

What is Ka-Ching?



Mobile Engagement Platform between businesses to consumers.



Pull rather than Push.
Only ads on demand

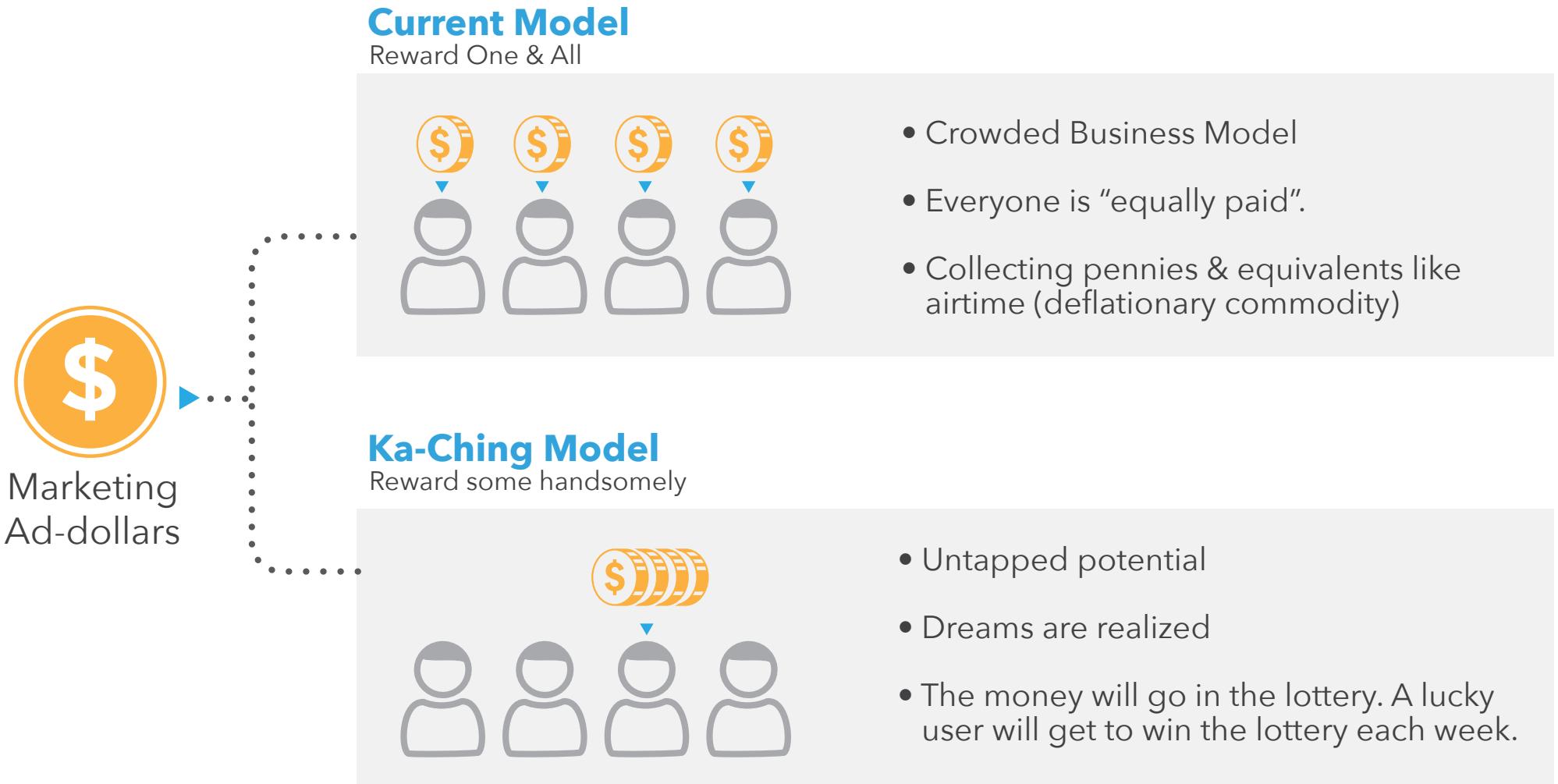


Targeted messaging, promotions,
coupons and e-commerce



Consumers enter a free draw for a cash jackpot everytime they engage with a sponsor message including offer, deals and coupon.

Advertising Model has Changed



Business Model

Brand



Pays Ka-Ching for Trailers Viewed (on a per Click or Bulk Purchase)

Ad Spend (CPC)

=

Facilitation Rev

+

Distribution

Ka-Ching



Provides technology and incentive for consumers to view sponsor ads

Consumer



On notification of a sponsor ad, the User clicks KaChing to boost its chances of win.

A Stakeholders Perspective



Advertiser's View

No more impressions- its all about clicks



From intrusive advertising model to voluntary ad-viewing model

Awareness, engagement & trial all at one click



Unique single click closed-loop marketing makes every advertising dollar work harder

Awareness, engagement & trial all at one click



Dedicated full screen real estate with a future ready self learning system for better sharper contextual targeting.



Consumer's View

Dreams realized at zero cost



Aggregation and Asymmetric Distribution model ensures that cash rewards are substantial

Deals I Love



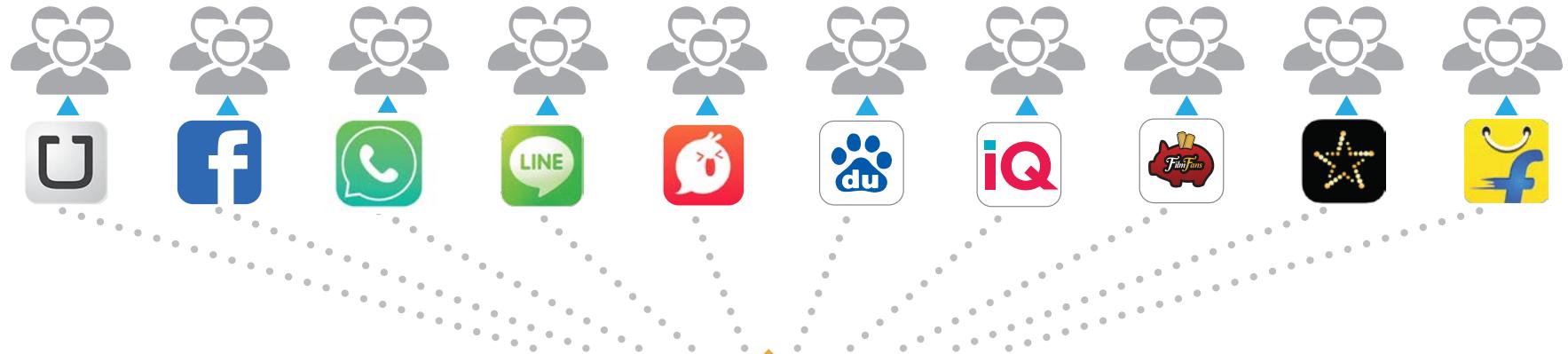
Smart distribution of discount/trial coupons, call back options helps get consumers what they need

My time makes me real money



The reward is real cash and not airtime, virtual coins and discounts which I don't need

SDK Reach



SDK Site

The screenshot displays the Ka-Ching SDK website. At the top, there's a banner featuring a laptop on a desk with various office supplies like a ruler, paper clips, and a phone. Below the banner, three main calls-to-action are shown: "Register Now as a Developer" (with a pencil icon), "Get API Key" (with a key icon), and "Download Code" (with a download icon). To the right, there are two sections for iOS and Android, each listing several beta versions of the SDK with their release dates and download links. The iOS section includes versions beta-7 through beta-1, and the Android section includes versions beta-7 through beta-1.

KaChing

Explore Features Enterprise Blog Sign up Sign in U Lab.

Register Now as a Developer

Get API Key

Download Code

IOS

on Mar 5, 2014 beta-7 (1) <--> zip large

on Nov 21, 2014 beta-6 (1) <--> 4311427 zip large

on Sep 4, 2014 beta-5 (1) <--> 881618 zip large

on Aug 15, 2014 beta-4 (1) <--> cc17988 zip large

on Jun 18, 2014 beta-3 (1) <--> 4577104 zip large

on Apr 5, 2014 beta-2 (1) <--> 4559886 zip large

on Mar 6, 2014 beta-1-updated-readme (1) <--> e91044e zip large

on Mar 6, 2014 beta-1 (1) <--> e91044e zip large

ANDROID

on Mar 5, 2014 beta-7 (1) <--> zip large

on Nov 21, 2014 beta-6 (1) <--> 4311427 zip large

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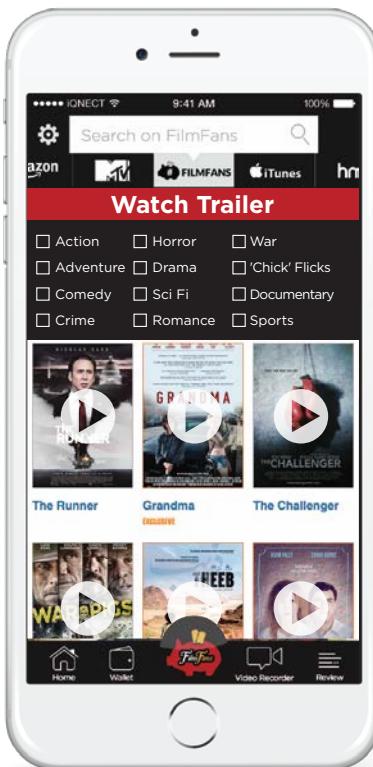
on Mar 6, 2014 beta-1-updated-readme (1) <--> e91044e zip large

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Developers can easily download the Ka-Ching SDK from the website.



SDK - FilmFans Movie Millionaire



User watch trailer on FilmFans app



Movie Studio pays
for every trailer
being watched on
FilmFan app

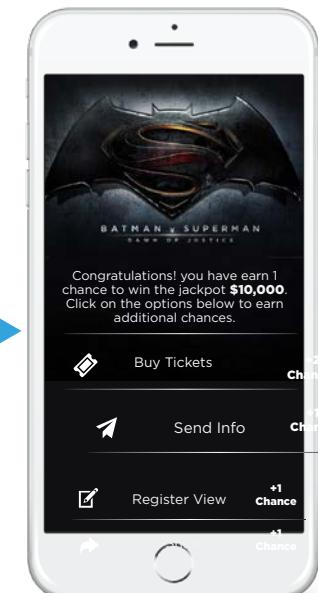
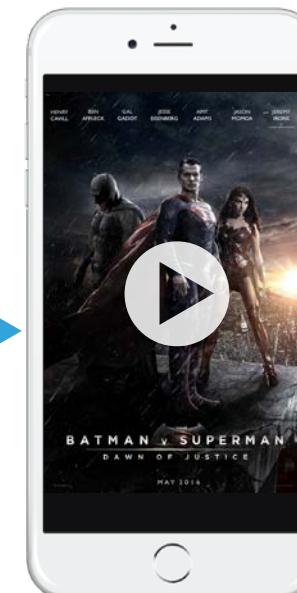
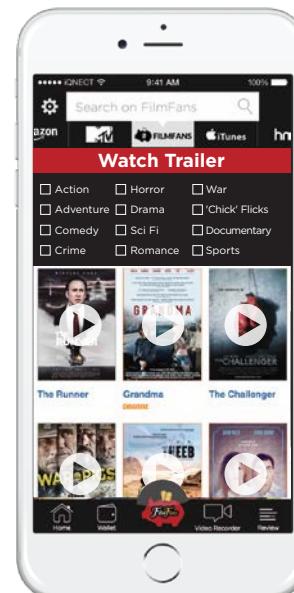


The money will go in the
lottery. A lucky user will
get to win the lottery
each week.

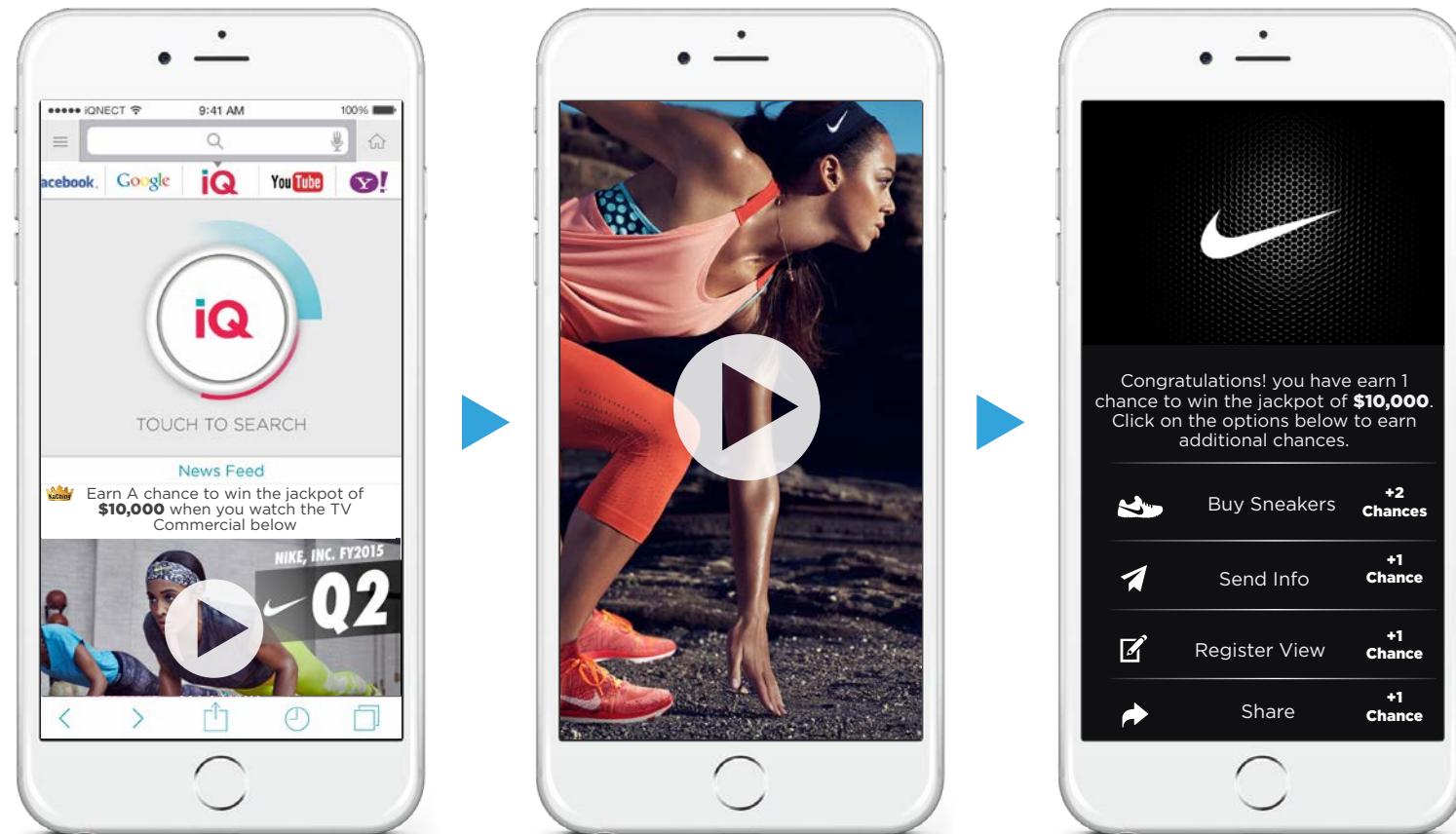
User buy a movie
ticket via FilmFans app



Studio pay % for every
ticket sold



iQNECT™ SDK



User watch a TV Commercial on iQNECT app to earn a chance to win the Jackpot, earn more chance by Buying Sneakers, Send Info Register View and Share.

OUR PARTNERS



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