

# MEMORANDUM



**DATE:** July 18, 2024

**TO:** All Grovara Brand Partners

**FROM:** Peter Groverman - CEO - Founder - Grovara Inc.

**SUBJECT:** Update To Grovara Platform, Leadership, and Terms of Service

## Brand Partners -

Most of you have seen the transformative changes evolving here at [www.Grovara.com](http://www.Grovara.com). The first half of 2024 saw a massive leadership change and pivot in direction to be a technology-first organization. We are no longer "export only" - and position ourselves as a Master Broker Network with a proprietary "relationship management tool" (RMT) for the entire B2B CPG industry.

**"I haven't had a sale in 7 Months - what is going on?"**

**If you are a brand that is not processing orders on [www.Grovara.com](http://www.Grovara.com) - please let us know or expect to hear from us - we are creating revenue models to get engagement and exposure for your products.**

We have launched a HotDeals sheet, a broker model, started selling to USA retailers, opened up to manufacturers overseas, expanded into multiple verticals including beauty/pet/cleaning products, and restructured the codebase of our technology portal. We also have a new SaaS system to allow brands to have their own white-labeled Grovara to manage global internal sales. Finally, you will see our subscription model for our services coming online - anyone with Grovara before June 1st, 2024 is getting your first year free.

All of these enhancements mean more security and more opportunity for your products. Our network is one of the best trading communities on the planet - if you are reading this, you were hand picked to be in our eco-system.

We have tinkered with our sales structure - we are seeing more and more engagement on our platform. We have begun setting up directed sequences to buyers across the globe and have started selling products on TikTok Shop (which if you are interested in exploring - please let us know).

My contact information is below - please see the below specific enhancements and let me know if any of you would like a private demo of our \$2,000,000+ proprietary built technology system.

A handwritten signature in black ink, appearing to read 'Peter Groverman', with a stylized flourish at the end.

Peter Groverman  
Founder & CEO  
[PGroverman@Grovara.com](mailto:PGroverman@Grovara.com)  
Direct: (305)582-5643

BTW: If you have any ideas for how to make our systems/processes better - let us know!

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### **Some Major Brand Updates - Effective August 1st, 2024**

#### **a. New Terms Of Service**

- Please expect an email with a link for you to confirm Grovara's latest TOS
- Most updates reflect the latest functionality and addresses your roles/responsibilities as a brand partner

#### **b. Subscription Fees For Brands**

- All NEW brands pay \$49.45 a month
- \$5 per SKU - first SKU free
- All legacy brands (most of you) first year free

#### **c. Deal Flow To The Platform**

- We will be transitioning away from emails/whatsapp to push communication on the Platform
- For Security Purposes we need to process transactions and keep all paperwork and official deal communication on the technology
- If you choose not to use the technology, we have created a program called GrovaraCare, providing processing & handling on the technology for a small fee of \$49.95 per order

#### **d. Domestic USA Sales (OPTIONAL)**

- If you have white space in the USA you need help filling, Grovara can now service these areas
- Brands must provide Grovara with domestic pricing
- ALL OPPORTUNITIES WILL BE PRESENTED TO THE BRAND BEFORE PROCEEDING WITH NEGOTIATIONS and/or Brands will identify the open opportunities for Grovara to target
- Grovara Net's 6% gross margin for domestic deals (unless agreed otherwise)
- We are now selling into Military, Retail, Wholesale, Food Service, and Big Box Domestic

#### **e. International Sales**

- Grovara will continue with avg. additional 15% margin
- Sometimes buyers pay cost of shipping and are reimbursed from opening orders - unless agreed upon with Buyers, the Brand will pay for the costs of shipping and handling of SAMPLES
- Brand pays for all documentation and compliance/tariff expenses associated with each deal - including shipping documents and documentation

#### **f. Brokers Model**

- Grovara now has multiple CPG Brokers
- Brokers are paid and managed by Grovara
- Brokers may have set monthly retainers
- Brokers help domestically and internationally
- Brokers can operate to the requirement of your brands needs

#### **g. Hot Deals Sheet**

- If you have short-dated or over-run inventory Grovara can list it on our "Hot Deals" Sheet - ask us for more information [CLICK HERE](#)

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### **h. EXIM Bank Trade Finance Insurance Policy**

- Brands moving forward are responsible for all net-payment terms
- Grovara recommends all Buying partners be required to have EXIM Bank Trade Finance Insurance in the event of non-payment there is coverage

### **i. Documentation**

- All documents are to be paid by brand
- Certificates of Free sale, notarized, brands pay for all costs and shipping associated with any documents

### **j. Penalties (IMPORTANT)**

- Brands guarantee the availability of inventory and agree to penalties for performance failures, including inventory shortages not communicated in 14 days advance notice, product or facility not ready for scheduled pick-ups (rejected pick-ups on agreed dates), and failure to produce proper documentation for orders:
  - **Short an Order: \$100 per pallet**
  - **Send Short Dated Product: \$100 per pallet + Disposal Fees + Costs**
  - **Send Wrong Inventory: \$100 per pallet + Return Fees + Costs**
  - **Take Excessive Time To Ship: \$100 per week**
  - **Failure to Communicate in a respectful/timely fashion: \$100 per Instance**
  - **Failure to Fill an Order: Expulsion from the Platform**
  - **Circumventing Platform: Expulsion from Platform**
  - **Grovara Identified Other Issues: On a deal by deal basis up to \$1000**

Please remember to put your Grovara brand page link on your company homepage - we follow-up with every lead that comes through - and a lead for one brand is wonderfully a lead for every brand in the network.

As Grovara's technology platform scales grows - so are our revenue models and applications stay tuned for more.