

# OUR MAYBERRY FACT SHEET 2020



Established: **2018**  
Employees: **10**

### Technology

- Multi-Platform
- Progressive Web Application

### Industry

- e-Commerce Communities
- Digital Cause Marketing
- Digital Mobile Payment Systems

## Milestones

Launched  
April 2020

Team Expansion  
2019

### Revenue Status

Currently generating revenue, business transactions and charitable contributions as launch date, April 2020.

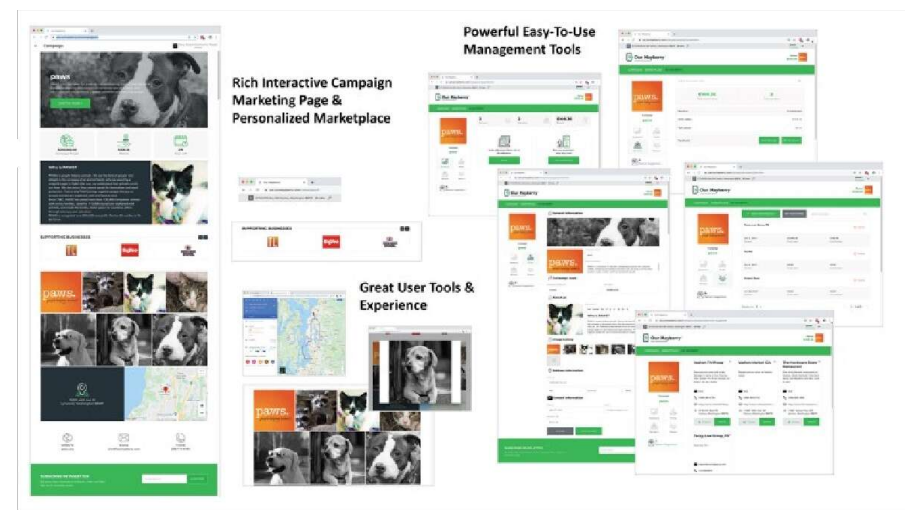
### Key Partners

Pro-Pay  
Global Payments Company

## About

Our Mayberry is an online platform where causes and businesses get together to create a unique marketplace. Where supporters can shop online or in-store to generate a sustainable source of funding for the causes they are passionate about, and where businesses can grow their business, gain community recognition and develop greater customer loyalty by supporting the causes that are important to their community.

### High Performance Technology



## Mission & Vision

The economically inclusive e-commerce community empowered by Our Mayberry serves all types of belief-driven buyers, businesses, and causes wherever located, allowing each cause and its supporters to invite their favorite businesses to join together in creating their own local marketplaces to fund solutions for their local communities.

## Products & Services

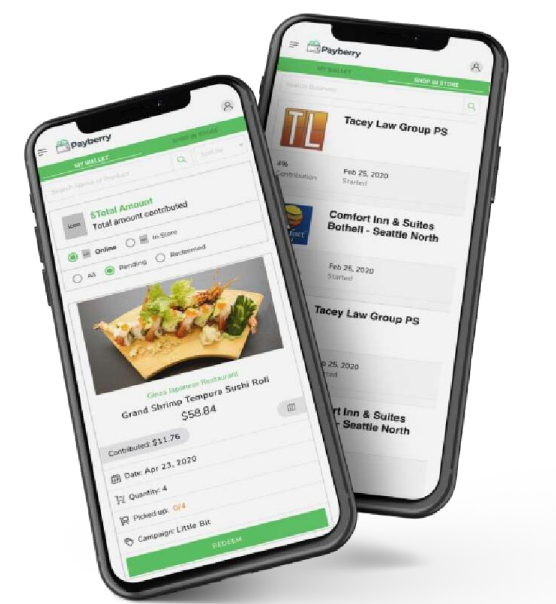


The Payberry digital wallet gives customers quick access to all their Our Mayberry purchases and payment options.

- Redeem purchases with a click.
- Use contactless payments to buy in-store.
- Pay invoices.
- Schedule curbside pickups with participating businesses.



Talk Our Mayberry is dedicated to sharing the real stories behind true local heroes. Those who strive to make a difference in the lives of those who need it most including the Our Heroes podcast, blogs and more.



## Key Metrics

**84%** of customers believe

it's important companies

support charitable causes

**65%** of customers think

companies have a

responsibility to their local

community

**50%** of customers will

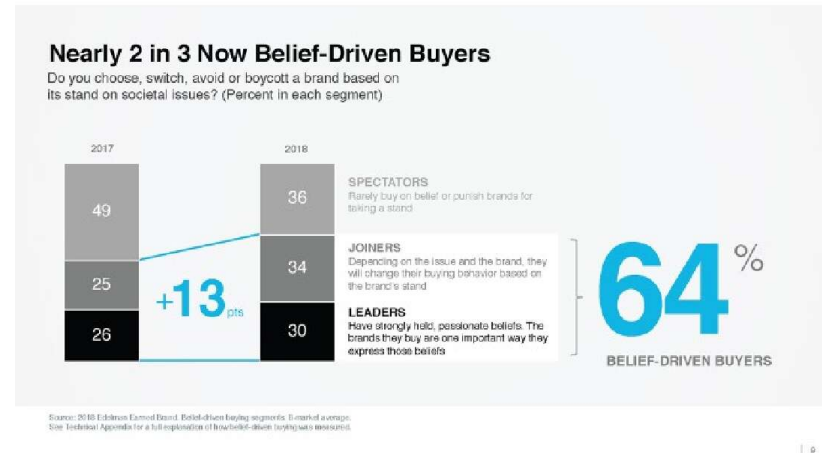
change where they do

business to support companies

prioritizing these values

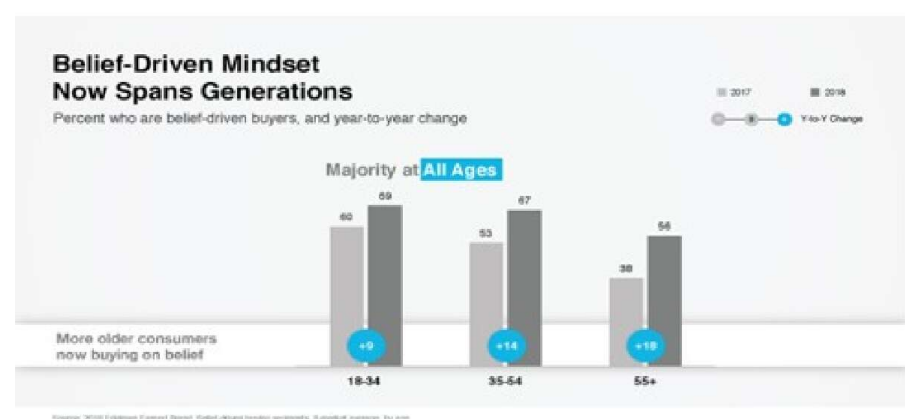
Mintel Press - 2017

## Problem/Opportunity

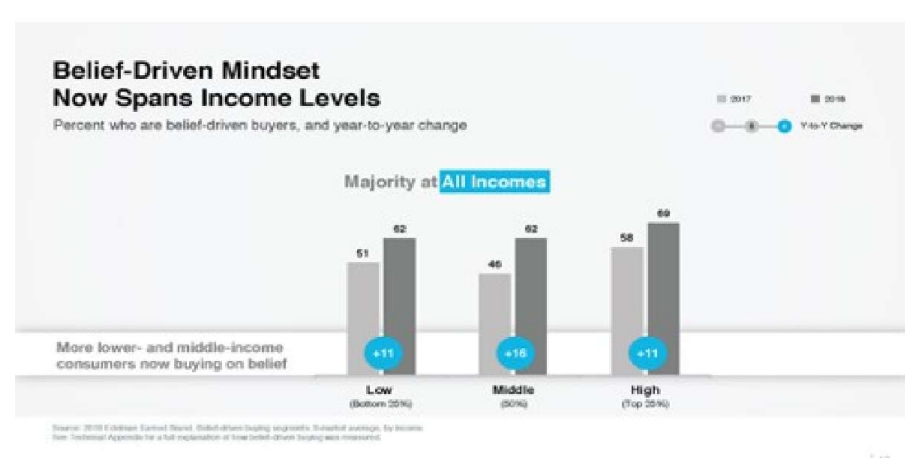


Nearly 2/3 of customers are more inclined to purchase an item or service online or in person if they know a portion of price was destined to a cause or charity they support.

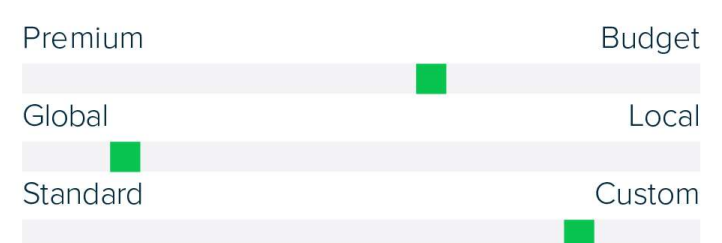
Our Mayberry meets this growing demand with the world's first Cause Based eCommerce platform that connects consumers with (1) causes and (2) businesses that align with their values and facilitates adding a charitable layer to any transaction, allowing anyone to sell existing products or services with a contribution attached, adding meaningful value to the purchase for the consumer.



The result is an organized, powerful army of consumers motivated to purchase from participating businesses. Causes transform disaggregated, limited, and inefficient fundraising methods into a consistent and sustainable flow of funds. Businesses trade lead generation for instant and scalable access to new, passionate, belief-driven buyers.



## Position in the Market



## What's in it for businesses?

- Motivated Consumers**  
Supporters of campaigns ready to spend money with businesses that contribute.
- Customer Loyalty**  
Businesses are recognized for their contributions to the community.
- Cost Savings**  
Lower customer acquisition cost and transaction fees.
- Direct Communication**  
Promote offers and engage mobs with a click.
- Complete Control**  
Sell online and in-store where businesses have complete control over offers.
- Super Easy**  
Our Mayberry's platform is super easy to use and works on desktop and mobile.

## Nonprofit Partners



## Leadership

**Chairman, CEO, President & Founder**  
Shawn Tacey



**CTO & Co-Founder**  
Chris Nakea



**Director of Cause Relations & Co-Founder**  
Jack Kindred



**COO**  
Lee Brillhart



### Advisory Board

- Marcus Trufant, Former Pro Bowl NFL Player, Entrepreneur & Philanthropist
- Tina Schaff, Founder & CEO of The Schaaf Group
- Paul Woodhull, Founder & CEO of District Productive
- Sharon Purcell, Former GE Leadership Executive
- Brian Baldrige, Principal, Xbox Community/Microsoft
- Dan Kristiansen, Former Washington State Representative & GOP Minority Leader
- William R. Moore III, Managing Member, Round Lake LLC

