



altrüus

Send Gifts. Easily.



Altrüus is the social gifting platform that connects retailers with profitable customers through their hyperlocal social groups

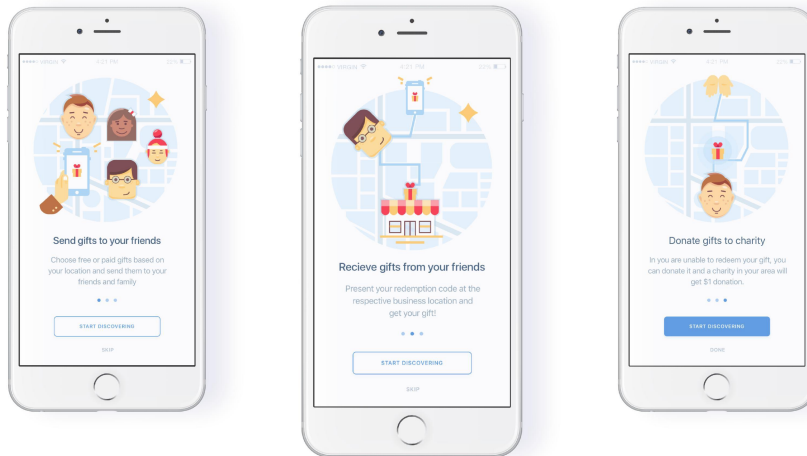
(B2B2C business/Marketplace)

✓ VISION

To empower people to become happier through giving to friends, strangers, and non profits through the most friendly, social and emotional gifting platform.

✓ MISSION

To become the #1 global social and emotional gifting platform, that provides the best ROI to local retailers, restaurants and bars by creating a blockchain gift-card and e-gifting infrastructure.



WHAT PROBLEM DO WE SOLVE?

On one side we have a broken tech gifting industry that focuses on efficiencies instead of the real driver of gifting: emotions

On the other side we have retailers who want to connect with profitable customers. Daily deal sites are ineffective and traditional advertising provides vague metrics and low conversion rates

- ✓ With Altrüus retailers can leverage the existing relationships of their current customer base to grow organically and in a sustainable way, and use the blockchain to reduce non-value-adding regulations, and country border limitations.



THINK

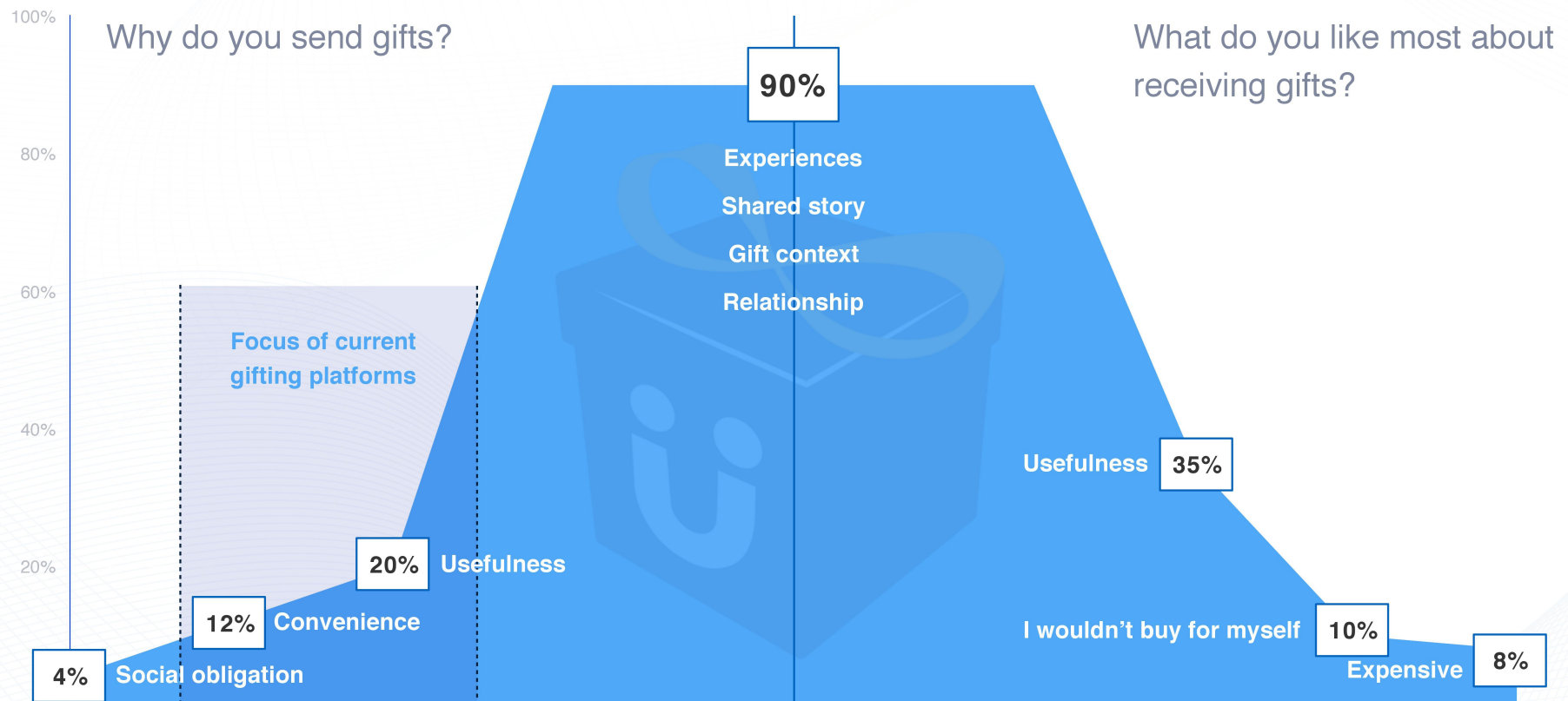


Emotion is the ultimate personalization





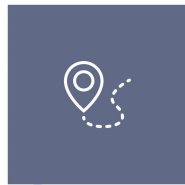
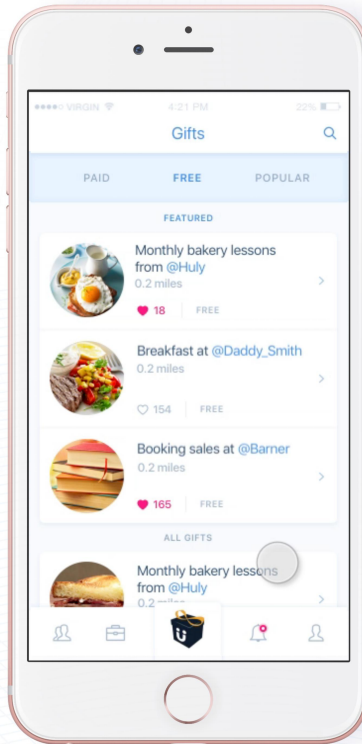
We are adding disruptive value by focusing on the customers' real motivation for gifting: Emotions





FREE GIFTS

Sponsored by businesses



Highly efficient marketing tool

- ✓ Drive Trial
- ✓ Increase Purchase Frequency
- ✓ Increase Foot Traffic
- ✓ Strengthen Brand Loyalty

Altrüus revenue

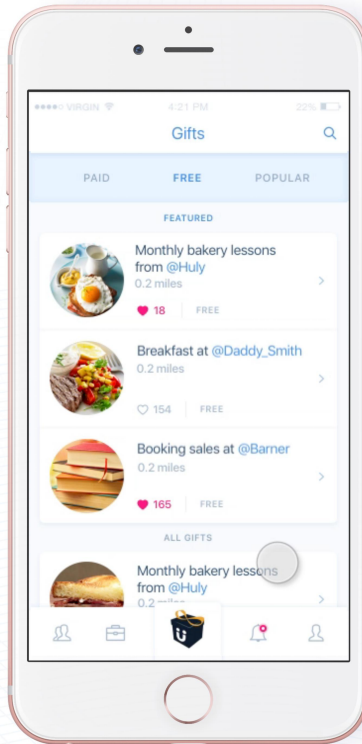
\$100/month Free Gift membership

When inside your business, users can send gifts to their friends at no cost to them. They send the gift to those who are likely to perceive the gift as valuable, organically targeting those who are most likely to become new profitable customers of your business.



PAID GIFTS

Paid by users



New Social mobile sales channel

- ✓ Increase Purchase Frequency
- ✓ Bottom Line Impact
- ✓ Offer a New Mobile Sales Channel

Altrüus revenue

15% of each transaction

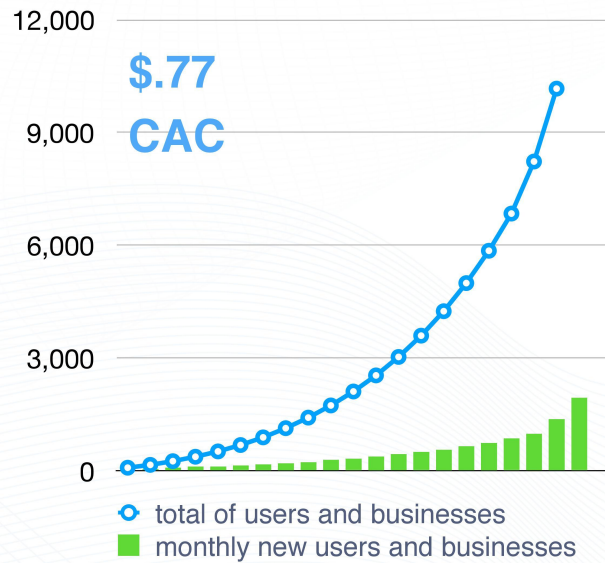
Users can purchase a gift from your business, from anywhere in the world, and send it to a friend.



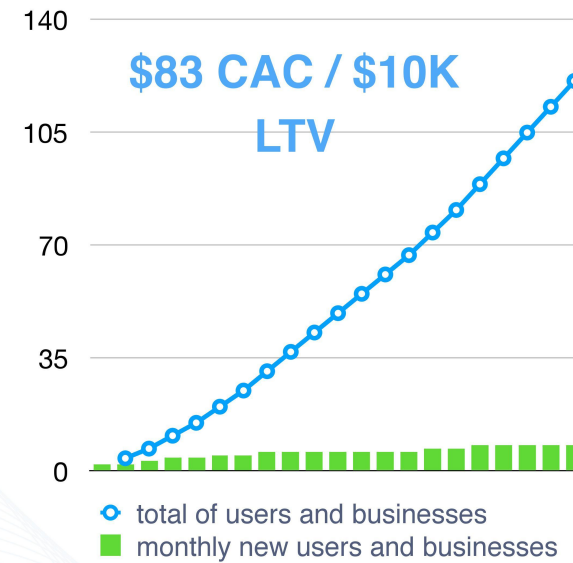
MVP TRACTION

(in Mexico)

10.5K app downloads










124 business locations



16K gift redemptions Free Gifts

7X ROI

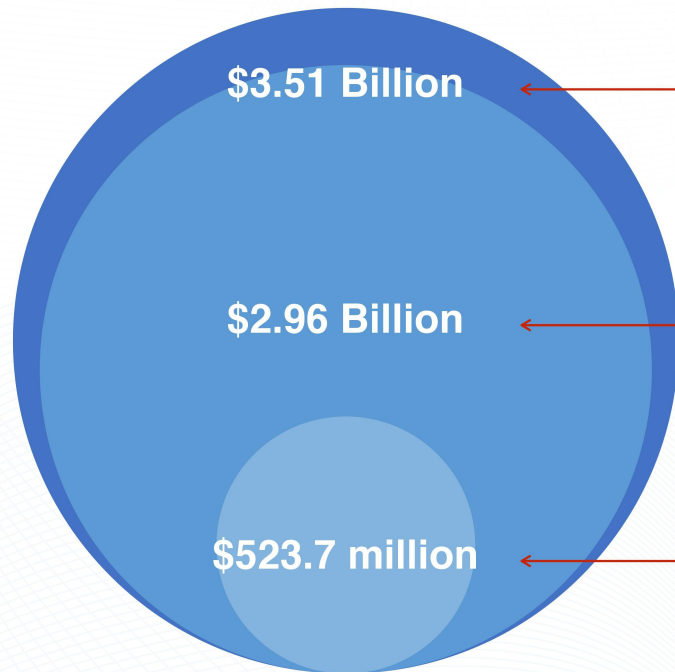
HOW DO WE MAKE MONEY?

| Revenue streams | Present | Future |
|--|---|---|
| \$99 MRR per business location - membership |  |  |
| 15% commission on paid gift transactions |  |  |
| Market research data - membership | |  |
| Direct communication with specific users/consumer groups | |  |
| Plug-in for other marketplaces | |  |

HOW BIG IS THE OPPORTUNITY?



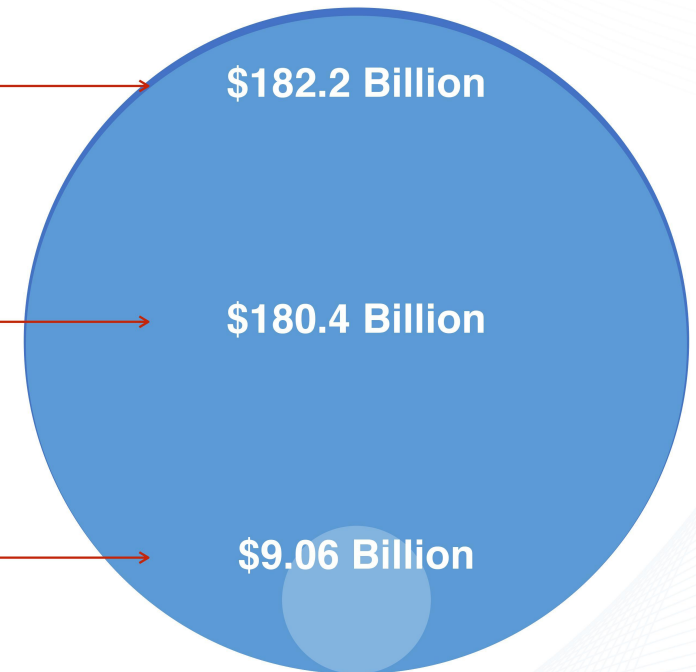
Mexican market



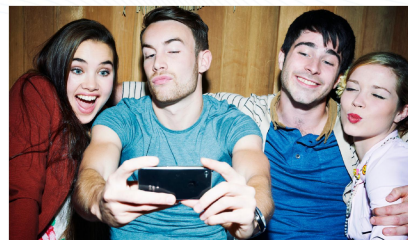
12K retail stores
40K restaurants/bars
18% Gifting industry



US market



24K retail stores
13.2K restaurants/bars
5% Gift-card industry



WHAT MAKES US DIFFERENT?

- ✓ EMOTIONAL GIFTING SOCIAL NETWORK
- ✓ Use gifts to leverage friendships (consumer group relationships) to drive traffic to retail stores
- ✓ 20 second gifting process
- ✓ Social currency
- ✓ Significantly underserved gift-card and e-gifting industry in Mexico and Latin America
- ✓ Global gift-card and e-gifting on the blockchain

TEAM



CEO and Founder

Francisco Bonilla Kuhlmann

- Banking: Senior investment strategist
- 2x Founder
- BSc Business/Marketing + Graduate degree Organizational Development/Innovation



CTO

Harry Facundo Hernandez

- Full Stack developer
- 2x Founder

Part time employees

6 Team members

- 2x User and business acquisition
- 1x Social media
- 1x Project Manager
- 2x Android, iOS Developers



ADVISORY



**Accelerator
company**

www.capitalfactory.com

Mentor network
Investor network



**Accelerator alumni
nov '17**

www.batchery.com

Mentor network
Investor network



Zajno

www.zajno.com

Use Experience
design



**Rick
Rubin**

Executive Vice President
Strategic Partnerships
National Gift Card (NGC)

Large retailer sales and
partnerships



**Jake
Sloan**

Brand Manager
RedBull

Brand Identity