

**Disrupting The
Digital Coupon Industry**



SUMOPROMO®
Promotions on the go

SUMO**PROMO**

FIND PROMOTIONS ON THE GO



SUMOPROMO®
Promotions on the go

Merchants

Small & Medium



- Difficult to turn excess inventory into cash
- Expensive and inefficient to run promotions, especially short-running ones
- Hard to get immediate results with traditional marketing campaigns



Users

Millennials & iGen



- Overwhelmed with irrelevant deals
- Limited access to SMBs' promotions

THE PROBLEM

SOLUTION



A powerful
real-time,
location-based,
on demand
promotion platform

SOLUTION



Merchants

Create & Publish deals

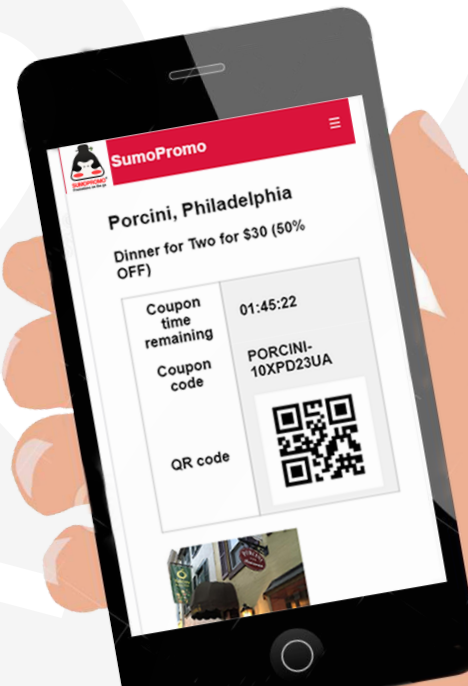
- Anytime
- Anywhere
- Any size
- Any duration



Mobile Users

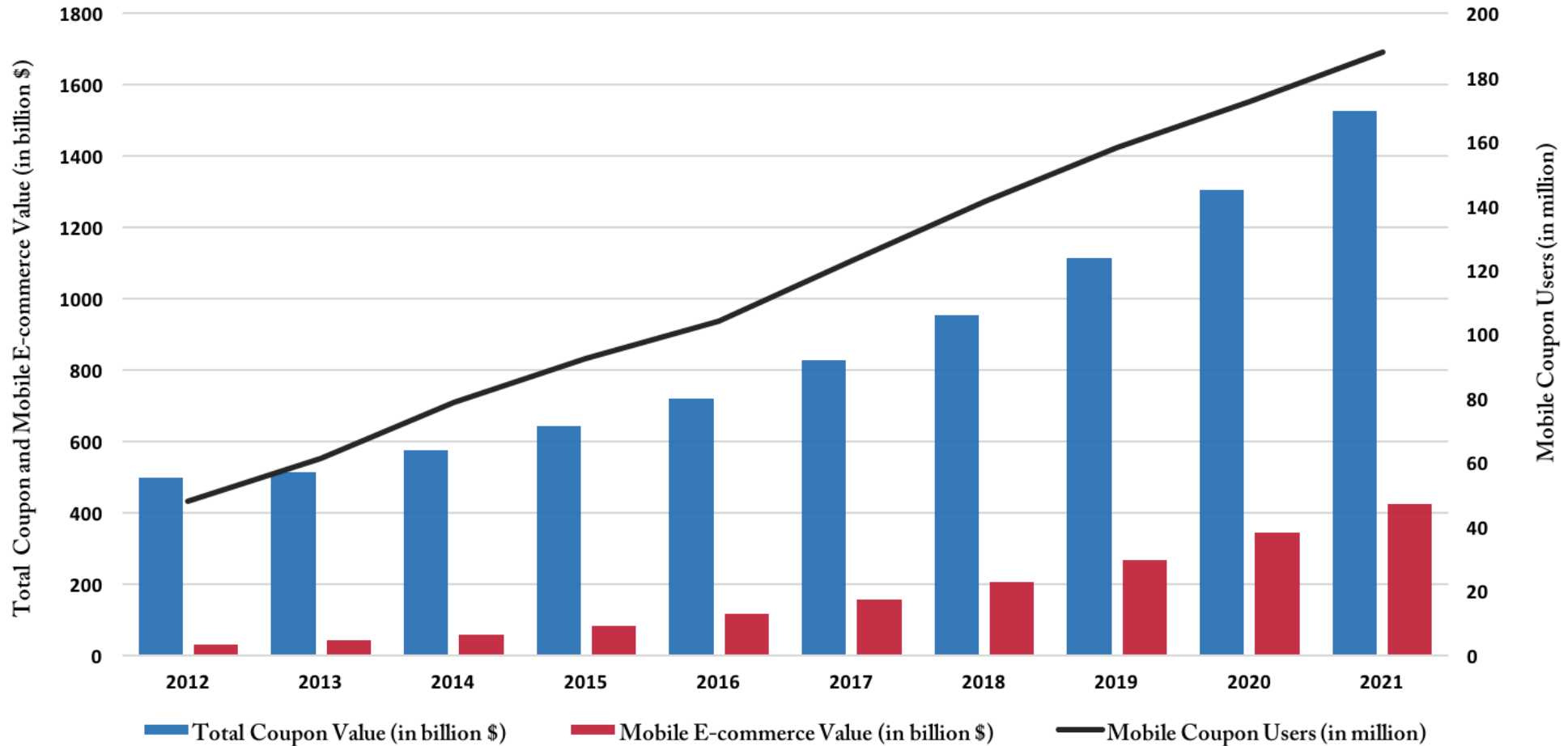
Search for deals & get notifications

- Quick 'n easy
- Customizable
- Personalized



Digital Coupon Market

sources: Statista, Juniper Research, Kantar Media

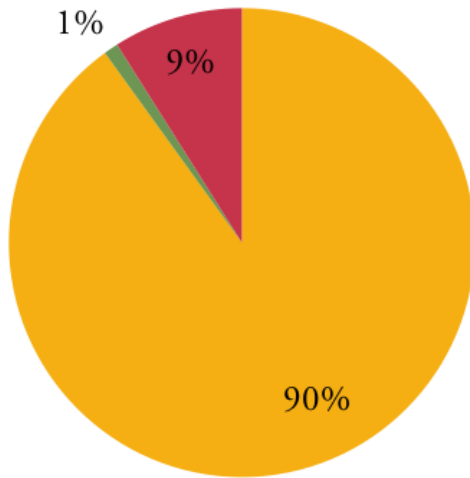


MARKET



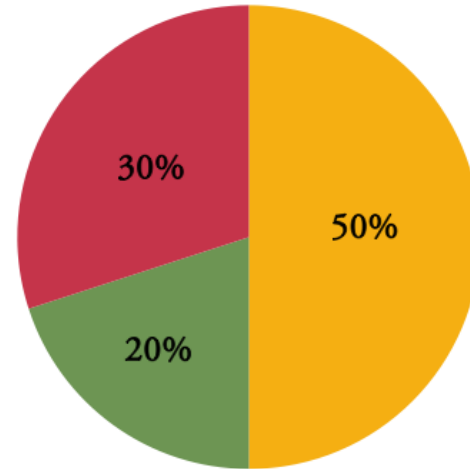
Distribution (Total: \$724B)

Free Standing Digital Other



Redemption (Total: \$5B)

Free Standing Digital Other



\$2,227

COUPON \$
OFFERED
PER PERSON

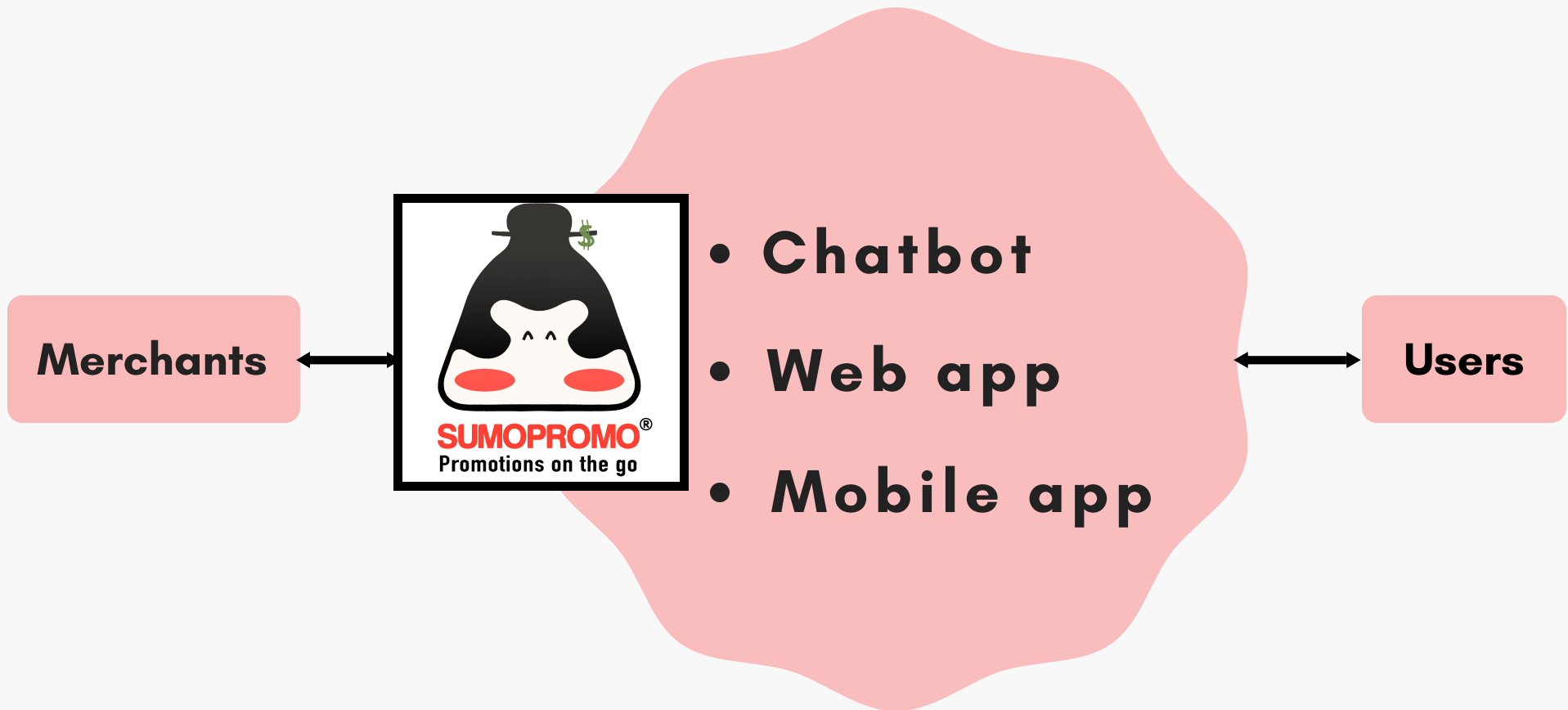



\$15.34

COUPON \$
REDEEMED
PER PERSON


DIGITAL COUPON INDUSTRY
MARKET HAS A LOT OF ROOM TO GROW

PRODUCT FLOW



 **SumoPromo** My Account Log Out

[DISCOVER](#) [DEALS OF THE DAY](#) [FOOD & DRINK](#) [BEAUTY & SPAS](#) [HEALTH & FITNESS](#) [RETAIL](#)

 **Cuong Le**

[Edit account](#)[Change password](#)[My offers](#)[Favorites](#)[Watch list](#)

SumoPromo Merchant[Confirm voucher](#)[Manage promotions](#)[Manage businesses](#)[Create a business](#)[Create a promotion](#)[Link an internet deal](#)[Manage subscriptions](#)

Create a promotion

Business

Porcini BYOB

Name

Description

Tags

Start time

End time

Offer price

Original price

Discount %


Total quantity

Max quantity per person


1

☒ Activate

Create Cancel

 **SumoPromo** My Account Log Out

[DISCOVER](#) [DEALS OF THE DAY](#) [FOOD & DRINK](#)

 **Cuong Le**

Create a promotion

Business

Porcini BYOB

Name

Description

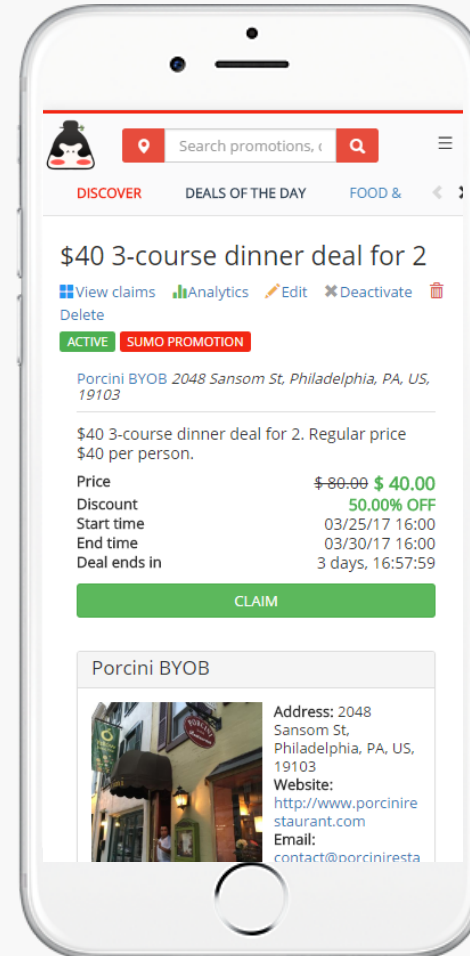
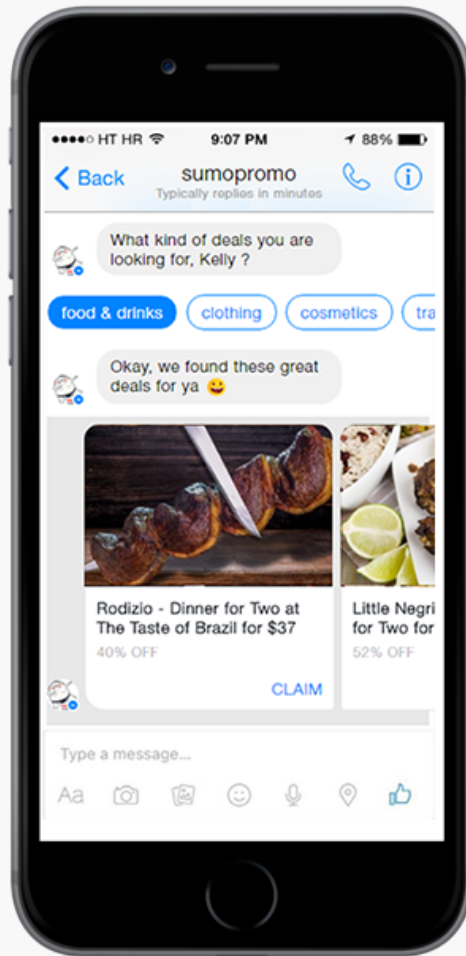
Tags

Start time

End time



1. CREATE A PROMOTION



2. DISCOVER THE PROMOTION





3. CLAIM THE PROMOTION



Users

Always

FREE



Merchants

- **SumoBasic** \$10/3 days* = 72 hrs
- **SumoExtra** \$75/1 month* = 720 hrs
- **SumoJumbo** \$200/1 month* + Analytics, targeted marketing, Shopify integration

(*maximum promotion length per location)






Alternative Revenue Streams

- Loyalty Program
- Ads (pay per click)
- Affiliate Marketing
- SumoPromo gift cards

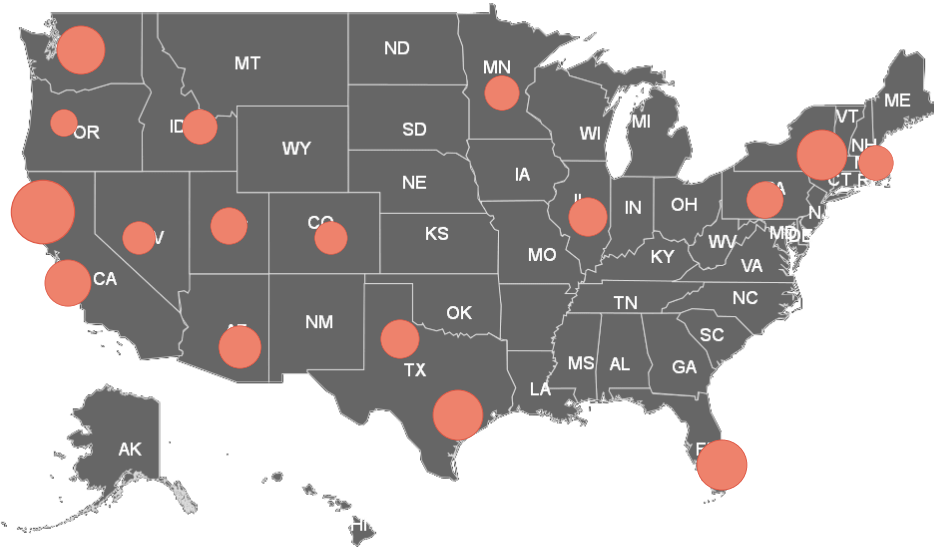


BUSINESS MODEL

COMPETITIVE ADVANTAGES

						
For Merchants	FLASH DEALS AND SHORT-RUNNING PROMOTIONS	✓	✗	✗	✗	✗
	FLAT FEE PER PROMOTION	✓	✗	✗	✗	✗
	RETAILERS' REVENUE CUT	0%	50%	60%	N/A	N/A
	TARGETED MARKETING	✓	✗	✗	✓	✓
	LOYALTY PROGRAM	✓	✗	✗	✗	✗
For Users	SEARCH DEALS AND COUPONS	✓	✓	✓	✓	✓
	GET PERSONALIZED NOTIFICATIONS	✓	✓	✓	✓	✗
	FOLLOW STORES AND RECEIVE PRIVATE DEALS	✓	✗	✗	✗	✗

GO-TO-MARKET*



College towns and metro areas

- Young and tech-savvy consumers
- Thriving business scenes

(*Please see the appendix for more information)



PROJECTIONS



= 0.2% TOTAL NUMBER OF US SMBs



Cuong Le

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THANK YOU



APPENDIX 1. MARKETING FUNNEL (OR HOW DO WE ACQUIRE OUR USERS?)

Mobile users

Exposure/Discovery

PAID & ORGANIC: Facebook Messenger Chatbot, Facebook/Google ads, organic search, social media, content, community, press, referring links, email, Reddit, forums, YouTube viral videos, campus ambassadors, partnership with universities, store stickers, word-of-mouth, etc.

Consideration

TRUST SIGNALS: 5-star ratings, videos, reviews, press, blogs, etc.

Conversion

USERS SIGN UP: ease of getting started

Relationship with Users

HAPPINESS WITH THE PRODUCT: Personalized message, email communication, product updates, customer services, etc.

Retention

GREAT CUSTOMER EXPERIENCE: loyalty program, product updates, moments of delight for saving money on great products and services, thank you's, feedback, etc.

Merchants

Exposure/Discovery

PAID & ORGANIC: Trial programs, rebate programs, organic search, social media, content, community, press, sales/merchants forum, referring links, email, door-to-door, Facebook/Google ads, ProductHunt, Reddit, word-of-mouth, etc.

Consideration

TRUST SIGNALS: 5-star ratings, videos, reviews, press, blogs, etc.

Conversion

MERCHANTS SIGN UP: ease of getting started

Relationship with Merchants

HAPPINESS WITH THE PRODUCT: Personalized message, email communication, product updates, customer services, etc.

Retention

GREAT CUSTOMER EXPERIENCE: loyalty program product updates, moments of delight for increasing revenues, thank you's, feedback, etc.

BELAZY'S MARKETING FUNNEL (OR HOW DO WE ACQUIRE OUR USERS?)

Mobile users

Exposure/Discovery

PAID & ORGANIC: Facebook Messenger, Facebook/Google ads, KOLs, organic search, social media, content, community, press, referring links, email, forums, YouTube viral videos, brand stickers, word-of-mouth, etc.

Consideration

TRUST SIGNALS: 5-star ratings, videos, reviews, press, blogs, etc.

Conversion

USERS SIGN UP: ease of getting started

Relationship with Users

HAPPINESS WITH THE PRODUCT: Personalized message, email communication, service updates, customer services, etc.

Retention

GREAT CUSTOMER EXPERIENCE: loyalty program, product updates, moments of delight for saving money on great services, thank you's, feedback, etc.

Providers

Exposure/Discovery

PAID & ORGANIC: Trial programs, organic search, KOLs, social media, content, community, press, providers forum, referring links, email, door-to-door, Facebook/Google ads, word-of-mouth, etc.

Consideration

TRUST SIGNALS: 5-star ratings, videos, reviews, press, blogs, etc.

Conversion

MERCHANTS SIGN UP: ease of getting started

Relationship with Merchants

HAPPINESS WITH THE PRODUCT: Personalized message, email communication, service updates, customer services, etc.

Retention

GREAT CUSTOMER EXPERIENCE: loyalty program product updates, moments of delight for increasing revenues, thank you's, feedback, etc.

APPENDIX 2.

REVENUE & COST PROJECTIONS

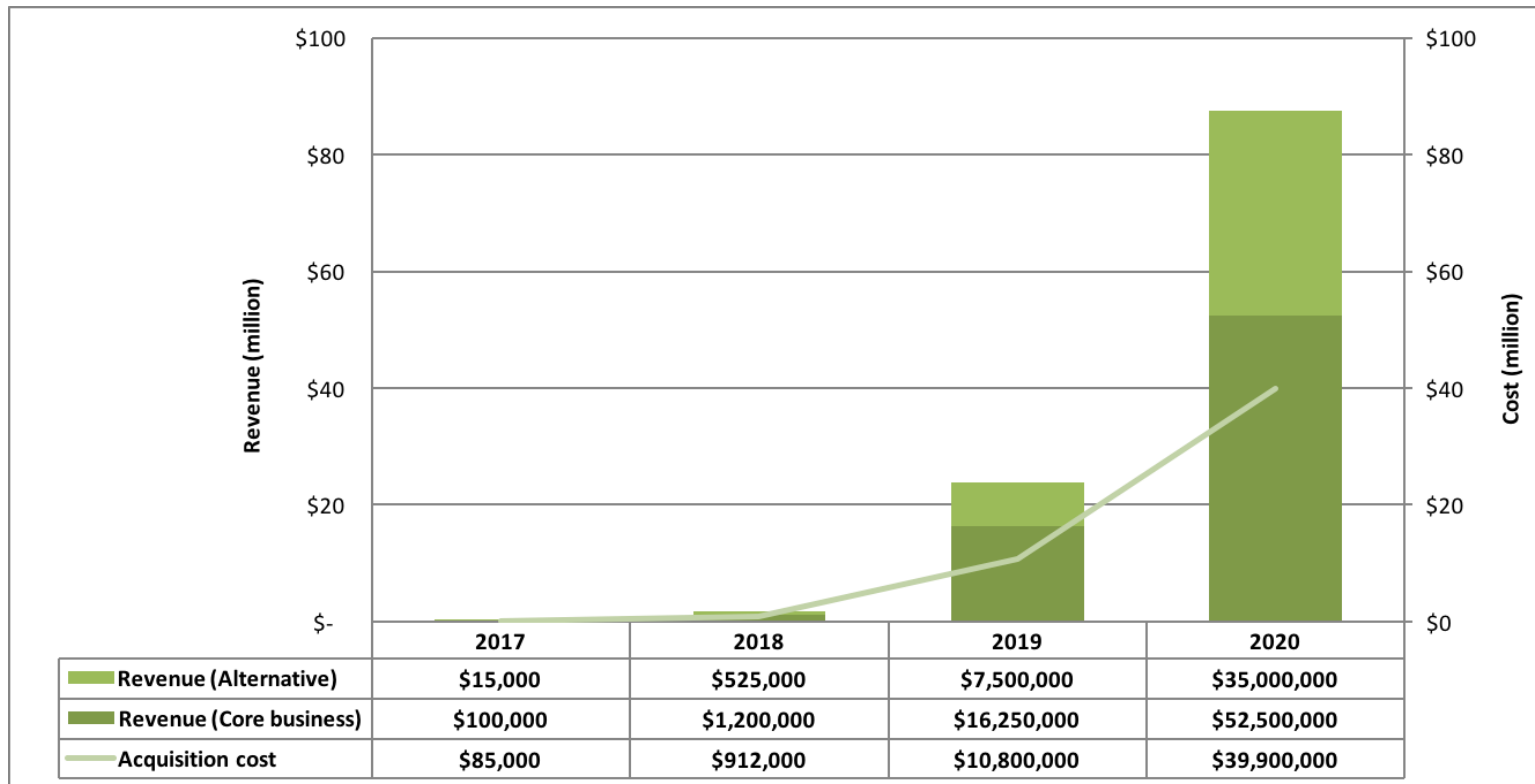
For 2017:

Mobile users

- \$750-\$1,500/month Facebook ads budget (=3M-6M impressions at 0.5-1% conversion rate)
- Target 20-25k FB users to try out SumoPromo chatbot
- Cost: \$0.6-\$1.2/user

Merchants

- Target 500 merchants by year end
- Conversion rate: 10% - 15%
- Cost: \$7-\$10/merchant



APPENDIX 3.

PROFIT AND LOSS PROJECTION



	2017 (Q3 & Q4)	2018	2019	2020
Revenue				
SumoBasic Service Fees	\$ 67,500	\$ 705,500	\$ 8,700,000	\$ 32,000,000
SumoExtra Service Fees	\$ 22,500	\$ 412,500	\$ 7,425,000	\$ 19,425,000
JumboSumo Service Fees	\$ 10,000	\$ 82,000	\$ 125,000	\$ 1,075,000
Other Revenue Streams	\$ 15,000	\$ 525,000	\$ 7,500,000	\$ 35,000,000
Total Revenue	\$ 115,000	\$ 1,725,000	\$ 23,750,000	\$ 87,500,000
Cost of Revenue	\$ 6,900	\$ 94,875	\$ 593,750	\$ 1,312,500
Gross Profit	\$ 108,100	\$ 1,630,125	\$ 23,156,250	\$ 86,187,500
<i>Gross Profit Margin %</i>	<i>94.00%</i>	<i>94.50%</i>	<i>97.50%</i>	<i>98.50%</i>
Operating Expenses				
Research & development	\$ 50,000	\$ 385,000	\$ 1,498,000	\$ 3,867,000
Sales & Marketing	\$ 85,000	\$ 912,000	\$ 10,800,000	\$ 39,900,000
General & administrative	\$ 115,000	\$ 680,000	\$ 3,550,000	\$ 6,120,000
Other Operating Expenses	\$ 10,000	\$ 108,000	\$ 1,087,000	\$ 5,437,000
Total Operating Expenses	\$ 260,000	\$ 2,085,000	\$ 16,935,000	\$ 55,324,000
Pre-tax Profit	\$ (151,900)	\$ (454,875)	\$ 6,221,250	\$ 30,863,500
<i>Pre-tax Profit Margin %</i>	<i>-132.09%</i>	<i>-26.37%</i>	<i>26.19%</i>	<i>35.27%</i>
Provision (Benefit) for Income Taxes	\$ -	\$ (22,785)	\$ 864,956	\$ 4,629,525
Net Profit (Loss)	\$ (151,900)	\$ (432,090)	\$ 5,356,294	\$ 26,233,975
<i>Net Profit (Loss) Margin %</i>	<i>-132.09%</i>	<i>-25.05%</i>	<i>22.55%</i>	<i>29.98%</i>