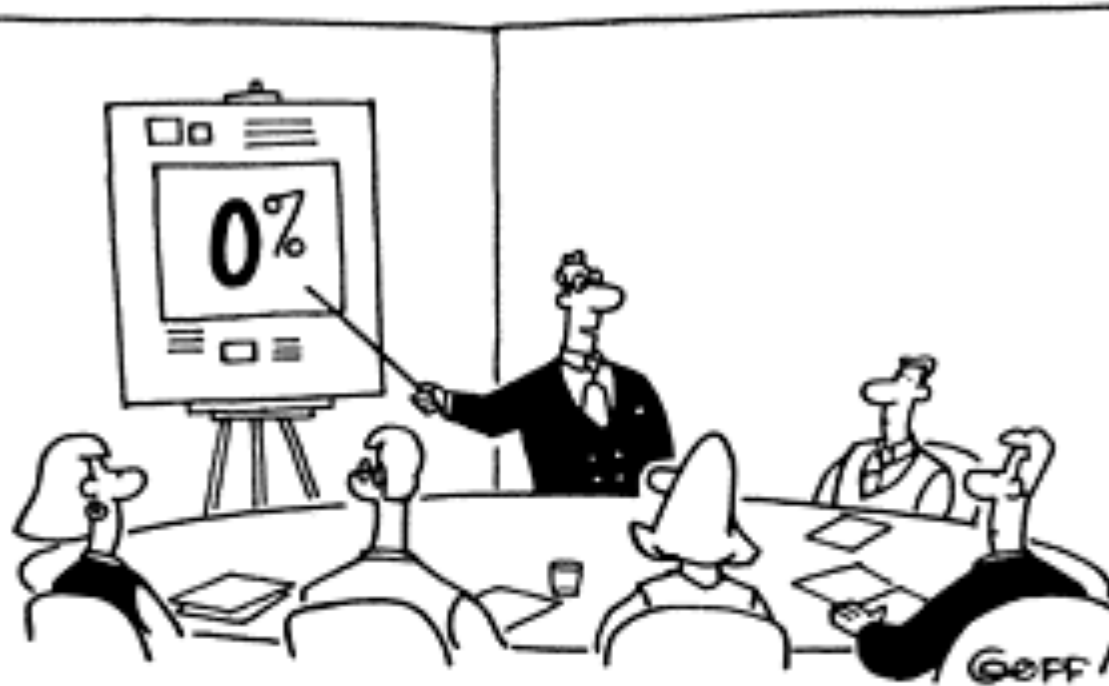




Matt Frazier
CEO
Matt.Frazier@beakn.com



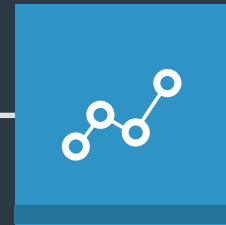
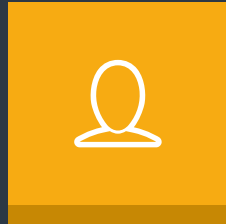
Chris Goodman
COO
Chris.Goodman@beakn.com



"Our study concludes that this is the percentage of our customers who will buy from us without any effort whatsoever on our part."

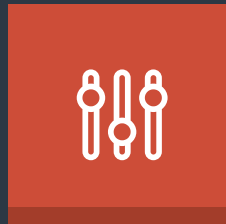
Beakn Overview Presentation

Overview
Industry, Growth, Smartphones, Loyalty.



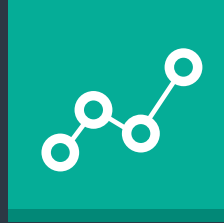
Problem
Barriers to merchant messaging being heard.

Solution
Products, Pricing, Audience, Value.



How It Works
Technology, Application, How to use.

Sales Process
How to sell it, Value Story.



Getting Started
Training, Demo Kits, Support.

Exciting Opportunities Ahead



The Industry

The Internet of Things Moves In

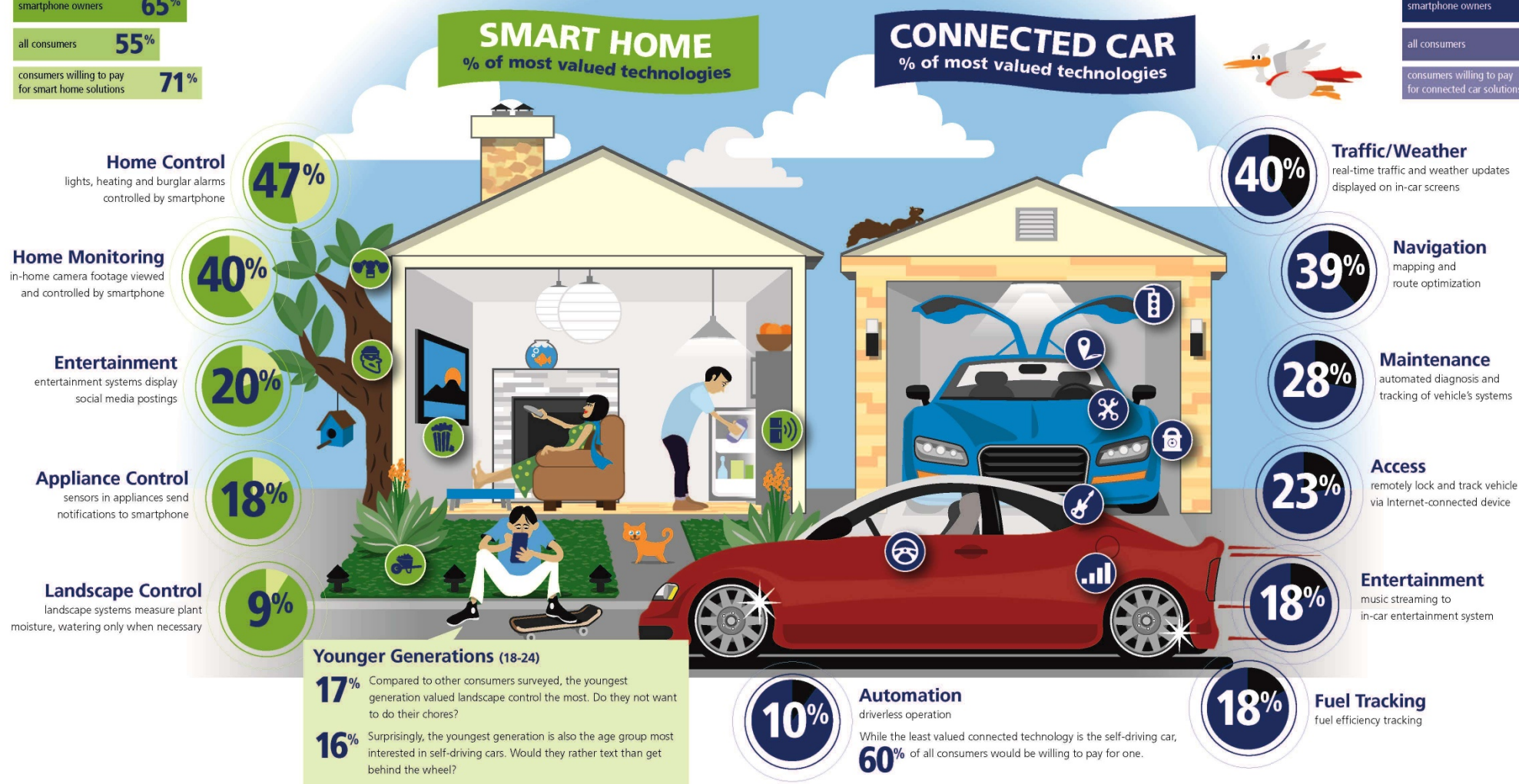
Would find value in smart **HOME** solutions

smartphone owners	65%
all consumers	55%
consumers willing to pay for smart home solutions	71%

The 2014 U.S. edition of Deloitte's Global Mobile Consumer Survey reveals that smartphone owners overindexed in their desire for Internet of Things (IoT) solutions for the home and car.

Would find value in connected **CAR** solutions

smartphone owners	72%
all consumers	63%
consumers willing to pay for connected car solutions	60%



Deloitte.

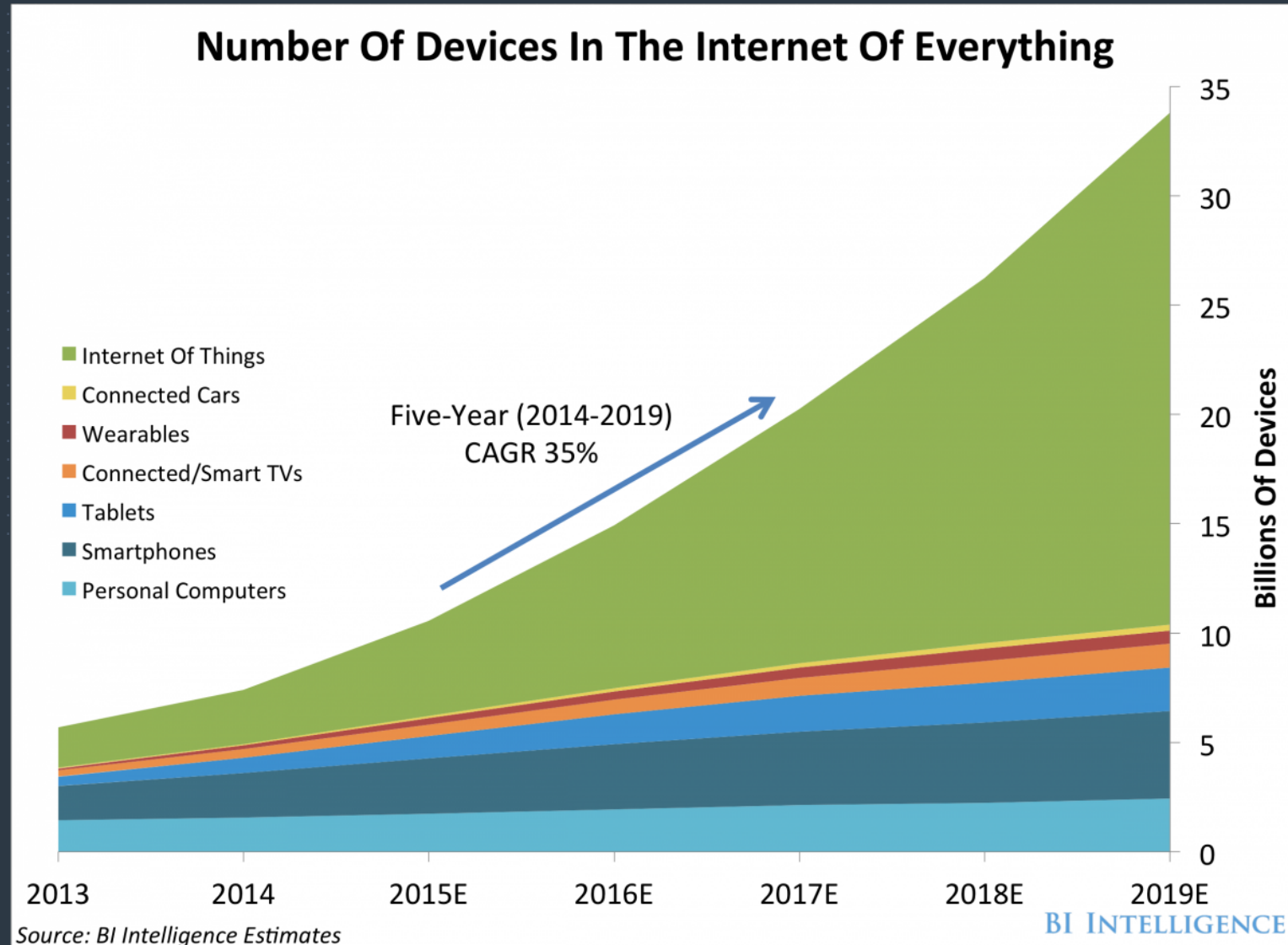
For additional insights from the 2014 Global Mobile Consumer Survey: U.S. edition, visit www.deloitte.com/us/mobileconsumer

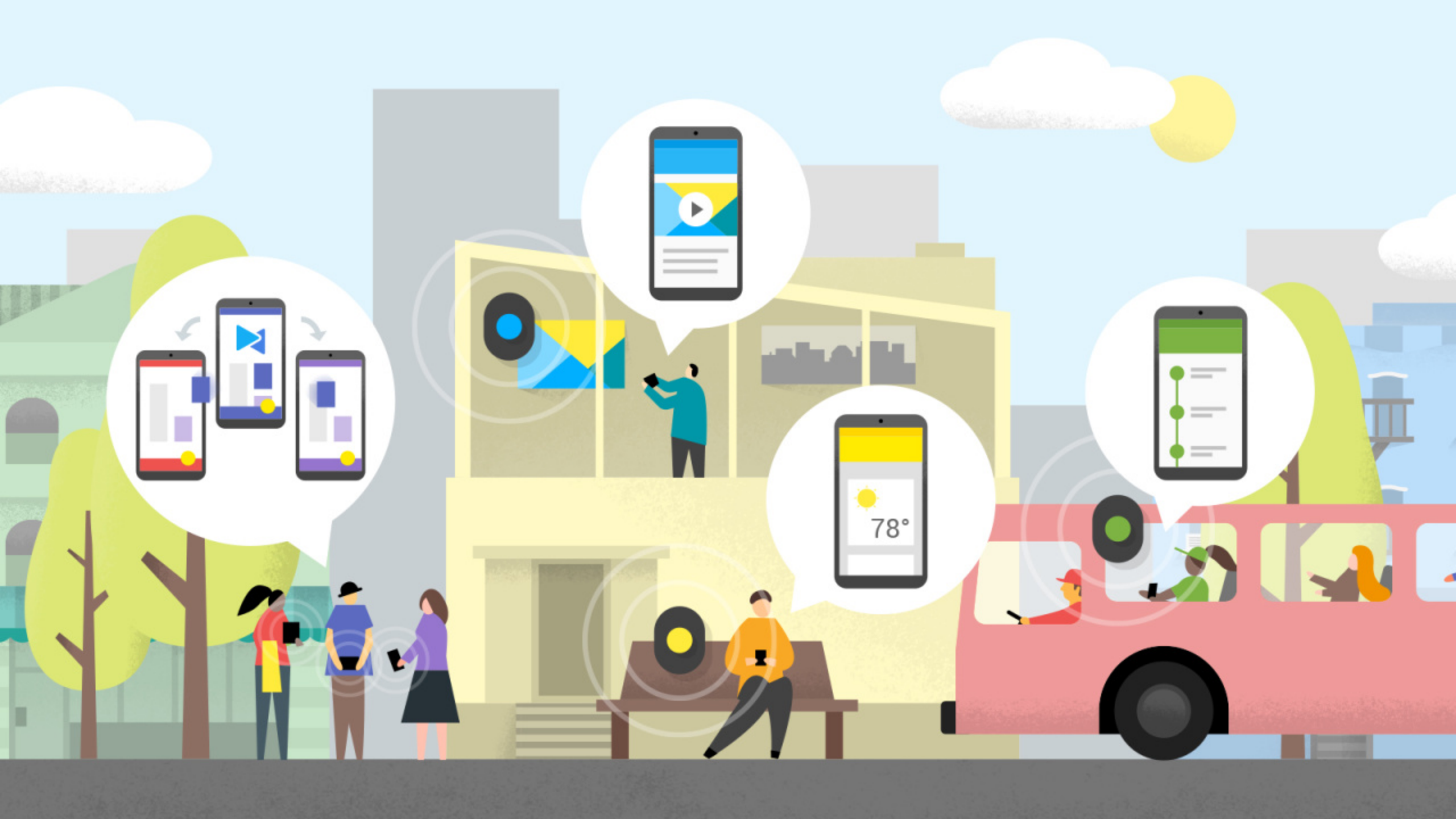
@DeloitteTMT

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Internet Of... Everything

7





Smartphones... Trust Centers



Loyalty = Growth, 10x Value

10



#1 Way to Increase Profits

Building loyalty with 5% more customers would lead to an increased average profit per customer of between 25% and 100% - *The Loyalty Effect*

The probability of selling to an existing customer is 60 – 70%.
The probability of selling to a new prospect is 5-20% – *Marketing Metrics.*

A hand is shown drawing the word "Loyalty" in a large, hand-drawn oval on a chalkboard. The chalkboard is filled with various mathematical equations and diagrams, including a graph of a parabola, a triangle, and several algebraic formulas. The word "Loyalty" is written in a cursive, chalk-like font. The hand is holding a piece of white chalk and is in the process of completing the oval around the word.

Loyalty

Consumers want mobile rewards and discounts!

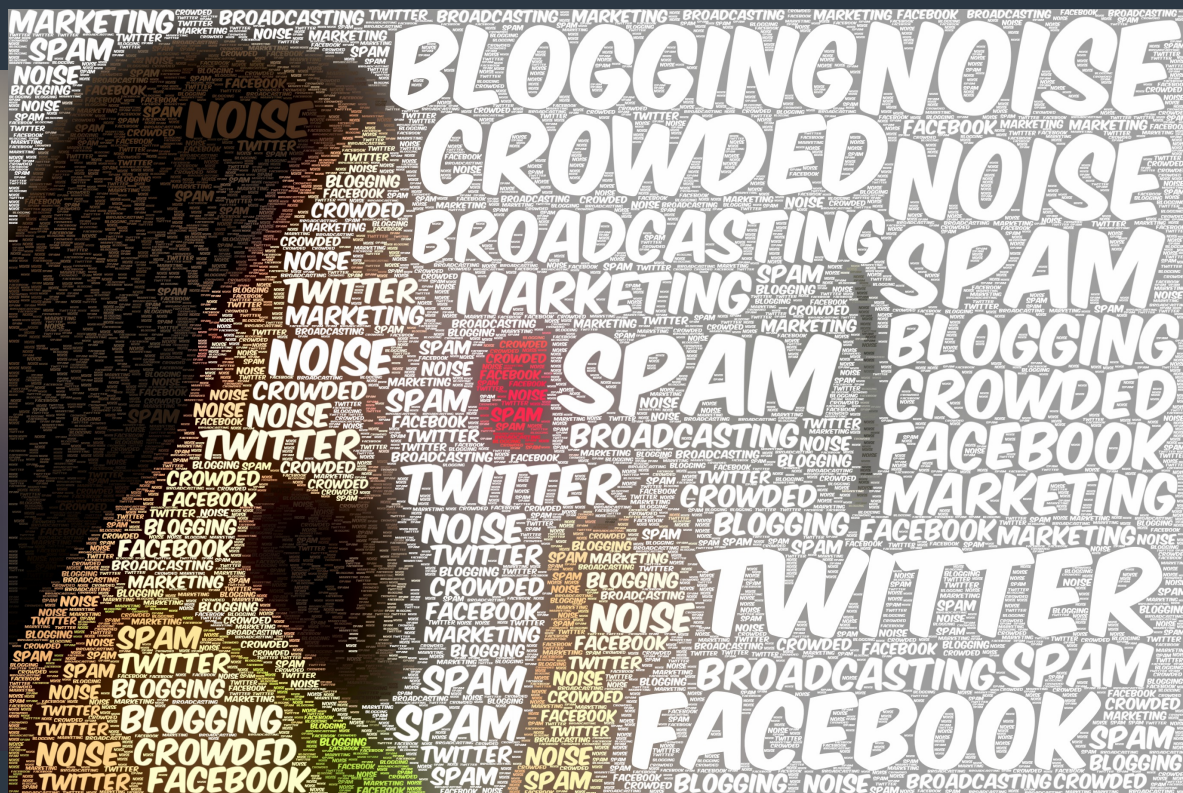


“Consumers want the convenience and simplicity of mobile: 45% want real-time mobile promotions and 39% want mobile loyalty solutions.”



The Problem

How do you cut through the noise?



Gain DIRECT access to their device!

Email effectiveness is rapidly declining

The average number of business emails received per day is increasing. By 2018, the average will be 140 email messages per day.

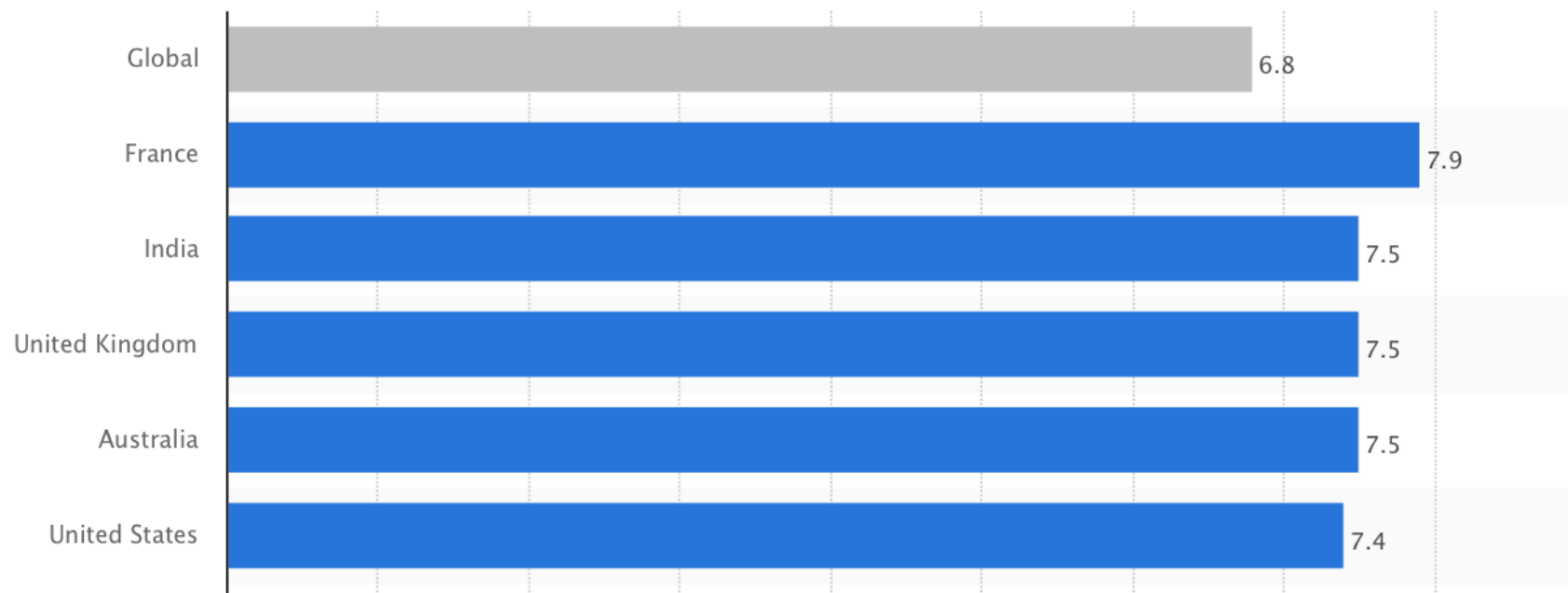
Business Email	2015	2016	2017	2018
Average Number of Emails Sent/Received per	126	131	136	140
Average Number of Emails Received	88	91	95	97
Average Number of Legitimate Emails	77	79	83	83
Average Number of Spam Emails*	11	12	12	14
Average Number of Emails Sent	38	40	41	43



App Fatigue (7.4 US)

Average number of mobile apps actively used by mobile internet users in selected countries as of January 2014

This statistic presents the average number of mobile apps actively used by mobile internet users in selected countries as of January 2014. During a global survey, it was found that mobile internet users in France used an average of 7.9 mobile apps on a monthly basis.







The Solution

Grow your business with...



Beakn is an app-enabled mobile, platform for location-based marketing & messaging.



Beakn Products

20

Loyalty

Solution: Automated Loyalty

Market: Local SMB's, Restaurant, etc.

Value: ROI (return on investment)

Example: Slow Tues, Free App/Desert

List Engagement: Direct In-App Messaging

\$149 setup

\$100/mo

30% Commissions



LightHouse

Solution: Multimedia Experiential

Market: Realtors, Churches, Museums, etc.

Value: Experience/Tell-a-friend

Example: Watch, Download, Click

List Engagement: Direct Text Messaging

\$149 setup

\$50/mo | **\$110**/mo
+ \$15/mo/Addl'

30% Commissions

Coming Soon – Offer Redemption Technology





How It Works

What Are Beacons & How Do They Work?



The Technology

A Seamless Marriage of Hardware & Software

The App

Home Screen.

See a list of the 20 closest Beakn Member Merchants to you.

Map View.

Browse the 100 closest Beakn Merchants closest to you.

Categories.

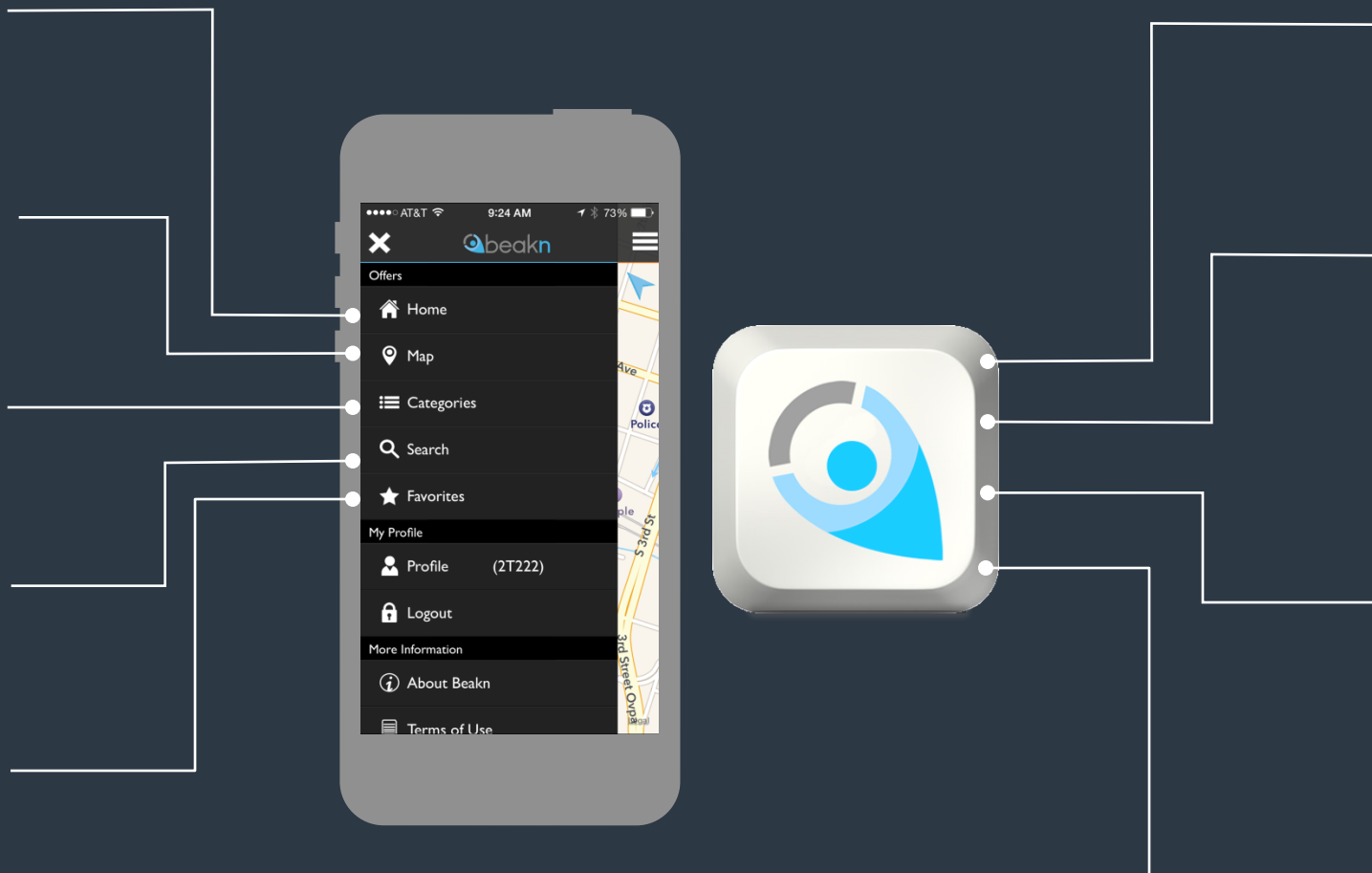
Browse by 8 different categories.

Search.

Search for a specific Merchant through simple search function.

Favorites.

See a list of the Loyalty Programs you have joined across the Beakn Platform.



The Beacon

Automated Loyalty.

No more Check-In's, paper coupons or punch cards. Beakn rewards customers for just stopping in. Automagically!

Customer Profiles.

When a Beakn Member comes into a local business the merchant receives a text message with a link to the Member Profile. This enables them to make a personal connection and treat their customer like a VIP.

Direct Messaging.

When a Beakn Member joins a Merchant's loyalty program, they now have permission to directly communicate with them via in-app notifications.

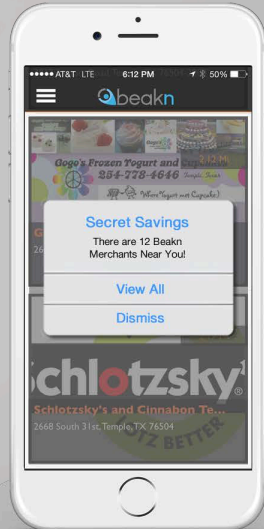
Simple CRM.

Merchant's can make notes on a Member's Profile to keep track of key customer preferences.

How it works...



Geo-Fence
Notification



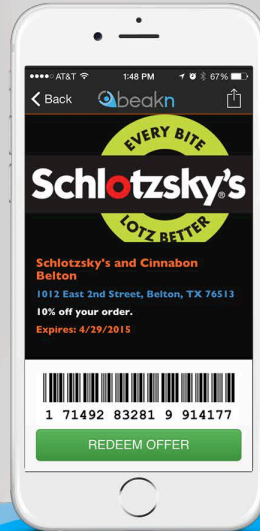
Expand Your Reach

Automated
Discount
Notifications

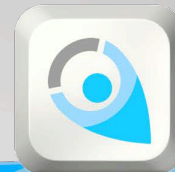


Attract New Business

Unlimited
Digital Discounts

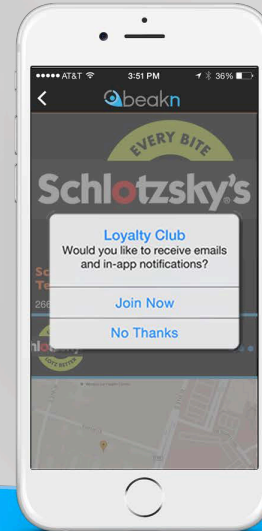


Incent Purchase



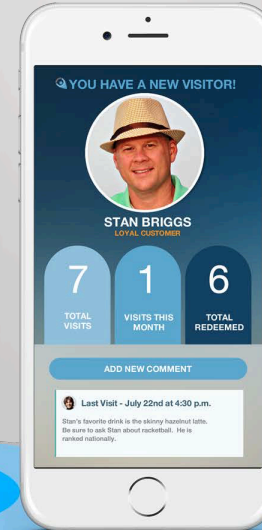
Increase Foot Traffic

Loyalty Club
Opt-In



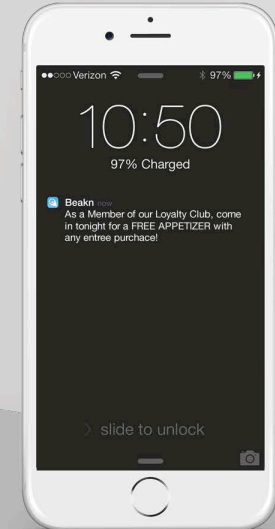
Build Your List

Member Profile



Provide a
Personal Touch

Merchant Push
Notifications



Reward the
Relationship

20'

90'

2mi

REWARDS

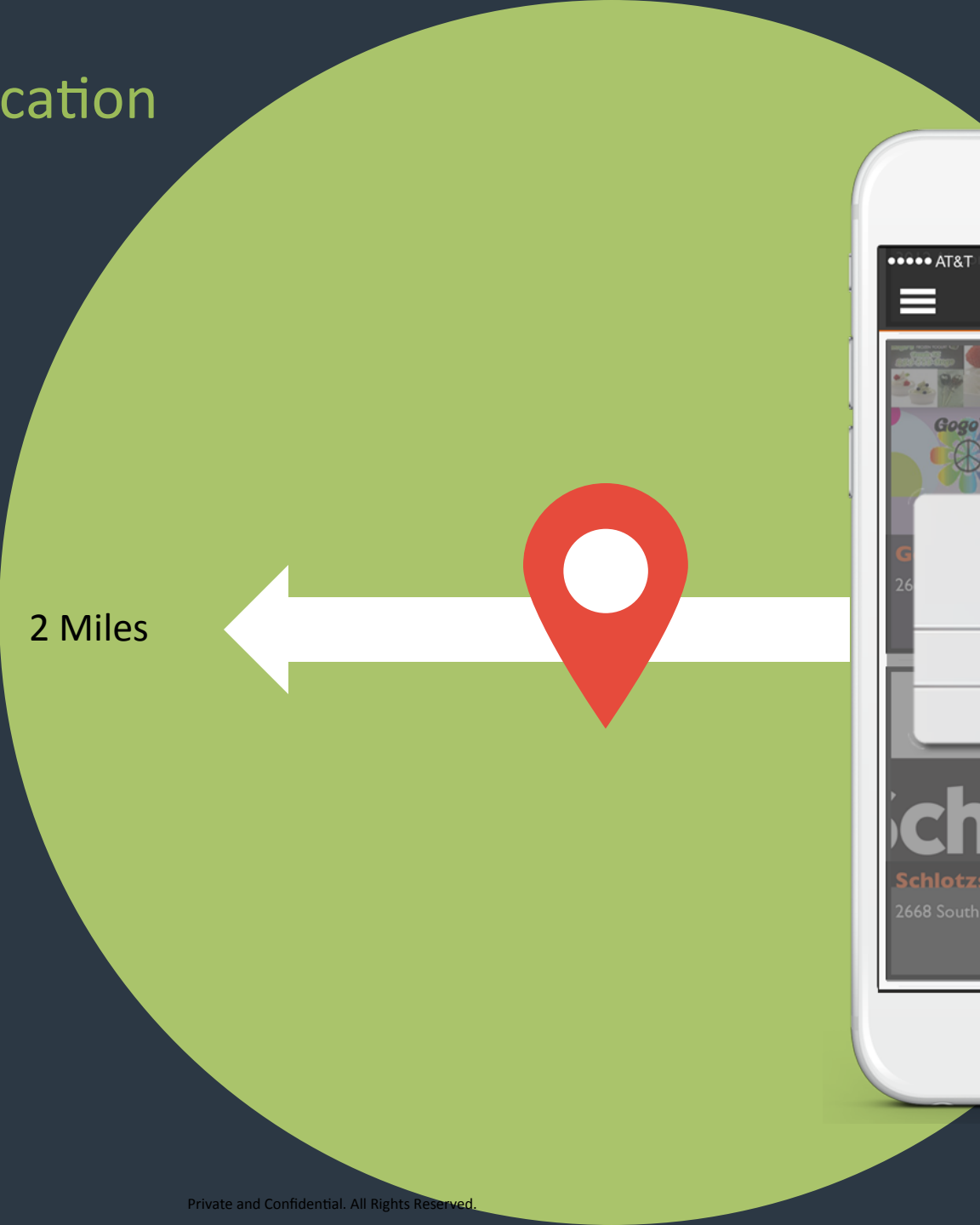
RELATIONSHIPS



Geo-Fence Notification

Expand Your Reach!

When the App is open, users are alerted that there are Beakn Merchants within 2 Miles who are offering Secret Savings Deals.



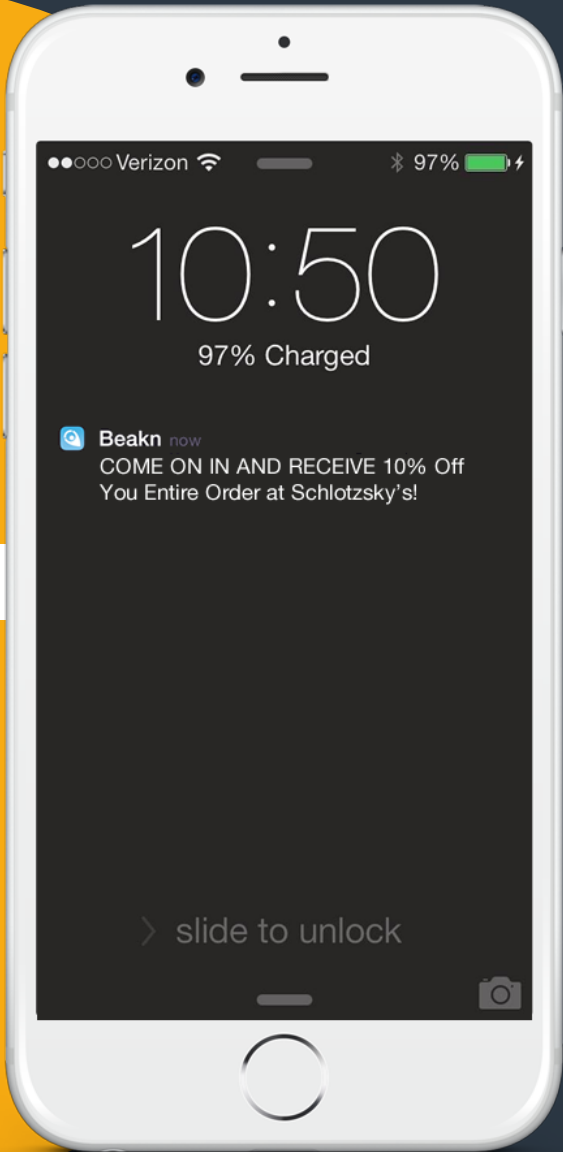


Automated Discount Notifications

Attract New Customers

When a Beakn Member comes within 90 Feet of the Bluetooth Beacon, the App wakes-up and delivers a variable discount or special message.

90 Feet



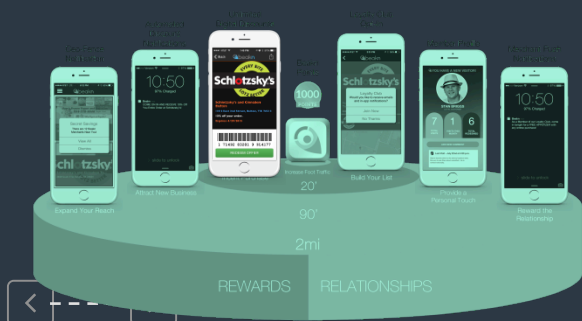
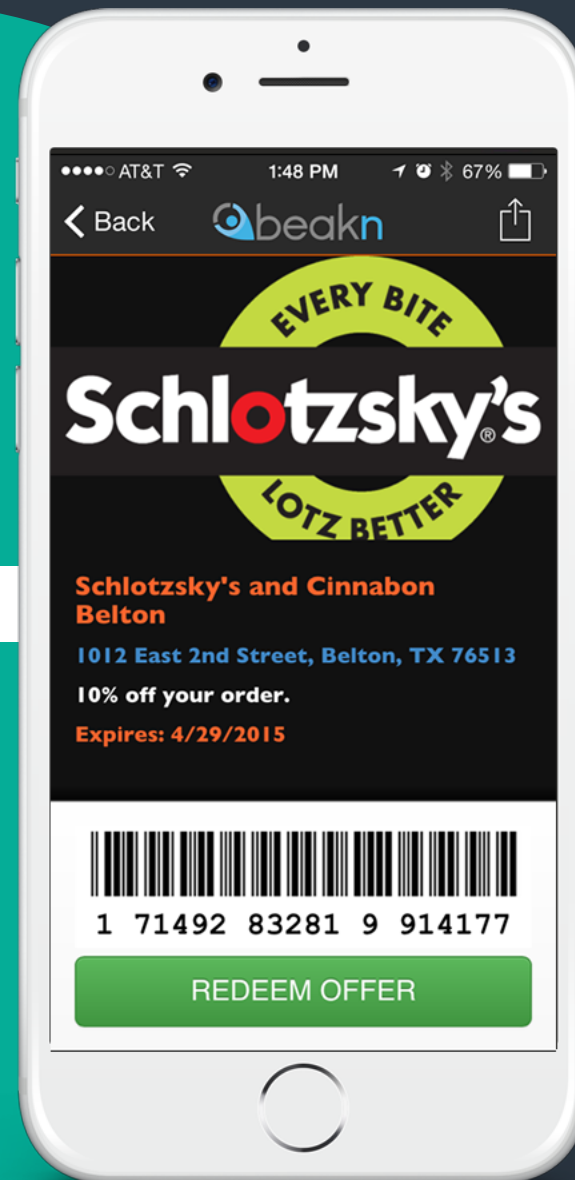
3.

Unlimited Digital Discounts

Incent Purchase

Beakn Merchants have the ability to create unlimited offers within the Beakn App. In fact, there are six different offer types which can be programmed based on day of the week and specific time of day.

90 Feet



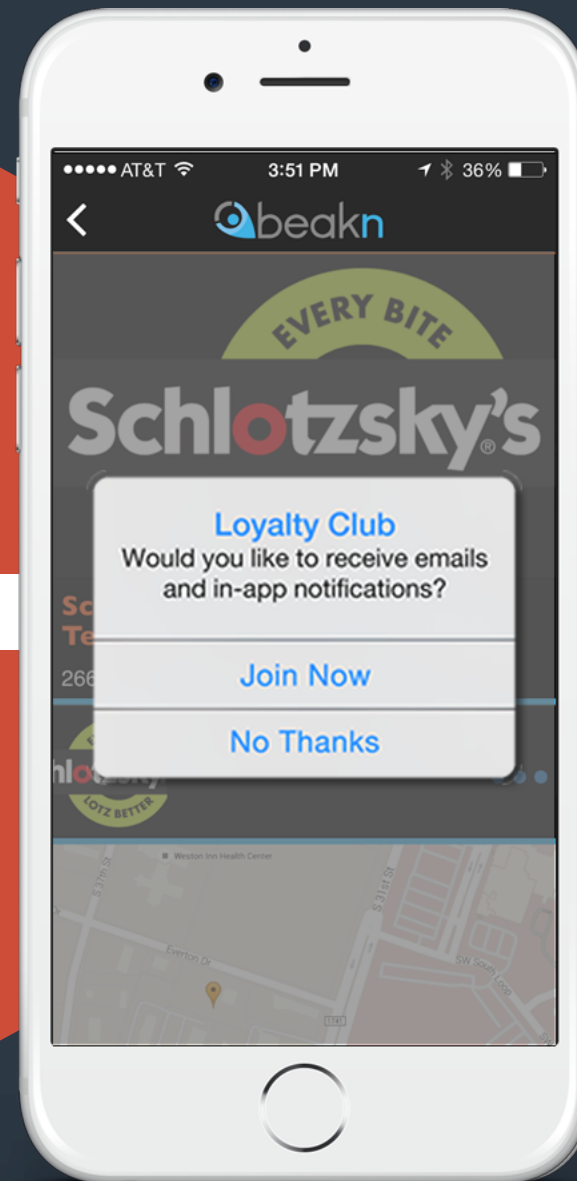
4.

Loyalty Club Opt-In

Build Your List

When a Beakn Member comes within 20 Feet of the Bluetooth Beacon, the Member is asked to join the Merchant's Loyalty Club.

20 Feet



5.

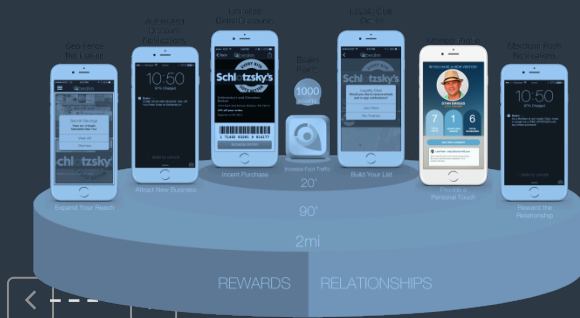
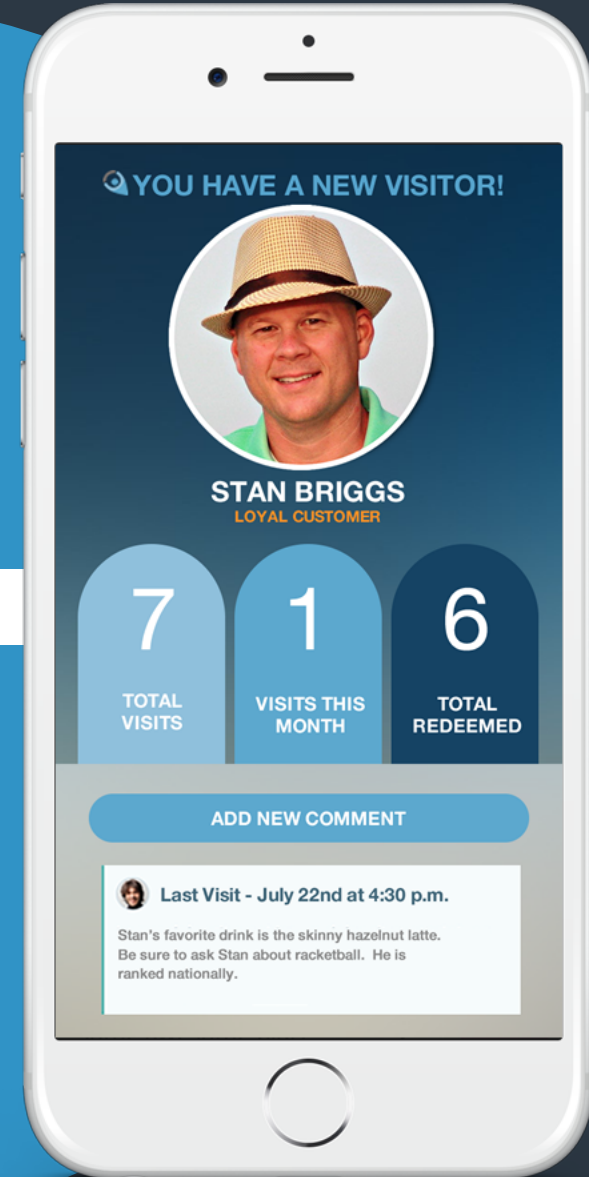
Member Profile

Provide a Personal Touch

30

When a Beakn Member comes within 90 Feet of the Bluetooth Beacon, a text message is sent to the Merchant with a link to the Member Profile.

90 Feet

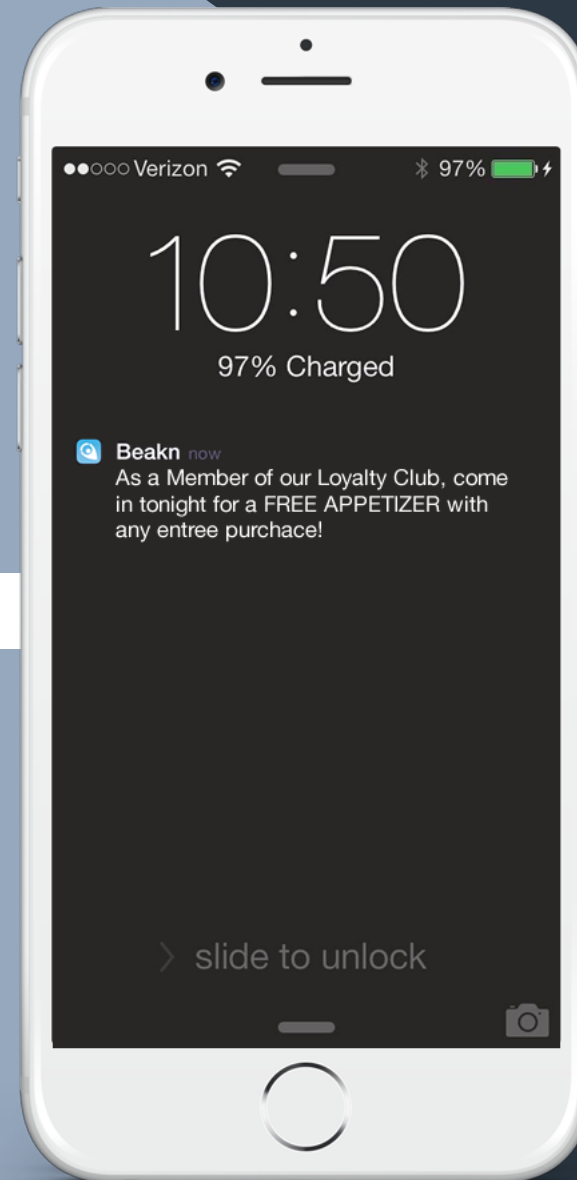


6.

Merchant Push Notifications

Reward the Relationship

Merchants can send push-notifications to their Loyalty Club Members to drive sales and reward loyalty.





Automatically Broadcasts

Audio

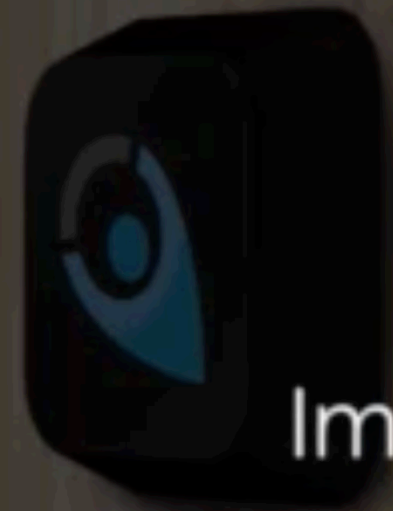
Video

Text

Images

Documents

URL's





Sales Process

Sales Process

34



Sales Training

Attend/Watch Training

Online

Training App



Sales

In-Person

Demo Kit

Sales Tools

Online Order



Installation

30 Min. Appointment

Install Beakn

Configure Account

Setup Offers (Setups)



Success Services

Support

Loyalty Tips/Advice

Multiple Sales Strategies



Increase your Revenue with Beakn!

What to expect from a successful loyalty program...

If only 10% join your loyalty club...

FOOT TRAFFIC	1000 VISITORS PER/MO
NEW LOYALTY MEMBERS	100 PER/MO
AVERAGE SPEND	\$28 PER VISIT
LOYALTY EFFECT INCREASE	\$7-\$28 (25-100%)

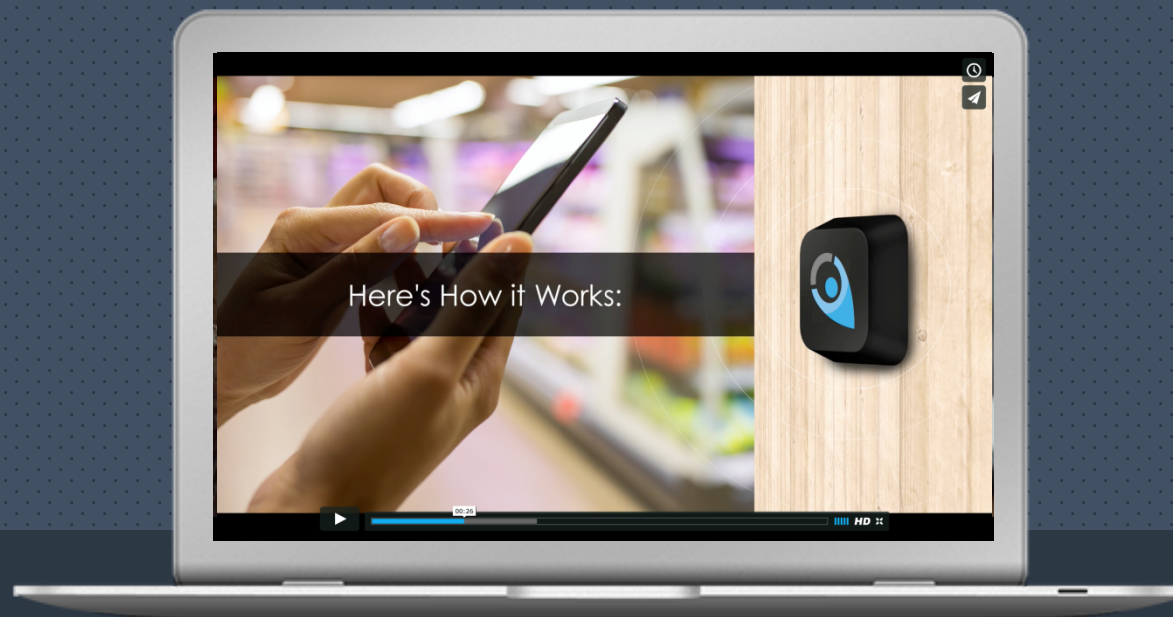


\$8K-\$34K/YR



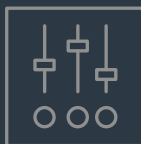
Getting Started

Training Resources



Video Training

Tips and strategies to help you make the best possible presentation.



Marketing Templates

Print and online marketing resources for sales support. Pitch books, flyers, presentation decks.



Webinar Training

Beakn will periodically provide webinar training for 4Local agents.

Beakn Demo Kits

Get your own Beakn to demo to your customers.



One Bluetooth Hardware Beacon



Promotional Window Decal



Point of Sale Cards



Promotional Table Tents

New Client Set-Up & Support

Client On-Boarding

Set-Up Support

Beakn will provide client set-up services for 4Local Media Sales.

<http://4local.beakn.com>



FreshDesk Ticketing

A robust online system to ensure timely support responses.

<http://support.beakn.com>



Telephone Support

Beakn provides telephone support for sales and client questions.

844-MYBEAKN



Enterprise Support

For enterprise accounts with over 20 locations, Matt and Chris are available to provide sales support.





Matt Frazier
CEO
Matt.Frazier@beakn.com



Chris Goodman
COO
Chris.Goodman@beakn.com



Appendix

Competitive Analysis

43

	beakn™	Five Stars	Flok (Loyal Blocks)	Belly
Target Market	Local Merchants	SMB's + Chains + Local	SMB's + Chains + Local	Local Merchants
Pricing	\$100/mo	\$200/mo + usage (\$109 -auto)	\$69/\$139/mo (500/100 push)	\$129-\$199
Installation	\$149 No Contract	\$0 + Contract (POS Integration)	\$0 + Contract (Beacon)	\$150 (free w/ \$199/mo)
Contract Required	No	Yes, 6 mo min	Optional (discount w/ contract)	Yes, 12 mo
Loyalty CRM	Yes, Simple, Easy	Yes, Basic (email, text)	No	Yes, Basic (email)
Automated Loyalty	✓	✓	✗	✗
Member Profile Alerting	✓	✗	✗	✗
Dynamic Offers	✓	~	~	~
Beacon	✓	✗	✓	✗
Geo-Location/Fencing/Conq'st	✓	✗	✗	✗
Acquisition via Coupons/Deals	✓	✗	~	~
Digital Punch Card	✓	✓	✓	✓
Check-in Deals	✓	✓	✓	✗
Push Messaging	✓	✗	✓	~
Email Promotions	✗	✓	✗	✓
Social Media Integration	✓	✓	✓	✓