



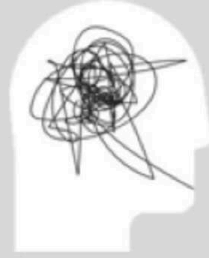
**N**

**YOUBE**

Snap, Click, Cha-Ching

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# The Problem



- Fragmented referral services
- Lack of tracking
- Service fees
- Separate referral system for each individual business
- No influence marketing

VS



# The Solution

- Centralized, universal referral system
- Tracking and analytics
- Everyone gets paid
- Business pays after sale
- Harness personal influence



# What is NYOOBE?

*A mobile app that facilitates referrals between people and any business. Bridging the gap between businesses and new customers through influencer/referral marketing.*

- ✓ Increases sales through current customers using referrals
- ✓ Facilitates organic growth
- ✓ Customized marketing campaigns



# Competing Apps

Value of App

Monthly Users

Year Founded

**ibotta**

\$1 Billion

35 million

2011

**GROUPON**

\$2.4 Billion

53 million

2008

**GetUpside**

\*Raised \$17 million

\$147 Million

3 million +

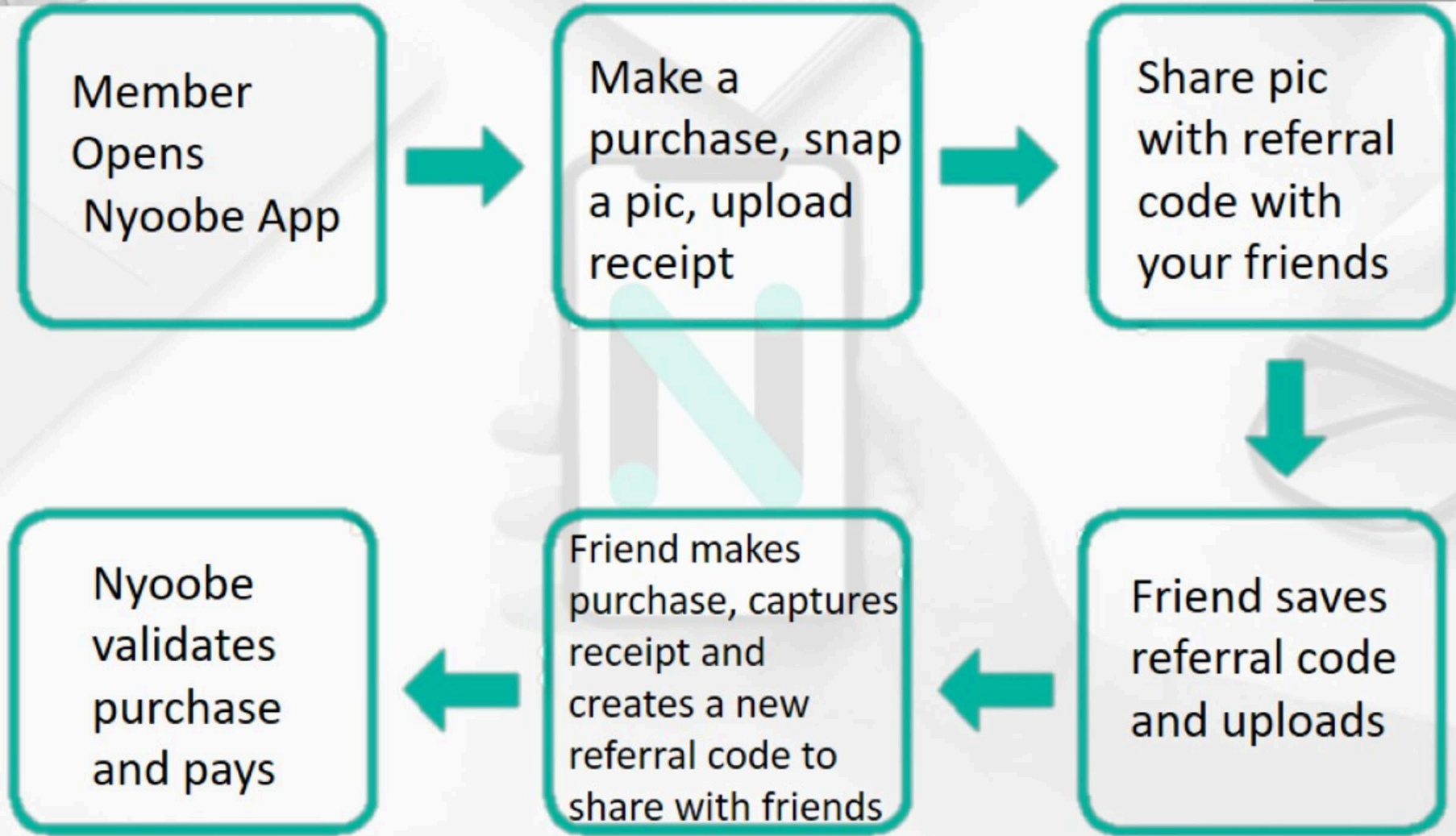
2015

**NYOOBE**

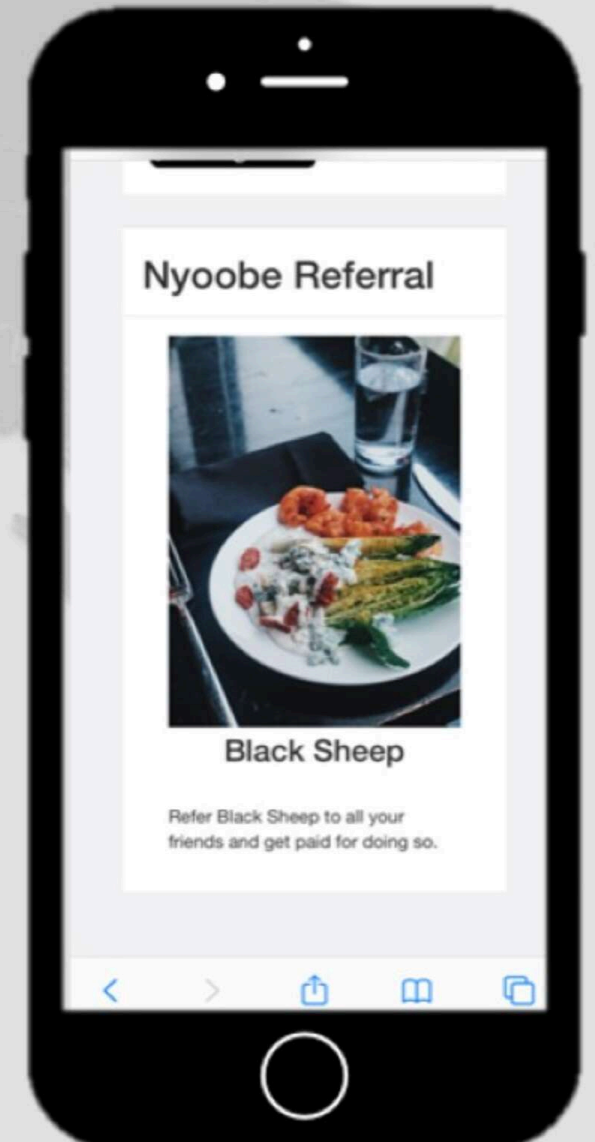
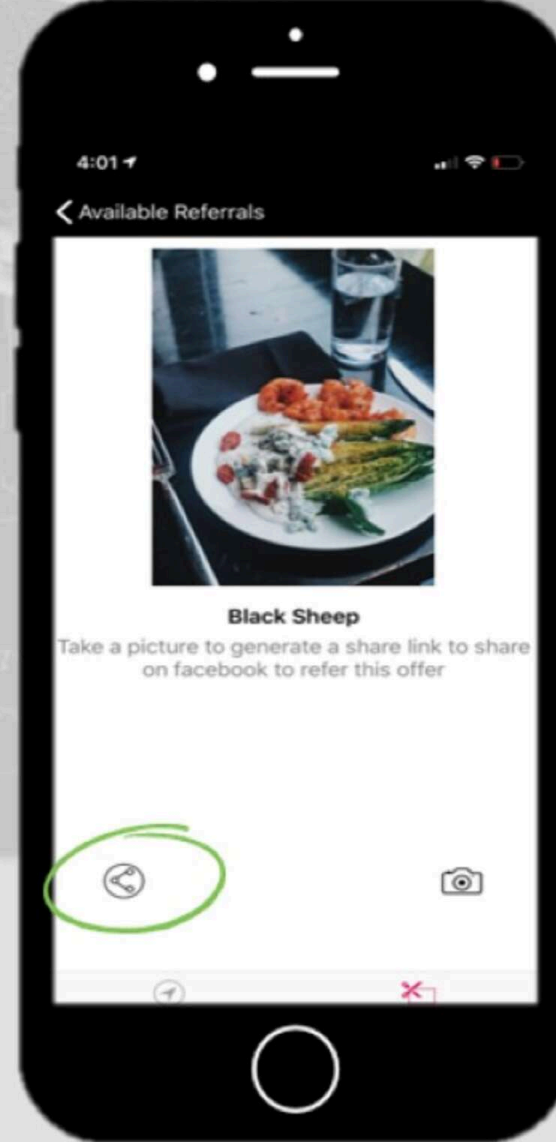
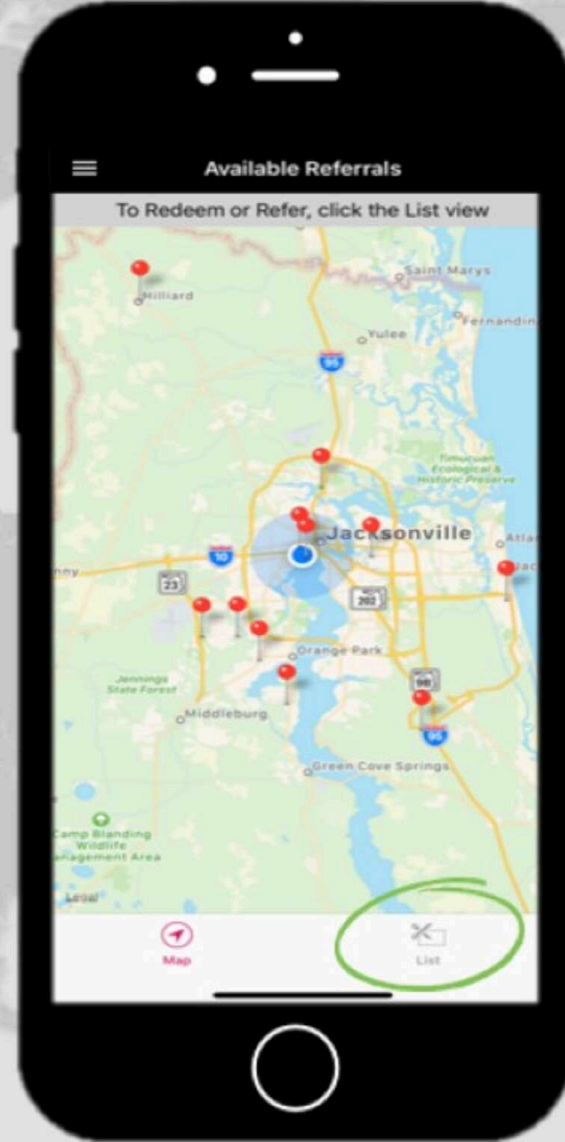
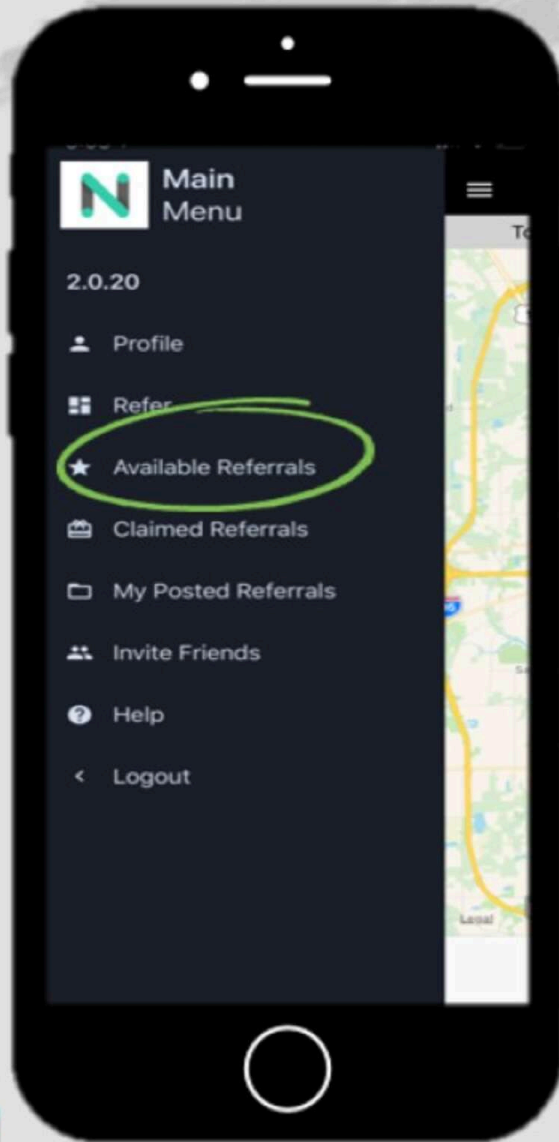
| Features:  | <b>NYOOBE</b> | <b>GetUpside</b> | <b>ibotta</b> | <b>GROUPON</b> |
|--|---------------|------------------|---------------|----------------|
| Helps users save money on purchases                            | ✓             | ✓                | ✓             | ✓              |
| Allows current customers to refer friends and social followers | ✓             | ✓                | ✓             | ✓              |
| Grows businesses on the app                                    | ✓             | ✓                | ✓             | ✓              |
| Combine tech and marketing                                     | ✓             | ✓                | ✓             | ✓              |
| Get cash back from purchases                                   | ✓             | ✓                | ✓             | X              |
| Users make cash on referrals                                   | ✓             | ✓                | X             | X              |
| Earn money without a purchase                                  | ✓             | X                | X             | X              |
| Hosts parties to highlight a business                          | ✓             | X                | X             | X              |
| Sign up businesses and get paid on EACH business transaction   | ✓             | X                | X             | X              |
| Everyone gets paid in a transaction                            | ✓             | X                | X             | X              |



# HOW IT WORKS



# HOW IT WORKS



# The Power of Nyooobe

**100,000 Members**  
Make 5 referrals in one month

**6 Friends Redeem**

Avg. 600 friends see referral with 1% Redemption

**\$1.50 Nyooobe**

Profit per Referral

\$30 Average Sale from Referral  
5% Nyooobe Fee

**\$4.5 M**

**NYOOBE Revenue**

Per month

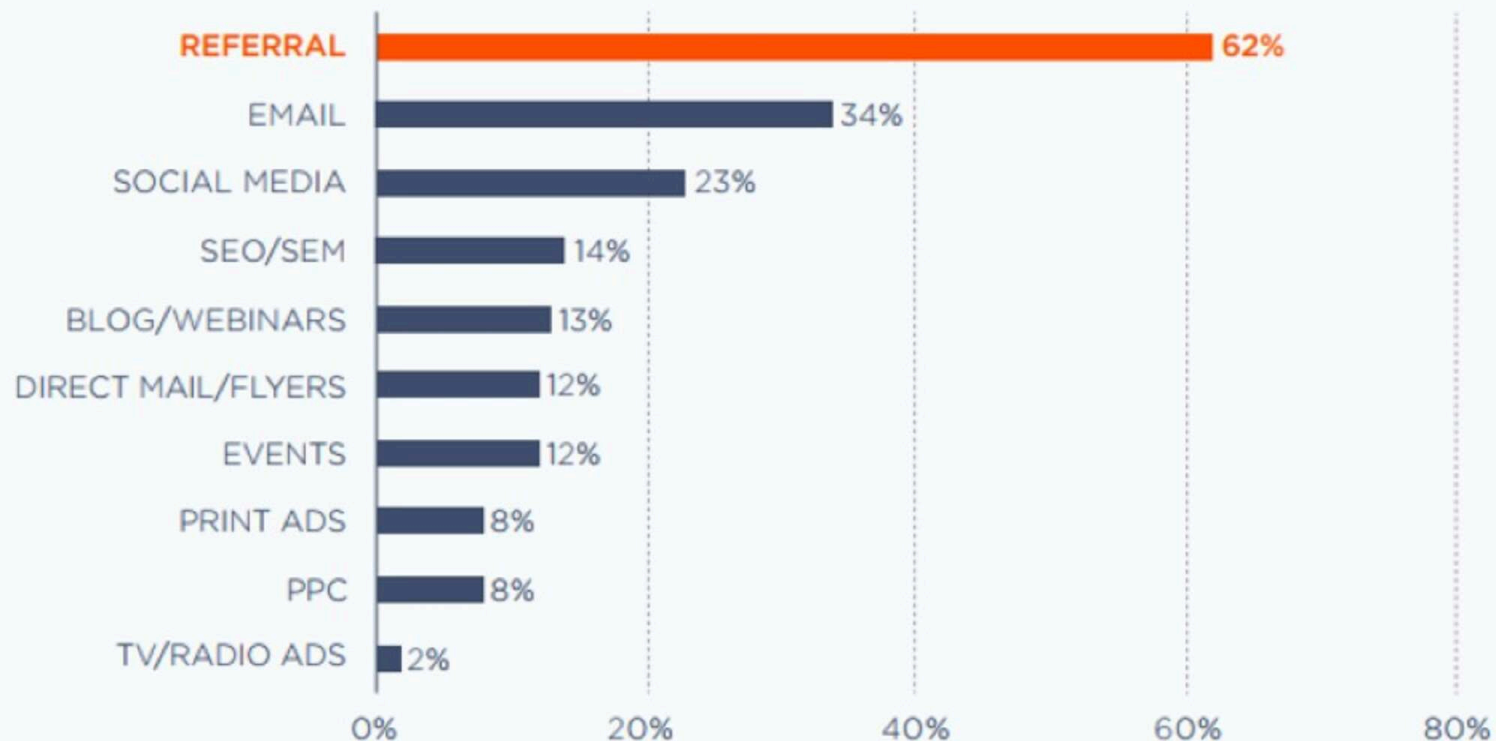
These are forward-looking figures that cannot be guaranteed.





# Why Use Referral Marketing ?

## MOST EFFECTIVE SALES & MARKETING STRATEGIES



A well-executed referral marketing program can lead to higher conversion rates, shortened sales cycles, and improved overall customer retention.<sup>6</sup>

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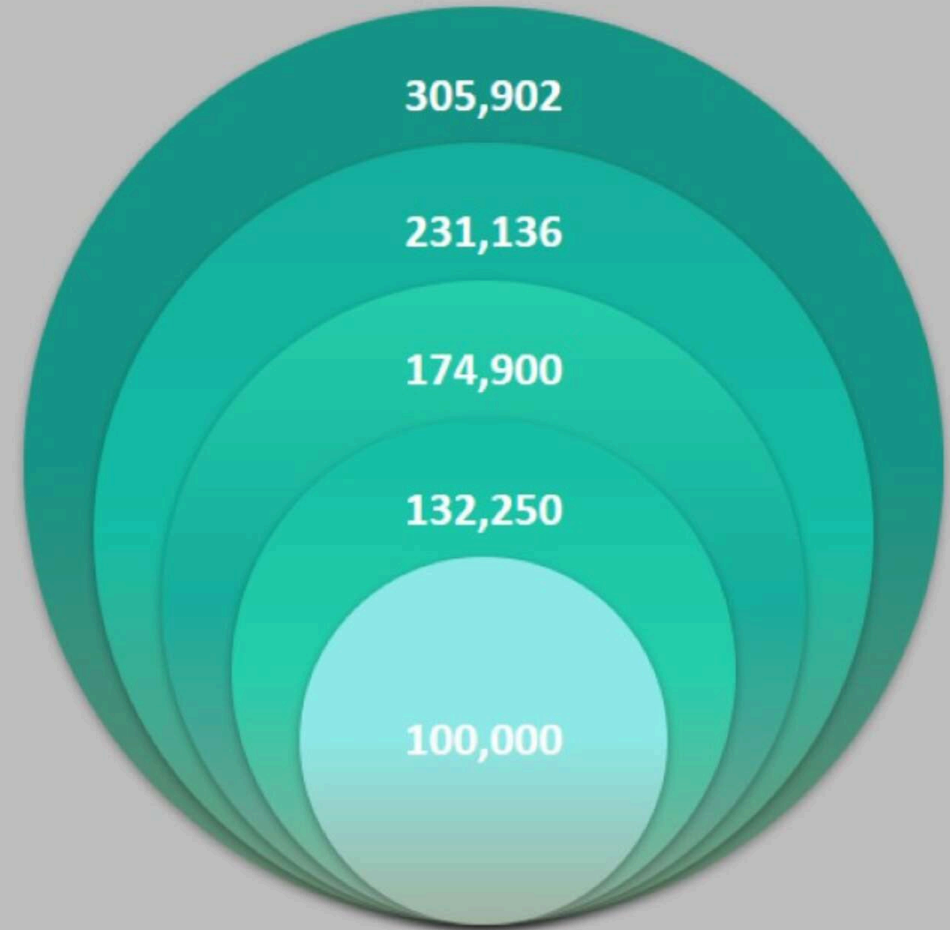
**84%** of people trust product and brand recommendations from people they know.<sup>8</sup>

Analysis from a recent study, surveying over 600 B2C companies, revealed that 62% of respondents cite referral as being one of the most effective strategies due to its ability to generate tangible results, compared to other



# Product Marketing and Organic Growth

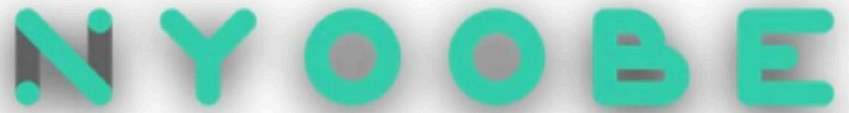
- Compounding growth via user shares
- Highlight events
- Promotional events
- Influencer partnerships
- Giveaways
- Digital Advertising



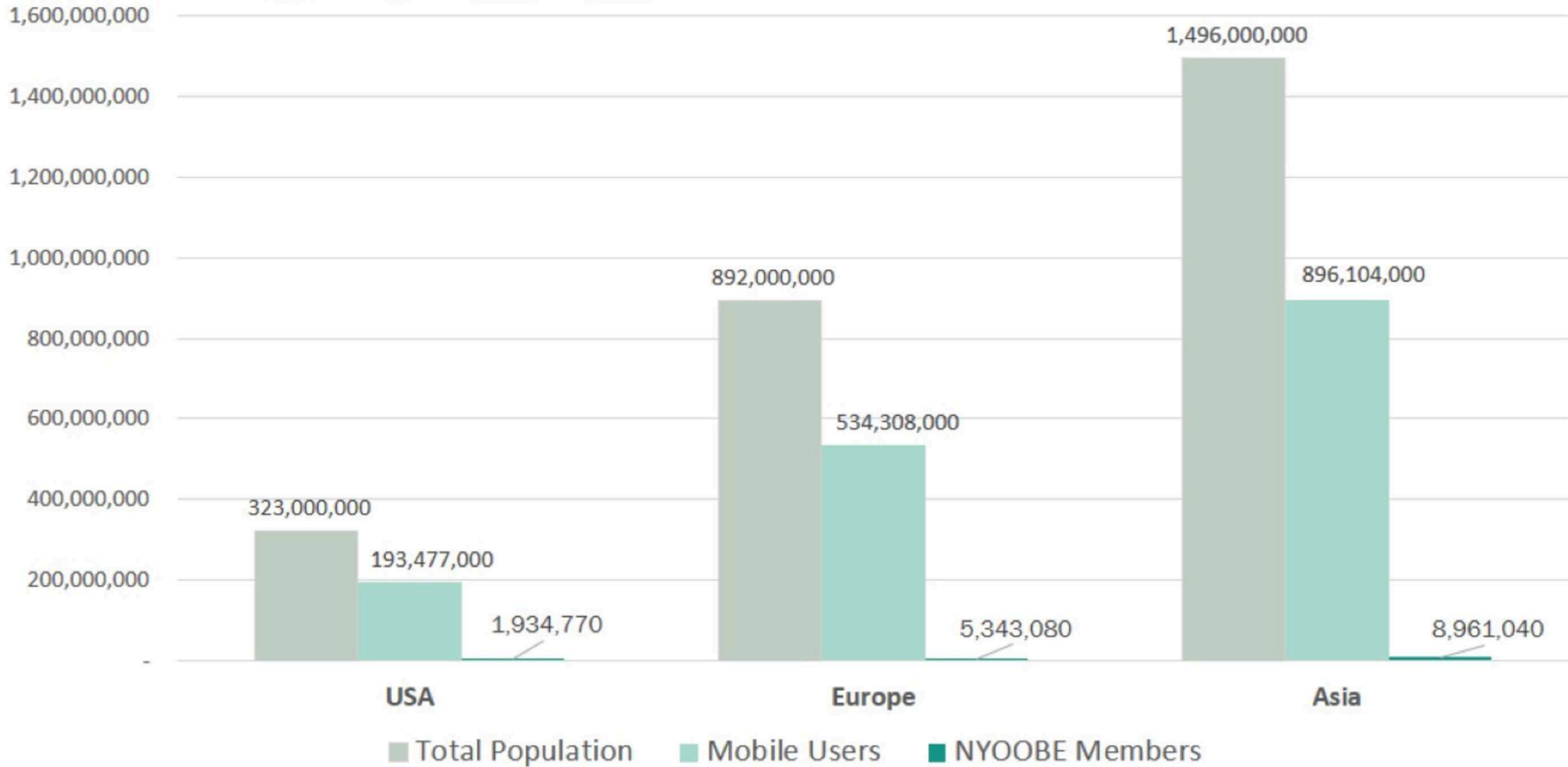
One Month User Growth Potential

Assumptions: 15% growth per contest, 100,000 base users





# Potential Members



- 60% of the world's population are mobile phone users
- Capturing even 1% of these users in these 4 markets has a potential of 16.27 Million Nyoobe Members



# THE TEAM



**Tim Clark**

WEB DEVELOPMENT LEAD



**Derek Tippins**

FOUNDER/ CEO



**Mike Lee**

FOUNDER/ CFO



**Ben Hart**

MARKETING



**Jeannie Amerson**

STRATEGIC MARKETING

ADVISORY BOARD



**Kevin Thigpen**


FOUNDER/ BUSINESS ACQUISITIONS



**Cécile Charlotin Erbe**

CREATIVE DIRECTOR/ MARKETING



A pair of hands is shown holding a laptop. The hands are positioned on either side of the laptop, with fingers slightly curled as if gripping it. The laptop is open and its screen is visible. The entire scene is rendered in a monochromatic, light gray color scheme. Overlaid on the bottom center of the image is the word 'NYOOBE' in a bold, teal-colored font. The letters are stylized: the 'N' has a diagonal slash, the 'Y' has a small dot above it, and the 'E' has a horizontal bar. Below the word is the tagline 'Snap. Click . Cha-Ching!' in a smaller, white font.

**NYOOBE**

Snap. Click . Cha-Ching!



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