

EzeAD: 90-Day Product Transition Roadmap

From search-aligned classifieds infrastructure to a demand-driven, AI-assisted, transaction-enabled marketplace network.

INVESTOR-READY ROADMAP

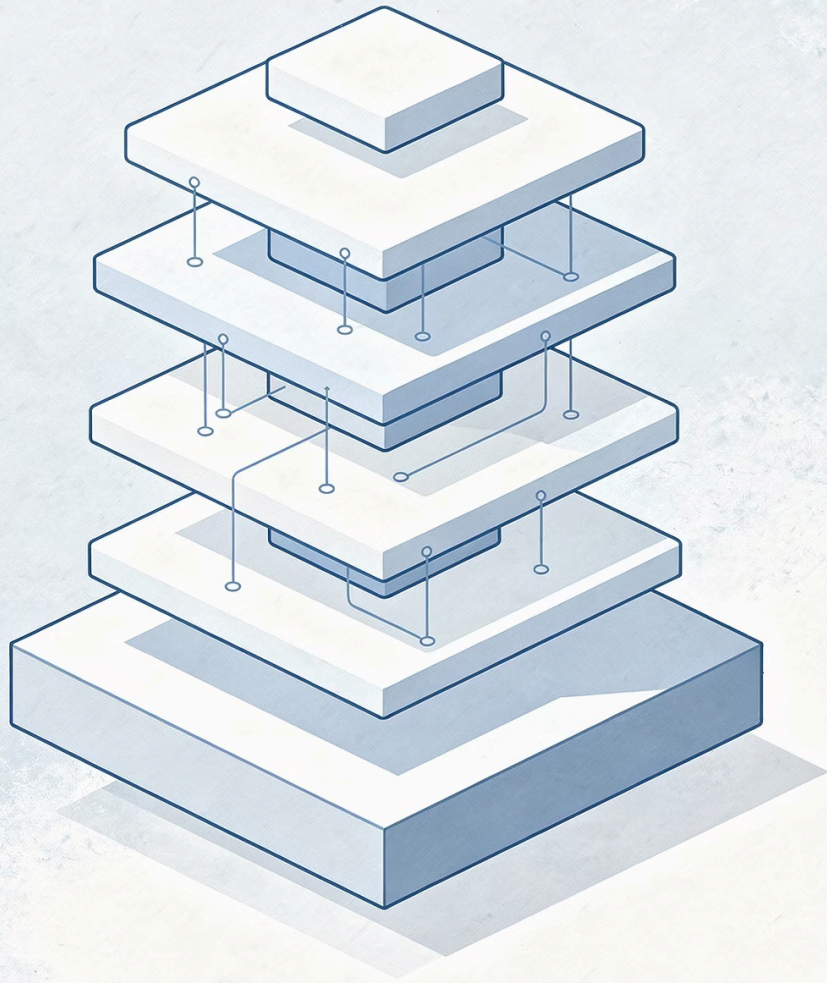


INVESTOR FRAMING

Capital to Accelerate, Not Discover

EzeAD is not asking for capital to discover a business. It is seeking capital to accelerate the transition already underway: search intelligence, buyer intent capture, trust scoring, automated supply creation, and deal-closing infrastructure.

This is an investor-ready product and funding roadmap, based on EzeAD's visible platform direction: global/local country structure, multilingual access, free posting, app availability, advanced search, Eze Auction, stores, jobs, services, live help, hosting, and Google-powered SEO positioning.



Executive Summary

EzeAD has already built the difficult foundation: a live multi-country classifieds and auction platform, category breadth, global-to-local geography, mobile app presence, store capability, multilingual access, search infrastructure, and multiple adjacent Eze ecosystem properties.

The next step is a **product transition**: turning EzeAD from a platform where users post and search ads into an intelligent commerce infrastructure layer that captures buyer intent, manufactures supply, proves trust, and helps close transactions.

This Is Transition Capital

→ **Every Search**

Creates an intent signal

→ **Every Alert**

Can attract verified sellers

→ **Every Intent Signal**

Can become an alert

→ **Every High-Value Listing**

Can move toward escrow, financing, shipping, or service support

The capital converts EzeAD's existing architecture into a **compounding growth machine**.

Core Thesis

Search-First, Intent-Next

EzeAD is positioned as a search-first advertising database. The next value unlock is owning user intent *before, during, and after* the search.

Transparent Commerce Layer

The market tolerates fragmented platforms, paid visibility, and weak trust. EzeAD can reposition as the transparent search-and-intent layer for local and global commerce.

Five Connected Systems

The highest-leverage 90-day transition builds: Intent Search, Buyer Requests, Trust Graph, Supply Ingestion, and Transaction Readiness.

Data Moat & Defensibility

These systems create the data moat, the retention loop, and the investor proof that EzeAD is becoming infrastructure — not another classified website.

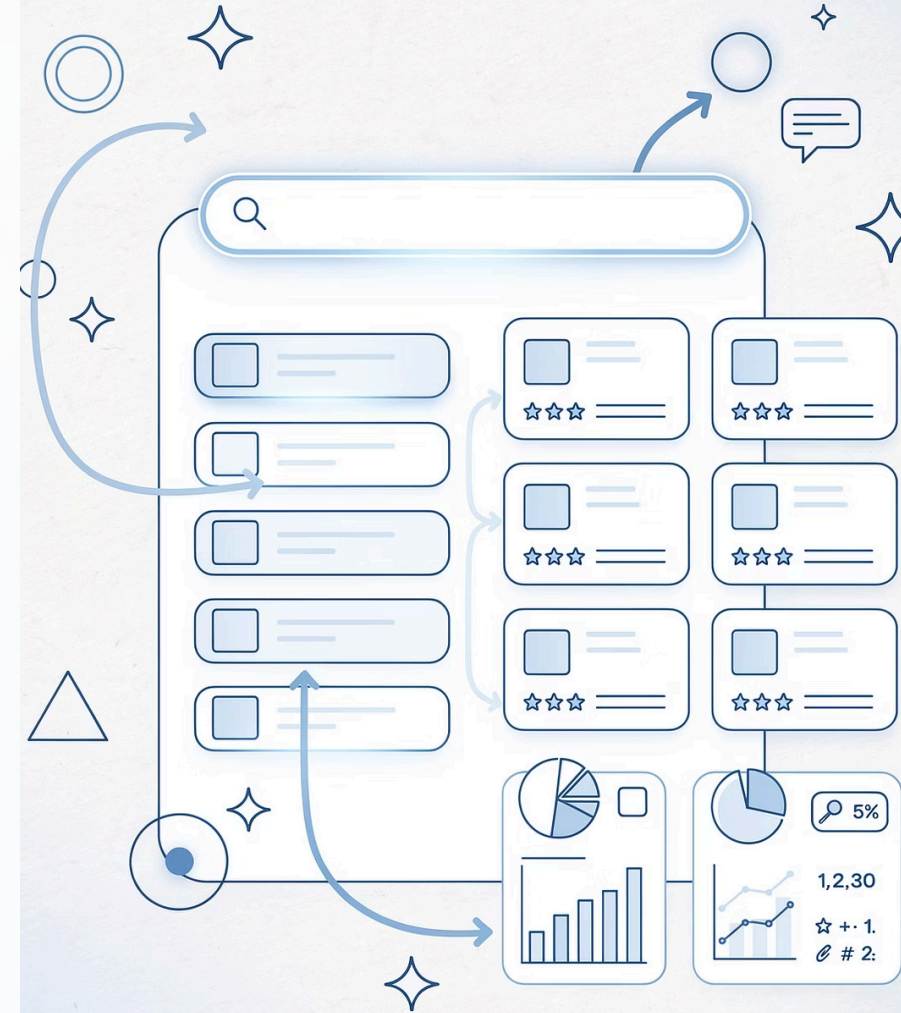
Why This Transition Matters Now

Demand Controls Markets

Online marketplaces are increasingly won by the platform that controls demand signals, not merely the one that hosts listings.

AI Is Changing Discovery

AI search, conversational discovery, and structured data are changing how buyers find products. EzeAD is already search-aligned — the next step is making the platform intelligent enough to interpret intent.



What All Stakeholders Want

Buyers

Speed, trust, and relevance — not endless scrolling through irrelevant listings.

Sellers

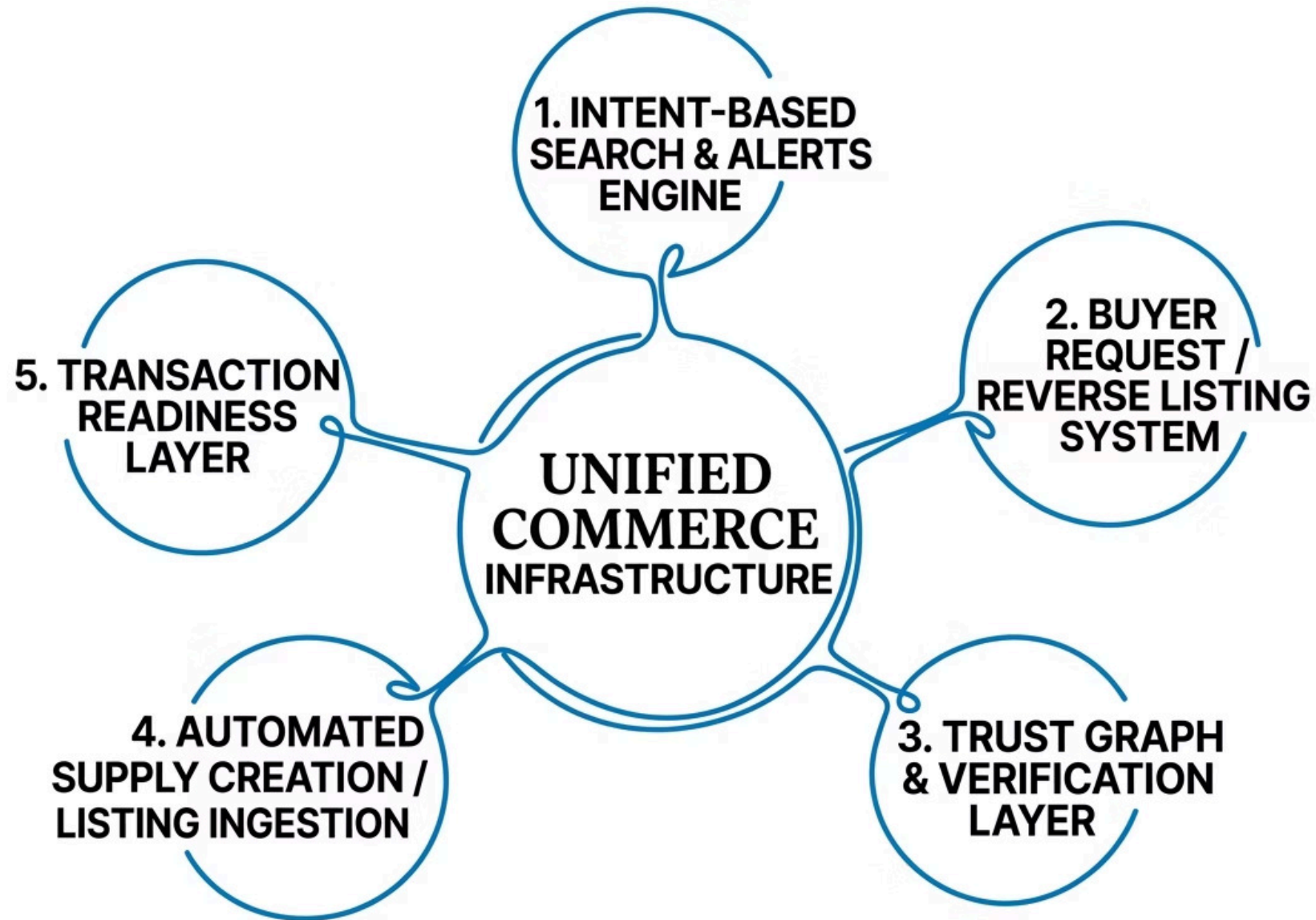
Free or fair exposure — but more importantly, **qualified leads**.

Investors

A clear path from built platform to usage, retention, monetization, and defensibility.

The existing EzeAD ecosystem — classifieds, auctions, stores, jobs, services, live help, hosting, mobile apps, and Google-powered visibility — gives this transition a significant head start.


Five Game-Changer Systems



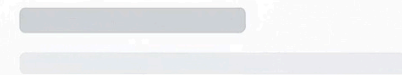
System 1: Intent-Based Search & Alerts Engine

Convert every search into a saved demand signal. A buyer should be able to type naturally — *"need a 20-ton excavator within 200 km under \$150,000"* — and EzeAD translates that into category, location, radius, price, keyword intent, alerts, and recommended listings.

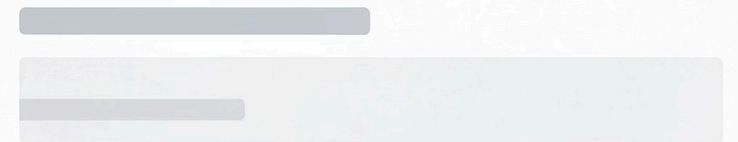
i Why it matters: Retention, data moat, better search, better SEO landing pages, and stronger buyer proof for sellers.

 | Natural Language

Tunision Conervation



Timellerl Reaperation



System 2: Buyer Request / Reverse Listing

What It Does

Allow buyers to post what they *need*, not only browse what already exists. "Wanted" demand pages become searchable, indexable, and actionable. Sellers can respond to real demand instead of guessing.

Why It Matters

Captures demand before supply exists. Gives sales teams and businesses a reason to return. Creates a true two-sided marketplace loop.

System 3: Trust Graph & Verification Layer



Visible Trust Signals

Verified business, verified seller, listing confidence, response history, and asset document status.



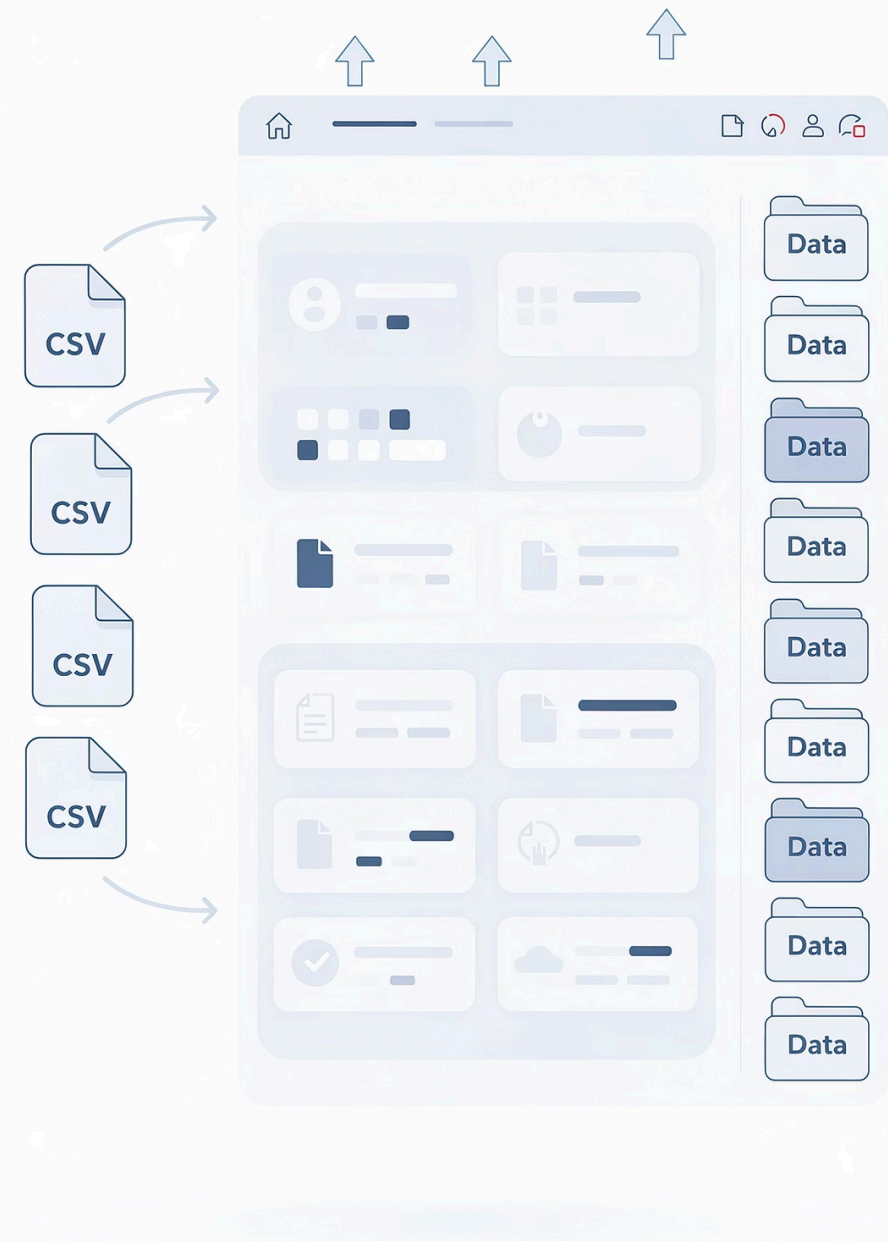
Fraud Risk Indicators

Optional enhanced verification for high-value listings and fraud risk scoring.



Bridge to Transactions

Improves conversion, differentiates from scam-heavy legacy classifieds, and supports future escrow and financing.



System 4: Automated Supply Creation

Reduce friction for business sellers and dealers via CSV/API import, URL-assisted listing creation, AI-assisted description cleanup, bulk media upload, and category mapping.

- ✔ Why it matters: Accelerates inventory growth, reduces dependence on manual posting, and creates enterprise onboarding capability.

System 5: Transaction Readiness Layer



Escrow

Secure deal-closing for high-value transactions



Financing

Referral workflows for buyer financing needs



Shipping

Logistics support and shipping requests

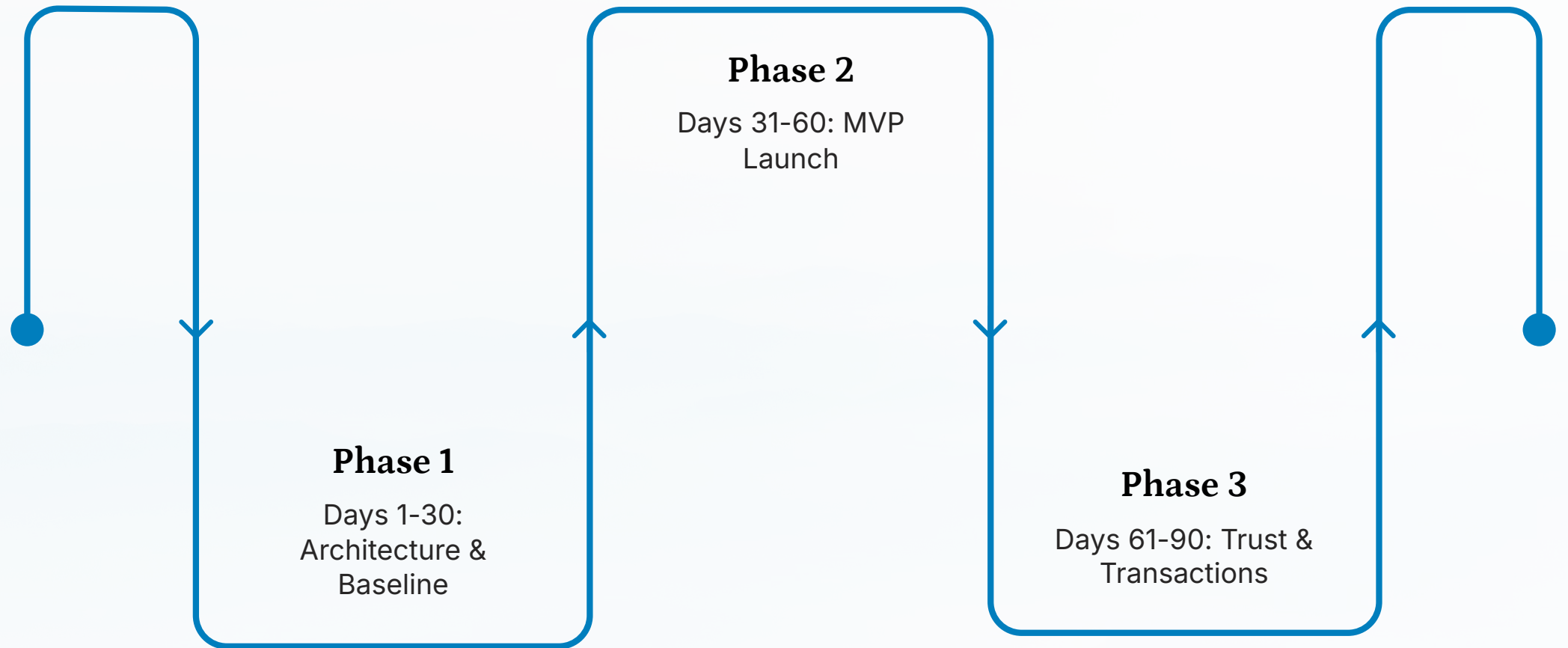


Booking

Appointment scheduling and lead qualification

Moves EzeAD from advertising to transaction enablement — opening higher-value monetization without forcing pay-to-play visibility.

Three-Phase Transition Plan



Each phase builds on the last — creating measurable investor proof at every milestone. Funding compresses time and expands execution capacity.



Phase 1: Days 1–30

Primary Build

Product architecture, analytics baseline, intent-search specification, buyer-request data model, verification badge framework, and priority vertical selection.

i Investor Proof Created: Clear execution plan, baseline metrics, investor-visible product direction, development tickets, and costed workstreams.

Phase 2: Days 31–60

Primary Build

Launch MVP of saved searches, alerts, buyer requests, AI listing assist, bulk listing intake prototype, verified seller badge workflow, and improved homepage positioning.

✔ Investor Proof Created: First retention loop, first demand-side pages, improved conversion story, and early seller onboarding proof.

Phase 3: Days 61–90

Primary Build

Trust score beta, dealer/business onboarding package, vertical landing pages, lead-routing dashboard, and transaction-readiness flows for escrow, financing, and shipping partners.

- ❑ Investor Proof Created: Visible marketplace defensibility, proof of demand capture, path to monetization, and a stronger next-round investor story.

Intent Search Engine

01

Natural Language Input

Add natural-language search above existing structured search, mapping free-text queries to category, location, radius, price, and urgency.

02

Saved-Search Accounts

A search becomes an asset, not a one-time page view. Trigger alerts when matching listings appear.

03

Intent Data for Investors

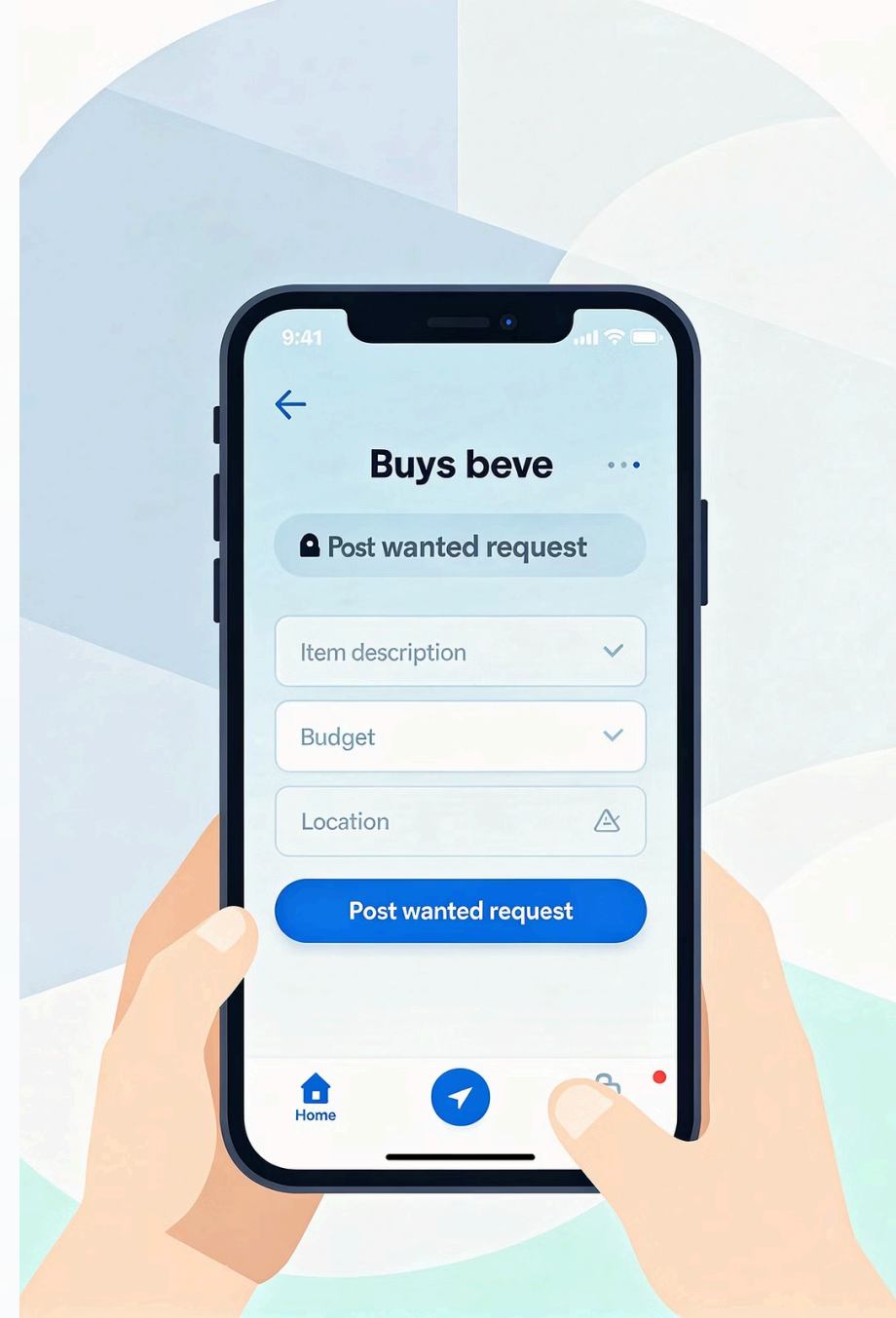
Use intent data to show investors what buyers are looking for — even before inventory exists.

WORKSTREAM B

Buyer Requests / Wanted Ads

Create **"Post What You Need"** as a parallel CTA to "Post Ad." Buyers specify item/service, location, budget, timing, financing need, delivery need, and seller contact preference.

Create indexable demand pages by geography and category. Route matched seller notifications automatically. Use buyer requests as proof that EzeAD captures active commercial demand — not just passive traffic.



Trust & Verification



Email Verified



Phone Verified



Business Verified



Asset Docs Available



High-Value Reviewed

Seller profile signals include date joined, response rate, active listings, and completed inquiries. Trust scoring bridges to escrow, financing, and shipping.

Trust: Listing Confidence Indicators

Listing Quality Signals

- Photos present and complete
- Serial/VIN availability where applicable
- Price reasonableness score
- Location consistency check
- Document status indicator

Operational Trust

Fraud reporting and moderation dashboards ensure trust is **operational**, not just marketing language. This is the bridge to escrow, financing, and shipping partnerships.

WORKSTREAM D

Supply Ingestion



CSV Import

For dealers, equipment companies, real estate teams, service businesses, and stores.



AI Listing Cleanup

Title, category, description, keywords, search-friendly formatting, and image order suggestions.



URL-Assisted Import

For sellers who already have inventory listed elsewhere — reduce re-entry friction.

Measure time-to-listing and number of listings per business account as key onboarding KPIs.

Supply Ingestion: Priority Verticals

 Equipment

 Autos

 Real Estate

 Jobs

 Business Services

 Stores

Transaction Readiness

Request Financing

Non-bank partner referral flows for buyer financing introductions.

Request Shipping

Logistics partner workflows for high-ticket item transport.

Request Escrow

Secure transaction workflows for high-value asset deals.

Schedule Viewing

Appointment booking and lead qualification forms converting clicks into structured revenue.

📌 Strategy: Do not overbuild regulated financial products first. Build referral and partner-ready workflow first.

Transaction Readiness: Priority Categories

Construction Equipment



Heavy Trucks



Autos



Real Estate and Rentals



Business Assets



Commercial Services





Why Funding Is Required

EzeAD has already proven the platform can be built. Funding is for the next layer: **acceleration, specialization, and market execution.**

Without funding, the transition will take longer and competitors can continue owning user habits. With funding, EzeAD compresses the roadmap, adds specialized engineering and growth capacity, and turns existing infrastructure into measurable investor-grade traction.

Five Funding Imperatives

1 Engineering Capacity

AI search, saved-search infrastructure, alerting, verification workflows, ingestion tools, dashboards, and mobile synchronization.

2 Data & Analytics

Investors need proof of activation, retention, search demand, listing growth, seller response, and repeat usage.

3 Business Onboarding

High-value supply requires structured outreach, onboarding materials, CSV/API support, and account support.

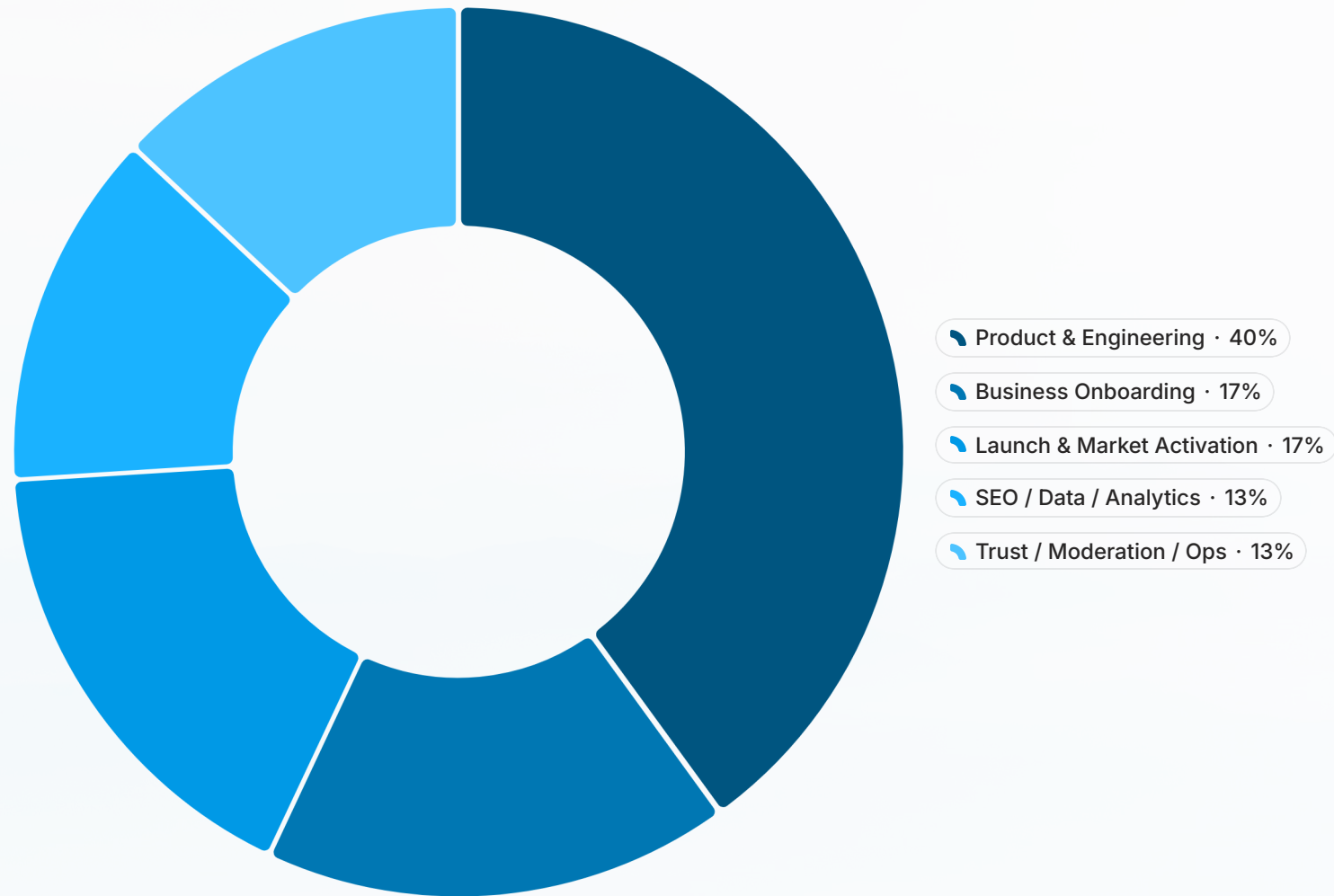
4 Trust & Compliance

Verification, moderation, fraud controls, and transaction partner workflows require operational process, not just code.

5 Go-to-Market

Launch campaigns, category-specific landing pages, buyer-request acquisition, seller outreach, and search-indexing expansion.

Suggested 90-Day Funding Allocation



Product & Engineering leads at 35–45%, with Business Onboarding and Launch & Market Activation each at 15–20%, and SEO/Analytics and Trust/Operations each at 10–15%.

Funding Allocation Detail

Budget Area	Purpose	Allocation
Product & Engineering	AI intent search, alerts, buyer requests, verification, ingestion, dashboards, mobile alignment	35–45%
SEO / Data / Analytics	Indexable demand pages, event tracking, reporting, conversion dashboards	10–15%
Business Onboarding	Dealer/store import support, vertical launch kits, seller success	15–20%
Trust / Moderation / Ops	Verification, fraud review, support workflows, listing QA	10–15%
Launch & Market Activation	Category campaigns, local rollout, investor collateral, email outreach, PR	15–20%

KPIS

Investor-Grade KPIs to Report

Buyer Intent

Searches saved, alerts created, wanted requests posted, categories with buyer demand.

Listing Growth

Active listings, new listings by week, bulk imports, business accounts onboarded, listings per seller.

Engagement

Repeat visits, alert opens, seller responses, messages initiated, app installs, saved items.

More KPIs: Trust & Transaction Readiness

Trust

Verified sellers, verified businesses, reviewed high-value listings, fraud reports resolved, profile completion rates.

Transaction Readiness

Financing requests, shipping requests, escrow interest, scheduled viewings, qualified leads passed to partners.

SEO Traction

Indexed pages, impressions, clicks, category landing page performance, and long-tail search discovery growth.

90-Day Milestone Targets

Day 30

Finalized product architecture, analytics baseline, priority verticals selected, homepage language tightened, sprint board complete.

1

2


3

Day 90

Trust Graph beta, seller onboarding system, demand pages, lead-routing dashboard, and transaction-readiness CTAs live in priority verticals.

Day 60

MVP live: saved searches, alerts, buyer requests, AI listing assist, and initial verification badges.

 Investor update at Day 90: before/after metrics, screenshots, usage data, listing growth, demand captured, and monetization pathways.

Investor Narrative: The Transition Explained

EzeAD is not trying to become another classified site. The foundation is already built. The transition now underway is to become the search-first, demand-driven advertising infrastructure layer for local and global commerce.

Funding allows EzeAD to accelerate the move from listings to intent, from browsing to alerts, from anonymous sellers to verified trust, and from simple advertising to transaction support.



The Key Investor Message

The platform already exists. The capital activates the compounding systems that make it defensible.

Once EzeAD captures what buyers want, where they want it, how much they are willing to spend, and how urgently they need it — EzeAD becomes more than a website. It becomes a **human-powered commercial demand database**.

Suggested Pitch Language

“

"EzeAD has already built the foundation. The next funding round is designed to accelerate the transition from a classified advertising platform into an intelligent, search-driven commerce infrastructure layer."

”

“

"Our next phase is about capturing buyer intent, not just hosting listings. Every search, request, alert, listing, and seller interaction becomes part of a growing demand-and-supply database."

”

More Pitch Language

“

"Funding is required to compress time: to expand engineering capacity, complete the intent-search layer, launch buyer requests, scale verified sellers, support bulk inventory onboarding, and prepare transaction workflows such as escrow, financing, and shipping support."

”

“

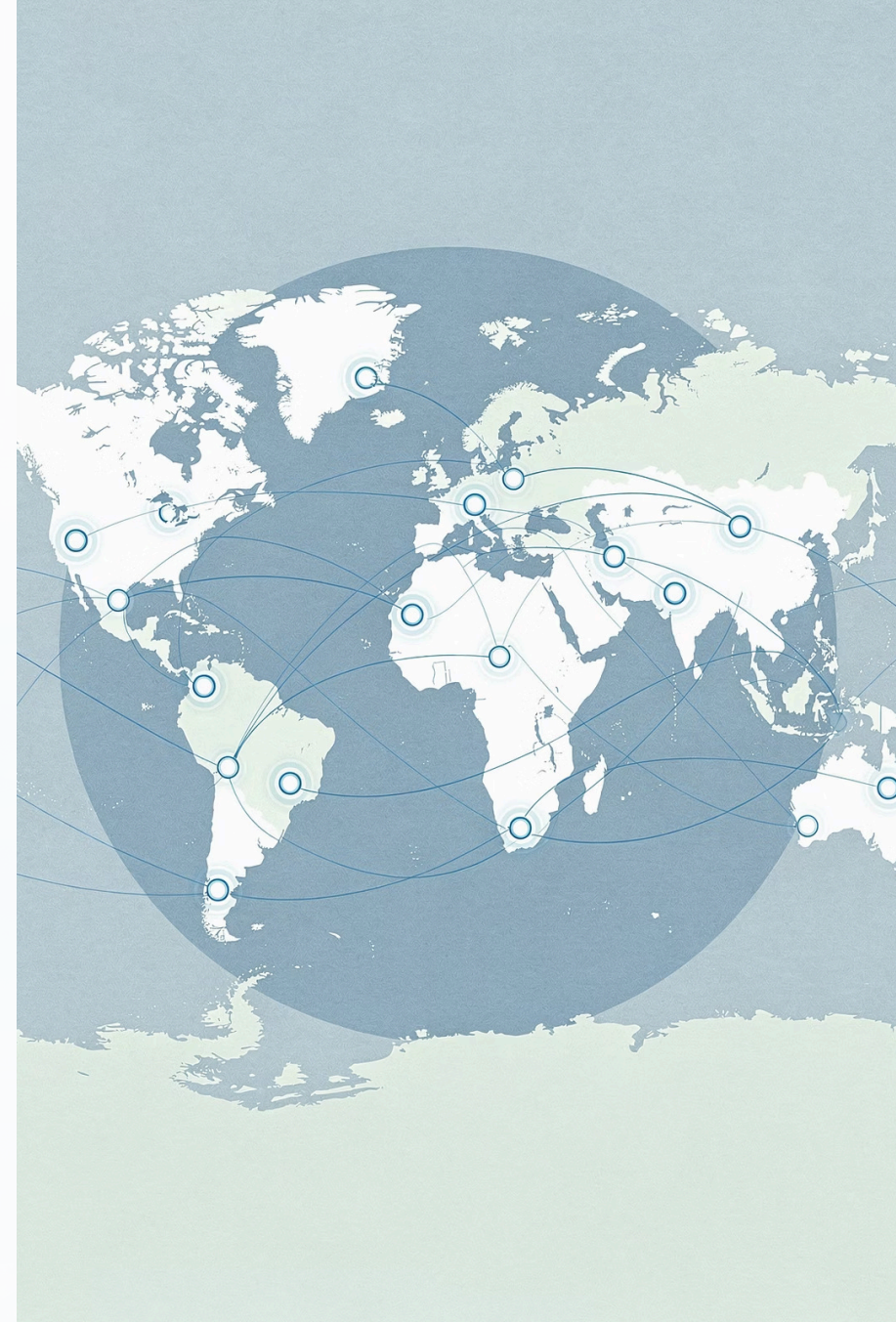
"This is the difference between a platform that waits for users to post ads and a platform that actively identifies what buyers need, attracts the right supply, and helps both sides complete the transaction."

”

Conclusion: The Real Game Changer

The game changer is not one feature. The game changer is the **transition from static classifieds to an intent-driven marketplace operating system.**

EzeAD is already structurally positioned for this because of its global/local architecture, category breadth, mobile access, search-first positioning, and related Eze ecosystem properties. Funding this transition allows the company to move faster, prove the model with investor-grade metrics, and establish the core systems that turn EzeAD into the future of search-driven online advertising.



INVESTOR ROADMAP

EzeAD: From Global Listings to AI-Powered Marketplace Infrastructure

1

Global Listings Platform

Fully operational, live today

2

Intent-Driven Marketplace

AI-powered, demand-first

3

Commerce Infrastructure

Transaction-enabled, defensible

Vision

World's Largest Human- Powered Commerce Database

EzeAD is building the world's largest human-powered, search-driven advertising database — evolving into a global commerce infrastructure layer powered by AI, search, and real-time transactions.

Current Position: Already Built

Global Platform

Fully operational web + mobile (iOS & Android)



SEO Architecture

High-performance indexing system with Google-powered visibility

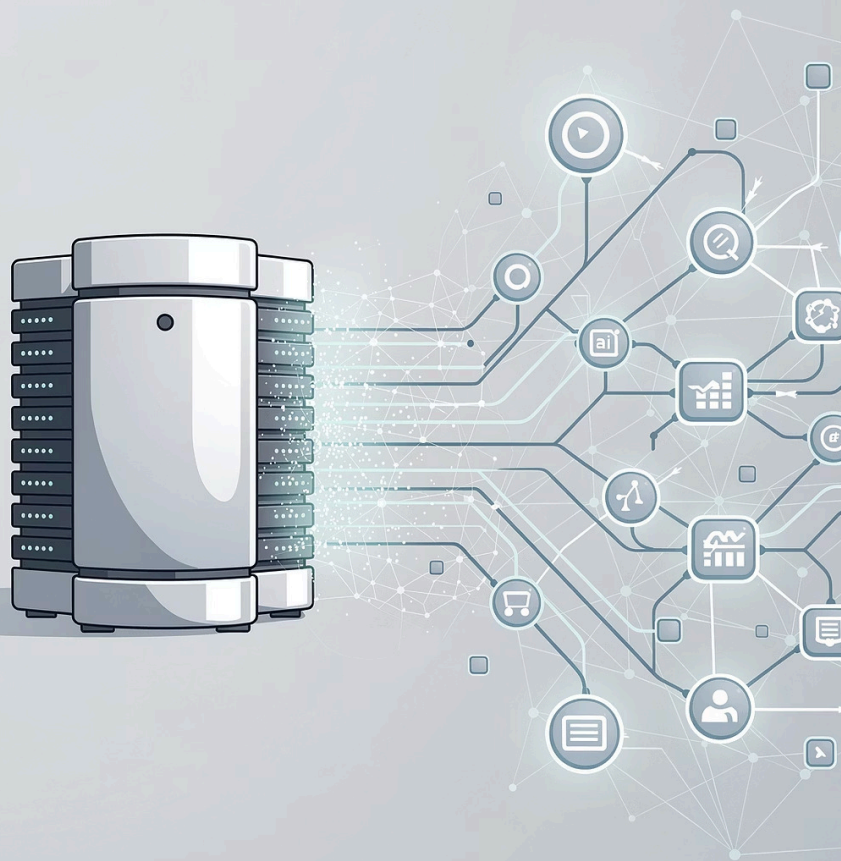
Multi-Category Marketplace

Goods, services, jobs, rentals, auctions, and more



Scalable Infrastructure

Already deployed globally with proven uptime



Transition Thesis

EzeAD is now activating the next phase: converting infrastructure into an **intelligent, demand-driven, transaction-enabled ecosystem.**

- The hardest problem — building the infrastructure — is already solved. This funding activates scale.

Core Systems Being Deployed

01

AI Intent-Based Search Engine

Natural language → structured results with saved searches and alerts

02

Automated Listing Ingestion

Supply expansion engine via CSV, API, and URL import

03

Trust Graph

Seller scoring, listing confidence, and verification layers

04

Transaction Layer

Escrow, payments, and logistics integration

05

Demand Capture System

Buyer requests and reverse listings

AI INFRASTRUCTURE

AI Infrastructure Layer



AI Translation Engine

Internal AI-powered translation enabling full multi-language support across all listings, search queries, and user interactions with real-time linguistic normalization.



AI Live Help

Continuous improvement of AI-powered live help for user support, onboarding, and listing optimization.



AI Listing Assist

AI-assisted posting formats to improve listing quality, SEO alignment, and conversion rates.

AI: Search Intent Interpretation

What It Does

The search intent interpretation engine converts natural language buyer queries into structured category, location, price, and urgency signals — enabling global discoverability regardless of language.

Why It Matters

As search behavior shifts to AI and conversational discovery, EzeAD's intent engine ensures the platform remains aligned with how buyers actually search — not just how they used to type keywords.

Month 1: Demand Activation

Deploy AI Search

Intent capture and natural language query processing go live

Launch Saved Searches

Alert system activated — searches become persistent demand assets

Begin Data Collection

User intent patterns captured and analyzed for investor reporting



Month 2: Supply Expansion

Listing Ingestion Tools

Automated listing ingestion tools launched for dealers and businesses

Bulk Integrations

Enable bulk dealer and business integrations via CSV and API

Inventory Without Manual Dependency

Expand inventory at scale, reducing reliance on individual manual posting

Month 3: Trust & Transactions

Trust Scoring

Deploy trust scoring and verification layers across seller profiles and listings

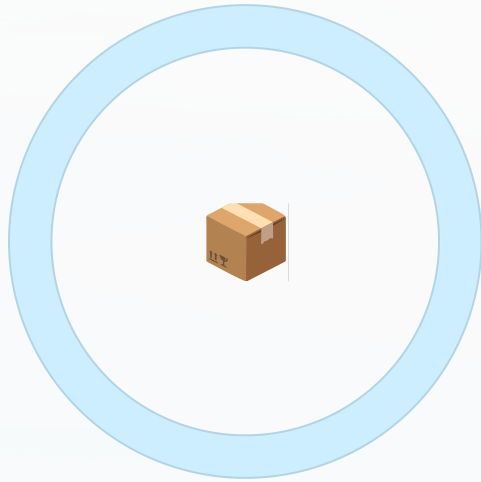
Escrow & Transaction Tools

Launch escrow workflows and transaction-readiness CTAs in priority verticals

Logistics Integration

Introduce shipping and logistics partner integrations for high-ticket categories

Expected Outcomes



Rapid Listing Growth

Through automation and bulk ingestion tools



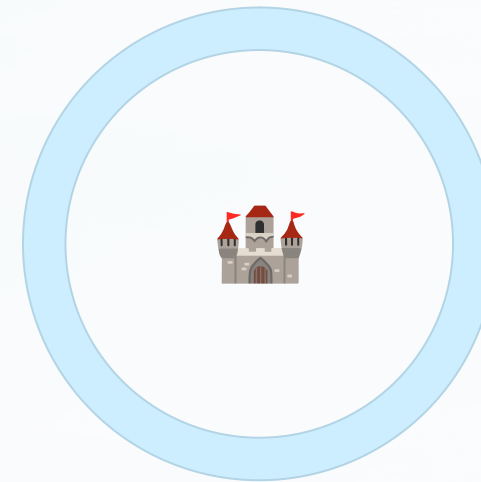
Higher Engagement

Through intent-driven alerts and saved searches



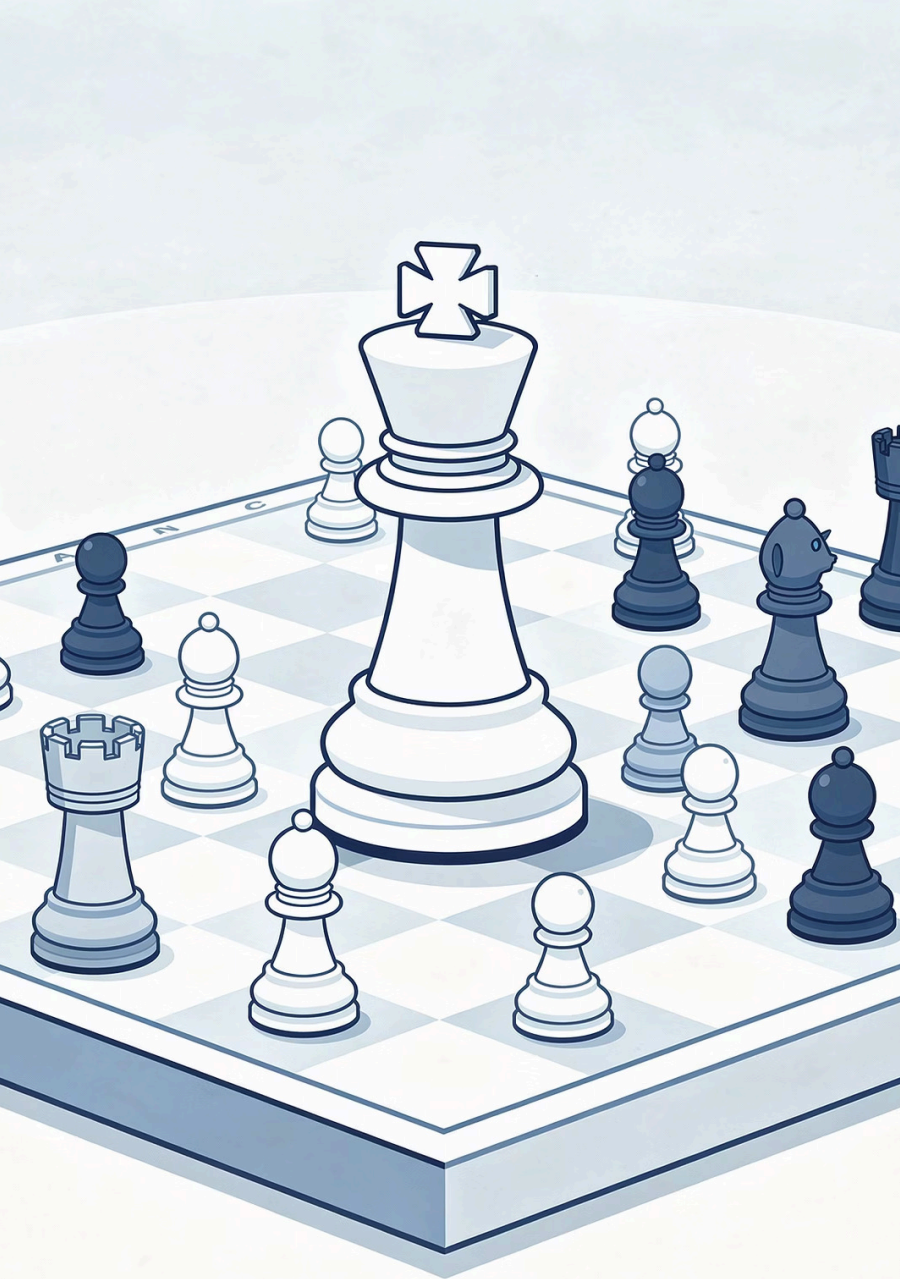
Improved Conversion

Via trust signals and transaction tools



Strong Defensibility

Through data, AI, and network effects



Market Position

**EzeAD is not competing
as a classifieds
platform.**

It is positioning as the **search and transaction infrastructure layer for global commerce** — unified global + local model, designed for AI and indexing dominance.

The Problem EzeAD Solves

Fragmented Marketplaces

Kijiji, Facebook Marketplace, Craigslist — no unified global + local structure.

Pay-to-Play Visibility

Legacy platforms suppress organic reach, penalizing sellers who won't pay for exposure.

Low Trust & Poor UX

Scams, weak verification, and poor discovery erode buyer confidence.

No Structured Commerce Data

Massive gap in global structured commerce data that AI can leverage for discovery and automation.

The EzeAD Solution

Search-First Infrastructure

Free unlimited listings with global reach and structured data aligned with search engines

AI-Powered Discovery

Intent interpretation, automated engagement, and multilingual access

Unified Global + Local

One platform covering every geography, category, and commerce type

Why Now

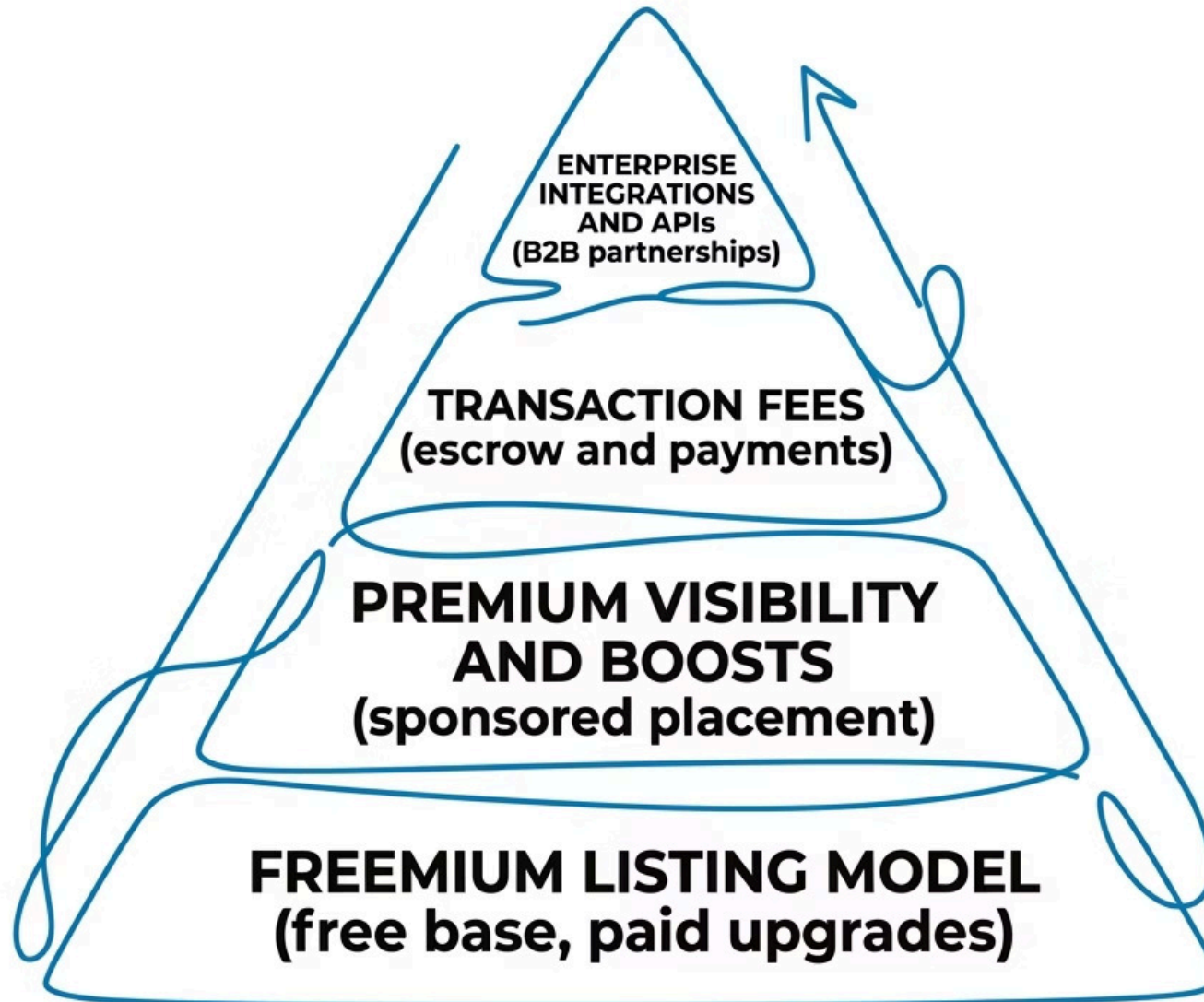
Market Timing

- Search behavior shifting to AI + intent
- Legacy platforms stagnating
- Massive gap in global structured commerce data
- AI unlocks new discovery + automation layers

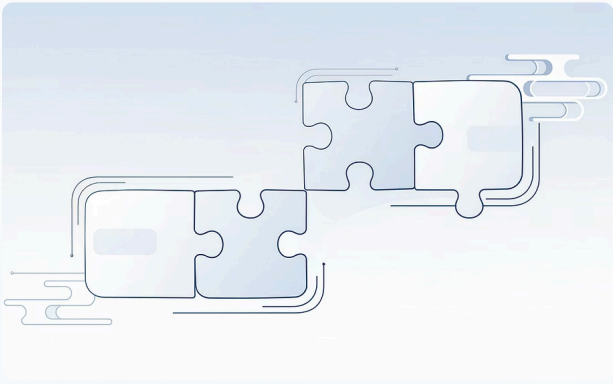
EzeAD's Advantage

EzeAD is already search-aligned, globally deployed, and category-broad. The infrastructure is live. The transition to AI-powered intent capture is the natural next step — and the window to establish dominance is open now.

Business Model

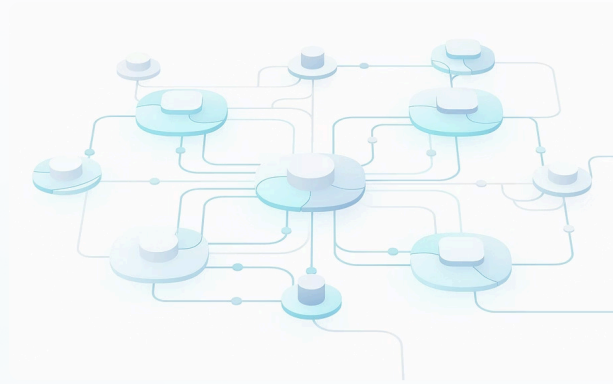


Competitive Position



Legacy Classifieds

Fragmented, pay-to-play, low trust, no unified global structure, no AI layer.



EzeAD

Search + transaction infrastructure layer. Unified global + local. Designed for AI and indexing dominance.

Go-To-Market Strategy



Search-First Organic Growth

Leverage existing Google-powered SEO positioning and structured data advantage



Dealer & Business Ingestion

Structured outreach and onboarding for high-value supply verticals



Programmatic SEO Expansion

Indexable demand pages by geography and category to capture long-tail search



User-Driven Network Effects

Intent signals, buyer requests, and verified sellers create compounding growth loops

Funding Use Summary



Accelerate AI

AI intent search, ingestion, trust scoring, and transaction infrastructure



Expand Dev Team

Specialized engineering and growth capacity for focused sprints



Scale Ingestion

Bulk import systems, dealer onboarding, and enterprise API support



Drive Global Rollout

Category campaigns, local market activation, and search-indexing expansion

90-Day Execution: At a Glance

Month 1

AI search + intent alerts deployed. Data collection begins.

Month 3

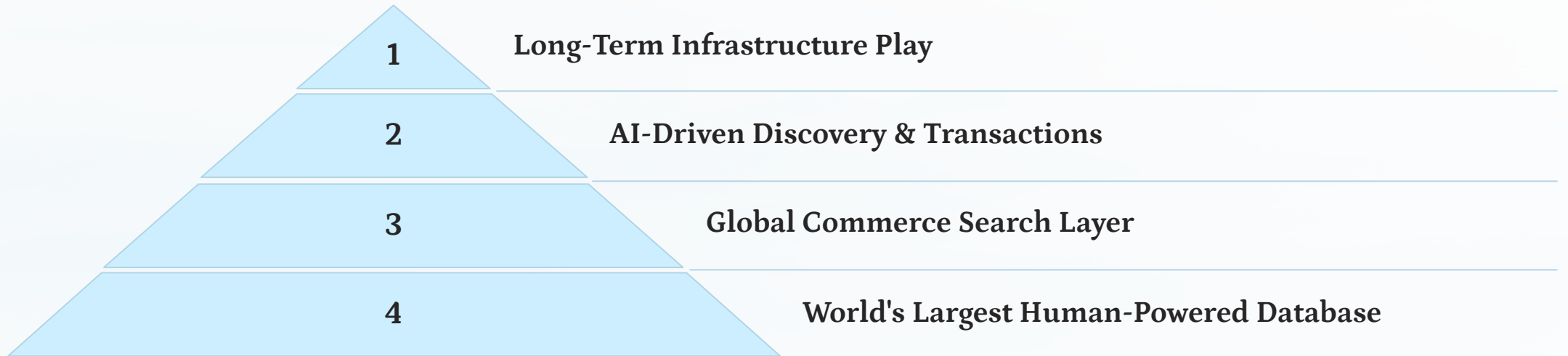
Trust + transactions launched. Continuous AI expansion.

Month 2

Supply automation live. Bulk dealer integrations enabled.

Continuous AI expansion runs across all three months — translation, live help, listing assist, and search intent interpretation improve iteratively throughout the 90-day window.

Long-Term Vision





Closing Position

"EzeAD has already solved the hardest problem: building the infrastructure. This funding accelerates activation into a dominant, AI-powered global marketplace system."

✓ Already Built

Operational global platform, live today

🚀 Funding Activates Scale

Compress time, expand capacity, prove the model

🌐 Redefine Commerce

Positioned to replace fragmented classified ecosystems



EzeAD — The Future of Online Commerce

Search-driven. AI-powered. Built and scaling.

EzeAD is not another marketplace. It is the search and transaction infrastructure layer for global commerce — unified global + local model, designed for AI and indexing dominance, positioned to replace fragmented classified ecosystems worldwide.

BUILT

OPERATIONAL

SCALING