

# ASHTON SAMUELS ENTRY FORM - FRIDAY, APRIL 10, 2015 18:41:09

## Application Details

Name	: Ashton	Surname	: Samuels
Designation	: CEO	Email Address	: samuelsashton@yahoo.com
Cellphone	: 0839389433	Telephone	: 0117867649
Birth Date	: Sunday, November 22, 2015	Application Date	: Friday, April 10, 2015 18:41:09
Business Name	: Pocket Buddy Pty(Ltd)	Registration No.	: 2015/038287/07
Tax No.	: 9010596246	BBEE Level	: 0
Type of Business	: Universal loyalty software,loyalty mobile app,adve		
Industry	: Information Technology and Telecommunication	Years in Operation	: 1
Physical Address	: 112 10th avenue highlands north johannesburg	Postal Address	:
Town / City	:	Business Number	: 0839389433
Business Twitter:	:	Business Website	: www.pocketbuddi.com

## Company People

Added	Name	Surname	Birth Date	Designation
Friday, April 10, 2015 18:41:10	Ashton	Samuels	2015-11-22	CEO

## Company Financials

Year	Gross Revenue	Gross Profit	Briefly Explain The Drivers of Y/Y Gross Profit Growth or Reduction in each year
2011 / 2012	R 0,00 / 0,00	R 0	The company has just finished development of the initial software and is preparing for deployment and sales. Currently Ashton is working on merging with some big Public companies in hopes of taking the loyalty industry by storm.
2012 / 2013	R 0,00 / 0,00	R 0	
2013 / 2014	R 0,00 / 0,00	R 0	

## Company Employees

Year	Total Number of Employees	Average Employee Remuneration	Briefly Explain The Drivers of Y/Y Total Employee Growth or Reduction in each year
2011 / 2012	0	R 0,00	0
2012 / 2013	0	R 0,00	0
2013 / 2014	2	R 0,00	Employees are commission based.

## 3 Select Categories

The Maverick Award for Blue Ocean Innovation Excellence

I believe the innovation behind the concept to bring loyalty to a new forefront is something that has not been

considered when SMME's are involved, the use of mobile scratch cards is also a new concept to the industry and i believe can be a huge advertising channel.

## The Maverick Award for Technology Innovation Excellence

I believe my start up has huge potential and caters to an untapped market which has a desire for the product but cannot currently afford it.

## The Maverick Start-Up of The Year

I am an entrepreneur with multiple media exposures for a number of industries including stock markets, innovation and business leadership, I at the age of 17 had a magazine article covered on me titled \"Meet Ashton Samuels CEO in the making.\"

## Questionair

### Business Overview

#### Business Existence Validation

***Describe the problem(s) or challenge(s) that your business solves.***

The business reduces the excessive cost of implementing an effective loyalty system and also eliminates the need for clients to have physical loyalty cards, further clients can track all of their participating loyalty in a single place.

***Describe the extent/ magnitude to which this problem or challenge was not being addressed prior to your business entering the market.***

The issue was not being addressed at all with only large corporates being able to afford such systems.

***Describe the size of the market that your business operates in.***

South Africa is our starting point with focus on worldwide.

#### Products and Services Value Proposition

***Describe the products or services that you offer through your business***

Loyalty system for small to medium businesses for only R299 a month with a free trial, system is fully electronic and offers restaurants a platform to interact with their customers and keep them coming back.

***Describe your products or services unique selling proposition and competitive advantage.***

The main selling point is the exceptionally low cost, no need for physical cards and no fixed setup or instillation costs, the system can also be up and running in under an hour and is accessible through a web portal.

#### Marketing and Distribution

***Describe your client / customer base including at least 3 names of current customers.***

Sylvia's hair emporium, Bubble fun tea and Pinos on campus.

***Describe your sales strategy and distribution model.***

Sales staff are remunerated on a high incentive commission structure that reduces with time to ensure sustainability, to sell the product sales execs simply play a short introduction video of the system to a client and address clients queries.

***Describe your marketing activity as well as customer attraction and retention strategies.***

Customers once signed up on a free trial are generally morally refrained from leaving the system as so as not to disappoint their clients using it. Our partners who pay us for the system effectively work for us by registering users on the app which is usually a large obstacle.

***Describe how you anticipate your market/industry and customer needs will evolve in the future and your businesses plan to adapt accordingly in order to maintain an edge?***

I am looking at including a list of huge functionality that will: 1. Elimination of possible fraudulent issues that could result from staff members of partners trying to circumvent the system. 2. Ensure that users of the app are compensated adequately for the loss of their accumulated points when a partner decides not to continue on the platform. 3. Preparation of IRP5 to enable merchants to make a provision and thus effect a tax deduction for outstanding points. 4. To allow future profit generation through scratch card functions and targeted advertising. 5. To allow communication between partners and users. 6. To allow push notifications in app. 7. To have a powerful CRM for staff members to track clients with. 8. To have an IOS app to cater to Apple users. 9. Be able to track in admin panel the companies clients and amounts owing with ability to edit this. 10. To facilitate online registration of dealers by executives which will be approved by admin.

## Economics of the Business

### ***Describe your business model***

The business model is to provide a low cost infrastructure that entices partners to build our mobile app user based which will be used for marketing through mobile scratch cards and other profit generating tools.

### ***Describe your revenue model and the revenue drivers of your business.***

Advertising revenue is the key driver through charging for mobile scratch cards and push notifications.

### ***Would you describe your business as a low, medium or high sales margin business? Briefly explain and include figures.***

High, users can be enticed and kept entertained with the app with great promotions through the mobile scratch cards, some users might even opt into receiving hundreds a month all generating R0.5 per card.

### ***Would you describe your business as a low, medium or high sales volumes business? Briefly explain and include figures please.***

High sales volume as app registration numbers can grow virally and therefore 100 partners can result in 100 000 + users of the app generating more than 1 Million advertisements per month.

### ***What is your projected revenue/turnover for the next 3 years?***

R42 Million

### ***What are the drivers/factors that support your projections?***

Strong sales teams with realistic signup expectations and high possibility to attractive advertisers to use unique scratch card system.

### ***What are the three main challenges that the business faces in the next three years? Include how you intend on addressing these challenges.***

Meeting large corporate to advertise - this will be addressed through arranging of meetings with management / advertising execs. Retaining clients - this will be done by ensuring a robust and evolving system is put in place.

## Sustainability and Scale-Up

### ***Is your business sustainable? If so, please describe your sustainability drivers.***

Yes, the business can continue to grow year after year and across borders as the system is very adaptable.

### ***Briefly describe your scalability and business growth strategy.***

Business growth occurs by partners working on our behalf to register users on the app as these users are also theirs.

## Business Achievements & Vision

### ***What have your 3 main achievements been as a business over past three years?***

n/a

### ***Briefly outline the vision for the business over the next 5 years?***

To become a global leader in the loyalty industry worldwide.

## Impact

### Corporate Social Responsibility

***What is your corporate social responsibility focus area and why? (Education/HIV/Entrepreneurship/Early Childhood Development/Environment)***

The system is eco friendly and full electronic with a paperless environment.

***Describe your social responsibility practices and programs you have run over the past three years.***

n/a yet

***Outline the outcomes and impact generated from your CSI program.***

n/a yet

## Innovation

### Innovation Culture

***Is your business based on an innovation?***

Yes

***What type of innovation is it? (Product/Service/Process/Other)***

Product and service

***Briefly Describe your innovation***

Offering a solution at the fraction of the normal cost with new features.

***Why do you believe that your product/service/ process is an innovation?***

It is something that does not currently run in south africa.

***What Intellectual Property Rights do you possess over your innovation? (Patent Pending/ Patent Granted/ Trademark/Copy Right)***

none.

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