

Boosterville®





\$1.4B Raised
\$3.5B Sales

\$0 Local Sales

90% Want To Help







The Solution

- App-enabled payment – The Card For Good™
- Consumer enrolls their existing card/s
- Reduces merchant processing fees
- Raises money for consumer's school/org
- Patent-pending omni-channel communications platform
- Secure; Compatible with NFC, EMV, ApplePay

Benefits

- Works with merchant's existing POS
- Campaigns targeted to specific or all orgs
- No selling junk, just use The Card For Good™
- Mobile App and Supporter Portal
- Purchases strengthen local economy
- Detailed reporting for ROI analysis

Competition

						
Fundraising primary business	✗			✗	✗	✗
Year-long passive fundraising		✗	✗	✗	✗	✗
Sales benefit local businesses					✗	✗
No pre-purchase required		✗	✗			✗
Merchant Reports per Nonprofit						✗
Mobile and Web Portals						✗
Passive/Direct Donations						✗
Multi-Channel Communications						✗

Go-to-Market Strategy



Business Model

- 1% of Nonprofit Settlements
- \$30/month Merchant Subscription Fee
- Monthly Payment Processor Revenue Share on all the merchant's card transactions (\$50/month/merchant per \$10K processed)
- Premium Merchant Marketing Services

Projections

	2016	2017	2018	2019
Communities	62	206	350	494
Nonprofits	310	1,030	1,750	2,470
Merchants	620	2,060	3,500	4,940
Revenues	\$220,320	\$1,448,280	\$2,877,120	\$4,801,680
Expenses	\$620,000	\$800,000	\$900,000	\$1,000,000
Net	\$399,680	\$648,280	\$1,977,120	\$3,801,680

Pam Cooper – CEO

- Founder & CEO, FIBERxperts -- 22 Years (sold 2012)
- Past President, Fiber-Seal International Owner's Association
- Board Member, Washington Township Schools Foundation



Tom Cooper – CTO

- Over 30 Years Software Engineering Experience
- Inventor on 5 Patents and 32 Provisional Patents
- Founding CTO hc1.com, ChaCha, Bostech Corporation, GTT



Dave Jarrett – EVP Business Dev.

- 30+ years working with Food & Lodging industry in Florida
- Over 23 years Convention/Food & Beverage management at Disney World



Kathy Kinder – CFO

- CFO HealthX
- Former CFO of Consona
- Former CFO of Made2Manage



Progress

- Second Office Action of Utility Patent
- App Published on Apple Store and Google Play
- Revenue from mobile payment platform
- Successful POC Campaign in marketplace
- Partnership with Verizon for discount data connections and hardware
- PCI security review completed 4Q15

Boosterville®

Sell Local. Buy Local. Boost Local.®

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