

August 5, 2021

Mr. Jeffrey P. Bezos
Amazon Chairman of the Board
410 Terry Avenue North
Seattle, WA 98109

Business Development Proposal

Dear Mr. Jeffrey P. Bezos:

My name is Cameron Mostaghim and I write to propose several new ideas for addition to the Amazon family of services that, from my preliminary assessment, have a significant potential to increase Amazon revenues. At this immediate juncture, there is no known apparent use of these proposed services to be implemented, though Amazon already has all of the infrastructure in place for the addition of the services that I am proposing, save but for the possible exception of software revisions to handle the services that would be implemented.

My Background

By way of background, I am a California born US resident currently residing in the Los Angeles metro area. I am currently 47 years of age and am educated with four degrees all of which were conferred with honors. My areas of study are varied and I possess an Associates Degree in Social Sciences. I have an AAS and BFA degree in Fashion Design with an undeclared minor in Production Management. To that end, those degrees provided me with numerous areas of information including, design, product profiling, marketing research, production efficiencies such as scheduling, time and process studies, and other general business matters including accounting and cost optimizations. Finally, I possess a law degree and, although I passed the bar exam in California in 2009, I do not practice law and do not have a law license for reasons that are too involved and complicated to discuss here.

I would describe myself as part analyst, advisor, designer, strategist, and writer and, above and beyond my education, my work experience is additionally diverse. It has included simple retail sales jobs involving customer service, sales goals, and merchandising display efficiencies to apparel industry jobs that have included functions concerning design aesthetics, production scheduling, and quality control compliance. I have held administrative jobs that included functions typical to that job class up through providing direct support to corporate officers. Finally, my prior legal work history has encompassed litigation in a variety of areas from personal injury, labor and employment, business law matters, and post-judgment matters including significant experience with appellate law and process. My last job, a referral through a friend, primarily involved insurance coverage and claims assessments matters with report writing concerning coverage analysis and investigative facts required for completing coverage determinations. I am a three-time published award-winning legal writer involving public policy topics and have just recently completed an informational autobiographical short story concerning an international trip that I am

in the process of attempting to bring to publication. Not having a license to practice law, concluding that door has closed for several reasons, but with over ten years of education, I have a broad information base affording me competencies and skill sets atypical to most.

The Proposals

As mentioned, this proposal involves several different potential services to be added to the Amazon service line. As you are aware, in the recent past Amazon has integrated numerous lockers for the delivery of packages. As a consumer, I can say this was a great idea as I have previously had packages go missing from my doorstep while I was away from home and then later arrived to an empty doorstep despite having received a delivery notification. My proposals for new services exploit Amazon's already existing infrastructure via its logistics delivery system, the Amazon delivery lockers, and Amazon information systems.

While Amazon acquired its reputation as a premier e-retailer, and amassed a major fortune through revenues attributable to those e-retailer activities, I'm certain that – from a pure business sense – Amazon continues to look for new ways to diversify and expand its business operations to further increase revenues and maintain its dominant position both as a corporation in the United States and as a global e-retailer.

Concept One

Concept #1 is a new service that is not currently known to exist within the Amazon family of services. It would utilize Amazon's existing distribution channels, vehicle fleets, and delivery lockers for implementation and utilization of the concept. Again, new or revised information software systems would likely be required for implementation, but with such software and information systems revisions, Amazon could optimize its existing infrastructure to potentially place itself in a preeminent position within the field of logistics in particular. I cannot estimate the potential revenues to be created by the possible addition of concept #1, but can say that capturing even a small portion of the revenues currently collected by the existing companies such as Federal Express and UPS should result in significant additional revenues.

Concept Two

Concept #2 is a new service that is not currently provided by Amazon. It is currently provided by a governmental agency with partial service outsourcing occurring within the private sector. Concept #2, if implemented as an Amazon service, would best be a modified version of the existing service model in order to make it cost efficient for Amazon and provide a versatile and adaptable version of that service by Amazon. Although it is highly unlikely that the implementation of Concept #2 would be capable of substantial impact to the government agency that provides this service, it is highly likely that it would substantially impact many of the private sector businesses that are typically small scale, non-chain (though not exclusively) brick and mortar-based businesses. As this service is typically charged on a per use basis by government providers, and on a monthly service charge basis in the case of most private sector business, Amazon should be capable of acquiring the better part of the revenues generated by the private sector brick and mortar

establishments and make an appreciable impact on that portion of the private sector currently utilizing an e-business model.

Concept Three

Concept #3 is a service that utilizes existing Amazon infrastructure for applications and uses that are not yet fully explored even by myself. However, the service has immediate potential applications for collaborative use with marijuana dispensaries and marijuana retailers in those jurisdictions where laws so permit. That said, the would-be service is not specific to marijuana retailers and dispensaries. As I now further contemplate it, this would-be service has potential applications within a specific micro-segment of the legal services industry that, despite being a micro-segment, is an integral function to all legal proceedings. As mentioned, the complete extension of applicable uses of the would-be service are not known, though certainly additional uses beyond the two potentially mentioned could be developed.

Concept Four

Concept #4 is a contingent variation service on concept #3. It was not mentioned in conjunction with concept #3 because it is a contingent service dependent upon conditions not currently existing. In that regard, concept #4 is one that would or could be developed for potential prospective future use in the event the conditions arise that necessitate its implemented use. Concept #4, requiring contingent conditions (external to Amazon) that are not currently existing, does not have the immediate potential for revenue creation, but – being a variation of concept #3 – has the potential for future revenue should those external conditions arise.

The Offer

These past several years have provided an opportunity to conceptualize numerous ideas, products, and services of my own creation. I refer to the various ideas as “concepts” both because they are not yet existing and they have yet to be made “solutions” until implemented. Some of these “concepts” are would-be client specific while others are generally suitable to any number of companies within the business class that the company belongs. In many instances, the “concepts” have the potential to be “true solutions” in that they solve or resolve a specific situation or problem rather than just being products developed for the sake of revenue creation, though the later does certainly apply in some instances.

At this juncture, I am offering my services to Amazon as a consultant. The service I am offering to provide is a full disclosure of the specifics of concepts #1-4 for Amazon’s further evaluation as possible additions to the Amazon family of services. To avoid any confusion or misunderstanding, I want to clarify what this specific proposal is about. I am offering to provide consulting services that are in the nature of information disclosures for potential service additions to the Amazon line of services. I am not making any assurances that the ideas have not at some point been formulated or considered by Amazon management, but rather the concept ideas I would be selling to Amazon in a consulting capacity are not known to be currently provided as part of Amazon family of services. Likewise, as the implementation of the would-be services will most certainly require adapted software and information systems to accommodate the offered services, I cannot provide

any information on the duration it would take to implement those IT revisions, the costs of those revisions, or provide estimates on the ultimate outcome on revenues if Amazon decided to proceed in implementing them. What I am able to assure is that there is the potential for eventual significant additional revenues to Amazon if the concepts were implemented as Amazon services.

As with any business venture, there is a potential for significant financial reward and a potential risk of failure on a return on investment. In exchange for the above-mentioned concepts, should Amazon decide to engage my consulting services, [REDACTED]. While I recognize that my requested compensation may be viewed as excessive in light of the less than fully disclosed details of the above-mentioned concepts, when one considers Amazon's existing annual revenues and potential additional revenues that might be generated if the would-be services were implemented and successful, I believe the requested compensation is more than fair in light of the totality of circumstances.

If Amazon would like to further discuss this consulting proposal, my contact information is below and email is my preferred method of initial contact. I look forward to the possibility of further discussing this matter and additionally formulating a mutually agreeable arrangement.

Sincerely,

Mr. Cameron Mostaghim
[REDACTED]

[REDACTED]