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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

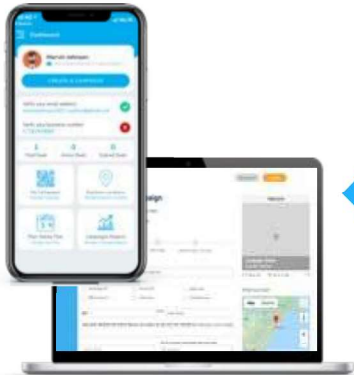
Loyalty Platforms
Focus on Retaining
Existing Customers

Local Retailers Need Both



The Dashible Solution

Local Retailers



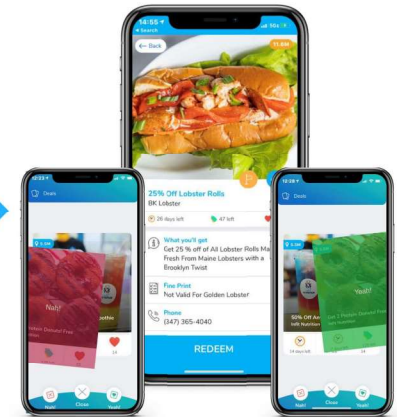
Low Friction App & Portal
Self-Service
Real-Time



Create a Custom Local Deal in Minutes
Dashible

Machine Learning
Deal Targeting
Open API

Consumers



Fun to Use App
Relevant Deals
Multi-Business Loyalty



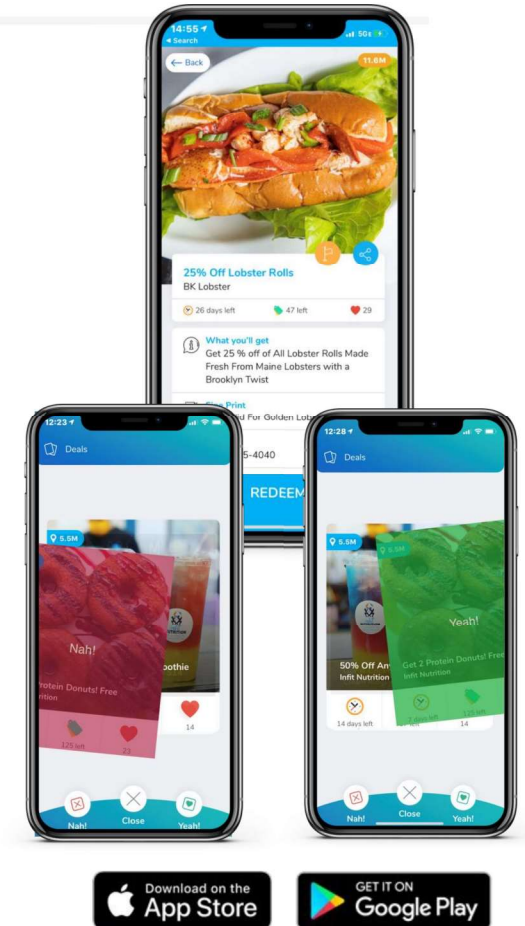
Engaging & Fun Consumer Interface

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

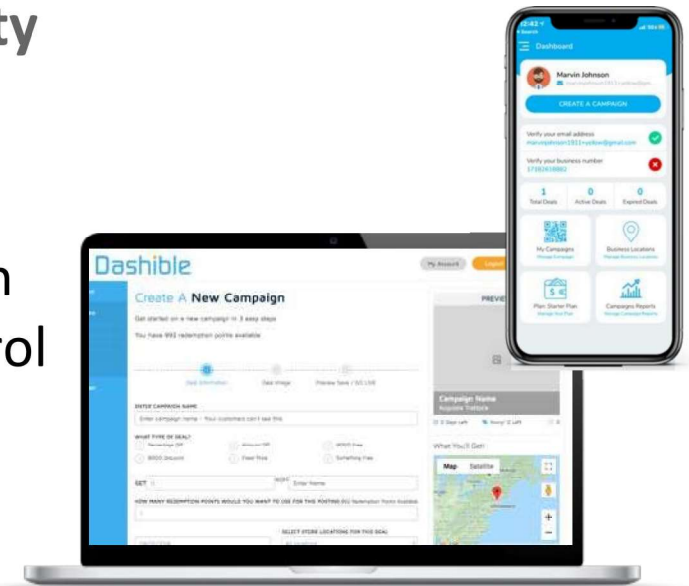
- **Convenient:** Multiple loyalty cards in your phone
- **Graduated Rewards:** up to 99 levels with custom rewards
- **Robust Rewards:** Merchant & platform-level



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

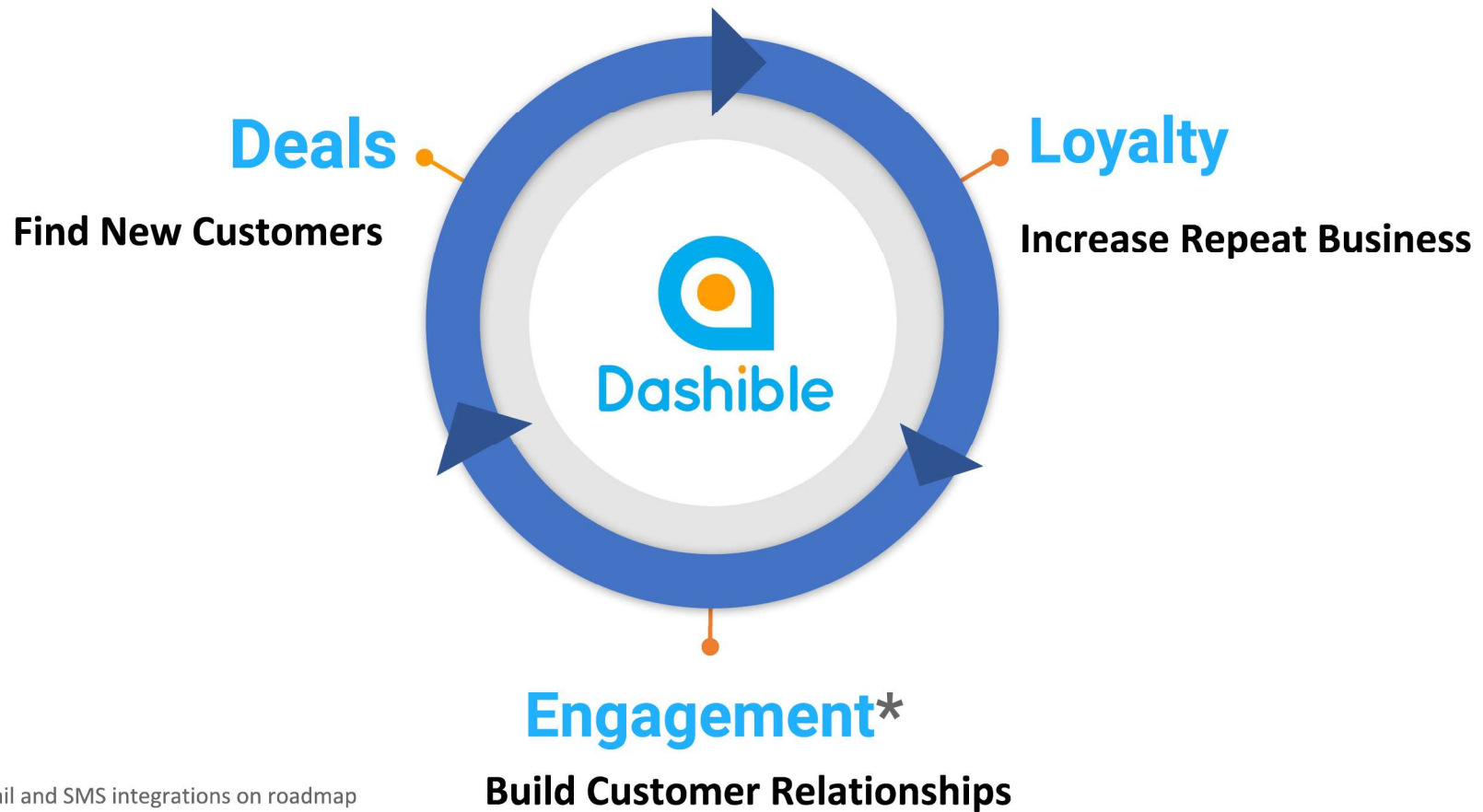
Trial	Silver	Gold	Platinum
Free	\$89/Mo	\$129/Mo	\$169/Mo
2 Deal Campaigns 1 Loyalty Level 1 Location	2 Deal Campaigns 99 Loyalty Levels 2 Locations	6 Deal Campaigns 99 Loyalty Levels 3 Locations	8 Deal Campaigns 99 Loyalty Level 4 Locations

Consumers

Free



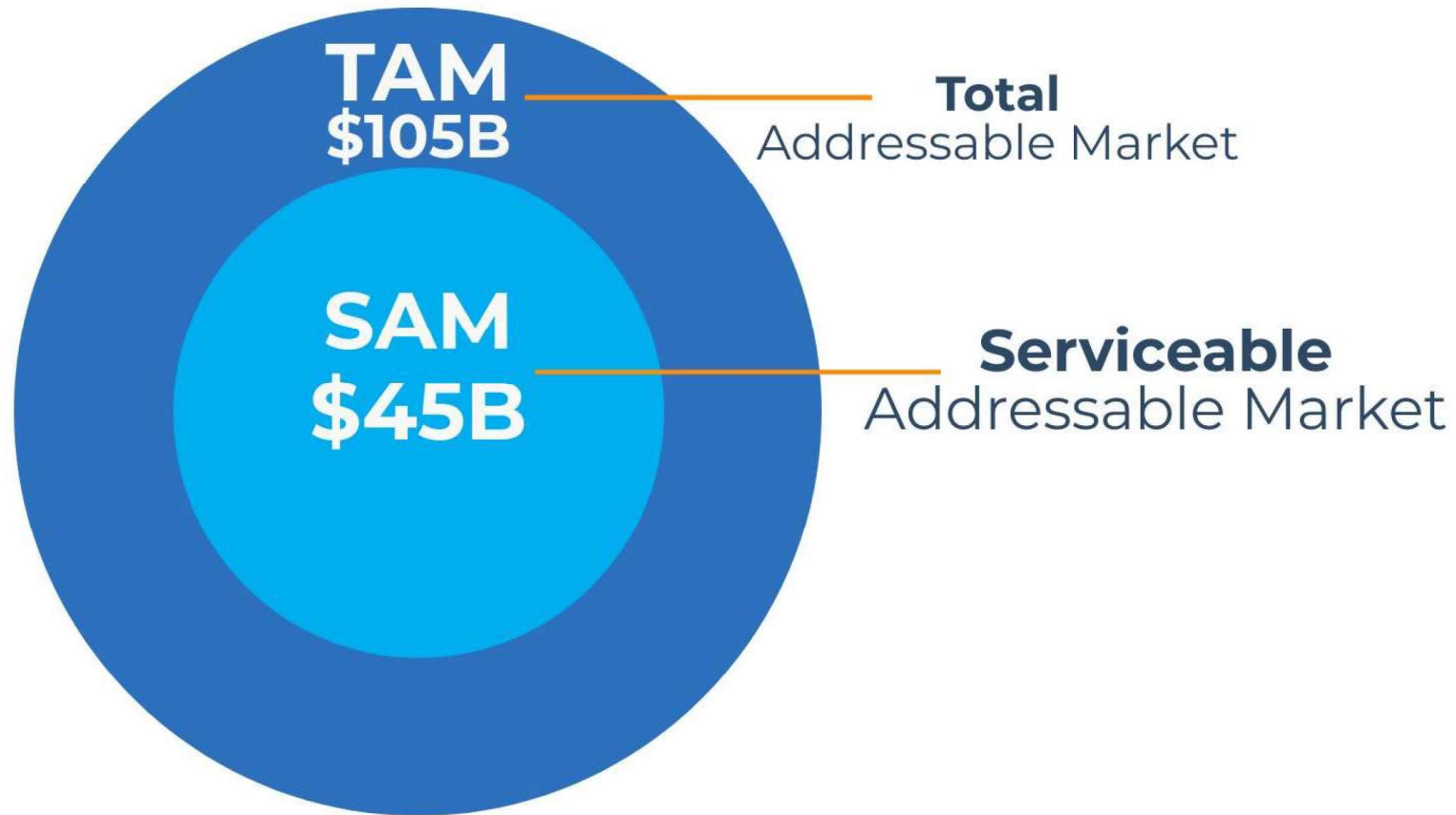
Maximizing Lifetime Value of Customers



*Social media, email and SMS integrations on roadmap



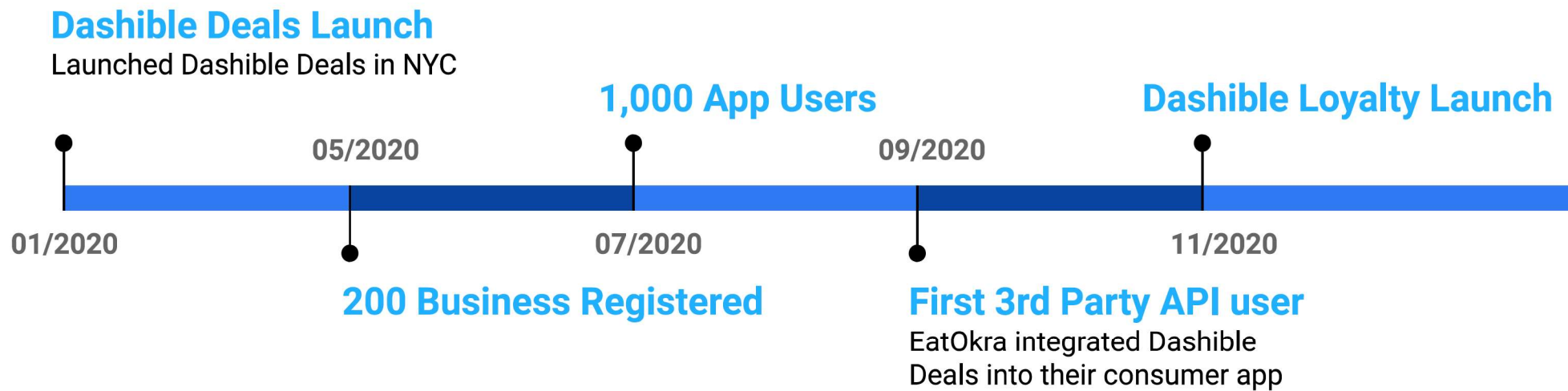
Over \$100B Spent on Deals & Loyalty



*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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