Transparency

for Brick & Mortar Retail
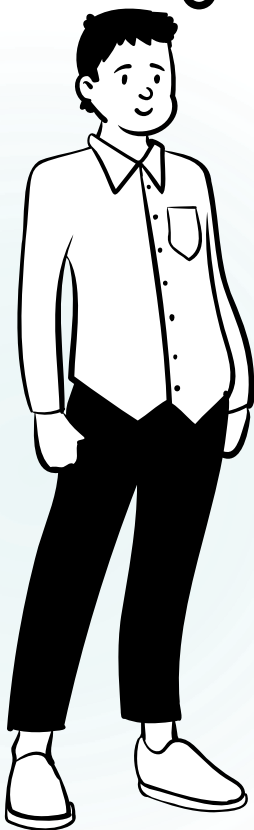
Wyndo

Elliott Saint-Pierre
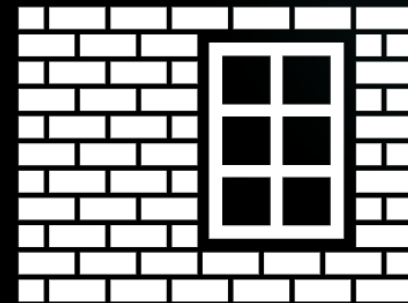
Founder & CEO

Executive Presentation

Introduction

THE PROBLEM & SOLUTION

Consumers Suffer from Lack of Visibility

Consumer: Has a product or gift in mind

eCommerce Search

- Perceived as "easier"
- Wait time
- Pre-purchase handling does not exist
- Other eCommerce shortfalls

OR

?

Local Community Search

- Item may be only 2km away at local retailer
- Supports local communities
- But how to find???

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Consumers Suffer from Lack of Visibility

The problem is consumers don't know what goods and services are currently around them

Retailers Facing Increasing Challenges

Inflation and rapid price changes

Supply chain and logistics challenges

Lack of visibility into useful consumer traffic data

Evolving consumer preferences

Geographic living shifts nationwide

Wyndo Focus

Wyndo

The Wyndo™ Platform

Consumer:
Wants an
Item

Wyndo

Local Retailer:
Has Item 2km
away

App-based platform easier
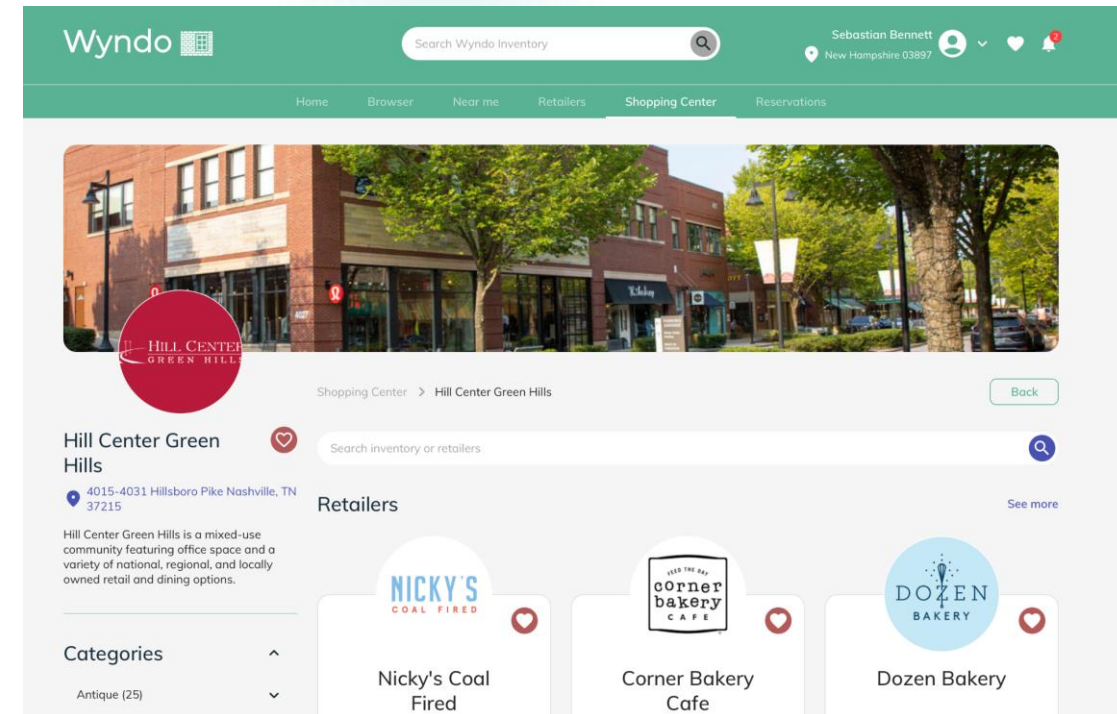than a Google search

Wyndo enables consumers to know what goods and services are available: near me, right now.

Wyndo™ MVP
Shopping Center
Application Mockup

Wyndo

The Opportunity

MARKET SIZE
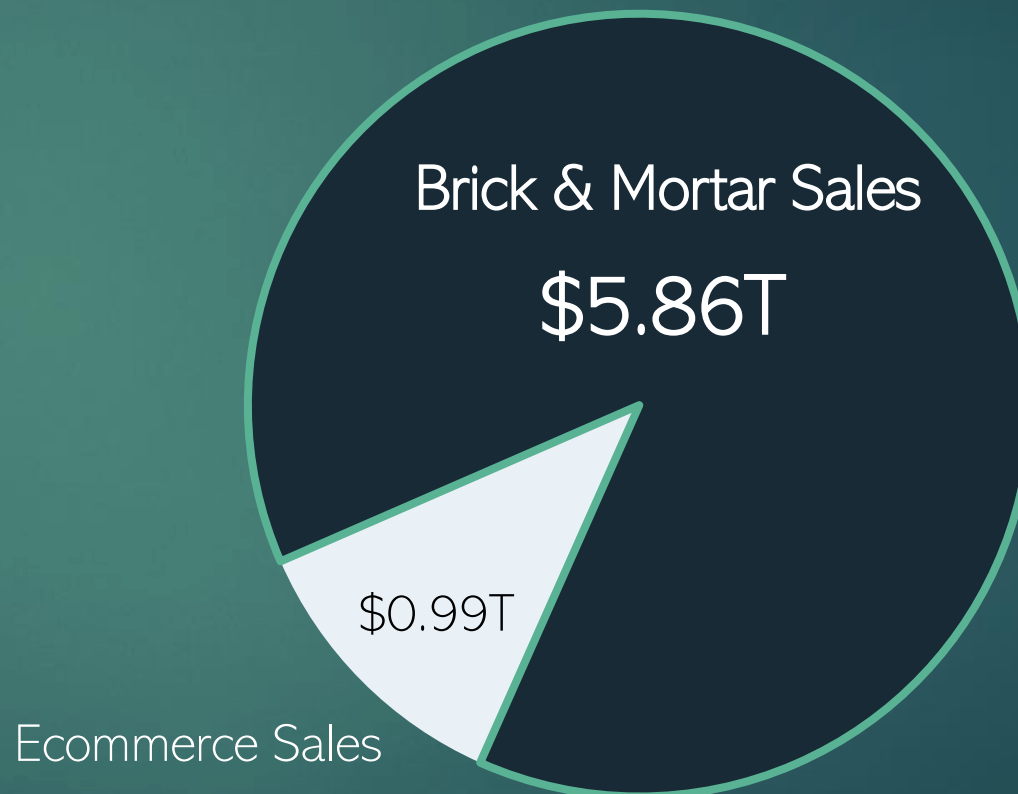
Local Shopping is Larger than Ever

Sample B&M sectors and their US Sales in Q3 2021 – Q2 2022

Grocery, Health, Sporting & Hobby

$2,307B

Clothing & General Merchandise

$1,103B

Furniture, Building Materials, Electronics

$720B

"Low Hanging Fruit"

Wyndo

Source: US Census Bureau

Extensive Market Means Focus

US Brick & Mortar: $5.86T

Serviceable: $4.1T

"Low-Hanging Fruit": $826B

Wyndo Market Penetration
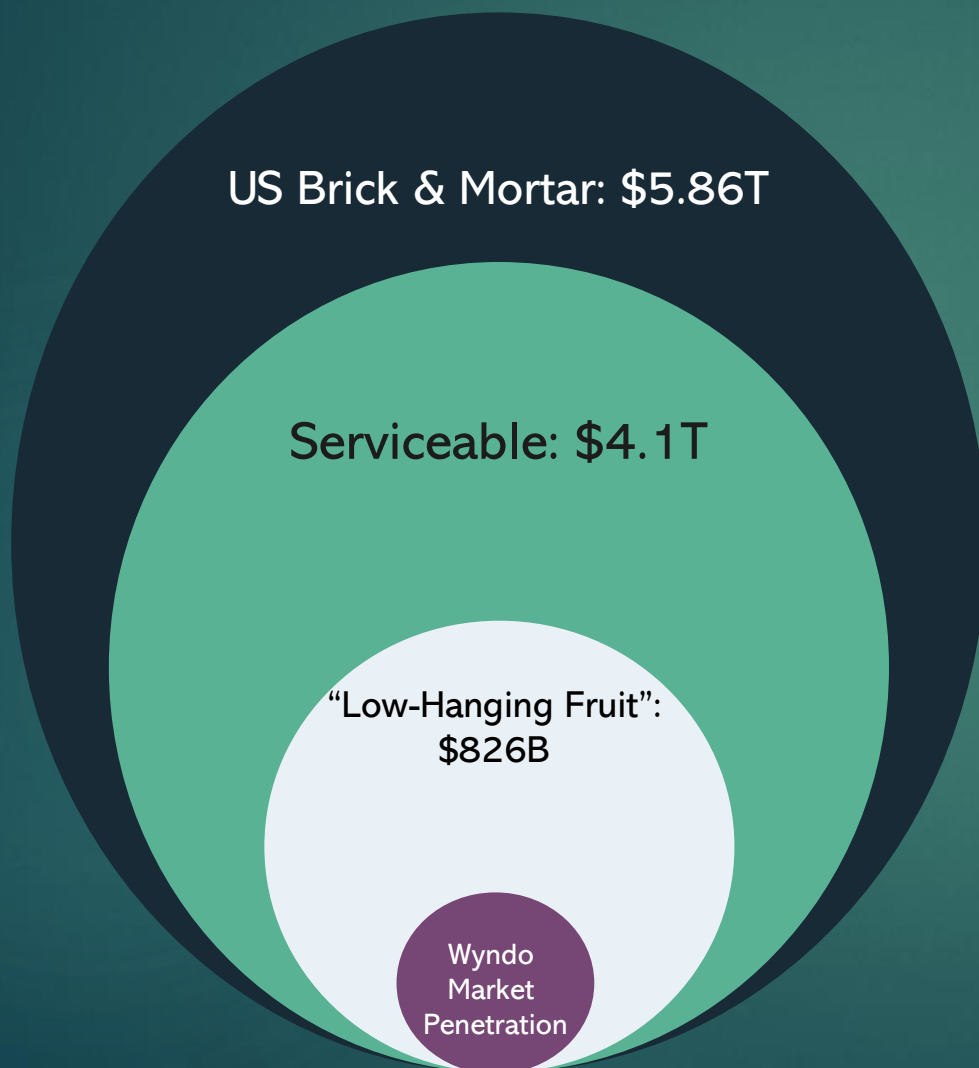
Considering a capture of half of the most Wyndo-conducive brick & mortar sectors, Wyndo would have revolutionized consumer experiences across $413B of purchases in the United States alone.

- ~10% of these purchases would utilize Wyndo's Reservation System
- At this projection, Wyndo's 1% take rate would have generated $400mm+ in revenues

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Graph utilizing US Census Bureau data for 2021-2022

The Wyndo™ Product

TECHNOLOGY, HOW IT WORKS, REVENUE MODEL

Sleek & User-friendly

App brings you to a...

Personalized Home Screen

Engage the search bar...

To **find** the desired product

Reliability Score

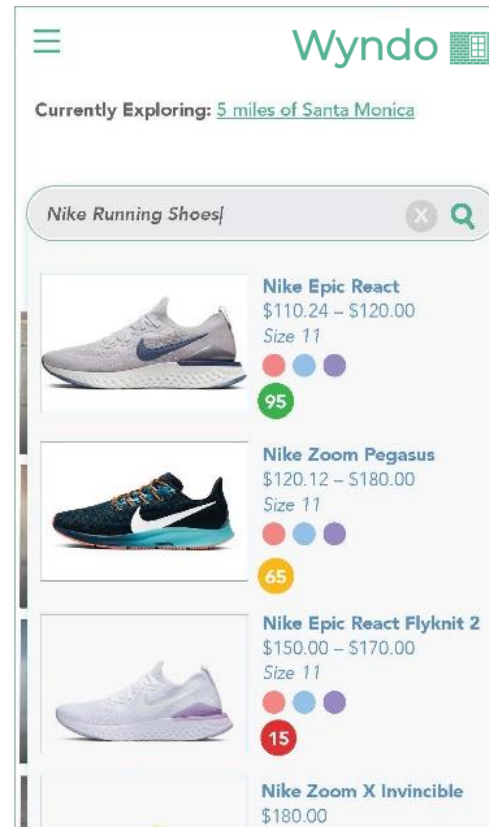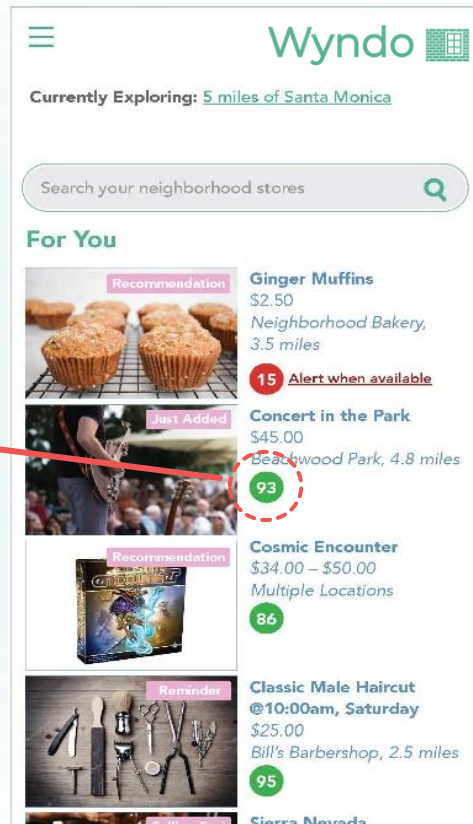*The probability that the item is available now given item sales history, store history, and consumer inputs*

Components of Wyndo™

Find Local Products
Allows customers to search local inventory within a user-defined area

Retailer Data Tool
Allows new and existing retailers to become aware of local consumer preferences (local demand awareness)

Relevant Alerts
Allows customers to become aware of new and current inventory relevant to their user-defined preferences

Search Bar

Data Analytics Products

Recommender System

Wyndo

Dynamic Pricing

Reservation System

Reliability Score

Data Science

Tracking

Business Operations

Consumer Reserves Item
Allows consumers to communicate intention to imminently travel to store and purchase inventory at agreed upon prices

Manage Supply/Demand
Allows inventory prices to change based on observed supply and demand analysis by retailers

Consumer Time Management
Allows consumers to know the reliability of the available inventory. (Wyndo model adapted to retailer capability)

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Per Transaction Revenue Model

2%

of every transaction

For the usage of the Reservation System in-app, utilizing dynamic pricing feature

Inclusive of other goods, services, and events used in conjunction with purchase of reserved item

Ads and third-party promotional material NOT to be used in Wyndo App

Exposure is limited – as Wyndo will never be the vendor, manufacturer, or transporter of goods

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Retailer SaaS Solution for Advanced Analytics

Retailers offered a subscription software solution built on local consumer data

Free Tier

Retailers can subscribe to a base-level tier that allows basic access to local market information

Premium Tier

For a monthly SaaS fee, retailers can see what items are in demand with consumers in the area, market trends, and more
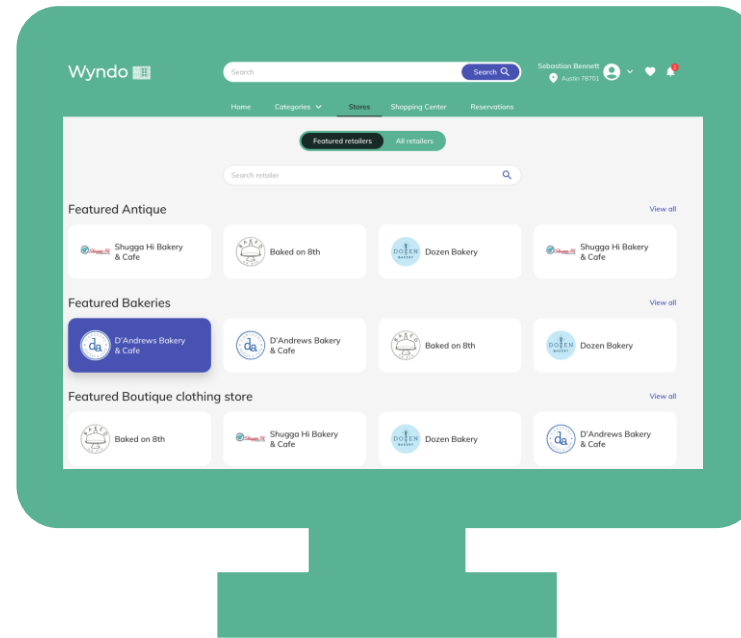
Wyndo ▦

PC/Mac SaaS Application

Retailer will see direct benefits in being able to sell inventory at prices that maximize retailer profit, manage supply/demand, and enhance the consumer experience

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Company Growth and GTM

TEAM, SEED ROUND, STRATEGY

Wyndo Growth

Gross Revenue Projection Yearly Model[1]

$0.6mm — 2024
$5.9mm — 2025
$20.7mm — 2026
$54.9mm — 2027
$112.9mm — 2028

Gross Revenue Projection Year 1 Top-Down Model[2]

TAM Model
Wyndo
November 2023

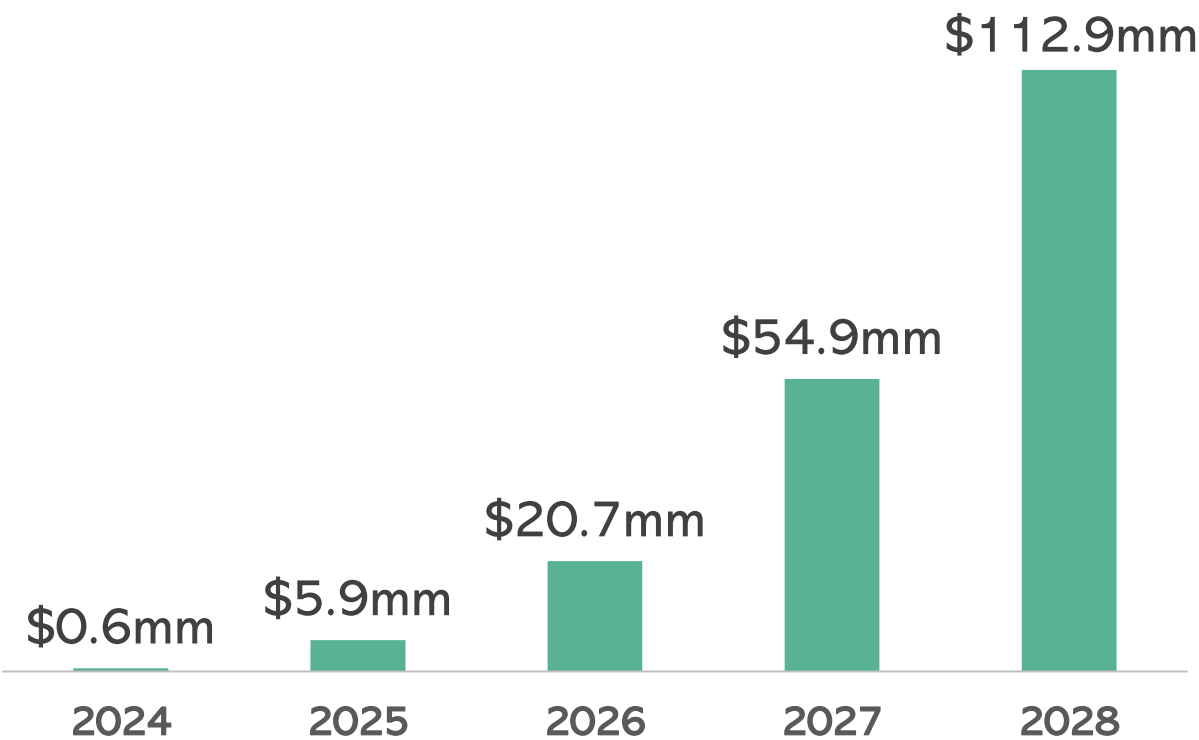|	US Goods (Not Incl. Services)[1]
TAM	$5,860,000,000,000
SAM	$4,100,000,000,000
SOM	$826,000,000,000
Number of MSAs in USA[2]	387
Average SOM Per MSA	$2,134,366,925
Negative Modifier[3]	25%
Adjst Avg SOM per MSA	$1,600,775,194
Wyndo Markets by Year 1	5
Wyndo Capture	1.00000%
$ Flowing Through Wyndo	$80,038,760
Wyndo Revenue Year 1[4]	$720,349

Note(1) Utilizing Census Bureau Data for 2021-2022
Note(2) Metropolitan Statistical Area
Note(3) Taking into account heavily weighted metropolitan areas eg. NYC, LA, etc
Note(4) Wyndo market capture, by active customers, by take rate

Wyndo

Note(1): Proforma available upon request for bottoms-up revenue projection model from sales projections, adoption, etc.
Note(2): "TAM" model Top-down to arrive at a Year 1 revenue projection

Current Fundraising Status

$2.75mm

GTM Investment

$1mm

$900k

$800k

Consumer Side Iteration

$700k

$600k

Retailer Side Iteration

$500k

$400k

Testbed Market Launch

$300k

Product MVP 1.0

$200k

$100k

█ Currently raised, pre-seed and committed seed capital

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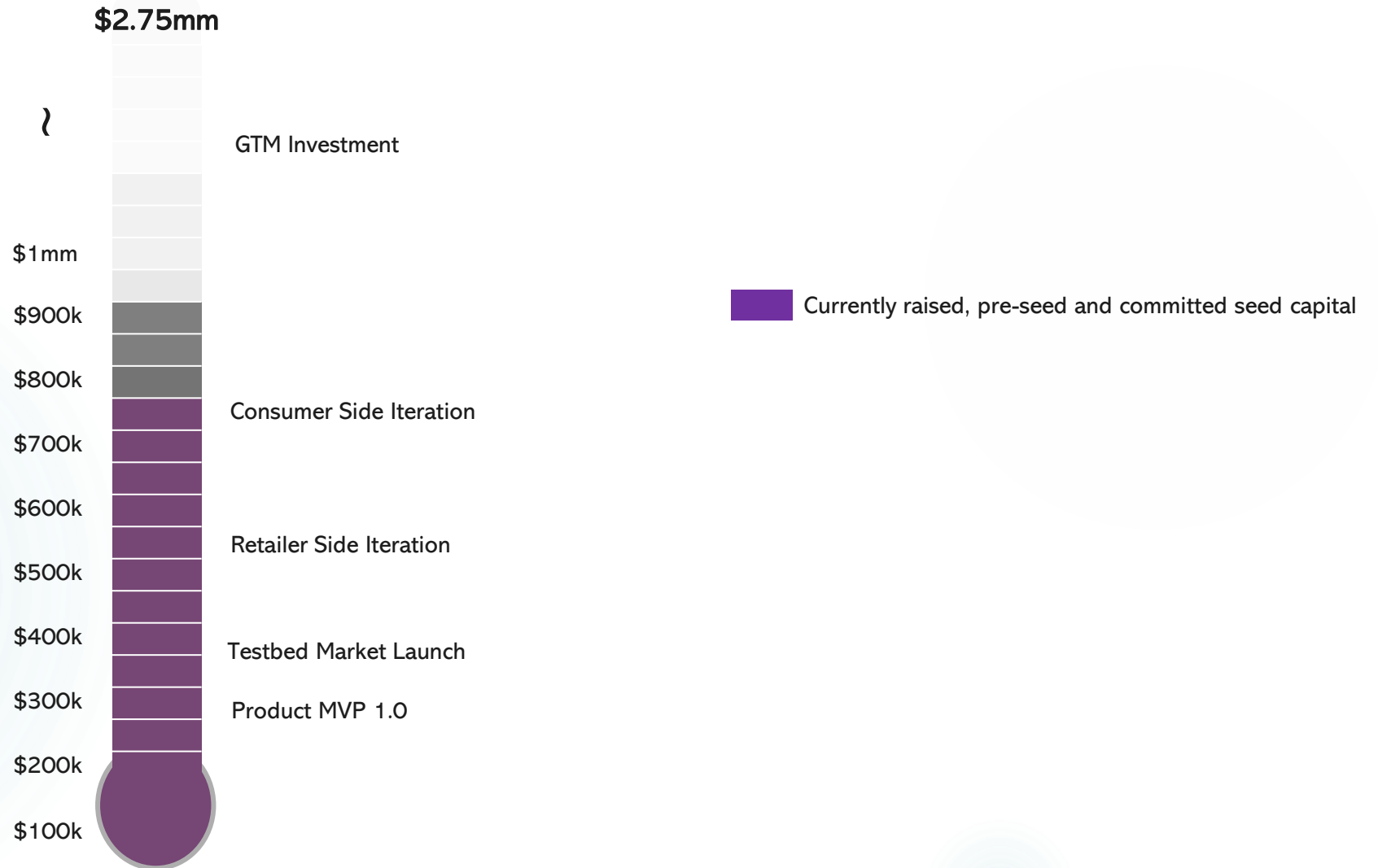
Seed Round

$2.5M

USE OF FUNDS

Push MVP (Minimal Viable Product)

Validate product/market fit

Cultivate strategic partnerships in POS space

MILESTONES

Iterate MVP (Minimal Viable Product)

First 100 transactions

Top partnerships with leading POS providers

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Entrepreneurs and Visionaries

FOUNDERS

TEAM

Elliott Saint-Pierre
Founder & CEO

Technical background in algorithm development for DoD with "superpower" of being able to spot existence of problems, locate origin of problems, and find comprehensive and robust solutions

Paul Saint-Pierre
Co-Founder & CFO

Elliott's father, who has over 40 years of professional experience in the financial side of real estate, private equity, corporation credit, investment management, and Chief Financial Officer of three investment funds

Randall Clark
COO

Randall has driven $50mm+ in startup raises for marketplace applications, led business development and operations teams notably across retail startups, marketplace applications, and POS service providers

Wyndo

Greg Lontok
Systems and Information Technology

Samuel Skidmore III
Chief Product Officer

Matt Markel
Product Advisor

Mike Casey
Algorithm Designer

Laura Sims
Marketing Advisor

Scott Tesmer
Senior Engineer

Go-To-Market Strategy (GTM)

4

3

2

1

Test Bed Market

Key POS Partnerships
Top POS system partnerships in Test Bed Market established; application linked to retailers in Test Bed Market

Refine, Confirm Product<>Market
As a data-driven business, the Go-To-Market Strategy will be data-driven form sales, marketing, app downloads, to operations

Generate App Downloads
B2B2C partnerships preferred in conjunction with direct-to-consumer strategies for Wyndo application download.

Market Expansion
Lessons learned, iterations made, and data gathered in Test Bed Market will drive further markets targeting decision process

Retailer Focus First
Sales into large landowners will grant fastest access to retail location. Integrate retailer POS systems prior to app launch. Partner with the retailers for consumer facing marketing initiative.

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Thank you!

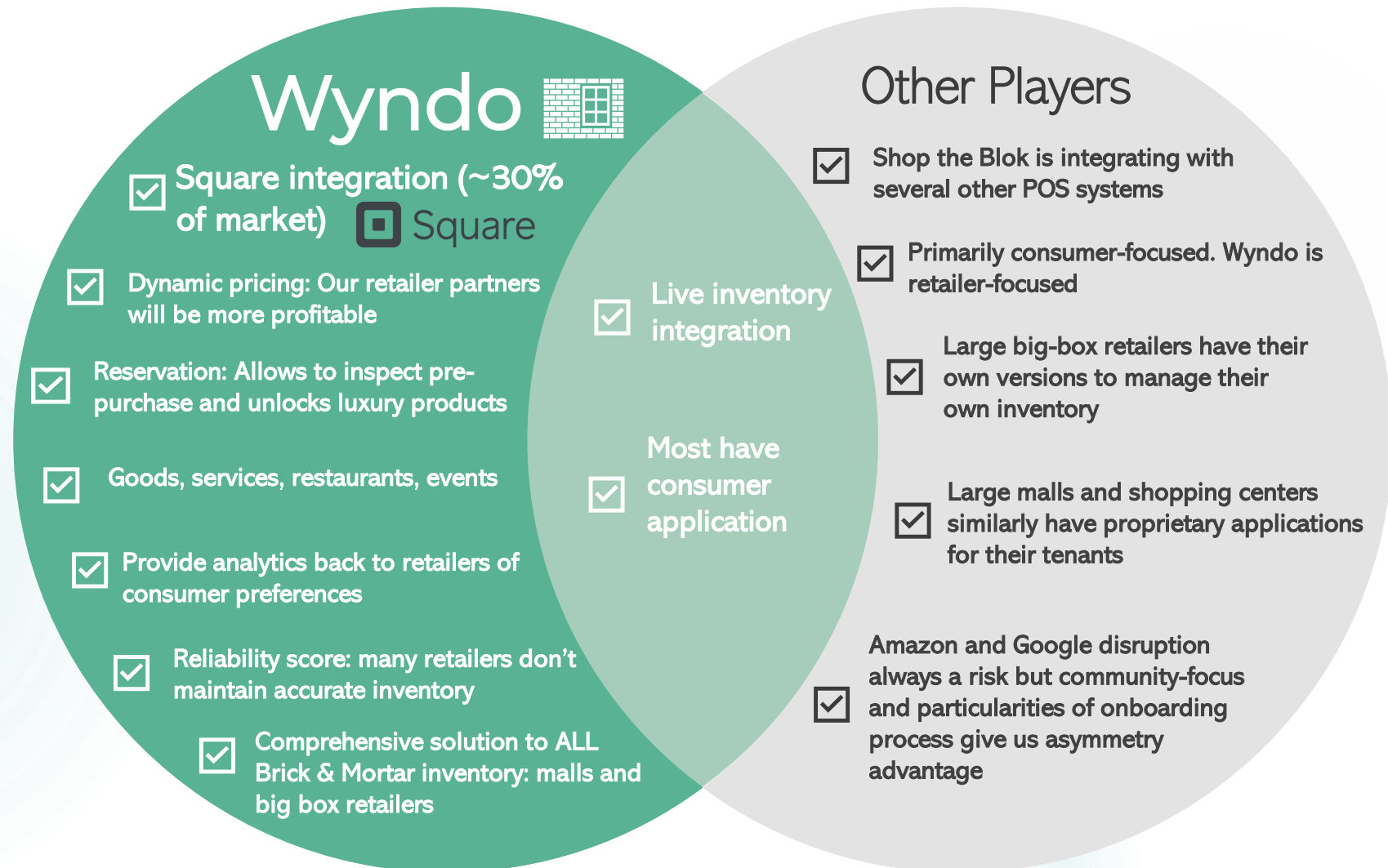QUESTIONS, APPENDIX, USE CASES

Appendix
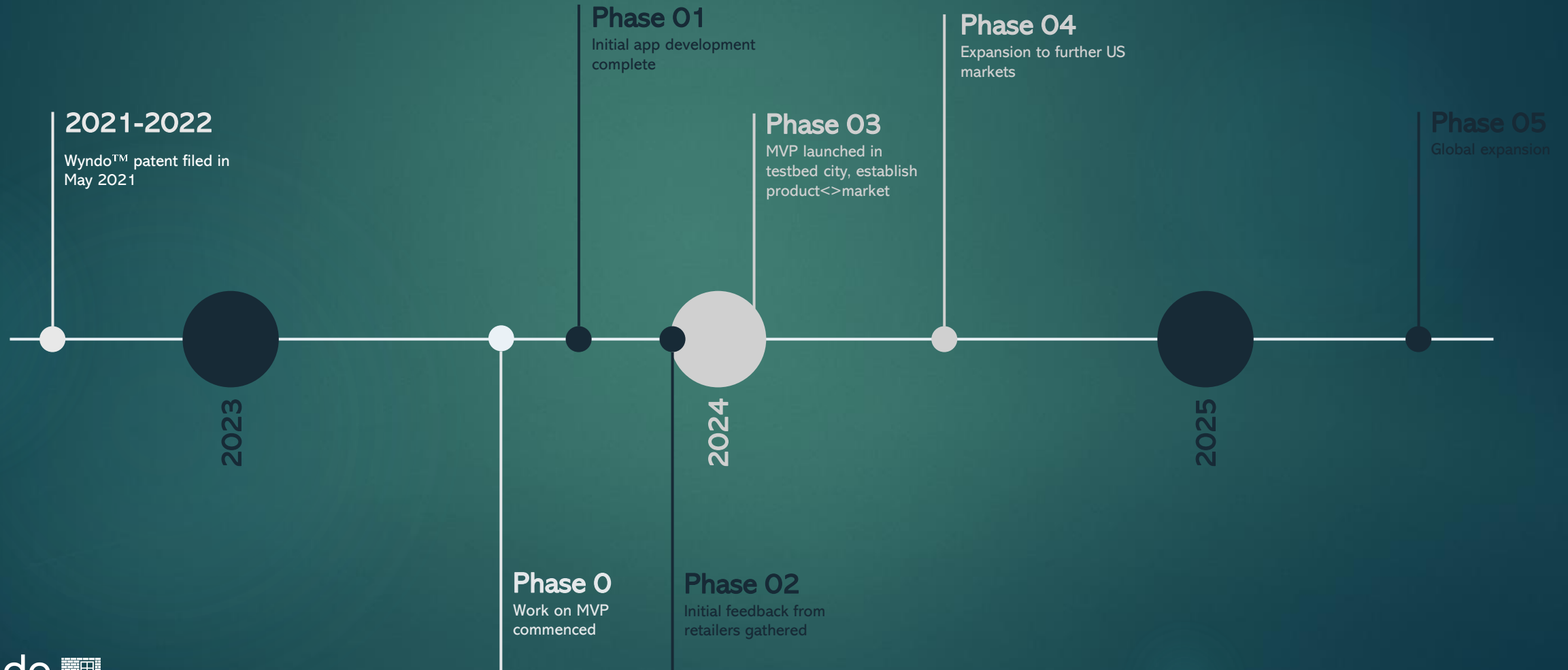
ESG

Competition in the Marketplace

Wyndo has no direct competitor, yet companies with similar missions include:

Wyndo Team:

Leading algorithm and machine learning industry expertise

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- ☑ **Square integration (~30% of market)** ▢ Square
- ☑ **Dynamic pricing: Our retailer partners will be more profitable**
- ☑ **Reservation: Allows to inspect pre-purchase and unlocks luxury products**
- ☑ **Goods, services, restaurants, events**
- ☑ **Provide analytics back to retailers of consumer preferences**
- ☑ **Reliability score: many retailers don't maintain accurate inventory**
- ☑ **Comprehensive solution to ALL Brick & Mortar inventory: malls and big box retailers**

- ☑ **Live inventory integration**
- ☑ **Most have consumer application**

Other Players

- ☑ **Shop the Blok is integrating with several other POS systems**
- ☑ **Primarily consumer-focused. Wyndo is retailer-focused**
- ☑ **Large big-box retailers have their own versions to manage their own inventory**
- ☑ **Large malls and shopping centers similarly have proprietary applications for their tenants**
- ☑ **Amazon and Google disruption always a risk but community-focus and particularities of onboarding process give us asymmetry advantage**

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Growth Plan

2021-2022
Wyndo™ patent filed in May 2021

2023

Phase 0
Work on MVP commenced

Phase 01
Initial app development complete

Phase 02
Initial feedback from retailers gathered

2024

Phase 03
MVP launched in testbed city, establish product<>market

Phase 04
Expansion to further US markets

2025

Phase 05
Global expansion

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Stakeholders and Use Cases

Wyndo Beneficiaries

The Consumer
- Superior experience with retailers
- Local marketplace visibility dramatically improved

The Community
- Economic impact
- Municipality sales tax revenue
- Fostering community

Local Retailer
- Improved reliability
- Increased foot traffic
- Retailer's vendors & suppliers
- Retailer's landlords

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Environmental, Social, & Governance

5x
More greenhouse gases due to package production when shopping ecommerce

5x
More returns when shopping ecommerce

20.5
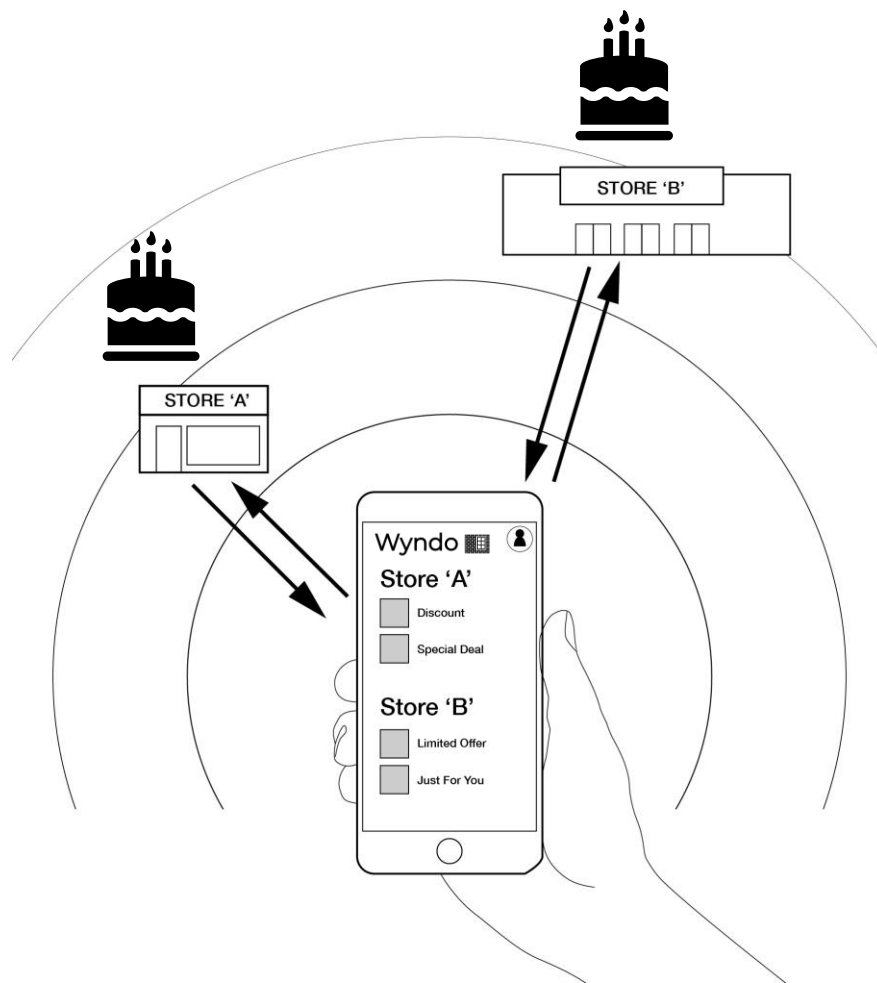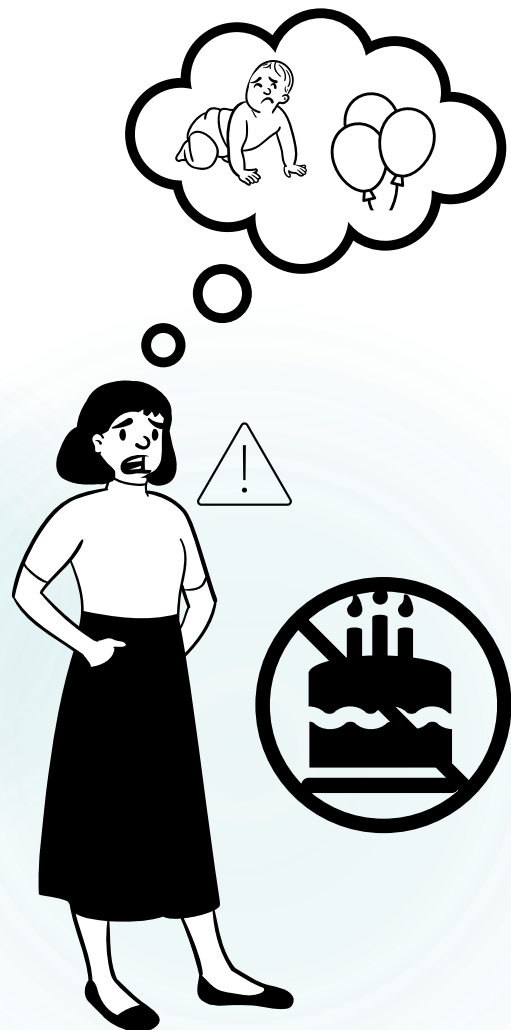Aggregate direct and indirect job additions per $1mm driven in retail final demand

1.5M+
Ecommerce waste is equivalent to 1.5M additional cars on US streets per year

Source: https://simon-malls.cld.bz/Does-Shopping-Behavior-Impact-Sustainability/6/

Use Case Visualizations

USE CASES

I Need it TODAY!

Wyndo

Store 'A'
- Discount
- Special Deal

Store 'B'
- Limited Offer
- Just For You

STORE 'A'

STORE 'B'
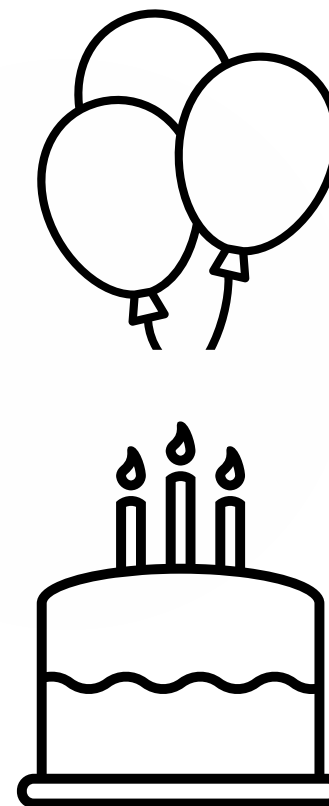
Wyndo

Keeping Inventory Moving

$$\$50/haircut \rightarrow \$35/haircut$$

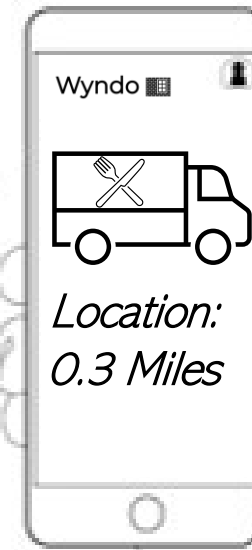$35/Haircut

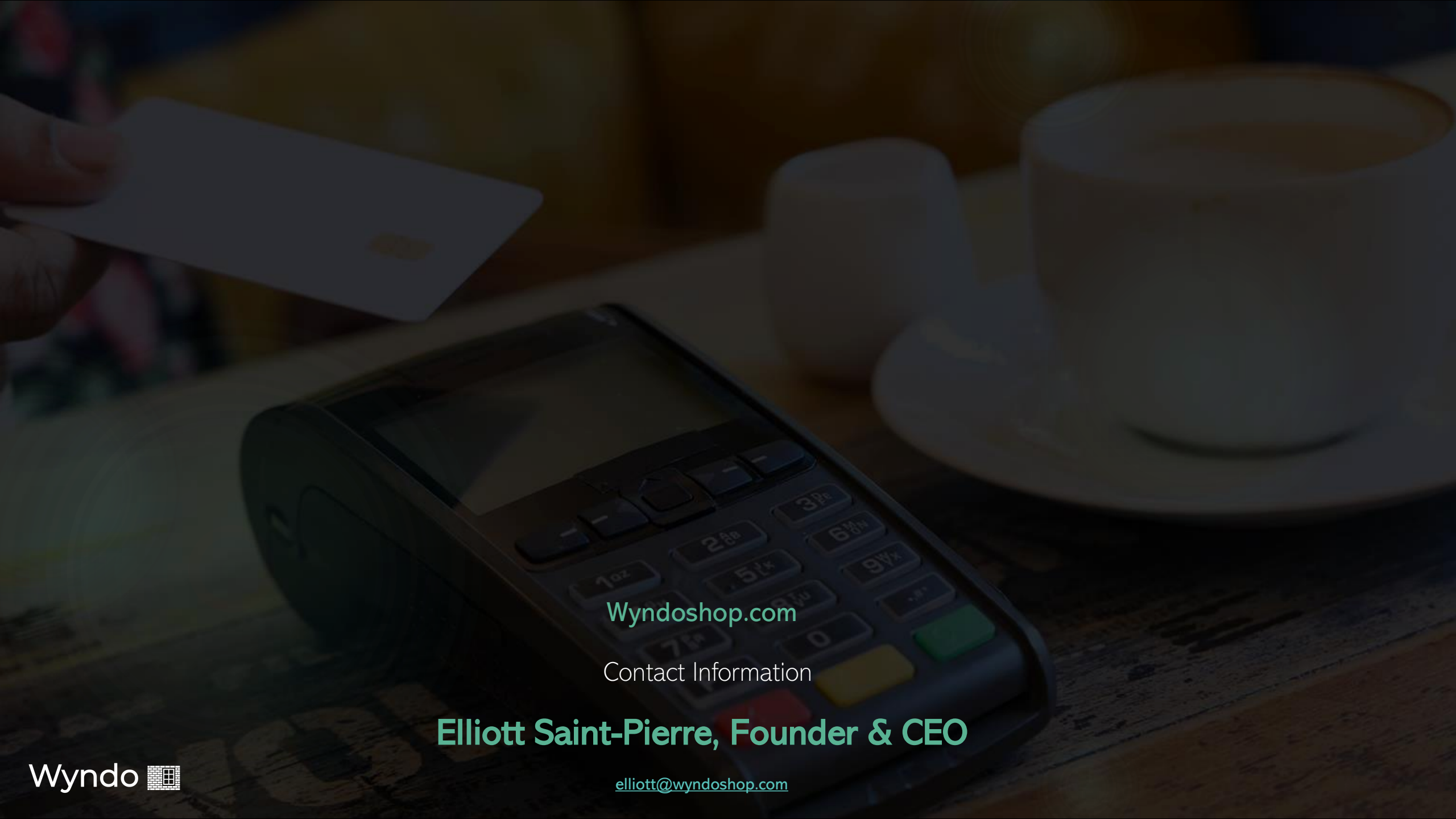*A whole calendar block with no booked appointments*

Dynamic pricing adjusts accordingly

Revenue for retailer gained

Wyndo

Wyndo **Wyndoshop.com**

Contact Information

Elliott Saint-Pierre, Founder & CEO

elliott@wyndoshop.com