



blueshyft is a software & hardware platform installed in 1,200 retailers across Australia. It allows businesses to bring their products and services to physical locations without the typical overheads.

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WHY US?



Growing a
business &
brand without a
retail presence
can be
challenging



Our platform
supports a
multitude of
products and
services



Our software
and hardware
platform enables
in store
transactions with
online efficiency

blueshyft →

TARGET MARKET

Businesses that desire a physical interaction point with their customers



ENTERPRISE

- No or limited retail presence
- Pursuing a new acquisition or payment channel
- Needing brand exposure in retail locations
- Seeking to innovate



STARTUPS

- No or limited retail presence
- Limited project management capacity
- Requiring transactional model with no/low upfront

PROBLEM IN TARGET MARKET

Cost prohibitive access to retail locations



ENTERPRISE

- Stagnating growth
- Operational inefficiencies
- High customer service costs
- No cash payment mechanism



STARTUPS

- Lack of capital
- Lack of credibility & brand awareness
- No cash payment mechanism
- High cost of customer

SOLUTION FOR PROBLEMS

Turn-key retail network for any business



Over 1,200
locations across
Australia



500,000
consumers in the
network each
day



End to end
cash
management &
reconciliation



Real time
access to all
network
statistics



Bespoke fee
structure for
each business
model



Full integration
and roll-out
possible in less
than 8 weeks

MARKET ANALYSIS & OPPORTUNITY

DOMESTIC
MARKET

TARGET
MARKET

ANNUAL
GROWTH

REVENUE
POTENTIAL

PARCELS

40M

parcels/yea
r

2.5M

parcels/yea
r

5% \$1.8M

PAYMENTS

\$45B

\$4B

2.2%

\$50M

RETAIL

\$56.5B \$5.6B

2% \$280M

Competitor
proofs



- 23,000 retailers
- Acquired by Euronet Worldwide in 2003 for \$76.5M USD



- Australian gift card market worth \$3B
- Division of Safeway USA

USP OF OUR STARTUP

Our network

- over 1,200 locations
- free for the agent
- Apple hardware in every site
- national coverage: metro & regional



Our platform



- highly scalable platform (3 week ttm for btc solution)
- real-time transactional system (Ladbrokes)
- integrates with both legacy & modern tech (TNT/MMG)
- Customer data acquisition (SK)

SALES & MARKETING PLAN

1. Identifying leads through market research and network leverage

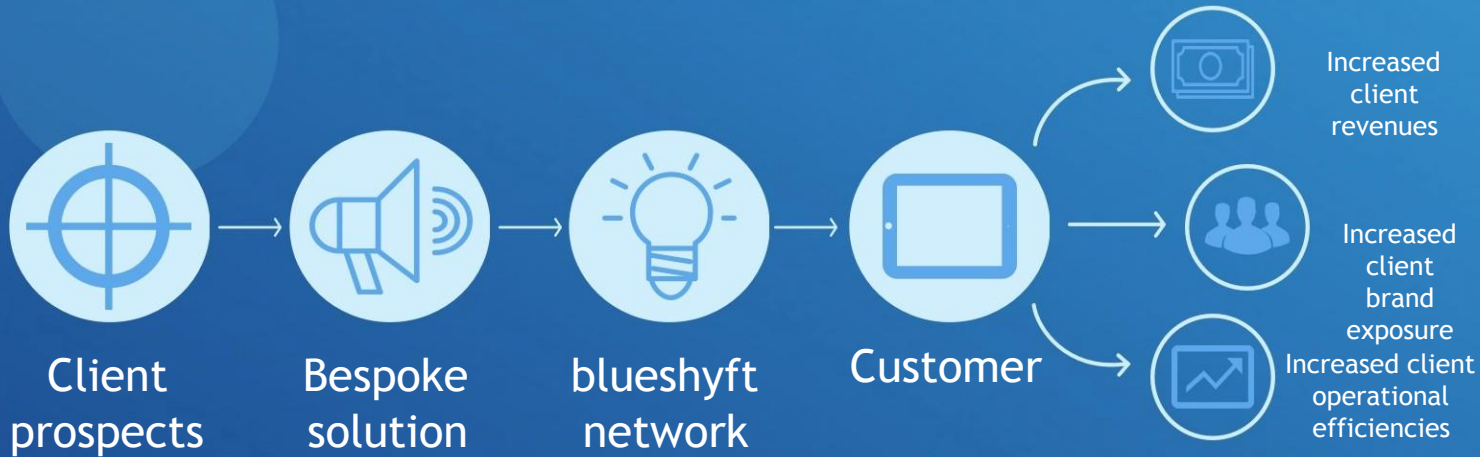
2. Qualifying viability through meetings & data analysis

3. Demonstrating the value proposition through proofs of concept

4. Signing commercial deals based on the market value of the solution



BUSINESS MODEL



REVENUE MODEL

- Transaction fees
- Acquisitions fees
- Network Access fees

KEY STATS

Lifetime value of customer
over 36 months currently
\$400,000

Cost of implementation
currently \$100k, targeting

TRACTION: CUSTOMERS, PARTNERS & MEDIA



CURRENT CUSTOMERS

- TNT
- Ladbrokes
- bitcoin.com.au
- SodaKING McPherson
- Media
- \$1.5 million in revenue in first 10 months
- Signed MRR \$197,000



FUTURE CUSTOMER




- S*
- bux TOLL
- Prezzee GoGet
- News Corp
- Crest ZipID CoinJar
- Coinloft
-
-
-



MEDIA

- Australian Financial Review - Bitcoin Launch
- Mashable - Bitcoin Launch
- Numerous Trade Media Articles

COMPETITOR ANALYSIS

ATTRIBUTE	blueshyft→	 ParcelPoint	 ePay	 BLACKHAWK NETWORK
Deposits	✓	✗	✓	✓
Customer acquisition	✓	✗	✗	✗
Smart gift cards	✓	✗	✗	✗
Parcel services	✓	✓	✗	✗
Highly adaptable tech	✓	✗	✗	✗
Retail products	✓	✗	✗	✗
Account activation	✓	✗	✗	✗

Unique strategies



1,200 locations in a single channel, with 85% population coverage



iPad Mini terminal using a MEAN Stack, React Native iOS POS App



4 market categories: payments, logistics, activations and retail



Point of sale advertising in all 1,200 locations

INTELLECTUAL PROPERTY



INVESTMENT

We have invested
~\$4.5 million
building the
core and
partner
platforms.



SCALABILITY

The platform
has been
designed for
scalability and
growth.



FUNCTIONALITY

The platform
includes
elements for
transactions,
logistics, and
real time supply
chain

TEAM: FOUNDERS & EXECUTIVES

Team with a strong mix of enterprise and startup experience



Kain Warwick
Founder & Managing Director



Kieran Warwick
Sales & Marketing
Director



Jamie Patterson
Operations
Director

TEAM: INVESTORS & ADVISORS

Team with a strong mix of enterprise and startup experience



Matt Handbury

Executive Chairman



Justin Moses

Advisor



Robert Whitehead

Advisor



Ross McCreath

Advisor

FUNDING & TIMELINE

Seed
1
\$200k



FY '15

- Project scoping

Seed
2
\$600k



FY '15

- Signing pre-launch partners
- TNT
- Ladbrokes

Series
A
\$3.2M



FY '16

- Network rollout
- Traction
- Signed bitcoin.com.au
- Signed SodaKING

Bridging
Round
\$2.5M



FY '17

- Network expansion
- Retail category growth

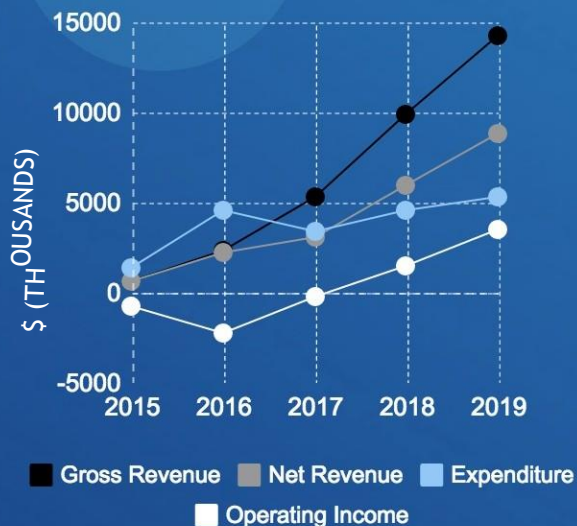
Series
B
\$10M



FY '18

- \$500M in total deposits
- 1M parcels handled
- \$5M retail sales

FINANCIALS: HISTORIC & PROJECTIONS



Key assumptions:

- Includes capital items
- Excludes stock holding costs

ANNUAL RUN RATE: \$1.8M			MONTHLY BURN RATE: \$150K		
Year	2015	2016	2017	2018	2019
Customers	0	3	10	20	50
Capital raised (\$ thousands)	800	3,200	2,500	10,000	TBC
Gross Revenue (\$ thousands)	580	2,400	5,229	9,840	14,228
Net Revenue (\$ thousands)	580	2,200	3,043	5,935	8,748
Expenditure (\$ thousands)	1,370	4,500	3,303	4,472	5,291
Operating Income (\$ thousands)	-1,800	-2,300	-261	1,463	3,457

KEY RISKS & MITIGATION STRATEGIES

RISK	LIKELIHOOD	IMPACT	MITIGATION STRATEGY	RESPONSIBLE
NETWORK CONTRACTION	MEDIUM	MEDIUM	BRANCH INTO ALTERNATIVE CHANNELS	KAIN WARWICK
LOSS OF VANA CONTRACTURAL RELATIONSHIP	LOW	HIGH	DEVELOP DIRECT CONTRACTS WITH NEWSAGENTS	JAMIE PATTERSON
INCREASED COMPETITION IN PAYMENT CATEGORY	HIGH	MEDIUM	RESTRUCTURE COMMISSIONS	KIERAN WARWICK
NETWORK/PLATFORM REPLICATION	LOW	HIGH	CONTINUED INVESTMENT IN NETWORK & PLATFORM	KAIN WARWICK

ASK, OFFER, USE OF FUNDS & EXIT STRATEGY

ASK & OFFER

TOTAL RAISING	AUD \$2.5m 40% Subscribed
PRE-MONEY VALUATION	AUD \$12.5m
EQUITY OFFERED	20%

EXIT STRATEGY

- Acquired by Euronet Worldwide
- Acquired by Blackhawk Industries
- Acquired by Japan Post
- IPO

USE OF FUNDS

WORKING CAPITAL	60%
EXPAND RETAIL PRODUCTS	30%
NETWORK EXPANSION	10%

EXIT EXAMPLES

- Aramex acquired Fastway Jan 2016 \$120M
- Singpost takes 30% stake in Hubbed Jun 2015 \$4.6M
- Euronet Worldwide acquires epay 2003 \$76.2M USD

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