**Youstice – short overview**

We are in the process of seeking business partners in France. Below you can find further information on our company, the product and the idea behind as well as the description of what kind of partners we are looking for.

**The company**

Youstice a.s. is a private company established in the Czech Republic in 2012. The company’s goal is to drive trust in online shopping by enabling online transactional justice – a pioneering undertaking. Our shareholders include the following persons:

* **Danubiatel** a.s., the largest shareholder in Youstice holding 60% shares; Danubiatel is a major investment group in Slovakia active in ICT;
* **Zbynek Loebl**, founder and CEO, holding 38% shares and 50% voting rights; Zbynek Loebl has been an international technology lawyer and entrepreneur, he has been included in the International Who’s Who of Internet and E-Commerce Lawyers in each of the past several years;
* **Esther Dyson**, international Internet guru and angel investor, former first president of ICANN, holds approximately 1,5% shares; and
* **Ladislav Goc**, international ITC entrepreneur, co-owner of Icewarp Inc. ([www.icewarp.com](http://www.icewarp.com)).

**The concept**

Youstice has developed the first open global infrastructure for online dispute resolution (ODR) for low value, high volume cases related to the sale of goods or provision of services. Youstice serves both online retailers and brick-and-mortar shops which have a website.

Our web application enables easy and efficient, multi-lingual resolution of small value cases all over the world, domestically and across borders. Youstice does not resolve any cases, it interconnectes all the stakeholders: retailers and their customers, ODR providers, consumer organizations and trustmarks and online markets.

**The product modules**

Youstice offers retailers and their customers both negotiation and full ODR platform and service. Negotiation is used by customers and retailers who are willing to settle their disputes via negotiation and computerized assistance, without the intervention of a third party ODR provider/neutral person.

If the parties cannot agree, customers have additional option to escalate their disputes and have them decided by a neutral appointed on behalf of one of Youstice accredited ODR providers.

Customers can file their claims either from websites of the retailers or from websites of consumer organizations cooperating with Youstice. Plugins which we have developed to the most commonly used systems for online shops enable smooth integration of claim-filing process with internal systems of shops. We also developed a generic plugin which can be used easily by shops with customized systems.

**Earning a right to use Youstice logo**

We keep a great focus on the credibility of our service. Retailers are incentivized to negotiate in good faith with their customers under the terms of their participation in Youstice. Specifically, only shops which will implement at least 98% of decisions issued and/or settlements reached AND will reach settlement in at least 80% of cases will earn a right to use our Youstice logo and be eligible to receive Youstice service.

**Sectorial solutions**

Youstice is available at the moment for general simple sale of goods/provision of services. By the end of October we will have available sectorial solutions for hotels+trips, car rental, transport (excluding airplane transport) and also for retail in PC games and music.

**Youstice business model**

Youstice gets its revenues from the retailers. We strive to become a standard globally trusted service – i.e. Youstice must be mass-market. Our prices correspond to this business model – small shops pay 100 EUR per year, small mid-size shops pay 500 EUR per year and bigger mid-size shops pay 1,000 EUR per year. Large retailers will pay individually agreed fees.

The market we tackle – globally available reputable online customer claim resolution - is not just e-commerce but the global retail market as such. Youstice wants to become a global standard on this market – we are the first player with open service, other providers like eBay or payment cards (via their chargebacks) are closed private systems.

We are very fresh on the market. We launched in the end of June, some of product features become available only in the beginning of September. We start to have very first registered retailers from Germany, UK and Central Europe. We are in serious discussions about business cooperation with Haendlerbund, the largest German trustmark and BBB (the largest US trustmark), Consumer International etc. We have received over 30 expressions of interests from all over the world from top ADR/ODR bodies to become Youstice accredited ODR providers.

**Business partnership with Youstice in France**

We look for a strong reputable business partner in France who will be our equal partner in advancing Youstice in France in exchange for a substantial share of achieved revenues.

We expect from our partner to have an in-depth knowledge of retail markets in France. We also expect our partner to be able to prepare a realistic business plan for Youstice in France. We will provide all necessary output for this initial exercise.

We expect that initially there will be a period when either no revenues or little revenues can be expected. We want to discuss with potential partners how to finance this initial time period. We will reward a partner who is prepared to share risks with us.

Youstice is available in French language. We will be happy to share all our marketing materials, sales presentations etc. and provide all PR and marketing support we can. Our current marketing materials in French are available here: [link]. More information is available on our website at [www.youstice.com](http://www.youstice.com). Also we will share our experiences from other markets. We need to discuss details with our potential partner personally.

We will be happy to answer all questions of interested parties and meet with them in Paris.