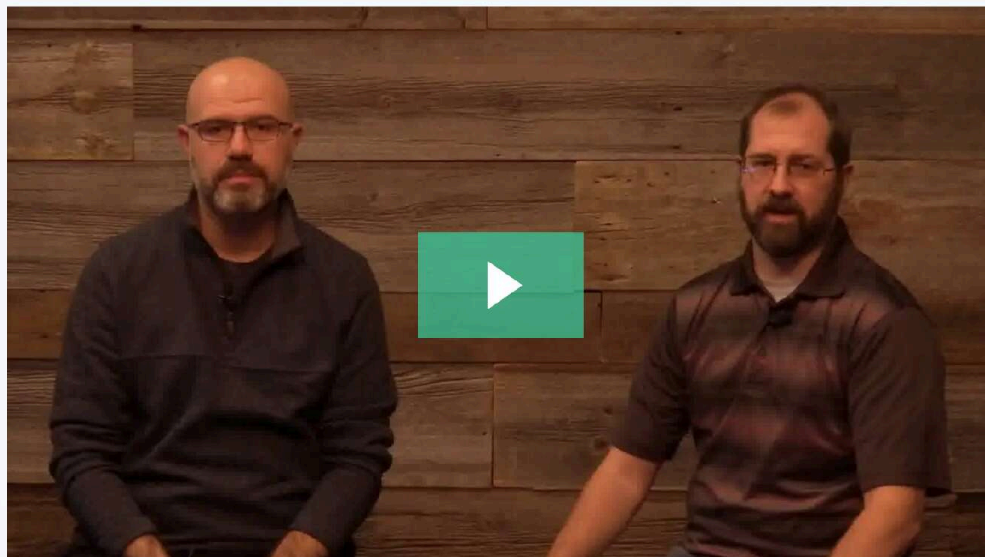


# Invest in Mobileteer

Mobileteer is a full eCommerce suite that supports local community branding



[MOBILETEER.COM](http://MOBILETEER.COM) BRIGHTON MI

[Software](#) [Technology](#) [Main Street](#) [B2B](#) [Events](#)

## Why you may want to invest in us...

- 1 A passion to see local businesses and their local community thrive
- 2 Groundbreaking full eCommerce suite
- 3 6 communities signed up and 120 merchants ready to sign up when app goes live
- 4 Ease of sign up can lead to 24 communities and 500 merchants in the next 18 months (not guaranteed)
- 5 Founders with the passion and experience to grow, changing the focus on shopping to local pride.

## Why investors ❤️ us

WE'VE RAISED \$34,144 SINCE OUR FOUNDING



*Mobileteer caught Seed Round Capital's attention with its real-time campaign*



*analytics and impressive traction in their initial market. The founders continued to impress us with their e-commerce-like suite of services (loyalty rewards, centralized social media posting, item-specific discounts) for brick-and-mortar stores. Unlike others in this space, Mobileteer has created its niche by targeting the local community from the top down via local chambers of commerce, economic development administrations, downtown development authorities, and main street associations.*

*David and David are driven, focused, and passionate about Mobileteer's mission to help give local communities the same software suite that big cities*

*mission to help give local communities the same software suite that big cities employ, without the upfront and ongoing expense of a customized application. It's not every day SRC gets to invest a team that is building something in-house, with solid traction and scrappy founders... especially at this valuation.*

*The Davids and Mobileteer have come along way on their own, and we are excited to see how far they will go with all of our collective investment on WeFunder.*

[read less](#)

**Bradley Jenkins** CEO & Co-Founder, Seed Round Capital

LEAD INVESTOR INVESTING \$2,500 THIS ROUND

## Our team



### David McDonald

Co-Founder

*In addition to being a husband and father of 3 boys, some of my impressive accomplishments include; building of Mobileteer. 10 years developing community partnerships and volunteering in roles to help my community thrive.*



### David Alexander

Co-Founder

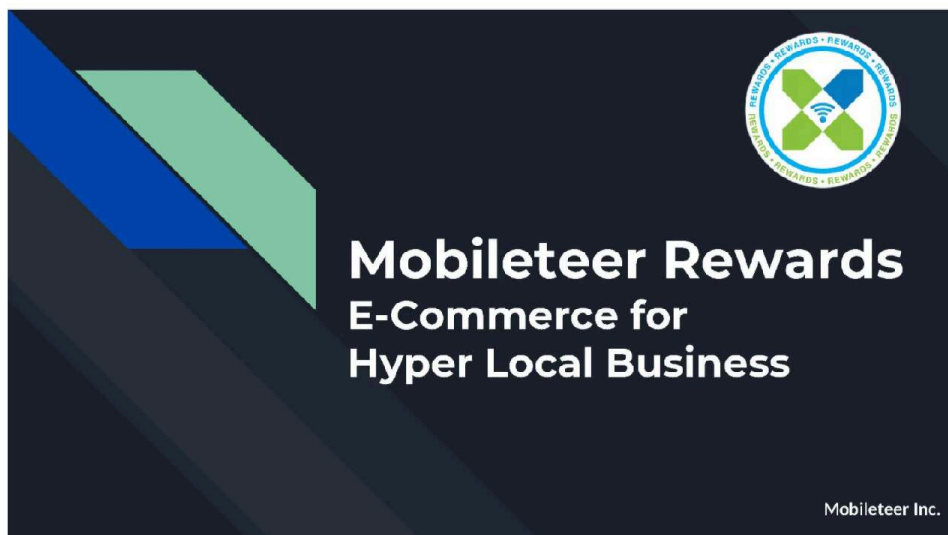
*Over the last 4 years growing Mobileteer while getting married, having 2 children and buying my first home. In addition to working with local businesses to improve their brand in the community.*



## Downloads

[pitchdeckvid8 720p.mp4](#)

## Story



## Community Events



## 235 000

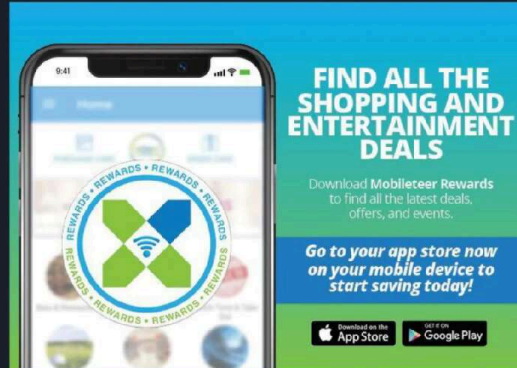


## Competition

amazon  
ebay  
shopify

1. None of these platforms address the local community focus.
2. Advertising dollars are required in addition to using these platforms.
3. These platforms are expensive to create and expensive to maintain.

## Product



## Business Model

### Transactional

4% Fee on every Transaction For Retail, Restaurant, Bar

### Subscription

\$75 Monthly Fee Service Industry Lead Generation. Financial Advisors, Electricians, Spas.

### Community

\$2,000 Annual Fee for Branding Chamber Of Commerces, DDA, MainStreet Orgs.

# Competitive Advantage



- Community Focused
- Location Based GPS
- Daily Notifications



- Easy Setup
- No Up-front Costs
- Low Operating Costs



- 100% Lean Digital
- Social Media
- Community Partners



- Contactless Pay
- Pay & Pick Up
- Automatic Loyalty

# Market Adoption

## Partners



Kensington Valley  
Chamber of Commerce



## Social Media



App push, Merchant Signup,  
App Advertising



Chambers, DDA's, Community  
Organization Professionals



Tutorials & Advertising



App push, Merchant  
Signup



Branding and Influence

*Disclaimer: These future milestones projections cannot be guaranteed*

# Milestones

## App Relaunch

Ecommerce with contactless  
pay feature added to Mobileteer  
Rewards and launched  
September 2020

2020

2021

## 50% Beachhead

45,000 transactions through Mobileteer  
Rewards ecommerce solution. Partnerships  
achieved with local Chambers, DDA's and  
other community organizations. End of  
2022

2022

2023

## 300K Transactions

End of 2024

2024

2025

## 25% Beachhead

22,000 transactions through  
Mobileteer Rewards ecommerce  
solution. Partnerships achieved  
with local Chambers, DDA's and  
other community organizations.  
End of 2021

## Beachhead Complete

89,000 transactions through Mobileteer Rewards  
ecommerce solution. Partnerships achieved with  
local Chambers, DDA's and other community  
organizations. End of 2023

## 1 Million Transactions

End of 2025. Execute Exit Strategy.

\*Disclaimer: these projections cannot be guaranteed

*Disclaimer: These financial projections cannot be guaranteed*

# Financial Projections



	2020	2021	2022	2023	2024	2025
Avg. Number of Transactions	300	22,000	45,000	89,000	300,000	1,000,000
Gross Revenue	\$22,500	\$1,650,000	\$3,375,000	\$6,675,000	\$22,500,000	\$75,000,000
COGS	\$30,000	\$247,500	\$506,250	\$1,001,250	\$3,375,000	\$11,250,000
Gross Margin	\$9,000	\$1,320,000	\$2,700,000	\$5,340,000	\$18,000,000	\$60,000,000
Operating Expenses	\$18,000	\$330,000	\$675,000	\$1,335,000	\$4,500,000	\$15,000,000
EBITDA	-\$25,500	\$1,072,500	\$2,193,750	\$4,338,750	\$14,625,000	\$48,750,000
Jobs - Direct or Indirect	2	3	5	10	10	10

Target  
Market

Michigan

Michigan, Ohio, Indiana, Wisconsin

(Disclaimer: these projections cannot be guaranteed)

## Ask

**\$250K**

We are looking for \$250K in funds to finish development of our SaaS, launch with enough runway for new ecommerce platform, and hire key staff.



\$12.5K



\$87.5K



\$133.7K



\$16.2K

*Note: these exact dollar amounts may vary slightly depending on how much money is raised on Wefunder*



Thank You  
David Alexander & David McDonald  
[www.mobileteer.com](http://www.mobileteer.com)