



Get a View on Trades and Professionals - locally in Real-time



June 2017

CONFIDENTIAL

# What is balconee.com?

Balconee.com is an online service, matching clients and professionals for local services in real-time with calendar synchronization and search optimization tools.

**UBER**

UBER was created for anyone with a car to make extra cash.



Airbnb was created for anyone with a home to make extra cash.

**BALCONEE**

balconee was created for anyone with a skill to make extra cash.

## How Does balconee Work?

### What are you looking for?

We instantly locate professionals (lawyers, accountants, physicians, dentists etc.) and trades (gardeners, electricians, plumbers, carpenters, photographers etc.) in your local area and present their calendar openings so you can book a time that's right for you.

Immediately receive potential matches along with ratings, reviews and apply for the job or services requested. Professionals and trades can choose, Silver, Gold and Enterprise packages to promote their business and receive new or repeat clients at a nominal cost of \$120 per year or \$0.33 a day.

Receive balconee Rewards Points™ to redeem the next time you use balconee.

# What Makes balconee Unique

**Payment Protection:** Job must be completed to 100% satisfaction

**Contract Resolution:** Support and mediation can be managed through lawyers subscribed to balconee

**Real-time visibility into professionals / trades calendars and GPS Tracking** to see who's conveniently available for instant service

**Trades not hit with massive fees to bid on jobs**

**Email, text notification:** Mass messaging on time sensitive deals and alert notifications

**Reviews and Recommendations:** Accurate and proven

**Loyalty Rewards & Points:** Earn balconee rewards points for future discounts and savings

**balconee Rating:** Weighted Average 5 Star Rating

**Inner-Circle Referrals:** Links to Facebook, twitter and LinkedIn for close friends

**Optional insurance protection,** offers customers additional piece of mind (ex. travel insurance for Priceline, Kayak)

# Market Validation

## Local Business in American, Will Spend over \$800 Billion Each Year

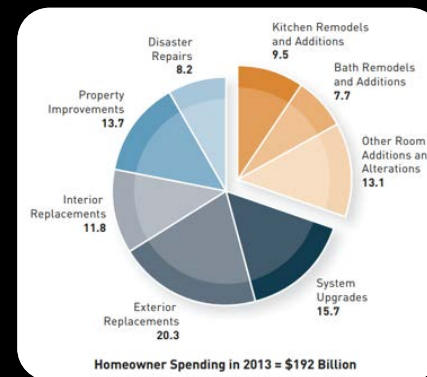
Single main competitor:

Thumbtack - 200,000 Professionals ★ *Thumbtack*

\$1 Billion in business 2016

Raised over \$276mm in funding

Spending nationwide for home improvements and repairs will rise 6.7% to reach \$317 billion in 2017, according to the Leading Indicator of Remodelling Activity (LIRA) published by the Remodelling Futures Program at the Joint Centre for Housing Studies of Harvard University. That increase nearly matches the 6.9% growth estimated for 2016.



Product



# Business Model



## Trade Portal

- Monthly / Annual Subscription \$.33 per day or \$120 year
- Trade Professional Portal provides view of Jobs and Tenders in the area they specify
- Trusted and validated reviews
- We ensure payment is held in escrow, so they can be paid when the job is done
- Trades not hit with massive fees to bid on every job
- Trades can endorse other trades and offer their own reviews and recommendations

We provide a map and calendar of jobs available to quote on

We will Ensure the job is done to the customers satisfaction

## Consumer Portal

- Per Job Percentage
- Consumer Portal provides view of trade professionals in their area
- Trusted and validated reviews which ensures trades people will the job right the first time
- We ensure customer satisfaction with prompt resolution protocols
- Customer can purchase additional insurance for a nominal fee
- balconee loyalty rewards are earned each time a job is booked and paid for and may be redeemed towards discounts on future bookings
- Verified, licensed and insured Trades

Realtime calendar of available time slots and fixed cost services

Realtime calendar of available time slots

## Legal / Financial Portal

- Monthly / Annual Subscription
- balconee customers can open calendars for Lawyers, Accountants, Financial Advisors, Insurance Agents to view in real-time and sync appointment schedules
- Customers can view how busy a practice is with Blue (not busy) to Red (busy) real-time monitoring
- Sync to Facebook, Twitter, LinkedIn

## Medical / Educational Portal

- Monthly / Annual Subscription
- balconee customers can open Physicians, Dentists, teachers, tutors calendars to view in real-time and sync appointment schedules
- View to ratings, reviews and select the best candidate for your needs
- Customers can view how busy a practice is with Blue (not busy) to Red (busy) real-time monitoring
  - Sync to Facebook, Twitter, LinkedIn
- Teachers/tutors can seek extra income by sharing their schedule and skill set

# Revenue

Trades are charged 4% per job to a maximum \$120 per calendar year. Then automatically moved to Silver Membership and rest of the year is free.

Gold membership is earned with a combination of ratings and revenue generated.

Professionals are charged the following:

Silver: \$9.95 per month

Gold Pro: \$19.95 per month

Enterprise Level: \$34.95 per month

Consumers are charged a 6% flat fee per job for our service. Plus any merchant service fees



# Competition

craigslist

Affordable

Multi Sourced -  
Professionals to you or  
you to them

BALCONEE

Offline Transactions

Online Transactions



Expensive



Single sourced -  
Professionals to  
you.

 **Thumbtack**

# Market Adoption

- Events: Trade Show
- Potential Partnerships

craigslist

Kingfisher

twitter

THE HOME DEPOT

facebook

LinkedIn

salesforce

# PRO FORMA FINANCIALS

(amount in USD)	2018	2019	2020	2021
<b>Total Revenues</b>	<b>\$32,146,200</b>	<b>\$80,066,244</b>	<b>\$320,265,000</b>	<b>\$640,530,000</b>
Marketing	\$836,500	\$2,016,561	\$3,226,500	\$6,453,000
<b>Total Expenses</b>				
Development	\$669,240	\$1,613,248	\$5,453,000	\$12,906,000
Sales	\$133,848	\$422,649	\$1,290,500	\$2,965,000
General & Administration	\$1,062,000	\$1,876,000	\$2,608,330	\$2,769,000
<b>EBITDA</b>	<b>\$644,612</b>	<b>\$2,137,786</b>	<b>\$19,682,170</b>	<b>\$39,437,000</b>
	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Total balconee users @ \$120 average cost per Project	10,000	25,000	100,000	200,000
	\$ 2,400,000	\$ 6,000,000	\$ 24,000,000	\$ 48,000,000
2 projects per month @ 6% charge to client	\$ 28,800,000	\$ 72,000,000	\$ 288,000,000	\$ 576,000,000
	\$ 144,000	\$ 360,000	\$ 1,440,000	\$ 2,880,000
	\$ 1,728,000	\$ 4,320,000	\$ 17,280,000	\$ 34,560,000

# \$2.0 mm USD Seed Round

## Use of Proceeds:

- \$1,350,000 Software V1 IOS Android & Web App
- \$500,000 General Administrative Legal/Accounting, Management
- \$150,000 Contingency

# Management



## Sam Scoten – Co Founder, CEO

Sam has spent over 18 years in finance and raised over \$620mm USD in equity and debt financings for technology, resource, gaming and real estate companies.



## Glenn Colegate – Co Founder

Mr. Colegate began his career at Hi-Tech Assemblies Ltd in 1998, implementing 3D Modeling design and produced AWP, SWP and Touch screen kiosks for the European, South American & Russian markets ultimately manufacturing and installing over 5000 units. In 2001 he secured subcontract builds for SEGA Europe, JPM and Gamesoft. Following that in 2004 he began worked with TCS John Huxley's on their flagship products, and in 2005 worked with Felix Corporation and designed a complete retail solution in one kiosk. From 2009-2010 he completed product development projects for clients including Inspired Gaming Group, Scientific Games, Games Media, Apple, HSBC, HMRC, O2, Retec interface before joining the XeraFlop Group in 2012.



## John Bracaglia – CLO

Mr. Bracaglia has seven years of licensed racing industry experience in senior management and lead counsel positions. He has worked as a commercial attorney with technology firms in fantasy game and licensed wagering marketing in Nevada, Florida, New Jersey and through the American Midwest. He holds a current license in North Dakota for Advanced Deposit Wagering and has successfully negotiated corporate license and gaming agreements in New Jersey, Montana, South Dakota, Iowa, Arizona and Oklahoma. John has over twenty years experience as a commercial attorney and is a graduate of the University of Ottawa.

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