

The global opportunity for Nui

Total addressable market (TAM) and serviceable obtainable market (SOM)

COVID-19 has accelerated the uptake of digital solutions for traditional trade. This can be seen by the impressive traction of large generic B2B marketplace tools like Magento and Mirakl. However, there remains NO EXISTING SOLUTION which caters to the complex workflow and requirements of commodity export/import traders only.

We have proven the product and have developed a scalable solution. The timing is right to seize the opportunity to expand overseas before we lose our advantage. Food commodities have been traded as forwards since 1700 BC and through exchanges since the 1600s. Our opportunity lies in helping this ancient sector adopt new technologies and drive efficiencies through online trading.

Commodities like oil, gas and electricity are traded electronically. Food-based commodities have been slow to adopt digital technology. The rapid increase in B2B sales globally makes our value proposition increasingly relevant and compelling.

According to the latest publication from [Meticulous Research](#), the global e-commerce market is expected to grow at a CAGR of 11.1 percent from 2018 to 2025. The global B2B e-commerce market was valued at US\$12.2 trillion in 2019 and is over 6 times that of the B2C market.

The size of the prize (\$USD)

\$1.6T

Global traded exports of all food commodities in 2020



\$800B

Presuming we can serve half of the industry verticals



\$4B

Global commissions available presuming a 50% revenue share of a 1% commission



\$200M

Possible Nui revenue obtainable assuming a 5% market share