

Part 1: "Elevator" Introduction

Brief elevator pitch for your company

Skookii is the simplest solution for K-12 schools, youth organizations, and parents to collect and make one-tap payments. We are the ONLY platform that takes minutes to register, costs zero dollars to process payments, and embeds low-interest lending for parents to afford worry-free payments for school activities and after-school programs.

Part 2: Market and Industry Analysis

How large is your market? What market segments are you going after and why?

We are laser focused on a \$70+ Billion dollar addressable market in the sticky and reliable K-12 sector: Parent's in-school payments (\$40B) and after-school & youth activity payments (\$31B).

Is this market growing? How fast?

K-12 and Youth-related payments market is steadily growing due to increasing student population and the fact that schools are outsourcing more and more fees to parents because of lower State funding and high operational costs.

Who is in the market already? What is the nature of competition – direction, indirect, substitutes?

K-12 school payments is very fractured and chaotic. None of the current players are Parent-driven either. Our direct competition are players like PayPal, MySchoolBucks, Infinite Campus, Intouch receipting, etc. We divided our competition into 3 categories:

1. Manual paper process: Going to front office and paying with cash or mailing a check to school.
2. Dinosaurs: Outdated legacy solutions that are entrenched in RFPs and are parents' nightmare.
3. E-commerce: Cookie-cutter online payment platforms that do not alleviate school-specific headaches and create even more workflows for schools and organizations.

Part 3: Go-to-Market Plan

Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you.

More than 95% of our customers are public, private, and charter schools and after-school program providers and youth organizations. We also have Parents nationally who use our app to conveniently pay and manage their kid's school payments. Since launching in May, we have organically onboarded 115 schools/organizations. Not only have we validated their needs, we have amazed them with our listening skills and the agility of our solution. That is why we have a rapidly growing pipeline of largest district schools in the southwest, including AZ's most innovative – Chandler Unified School District. Our goal for 2017 is to be K-12 schools' most loved vendor partner and Arizona's boldest fintech startup.

Describe how you win customers today. Describe your future customer acquisition strategy.

We are experimenting with everything from inbound marketing, social media, partnerships, and local and regional conferences. Even though we have a national presence, we are laser focused on our own backyard – Arizona - to create a repeatable business model. After we close our seed round, we aim to expand to California and Texas, the two largest States when it comes to schools and students. Partnering with local and regional school associations has also helped us build our brand, establish trust, and onboard schools, which we will continue to nourish as we scale.

How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any?

We are utterly unique and the ONLY frictionless solution that exists in the market today: zero contracts (software, merchant, etc.), zero cost (no monthly or annual fees, free ACH payments, etc.), awesome SaaS & mobile apps that even a 5th grader can navigate. We go above and beyond for our customers, and it creates an astonishing word of mouth that is very contagious - that's one of our main competitive advantages. We wouldn't be successful without our amazing local AZ-based fintech partners such as Sparrow One, and local association partners such as AZ Rural Schools Association and AZ Charter Schools Association who help advocate for Skookii.

Part 4: Technical Product Description and Plan

Briefly describe your product or service.

For parents, Skookii provides relief with a convenient and simple way to pay for all your kids' school and club expenses with just a single tap on your iOS and Android apps. For schools and organizations, Skookii is a robust SAAS solution that provides complete visibility over your financial state and recording and provides the easiest way to collect, invoice, and get reports for any and all payments.

Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?)

We have a well-functioning platform that alleviates school and parent headaches every day. Hundreds of schools and thousands of parents is a clear evidence of that.

Describe the remaining product development risks and your plans to overcome them.

Simplicity is very complex, yet we have been able to build a user-friendly platform that delivers every day. As of today, we do not see any major development risks going forward since the product has already been built and all the issues have been resolved. Unless, our team decides to overhaul our current backend infrastructure to a more robust and streamlined one, we do not see any development risks in the next 2-3 years.

Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors).

Skookii is changing the way parents and schools manage money with a simple yet unique mobile & SaaS platform. But schools are just the beginning! Skookii will soon be the go-to payments app for ALL kid-related payments. Whether it's schools fees, summer programs, soccer camps, swimming clubs, or single-day activities like museums, YMCAs, Chuck E. Cheese's, or similar local kid-friendly attractions, parents can pay for it all with a single tap. And that's not all, our embedded lending capability will provide parents low-interest personal loans to help them throughout year.

Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?)

None.

Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you as well as what challenges you may face such as manufacturing arrangements, distribution contracts, partnerships, etc.?

Skookii made a very bold move by bringing an utterly free and frictionless solution into the market in such a short period of time. Our rapid growth and the fact that our customers actually love using our platform on a daily basis is a very sticky habit to break for any challenger.

Part 5: Risk vs. Talent Narrative

What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones?

Creating a fintech infrastructure was not easy. We had some very bad backend partner horror stories that we were able to overcome by finding alternative players who actually delivered on their promise and worked diligently with us. Skookii's secret sauce is Andy, our full-stack developer and Riza, our CTO, who never say "No", and who always find a way to make it happen. Having such a passionate and solution-oriented technical team creates a positive synergy that is hard to crack.

Briefly list and describe your key team members.

Andy Arzykulov, our full-stack developer and is the backbone of Skookii. He is Central Asia's leading software developer in the payments space with more than 15 year experience.

Riza Ture, our brilliant CTO and software architect who previously worked for Harvard Business School as their senior engineer. Alisher Rakhimov, our CEO is a millennial dad and a former school business manager who turned into a passionate fintech entrepreneur after witnessing pains in both school and parent sides.

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.?

We have learned to do great in Sales and Marketing by simply talking to our customers and asking questions, however, that is the main area where we believe we need serious professional reinforcement. We are planning to add a VP of Sales and Business Development within 6 to 12 months.

Briefly list and describe your key advisors, and their contributions to date.

JEAN HAMMOND, Mentor/Investor

Co-founder and partner at LearnLaunch. She is also the founder of JPH Associates. A serial entrepreneur and is an active angel investor focusing on early stage high-tech and high-growth start-ups. She is a member of Hub Angels and Launchpad Venture Group, and she is the founder of the Boston Forum of Golden Seeds.

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