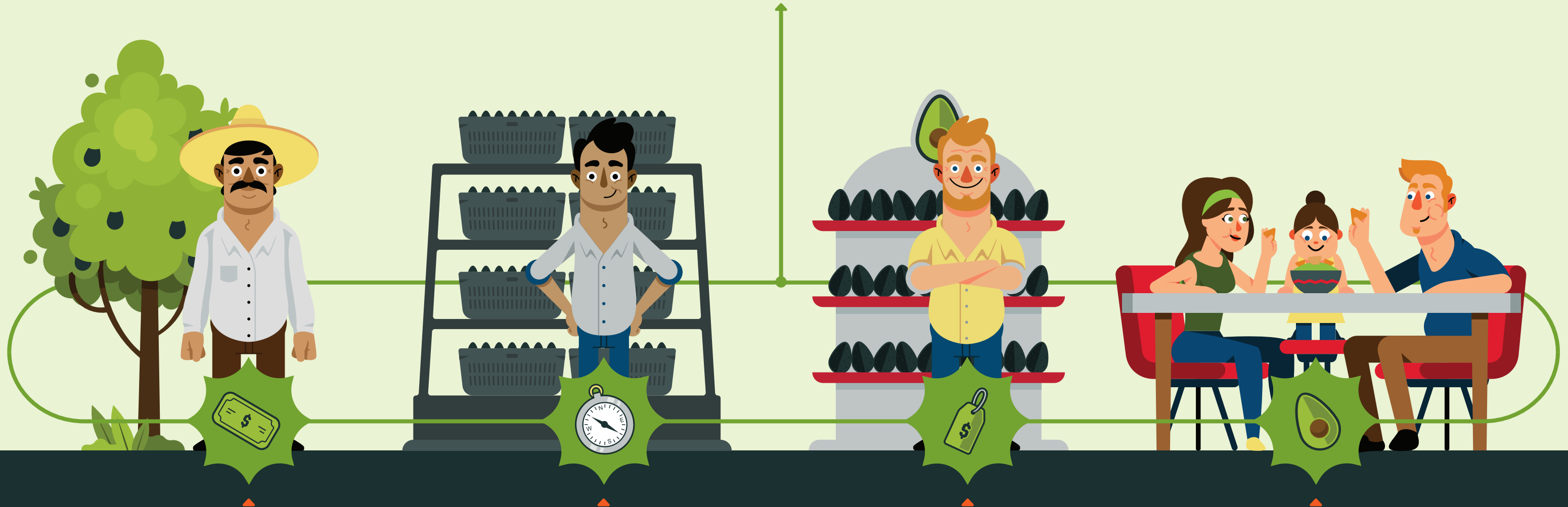
The Transaction Coordinator uploads on the platform the receipt of Juan's payment.

◀ **JUAN AND JOHN REVIEW EACH OTHER ON THE PLATFORM.** ▶



In the end, everyone **wins**

With more transparency in the process, we eliminate unnecessary practices and unite the main actors of the transaction, **MAKING A MORE EFFICIENT AND BENEFICIAL PROCESS FOR ALL.**



Avocado Growers
**EXPAND THEIR NETWORK
OF EXPORTERS AND RECEIVE
MORE INFORMATION
FROM THE LOCAL MARKET**

Exporters like Juan
**HAVE A DIGITAL CONNECTION
WITH THE GROWERS AS WELL
AS WITH IMPORTERS**

Importers like John
**OBTAIN MORE OPTIONS BEING
DIGITALLY CONNECTED TO MULTIPLE
EXPORTERS AND KEEP TRACK OF THE
INTERNATIONAL MARKET**

American Families
**ENJOY A DELICACY AT
A BETTER PRICE BY BEING
CLOSER TO THE GROWER**

It's very easy to start using AvoExchange:



1

Enter the website:
AVOPRICE.COM



2

Click on
LOGIN



3

Follow some
SIMPLE STEPS TO REGISTER



Great, now you can
**DO TASTY AND
TRUSTY AVOBUSINESS**

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