

EXECUTIVE SUMMARY OF INVESTMENT OPPORTUNITY

Preamble: Dune Holdings Group, Inc. (“DHG”) is the parent holding company for The Dune Berry, LLC, DuneBerry Pinehurst, LLC (operating as [DuneBerry Resort Wear](#)) and eLIVE Omni – A Disruptive Retail Technology Company. We have three operating Resort Wear stores – two new stores in Pinehurst, NC and our seasonal Leland, MI store entering its 10th season. Our initial core business is a multigenerational “Family Resort Wear” Store and we dominate the resort communities we serve. We are now a highly recognizable and very established brand in our communities and well-known in many circles nationally as our customer-base is largely annual repeat visitors and seasonal 2nd homeowners. We plan to continue to expand our brick & mortar stores both corporate and through franchise. A one-page summary of our very exciting retail technology may be reviewed at [eLIVE Omni.pdf](#)

Current Business/Development Summary: We recently expanded our retail store brand to Pinehurst, NC (new home of the USGA) adding a 2nd and 3rd location (2,300 SF & 750 SF). We have installed new best-of-class Apparel specific POS, business & inventory management software. We are hiring a full-time eCommerce & Social Media Manager to market and manage both our online Shopify store and our proprietary eShop Live - Online Video Direct to Store LIVE 1-on-1 Private Shopping service (further details at [eLIVE Omni.pdf](#)). We have developed our own DuneBerry Brand Logo-Apparel and gifts initially around a Pinehurst Golf theme and retained a top trademark attorney for branding of a Registered TM on our designs (see management for confidential preview). Our Attorney is also filing patents for our eLIVE Omni technology. We are adding a full-time Bookkeeper on staff to manage payables, receivables, payroll and inventory for all our business enterprises. Early Spring 2021 we will seek a tech development alliance to grow our eLIVE Omni retail technology within the Raleigh Triangle Research Park.

Problem/Solution: Covid-19 has changed the face of retailing forever! A new day and new way(s) have emerged. The rise of eCommerce during CV-19 and D2C has triggered store closures of major department store chains across the country. Over 9,000 stores closed in 2019 and as many as 25,000 in 2020 per [Coresight Research](#). Independent retailers in small communities who diversify with omnichannel services and technology are winning the battle ([Retailers Thrive](#) \ [Retailers Flex Omnichannel Muscles](#)). DHG has responded with a highly franchisable business model incorporating exciting proprietary technology ([eLIVE Omni.pdf](#) and <http://eLIVEOmni.com> “eLO”). Our new flagship retail store in Pinehurst provides an exceptional showcase of operations for both our retail brand (with franchiseing potential) as-well-as our proprietary omnichannel eShop Live technology/service. Our Pinehurst location provides for a headquarters for the company to grow in an affluent & stable Retail area which is close to a thriving tech hub (Raleigh) with the resources to further fund and grow our eLO brand technology.

Market: Regardless of the dramatic closures addressed above, “the independent retail industry is positioned to come out on top and remain the backbone of our local communities” ([Retailers Thrive](#)). • 79% of Americans shop online • 59% of shoppers want interactive shopping experiences online • 54% of people buy from a streaming live shopping experience • By 2021, 54% of mobile ecommerce is expected to occupy more than half of the overall retail commerce • 17.5% of the Global \$20T in retailing revenue is now online • Online sales up 80% since (CV-19) Jan 2020 • [Study 46K Shoppers Shows Omnichannel Retail Works](#)

Competitive Advantage: DuneBerry Resort Wear is unique in its multigenerational Family Resort Wear offering (its brand differential advantage) and multiple omnichannel approach in providing technology as a strategic advantage for a small independent retailer. See [eLIVE Omni.pdf](#) for eLO competitive advantage. The combination is unique, sustainable & profitable.

Management/Ownership: [Mr. Nash](#) is a seasoned entrepreneur and a Merchant Banking professional who has proven success in startups, turn-arounds and development of unique structured finance models for raising capital. He was previously CEO of KGRI a publicly traded Merchant Banking firm, founder of iLIFECapital.com and CEO Medi-Share a nationwide Healthcare plan.

Investment Opportunity & Use of Funds: The company is currently seeking up to \$1M (with the option to upsize to \$2M) in a Seed II Round from Family Office and/or high net worth accredited investors. Use of funds: Develop Franchise materials and third-party relationship to market the DuneBerry Brand retail store and also open additional corporate stores. For eLO, Hire CTO and Tech support staff, Controller/CFO, VP Sales, legal support, maintain office (integrate eLO into Triangle Research Park), ongoing R&D & tech development, eLO operations et.al, launch 10-store beta test, limited retail/brand rollout, Broker-Dealer engagement for Series A Round, and Contingency funds.

Return/Exit: 5-Yr Estimated Market Value for U.S. market of \$50M+-. Future roll-out worldwide for eLO (U.S. #'s only – 20% of world-wide potential). Planned Series A round for \$10M+ in 2022 and future IPO for eLO after Yr 5.

NOTICE: The information contained in this document, our websites and our Corporate Pitch Deck shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of securities in any state in which such offer, solicitation or sale is not authorized. The securities may not be offered or sold except as permitted for in our SAFE Agreement and under the Act and applicable State securities laws pursuant to an effective registration statement or an exemption therefrom.

DUNE HOLDINGS GROUP, INC.



COMPANY PROFILE:

URL: <http://DuneHoldings.com>

Industry: Retail, eCommerce and Technology

Location: 120 Market Sq.
Pinehurst, NC | (833) 438-6323

CONTACT:

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FINANCIAL INFORMATION:

Funding Stage: Seed II Round for launch of additional stores and our retail tech company

Capital Raise: \$1M (\$2M Opt.)
under our parent Dune Holdings Group, Inc. Private Placement

Offering Structure: Exempt Reg D 506c SAFE

MANAGEMENT / OWNERSHIP:

James R Nash, Founder/CEO