



Micro Technology International

Developer of two times Award winning retail management system

www.mtiretail.com

Industry: Retail and supermarket industry

Management:

Mark Manesh CEO, President

Board of Advisors:

James Burke, Corporate attorney
Karen Rand, Financial advisor

Revenues:

2007 Actual \$300,000
2008 projected \$1.2 M
2009 projected \$ 3 M
2010 projected \$10 M
2011 Projected \$24 M
2012 Projected \$50 M

Financing Sought:

1. \$1.5 Million at \$.75 per common share plus one warrant per share. Shares offered in blocks of 50,000 shares. .
2. \$3.5 Million at \$1.00 per common share

Use of Proceeds:

Marketing & promotion
Continued Product improvements
Management team
General staff

Documents

Available:

Private Placement Memorandum, Power Point, Business Plan Summary.

Business Description: Micro Technology International, Inc (MTI) is a 5 years old privately held company which provides technology and e-commerce solutions for small and medium businesses in the Retail and Supermarket Industry. The current product solution set is based on 25 years experience in the industry and has evolved over that time to meet the specific needs of our target segments. MTI has been growing organically since its launch 6 years ago and is operating in a cash flow positive state. We currently are seeking capital to ramp up to meet the large demand that will be generated through our new offerings for eBay e-tailers and create brand awareness in the marketplace. Our software meets the needs of small retailers to increase sales and profitability by offering 3 new on line sales channels to the retailer while maintaining inventory, retail sales and on line sales. **Brick 'n Click was recently certified by eBay and is being promoted on eBay Solutions directory.**

Unique Value Proposition: As a result of a strategic initiative with eBay and eBay ProStores, MTI was asked to develop a unique version of MTI software product that builds upon some of the unique features of our back office and retail enterprise solutions, while delivering specific functionality needed by eBay's most active e-tailers. This suite of products includes "Brick 'n Click™ for eBay" and "Back Office Live™ for eBay". These products have the unique advantage of having been developed with the involvement of the largest e-tailer, eBay, designed to meet their specific requirements, therefore positioning their sale to the largest group of e-tailers.

Sales and Marketing: Our sales force will come from our resellers, CDW, PC Mall, and Zones. Through our strategy to build key alliances and partnerships with resellers, MTI will avoid the costly overhead of building a direct sales and distribution organization and will capitalize on the strengths and established presence of our partners in the market.

Key Success Factors:

- **Suite of Offerings** to serve both traditional SMB retailers and the growing community of online e-tailers.
- **Proven Award winning product line** as the foundation for current offerings. Our industry reputation and experience gave us access to and the ability to close strategic partnerships to resell and promote our offering.
- **Strategic Partnerships**, with such large industry players as CDW, Zones and PC Mall
- **Technological Platform** established that can scale and evolve without rewriting of code and can be translated into multilingual support. Currently available in 3 languages.

Key Risk Factors

- **Operational Infrastructure.** As a privately held corporation, we have limited resources to expand operations and to ramp up in order to meet the potential demands of our marketplace.
- **Entry of Competition.** Without capital to speed up the development and delivery of enhanced versions, including international versions, our barrier to entry on functionality narrows and our first to market dominance will diminish over time.
- **Limited Marketing and Sales Capability.** Software development is our core strength. We are not inherently a sales and marketing organization. We have developed a distribution channel to offset this weakness. However, without co-marketing capacity, our ability to push/pull the product through the channel is lessened and the amount of market share we will gain will be less. Organic adoption of our products as the industry standard will continue, but at a slower pace than the market opportunity warrants.

Exit Strategy: We expect to exit through acquisition. Any of the top 3 reseller partners are potential acquirers of MTI. Any of our development partners eBay, Microsoft and Intuit are potential acquirers of MTI. We expect eBay will take a keen interest as our eBay market share grows within their user community and they want to keep our solutions as a unique offering to their community.

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