



UPSIDE
V E N T U R E S



Disrupting Consumer-Centric
Brands & Products To Change
The Way The World Buys

EMPOWERING CONSUMERS

UPSIDE Ventures will be built as sector-focused alliance based on 3 main verticals and pillars under which it inter-operates globally while delivering a consistent story and results with growth and accelerated path to profitability.

We will continually reinvent our business models to deliver an experience that reflects our customers, flatter their expectations, their unique aspirations and their rich diversity.

CONCEPTS & CHANNELS

Visit our dedicated websites to discover more about the channels.

PHYSICAL
RETAIL



SKOONT 

www.skoont.com



INTERNET
RETAIL



tringz

www.tringz.com



FMCG
SOURCING



BRANDEOS

www.brandeos.com



WHY "WHY NOW" NOW

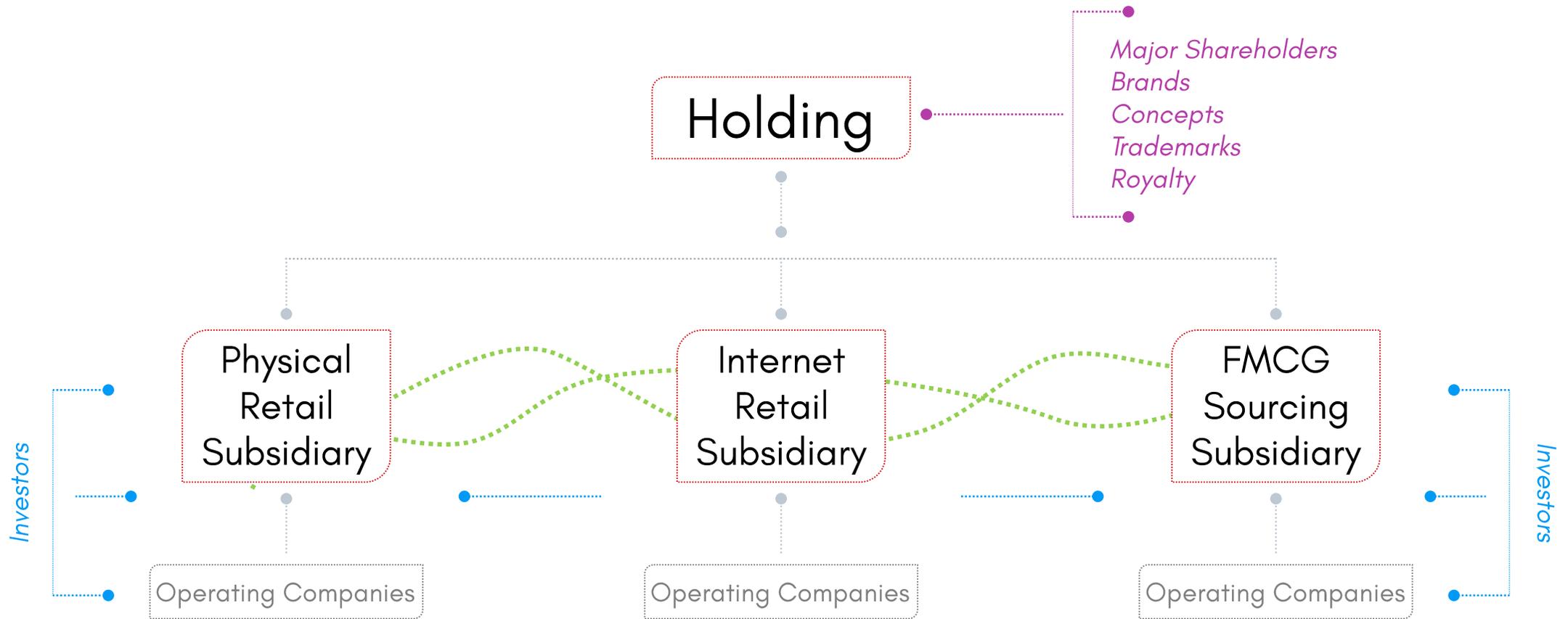
We believe there is a better way to do retail and we see that as an opportunity because nowadays, markets are evolving faster than they used to do, resulting in the evolution and fast change of different consumer behavior and attitudes thus we will change faster because the way we buy and consume won't ever be quite the same again.

In that scenario, understanding what people will still want to buy, and how to create the right channels and products for them, is more important than ever. Thus we are reimagining and will be designing our ideas for a new kind of consumers and shoppers.

OPERATING MARKETS



CORPORATE BUSINESS MODEL



WHO IS BEHIND THIS

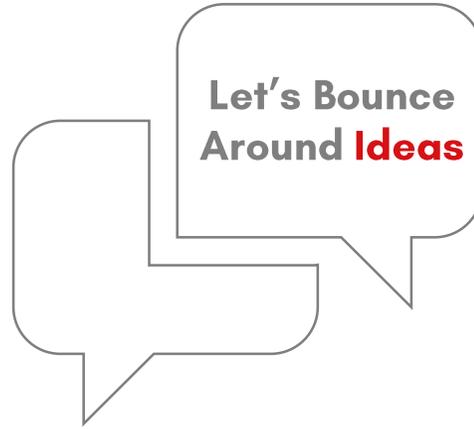


Krikor Ohannessian is an Armenian-Lebanese international C-level seasoned consumer retail, fmcg distribution, brands & products management & global b2b & b2c professional and can look back on more than 28 years of expertise as well as various executive and management roles & activities in companies enjoying global success.

Krikor worked in several countries with large international corporations & groups, major retailers and consumer brands and spearheaded them craft, launch, redesign and execute classical, business development, cross-channel commerce and distribution strategies across 50+ markets in Europe, the Middle East, Gulf and North Africa while bringing innovative and dynamic approaches and learning from the failures along the way.

Krikor is always passionate about creating, orchestrating, leading, adding value and operating any type of consumer & retail markets experiences and acknowledge the necessity to understand their needs to innovate and transform those companies and brands into market leaders while keeping the will of the learning curve with an open end.

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investors@upside.ventures

DISCLOSURE

This opportunity is a competitive investment process. We reserve the right to select a preferred investor(s) based on our own assessment of strategic fit, ease and quickness of completing the deal/transaction & value maximization.

Although every effort was made to be accurate, the information and the projections are based on a variety of assumptions, which may not be realized, and are subject to significant business, economic and competitive uncertainties and contingencies depending on the target market(s), which are beyond the control of the founder(s).

Consequently, the projections should not be regarded as a representation or warranty by any other person, that the projections will be realized. Actual results may vary materially from those presented in the projections.

Holders of interests must make their own determinations as to the reasonableness and achievability of such assumptions and the reliability of the financial projections in reaching their determinations of whether to accept or reject the plan.

Any data included in this document is accurate at time of publication. Much of the information in this document – in case present – are of statistical nature and while every attempt has been made to ensure accuracy and reliability, we cannot be held responsible for omission & errors. Figures in tables and analysis are calculated from unrounded data and may not sum.