

Jay Daron

Co-Founder & Chief Operating Officer

INplaza Group Limited

As co-founder and COO for INplaza, my vision is to take my Swedish DNA and apply it to the INplaza platform. We Swedes are known for our advancement in areas of design and technology so taking the problems that small to medium enterprises (SMEs) face today and developing an online tool that can improve the lives and work of others, lies within my nature.

As a world traveler, I've visited 15 countries so far and speak four languages. When I first landed in Cali, Colombia in 2009, I found a country so unlike the reputation of its past and one that has gained recent recognition as one of the best places to visit in the world and the most innovative. In fact, President Santos of Colombia received the world-famous Nobel Peace Prize in 2016, created by the Swedish industrialist, inventor, and armaments manufacturer Alfred Nobel.

Swedes love coffee. In my first venture, I received great response from my contacts in Sweden to import Colombian products like coffee beans, cocoa beans, natural cane-sugar, pineapples, artisan spicy sauces with a special kind of chili fruit from The Amazonas, and other exotic seeds and fruits. I quickly realized the existing systems in place were outdated, making the transactions most costly and costing me more time.

Time zones, no access to instant logistics, unknown taxes and tariffs, and endless calls to prospective buyers were enough to make you want to give up.

It was fate that Nathan and I connected at the beginning of our ideas to make this better for SME importers and exporters. Like me, Nathan was experiencing the same problems with a friend who wanted to expand his floral business by exporting to London.

Our goal for a modern and futuristic international trade platform is being designed, built and developed by what I would say is the most amazing, intelligent and wonderful team of people you could find. We all come from different countries around the world and are putting our souls and hearts into making this innovative platform come alive.

Between us, we speak about ten different languages — not bad if you are trying to go international as a company.

I see a future platform where you get the right products at the right time with the implementation of Augmented Virtual Reality (AVR), Artificial Intelligence (AI) Blockchain, cryptocurrencies, and robotics. Our platform is designed with the latest technology solutions in order to make that happen.

As for where to begin, Colombia and South America have a lot to offer to the world in terms of products and services. With INplaza, South American SME exporters and importers are going to be able to compete and improve their businesses in a way that is not possible today, not to mention all the possibilities that will help them improve their lives and living standards as they grow.

We see INplaza as a very profitable business through our platform and services. International trade is a \$16 trillion business with a lot of room for time savings.

I see INplaza as a company that will save companies an abundance of time, increase sales, and make logistics, administration, payments and shipping easier than before.

At the end of the day, we want to take mundane ways and make them sleek, while energizing business activities and improving lives.

*Yours sincerely,*

A handwritten signature in black ink, appearing to be 'L. S. Wang', written in a cursive style with a long horizontal stroke extending to the right.