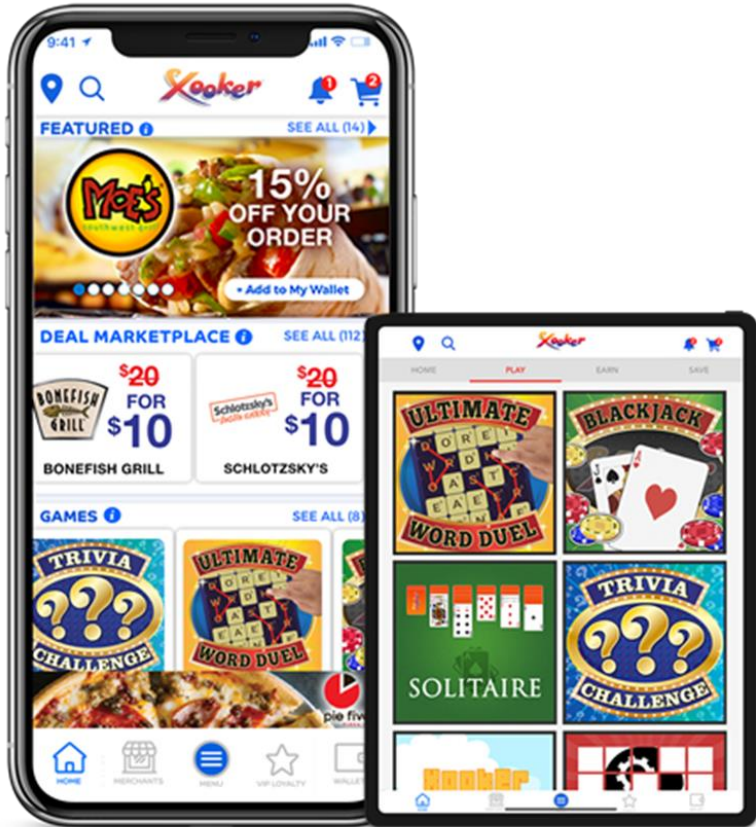


Xooker[®]



Company Definition



**Mobile-First commerce platform
for Local Restaurants and Businesses
To **Attract, Acquire, Engage** and **Reward**
Consumers via their mobile devices**

Company Attributes

- **Ability to Scale Quickly into new markets**
- **Generate revenue 1st month market is open**
- **New Markets (cities) become cash flow positive in <6 months**
- **No market is too big or too small**
- **We provide technology to the small businesses to compete with their national chain competition**

Solutions for Small Merchants

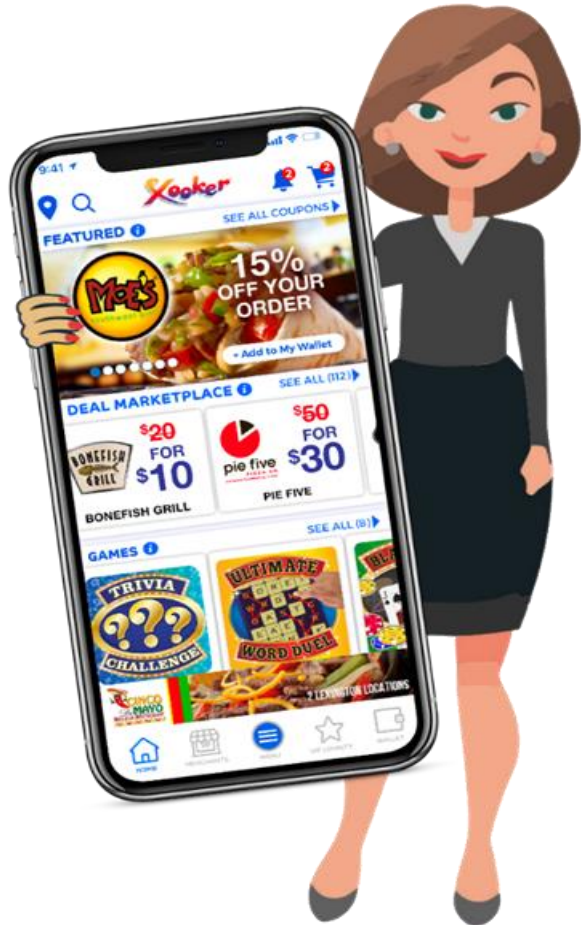
- **Affordable – plans starting at \$249 per month**
- **Analytics show ROI in real-time**
- **We manage everything for the business owner – No SaaS**
- **One platform with multiple services to generate revenue for our merchants**

B-2-C



B-2-B

Consumers



Our Services

- Mobile Loyalty Program (Digital loyalty card)
- Deal Marketplace (Groupon-esque)
- Booster Club/Dine to Donate
- Multiple ways to advertise Deals and Coupons (geo-targeted)
- Text message marketing to consumers via AI
- Push Notifications via AI
- Featured Coupons/Ads (geo-targeted)
- Automated Check-in's
- In-Store Ad Delivery
- Branded Mobile Games
- Mobile Social Sharing
- Video Check-In
- Mobile Social Media Sharing
- Local Merchant Directory
- In-Game Ads
- Banner Ads
- Website Design & Development
- SEO & SEM
- On-Line Ordering for Restaurant's Websites

Local Businesses



Market Opportunity

\$28.3 Billion in U.S. Mobile Advertising - *Bottom Up*

- Growing at 20% - 25% CAGR¹
- 5.72 Million Retail Merchants and Restaurants in US²
- **Less than 6% of SMB's currently use mobile in their ad strategy³**

Small Business is Mobile's largest market opportunity

1. Smaato "Global Trends in Mobile Advertising"
2. Bureau of Labor Statistics – 8vc research
3. Statista – SMB's in the U.S. spending by target market

Competition

Loyalty & Rewards:



Coupon – Deals:



Check-In Deals:



Fundraising:



Daily Discount Deals:



Local Merchant Directory:



Sustainable Competitive Advantage

- **We Own the Data**

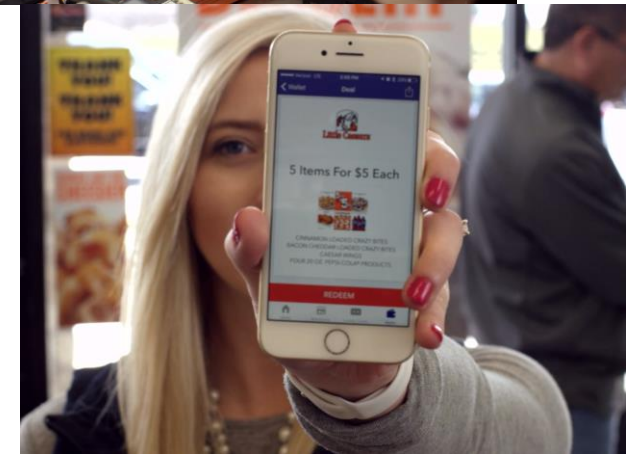
- Ability to collect never-before-available data on small businesses and their consumers
- Collect consumers' individual demographics and purchasing habits
- Deliver super-targeted advertising via mobile - based on collected data

- **Intellectual Property**

- Video Check-in, Charity Fundraising Platform, Proprietary analytics and Ad delivery algorithms
- Sales Portal
- Games

Recurring Revenue Model

- **Subscription model – Annual Agreements**
\$249 - \$989 per month per local business
- **On-Line Ordering Platform for Restaurant's Websites**
Per transaction fee of \$1.65 average paid to Xooker
- **Deal Marketplace Revenue**
25% - 35% revenue of every daily deal sold
- **A la carte Revenue - advertising and sponsorships**
\$60 - \$675 per month per local business
Featured deal ads geo-targeted In-Game advertising
Banner ads Social / Digital advertising



Recurring Revenue Model

- Projected Lifetime Value of \$17,050 per merchant
- Annual subscription of packaged services paid monthly
- On-Line ordering platform for Restaurant's Websites – Per Transaction Fee
- Daily Deals – “Groupon like” but with better margins for merchants
- 48.2% Profit Margin model
- Customer (merchant) Acquisition Cost is < \$600
- User (consumer download) Acquisition Cost is < \$1.00

Go To Market Strategy

No Direct Sales Representatives

– All sales gained via Xooker Independent Contractors & Independent Sales Organizations (ISO's)

No salaries – Only Commission and Residual Commissions

- **Sales Generation:**

- **ISO** Current Customer Base – **Merchant Services Companies**
- **ISO** Prospective list of Local Businesses
- **Sysco** Foodservice Customer Leads
- Groupon Customer List in each market as well as traditional coupon services businesses targeted

Traction - We're Growing Fast!

Generating Revenue

2022 - \$646,932 ARR



Current Markets:

- Lexington, KY
- Louisville, KY
- Cincinnati, OH
- Cleveland, OH
- Dayton, OH
- Pittsburgh, PA
- Nashville, TN

New Markets in 2024:

- Orlando, FL
- Lakeland, FL
- Tampa, FL
- Jacksonville, FL
- Miami, FL
- Clearwater, FL
- Indianapolis, IN
- Charlotte, NC
- Raleigh, NC
- Columbus, OH
- Naples, FL
- Fort Myers, FL
- Sarasota, FL
- Gainesville, FL
- Ocala, FL
- Daytona, FL

Team



Conrad R Carney II - CEO

- Developed several mobile intellectual properties
- Founder/CEO of International mobile marketing software company
- Former CEO of \$200 Million financial services company



Dale Williams - CFO

- Principal – DEW Investments
- EVP and CFO – Tempur Sealy International – Led IPO – Managed Sealy acquisition
- CFO Control Products - Honeywell



Kevin Lamping – SVP – Director of Operations

- 32 years of operation management experience with 3 Fortune 500 companies
- Managed more than 2,000 employees & \$650M in annual revenue
- Board member of national mobile software company



Steve Anderson – CTO

- Extensive experience consulting and project management on full life cycle of project deliveries
- Technical Lead at Humana for largest SQL Server based database in the company
- 20+ year experience in software engineering



Artem Shynkarenko – CIO

- Senior Department Manager at ABTO Software overseeing project management
- Senior Developer at InterLogic
- 15+ year experience in overseeing development teams and system architecture



Greg Zander – SVP - Director of Marketing & Sales

- Former EVP Sales & Marketing for CMSText – managing independent sales teams in U.S. and Canada
- Area B2B Manager Sprint Wireless
- National Sales Trainer for Verizon Wireless

Board of Directors



Conrad R Carney II

- Developed several mobile intellectual properties
- Founder/CEO of International mobile marketing software company
- Former CEO of \$200 Million financial services company



Brad Paskewitz

- Managing Director – Paskewitz Asset Management - \$250MM in assets
- Developed quantitative strategies for Wall Street hedge fund firms
- Rocket Engineer – General Electric
- Led artificial heart project for medical device company



Jonathan Emery

- Former Principal – Bressler, Amery, Ross – Wall Street Law Firm
- SVP – General Counsel – Network Solutions, Inc. – Led sale to Verisign for \$21 Billion
- Chief corporate & securities lawyer for Tampax Incorporated – Led sale to Procter & Gamble



Dale Williams

- Principal – DEW Investments
- EVP and CFO – Tempur Sealy International – Led IPO – Managed Sealy acquisition
- CFO Control Products - Honeywell



Joshua Tretakoff

- Silicon Valley veteran of using technology to improve customer relationships, rewards & loyalty
- Advisor and/or Director to Loyalty Lab, JustAnswer, Shop.com, Spendgo, Group Commerce, e-centives, The Sharper Image
- Successful exits with Impulse! Buy Network and Loyalty Lab, and worked with over 1,000 brands

Advisory Board



William Van Epps

- Former Executive Chairman of the Board at Mobivity Holdings, Corp.
- Former President of Papa John's International
- 48 years of national and international C-suite experience in casual and quick-serve restaurant chains



Stephanie Jacobs

- Experienced Executive of content technology within media and digital platforms
- Former SONY Electronics Vice President – Broadband Strategy & Alliances
- Former CBS News Executive



Michael O. McCarthy

- Chief Legal Officer and Head of Corporate Development at QuantumScape Corporation
- Experienced Legal counsel and advisor for several technology companies
- Former Chief Administrative Officer at Infinera Corporation



Joseph Gellert

- President of World's Best Cheeses – a premier cheese importer and national distributor based in NYC
- Wall Street Food Stock Analyst
- 47 years as a national and international food industry executive

Financial Projections

PROJECTED FINANCIALS (ARR)			
	<i>2023</i>	<i>2024</i>	<i>2025</i>
REVENUE	\$1.482M	\$5.62M	\$18.14M
COSTS	\$1.380M	\$3.38M	\$10.72M
EBITDA	\$0.102M	\$2.24M	\$7.42M
MERCHANT LOCATIONS	441	1,102	3,367
CONSUMER SUBSCRIBERS	173,286	547,186	1,352,338
NUMBER OF MARKETS	7	23	54

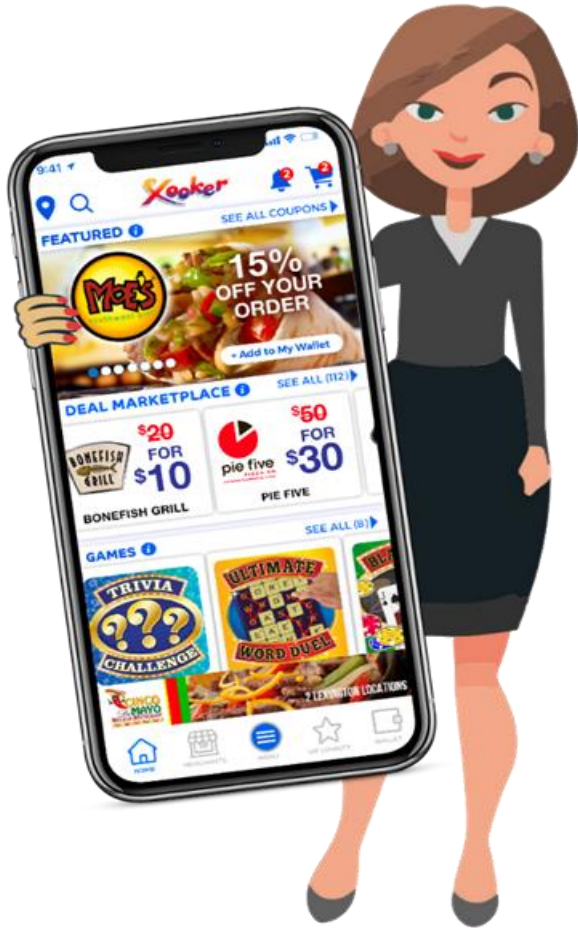


Seed A1 Funding Round

- **Equity – Preferred Shares - \$20K minimum investment**
- **Offering Size: \$750,000**
- **Pre-Money Valuation: \$5,125,000**
- **Net Price: \$1.14 per share**

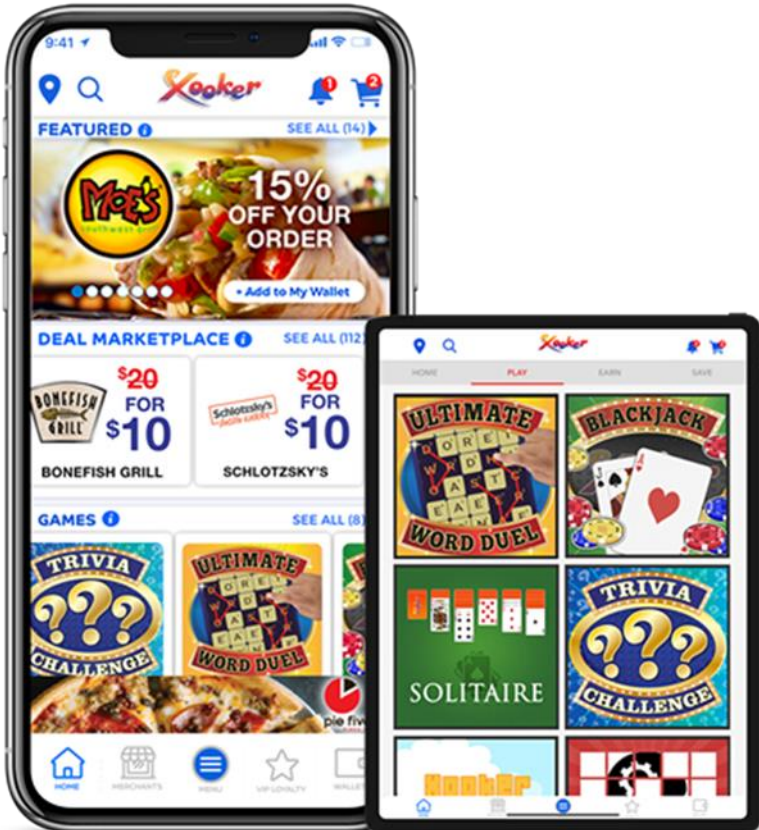


Xooker The Competitive Advantage



Xooker does more than all the others **COMBINED!**

Additional Information



Conrad R Carney II - CEO
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859-523-9032 ext. 151

