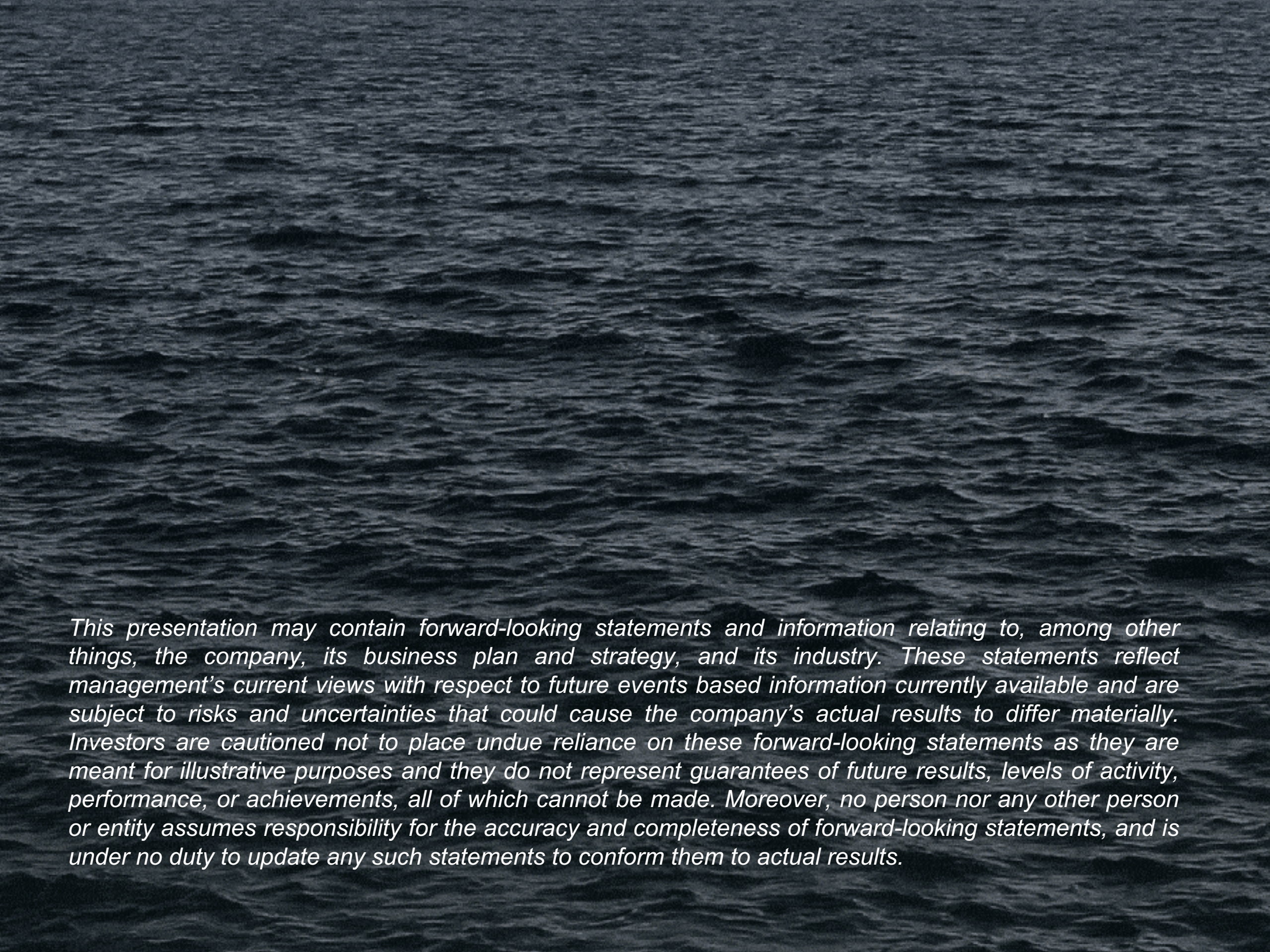

GO FISH **CAM**

Explore the **ENTIRE** fishing
experience



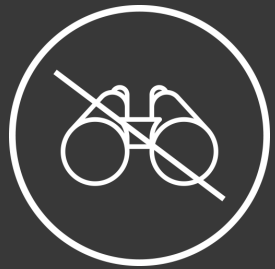
This presentation may contain forward-looking statements and information relating to, among other things, the company, its business plan and strategy, and its industry. These statements reflect management's current views with respect to future events based information currently available and are subject to risks and uncertainties that could cause the company's actual results to differ materially. Investors are cautioned not to place undue reliance on these forward-looking statements as they are meant for illustrative purposes and they do not represent guarantees of future results, levels of activity, performance, or achievements, all of which cannot be made. Moreover, no person nor any other person or entity assumes responsibility for the accuracy and completeness of forward-looking statements, and is under no duty to update any such statements to conform them to actual results.

INDUSTRY PROBLEM

GO FISH CAM



VS



LACK OF VISIBILITY

Much of the fishing experience takes place underwater.



TECHNOLOGICALLY UNDERSERVED

Limited ability to capture data and the fishing experience underwater.



GoFish Cam makes a **wireless underwater video camera** that sits on your fishing line.



Night Vision Equipped



Tough Armor Casing



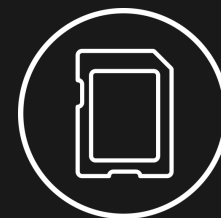
Stabilized Waterproof Design



Li-ion Battery Lasts 4 Hours

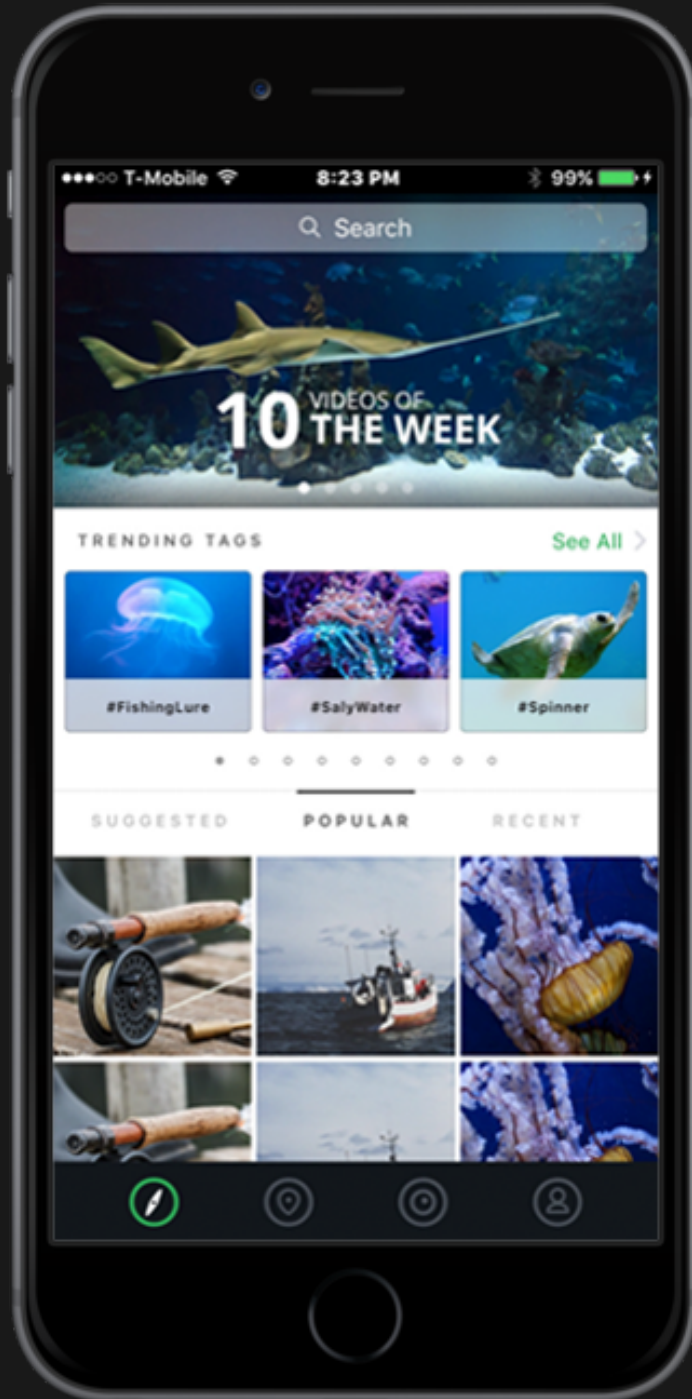


Mobile Integration for Easy Sharing



Micro SD Card Storage

GOFISH CAM'S SOLUTION

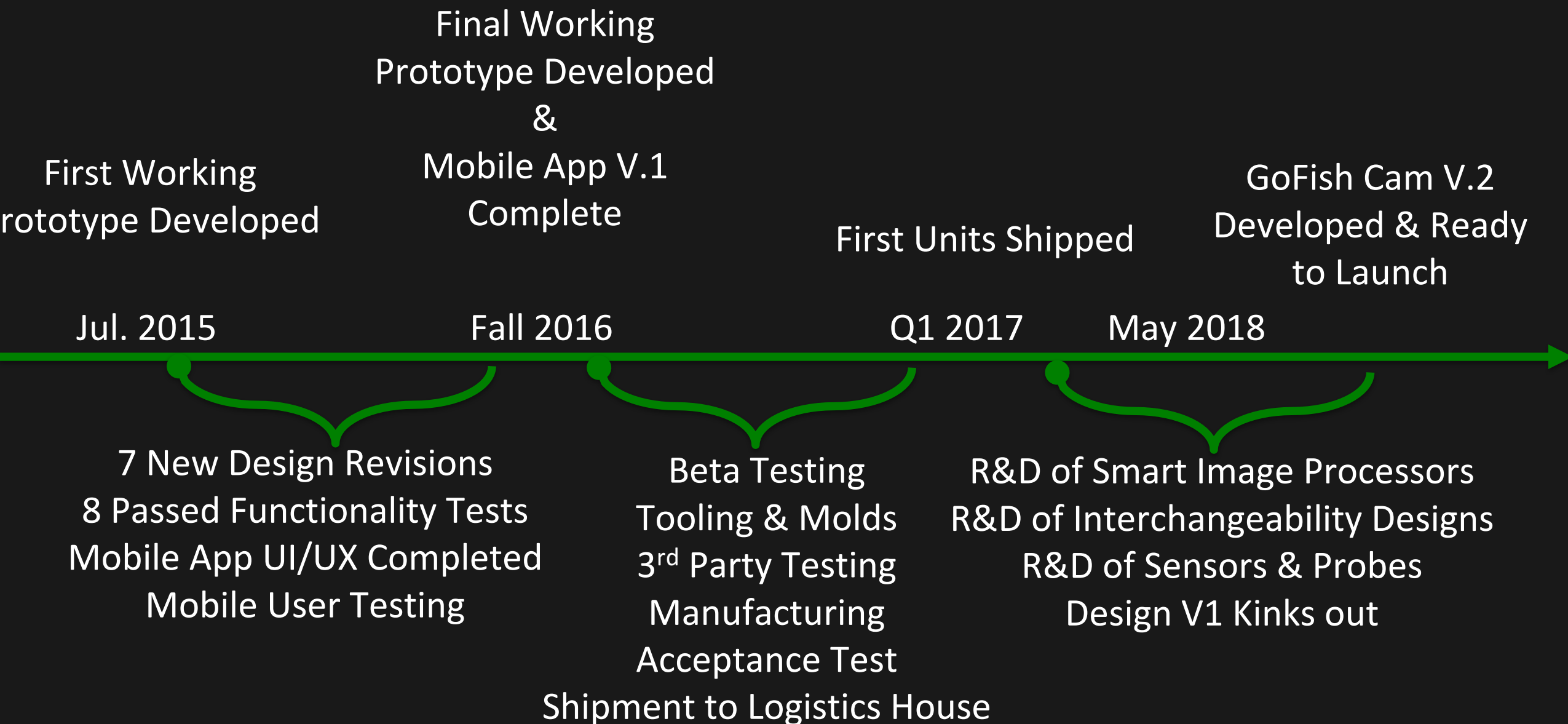


Capture, Edit, Share &
Connect with the GoFish Cam
mobile application!

“I’d be absolutely **100% for that**. That would be really neat to have something for people to **see different types of fishing** and ways to fish successfully.”

- Chris L.
GoFish Cam Customer

PRODUCT ROADMAP



These statements reflect management's current views and are meant for illustrative purposes. They do not represent guarantees of future results, levels of activity, performance, or achievements, all of which cannot be made.

AVAILABLE MARKET



UNDERWATER CAMERA SEGMENT IN FISHING/ MOBILE USAGE

PRIMARY MARKET

\$1.92 Billion
(20 Million Mobile Users)
Global

\$154 Million*
(1.61 Million Mobile Users)
Global

\$1.14 Billion
(11.7 Million
Mobile Users)
North America

\$91.9 Million
(943 Thousand Mobile Users)
North America

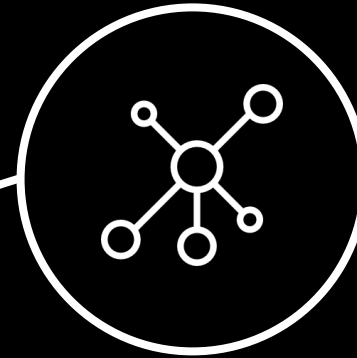
This slide reflects management's current views with respect to future events based on information currently available and is subject to risks and uncertainties. Additionally, the Company's assumptions around their Primary Market assumes that \$154M represents anglers who fall between the age of 25-55, have a household income of over \$75,000, and fish at least once/week. This slide is meant for illustrative purposes and does not represent guarantees of future results, levels of activity, performance, or achievements."

MULTI-CHANNEL NETWORK

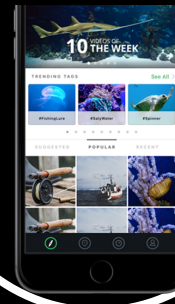


STRATEGY

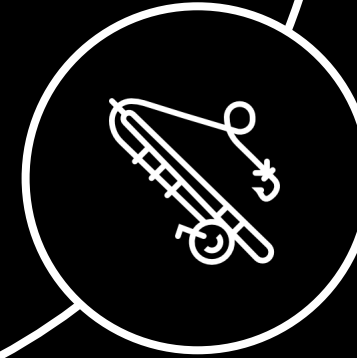
Extended Networks



GoFish
Cam
Content



GoFish Cam Users



GoFish Cam
Influencer Network

GoFish Cam plans to leverage multiple channels, brand partnerships, and its users to foster a network effect

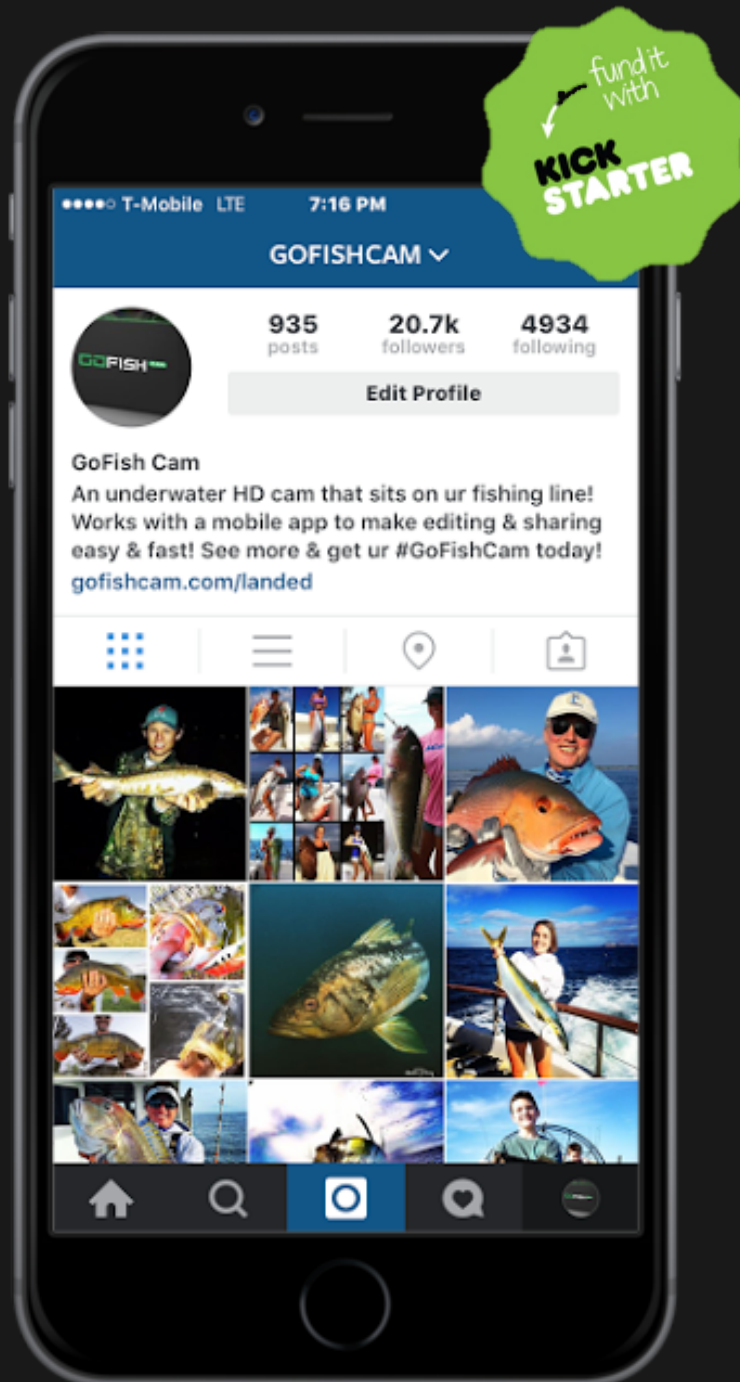
COMPETITIVE ADVANTAGE



			
Video Quality	1080p	720p	480p
Depth	150m	120m	~10m (30ft)
Battery Life	4.0 hrs	4.0 hrs	2.5 hrs
Wi-Fi Capable	YES	NO	NO
Lens Angle	170°	120°	170°
Device Features	<ul style="list-style-type: none"> • MOBILE APPLICATION & GOFISH CAM DATABASE 	<ul style="list-style-type: none"> • Anti-wobbling retrieve • 58g/120mm • Unobstructed design works with fishing line 	<ul style="list-style-type: none"> • Pre-Rigged Liter Line • USB to Computer • Unobstructed design works with fishing line
	<ul style="list-style-type: none"> • Stabilization Fin • Green/Infrared Lighting • Patents Pending • 78.26g/96.5mm • Specially designed connection software • Unobstructed design works with fishing line 		
Price	\$169.99	\$199.99	\$189.99

This slide represents management opinion and is meant for illustrative purposes. It does not represent the scope of competition in the marketplace, nor does it represent guarantees of future results, levels of activity, performance, or achievements

RESULTS



- Pre-Orders = \$180,000+ USD
- Pre-Sold 1200+ cams
- One of the Most Promising Startups In Canada 2015
- Received \$60K grant
- **Over 20 Distribution Requests**
- Over 25K social media followers

AS SEEN ON

- Picked Up by Press over 100 times



BUSINESS DEVELOPMENT

\$140,000

MARKETING

\$45,000

\$400k

**PRODUCT
DEVELOPMENT**

\$200,000

**OPERATIONS/
OVERHEAD**

\$15,000

These statements reflect management's current views and are meant for illustrative purposes. They do not represent guarantees of future results, levels of activity, performance, or achievements, all of which cannot be made.



BRANDON AUSTIN
Co-Founder & CEO



KIERAN HOWLETT
CTO



RYAN AUSTIN
Co-Founder & Advisor



ROY PROSISE
Manuf. & Design Partner



JAROD BARNETT
China Rep.



DAN CAPUTO
Sr. BA Designer



DEREK LITTERAL
Development & Operations

Roy, Jarod, Dan, and Derek are employees of BeKnown Now. BeKnown acts as a contracted partner for the development of GoFish Cam's cameras and manufacturing. BeKnown invested into GoFish Cam's Convertible Note. The individuals above share the same office with GoFish Cam and act as almost full time employees for them.

PRODUCT

- Underwater action camera that connects to a fishing line
- Mobile application that facilitates content, data, and communication

MARKET

- \$1.92B Globally
- \$1.14B North America
- 75M active anglers globally



Appendix



Filed non-provisional patent on multiple design and technological components. Also filed 5 new provisionals and continuously working on portfolio

GROWTH

	2016	2017	2018	2019
Q1	<ul style="list-style-type: none"> • Prototype • Business Strategy • Seed Round 	<ul style="list-style-type: none"> • Shared Work Space • Finalize Patents • Marketing Tour • R&D Plan • Hire Team 1 	<ul style="list-style-type: none"> • Release V2 GoFish Cam • Equipment • Hire Team 2 • Plan R&D – v3.0 (sensors) • International Scale 	<ul style="list-style-type: none"> • Release V3 GoFish Cam • Scale mobile community • Expand subscription and alternative revenue streams
Q2	<ul style="list-style-type: none"> • Testing & Quality Assurance • Content Creation • Strengthen Development • Start Marketing • Seed Round 	<ul style="list-style-type: none"> • Nation-Wide Expanded Marketing • Retail Expansion • Affiliate Program • Develop Accessories 	<ul style="list-style-type: none"> • Expand International Marketing • North America Tournament • International Business Development • Begin licensing & subscription revenue streams 	<ul style="list-style-type: none"> • Large International marketing Campaign • Year 2 Tournament – expand globally
Q3	<ul style="list-style-type: none"> • Business Development & Hire Management • Marketing 	<ul style="list-style-type: none"> • Marketing • QA – v2.0 • Roadshow/Tradeshows 	<ul style="list-style-type: none"> • International Marketing Expansion • QA – v3.0 	
Q4	<ul style="list-style-type: none"> • Fulfill Orders • Business Development • Logistics & Business Automation 	<ul style="list-style-type: none"> • Launch v2.0 • Launch accessories • Raise Series A 	<ul style="list-style-type: none"> • Launch v3.0 • Launch Accessories 	

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