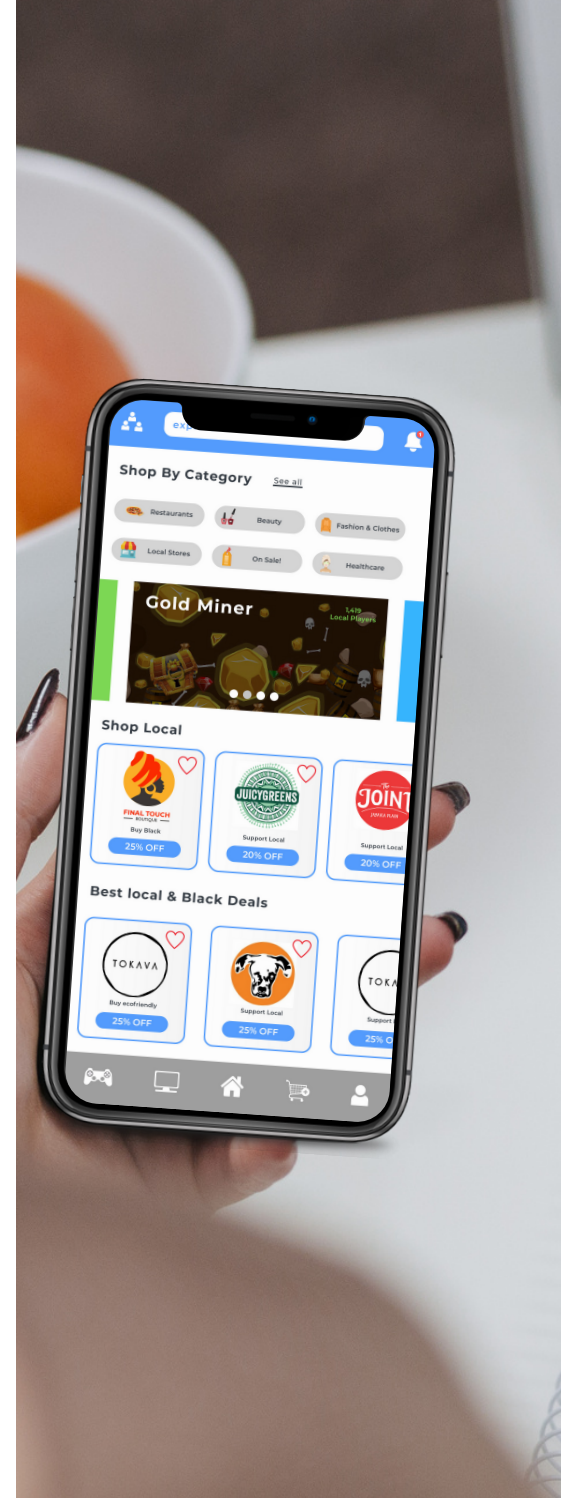




## Mission

**To Inspire Communities to Shop Small & Local Businesses through eCommerce**

**Browser Extension - Mobile App - TV App - Website**







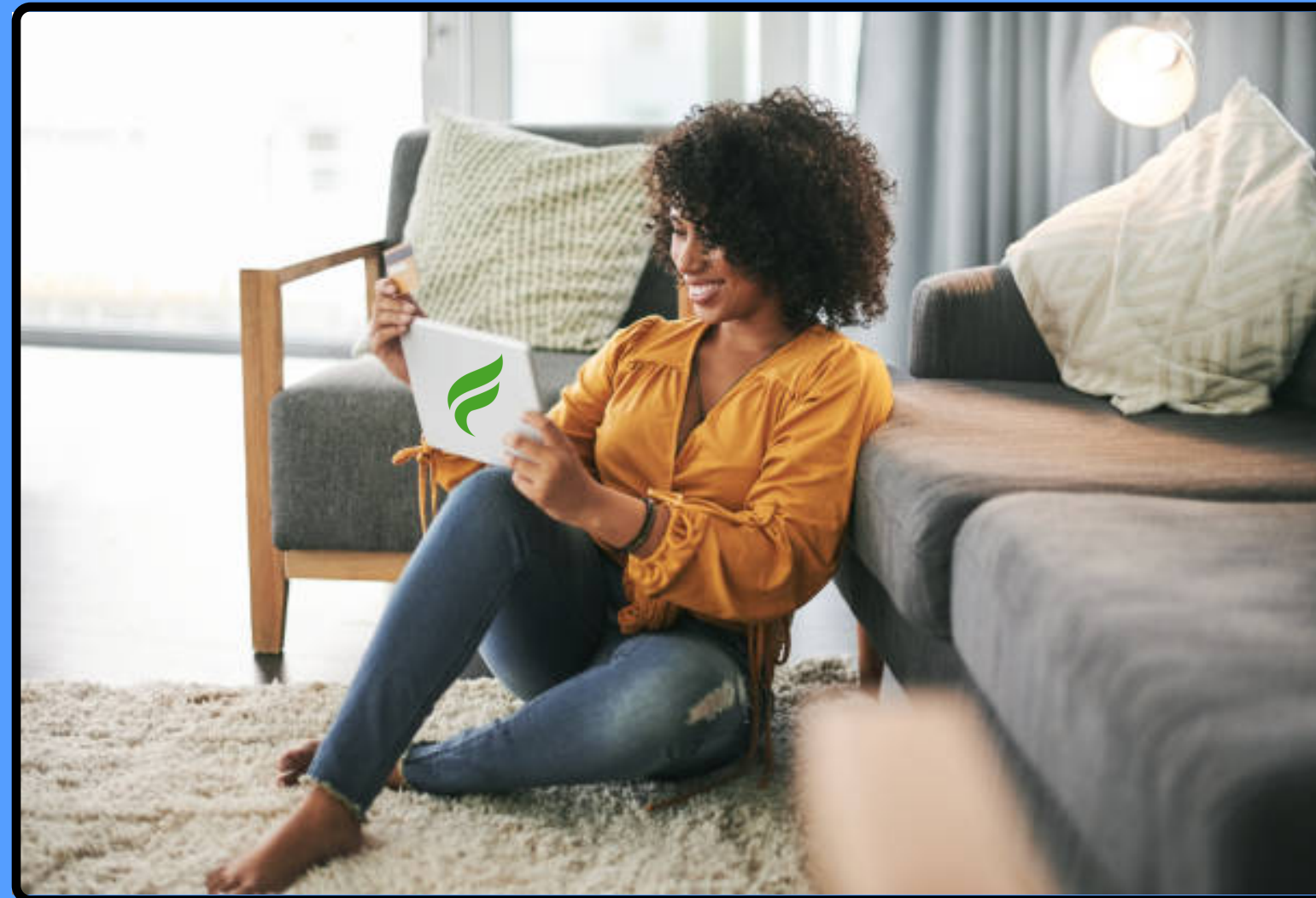
# Problem: **Shopping Local Online**



**Online Shoppers Can't**

**Small Business Owners**

- **Find Local Deals**
- **Shop Black-Owned**
- **Leave Amazon**



- **Lack Visibility**
- **Lack Tech**
- **Can't Compete  
w/ Amazon**



# Who Has The Problem: Target Market

Spending Power

Working Class Women

African American Families

College Students - Gen Z

\$7 Trillion

\$1.4 Trillion

\$593 Billion



**166.7 million**  
Gaming & Shopping

**47.9 million**  
Shopping & Crypto

**19.6 million**  
Media, Shopping & Crypto



# Solution: Built Freedom

To help local users **find, coupon and shop** at  
Local & Black-Owned Businesses online

## Freedom



Local  
Shoppers



Online  
Shoppers



Mobile  
Couponers



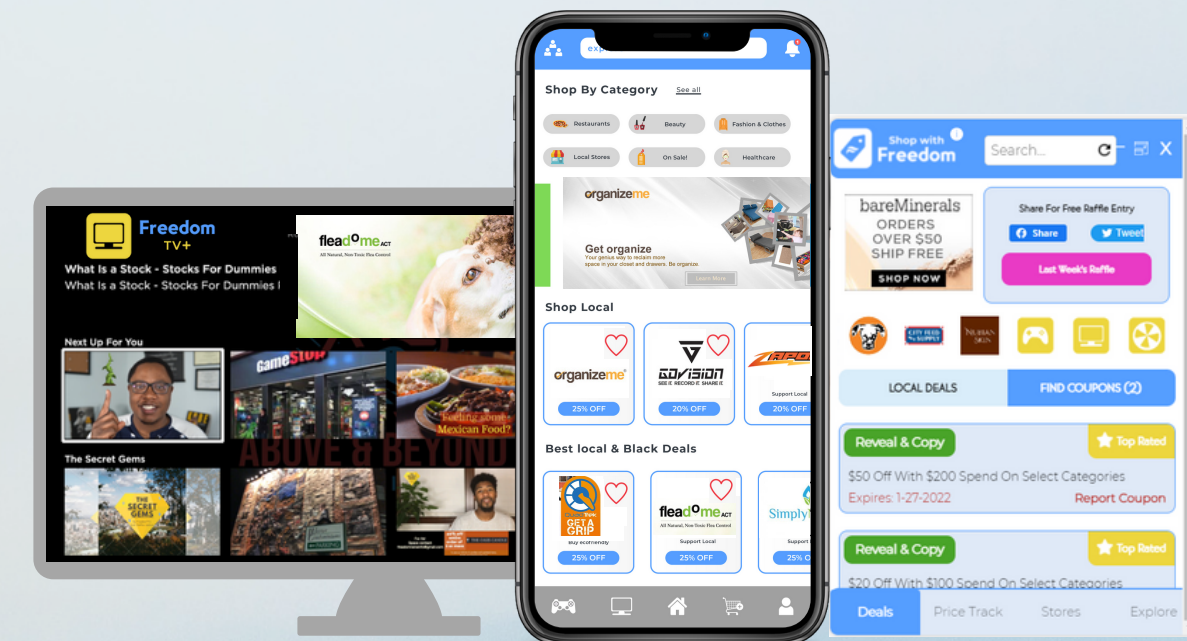
Small  
Merchants



Local  
Influencers

## Built Tech

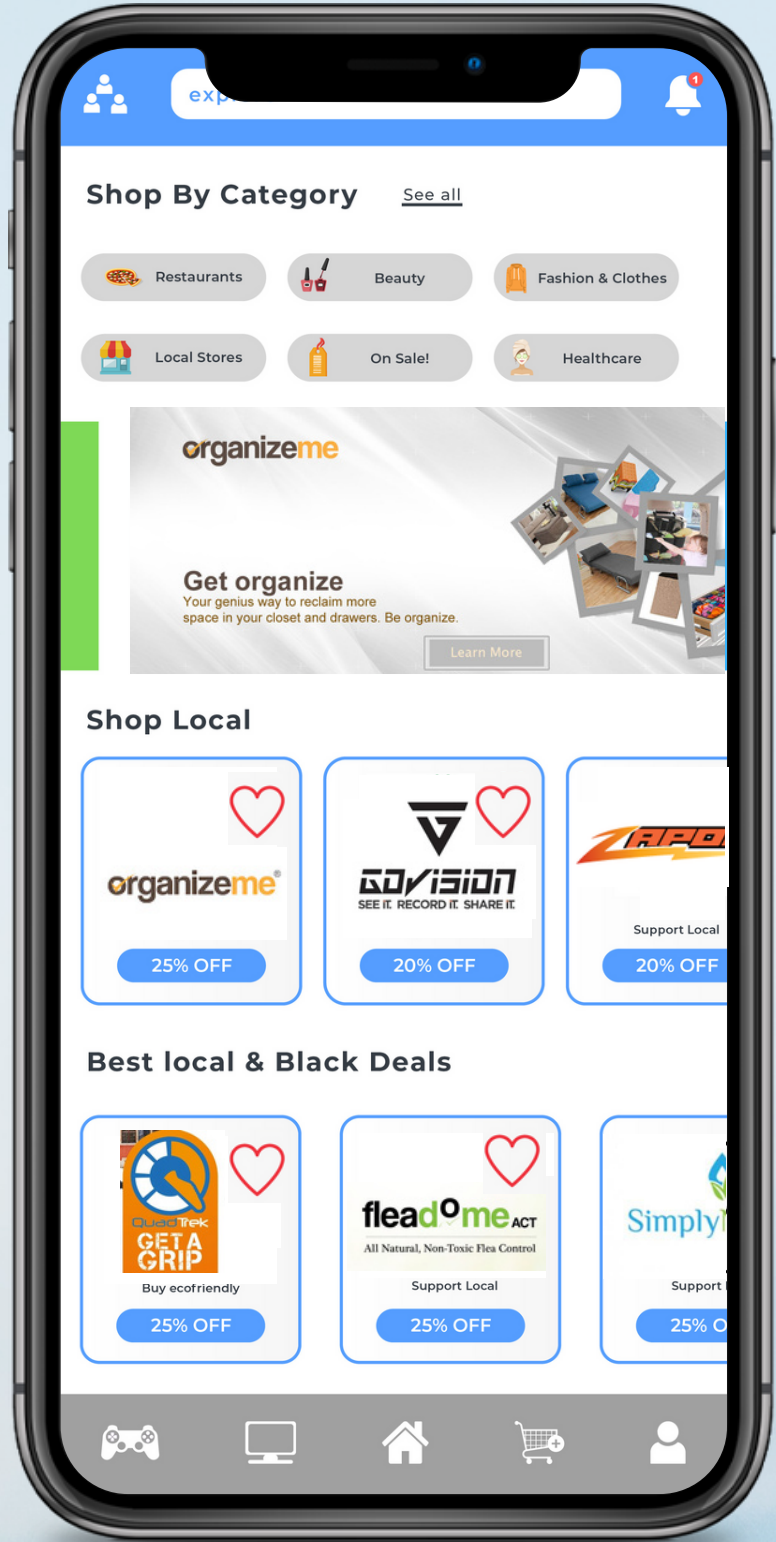
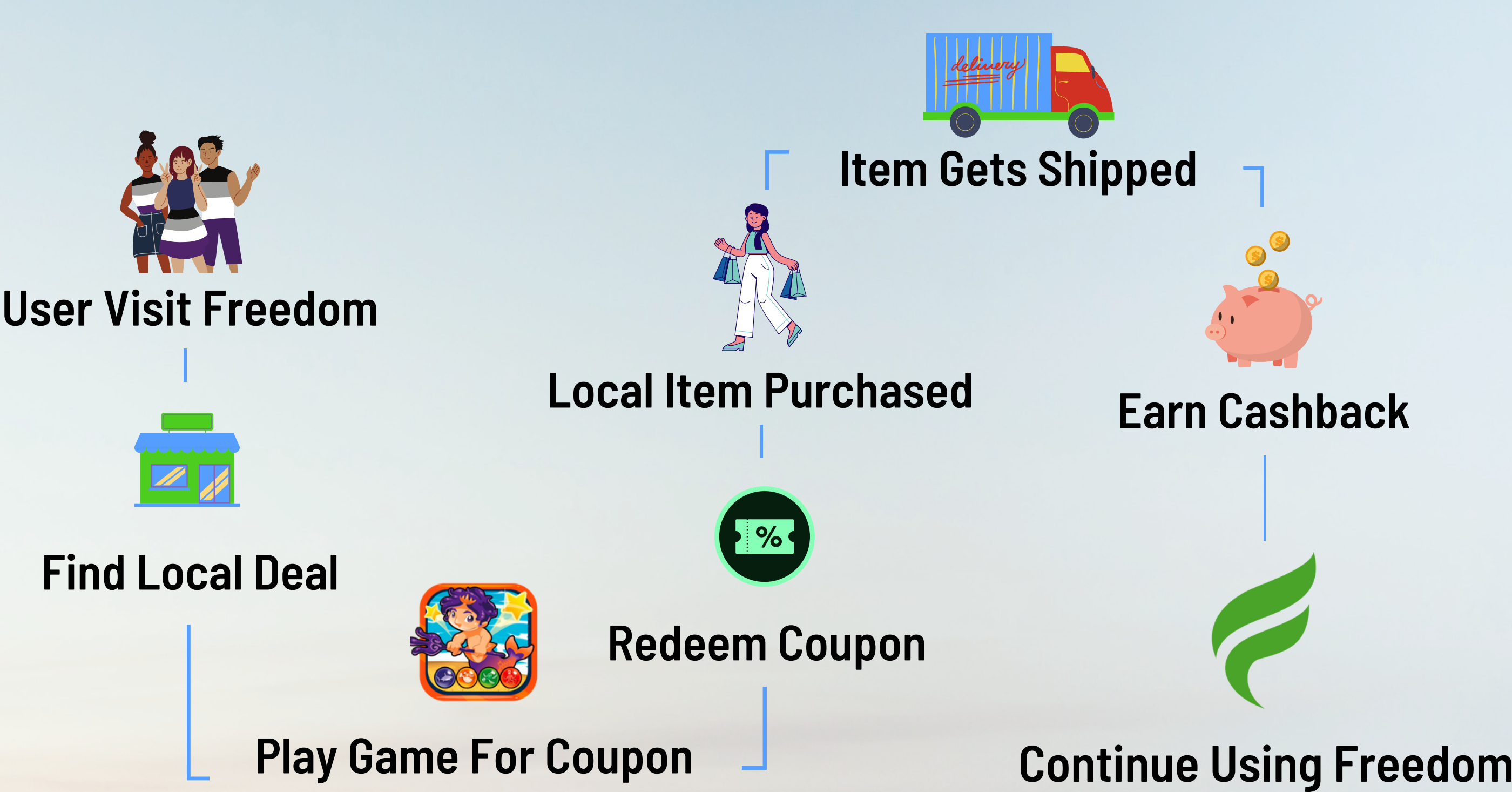
Website • Mobile App  
TV App • Browser Extension





# How Earning Coupons works with Freedom

## User Experience





# A Win/Win Solution

**Freedom** where users & businesses earn from shopping local

**Users**



**Find  
Coupons**

**Shop  
Local**

**Save  
Money**

**Businesses**

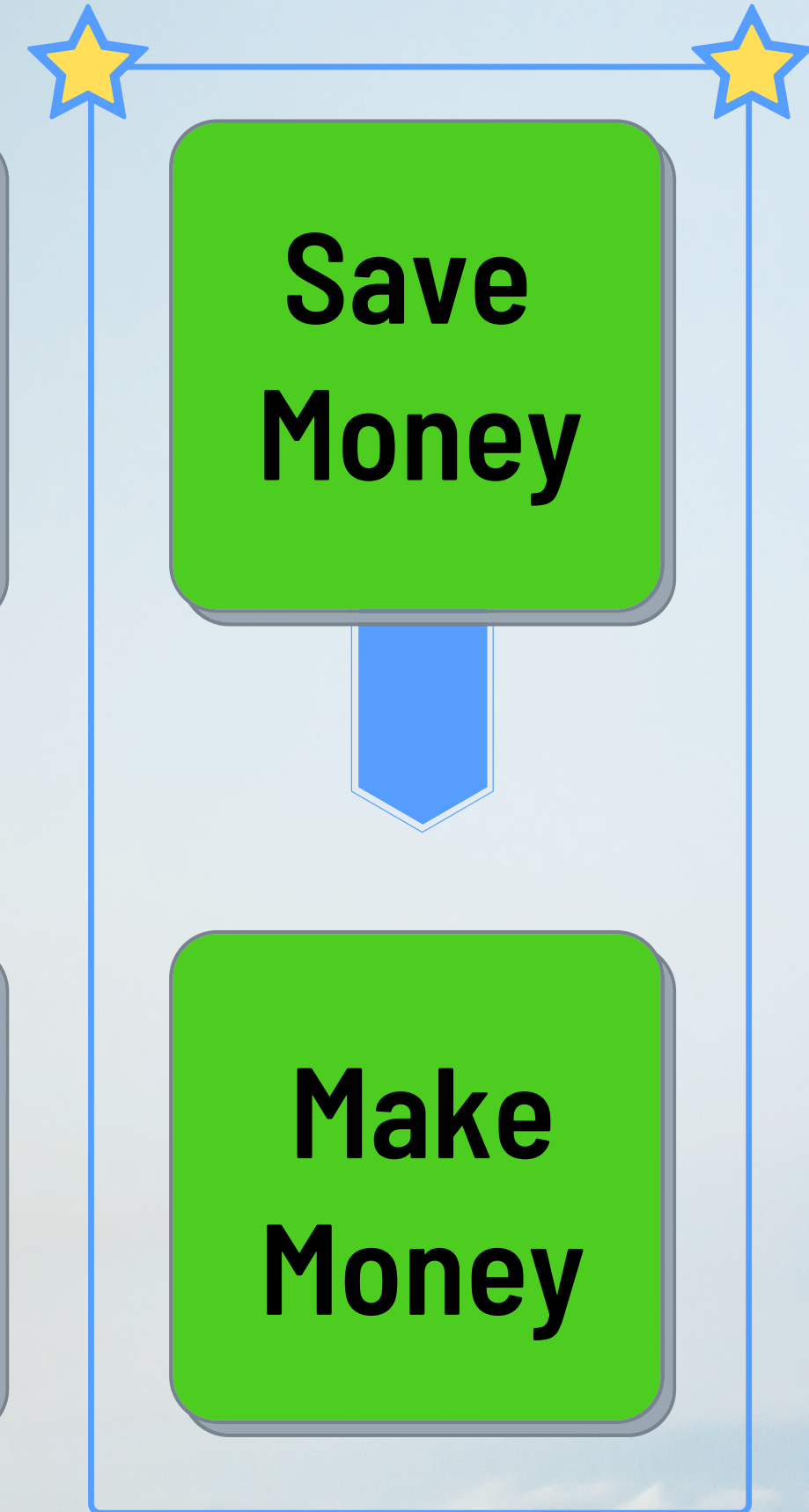


**Get  
Visiblity**

**Coupons  
Used**

**Make  
Money**

  
**Win/Win**





# Business Model Plan



## Store Listing Fee

charge \$15 a month



## Transaction Fee

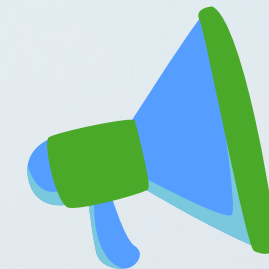
15% commission on  
each transaction

## 4 main revenue streams



## Amazon Affiliate

4-15% commission on  
each Amazon transaction



## Advertising

starts at \$4.99 per month

\*not including mobile gaming in-app purchases\*



# Why Now

Everything is going Digital

**145M**

People Redeemed  
Digital Coupons



Digital Coupons Surpassed  
Paper Coupons

1\*

**68B**

Spent to Aquire Mobile  
Gaming Company



Microsoft

Mobile Gaming Market  
grew 30B since 2019

2\*

**13B**

Influencer  
Marketing Industry



Market Grew 13x  
since 2016

3\*



# Go-To-Market Strategy



How we get customers and acquire users





# Roadmap

Jan. 2022

Jun. 2022

Aug. 2022

Oct. 2022

TBD. 2023

## 1. MARKETING

Started with marketing for Local & Small Businesses

Completed

## 2. MOBILE APP

Creating a Shoppable platform for Small Businesses

In Progress

## 3. GAMING

Integrate our developed Freedom Rains API (patent pending)

In Progress

## 4. CASHBACK

Integrate our developed coupon & cash back API

## 5. CRYPTO

Develop & deploy our crypto rewards program for SMB and Users



# Freedom's Competitors



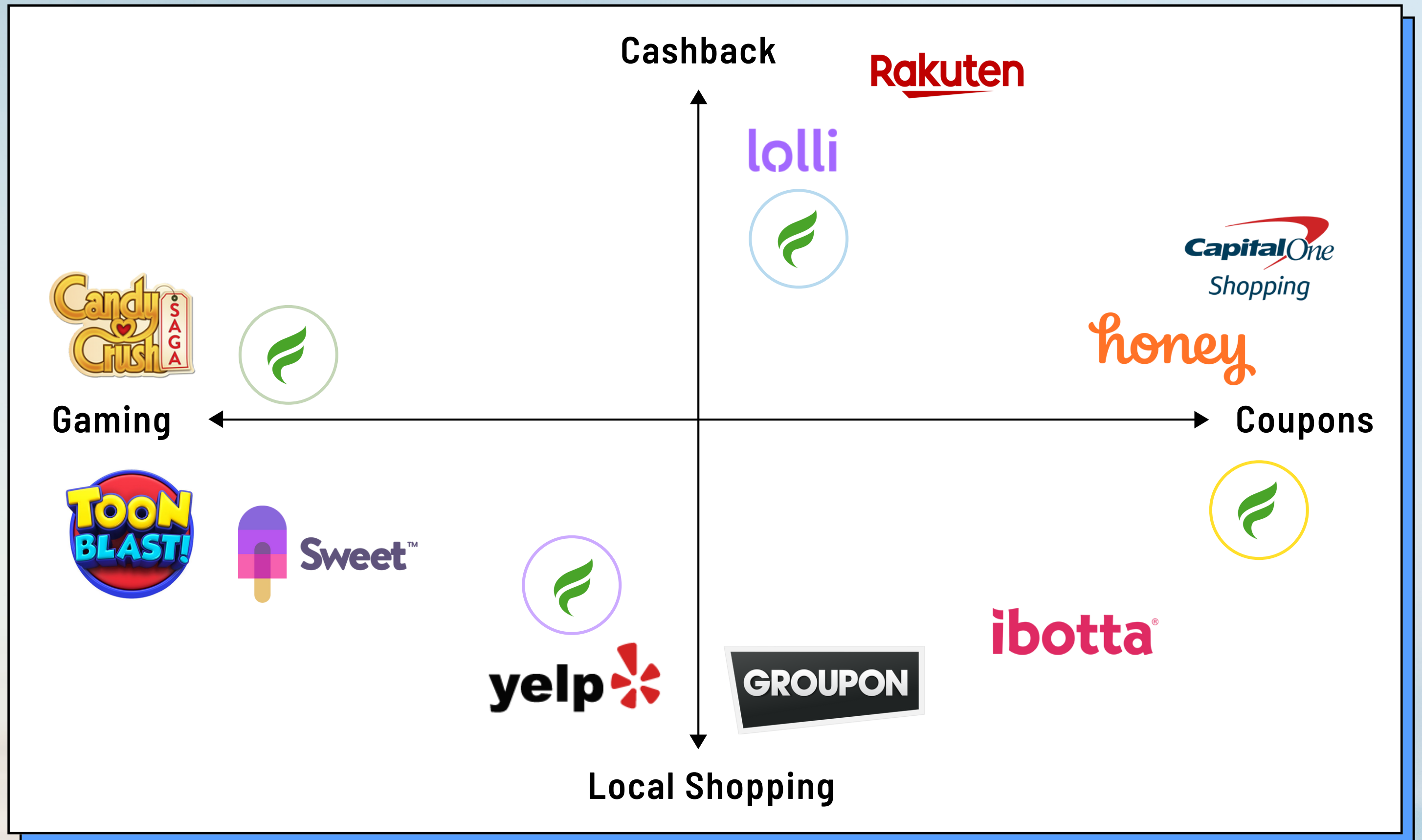
## Why Freedom

1

The Freedom products are entering into digital & future thinking markets

2

Freedom plans to offer crypto back on purchases by 2023





# Our Team

## Team



**Brittany Mahan**  
**Executive Producer**



**Stanley Oville**  
**VP of Customer  
Success**



**Ayonna Stuppard**  
**Video Editor  
& Producer**



**Ronny Pena**  
**Videographer  
& Producer**



**John Pavain**  
**VP of Finance  
& Data**



## Founders



**Steffan Jackson**  
**Chief Innovation Officer**



**Aman Stuppard**  
**Chief Operations Officer**



**Ty Holland**  
**Chief Technology Officer**



**Albert Leung**  
**Head of Crypto**





# The Ask

**We are looking for \$1M in funds** to finish development of our products, release a beta, launch a new office space, and hire key staff

Hire Key Staff  
\$500,000K

Product Development  
\$280,000K

Open Office & Tech  
\$120,000K

Legal Fee's & Other  
\$100,000K

**Raise Money**

**Product Development**

**Beta Launch**

**Public Launch**





# Freedom

Invest In Us!



ABOVE & BEYOND  
STUDIOS

## Invest Today!



 **freedomrains.com**



**Download Now!**



**Roku**

Available on the  
ChannelStore



Available in the  
Chrome Web Store

Available on  
**amazon appstore**



# Let's Give the People



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**sjackson@freedomrains.com**

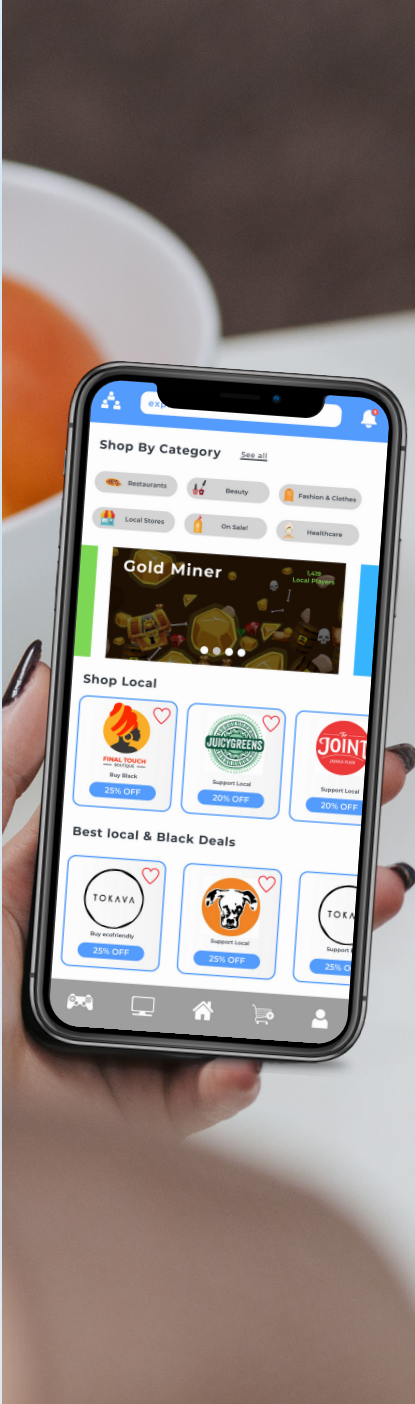


**Aman Stuppard**

**1-617-315-5990**

**freedomtvplus.com**

**astuppard@freedomrains.com**





# Appendix

- 1 <https://digitalintheround.com/coupon-statistics/#:~:text=In%202016%2C%20126.9%20million%20Americans,and%20145.3%20million%20in%202021.>
- 2 <https://pitchbook.com/news/articles/microsoft-68b-activision-blizzard-acquisition-metaverse#:~:text=Microsoft%20plans%20to%20buy%20Activision,Nadella%20said%20in%20a%20statement.>
- 3 <https://www.statista.com/statistics/1092819/global-influencer-market-size/>
- 4 <https://www.paymentsdive.com/news/shopify-e-commerce-online-sales-earnings-2021/599250/>  
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- 7 <https://www.statista.com/statistics/183995/us-college-enrollment-and-projections-in-public-and-private-institutions/>