

+swappow is the first white-label mobile marketplace solution for consumer brands. +swappow represents the future of on-demand retail as the first brand-driven mobile SaaS platform to enable brands to help their consumers, with the click of a button, try, buy, sell, share and recycle their products. +swappow's mobile SaaS platform allows leading global brands to own their ecosystem...like Apple, Tesla and Patagonia. +swappow empowers brands to reduce acquisition costs, grow revenue and capture valuable data while protecting brand integrity and competing with growing secondary markets like Amazon and eBay.

Marketplaces are among the most sought after startup sectors of 2016. The US Center for Global Enterprise this year valued the global market for online platform-based companies at US\$4.3 trillion. As retail partners dwindle in number and as the "Amazon Effect" compresses margins to new lows, leading consumer brands are being forced to take control of their own customer ecosystems and, ultimately, their own fates. Their highly specialized products are being commoditized and counterfeited at the hands of their own channel partners, while their customers are both more demanding and less loyal than ever. Additionally, the hyper growth in resale and secondary marketplaces and the expectation of an on-demand experience for all consumer needs threatens the very existence of many iconic brands.

The strongest market indications for +swappow include the combination of the recent introduction of Facebook marketplaces and the meteoric growth of Amazon and, more recently, OfferUp. Each indicates a strong demand for consumer product focused marketplaces including Social marketplaces (Facebook Marketplaces) and Direct to Consumer marketplaces (Amazon) and Peer-to-Peer Marketplaces (eBay/OfferUp). With the continued growth of these and other secondary marketplaces, control of the distribution, pricing and brand experience is being taken further away from leading consumer brands in the \$482B Consumer Products market, leaving them increasingly vulnerable and susceptible to greater commoditization and brand value erosion.

Combined with the rapid growth (17.5% CAGR) of the \$50+B enterprise SaaS industry and the \$20B SaaS CRM solutions industry, there are a number of strong market signals to support the +swappow solution for the first brand-driven mobile marketplace for lifestyle consumer brands.

Today few, if any, enterprise SaaS platforms are exclusively focused on the mobile customer experience and on helping brands to help their customers to empower their lifestyles.

Increasing customer acquisition costs due to a lack of valuable consumer data plagues consumer brands, while their current inability to control their distribution channels to forge lasting relationships with their end consumer leads to decreased lifetime value per customer.

At the same time, emerging trends around the sharing economy, marketplaces, fast fashion, mobile commerce and the circular economy all threaten to leave behind those established brands that are either unable or unwilling to adapt.

Finally, from the consumer perspective, current options to buy, sell, and rent specialty branded merchandise online and via mobile are typically solely transaction-based and feature security, efficiency, logistics and user experience issues.

+swappow's platform adds value to a variety of highly engaged lifestyle consumer communities. Management's strategic rollout plan, however, includes an intentionally narrow product, market, and consumer focus initially. The Company's two-pronged focus will target a limited number of leading action sports brands as well as a select number of leading automotive and consumer electronics brands. We are currently having early and ongoing discussions with a number of them including Fender, Harley Davidson, GoPro, Vans, etc..etc..

Our team has spent two decades innovating and selling technology in to these channels. This strategic focus will improve both efficiency and effectiveness while gaining invaluable market insights. These insights will be leveraged to increase further effectiveness and efficiency in subsequent market, product, and consumer expansion.

Ours is a direct selling effort. Our focus in 2017 is in selling a minimum of 6 enterprise SaaS clients. Our first such client took 2

meetings and 90 days to sign them up for a 5 year deal. We initially proposed a 3-year deal, but they came back asking for 5.

Currently, we have no direct competition that we are aware of.

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Having proven consumer and community acceptance, +swappow is now offering its mobile technology to leading consumer brands on a subscription basis as a mobile enterprise SaaS platform. By doing so, it serves as a revenue generating and cost saving alternative to more transactional e-commerce and CRM platforms such as Shopify and Salesforce. +Swappow management recently secured its first such partner – Firewire Surfboards. Firewire is the leader in sustainably built surfing equipment in the \$15B surf industry. The client has agreed to a 6-figure 5-year enterprise relationship.

In Q3 of 2015, The Company organically amassed a post-launch user base of over 6500 members and drove 1100+ transactions during live beta testing and, in early 2016 received recognition by the Snowsports Industries America (SIA) as the most innovative and sustainable specialty retailer in the snowsports industry.

We still need to build a true SaaS platform infrastructure to enable us to modularize the platform and enable clients to selectively choose desired functionality on more of a self-serve basis. This will ultimately enable us to offer the product for a lower cost to a broader audience (ie...smaller brands and smaller retail chains).

+swappow founders, leveraging 20+ years of ecommerce, specialty retail and consumer brand expertise, have taken a consumer-first approach to the market, with the goal of enhancing ease of use, security, and shopping challenges inherent in current marketplaces and affecting the close of the currently incomplete customer and product lifecycle loops.

The goal is straightforward: +swappow intends to replace the traditional transactional relationship between brands and consumers with a complete customer lifecycle relationship. In doing so, we will help brands to recapture lost market share and valuable consumer data by allowing brands to compete directly with Amazon, eBay and Craigslist.

By incorporating proprietary current mobile technology, world-class design, extensive domain expertise and industry relationships, +swappow delivers a new mobile community shopping and sharing experience.

Key team members include, but are not limited to,

- Joe Dunnigan – Founder/CEO - 20+ years in action sports retail including founding the first online action sports e-commerce site in 1994 and 10 specialty action sports retail stores.
- Sean Maloney – VP of Biz Dev – 10 years in international BD with Intel, extensive SaaS experience
- Esteban Morales – Co-founder/CIO – 15+ years of programming and architecture experience with Accenture with clients including Starwood.
- Jim Jeffers – VP Mobile – 16 years development experience with clients including Facebook, Google, Intuit and Downtown Phoenix Partnership.
- Larry White – interim CFO/COO – AZ Diamondbacks, Red Door Spass, manages \$2.2B in assets currently for local family office.

Advisors include, but are not limited to, Pat Sullivan, Jenna Wyer, Dr. Alan Baratz, Steve Stingle, Jay Baer, Jay Lovelace, Chris Johnson, Todd Hahn, etc..

We will use a portion of the proceeds from this round to bring in a PT CFO and a FT VP of Business Development