

Become a SOMA Verified Merchant!

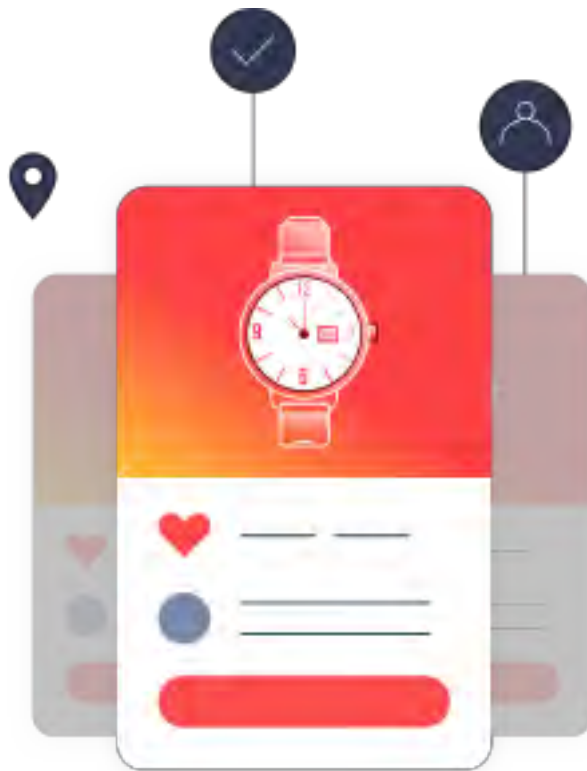
SOMA's model is designed to increase buyer "stickiness" with social interaction and gamification. Simply put, we are much more than a marketplace and we believe that our model will translate to higher purchase volume for merchants.

SOMA has a very enthusiastic community of supporters, and we believe we will grow quite rapidly. By being an early participant, brands can benefit from the growth in SOMA. As the saying has it, "a rising tide lifts all boats."

Additionally, the SOMA Interactive Item Card allows you to offer a digital record of your watch to every buyer. This is a value add that is not offered outside of SOMA.

Finally, our IIC allows you to collect valuable information about the lifecycle of your products.

[Apply](#)



Merchant FAQ

We believe SOMA will be a game-changer for small, high-quality watch brands. Read on to understand more about us and how you can apply for a merchant account.

What makes SOMA different from other watch marketplaces?

SOMA is a community architecture that combines three important dynamics. Like other marketplaces, SOMA facilitates transactions. We also facilitate a process of communication, discovery, and referral via a social element. And, finally, we assign a digital identity, our interactive item card, to every watch.

What is the benefit of a SOMA merchant account?

SOMA's model is designed to increase buyer "stickiness" with social interaction and gamification. Simply put, we are much more than a marketplace and we believe that our model will translate to higher purchase volume for merchants.

SOMA has a very enthusiastic community of supporters, and we believe we can grow quite rapidly. By being an early participant, you can benefit from the growth in SOMA. As the saying has it, a rising tide lifts all ships.

Additionally, the SOMA interactive item card allows you to offer a digital record of your watch to every buyer. This is a value add that you cannot offer outside of SOMA.

Finally, our IIC allows you to collect valuable information about the lifecycle of your watches.

As a SOMA merchant, will I sell on my own website?

SOMA merchants will sell on the SOMA marketplace. Each merchant will create their own store on the SOMA platform, but branded with the merchant's own logo etc. Your storefront will have a "merchant profile" link where you can have a brand description and link to your own website for reference.

SOMA wants to bring your watches into our social architecture so that they can benefit from the sharing and community interaction facilitated by the interactive item card (see below). We believe that our community marketplace model will facilitate more sales and more customer engagement; this is the reason we have you sell on SOMA.

How many item listings should I create on SOMA?

We hope to facilitate so many sales for you that you want to put all of your watches on SOMA. To begin, you can start with as many as you like. We recommend at least 1 or 2 of each model. You can monitor your sales via your SOMA retail management system (RMS) and add more items as you wish, and depending on the rate at which they sell.

What is SOMA's interactive item card?

The SOMA interactive item card, or IIC, is a revolutionary technology that takes the concept of an ecommerce "item listing" and supercharges it to do so much more. The SOMA Interactive Item Card is all of the following:

- an avatar for the watch— its digital identity
- an entity one can interact with online (likes, shares, comments) and which retains the history of its social interactions (likes, shares, comments become part of the 'historical record' — see below)
- a 'title' of ownership showing who currently owns & controls the watch
- a historical record, organized chronologically, showing from whence the watch originated and what's happened to it along the way, including its social history of interacting with the SOMA community
- a library of information: certificates, photos, videos, etc. are stored in the IIC and become the 'property' of the owner, substantiating and enriching the historical record



"If you're into watches in any capacity, you'll want to be on SOMA. These guys are doing something truly groundbreaking."

*—Alexandre Besson, Founder
MINT EVOLUTIVE*

How does SOMA ensure that items are authentic?

At present, SOMA makes no guarantee of authenticity for items sold on our marketplace. However, we do work with trusted merchants who have no incentive to counterfeit their own product. Users can safely assume that the brands with whom SOMA has an official relationship sell legitimate and authentic editions of their own watches.

How does SOMA decide which merchants to allow on board?

We look at a variety of factors such as reputation in the watch community. We will also employ a rating system within the SOMA app so that poor customer service and other issues can be penalized by the community. In the case of proven deception, SOMA reserves the right to ban merchants (or individuals) from our platform.

Does SOMA hold my inventory and ship it?

No, we're just a technology platform. You hold your inventory and you ship directly to the buyer. In the future, we will explore the integration of logistics solutions.

What about shipping costs?

For the present, we encourage merchants to offer "free shipping" and have a flat shipping fee pre-built into the price of the watch. In the near future we will implement a better solution that allows location-specific shipping costs.

Does SOMA provide a warranty for watches or other items sold?

SOMA is not a seller and does not offer a warranty on anything sold on our marketplace. Every merchant is responsible to clarify its own warranty policy, and every buyer is responsible to understand the warranty of the merchants from which they purchase.

Does SOMA have a refund policy?

Similar to our stance on warranty, SOMA offers no refund policy, though individual merchants might. It is the responsibility of the buyer to understand the refund policy of a merchant before purchasing.

What does it cost to have a SOMA merchant account?

SOMA merchant accounts will roll out in three chronological phases. In the first phase, early merchants have a free account for life. In the second phase, merchants have a free account that converts to paid after a specified time. In the third phase, merchants pay a subscription fee to participate in the SOMA marketplace. Subscription fees will adjust based on metrics of userbase size, user engagement, revenue flow, and other key factors.

What is SOMA's revenue model?

As we achieve sustainable growth and a thriving community, SOMA will introduce a variety of monetization channels, including but not limited to:

- Paid placements by SOMA merchants in prime locations on the marketplace
- Additional features and upgrades that will be paid
- The introduction of subscription fees to new merchants (see "What does it cost to have a SOMA merchant account?" above)
- The introduction of additional niche applications built on the marketplace and providing specific types of functionality to service providers, retailers, and other players in the watch economy

Do we pay anything to SOMA when we make a sale?

SOMA does not make a profit on transactions. We do take a small fee from each transaction to cover our own costs related to payment gateways.

How does SOMA handle sales tax/VAT/GST?

Taxes, including VAT, are the responsibility of the seller. SOMA will introduce automatic calculation of VAT based on the buyer's country-of-residence, but the burden rests on the merchant for compliance with the tax codes of every jurisdiction in which they do business.

How does SOMA handle customs?

It is the responsibility of the buyer to comply with customs regulations in their respective jurisdiction.



Apply for merchant account

*Company Name

*What is your role in the Watch Industry?

*First Name

*Last Name

*Email

USA (+1)



*Mobile

*Proposal

Apply

SOMA B2B Marketing Campaign

SOMA's social marketplace provides an commerce platform for merchant and brand distribution, including access to the SOMA community of customers, and the ability to harness an innovative reselling feature to build a zero-overhead B2B marketing.

Problem: Recruiting merchants and brands to participate within the SOMA marketplace via an ecommerce platform to offer limited edition luxury brand watches.

Solution: Reaching out to the global watch community through social media in order to gain trust and merchant/brand contacts.

Results: Over 100 merchants have applied for accounts pre-launch.

Methodology: Merchant FAQ information with immediate access to applications. Organic social media channels.

