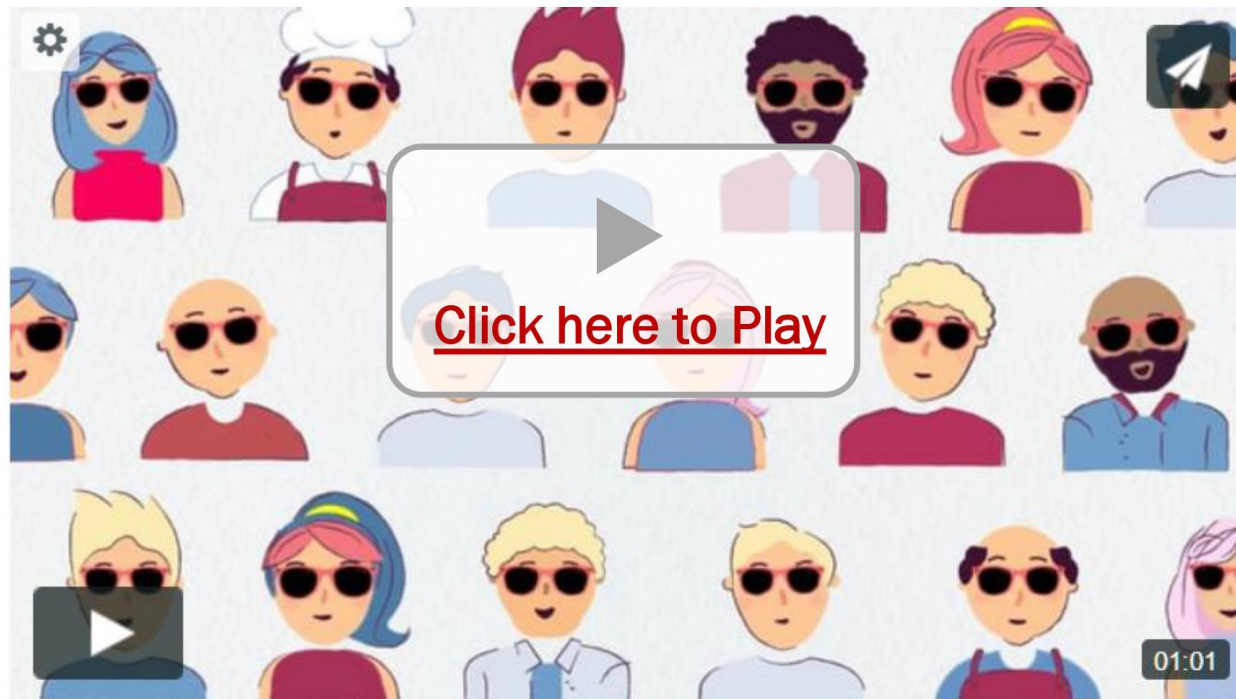




# Introducing Xoobies





The XOOBIES platform is a Personalized Guided Experiences marketplace, where vetted guides (or Xoobies, as we call them) take small groups of guests out on unique adventures.

We have launched in Chicago and currently have 40+ Xoobies providing Experiences in the city. Miami will open in April '18 followed by an expansion into Denver by Q2 '18, and into the top 25 US Markets by mid 2019.

## The Vision

Imagine a travel journey that's worry free.

Simply turn up in anywhere in the world, and know that you can quickly find a trusted, vetted individual who can take you on the personalized journey of your liking, on demand.



ACTIVE & LIFESTYLE

# Beach Yoga & Rooftop Drinks

XOOBIE

David

WHAT IS IT

Private Yoga lesson on the Beach with a certified instructor followed by rooftop cocktails


xoobies

XOOBIES

EXPERIENCES

CATEGORIES

[Login](#) | [Signup](#)



[Home](#) | [Chicago](#) | [David](#) | [Active & Lifestyle](#)

BEACH YOGA & ROOFTOP DRINKS

AT A GLANCE

Duration: about 2 hours

Location: North Avenue Beach

Starting at: Castaways at North Beach (1603 N Lake Shore Dr)

Ending at: J Parker

Price: \$300 for a group upto 4 people

START YOUR RESERVATION

AUGUST 2017

Aug - Aug 3 - 9	Begin by picking a timeslot	
T	Aug 3	
Aug - Aug 10 - 16	F	Aug 4
Aug - Aug 17 - 23	S	Aug 5
		10AM
		1PM
Aug - Aug 24 - 30	S	Aug 6
		10AM
		1PM

“David set an amazing setting for our Yoga session. We were all beginners with differing abilities yet the instructor was sure to challenge and support all of us. I would definitely do it again!!” SCOTT

5



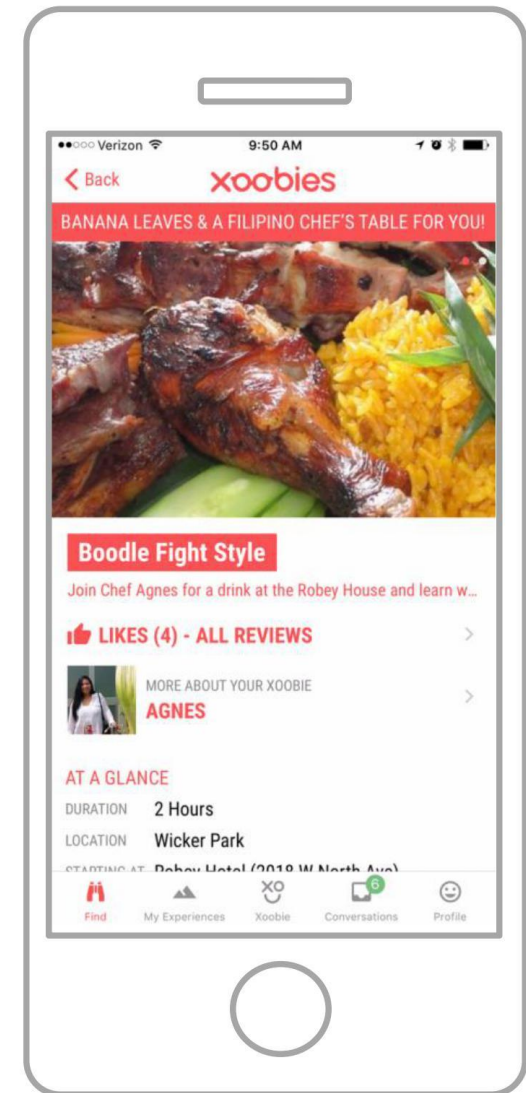
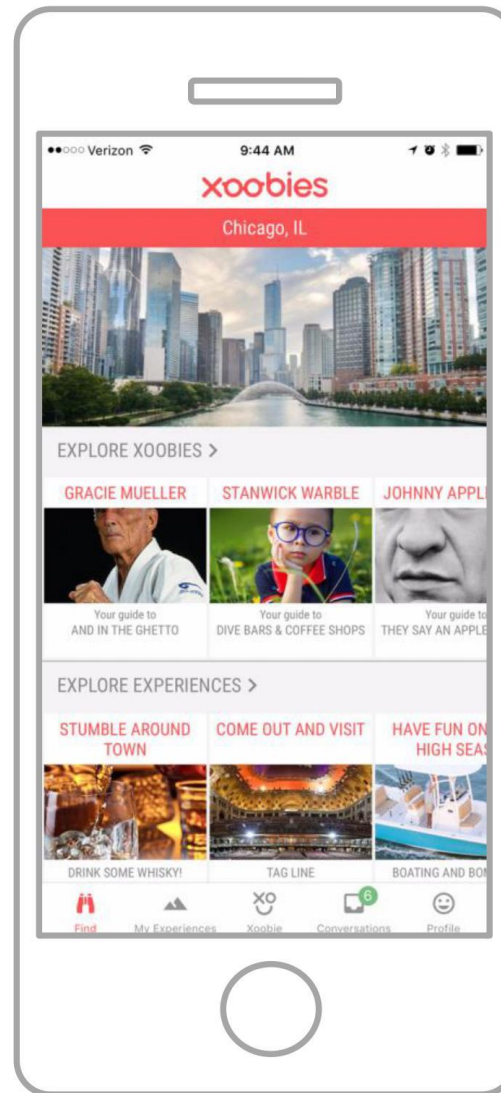
How does it work?

# Seek

Local culture, entertainment,  
adrenaline or chilling out?

We've got you covered!

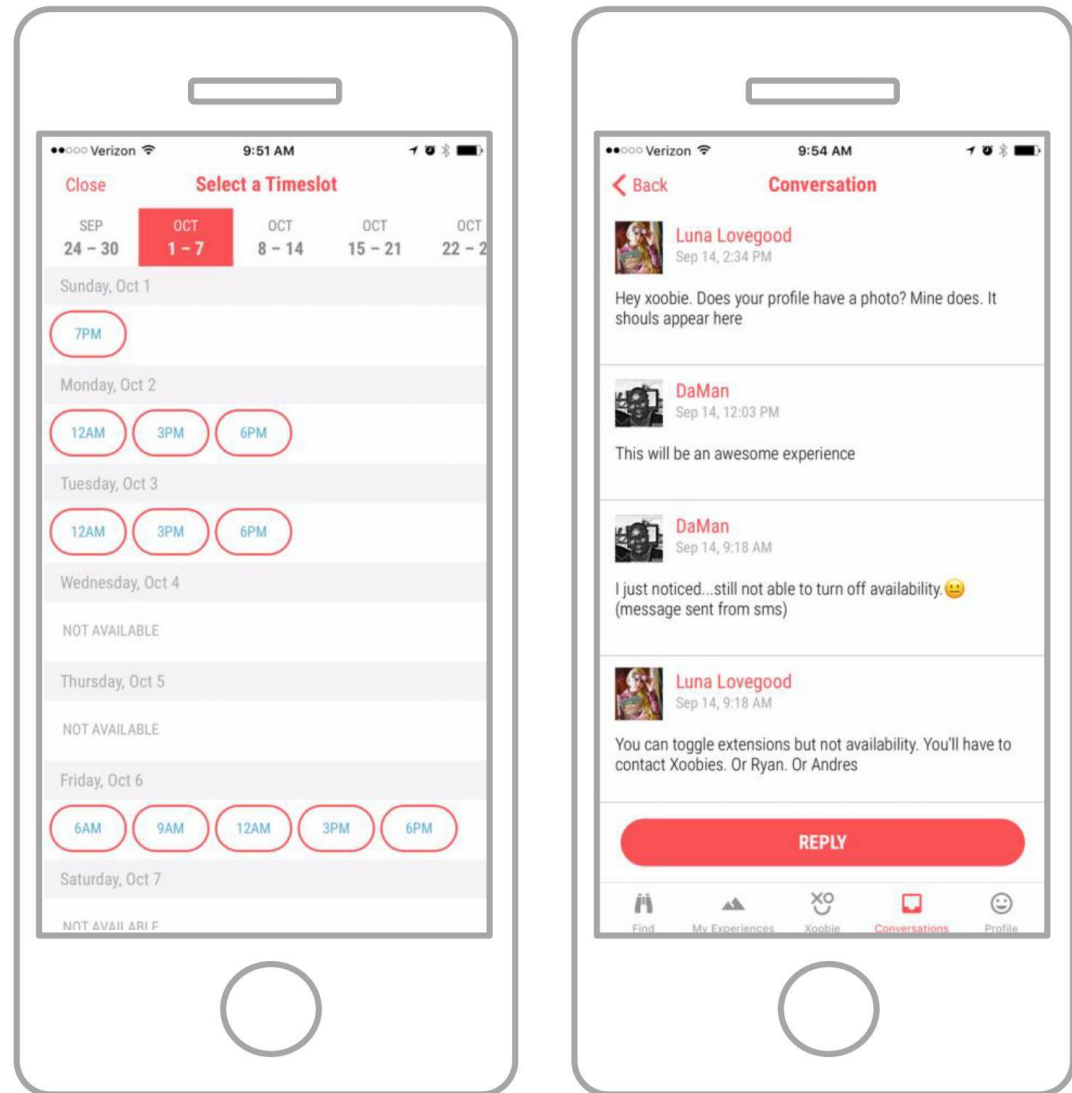
Choose from hundreds of  
curated Xoobie Experiences



# Reserve & Personalize

Flexible time slots and instant booking to fit your schedule!

Customers exchange messages with Xoobies to personalize their experience and ask questions!



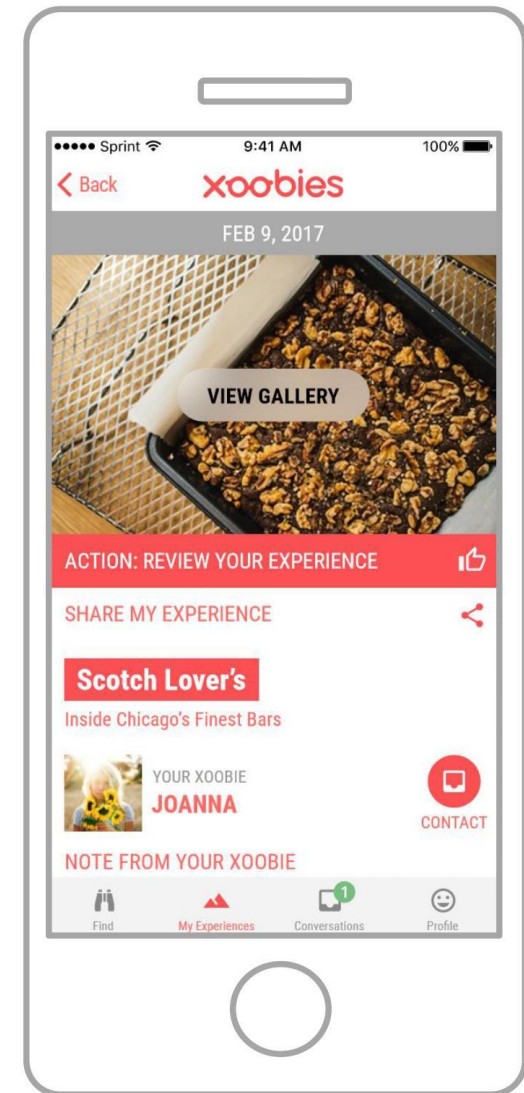
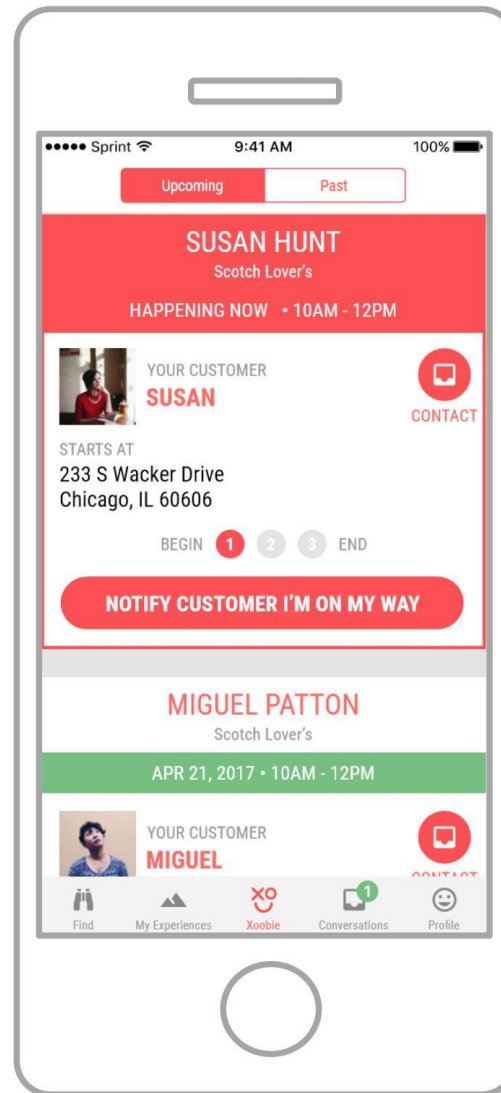


# Let's Go!

Customers & Xoobies receive real-time notifications to facilitate smooth arrival & kick off!

Xoobies upload pictures after, write a thank you note to their Guests and invite them to rate/review.

Long lasting relationships are born!



xoobies
XOOBIES
EXPERIENCES
CATEGORIES

[Login](#) | [Signup](#)

Location: Chicago  
[Check coverage](#)

[Home](#) | [Chicago](#) | [Agnes](#) | [Food & Wine](#)  
SO FORKING GREAT

AT A GLANCE

Duration: about 2 hours  
Location: Highland Park, IL  
Starting at: Chicago Botanical Gardens  
Ending at: Chicago Botanical Gardens  
Price: \$300 for a group upto 4 people

START YOUR RESERVATION

AUGUST 2017

Aug - Aug 3 - 9	Begin by picking a timeslot
T Aug 3	12PM 3PM 6PM 9PM
Aug - Aug 10 - 16	F Aug 4 <a href="#">12PM</a> <a href="#">3PM</a> <a href="#">6PM</a> <a href="#">9PM</a>
Aug - Aug 17 - 23	S Aug 5 <a href="#">3PM</a> <a href="#">6PM</a>
	S Aug 6 <a href="#">12PM</a> <a href="#">3PM</a> <a href="#">6PM</a> <a href="#">9PM</a>
Aug - Aug 24 - 30	M Aug 7 <a href="#">12PM</a> <a href="#">3PM</a> <a href="#">6PM</a> <a href="#">9PM</a>

“The gardens were beautiful and the food was perfect. Agnes was so lovely and super sweet!” JEANNE

“Great Idea! Loved the walk through the garden and how the herbs were incorporated into the food” JEN

FOOD & WINE

## So Forking Great

XOOBIE

## Chef Agnes

WHAT IS IT

Private Meal & Cocktails with a private tour of the Chicago Botanical Gardens

# The Xoobies Ecosystem

AWARENESS



ACQUISITION



PARTICIPATION



RETENTION



RE-ACQUISITION



1

TWO SIDED  
MARKETPLACE



2

EXPERIENCE  
FACILITATION



3

CONTEXTUAL  
OFFERS  
PLATFORM



Safe, Trusted Guides  
Unique Experiences  
Simple Categories  
Multiple Price Points

Mobile apps with Realtime  
Geo-Location enabled  
updates, Security  
Verification, Check-Ins

Relevant Contextual Offers  
from Local Businesses  
provided as a Thank You  
for using the Platform

Satisfaction Guarantee

Cashless Experience

Simple Scheduling

Safety & Security

Catered to You

## Similar Platforms Available Today

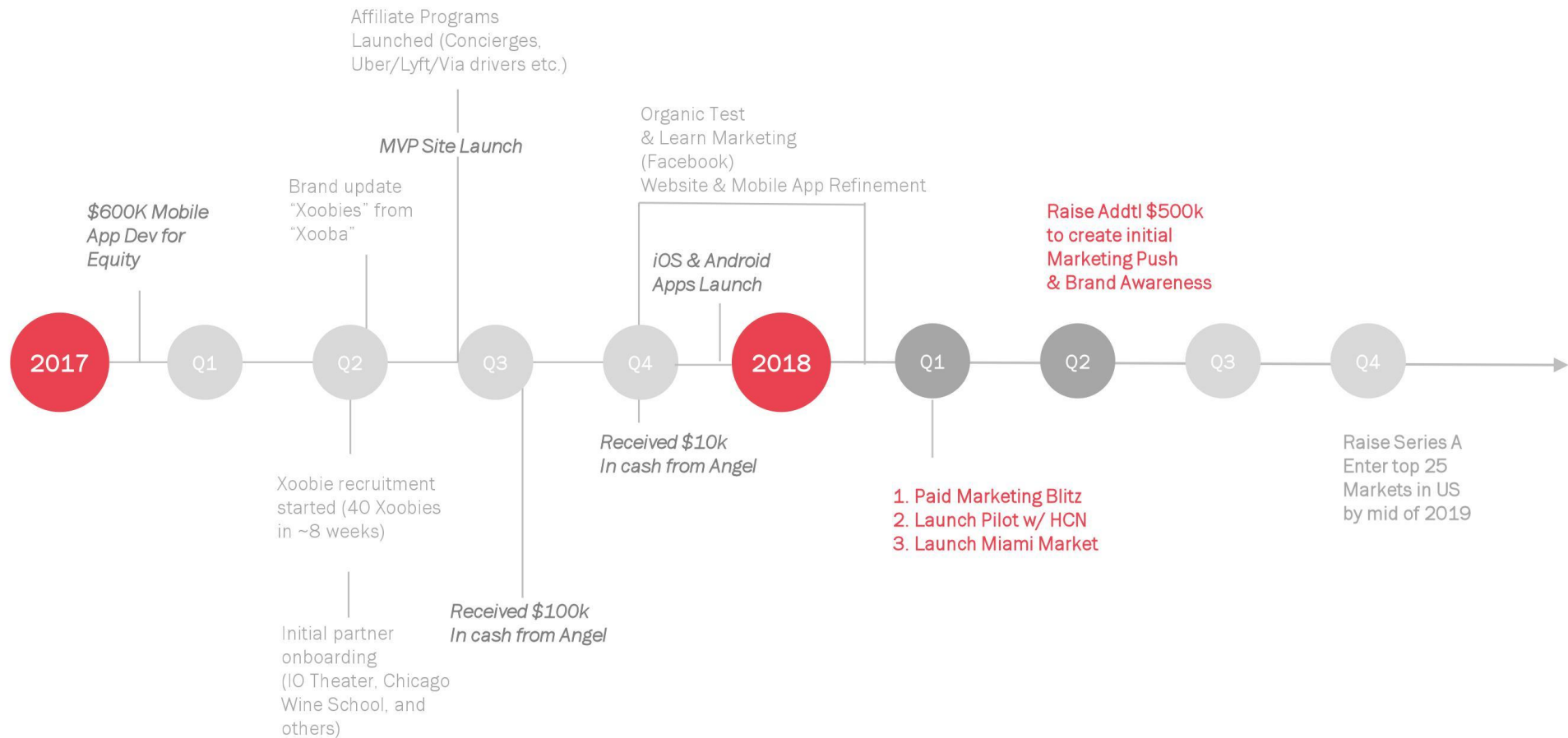
NEEDED TO WIN

NEEDED TO PLAY

	xoobies	Viator	ToursbyLocals	AirBnB	Priceless
Personalized to You	●	○	○	○	○
Unique	●	○	◐	◑	◑
Simple & Frictionless	●	○	○	○	○
B2B Ready	●	○	○	○	○
Post Experience Ecosystem	●	○	○	○	○
Cashless	●	◐	○	●	●
Safety & Security	●	◐	○	◑	◐
Satisfaction Guarantee	●	○	○	○	●
Well Compensated Providers	●	○	◐	○	●
Guided	●	◑	●	●	○



# Key Activities to Date



## EXPERIENCE



PRODUCT

● **MQ QURESHI**  
(Former) Global Director of Digital Experience, McDonalds Corp



TECHNOLOGY

**RYAN FERRETTI**  
(Current) VP Technology, CraftJack



USER EXPERIENCE

**TWISHA SHAH**  
(Current) Head of UX at RTC, Adjunct Professor of Design IIT

# The Xoobies Core Team

## MARKETING



DEMAND

**SEAN POWER**  
(Vendor) Sean Power Marketing

## OPERATIONS



COMPANY OPS

● **DENNIS ROBINSON**  
(Former) Global Director of Digital Ops, McDonalds Corp



PRODUCT OPS

**KEVIN TANG**  
(Former) Head of Program Ops, UL

## ADVISORS

**ERIC LITMAN**  
Founder, Proxicom  
Former CEO, Medialets



**KETAN THAKKAR**  
CEO, uBID

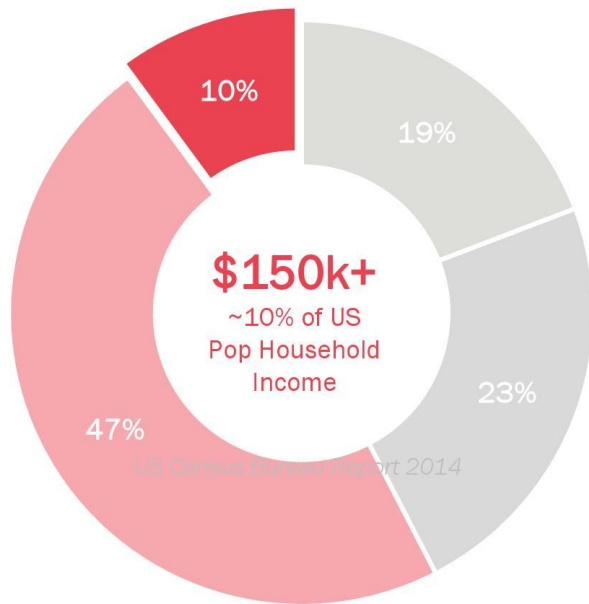


**JOHN NORDIN**  
Angel Investor, Cornerstone



● Fulltime ○ Founders

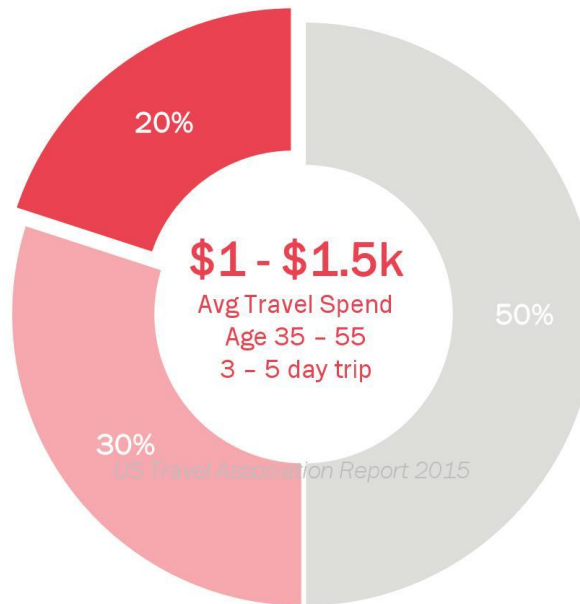
1% of the addressable market purchasing a single experience per year provides a significant revenue potential



- <\$40k (19%)
- \$40-\$60k (23%)
- \$60 - \$150k (47%)
- **\$150,000 (10%)**

**1%**

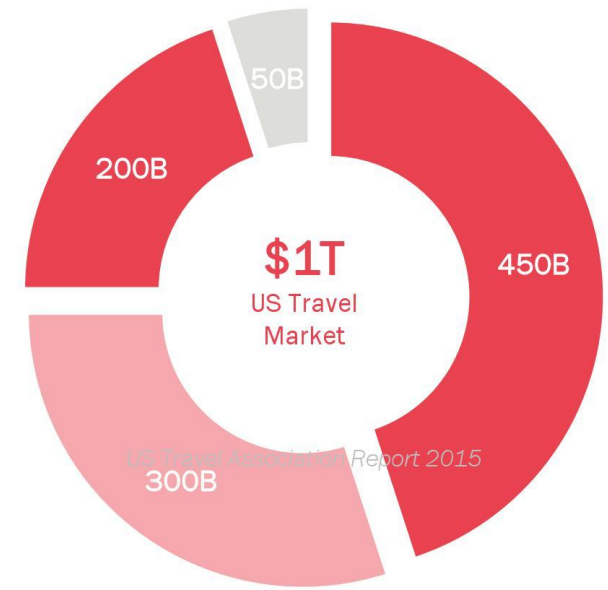
OF ADDRESSABLE MARKET



- Travel & Lodging
- Food & Drink
- **Activities & Entertainment**

**\$250**

1 EXPERIENCE @ LOWEST PRICE POINT



- **Leisure - Domestic**
- Business - Domestic
- **Leisure - Intl**
- Other

**\$75M**

CONSERVATIVE REVENUE POTENTIAL

# Capital Raise

	Goal	Instrument	Status	Purpose	Notes
<i>Founders Raise</i>	<i>\$100k</i>	<i>None</i>	<i>Complete</i>	<i>Get up &amp; running</i>	
<i>Dev for Equity</i>	<i>\$597k</i>	<i>SAFE</i>	<i>Complete</i>	<i>Mobile Apps by SPR</i>	<i>Apps submitted</i>
<i>Seed Raise</i>	<i>\$110k</i>	<i>SAFE</i>	<i>Complete</i>	<i>Marketing rollout in Launch City</i>	
<b>Angel Raise</b>	<b>\$1M</b>	<b>SAFE</b>	<b>Started</b>	<b>Mass awareness Launch Addtl Markets in US / NA</b>	

## Use of Funds

- Capitalize on immediate opportunities - Hilton (Hotel Communication Network), Spirits Brand Sponsorships
- Evolve Offer Spectrum faster - Capture customers with high intent through multiple channels
- Organic & Paid Marketing Campaigns - Influencers, Paid Social, Articles, PR, Slick Videos
- Increase presence - Launch experiences in additional markets (Miami, Denver, San Diego)





Thank You