



Mobile Gift Franchise

package for partners

May 2018

ABOUT US



Business description:

MobiGift is the microgifting service that allows users to send a cup of coffee, ice cream, cake, airtime and many more from top brands instantly.

User can send a birthday gift, say “thanks” for a favor, set the appointment or just brighten someone’s day with MobiGift.

Company about:

Company name MOBI GIFT LLC
Our brands MobiGift
Web-site www.mymobi.gift
Founded July, 2016

Our partners



ABOUT SERVICE AND INCOME STRUCTURE



Mobile gift certificate is a certificate in a mobile application or a certificate in the form of SMS with URL or email.

The difference from conventional certificates is the lack of a physical carrier. A mobile certificate can be either for a specific money value or for a specific product / service.

Example of certificates:



«Movie ticket +
Popcorn + Pepsi»
certificate



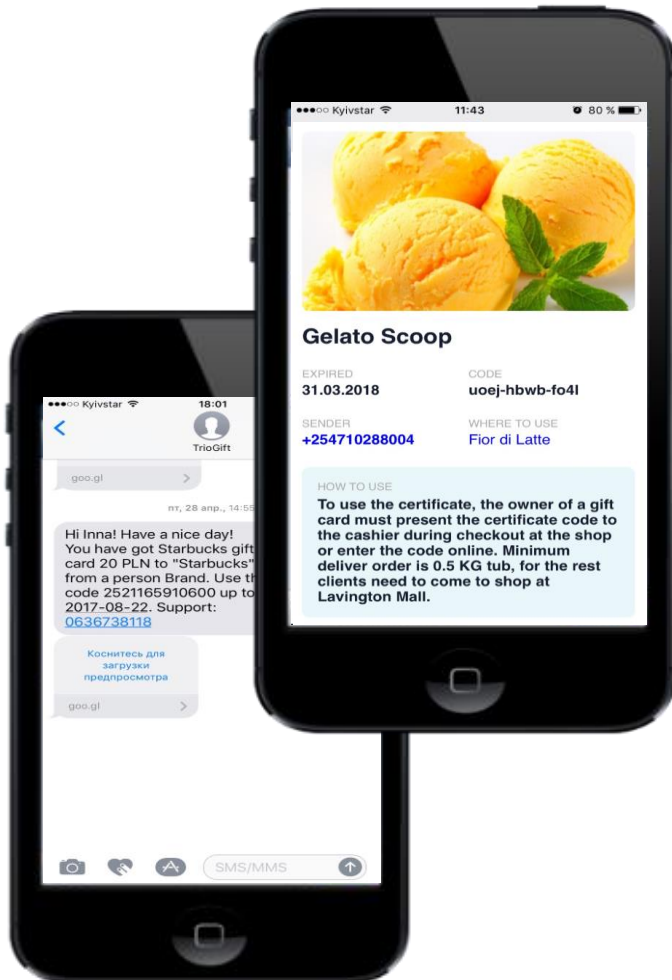
\$20 gift card



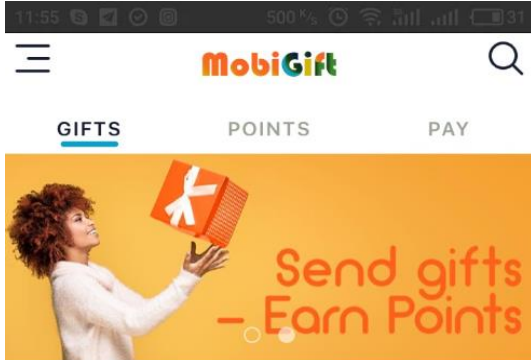
«Latte 370 ml»
certificate

Income components:

1. A commission from merchants
3-15%
2. Unused (not redeemed) certificates
20-50%



MOBILE APPLICATION FOR USERS



Airtime



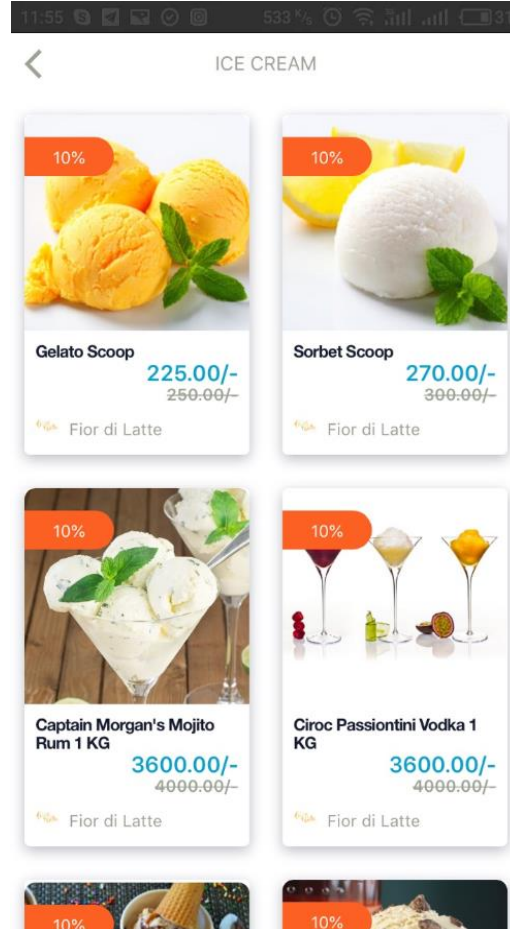
Flowers



Cake



Ice Cream



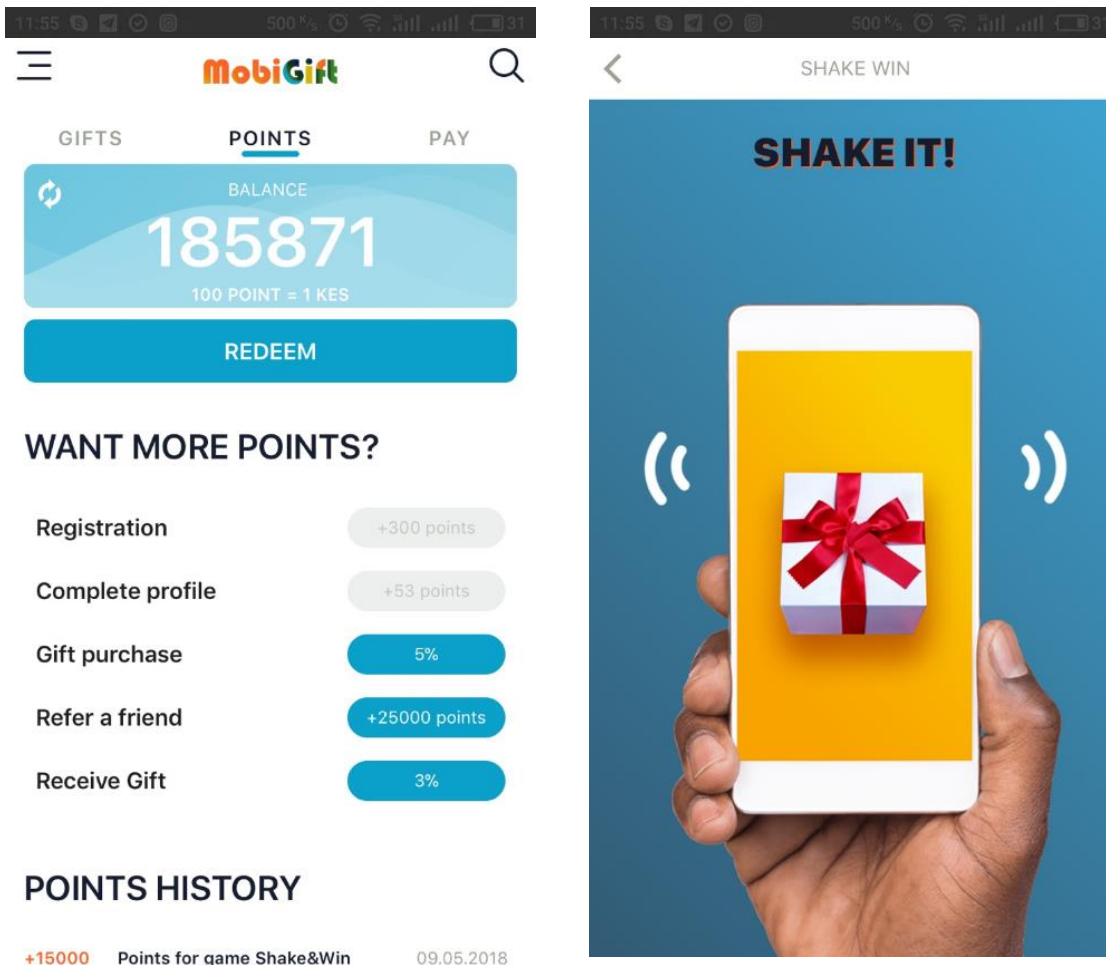
Mobile App for Android

Mobile App for iOS

HOW IT WORKS:

1. Choose a certificate/gift.
2. Choose a recipient and write a wish.
3. Pay for the certificate.
4. The certificate will arrive to the recipient in SMS/email or in the mobile app.
5. To use (redeem) a gift certificate, show the certificate code in the shop from the smartphone or show it in SMS.

REWARD PROGRAM FOR USERS



Mobile app has convenient tool to attract and retain customers:

1. Crediting points to user's account following his activities

- Points for registration (welcome bonus)
- Points for complete profile (e.g. birthday, gender)
- Points for gift purchase & gift receive

2. Referral program

- Points for friend's registration by user invitation code
- The code can easily be sent to a friend via SMS, messengers and social networks installed on the user's smartphone

3. Game "Shake&Win"

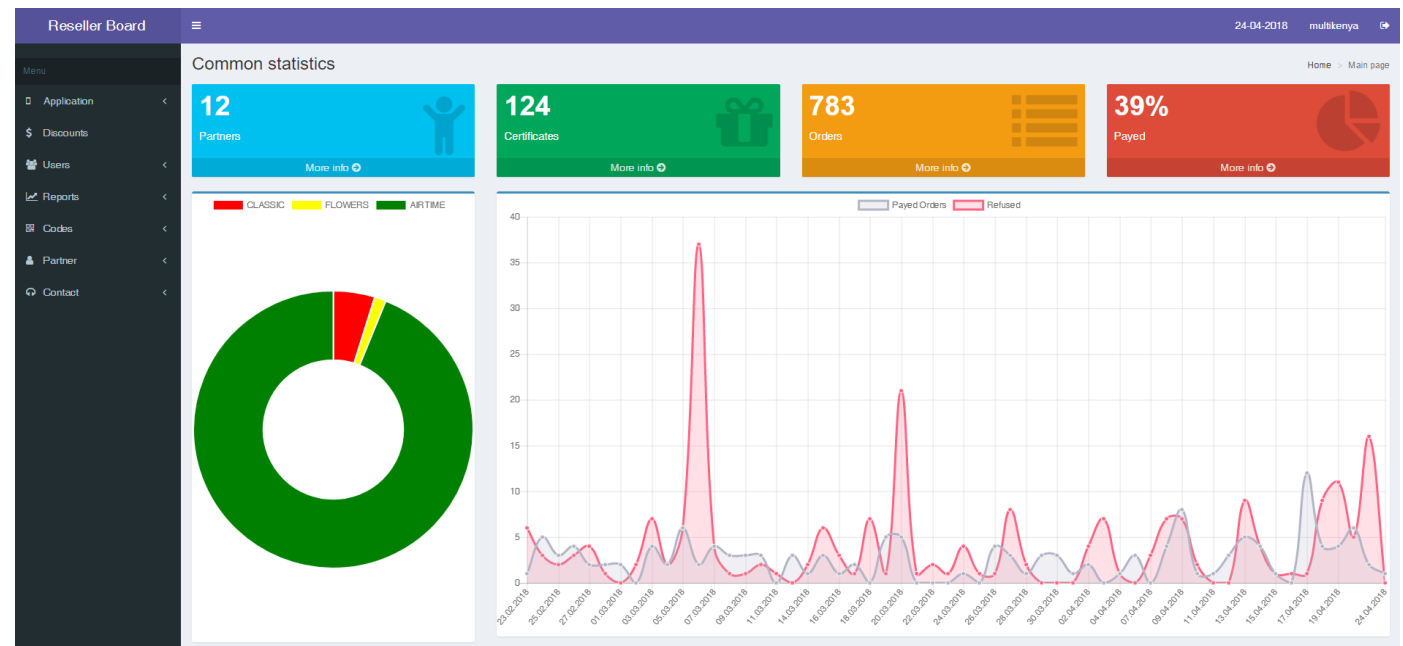
- Lottery game to attract customers in the app

MANAGEMENT INTERFACES - MGIFT SECTION



Panel for Mobile Gifts management

- Partners' profiles management
- Gift catalogue management
- Issued Gift certificates
- Paid Gift certificates
- Activated Gift certificates
- Airtime vouchers
- Senders' and Recipients' Information
- Categories of gifts
- Gift discounts
- Trade points and cashiers accounts
- Billing report
- Contact center



MANAGEMENT INTERFACES - MOBILE APP SECTION



Panel for Mobile App management

- Mobile app registration info
- Customers' profiles
- Actions history (authorization, payments, money locking, payment cancellation etc.)
- Search by client
- Search by registration date
- Client segmentation
- Account blocking
- Banners management
- Points management
- Data downloading for analytics

Users

Reporting / Users / Review

☐ M ☐ F ☐ X Age, from to

☐ Transactions

Display records

Status

Personalized

Search

Registration	Photo	Full name	Phone number	Email	Info	Locking
2018-01-12 08:22:07			+254711680716		Info	Block
2018-01-12 07:35:12			+254791697315		Info	Block
2018-01-11 12:38:58			+254736991815		Info	Block
2018-01-11 11:48:09			+254727595394		Info	Block
2018-01-10 12:11:16			+254720544312		Info	Block
2018-01-10 08:01:01		Crispus Katana	+254725223162	crispuskatana101@gmail.com	Info	Block
2018-01-10 07:54:46			+254700654173		Info	Block
2018-01-10 07:44:25			+254714695321		Info	Block
2018-01-09 12:25:55			+254722318087		Info	Block
2018-01-09 08:17:36			+254729176498		Info	Block

Records from 11 to 20 out of 145 records

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Crispus Katana

Information

User ID (My QR) 791547286

Electronic money Create a wallet

Bonuses Create a wallet

Phone number +254725223162

Email crispuskatana101@gmail.com

Gender Male

Age 28

Date of birth 1990-01-11

Last authorization

Date of registration 2018-01-10 08:01:01

[Full profile](#)

[Transaction list](#)

[Send a PUSH message](#)

[Personalize](#)

MANAGEMENT INTERFACES - MREWARD SECTION



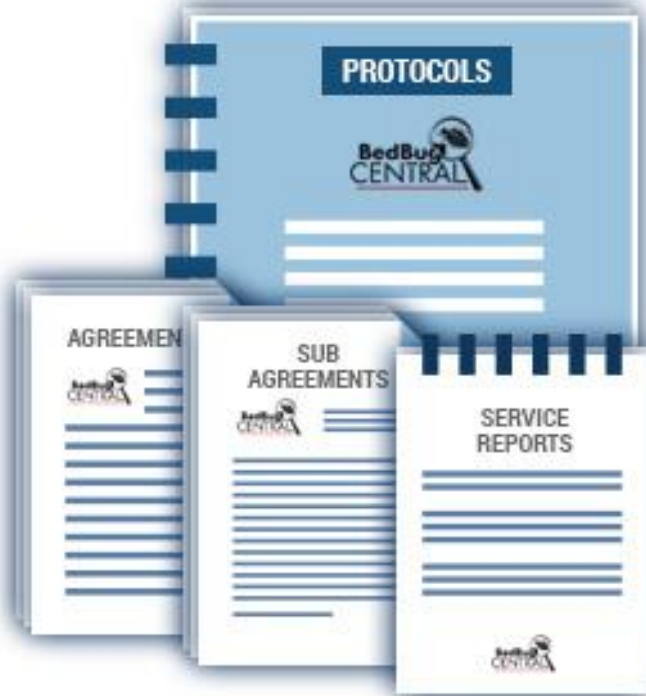
Panel for Loyalty program management

- User's profile
- Loyalty transaction history
- Loyalty accounts balances
- Earned bonuses
- Spent bonuses
- Earned bonuses by article
- Search by client
- Search by article
- Search by sum and date
- Data downloading for analytics

The screenshot displays the 'MANAGE PANEL' interface for a loyalty program. The top navigation bar includes links for Users, User groups, Forms, Reviews, and Users import. The main content area is divided into several sections:

- User Info:** Displays personal details for a user named MARIANNE, including last name (MWANIKI), phone (254710288004), email (nyaruita@gmail.com), gender (Undefined), birth day, address, registered at, and registered via (mobileApplication).
- User statistic:** A table showing various statistics for the user, such as total transactions (16), total sum (16,00), average check (1,00), bonuses received (1 704,30), bonuses spent (50,00), balance bonuses (1 654,30), first purchase (16.12.2017), last purchase (23.01.2018), most visited store (Africa), most purchased items (0), and most spent on (0).
- Account: 2620030021:** Shows account details including currency (BON), balance (1 654,30), and available balance (1 654,30). It also includes a section for gift bonuses with a table for ID, Name, Bonus, and Opened, currently showing no results.
- Visiting hours:** A table showing activity by day and hour, with columns for ActivityDay, ActivityHour, and ActivityPayment.
- Frauds:** A section for managing frauds, currently showing no results found.
- Cards:** A table showing card details, including card number (2007318792854), status (ACTIVE), card type (Virtual), and card issued by.
- RFM History:** A table showing the Recency, Frequency, and Monetary (RFM) history for the user, with columns for User group, Rfm R, Rfm F, Rfm M, and Created At.

BUSINESS DOCUMENTATION



1. Instructions to Web interfaces
2. Brand materials (logo, branded template of presentation)
3. Business processes:
 - Gifts categories
 - Pricing recommendations
 - Users and merchant support
 - Billing reports
4. Merchant and reseller packages
5. Legal documents
6. API



COMMERCIAL OFFER



What do we offer

- Business in a box – we give everything you need to start the business.
- You receive training, consultations and support.
- No Staff, Stock holdings or Experience necessary on initial stage.

Financial requirements

- **One-time payment:** 9 600 USD.
- **Monthly fee:**
 - 1-3 months after setup - FOR FREE;
 - from 4th month - USD 945 /month.

What does the package include

- Mobile App for IOS and Android
- Reward program in Mobile App
- Airtime as a gift
- Web interfaces to manage gift service
- API for integration with other platforms
- Documentation





Contacts

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