

Yocal helps local businesses compete with the marketing of their corporate & franchised competition



yocalio Omaha NE

Main Street Software technology Apps Sales

LEAD INVESTOR

**Coulter Neves**

I've known and followed the founders of Yocal since its inception. Their community-first attitude and ability to create innovative technology truly set them apart. The world has plenty of next technology and creative apps, but it needs technology and apps that have a conscience, a purpose, and a community behind them from the very beginning. Yocal has an amazingly passionate community which, in combination with the experience and drive of the founders, will propel them towards massive success in a short period of time.

Invested \$5,000 this round

Highlights

- 1 CEO cofounded 3 tech startups with 2 successful exits
- 2 Launched their "movement marketing machine" in 68 cities in just the first year
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- 2 Launched their "movement marketing machine" in 68 cities in just the first year
- 3 Over 30M small businesses in US market and growing
- 4 featured 25+ times on 15 different news stations in 7 different cities
- 5 Establishing mass trust for micro businesses

Our Team

**David Loveland** Co-founder

Dave is a 3x co-founder of tech startups, two of which he saw through to exit. The most recent, AirVend, is a Vending Machine technology that is now being used on over 50,000 vending machines across the U.S.

"Local is the lifeblood of America" Isn't just a nice tagline for us. We roadtripped from Sarasota, FL to Seattle, WA EXPERIENCE this 1st-hand. We know and love this space and it's vital to our country and communities.

**Robert L. Johnson** Co-founder

Sales exec turned entrepreneur. Lead sales that took a brand of checking accounts for community banks from "0" locations to over 3,000 locations by utilizing a co-marketing platform that escalated to the 5th largest branch network in the U.S.

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**Joseph Kenney** Chief Marketing Officer

Founded a multi-award-winning digital agency with operations across four states. He has represented reality tv stars and billion-dollar companies but his passion is for small business owners.

**Patrick McMillan** Fractional CFO

Patrick developed the budget that facilitated a locally owned franchise to increase revenues by 170% and the number of stores by 140% within a three-year time frame.

**Rory Fulcher** Chief Revenue Officer

"Scaled 1st successful e-com business to over \$20 mil in sales & growing" "Generated over 50 mil leads for clients at one of the largest data compilation companies in the U.S." "Co-founder & CRO for 2 successful start-ups in the last 18 months"

Pitch





Ylocal bonds together local businesses so they can compete with the marketing of their corporate & franchise competitors.

Problem

Locally-owned Independent Businesses

offer a unique experience and incredible products/ services, but:

- Need the tools & tactics that the "big guys" have already proven
- Can't afford to waste time & money on anything that doesn't have trackable results
- Lack brand awareness & budget



Solution

WE BRING POWERFUL, PROVEN MARKETING TOOLS & TACTICS INTO A SINGLE PLATFORM IMPLEMENTED AT SCALE ACROSS ENTIRE CITIES



Discovery

Consumers want to support their local gems, but large tech platforms have no incentive to segment by locally-owned, independent.



Loyalty

Ylocal implements fully branded loyalty programs for brick & mortar retailers & restaurants to help them leverage their biggest competitive advantage: loyalty.

Referral

Ylocal's proprietary network intelligence automates the sharing of high-quality customers between businesses.

Co-marketing

Ylocal is not just another "local marketing" App. It's an ecosystem built on top of existing "tribes" of local-minded consumers and it's promoted through the largest cooperative marketing campaigns each city has ever seen.



U.S. Market Opportunity


Total Addressable Market (TAM)

Active Small businesses w/less than 20 employees that aren't part of a






FOUNDERS



Dave Loveland
Co-founder & CEO/CTO

- Co-founder of 3e tech startups and 2x exits and 2x local business owner
- Led product & adoption of vending tech being used by 800,000 users & \$100M in stored value
- Extensive experience getting innovative tech into the market and implemented wireframes




Bobby Johnson
Co-founder & Chief Strategist

- Proven sales executive turned startup growth guru
- Led sales of a co-marketed community bank product from 0 to 3rd largest branch network in the U.S.
- Took last startup from \$0 MRR to 700 clients across 5 states & \$100k MRR

Key Milestones

110,449
Local-loving Followers across 80 cities

- Built, tested, and deployed Yocal V1 in two cities
- Completed 10,000+ Locally-owned, independent business listings across 80 target Yocal cities
- Built the most successful, fastest growing "support local" campaign ever
- 27 Local TV appearances in 6 different cities



Timing

IS EVERYTHING

2020 has shown us what we stand to lose by letting small businesses wither.

Consumers (especially gen x and millennials) are not buying their parents' America.

They want uniqueness, character, and companies with a purpose, and they're not going to allow wallstreet-backed corporations & franchises to turn their cities into cookie-cutterville.

Yocal is a whole new generation of consumers who will seek out community and connection over convenience and cost.

