

TRANSBIZ  
VIVID VISION

20  24

## SNAPSHOT

It's December 31st, 2024 and TransBiz has become the go-to eCommerce growth agency for the hottest startup & scale-up Direct-to-Consumer brands. We have built an eCommerce growth machine that is capable of taking our client from idea to a 7-figure revenue (and beyond) business.

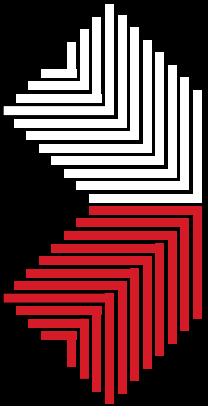
We don't see ourselves working 9-5 jobs. Instead, we see ourselves making history. The brands we helped create are shaping the perspectives and values of our generation through their messaging. We are the megaphone to their voice. We are the authors who helped craft their stories.

The best talents are attracted to work for us as they seek to work with the smartest, highest achieving, and the most creative people in the industry. Brand owners who want to achieve hyper-growth in their businesses line up to work with us.

We empower our employees to become smarter and be rewarded financially for it, while helping eCommerce brands crush their profit goals.

Here's how we got there...

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# OUR CORE VALUES

## Be Radically Transparent & Honest

Being radically transparent allows us to act a lot faster and more accurately as everyone has access to the information needed to make better decisions.

## Get Shit Done

We accomplish amazing amounts of important work as we smartly separate what must be done well now, and what can be improved later. We become more efficient every day as we focus on getting great results first and then build systems & processes to make them repeatable. We don't just believe in perfection, but we focus on constant improvement as well.

## Build Positive Spirit

We believe positive spirit elevates everything we do and everyone around us. We are very particular about the energy and vibe we project in the world. Because of this, we make it an important part of our culture to celebrate our wins and inspire one another with our pursuit for excellence.

## Devote Yourself to True Mastery

To work with the best, we must be the best. Digital marketing evolves daily. Thus we learn eagerly and rapidly in order to maintain true mastery. Plus, we love our crafts so learning is fun & exciting. We don't look at learning as a chore but as something that is enjoyable—a part of our DNA.

## Be The Change Maker

We create the change that we want to see in the world. We apply that mantra to our organization so we continuously create new ideas and prove them useful. We challenge prevailing assumptions and suggest better approaches.



# CULTURE

We breathe true entrepreneurial spirit. We don't just adapt to the changes, but instead actively seek it out. In our culture, we embrace the mindset of critical questioning, innovation, service, and continuous improvement.

We carefully handpick the people that join our company. We don't just hire employees. We get people who we want to share our lives with.

We run like a professional sports team where each of us has a critical role to play—and we play well in order to win. We inspire each other for excellence. When one of our team members fall behind, we provide them with radically honest feedback or so-called tough love so they pick themselves back up.

We also treat each other like an extended family member where we truly care for each other and offer generosity that's beyond traditional organizations.

We are a 100% remote team working with the best talents and clients around the world. We enjoy the freedom of not being tied down to any physical location —though we also cherish in-person collaborations so we sponsor quarterly team "workations" where our teams meet up to collaborate and come up with innovative solutions for complex projects.

During our annual team retreat, we reflect on the past year, celebrate our wins, and share our gratitude and set intentions for the next 12 months as a whole for future growth. We invite performance coaches to help team members take a snapshot of where they're at currently in their personal and professional lives, as well as where they want to be so they can reverse engineer the right steps to get there. We lift each other up and evolve daily.



# OFFICE

We are a 100% remote team so we don't have traditional headquarters.

The spaces that we operate serve specific functions within our organizations. For maximum work flexibility, we have a Creative Hub and a Business Center.

Our creative hub is located in Metro Manila, Philippines where our in-house production team creates highly effective direct response video ads for our clients worldwide. It's also rated by Inc Magazine as one of The World's 10 Most Beautiful Offices.

Our Business Center is located in Taipei, Taiwan where our senior consultants host regular workshops for our clients. This is also where Anfernee, our founder, produces contents for his personal brand.



# TEAM

We have adopted the "Amoeba Management Philosophy" in which each team operates independently with their own Profit & Loss reports. This system urges them to contribute more to the mission of the organization while training them to become business owners themselves.

With this philosophy, every employee is inspired to play a major role and voluntarily participates in managing the unit, achieving what is known as "Management by All."



# Empowerment

## CEO

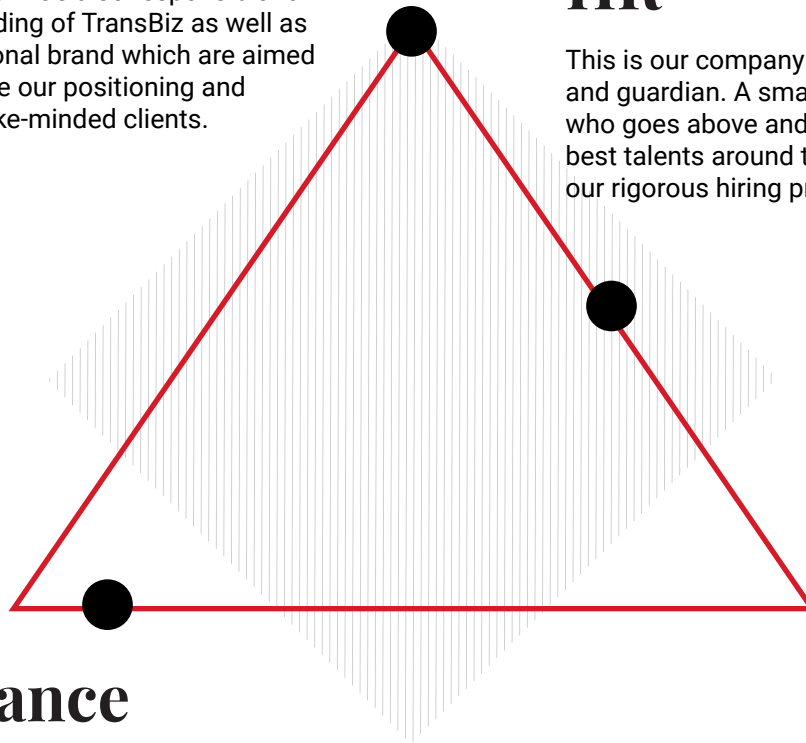
Anfernee Chang, the force behind our think tank, is in-charge of constantly updating the 3 year vision for the company so we can stay ahead of the curve. He's also responsible for the branding of TransBiz as well as his personal brand which are aimed to elevate our positioning and attract like-minded clients.

## HR

This is our company culture champion and guardian. A small but mighty team who goes above and beyond to get the best talents around the world through our rigorous hiring process.

## Finance

They ensure we have abundant amount of money at our disposal so we can invest into our team, clients, and new strategic initiatives for long-term growth.



# Agency Fulfillment



## Agency Sales & Marketing

This team acts like venture capitalists, sourcing out the perfect partner brands that we can develop into revenue growth engines so both parties generate healthy profits from the partnership. They are also responsible for running our agency marketing that keep us top of mind for the world's hottest eCommerce brands.



## Strategic Branding

Our strategic branding team turns ideas into perspective-shaping brands. They help our partners cut through the noise with refreshing messages which the target consumers can resonate with. They constantly win awards from international design competitions, too.



## eCommerce Creatives

Our creatives team of copywriters and designers are also persuasion psychology experts. They are experts in creating highly converting direct response video ads, landing pages, product descriptions, listing images and beyond.



## Operations & Customer Happiness

The operations team runs with ultra-high efficiency where tedious, repetitive tasks are all automated. They are the system architects behind our critical processes. Our customer happiness team members are friendly and solution-oriented so our client's brand presence is enhanced with every interaction. They are also experts in pre-sales customer service in which they generate massive revenue through good engagement and offering of genuine help without using pushy sales techniques.



## Social Media

Our in-house experts help our clients tell their stories through social media and influencer marketing to transform brands into cult followings. The team accounts for 60% of the assets that the media buying team use for creating revenue generating ads and they also directly contribute to 15% of the brands' total revenue—all vital to brands' successes.

# Agency Fulfillment



## Acquisition

The Acquisition team is made up of senior eCommerce strategists, media buyers, and video producers who spearhead the growth initiatives of client brands. They manage the full conversion journey starting with the creatives, landing page, checkout, and even post-purchase email/ SMS up-sells.



## Shopify Solutions

Lead by CRO specialists, the Shopify Solutions team creates conversion principles driven and aesthetically stunning eCommerce stores for our clients. Working with our UX/UI designers, they relentlessly optimize the sites based on feedback from our customers



## Amazon Advertising

The Amazon advertising team is recognized as the thought leaders in the industry where they pioneer a total revenue growth framework based on a deep level of understanding across the creatives, data, & Amazon algorithm. This knowledge is mostly automated through existing 3P (third party) solutions as well as in-house proprietary softwares.



## Content Marketing

Effective stories that leave lasting impacts—this is the heart and core of the Content Marketing Team. Comprised of seasoned writers, SEO experts, and talented creatives, the department is responsible for putting out messages that reach various audiences using effective communication and technical know-how. With the Digital Marketing world constantly shifting, there is a premium placed on organic, free traffic, and information that is shareable across the web. The team redefines writing and SEO with its talented storytellers.

# PRODUCTS & SERVICES

We are a full-service eCommerce growth agency that offers proven strategies with systematized processes that produce predictable results for our clients EVERY SINGLE TIME.

For others, it looks like magic. In truth, it's a meticulously engineered machine that's built to perform.

Here are the core principles that we follow:

## 1 Month-to-Month

Our services are created for your long-term growth and billed on a month-to-month basis. Like any long lasting relationship, we approach every day like the first day—with excitement & enthusiasm.

## 2 Cheaper Than Hiring In-House

Your business needs expert attention. Hiring our team of brand building experts will always be cheaper than your own.

## 3 No Long Term Contracts

We believe the only thing holding us together is the results we provide. If we give more than we take and always make you a winner, the relationship will flourish and last.

## 4 A-La-Carte or All-You-Can-Eat

You can get exactly what you need from our a-la-carte service menu when you need it. We also take on selected startup brands to provide an All-You-Can-Eat eCommerce growth hacking service in exchange for revenue share or equity.





# SALES & MARKETING

The results we create for our clients drive our growth. Through epic case studies that show how we grow their revenue consistently month after month (with a balance of branding & direct response marketing), we grab the attention of great brands that are seeking for breakthrough.

We are careful with who we work with since we believe in scaling responsibly. While we can easily drive revenue growth, we also help brands to remain profitable while communicating their message accurately.

Our websites (both [transbiz.com.tw](https://transbiz.com.tw) & [transbiz.co](https://transbiz.co)) coupled with the contents that we release across Facebook groups, YouTube, & Podcasts draw the attention of our potential clients.

Each week, we receive 50 strategy session bookings from clients who want to work with us. Our eCommerce strategists work their magic during this process to help determine if the opportunity for our company and our clients.

# INVESTMENTS



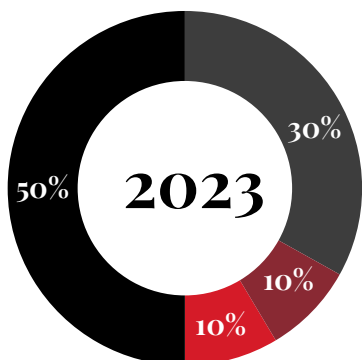
We invested in our own eCommerce brands namely Lala Bonita, Smile.ph, and Trutuyu. Combined, these businesses produce \$10m in annual revenue with \$1m net profits. The founding partners are the some of the most hardworking and talented individuals from our agencies who were given the opportunity become co-owners in the businesses and serve as CEO for the business that they've invested in.

# FINANCIALS

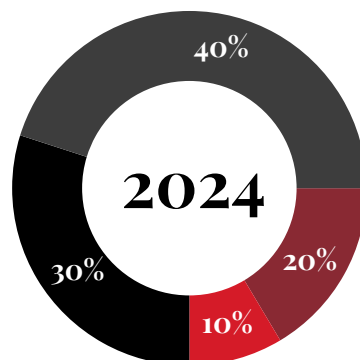
With a team of 100.

We have just crossed \$1m per month in agency revenue with 30% net profit.

The net profit margin dipped from 50% compared to 2023 as we invested more into the growth of the agencies hiring upfront to build the infrastructure needed beyond 2025.



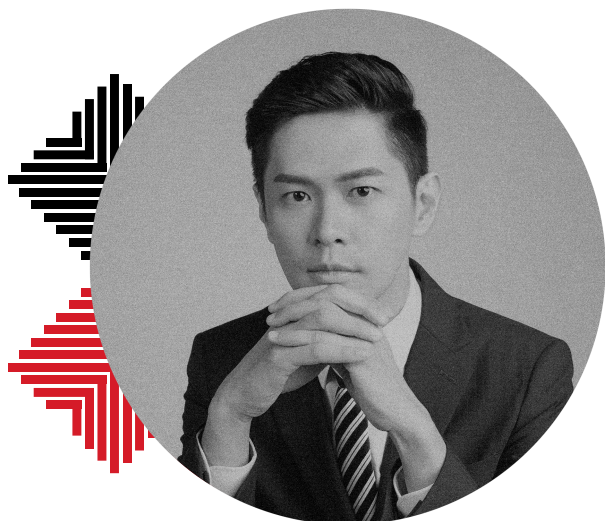
Here's a breakdown of our financials in 2023,  
 30% - Client Fulfillment Team Salary  
 10% - Sales/ Management/ HR/ Admin/ Finance  
 10% - Overheads  
 Profit = 50%



Here's a breakdown of our financials in 2024,  
 40% - Client Fulfillment Team Salary  
 20% - Sales/ Management/ HR/ Admin/ Finance  
 10% - Overheads  
 Profit = 30%

The average salary of our employees has risen to \$3,000/m.

Our profit sharing program continues to run where 10% of the profits generated by each Amoeba team is distributed to its team members by the end of the year.



# FOUNDER FEELING

I believe in happiness first. Success and wealth will follow.

Putting myself in a state of abundance and wealth opens up my thinking and allows me to stay a step forward in between the present and the future.

There are always things that are imperfect in the present as the future is always better, brighter.

It's critical that we focus our minds in the future state first and allow that to bring the present forward with it, instead of the other way round.

This is the secret behind my limitless energy and joy.

The clarity of this mission inspires me to always lift the moods of everyone around me and lead our employees to achieve our goals together—which is simply, happiness.

Happiness is actually easy since it's rarely material, and almost always about perspective.

It's really just a choice. You can have it instantly by being grateful in life.

And I choose that, every day.

I also free myself from worries by understanding that there's very little in life that I can actually change. I can't change other people's behaviors and I clearly can't change their thoughts/ ideas towards me. By focusing on the things that I can change (which is my mind) rather than on those that I cannot, I am free.

I have the ultimate control.