



Few businesses run at 100 percent capacity.

It is Ormita's mission to transform this otherwise lost profit into new income and benefits for business.

Ormita

- Targets businesses which have reached a certain level of cash sales but which still have the capacity to expand output - without needing to increase their cash costs to do so.
- Provides members the ability to trade their excess capacity or unsold inventory for products and services they need.
- Acts as a centralized broker for trading excess capacity by operating an online and brokered trade floor.
- Promotes the trade of excess assets by arranging local networking meetings, producing an electronic and printed membership directory, sending email and SMS broadcasts of latest deals and distributing regular newsletters to participants.
- Operates a bank-like system for trade transactions so that members do not have to engage in direct "barter", thereby allowing them to sell to one member for trade credits and buy from another with the same trade credits.
- Allows for trade in areas which are "rich" in skills and assets but "poor" in cash.

Ormita works with businesses to grow their cash customer base

We do this by:

- Identifying opportunities for members to trade their excess capacity or stock for advertising, marketing, public relations, business renovations, professional advisors or other products and services which will attract more cash-paying customers.
- Creating opportunities for members to purchase employee rewards and customer incentives with their unsold time or products.
- Creating relationships that creates synergies between businesses and encourage loyalty.
- Allowing businesses to grow their existing "satisfied customer" base, thereby giving them an expanded portfolio and more referrals.
- Increasing their overall sales, thereby increasing the capital value of the business.
- Showing businesses how to convert their previously uncollectible balances into products or services they need.



Ormita helps members buy goods and/or services at a discount

We do this by:

- Converting participants previously lost-profits into already budgeted for cash expenses.

Ormita turns idle capacity and excess inventory income into tax credits

We do this by:

- Allowing participants to donate their excess capacity and inventory to locally registered charities (in the form of trade credits).
- Providing donors with a tax-credit for the fair market value of their donation.
- Allowing charities to purchase needed goods and/or services through redeeming donated trade credits with any member of ormita.

Unsold appointment time, empty hotel rooms, unsold venue passes, unfilled advertising space, rapidly depreciating stock, end-of-line items or oversupplied products all represent lost revenue which otherwise will never be recovered.

Ormita mobilizes the local economy

We do this by:

- Giving the unemployed and under-employed a chance to become involved in the local community, build skills and improve their job prospects.
- Creating and strengthening local small business networks & cottage industry clusters.
- Providing businesses and organizations a cash-free way to reward interns and volunteers, thereby improving their own performance and levels of involvement from the community.
- Enhancing the employment linking capacity of the local community.
- Linking people of different ages, social and economic backgrounds – families, seniors, students, immigrants, people without jobs, established professionals.
- Providing “in-kind” grants to individuals and charities for education and community building activities.
- Stimulating the trade of assets within local communities and stemming asset out-flow.
- Providing a mechanism for asset building.