



CIBILIA CAPUT CIBI SRL

COMPANY PRESENTATION

Problem to solve

According to the report* commissioned by «ecommerce Europe» and executed by the «Ecommerce Foundation» **Today 65% of European internet users shop online, but only 16% of SMEs sell online - and less than half of those sell online across borders (7.5%).**



The **main barriers**** to cross-border e-commerce discovered are:

- Legal fragmentation
- Different Taxation systems (VAT)
- Logistics and/or Distribution
- Lack of Skills
- Language Barriers
- Online Payments
- Marketing and Client Relationships

*<https://www.ecommerce-europe.eu/app/uploads/2016/07/Research-Report-Cross-Border-E-commerce-Barometer-2016-FINAL.pdf>

**https://een.ec.europa.eu/sites/default/files/een_guide_ecommerce_2018.pdf

BUYERS



FOOD MAKERS



CIBILIANS



TYPES OF USERS

BUYERS



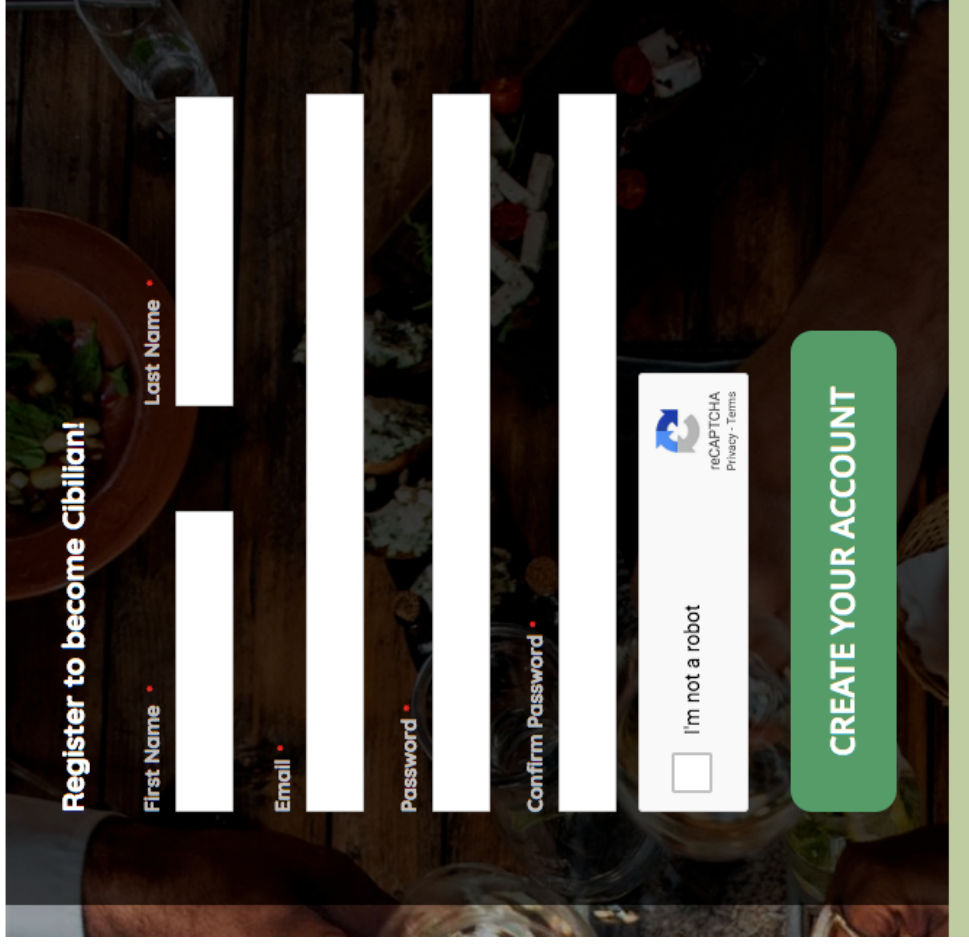
They are in love with quality, constantly looking for authentic and natural ingredients and products. By being able to interact directly with producers, here on Cibilia they can find that which large-scale production can't offer them, while in the meantime rewarding the excellence of small and authentic enterprises.

Target: B2C and B2B customers. B2C Food connoisseurs with above average spending potential. Among B2B customers there are **restaurants, pubs, boutique hotels, delicatessen shops.**

JOINING CIBILIA AS BUYER

- The creation of a buyer account is not mandatory in order to purchase item on cibilia but it is the first necessary step to «Become Cibilian»
- Input fields to be filled in are: First Name, Last Name, Email address and Password.

Sign up form



Register to become Cibilian!

First Name •

Last Name •

Email •

Password •

Confirm Password •

☐ I'm not a robot

reCAPTCHA
Privacy - Terms

CREATE YOUR ACCOUNT

FOOD MAKERS



Only the best food producers, who operate in full respect of our product specifications are allowed to sell on Cibilia: these are small enterprises, whose quality is verified. Their products are naturally delicious because their methods meet the highest standards, standards that only small enterprises ready to forsake large-scale production can guarantee.

THE COMPANIES THAT SELL ON CIBILIA:



DO NOT EXCEED 50 EMPLOYEES AND ARE NOT PART
of any group



ARE DIRECT PRODUCERS:
we do not accept importers, wholesalers, retailers

THE PRODUCTS SOLD ON CIBILIA:



DO NOT NEED
to be transported by refrigerated means, because the quality of this food when it gets on our gourmets' table would not be the same as when it was first produced, and we want to offer only the best



DO NOT CONTAIN
any type of chemical preservatives, imported vegetable oils and fats, dyes, hydrogenated fats and / or any substance with artificial additives hidden behind incomprehensible names

Step 2

In which categories your products fit in?*

☐ Preserved fruits and vegetables
☐ Dried fruits and vegetables
☒ Dried herbs & Vegetables
☐ To drink
☐ Plants, Rice and Flour
☐ Spices and Condiments
☐ EVO Oil and condiments
☐ Preserves
☐ Coffee, Tea and Herbal Teas
☐ Products types

Where do you currently sell your products?*

☐ Please select
☐ Independent retailers
☐ Farmers markets / festivals
☐ Supermarkets
☐ Your own website
☐ Other

Other _____ n _____

Phone Number*
07537489609

When is the best time to call you
Afternoon ☐

VAT Number*
GB000472651

Year of foundation*
1981

Company Facebook page
<https://facebook.com/bornauthenticfood>

Company website
<https://bornauthenticfood.com>

Company LinkedIn page
<https://linkedin.com/company/bornauthenticfood>

Company Twitter
<https://twitter.com/bornauthenticfood>

Preferred subdomain name
acmeauthenticfood
.cbilla-dev.com

Logo Image*
 CBILLA_logo.png
 cbillan for...eclipse.jpg

Photo to the label showing ingredients of the product intended to sell

EXAMPLE: [HTTPS://ACMENATURALFOOD.CIBILIA.COM](https://acmenaturalfood.cibilia.com)

Not part of a group of companies

Next step

[Return to log in](#)

Register

[Return to log in](#)

THE CIBILIANS



They are the soul of Cibilia. Cibilians strongly believe in quality, and they become its ambassadors, helping to share the culture of good food. They invite the best producers they meet on the website, supporting them by inserting their products on the e-commerce and sharing them however they can. Every time one of their producers receives a purchase request, they are nicely rewarded with credits that they can cash, spend on the site, or donate to one of the many non profit organisations associated with Cibilia.

WHO CAN BE INTERESTED IN BECOMING CIBILIAN?

- Food lovers, trademark protection institutions/association, food blogger, sales reps



BUYER USER DASHBOARD

Once signed in user can check out faster, organise billing and shipping addresses, wishlist items to purchase in future and apply to «**Become Cibilian**»

My Dashboard

 Account Dashboard

 My Orders

 My Wish List

 Address Book

 Account Information

 Stored Payment Methods

 My Product Reviews

 Newsletter Subscriptions

 Become Cibilian

Account Information

Contact Information

Mike Cibilian

cibilian@gourmetfoodmarketplace.com

Edit Change Password

Address Book Manage Addresses

Default Billing Address

You have not set a default billing address.

Edit Address

Newsletters

You aren't subscribed to our newsletter.

Edit

Default Shipping Address

You have not set a default shipping address.

Edit Address

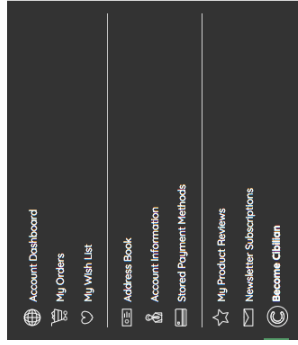


2 STEPS TO BECOME CIBILIAN

Any person or institution who is interested in promoting amazing food items and the food maker who made it can become cibilian. The process asks the user to fill the form with his/her personal or company information and submit a copy of an ID with photo to match information given in the form with the ones found in the ID.

STEP 1

2 Easy steps to become cibilian



Your personal information

Fill in the following fields to become a cibilian!

Name	Mike
Surname	Cibilian
Gender	Male
Date of birth	24/11/1985
Profession	test
Facebook	https://www.facebook.com/mike_cibilian
Twitter	https://www.twitter.com/mike_cibilian
Instagram	https://www.instagram.com/mike_cibilian
LinkedIn	https://www.linkedin.com/mike_cibilian
Blog or website	https://www.mikesblog.com
E-commerce	https://www.mikesshop.com

Save & Continue

STEP 2

Your personal information

Take a picture of your identity card or passport and upload it below: Cibillas staff will be able to verify your identity.

ID Proof

Choose file

No file chosen

Accepted file types: jpeg,jpg,png,pdf

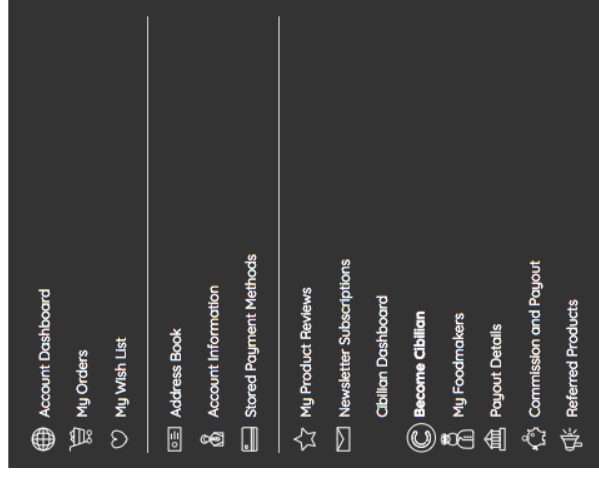
Max file size - 5MB

Submit my request!

APPROVED CIBILIAN



2 Easy steps to become cibilian



Your request has been **Approved**

The 2 steps to become a Cibiliano

A proper Cibilian is certified

Only verified users can become Cibilian and be a part of our network because we need to guarantee a service that is characterised by quality and trust.

How to become a verified user?

To send your request you will have to fill in a simple form and have an identification document to attach in a digital format.

Cibilia's staff will verify your information and within 48 hours, notify you the outcome of the request: if positive, you will immediately become a registered Cibiliano!

Why become a Cibilian?

As a Cibiliano user you will not only have access to the site, to purchase certified quality craft products from your or other countries, but you can introduce to Cibilia producers and food makers, and place their products on the Cibilia platform.

Every time a user makes a purchase from your food maker, you will earn a commission that you can withdraw or use on Cibilia. Alternatively, you can donate commissions to a charity chosen from many of the platform's non-profit associations and partners.

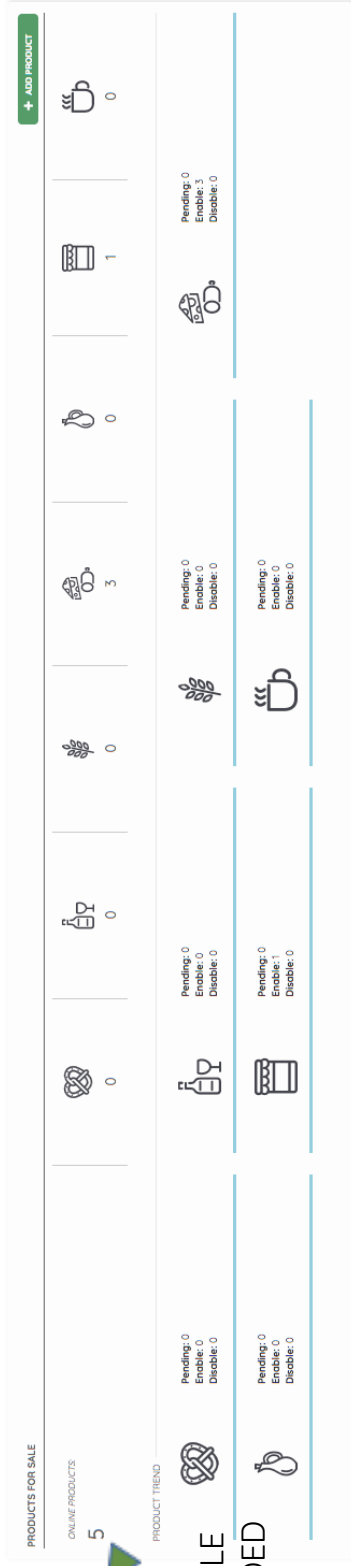
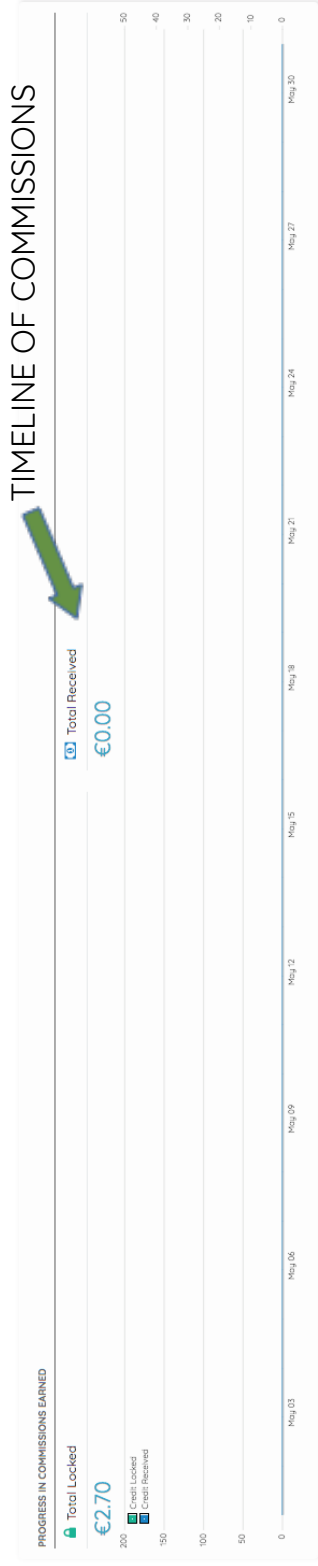
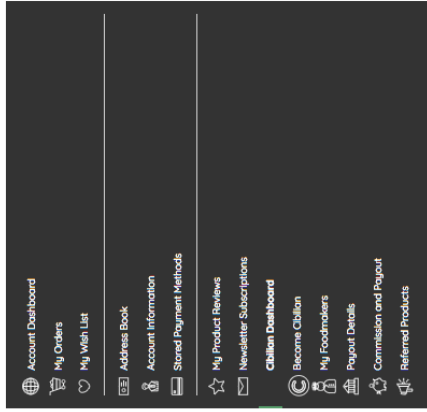
Are you ready to proceed?

Yes, let's start!

Once approved the user will see extra fields appearing in the dashboard to start adding new food makers

CIBILIAN DASHBOARD

Cibilians Dashboard



COMMISSIONABLE PRODUCTS ADDED

Compare Products

You have no items to compare.

My Wish List

You have no items in your wish list.

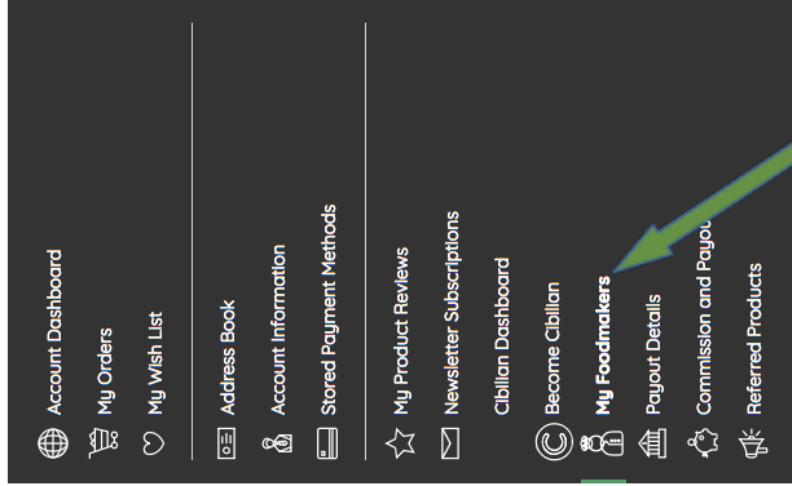
FOODMAKERS

#	Reg. Date	Name	Status	Earned	Locked	Manage
1	25/06/2018	Vegan COM	Pending	-	-	MANAGE FOOD MAKER
7	25/06/2018	La Dialecta	Vendor approved	-	-	
21	25/06/2018	La perlettissima	Active	-	-	
97	25/06/2018	Gorget	Pending	-	-	

[View All](#)

REFERRED FOOD MAKERS

HOW TO SUBMIT A NEW FOOD MAKER TO CIBILIAN



1

Add New Food Maker

⚠ You have not referred any t

2

Ciblian fills Step 1 of the form with food maker data

3

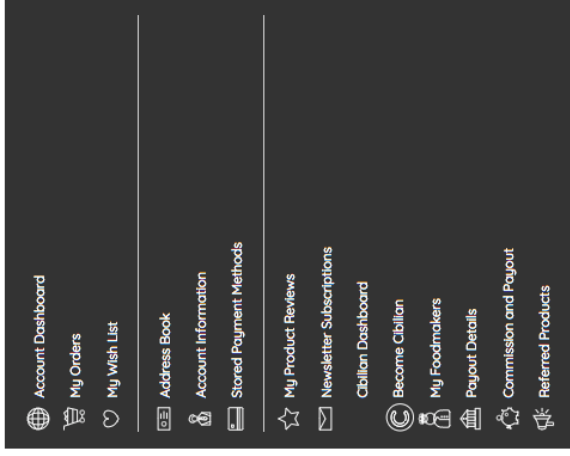
Step 1

Company Name	Acme Natural Food Ltd
Name and Surname of Owner/Responsible	Fred Doe
Your role	Owner
Company Registered Address	76 Earls Avenue, WHITECAIRN DG8 9AX
Email Address	foodmaker@gourmetfoodmarketplace.com
Question 1: How many people work in the company you wish to sign up?	6 - 10
Question 2: Is your company part of a group of companies?	No

[Save & Continue](#) [Go back](#)

4

HOW TO SUBMIT A NEW FOOD MAKER TO CIBILIA



In which categories your products fit in? All selected (16) ▾

Where do you currently sell your products? All selected (5) ▾

other 0

Phone Number 0754788569

When is the best time to call you Morning

VAT Number GB04558866587

Year of foundation 1966

Company Facebook page https://www.facebook.com/acmenaturalfood

Company website https://www.acmenaturalfood.com

Company LinkedIn page https://www.linkedin.com/acmenaturalfood

Company twitter https://www.twitter.com/acmenaturalfood

Preferred subdomain name acmenaturalfood
https://www.cibilia-dev.com

Logo Image Choose file cibilian for pre..ion eclipse.jpg
(supported file: svg, png, jpg, jpeg)

Photo to the label of the product you wish to add Choose Files buyers for pre..ll eclipse.jpg
(supported file: jpg, jpeg)

Send



5 Cibilian fills in Step 2 of the form

Cibilian submits application form to cibilia admin for approval



Compare Products

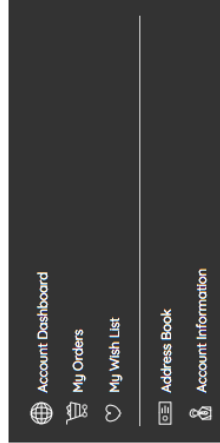
You have no items to compare.

My Wish List

You have no items in your wish list.

HOW TO SUBMIT A NEW FOOD MAKER TO CIBILIA

- ✓ Thank you for application. As soon as your registration has been verified, you will receive an email confirmation
- ✓ Your request has been submitted successfully.



Add New Food Maker

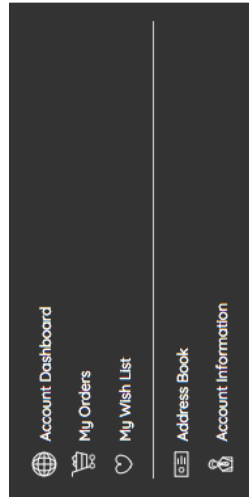
Vendor #	Reg. date	Company name	Email	Mobile	Earned	Locked	Status
121	25/06/2018	Acme Natural Food Ltd	foodmaker@gourmetfoodmarketplace.com	0754788569	-	-	Pending

1 Item

Show 10 per page



Newly submitted food maker shows as pending in cibilian account



Add New Food Maker

Vendor #	Reg. date	Company name	Email	Mobile	Earned	Locked	Status
121	25/06/2018	Acme Natural Food Ltd	foodmaker@gourmetfoodmarketplace.com	0754788569	-	-	Sent email for approval

1 Item



Food Maker status changed after admin approval. Transactional email sent to food maker email address for final approval

Gmail

SCRIVI

Posta in arrivo (489)
Speciali

Principale

CIBILIA

Mike Cibilian has invited you to Join Cibilia. - Hi Fred fudmakker Our Cibilian, Mike Cibilian, has invited you to join Cibilia, the e-commerce that offers the chance of online selling only for selected manufacturers like you, so you ca

11:05

1-50 di 1.468

It

15

Transactional email to food maker

HOW TO SUBMIT A NEW FOOD MAKER TO CIBILIA

Transactional email to food maker

Hi Fred fudmakker

Our Cibilian, Mike Cibilian, has invited you to join Cibilia, the e-commerce that offers the chance of online selling only for selected manufacturers like you, so you can let everyone know about the quality of your products.

Thanks to Mike Cibilian, you have gained access to a unique opportunity. You will be able to open your online store, free of charge through Cibilia, and get a showcase where you will be able to sell your products to thousands of users.

Don't miss this great opportunity, available for a limited time only. Confirm your details and join Cibilia now to start selling straight away!

SELL YOUR PRODUCTS (button)

Cibilia is free for you, as you are among the first to join the online portal. Find out here about the beneficial terms of sale that we saved for you.

Help us spread the culture of quality and love for the simple things.
We look forward to seeing you at Cibilia.com

To verify your information, [Click here](#)



Review Your Information

Step 1

Company Name *	
Name and Surname of Owner/Responsible *	
Your role *	
Company Registered Address *	
Email Address *	
Question 1: How many people work in the company you wish to sign up? *	
Question 2: Is your company part of a group of companies? *	

Step 2

In which categories your products fit in? *	
Where do you currently sell your products? *	
other *	
Phone Number *	
When is the best time to call you? *	
VAT Number *	
Year of foundation *	
Facebook Page *	
Website *	
Company LinkedIn page *	
Company Twitter *	
Preferred subdomain name *	
Login image *	

Please to the label of the product you wish to add

Login Information

User id *	
Password *	

Acme Natural Food Ltd	
First Date	
Owner	
76 East Avenue, WHITEHAVEN, DUL BAK	
foodmakers@gournaturalfood.com	
6 - 10	
No	
All selected (0) *	
4 selected *	
0	
07542886509	
Morning	
0804238865097	
1966	
https://www.linkedin.com/company/naturalfood	
https://www.twitter.com/naturalfood	
naturalfood	
 Choose file No file chosen (supported file types: jpg, png)	
 Choose file No file chosen (supported file types: jpg, png)	
foodmakers@gournaturalfood.com	

Save info	

Food makers reviews and edits information submitted by cibilian and choose password before saving



HOW TO SUBMIT A NEW FOOD MAKER TO CIBILIA



Add New Food Maker

Vendor #	Reg. date	Company name	Email	Mobile	Earned	Locked	Status	Manage Food Maker
121	25/06/2018	Acme Natural Food ltd	foodmaker@gourmetfoodmarketplace.com	0754788569	-	-	Vendor approved	Manage Food Maker

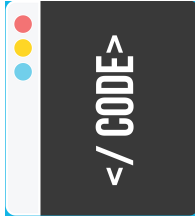
1 Item



Food maker Status is approved

Cibilian has now been granted rights to manage food maker account

TECHNOLOGY STACK



CUSTOM CODE

HOSTING



CONTENT
MANAGEMENT
SYSTEM

UNIRGY MARKETPLACE ADD ON



WORDPRESS



MARKETING
TOOLS



RESPONSIVE DESIGN



<http://cibilia-dev.com/blog/>

CIBILIA Copywriter

1. Pagine Aziendali
2. Manuali d'uso per gli utenti cibiliani e produttori (Knowledge Base)
3. Contenuto editoriale per posizionamento SEO
4. CIBILIA Business Services
5. Pubbliche Relazioni (Social)