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

**Dashible**

**Consumers**
- 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

<table>
<thead>
<tr>
<th>Plan</th>
<th>Price</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trial</td>
<td>Free</td>
<td>2 Deal Campaigns, 1 Loyalty Level, 1 Location</td>
</tr>
<tr>
<td>Silver</td>
<td>$89/Mo</td>
<td>2 Deal Campaigns, 99 Loyalty Levels, 2 Locations</td>
</tr>
<tr>
<td>Gold</td>
<td>$129/Mo</td>
<td>6 Deal Campaigns, 99 Loyalty Levels, 3 Locations</td>
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<tr>
<td>Platinum</td>
<td>$169/Mo</td>
<td>8 Deal Campaigns, 99 Loyalty Levels, 4 Locations</td>
</tr>
</tbody>
</table>

Consumers

Free
Maximizing Lifetime Value of Customers

Find New Customers

Increase Repeat Business

Build Customer Relationships

*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

- **Dashible Deals Launch**: Launched Dashible Deals in NYC - 01/2020
- **200 Business Registered**: 05/2020
- **1,000 App Users**: 07/2020
- **First 3rd Party API user**: EatOkra integrated Dashible Deals into their consumer app - 11/2020
- **Dashible Loyalty Launch**: 09/2020
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:

- AT&T
- GitHub
- U.S. Air Force
Why Dashible?

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