



GO CARD

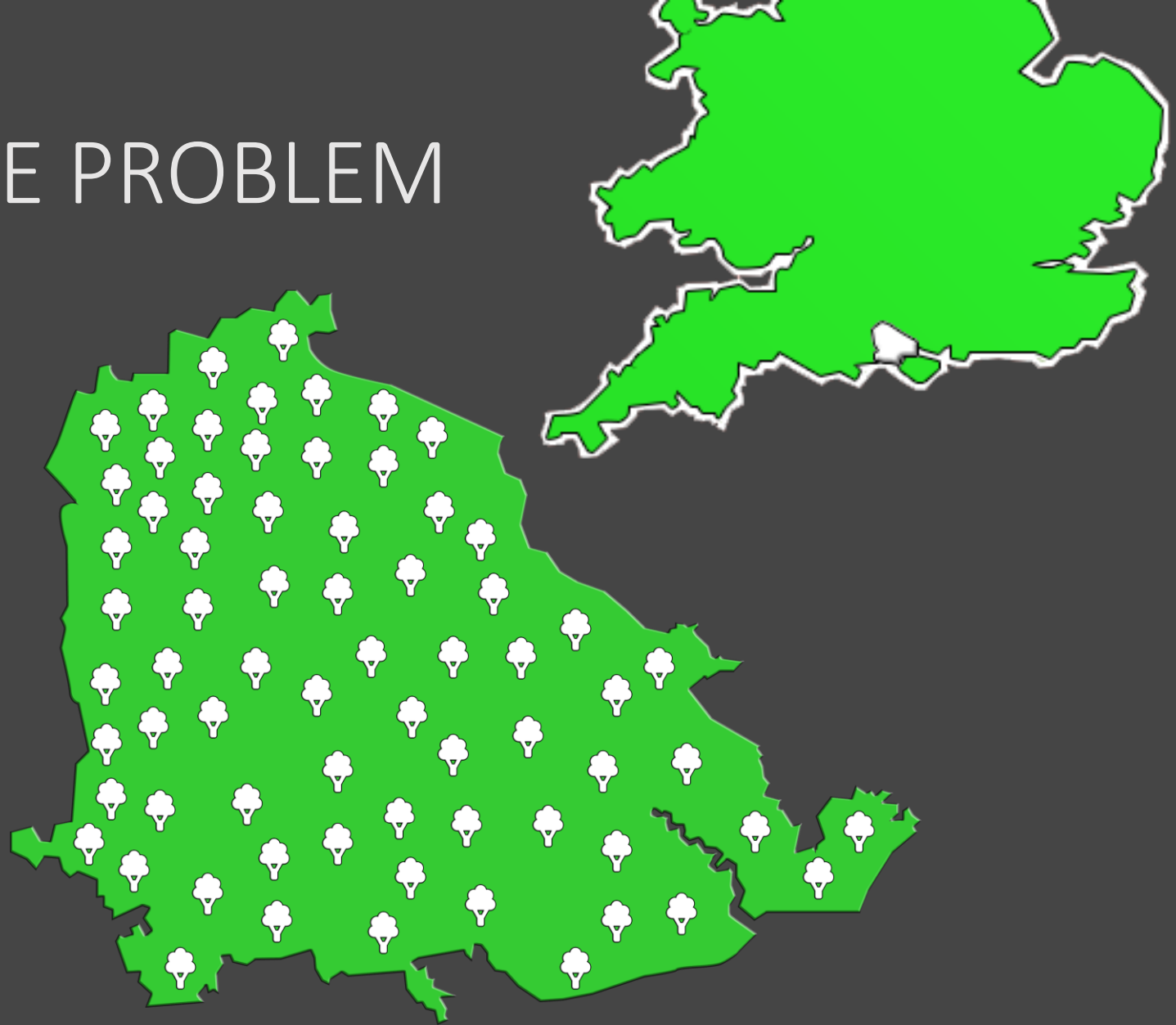




# THE PROBLEM

## 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

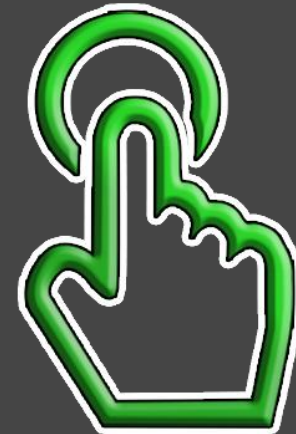
# WHAT PEOPLE WANT



**PORTABLE CONTACT  
BASE**

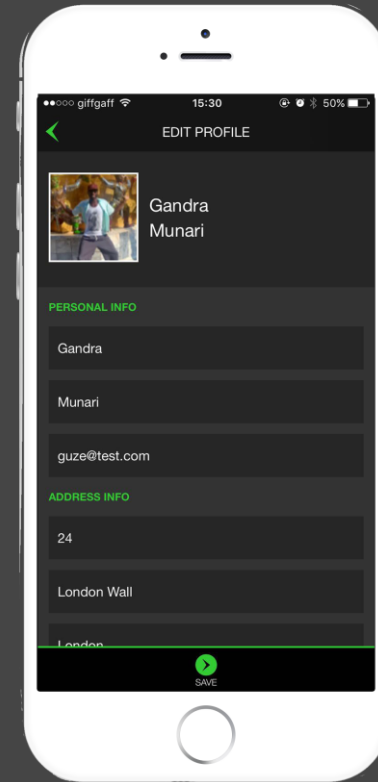
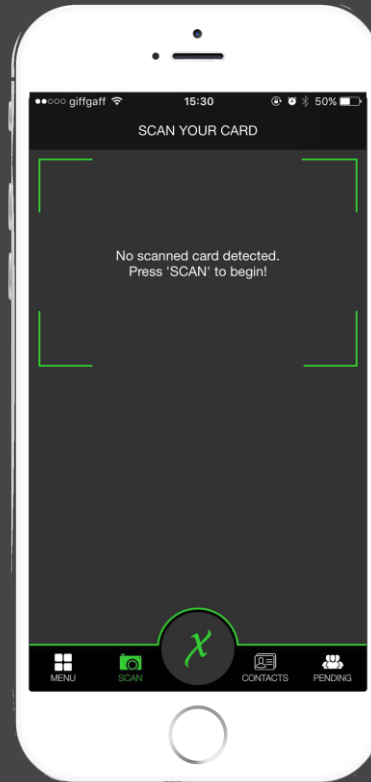
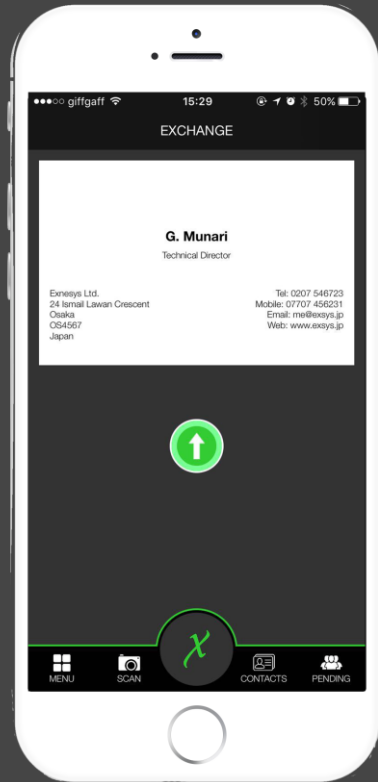


**UP TO DATE  
INFORMATION**



**SIMPLE TO USE  
APPLICATIONS**

# OUR SOLUTION



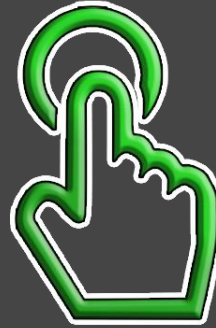
OUR  
SOLUTION

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

# VALUE PROPOSITION



**PORTABLE  
CONTACT BASE**



**EASY TO USE  
APPLICATIONS**



**UP TO DATE  
CONTACT BASE**

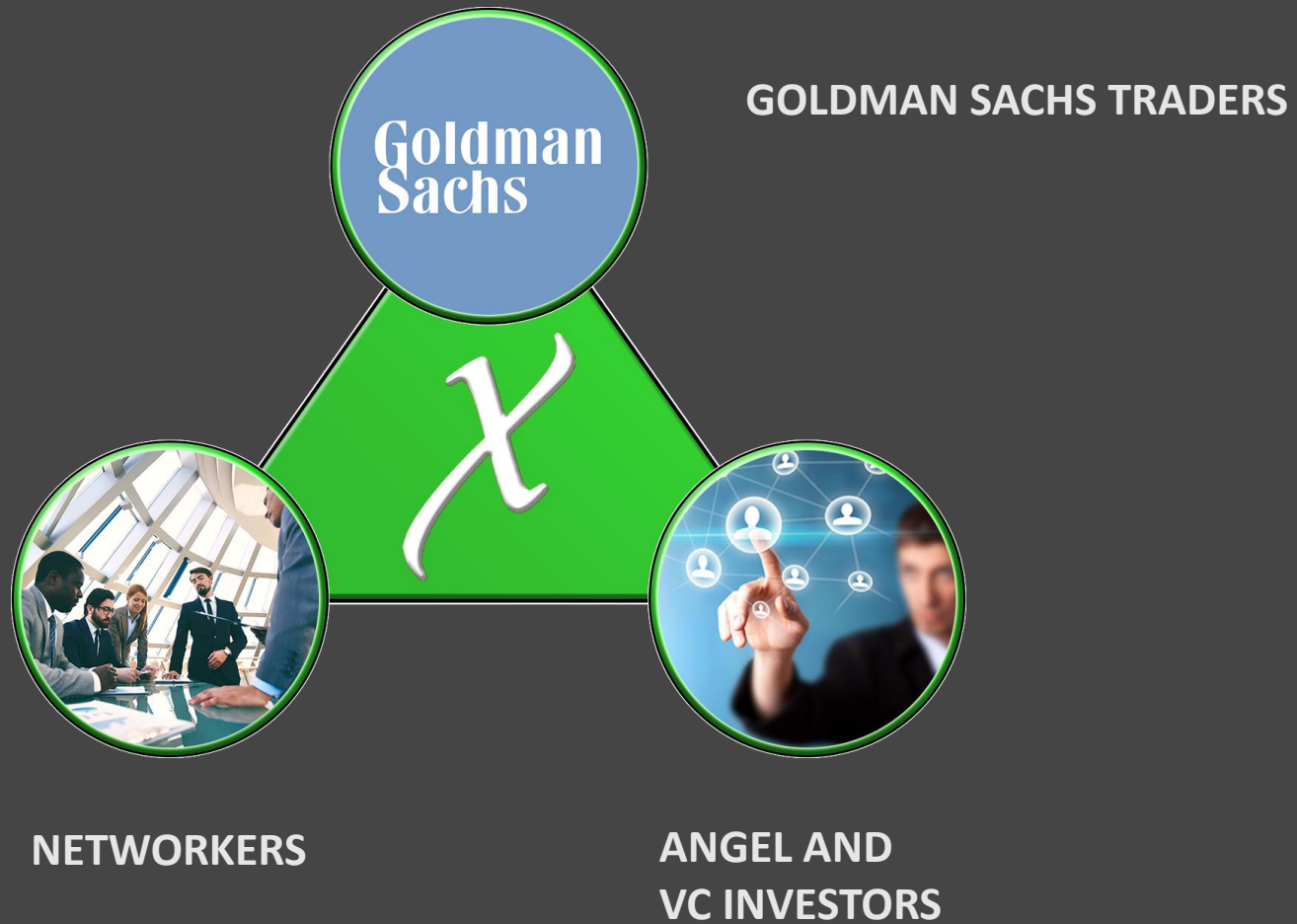


**SAVE MONEY,  
UNLIMITED  
FREE CARDS**

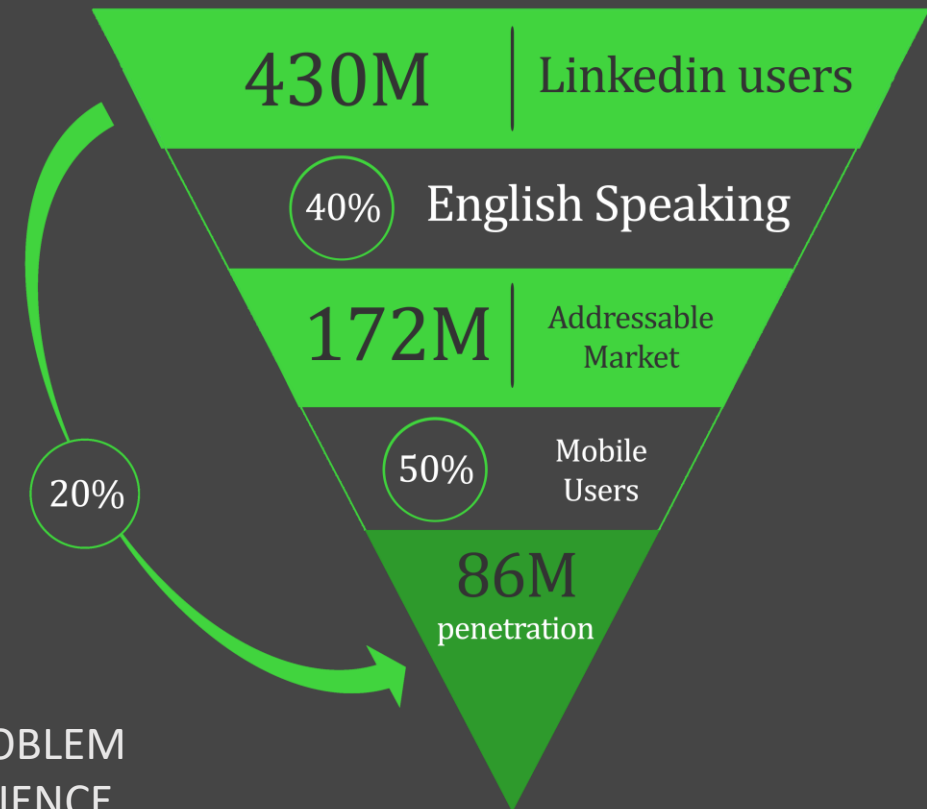


**SAVE TIME, NO  
NEED TO MANUALLY  
INPUT CARDS**

# 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

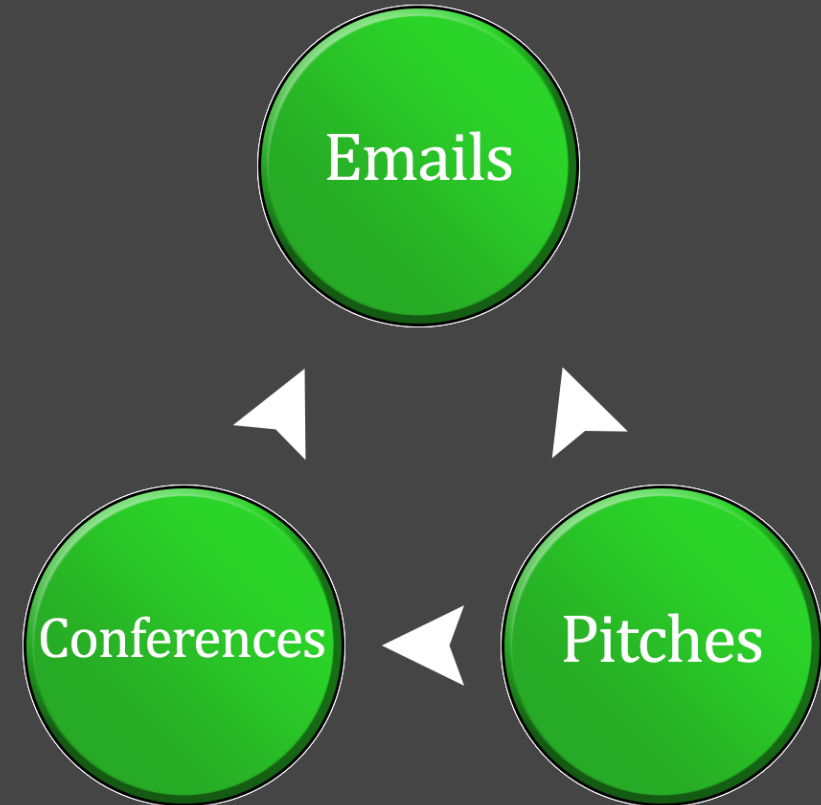
# MARKETING

## 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 21<sup>ST</sup> CENTURY.