



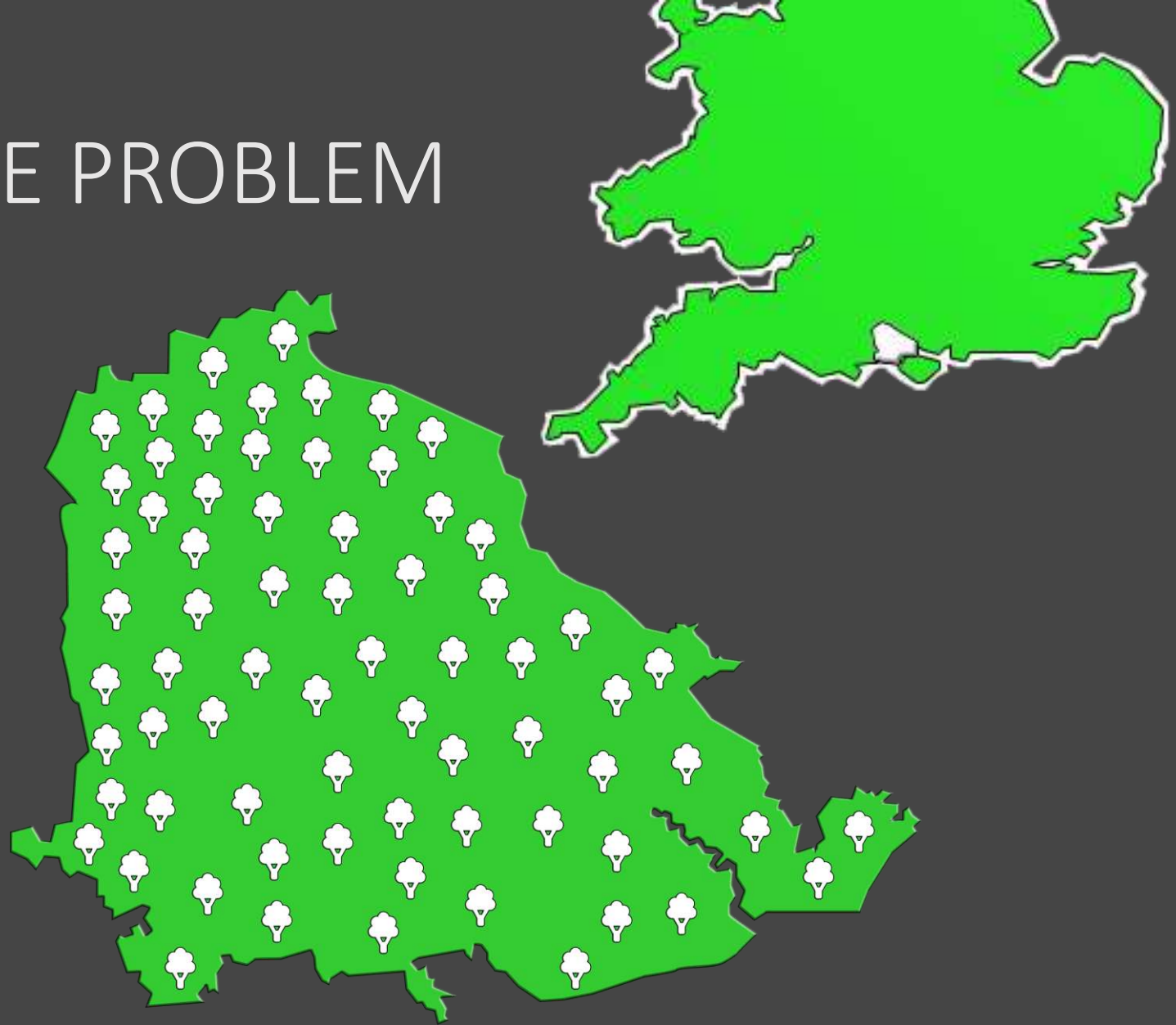
GO CARD



THE PROBLEM

PROBLEMS

- 10 BILLION BUSINESS CARDS PRINTED IN THE US ALONE LAST YEAR
- PEOPLE CHANGE ROLES, INFORMATION CHANGES
- DIGITISING EXISTING BUSINESS CARDS IS TIME INTENSIVE



1 TREE EQUIVALENT TO 10000 TREES

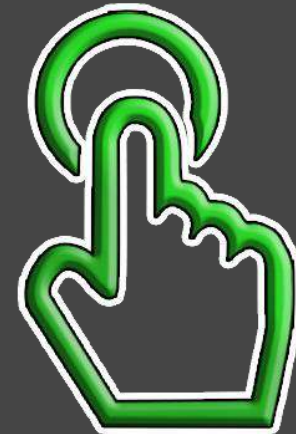
WHAT PEOPLE WANT



**PORTABLE CONTACT
BASE**

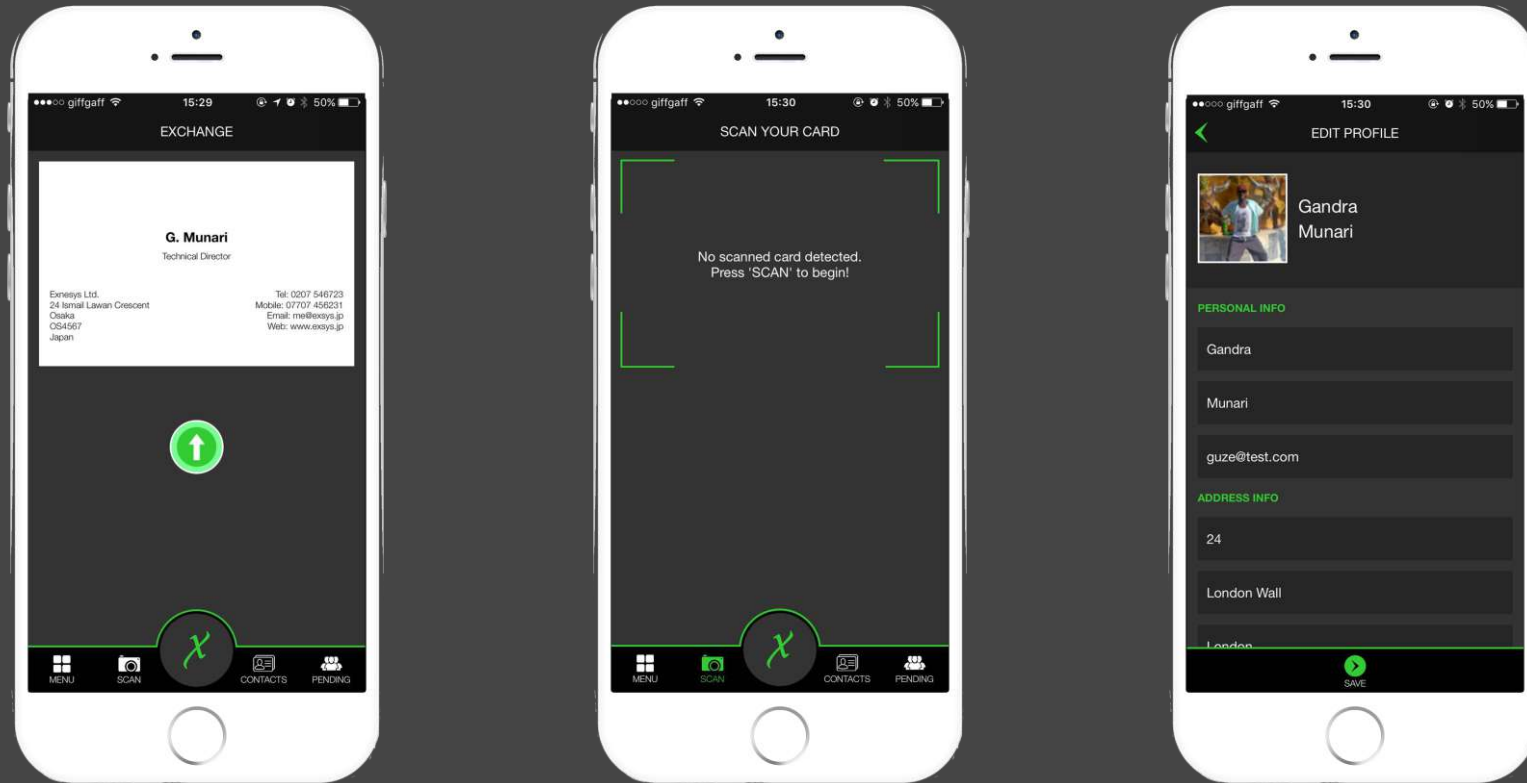


**UP TO DATE
INFORMATION**



**SIMPLE TO USE
APPLICATIONS**

OUR SOLUTION



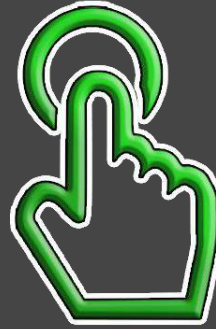
OUR
SOLUTION

EVEN LARGE CORPORATIONS ARE WAKING UP TO THE FACT THAT TECHNOLOGY IS KEY TO SUCCESS. IT'S TIME TO BRING BUSINESS CARDS INTO THE 21ST CENTURY.

VALUE PROPOSITION



**PORTABLE
CONTACT BASE**



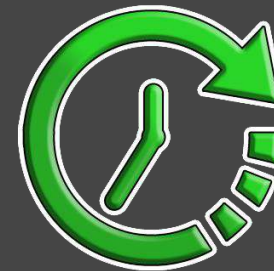
**EASY TO USE
APPLICATIONS**



**UP TO DATE
CONTACT BASE**

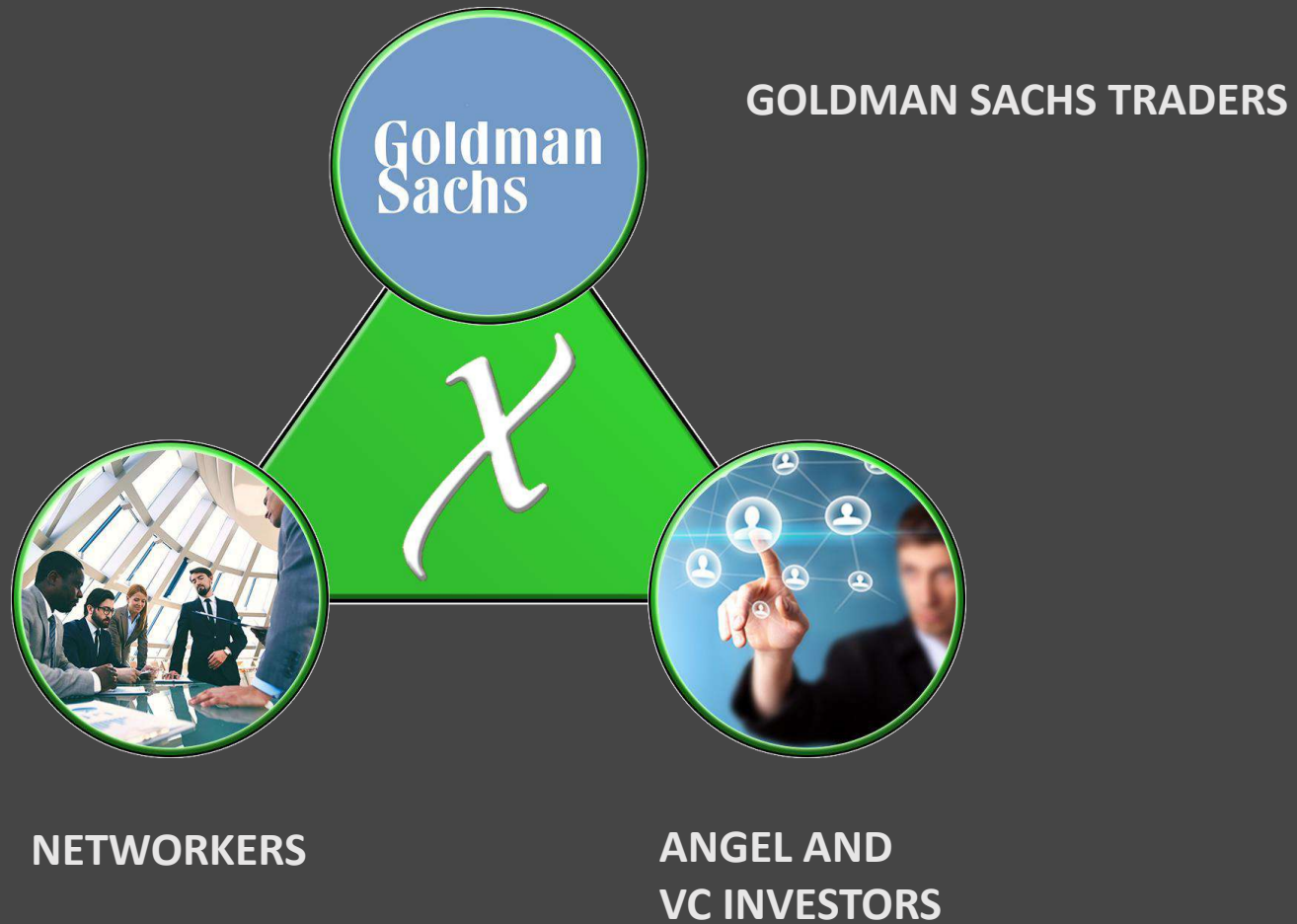


**SAVE MONEY,
UNLIMITED
FREE CARDS**

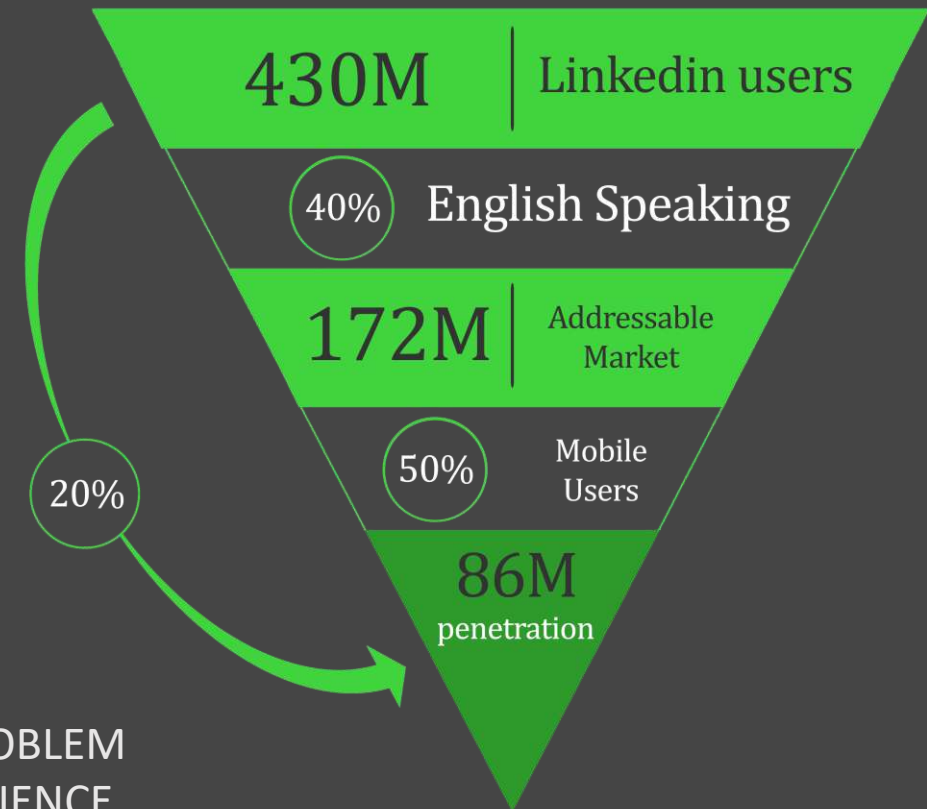


**SAVE TIME, NO
NEED TO MANUALLY
INPUT CARDS**

MARKET RESEARCH



MARKET SIZE



OUR MARKET

WHILE TARGETING THE SAME AUDIENCE AS LINKEDIN, GOCARDX IS SOLVING A REAL PROBLEM AND WILL PROVIDE A GREATER USER EXPERIENCE

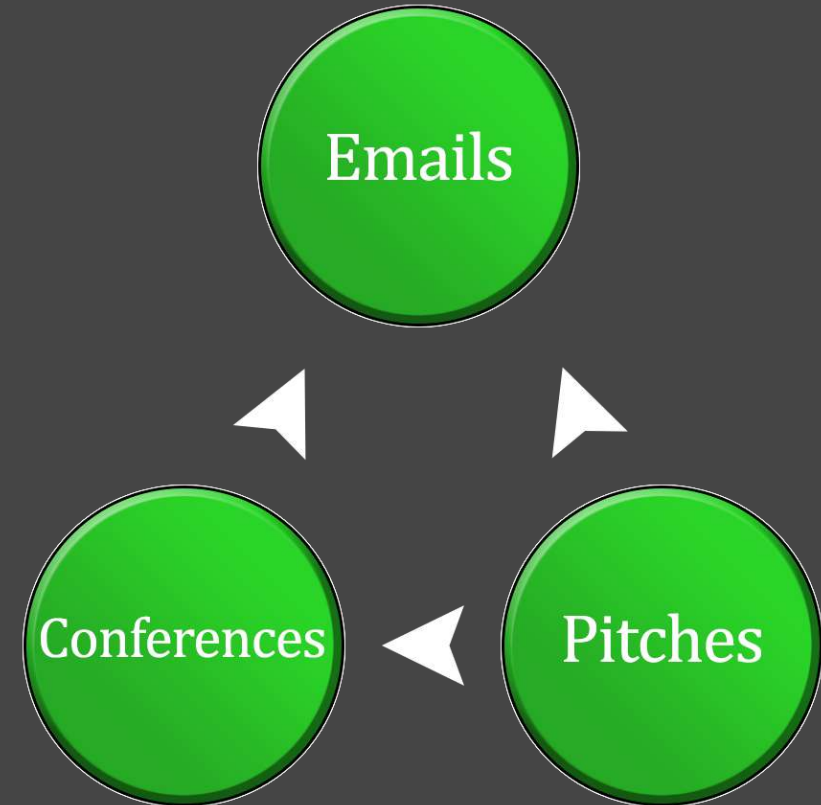
MARKETING

SHORT TERM

- Pitch to business'
- Emailing current contacts

LONG TERM

- Conference events
- Email marketing (when someone scans a card)



MONETISATION

SHORT TERM

- Just to brake even
- Freemium: charge £2.99 per month for unlimited scans (and another couple of features)

LONG TERM

- Advertising (E.g sponsored posting like FB)
- Freemium

2016



PREMIUM

2017



PREMIUM



BRANDING



TARGETED
ADVERTISING

OUR VISION

TEAM

TECHNOLOGY

GROWTH

2016

2017

- RELEASE FIRST FULL VERSION OF GOCARDX
- MARKET APPLICATION TO EXISTING CONTACTS
- ITERATE BASED ON EARLY FEEDBACK

- START TARGETING NETWORKING EVENT ORGANISERS
- ADD SUPPORT FOR 10 LANGUAGES (INCLUDING FRENCH, SPANISH AND MANDARIN)
- RAISE 1ST ROUND OF FUNDING

SPENDING

- 1200 – To build the web-app
- 2400 – Customer acquisition
- 1400 – Service costs for servers and scans



£1400

£2400

£1200

GOCARDX TEAM



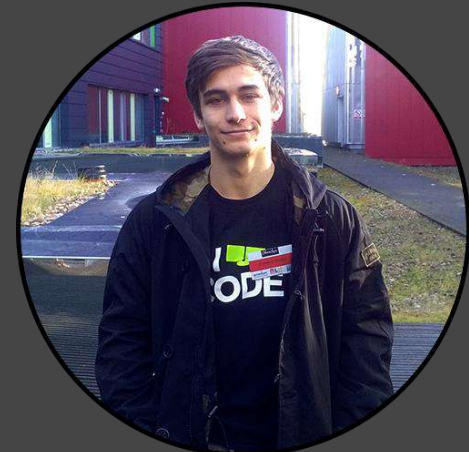
ASHER FISCHBAUM
CEO



FISAYO ADELEKE
CTO



BRIAN FORMENTO
CCO



ANDREA D'OLIMPIO
CHIEF MOBILE

MENTORS AND ADVISORS



GENE MYER: MENTOR
FOUNDER CERTIVOX



ARUN ROW: MENTOR
FOUNDER SURGE GROUP



FIONA DAMIANO: ADVISOR
FOUNDER FD3D VISUAL



SIMON BARRY: MENTOR
FOUNDING PARTNER KIPLING
AND KIRBY VENTURES



ALEXANDER FISCHBAUM: ADVISOR
FOUNDER AF ADVISORY



BRING BUSINESS CARDS INTO THE 21ST CENTURY.