



A photograph of a crowd of people at a live event, possibly a concert or festival. The scene is dimly lit with vibrant stage lights in shades of purple, blue, and yellow in the background. In the foreground, the silhouettes of many people are visible, some holding up their phones to capture photos or videos. The overall atmosphere is energetic and festive.

promoshare<sup>®</sup>

AN ENTERPRISE MULTI-CHANNEL AMBASSADOR SOFTWARE FOR LIVE EVENTS

**We are a multi channel fan engagement software** that allows event producers to track, manage, and reward hyper local influencers to sell more tickets.

# Sports teams and major live event producers

Loose out on ticket sales  
year after year to the tune of

**\$15B**

Sales attributed to word of  
mouth is estimated to be

**68%**



## **Current technology situation is chaotic**

Managing a word of mouth campaign that provides all relevant stats and functions necessary doesn't exist.

Programs are ran using spreadsheets, social media management platforms, Facebook groups & texting.

Others fall short by not capturing the entire lifecycle in one single solution.

## Pure engagement stats

These companies provide nice stats on social engagement, impressions and sentiment BUT not conversion.



## SaaS

Only provides platform with no network of ambassadors to work with leaving the client with the biggest burden.

VERVE  
SocialLadder

## Ticketing

Only focuses on live events & ticket sales. Don't provide a method of managing communities or capturing social engagement

fevo  
VERVE

P  
promoshare®



## Influencer marketing is changing

from glossy Instagram celebs with millions of followers to hyper local fans with highly engaged spheres of influence.

Only 32% of consumers follow **big name** influencers, compared to **70%** who are influenced by their family and friends online.

Source:Forbes article



**Traditional influencer platforms** and celebrity icons provide a broad reach, they are severely limited in their inability to target specific demos, geos, and even more importantly, tracking results.

**Traditional influencer marketing is hard to track,**  
engagement is low, expensive, distributed audience, etc.

## Hyper local influencers



TAP INTO WORD OF  
MOUTH



PROVIDE SOCIAL PROOF



TAKE ONLINE OFFLINE



DRIVE LOCAL SALES



# PromoShare is simpler, smarter & more effective



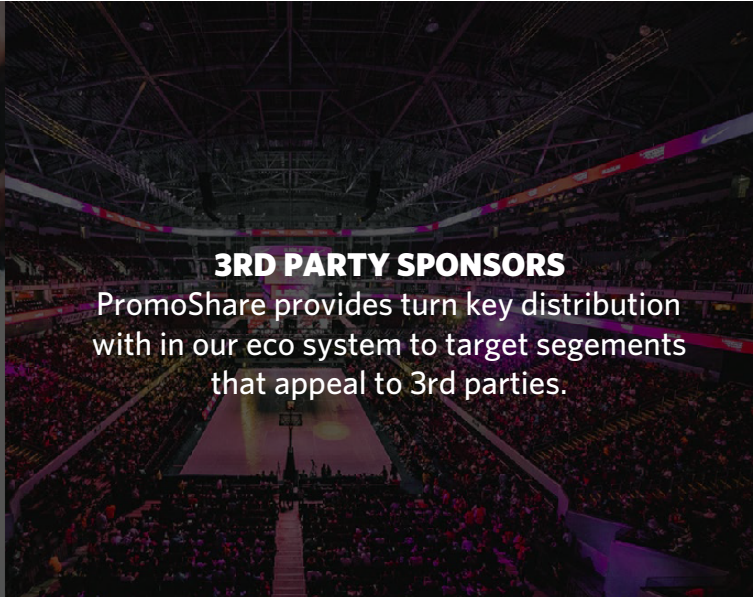
## FOR EVENT PRODUCERS

We provide a proven, low cost brand building, organic content and ticket selling solution



## FOR AMBASSADORS

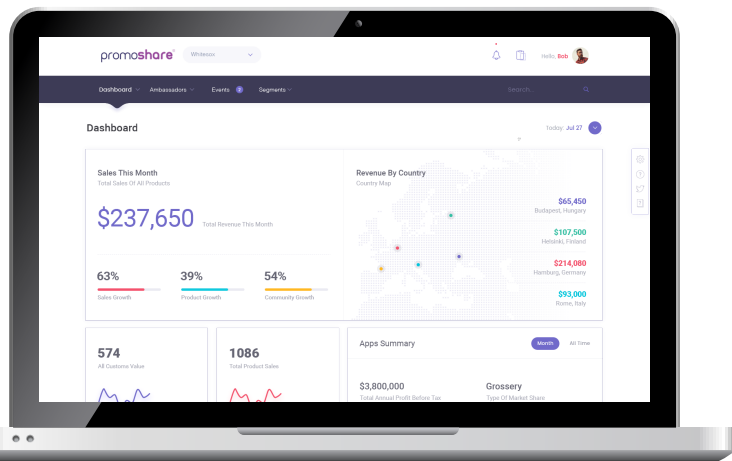
PromoShare provides an exciting rewards program with amazing experiential opportunities and valuable incentives for influencing others.



## 3RD PARTY SPONSORS

PromoShare provides turn key distribution with in our eco system to target segments that appeal to 3rd parties.

# Client Dashboard



## CONTENT MANAGER

Control all approved content to be distributed by your ambassadors.



## ENGAGEMENT STATS

Capture all engagement stats in real-time, no need to wait for recaps!



## AMBASSADOR CONTROLS

Manage all your ambassador segments and permissions.



## CAMPAIGNS/PROMOTIONS

Campaign/Promo controls by region, segment, brand, sub-brands etc..



## POINTS & REWARDS

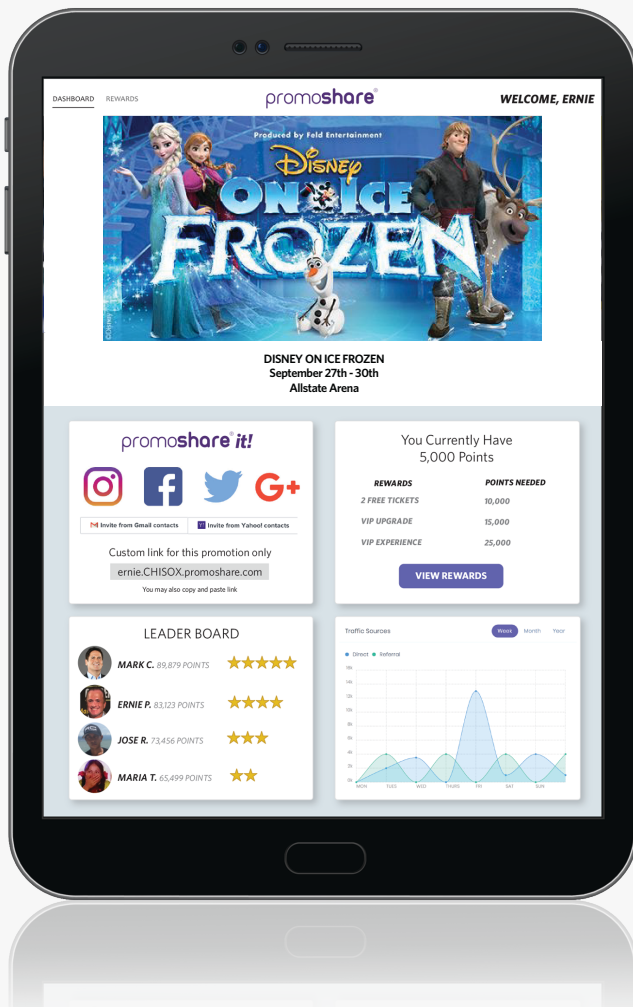
Manage and control your own point and rewards bank.



## AMBASSADOR DATA

View all stats on ambassadors in your campaign(s) such as demos, heat maps,

# Ambassador Experience



## CONTENT SHARING

Pre-determined, approved messaging and graphics from one centralized location.



## TOP PROSPECTS

Our software will determine who the best prospects are within an ambassadors social networks based on the type of event/product is represented



## GAMIFIED EXPERIENCE

Ambassadors can get ranked based on their conversions within the campaign.



## MARKETING AUTOMATION

Automating the entire process to help ambassadors close more deals.



## POINTS & REWARDS

Ambassadors can earn points for actions and conversions. They can also earn on their own purchases/conversions

promoshare®



PromoShare® amplifies the buyers reach by enabling social buying, **turning your buyer into your seller** and turning one into many.

# Market Size



**\$15B**

TAM



**\$5B**

SAM



**\$750M**

SOM



100% client re-engagement  
**Generated over \$200K in first full year with 6 clients**



**Have a pipeline of some of the worlds most recognizable brands**





## Over the next 18 months we plan to:



CLOSE 30 NEW CLIENTS AT  
AN AVERAGE OF \$25K EACH  
PER YEAR



ACTIVATE OVER 100K NEW  
AMBASSADORS



CONVERT OVER \$2 MILLION  
IN TICKETS SOLD FOR OUR  
CLIENTS

# Revenue Model



## YEARLY LICENSE +

Yearly licensing fee +  
revenue share + additional options



## STRATEGIC PARTNERSHIPS

Sponsored content and  
distribution to our network



## MICRO-INFLUENCER CAMPAIGNS

Our ambassadors are segmented  
down to language preference,  
allowing us to match them  
precisely with brands

# Team **PromoShare**

## TEAM



Ernesto Pedroza  
Founder/CEO



Mark Florez  
CMO



Julia Fischer  
COO



Raymundo Ginez  
UX/UI Design



Nick Delgado  
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