



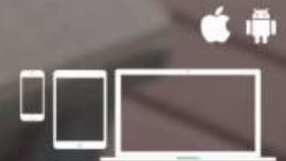
COMMUNITY NETWORKING PLATFORM

- CONNECTIVE

A one-stop solution for ecosystems, remote work and digital business - with activity coins & video conferencing



Denise Hayman-Loa, CEO & Co-Founder, denise.hayman-loa@carii.com





Fully developed and
easy to implement
White Label & SaaS
platform **that goes**
beyond all existing
solutions for interactive
community ecosystems
& networks



KEY COMPANY HIGHLIGHTS

1

Innovative & extensible **B2B2C** technology on web & mobile apps

2

Repeated market **validation** from prospects, clients, analysts

3

White label & SaaS versions live - multiple **client use cases**

4

Revenue, existing contracts & an extensive sales pipeline

5

Deep **management**, development team & **prominent advisors**



WINNER OF MULTIPLE AWARDS



At CES 2016



At CES 2017



Collaboration



Mobile Business

**Pepperdine Most Fundable Companies® 2019 Competition Winner!
#9 out of 3500 companies**



DIGITAL NEEDS ARE CHANGING

CURRENT DIGITAL TOOLS ARE FRAGMENTED,
WITH INEFFICIENCIES, NO DATA OWNERSHIP OR
BRAND CONTROL



Email



Twitter



Facebook



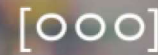
LinkedIn



Zoom



Slack



Others

- Zoom, Facebook, Slack, Eventbrite are disconnected silos
- Organizations can't engage with members or monetize
- Consolidated solutions are cumbersome to implement



A NEED THAT IS PROVEN BY MARKET DEMAND

**Organizations
want their own
platforms to:**

- Bring together their stakeholders
- Support interaction & network value
- Provide security, branding & revenue

Example Use Cases – Existing Clients

Substantial Opportunity
with: Professional & Interest
Based Networks, Services
Firms, Businesses, Events,
Associations, Investors

Private Equity Fund using platform for secure work, information sharing & interaction across portfolio companies

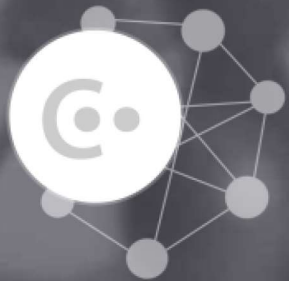
Professional Network for the commercial real estate industry to “interact to transact” – networking/project/product directory

Corporate Consulting linking exec coaches with corporations to change the future of work via knowledge, interaction, services



What if one platform unified all community network functions, eliminated fragmentation, increased interaction efficiency & data ownership under their own brand?

With flexible & rapid implementation:



Connective Network

SEAMLESS UNIQUE PLATFORM – FULLY DEVELOPED

Websites

Integrated Tools



Communicate

Chat, Social,
Q&A, Video
Conferencing

Revenue

Expert Booking
Events
Advertising
Memberships
Marketplace

Profiles

Experts
Members

Share Knowledge

Video, Images,
Documents,
Search/Categories

Network

Event Scheduling
Coins for Tokens
Actions/Projects
Network of Networks

A customizable,
easy to implement
**community
ecosystem
platform** with
monetization
strategies for
clients

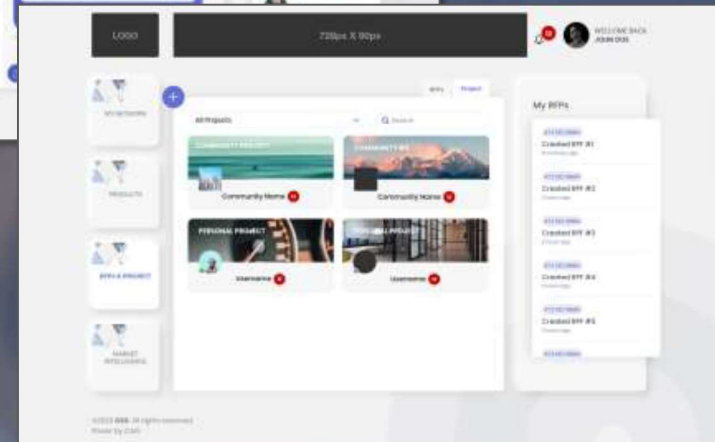
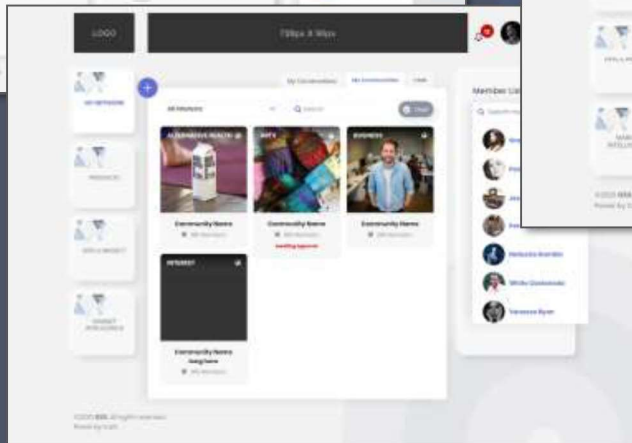
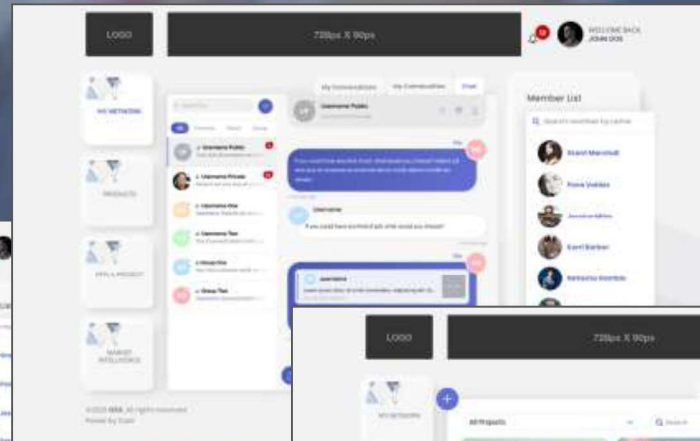
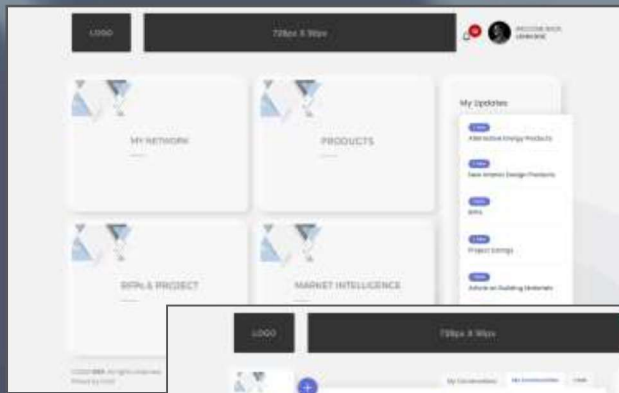
All functionality on web and mobile apps, in a private cloud and with robust security





CLIENT USE CASE – GSX – Market Network

Bringing together architects, designers, builders & product companies in commercial real estate to interact, exchange knowledge and transact – MVP completed

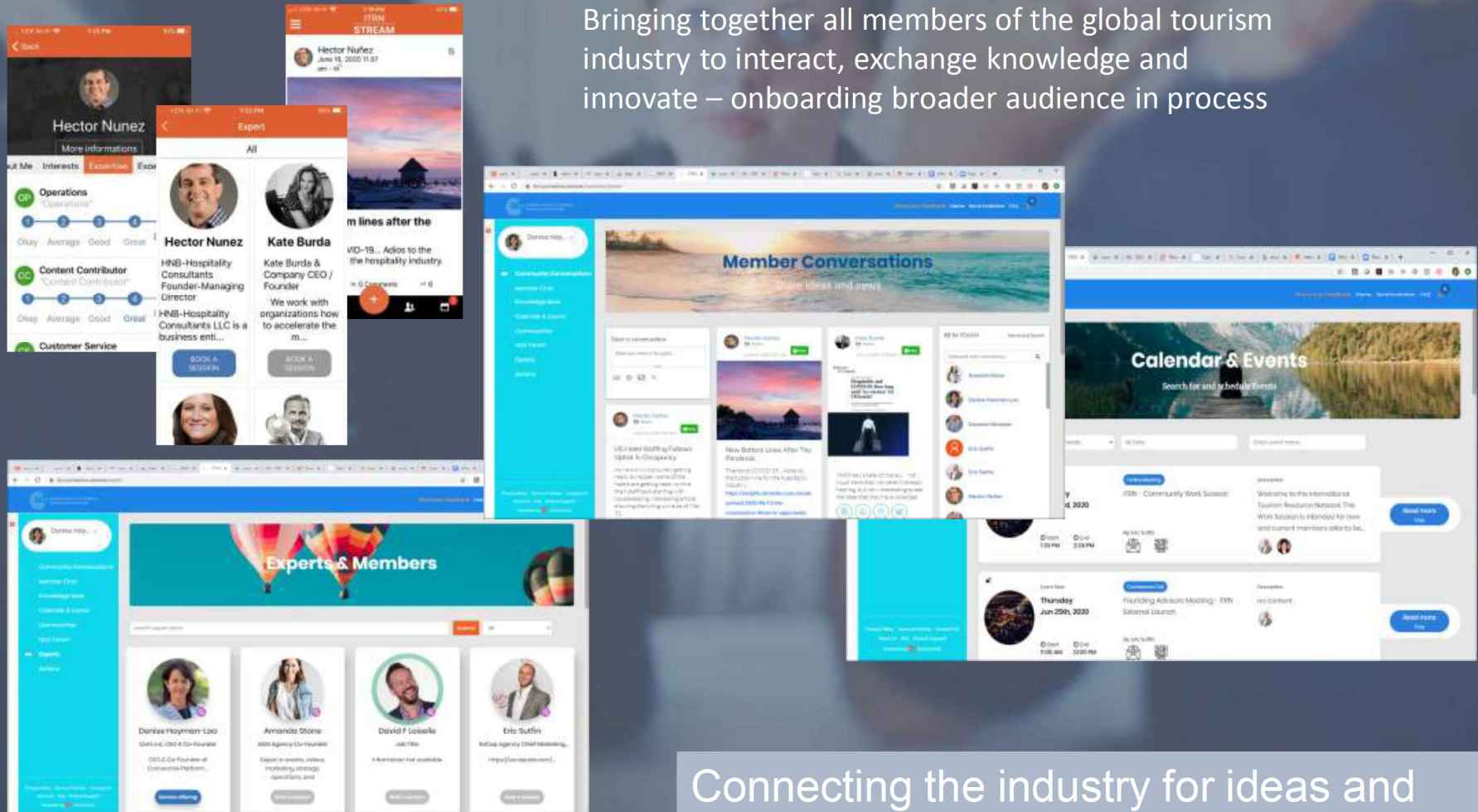


For the sustainable commercial real estate industry



LIVE CLIENT USE CASE – Int’l Tourism Network

Bringing together all members of the global tourism industry to interact, exchange knowledge and innovate – onboarding broader audience in process



Connecting the industry for ideas and innovation



A LARGE AND GROWING MARKET

A B2B solution for organizations – existing clients/prospects in all categories and seeing dramatic growth in today's environment



Networks & Associations

Mkt \$28B, 12K Organizations



Services & Coaches

Mkt \$1B, 60K Coaches
Mkt \$2T, 900K Professionals



Non-Profits/Social Impact

Mkt \$1T, 1.5M Organizations



Educational Institutions

Mkt \$1.6T, 5.3K Entities



Investment Funds

Mkt 4.5T, 8K Firms



Event Companies

Mkt \$140B, 70K



MARKETING STRATEGIES –

Activity has ramped up dramatically due to acceleration and adoption of remote work and digital interactions **

1

Referrals from network & clients

2

Business Dev advisors by channel

3

Partners (6) by channel for sales & support

Other strategies include PR, digital marketing and social media

**In the current environment time to close has sped up to



THE MARKET IS FRAGMENTED WITH NO CLEAR LEADER = OPPORTUNITY

Company	Communication & Social Posts	Collaboration & Chat	Single Groups & Communities	Community Eco-Systems	Privacy & Control	Content Library	Mobile Apps	Events & Fundraising	Sponsored Advertising	Video Conference	Revenue Opportunities
CONNECTIVE	X	X	X	X	X	X	X	X	X	X	X
MIGHTY NETWORKS (lower price point)	X		X			X	X	X			X
HIVEBRITE (higher price point)	X		X			X	X	X			X
HIGHER LOGIC (higher price point)	X		X		X	X		X			
JIVE (Cust Cmty Only)	X	X	X		X						
SLACK (Msging Only)	X	X	X		X						

Patent filed for unique Affiliation technology. Advanced & flexible technology that would be difficult to replicate quickly.

WHITE LABEL & SAAS PRODUCT LINES

All products on a common code base to reduce support effort & all with web & mobile app versions

1

Older free basic **platform** in use globally with 35,000 users

2

Live white label clients (20) + 15 in process

3

Newly released **SaaS version** with 50+ clients launched April 2020

White label clients are larger organizations or have unique requirements
SaaS clients are primarily small to medium sized organizations

@carii AN EXPERIENCED SENIOR TEAM

All Sr team members are thought leaders in their expertise areas
+ dedicated 9-member design/development team (mobile/web)



Denise Hayman-Loa

CEO, Co-Founder, successful intra-preneur and strategist, biz dev, sales, product mgt from E&Y and Goldman Sachs



Sofia Agras (with funding)

Head of Sales –creative & accomplished biz dev professional and startup advisor & founder



Rik Willard (Advisor)

*Highly connected **Blockchain** Expert
Founder Agentic Group*



Wun Fie Loa

CTO, Co-Founder, entrepreneur, innovative technologist, commercial tech development and tech team management



Rick Dobbis (Board)

*Accomplished Sr Executive in Music/Business
Ran SONY Music Int'l*



Ricky Solomon (Board)

Investor in Finance & Technology Start-ups and founder AI Capital



Jeremy Paino

Infrastructure/Security, highly experienced 25-yr commercial tech veteran - started at NYSE



Chris Davino (Board)

*Highly connected banker with experience in Events, Brands, Finance
Multiple roles as CEO*



Sheila Hartnett (Board)

Sr branding/marketing profession and former CEO of Ogilvy NA



CONNECTIVE IS RECOGNIZED BY INDUSTRY ANALYSTS FOR ITS MANY UNIQUE CAPABILITIES

“

Connective solves a huge unmet need in information processing. It allows communities all over the world to more easily enable their members to interact in a trusted manner. No other system has the ability to serve communities like Connective does.

—*Dr. Gerry Purdy, Principal analyst, Mobilocity*

“

“Companies are looking for a platform to tie in cross functionality, connecting multiple communities and managing communication between businesses, customers and partners. Business networks are evolving and Connective is a platform that lets you tie together multiple elements of enterprises.”

—*Michael Fauscette, IDC Group Vice President, Software Business Solutions*

“

“I was delighted when I discovered Connective – The Community Networking Platform! Communities need a consolidated, interactive, trusted communication platform for engaging members/customers – Connective provides this platform.”

—*Rich Bohn, SellMoreNow.com*

“

Facebook and Twitter...have a very broad focus. A site like Connective is offering an interesting alternative for people of like minds, which I believe may be at the center of the eventual evolution of social media.”

—*Tim Bjarin, Jan 26, 2015 PC Magazine*



PROJECTED REVENUE & EXPENSES

2020 is showing the growth potential because product is very mature, sales are ramping up and R&D expenses are reduced

Rev/Exp/Net	2019	2020	2021	2022	2023	2024
White Label Revenue	288K	478K	3.1M	8.5M	13M	24.5M
SaaS Revenue	N/A	25K	2.5M	7.2M	12.4M	19.6M
Expenses	447K	330K	3.5M	5.2M	8M	14M
EBITDA	(159)K	173K	2.1M	10.5M	17.4M	30.1M
Projected Clients	15	70	250	750	1250	2000

MULTIPLE REVENUE LINES: Subscriptions, hosting, transactions, advertising, services

SaaS model - monthly fees & transactions

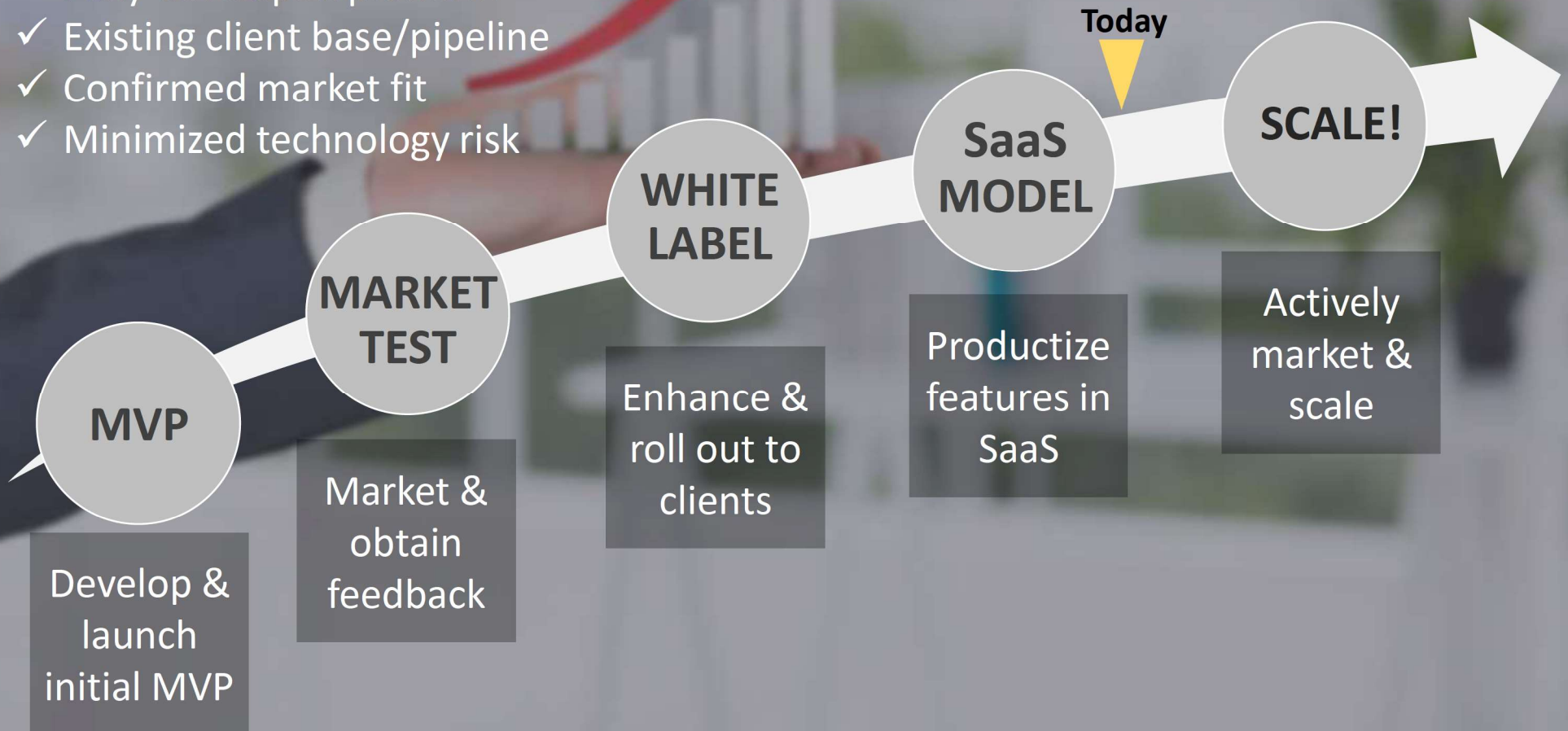
White Label – services, transactions & user growth

Note: Equity ownership position in some white label clients



ROADMAP – GROWTH STAGE

- ✓ Fully developed platform
- ✓ Existing client base/pipeline
- ✓ Confirmed market fit
- ✓ Minimized technology risk





USE OF FUNDS → GROWTH

Raising \$2 MM – to drive more rapid growth
\$3MM in cash invested by founders & early investors

Funding for Sales, Mktng & Customer Success



The platform is fully developed (over 300,000 development hours) and live with multiple clients on both web and mobile apps - limiting any technology risk & minimizing R&D