

# Boosterville™

Sell Local. Buy Local. Boost Local.

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Buy For Good™ – Boosterville is Upromise for social impact purchasing.

## Financial Information

- Company Stage: Finished Prototype
- Previous Capital: \$141,000
- Monthly Net Burn: \$5,000
- 18-month runway
- Capital Seeking: \$1,000,000

## Founder Team

- CEO: Pam Cooper, 20 years SMB owner, Washington Township Schools Foundation board member.
- CTO: Tom Cooper, inventor 6 issued and 32 pending patents; founding CTO of hc1.com, ChaCha, and Bostech Corp.
- EVP Biz Dev: Dave Jarrett, President of the Florida Restaurant Association; F+B Administrator at Disney (23 years)
- Dir. Marketing: Hank Dragoo, Founder Dragoo Creations (30 years)
- EVP Nonprofit Acquisition: Ginny Hacker, former state president of Indiana Assoc of Public Education Foundations

## Advisors

- Lawyer: Emily Brackstone - Baker, Donelson, Bearman, Caldwell & Berkowitz, PC
- Accountant: Kathy Kinder, CFO Healthx
- Web Technology: Aric Harris, TikiKitchen Design

## Summary

Boosterville – Buy For Good™ -- leveraging the buying power of nonprofits to fundraise via everyday purchases, with frictionless payment flow.

We've created a marketplace that a) raises needed funds for nonprofits from intentional percentage of purchases from participating physical merchants, b) creates new and repeat traffic for participating merchants, and c) provides patent-pending multi-channel communications loop between supporters, nonprofits and merchants.

## Problem

\$2 billion is raised for schools via \$5 billion in product catalogue sales each year from purchases of overpriced trinkets, cookie dough, and wrapping paper. None of these purchases benefit the local economy.

## Solution

Merchants use our card reader hardware and processor to reduce their credit card processing fees to flat 1.38% for debit, 2.40% for credit, and create a standing offer of a minimum 5% donation to the Boosterville fundraising platform. Consumers associate their existing credit and debit cards with their Boosterville account, then buy from Boosterville merchants offering a donation to the user's charity with each purchase. We provide data and omnichannel communications collateral to our merchants and nonprofits to promote the sales and fundraising cycle within their community.

## Target Market

Consumers buy \$5B/yr of fundraising items from school groups. The total available market is all supporters of every nonprofit in the US, but our initial target segment focus is on school fundraising organizations. There are over 135,000 schools in the US with PTA/PTOs. Additional school targets include alumni, sports, marching band, and other performing arts booster organizations. Secondary markets are faith-based organizations and other nonprofits.

## Competitors

Four main competitors: CommunitiesForCause.com, ShopWithScrip.com (Great Lake Scrip Center), eScrip.com, and the status quo brochure sales with the 600 members of the Association of Fund Raising Suppliers and Distributors (AFRDS)

## Competitive Advantage

Boosterville's payment platform combines brand loyalty with fundraising via in-person purchases. There are many on-line fundraising with purchase platforms, but no aggregators for physical merchants. We currently facilitate EMV, mag strip and NFC payments; ApplePay coming 1Q16.

## Marketing Strategy

We are leveraging our relationship with the National PTA; faith-based organizations and other nonprofits are secondary additive markets.

## Revenue Model

Revenue streams include: 1) 1% of nonprofit settlement; 2) \$30/mo subscription fee per merchant; 3) \$50 per \$10,000 card transactions processed per merchant per month; and 4) Sponsored/premium posts on the platform.