



Confidential - Copyright © 2020 Dashible

Find New Customers and Keep Them

Deal Platforms are Broken

Local Retailers

Use Groupon But Hate It

- Little Repeat Business
- 50% Revenue Share
- Lack of Control

Consumers

Don't Love Groupon Either

- Prepayment Required
- Vouchers Expire
- Not Personalized



Deals & Loyalty Should be Complimentary

Deal Platforms
Proven to Acquire
New Customers

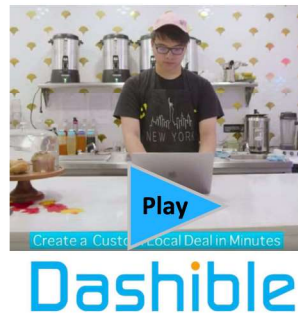
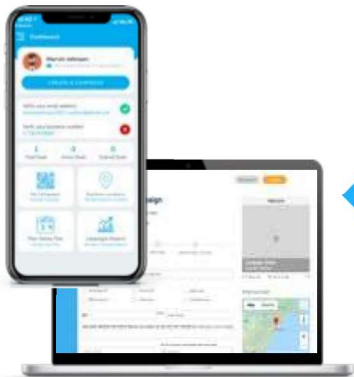
Loyalty Platforms
Focus on Retaining
Existing Customers

Local Retailers Need Both

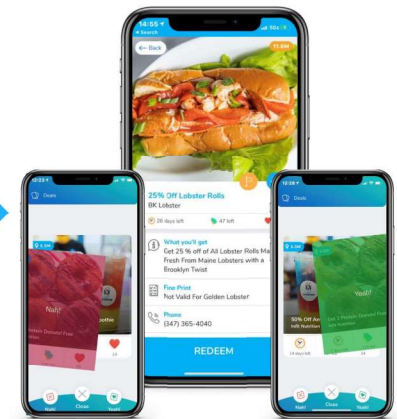


The Dashible Solution

Local Retailers



Consumers



Low Friction App & Portal
Self-Service
Real-Time

Machine Learning
Deal Targeting
Open API

Fun to Use App
Relevant Deals
Multi-Business Loyalty



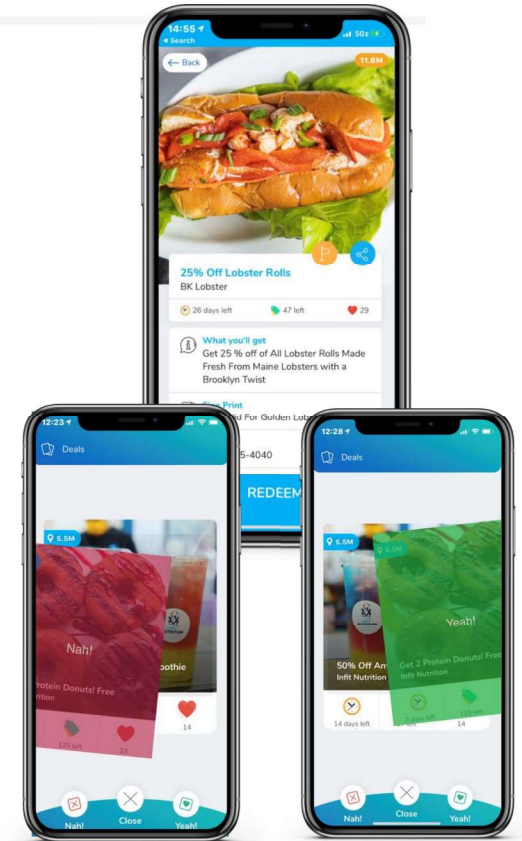
Engaging & Fun Consumer Interface

Deals

- **Engaging & Fun Deal Search:** Swipe deals left/right
- **Instant Gratification:** No vouchers to buy, no waiting
- **Personalized:** Machine learning to target deals
- **Shareable:** Formatted for social media sharing
- **Location Based:** Find deal and loyalty programs close by

Loyalty

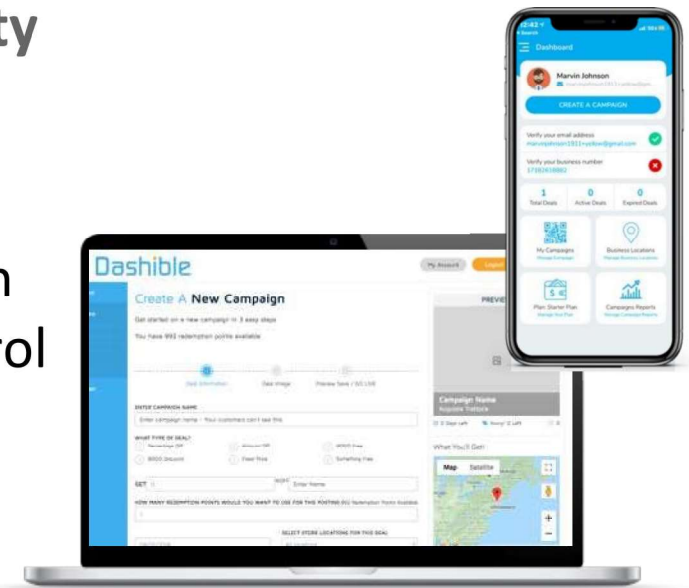
- **Convenient:** Multiple loyalty cards in your phone
- **Graduated Rewards:** up to 99 levels with custom rewards
- **Robust Rewards:** Merchant & platform-level



Why Businesses Love Us

Designed after speaking to dozens of business owners.
Design Drivers - Ease of Use, Control and Affordability

- **Insightful:** Reporting and analytics
- **Easy:** <10 minutes to create a deal or loyalty campaign
- **Customizable:** Self-service. Businesses get 100% control
- **Flexible:** 6 deal types, 99 loyalty levels
- **Affordable:** Subscription-based, no revenue share
- **Real Time:** Create & launch a campaign instantly



Business Model

Local Retailers



How We Make Money

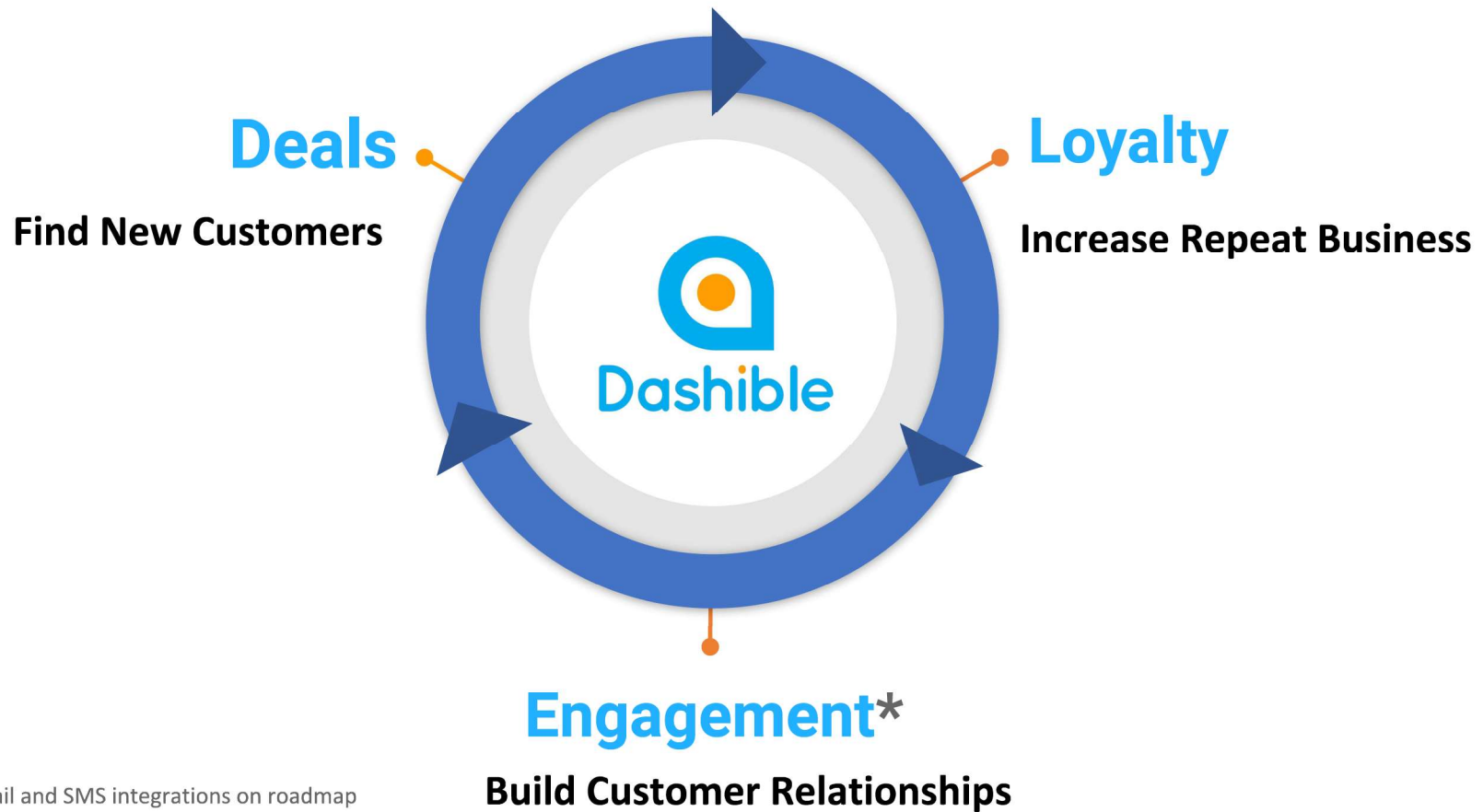
Trial	Silver	Gold	Platinum
Free	\$89/Mo	\$129/Mo	\$169/Mo
2 Deal Campaigns 1 Loyalty Level 1 Location	2 Deal Campaigns 99 Loyalty Levels 2 Locations	6 Deal Campaigns 99 Loyalty Levels 3 Locations	8 Deal Campaigns 99 Loyalty Level 4 Locations

Consumers

Free



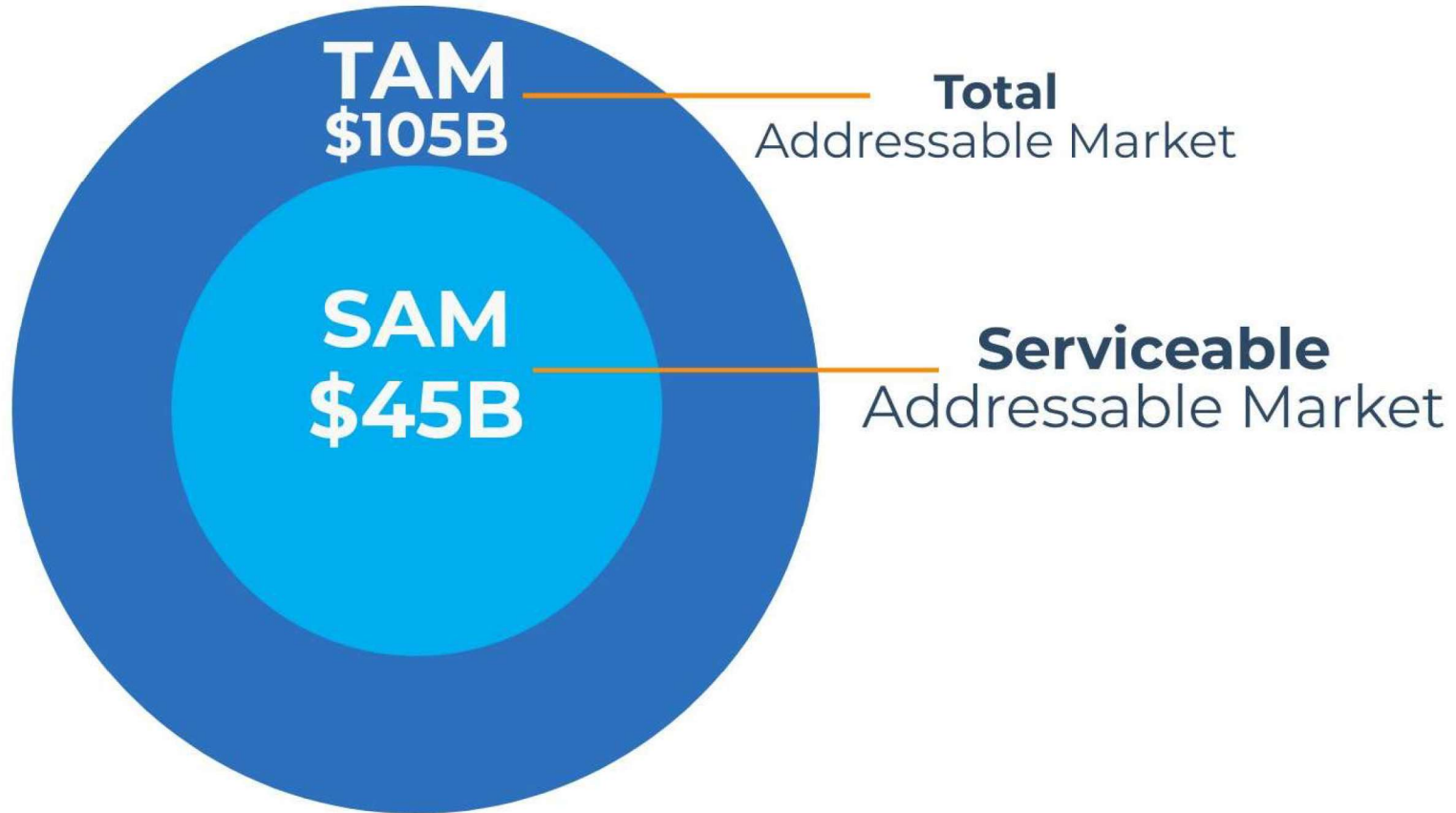
Maximizing Lifetime Value of Customers



*Social media, email and SMS integrations on roadmap



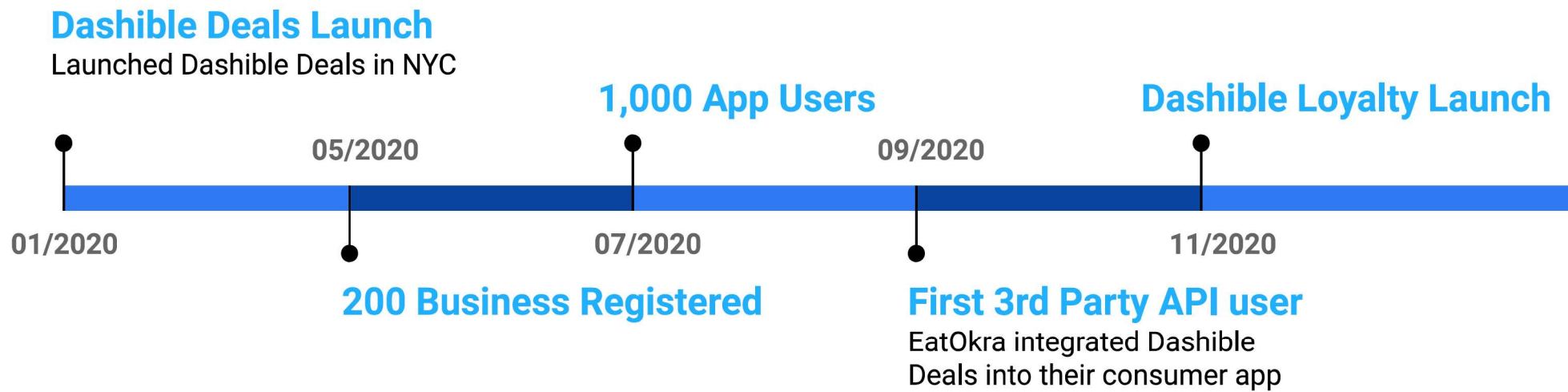
Over \$100B Spent on Deals & Loyalty



*Based on businesses verifiable digitally via Yelp and Google My Business



Progress to Date



The Team



Marvin R Johnson, MBA
Co-Founder/CEO

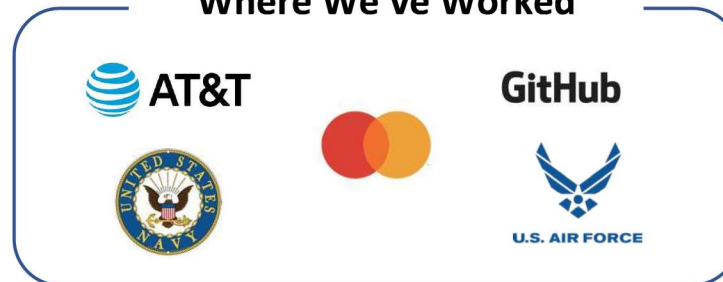
- VP Prod. Dev. at Mastercard
- Co-Founder/CEO of **iKobo** (acquired)
- US Navy, Nuclear Submarine Officer



Tony Carter, CISSP
Co-Founder/CTO

- Fortune 100 Experience
- Co-Founder/CTO of **iKobo** (acquired)
- US Air Force, Info. Sec Specialist

Where We've Worked



Why Dashible?

- Serial Co-Founding Team
- Built a Global Business Before
- Product Validated in Market
- > 300 Businesses Onboarded
- Ready to Scale



Dashible

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