

#### Michael Michelini 迈理倪

- Grew up in NorthEast USA (CT, NJ, NYC)
- 3rd generation American born
  - Grandparents from Italy, Russia, France, Canada
- First website in 1999
- Selling online since 2003
- Moved to China end of 2007







E-commerce company selling home & gift products B2C in USA

- Sourcing & logistics office in China
- Call Center & marketing dept in Philippines
- Bridge between USA & China ecommerce companies

Co-founded first Shenzhen coworking space - Szteam Startup Weekend's China Facilitator

Latest venture - Social Agent.me - helping companies find sales in China



## The specific takeaways you'll get.

Belief in Yourself, your high IQ

**Passion** For Your Pursuit

**Embrace Risk** 

Group of Advisors & Team

Sell Your Vision

Connect the **Dots** Along the Way

Make Work/Life Balance a Priority

# Can You Do It?



"Everything around you that you call life was made up by people that were no smarter than you"

- Steve Jobs

# Believe in Yourself



"I have failed over, and over, and over in my life - and that is why...I succeed"

- Michael Jordan

## Get Out of Your Comfort Zone



# "The key to success, is massive failure"

- Thomas Watson

# Take Those Shots... Every Day

Recording Podcast Audio

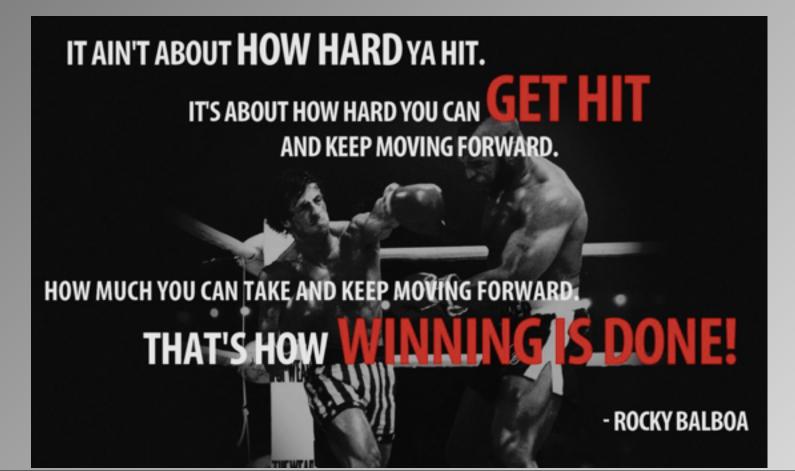
Speaking in Public

Selling Yourself

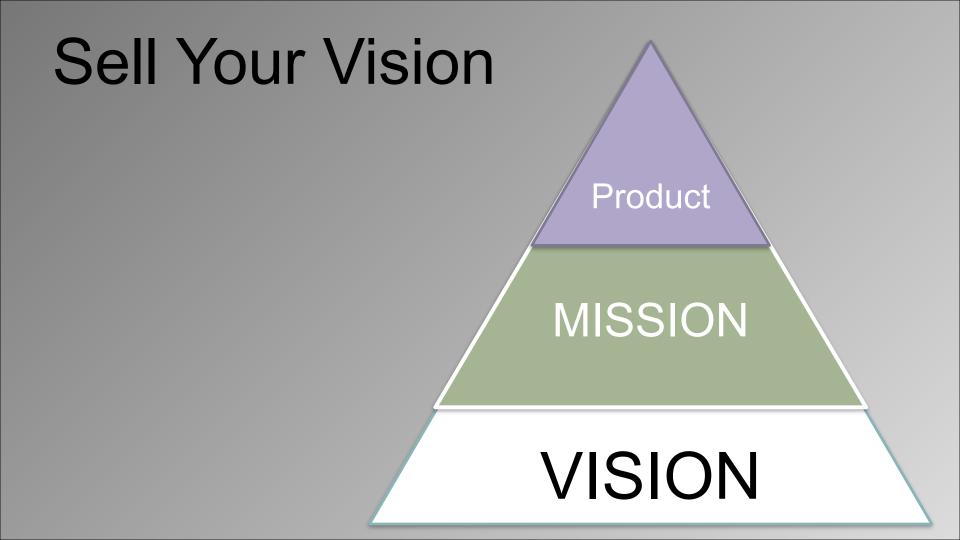
Talking to Strangers

Asking for Help

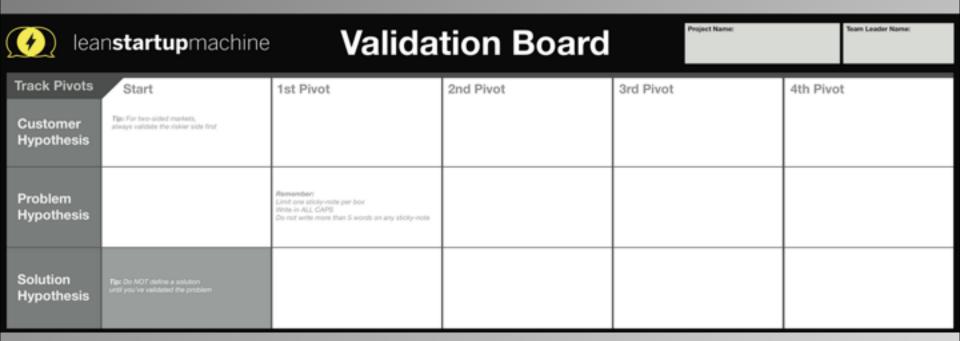
# Passion For Your Pursuit



# Embrace Risk



# Lean Startup Board



3 things: Customer, Problem, Solution

# Connect Dots Along the Way

If you are not embarrassed by the first version of your product, you've launched too late.

Starty Quote!



FOUNDER, LINKEDIN

# Team: Ever Evolving Product





### Work / Life Balance





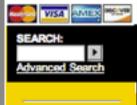
Fast Shipping



Affordable Pricing



Friendly Service



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Shopping Cart | Login

Products

Bar Supplies

Bartender Kits

Flair Bartending Mood Lighting Pour Spouts Cocktall Shakers

Menu



#### Looking for Quality Bar Products?

Welcome to your home bar and bar supply center! From bartender kits to mood lighting, cocktail shakers to speed openers & poppers. New York Bar Store provides you with all the tools and supplies to create the ultimate home bar! Make your home bar as classy and sophisticated as those you find at a top notch New York bar! Let us help guide you to building and growing the ultimate bar for you and your guests. Treasure this home bar for years to come as you host the best parties for your friends! We guarantee these tools will meet the highest quality standards!

#### Bar Supply

Featured: Bartender Kit



Price: \$23

#### Flair Bartending

Featured: Illustrated Flair Bottles



#### Learn the Sport of Flair Bartending!

Flair Bottle Bartending is quickly becoming the next big extreme sport! Bartenders and extreme sport enthusiasts alike are taking the steps to learn all sorts of extreme flair (also called flare) bartender moves, transforming the job of bartending into modern art and magic tricks! Amaze your

Party Supplies

Bottle Openers Wine Products

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We're contributor of the book: "42 Rules for Sourcing and Manufacturing in China"

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#### What is Shadstone Sourcing Associates?

We are American business liaisons assisting small to medium sized businesses compete against large competitors that are already utilizing lower cost labor and manufacturing to level the playing field.

- · Strategic Import Export & Sourcing in China
- · Import Export Business for small to mid-size manufacturers

We partner with small to mid-sized American manufacturers to import, export, or source quality products in China. Simply put, we provide china direct sourcing services.

Large American manufacturers are already manufacturing in China. Typically companies doing \$50MM or less do not have the resources (time, money, expertise) to scale their business to accommodate a full-scale facility manufacturing in China.

Sure, you may be importing already (from Taiwan, Hong Kong, or even the mainland), but are you getting the best prices? Are you having quality control issues? Shipping issues? Do you even know who the decision makers are?

That's where we come in. - We take the fear and mystery out of dealing with the Chinesel

Whether you're interested in sourcing, manufacturing, or any sort of business in China we can be



SPYBLE Change Detector

SPYBLE Popularity Check

SPYBLE Referrer Detector

A SPYBLE Keyword Tracker

SPYBLE Advisor

ES SPYBLE To Do's

A Helpdesk

Admin Panel



#### My SPYBLE Dashboard

#### Welcome .

This SPYBLE Dashboard gives you access to all your SPYBLE information. This is abstract and click for the full information and details on all the buttons on the left of the screen. The Detailed information than appears online opportunities will help you to find and more visitors to get on your rebsite.

Best regards,

The team Spyble





#### SPYBLE Change Detector



In the past 30 days

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#### SPYBLE Advisor

Loren Ipoum is simply dummy text of the printing and typesetting industry. Loren ipoum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type

Learn more



#### SPYBLE To Do's

Lorem Ipoum is simply dummy text of the printing and typesetting industry. Lorem ipoum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scranbled it to make a type.

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How much you get

Salestion.fi Tilaa heti All History 544 39 VISITORS HOT LEADS **WON LEADS** ACTIVE LEADS How many visitors visited How many leads are active in How many hot leads do you How many leads did you win? your website? your lead management? have? See more details See more details See more details See more details 11.76 458 1600 140 **USD OPEN OFFERS USD COST PER LEAD USD WON DEALS USD TO MARKETING** How much are you spending How much do I spent on one How much do I have in open How much did I get in won deals? lead? offers? on marketing? See more details See more details See more details See more details RETURN OF YOUR INVESTMENT €458 €1600 €1141



Email	Password	
		Sign In
Remember me	Forgot your password?   Create Account	

#### Do Business In China More Intelligently With Your Personalized Social Media CRM!



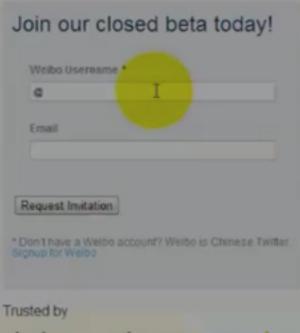
#### Social CRM For Your Business

Overwhelmed with the hundreds of million welbo users in China? Find targetted business leads, and manage them in our social CRM. Doing business in China has never been so transparent!



#### **Business Lead Recommendations**

Our technology suggests who you should engage with and how to improve the content and timing for your posts. The more you use Weibo Agent, the smarter our suggestions get.











#### Monitor Your Interactions

Understand your audience. Who are they and what are they interested in?







For Businesses

social agent

For Sales Agents & Connectors



Business Owner? Introduce your opportunity to our agent network today!

Individual Agent? Signup free and browse & apply to sales jobs!

POST A SALES LISTING »

FIND PRODUCTS TO SELL >

### What you can do to take action now.

"WHETHER YOU THINK YOU CAN OR YOU CAN'T EITHER WAY YOU ARE RIGHT."

- Henry Ford

## Q and A Slide

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