SampleServe

Below is an update on the status of SampleServe for April 12th, 2021. I'm happy to discuss any topics below and listen to any comments or suggestions you might have.

MUNICIPAL DRINKING WATER – "SampleH2O"

As I've mentioned in previous updates, we were paid by a lab to help with a solution for municipal drinking water sample receiving/testing data management problem they had. We developed a solution for the lab and also "white labeled" the purpose-built application for sale to other labs. We are calling this new municipal lab product "SampleH2O". The application was designed for smaller lower volume municipal labs that were basically using Excel or Access and paper methods for managing drinking water samples and laboratory report data. We launched the product Feb 4th and have received significant interest. We were told by the City of Cadillac Lab Director that she is going to ask the city for approval to sign up and it would likely take 4 to 6 weeks for the authorization. The City of Cadillac does roughly 200 samples per month. As a point of reference, the State of Michigan has 180 certified drinking water labs. We have received interest from many labs, and we are hopeful that other labs will be signing up in the very near future. We are charging a $1,400 sign-up fee, and $2 per sample going forward. Here is a [video advertising](#) the product. Again, it's a B2B software product which labs brand as their own, and then offer the time saving service to their customers.

SALES & MARKETING FUNNEL – Environmental Sampling "SampleENV"

A well organized and professional sales and marketing effort came with the addition of [Paul Goudreault](#) to our sales staff and Board of Directors in February of 2021. Paul was previously the Oil & Gas Sector Leader for Wood PLC., a global consultancy, projects, and operations company serving public and private sectors. Paul is an experienced business leader with 40-years of client account management experience. He has developed and implemented strategic growth plans including initiatives to diversify service offerings and geographic markets. He has also designed and executed on enterprise-wide client account management programs, leading to sustainable client portfolios and accelerated growth. The progress we have made since Paul's arrival has been significant.

Below is a current snapshot of our marketing funnel. Numerous field trials of the Field App are either schedule or underway. Many more trials are expected to be schedule and begin within the next 8-weeks.

We've made several video's about or products and are using these videos in LinkedIn advertising and various other organic postings. The SampleServe YouTube channel can be viewed here on YouTube. Please note that the LinkedIn videos are direct to LinkedIn and not counted via the YouTube view counts. Below are just a few of the example videos we have made about our product.

Field App Video
Lab App Video
Due Diligence Projects
Short Overview
Municipal Drinking Water - SampleH2O

We plan to continue to produce, tweak, and optimize the videos, our postings, and ads with A/B testing and new videos and content weekly. We have also updated our pricing page. We've moved it closer to the front and made it clear about what and how we charge. That seems to be a common question.

We've also taken to conducting weekly regularly scheduled and advertised webinars about our products.

KEY PRODUCT INDICATORS (KPI's) – "SampleENV"

Leading key product indicators for SampleServe are "number of projects", "number of samples in the platform" and "number of samples collected". The average project in our system is sampled every 3-months. Each project on average lasts between 6 and 8 years, many go on longer than that. Each new project in the system adds roughly $800 - $1,000 to "year over year" total revenue.

Our growth rate for PROJECTS for the last 12-months is shown below in the orange line (the previous 12-month period is in gray). The trend line is shown as a dashed line and has been averaging roughly 9.4% monthly growth for the past 12-months.

Our growth rate for SAMPLES added to the platform (both historical and new) for the last 12-months is shown below in the orange line (the previous 12-month period is in gray). The trend line is shown as a dashed line and has been averaging roughly 58% monthly growth for the past 12-months. This high growth is largely due to historical data from approximately 60 BP Amoco projects being uploaded in May of 2020.

TOTAL HISTORICAL SAMPLES (LAST 1...

Last 12 months (2020 Apr - 2021 Mar) ⌄

48,358
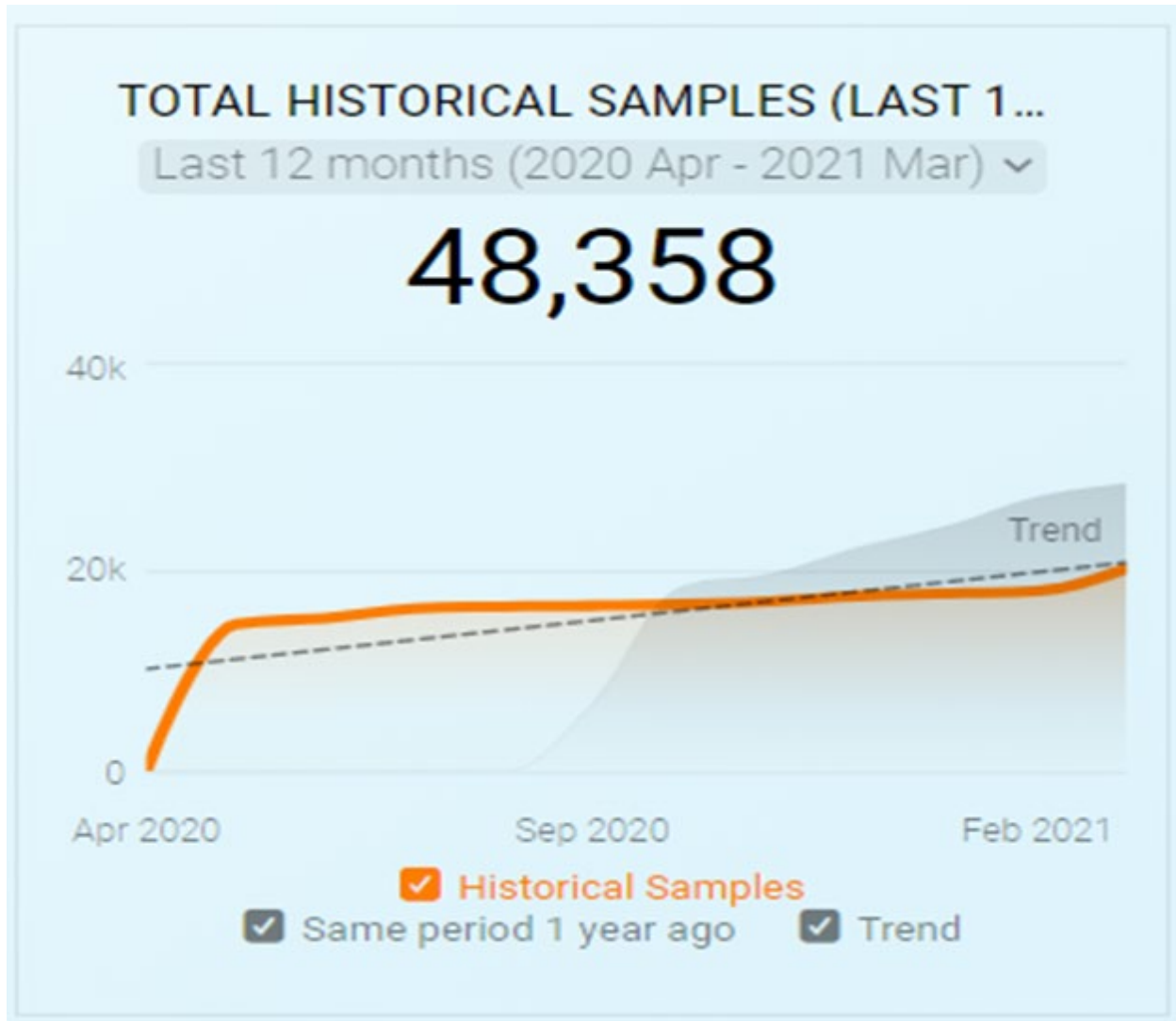
Our growth rate for SAMPLES collected for the last 12-months is shown below in the orange bar graph (the previous 12-month period is in gray). The trend line is shown as a dashed line and has been averaging roughly 0.4% monthly growth for the past 12-months. January, February, and March numbers are down from December due to a number of reasons. January and February have always been historically slower months for sampling due to the harsher weather in those months. In addition, it came to our attention in March that sampling on the BP Amoco projects mentioned above were ceased in early January because BP Amoco had requested our client company change Project Managers away from our client contact due to a personality conflict with BP Amoco staff. This had nothing to do with SampleServe or the performance or our software. Simply a conflict between our client contact and their client, BP Amoco. This same client contact has significant business with 7-Eleven and continues to add more business to our platform every month. Unfortunately, these anomalous events happen, however, we cannot stress enough that this had nothing to do with the performance of

our product. We anticipate getting the sampling revenue back from these BP Amoco projects in the coming months.

SAMPLES/MONTH (LAST 12-V-PREVIO…)

Last 12 months (2020 Apr - 2021 Mar) ⌄

3,811

☑ Billed Samples by Sample Date
☑ Previous period (2019 Apr - 2020 Mar)
☑ Trend
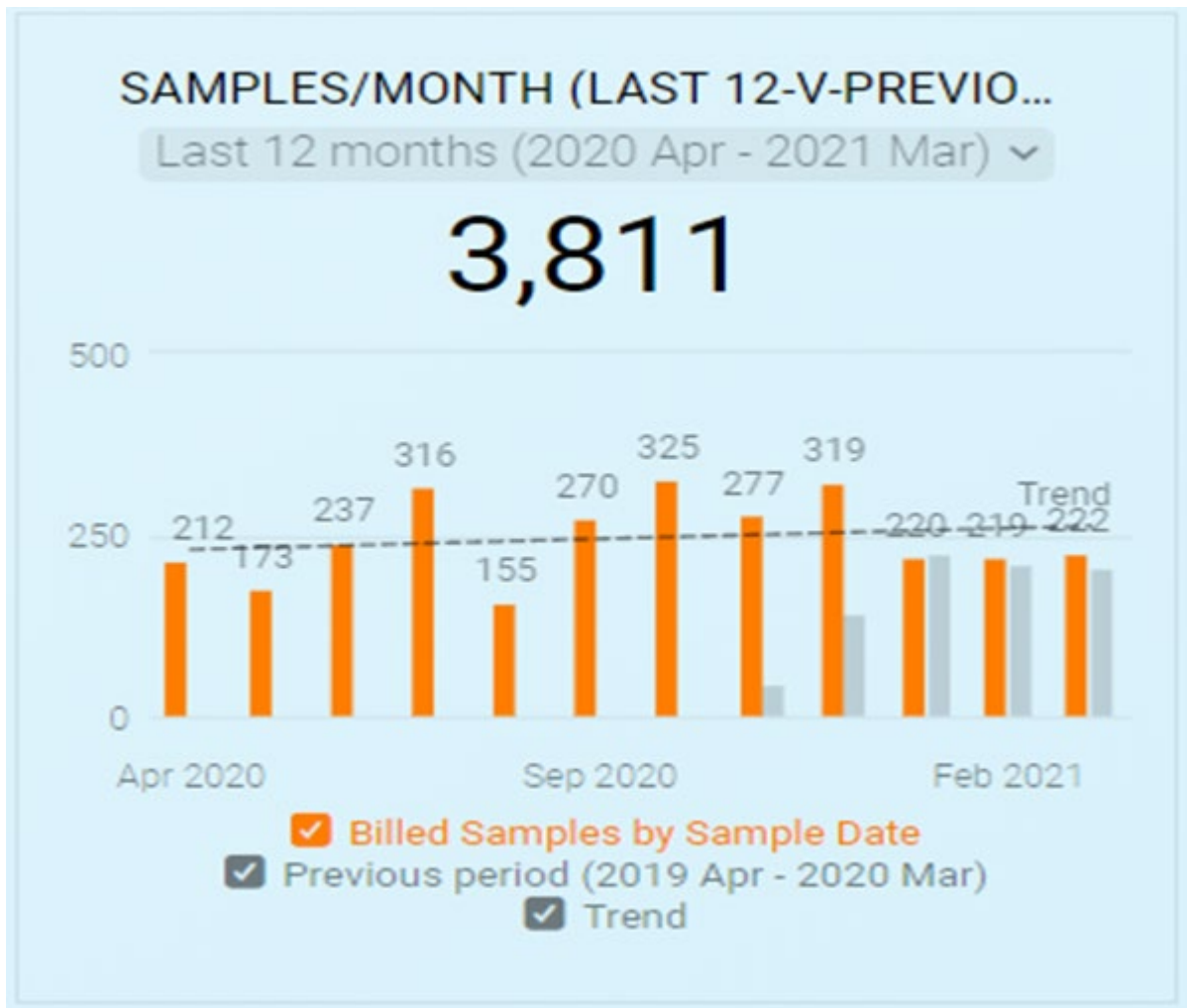
Our software subscription REVENUE for the last 12-months is shown below in the blue line. The trend line is shown as an orange line and is basically flat over the last 12-months due to the loss of the BP Amoco projects. Prior to the that loss of the BP Amoco projects, revenue was growing at 9% per month. Considering that the BP Amoco revenue was roughly 30% to 40% of revenue prior to their client termination, maintaining our average over the remaining time was good. Again, the loss of the BP Amoco revenue had nothing to do with SampleServe or the performance or our software, and we anticipate getting the sampling revenue back in the near future.

As I've indicated in the past, revenue lags behind other KPIs, 2 to 10 week or so. But the general trend smooths over time and each new project provides revenue for years to come. We made significant progress in refining our marketing, sales, and customer onboarding in the last 2-months and we are anticipating significant progress in the coming months.
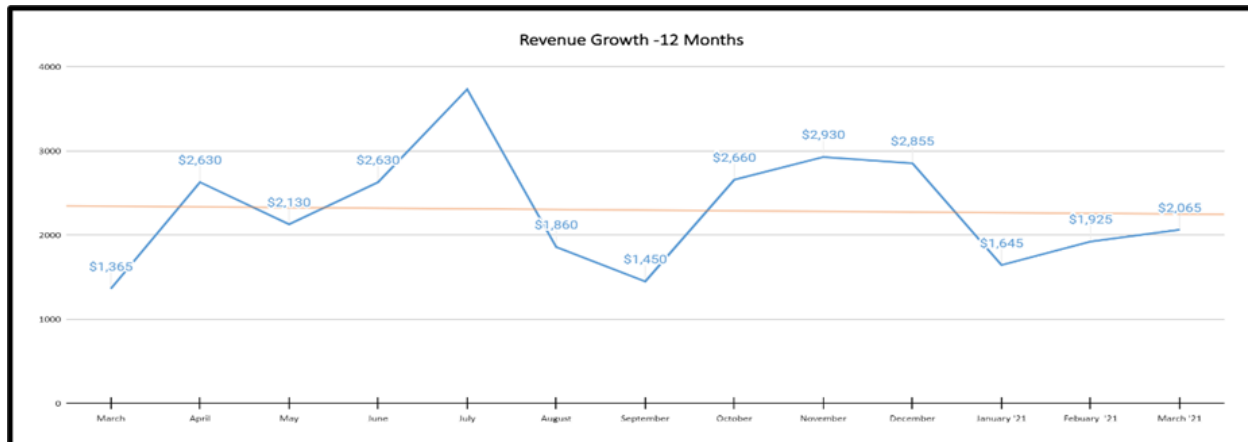
We have linked a live continually updated Investor Data Dashboard here. I have updated the metrics and view of the dashboard from previous versions. It is interactive in that you can turn some data on an off yourself and view different timelines if you like. I would encourage you to save the link and check back periodically. See below for a current dashboard snapshot:
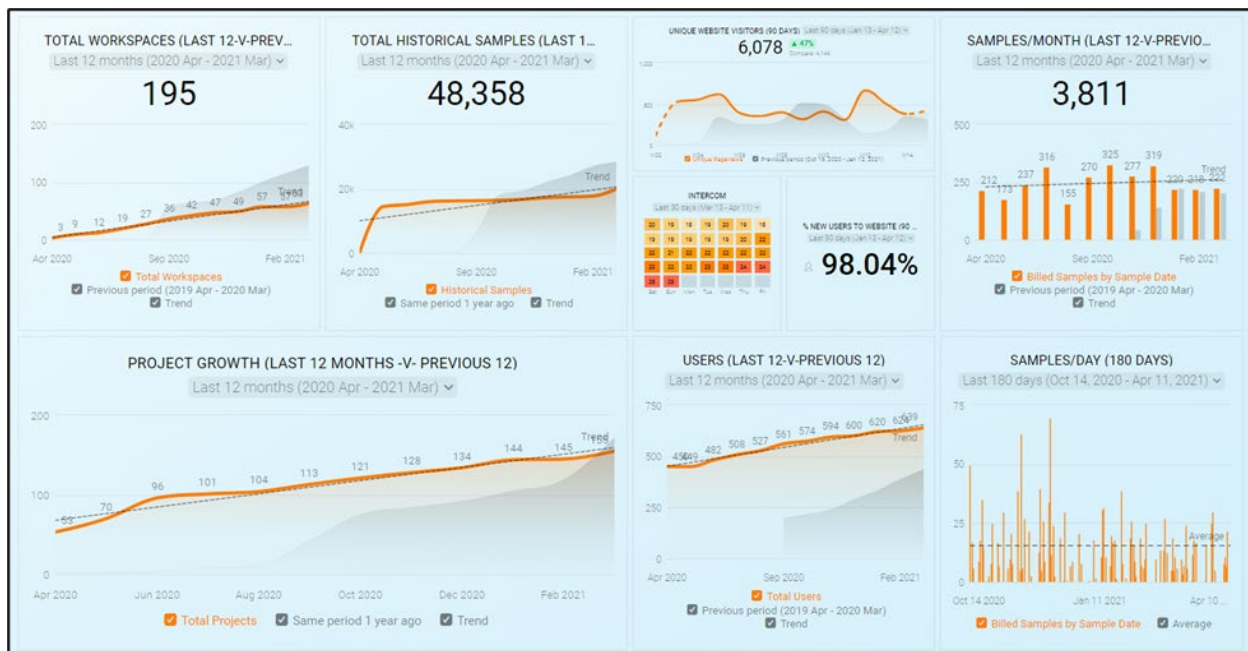
FUND RAISING

We received a 2nd round of funding from PPP, in mid-March. This provided about 2-months' worth of our monthly burn. We also received word that our first round of PPP funding was 100% forgiven as well. Both good news!

As of this writing we are at $125,000 in investment on the NetCapital platform. Our NetCapital listing expires at the end of May. A decision to relist, list on another platform, or forego web-based crowdfunding going forward has not been made yet.

We continue to meet with VC and Angel groups about 2 to 3 times per week, sometimes more. Because of our position with significant trials and anticipated onboarding of new customers and paying clients, we are considering modifying the current raise to a $2,000,000 priced round equity raise. We have a board meeting schedule next week to discuss this modification of the raise and other matters related to fundraising.

SampleServe signed up and applied to pitch at a rather well-known Tech Conference called Collision. Over 650 tech start-ups applied, and the organization selected 54 of what they considered to be the best companies to Pitch. SampleServe was one of the 54 companies selected to Pitch. To watch a short 5-min video on our current raise watch this video.

INVESTOR FAQs & DATA ROOM

I've updated many of the investor frequently asked questions (FAQs) linked here. I added a date column so you can see when common questions have been updated. We have a data room and are using a product called DocSend. If you are considering investment and would like a link to the data room on DocSend, please send me an email and we will send out an invitation.

SOIL BORING LOGS - Partnership

The soil boring log development software partnership has been put on hold temporarily. We have had several conversations with the company in question and decided to pause any integration or merger for now. We will continue to maintain a referral relationship with the company and may pursue the opportunity at a later date.

QUESTIONS

I'm happy to answer any questions or provide additional detail on the items mentioned above. If you would like to talk to a current customer or 2, let me know and I can make that arrangement as well. I'm also happy to talk or have an in person or a web meeting at your convenience. I can be contacted at russell@sampleserve.com or on my cell phone at 231-218-7955.

Also, feel free to forward this e-mail to anyone you may feel is interested. If you would like to opt out of future emails, simply reply with the word "STOP" and I will take you off the list.

Thanks for taking the time to look at the SampleServe Update!