# NotifyMe

When Messages Matter

NotifyMe

The Problem

There is a gap in SMB Communication. The tools available to send relevant messages to a targeted audience are too expensive and complex for most SMBs. This makes it difficult to build trusting relationships with customers and members.

Default Communication Tools are Failing.

Companies are using ineffective, expensive or complex tools for simple B2C communication.

Default Communication Tools
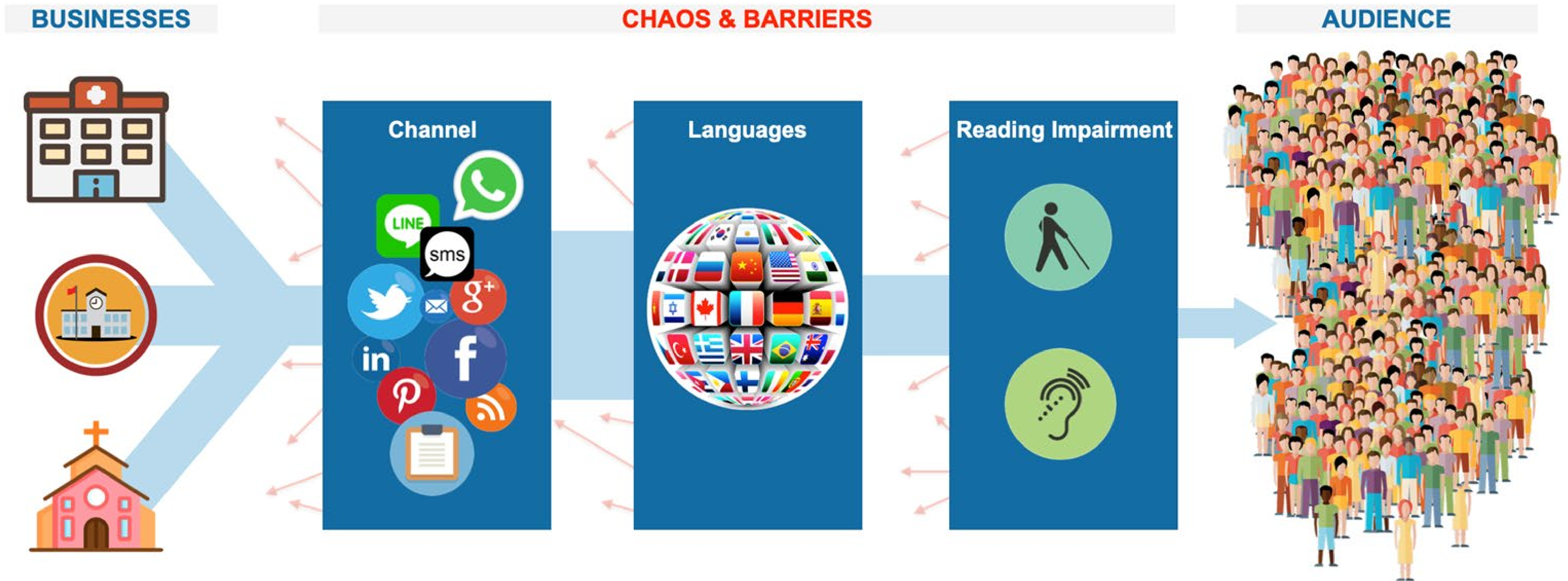
Email and SMS
Easy to use – but limited.

- Email has low open-rates.
- Organizing contacts into groups takes time and is labor intensive.
- Group mail & bulk messages are proven to be not effective.
- Not capable of multiple languages.
- No analytics to measure effectiveness

Comparison based on the native tools of Email and SMS. I.e. those tools without additional software.

	NotifyMe	E-mail	Bulk SMS
Simple Contact Setup	✔	Limited	✔
Contact Segmentation	✔	3rd Party	Limited
Smart Translation	✔	✘	✘
Teams/Roles	✔	Limited	✘
High Open Rate	✔	✘	✔
Analytics/Feedback	✔	3rd Party	✘

Social Media Tools for Business

Ads-based Model & Facing Trust Issues

64% of US Small Businesses use social media platforms for marketing, because they are essentially "free". There are substantial flaws in these platforms for use as business tools:

- Your data is not private.
- All replies on group chats are seen by all members.
- "Trolling" and spam.
- User mindset is "entertainment".
- People are uncomfortable sharing their social media handles with outside organizations.

Social Media	VS	NotifyMe
Ads-based		Ads-free
Chats with no Context		Chat in Notification Context
Spam		Spam-free
Entertainment		Business-focus
Data Not Private		User-data Private

And, everyone's using a different app or no app.

How do SMBs cope?

The Solution

Combine many of the great features of existing products in innovative ways, improve them and package them into a single, user-friendly platform.

NotifyMe is many things!

One Notification Delivered in All Languages

★ **Create notifications**

★ **Choose notification type**

★ **Choose recipients**

★ **Add multimedia**

★ **Send**
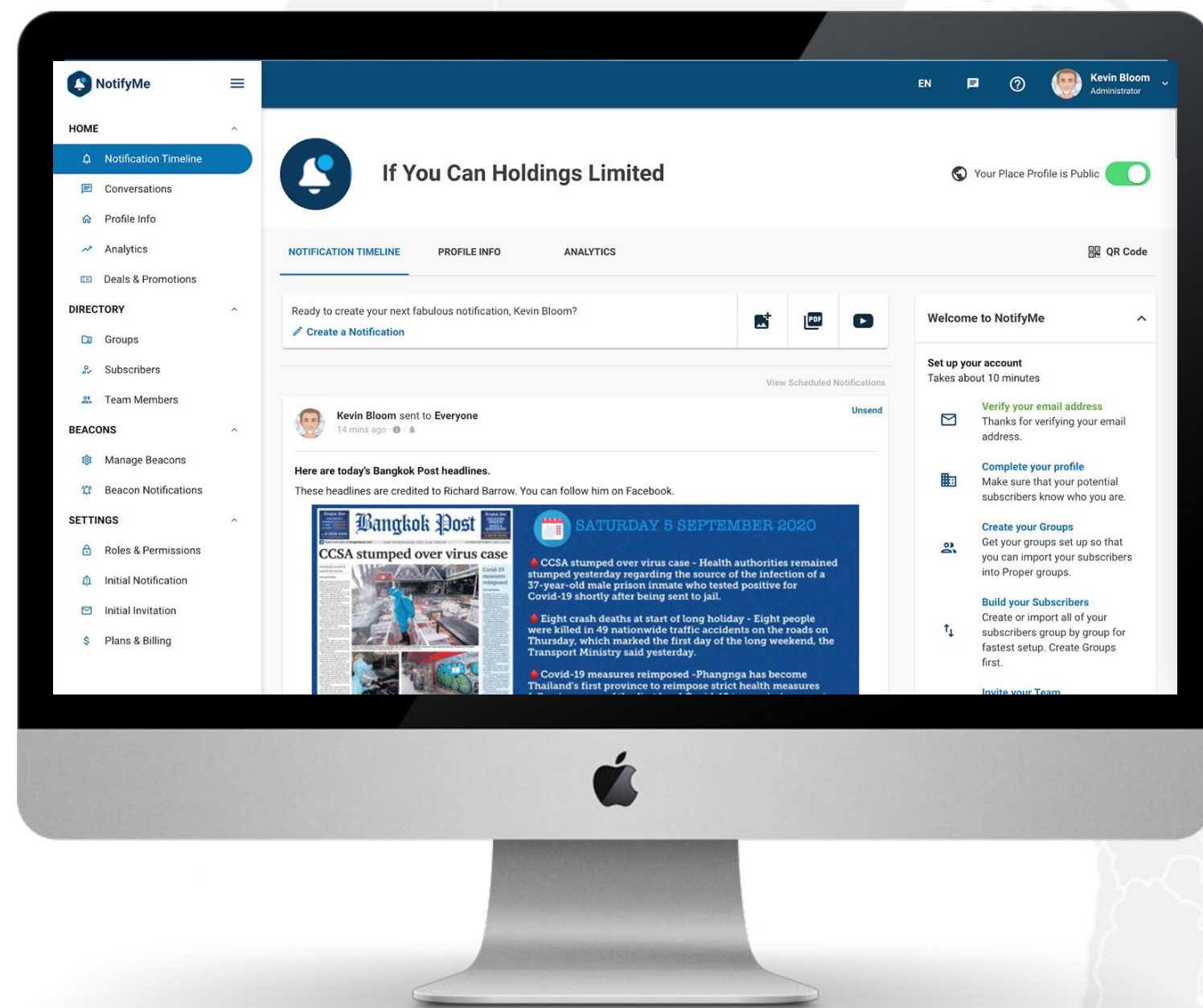
The notifications are delivered into every language needed for the recipients and delivered to subscriber devices.

NotifyMe combines the different features that are needed.

CRM
Managing relationships and integrations with current and prospective customers

Mobile Marketing
Advertise, promote and measure across all mobile devices

Messaging
Exchange of messages over a communications network.

Loyalty
Reward returning customers with deals and promotions

Proximity Marketing
Deliver messages to customers in the context of their specific locations

NotifyMe - Simple and Affordable

SMS text

SMS Text Services are based on price per message model.
Average cost of 5 Popular Services

$1,800
Per Year

Email

Email Services are based on Price per Message or Per User License model. Average price of 6 Popular Services

$450
Per Year

CRM

CRM Services generally charge per user license.

$6,000
Per Year

High Cost

CRM

SMS

Ease of Use

Difficult

NotifyMe

Email

Low Cost
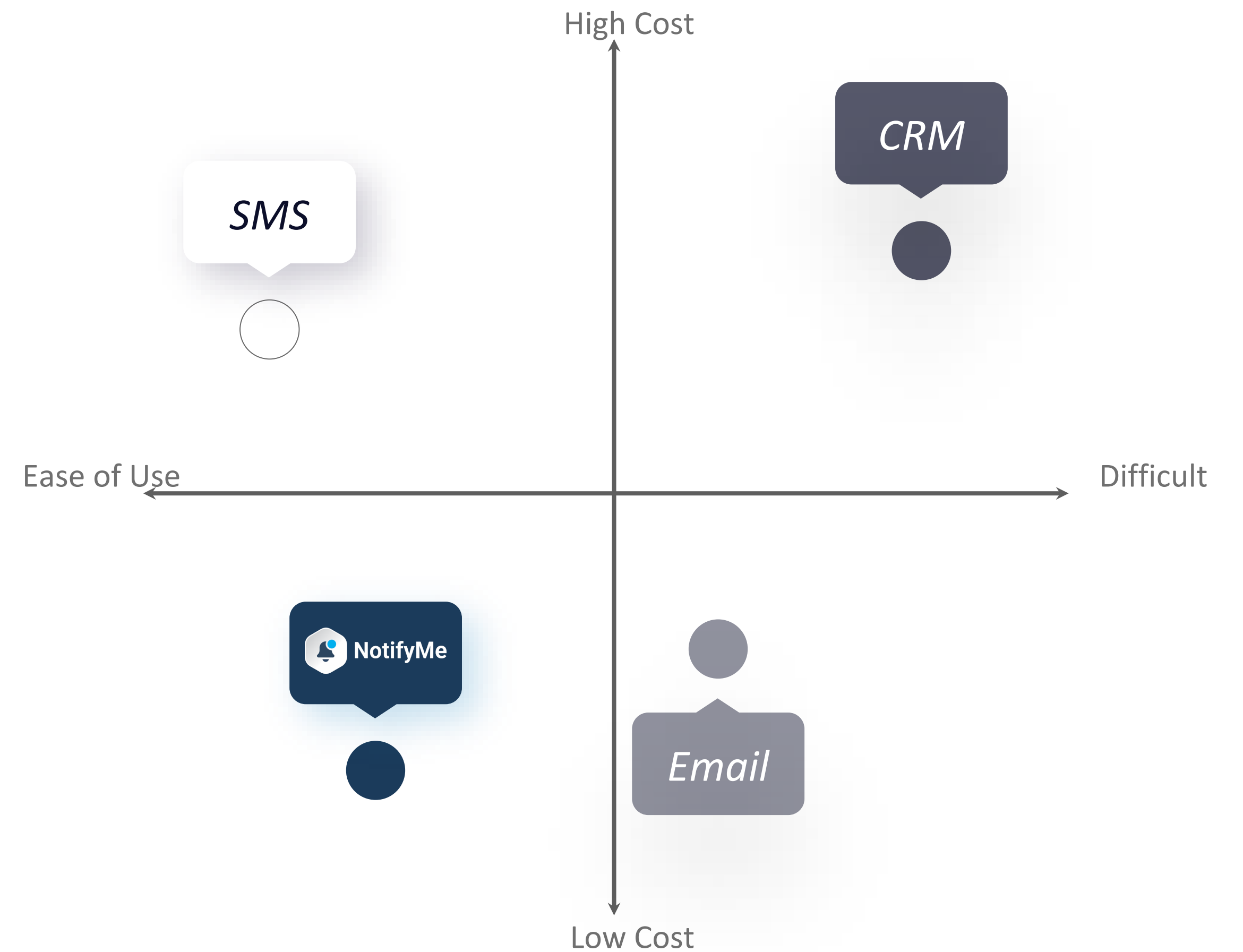
Pricing is based on an assumed small organization where there are 4 employees who need to have access to a dashboard for customer communication to send 5,000 messages per month to a base of 1,000 customers

The Mission

To provide small-to-medium sized organizations with an effective communication platform enabling inexpensive and simple means to reach all people, especially customers.

And, our mission is working. See what our customers are saying.

"NotifyMe has really revolutionized the way we keep our members informed."

"e team at If You Can approached us about becoming an early adopter with their NotifyMe product.

We were skeptical because back then, they had a small team. But, we were struggling to keep our members informed with meaningful, timely and relevant messages. These days, everyone has a different preferred channel and there are so many languages spoken at our club.

So, we jumped in completely on board with what they're doing. Despite a few technical issues early on, NotifyMe is an excellent and affordable product.

NotifyMe has really revolutionized the way we keep our members informed.

Ikaika | Director of Golf

One of Hong Kong's finest private golf courses.

"The NotifyMe team at IYC are very creative and hard working. And, NotifyMe is awesome."

At Loxley, we were looking for ways to deploy our COVID-19 infection prediction algorithm, but didn't want to build an app.

We heard about NotifyMe and had worked on various projects with the If You Can team. So, we asked them if NotifyMe could be adapted to accommodate businesses who want to use NotifyMe as well as help fight the coronavirus pandemic.

The NotifyMe team at IYC are very creative and hard working. They quickly put together a design and worked with us to build a proof of concept.

And now, we're using it at our group of companies and are in discussions with some of Thailand's largest organizations to adopt NotifyMe strategically..

NotifyMe is awesome.

Vasant | Board Member

A large publicly traded corporation.

"Since we began using NotifyMe, we are talking everyone's language and cutting down on the use of paper."

The founder of NotifyMe used to live in our apartment complex.

When he continued to see us deliver messages to all apartments by slipping pieces of paper under the door and posting in the lift and in the common area, he told us about Notifyme.

He presented to our board and we immediately adopted it. We really could not see any downside to using this system. It's simple and very effective. And, since we have many languages represented here, it solved a really big problem for us: being inclusive.

Now, since we began using NotifyMe, we are talking everyone's language and cutting down on the use of paper.

All housing communities should use NotifyMe.

Rapassorn | Management Office

One of Thailand's largest apartment communities.

Sample Client List

NotifyMe is trusted by

Siam Country Club, Thailand

Kumon Learning Centers

Amata Spring Country Club

LOXLEY Public Company Limited

SM (Advanced Security Management)

K2 Venture Capital

Berkeley International School

American School Bangkok

Sentosa Golf Club, Singapore

Discovery Bay Golf Club, Hong Kong

The Rodman Hotel

Khongsittha Muay Thai   , Bangkok

The Timeline

We identified a B2C communication problem. After verifying that a real problem exists by talking with would-be early adopters, we built the MVP version of NotifyMe and several companies bought subscriptions.

We've moved on from that MVP product and built NotifyMe v1 with many new and advanced features.

NotifyMe v2 is planned with even more features for broader adoption.
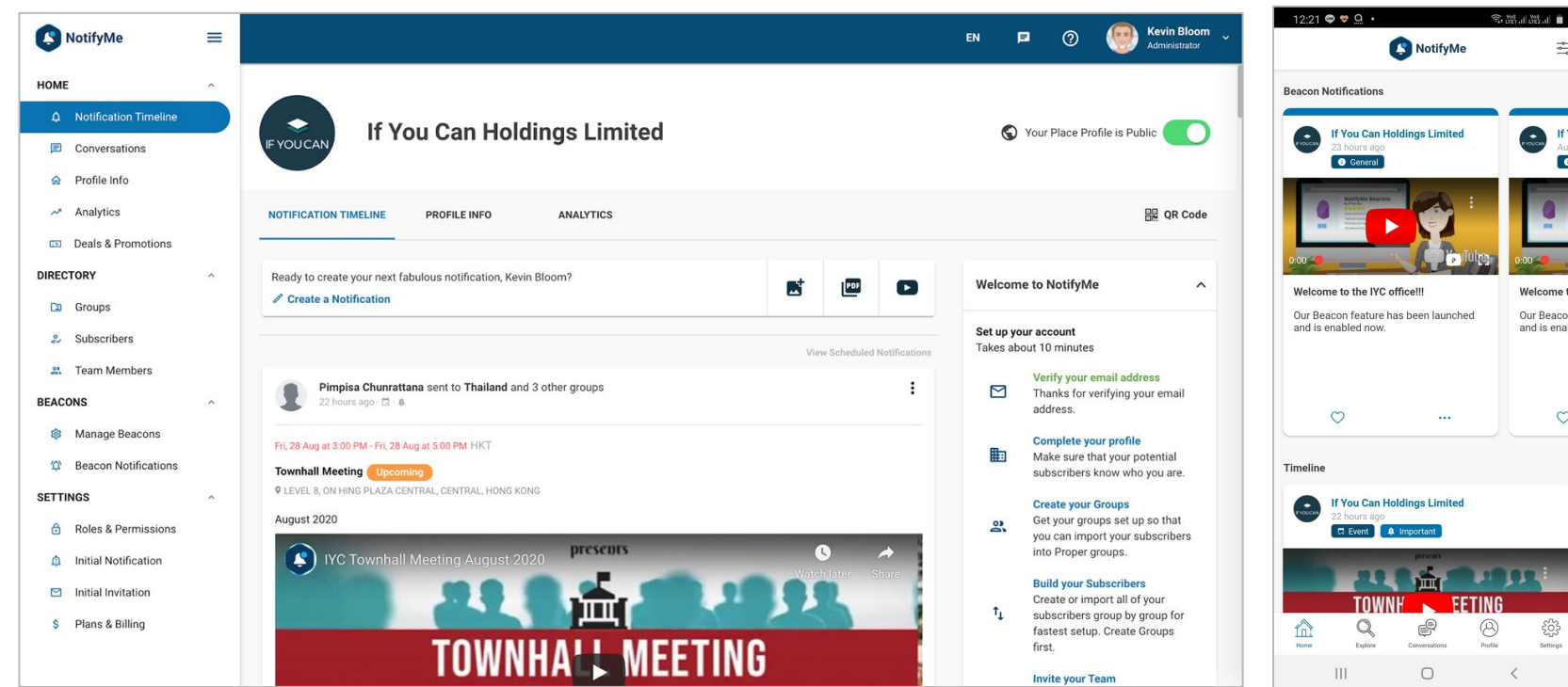
NotifyMe MVP
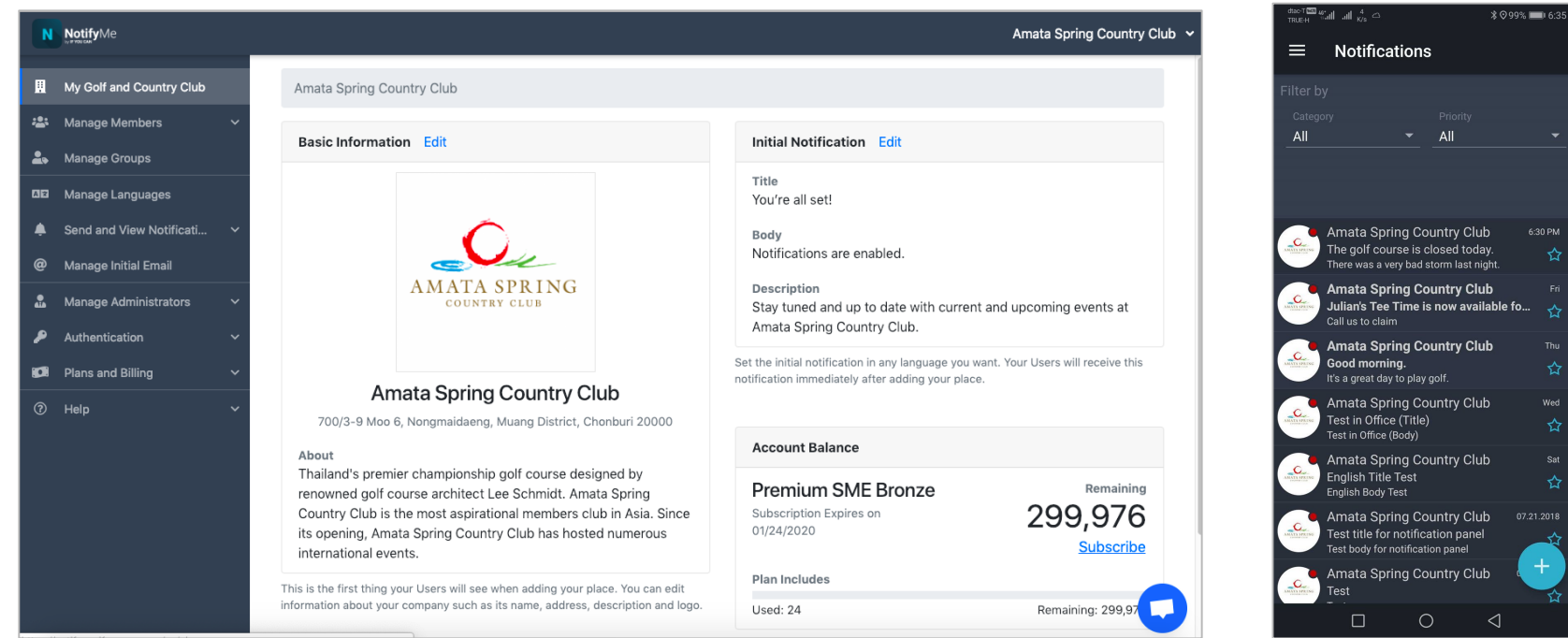
NotifyMe MVP Initial Release

- Basic Messaging with Translations
- Limited team capability
- Groups / Segmentation
- Single Notification Type
- Notification Priority

MVP Strategy

- Build early tech solution to solve known communication issue between businesses and their constituents

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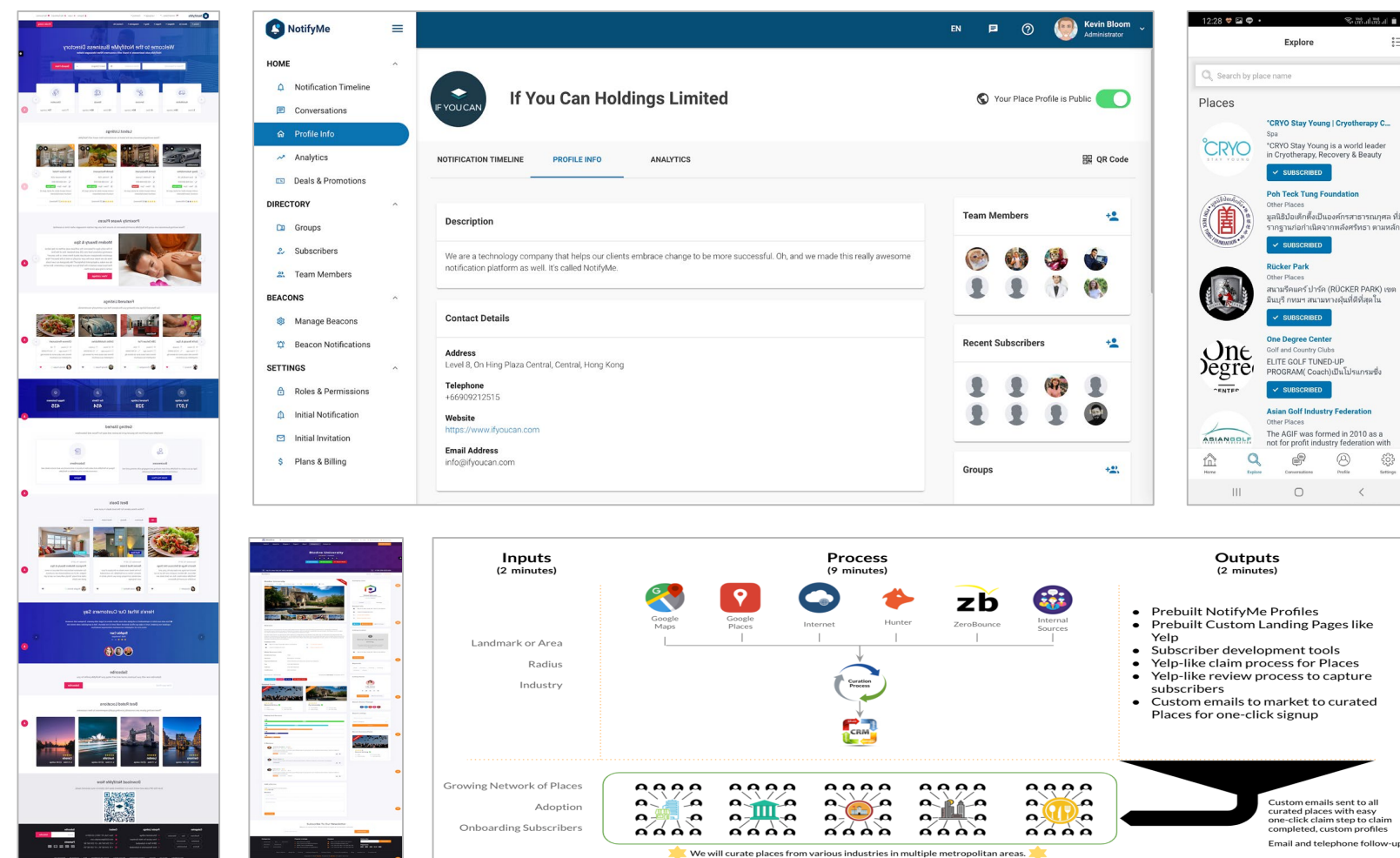# NotifyMe V1

We are here!

NotifyMe v1 Enhancements

- Enhanced User Interface
- New architecture
- Conversations
- Text to Speech
- Team Members with Roles & Permissions
- CRM
- Beacons
- Notification Delivery Metrics
- Additional notification types including Events and Vouchers
- More intelligent app with deep linking
- Simple landing pages for Places
- Simplified onboarding
- Advanced Plans & Billing integration with Braintree

V1 Strategy

- Friends and Family Funding
- Partner with Estimote & Gimbal
- Thailand launch with accounts in key industries
  - Schools
  - Apartment buildings
  - Office buildings
  - Restaurants
  - Golf courses
  - Gyms
- Build additional useful technology
- Raise $10M in equity funding for V2 enhancements and strategy

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NotifyMe V2

NotifyMe v2 Enhancements

- Enhanced CRM capabilities
- Acquire subscribers via Yelp like review process
- Curated Places Lead Generation Tool
- Advanced Landing Pages for all Places
- Business Listings Pages
- All New Trip Advisor like NotifyMe App
- All new Product Landing Page integrated with business listings
- Omise for Traditional Credit Card payments
- OmiseGo Tokens for Loyalty
- Industry specific customizations

V2 Strategy

- Grow technology and sales/marketing teams
- Global Launch via
  - Curating Places
  - Digital Marketing
  - Advertising
- Partnering with key industry leaders

The Opportunity

The opportunity with this business amounts to the total addressable market. We define the total addressable market as all businesses worldwide struggling to communicate with their constituents.

A businesses constituents are both internal (staff) and external (customers, suppliers, etc).

Total Addressable US Market - US$4.5 Billion

Our target customers are the businesses & organizations that do not have an established, digital engagement with their customers.

The goal for NotifyMe is 10,000 paying SMB customers by 2024.

Small Medium Companies

In 2017, Deloitte surveyed the US market of small-to-medium businesses:
- 30 million businesses with less than 500 employees.
- 50% have very little digital engagement with their customers, this is 15 million businesses!
- those that did, were able to earn 400% more revenue.

Early Sample Targeted Industries

Education Public & Private

100K Public Schools
50M students

35K Private Schools
6M students

5K 2-year & 4-year Colleges
20M students

Residential Property Managers

600K Apartment Mgmt Organizations
$182 Billion in revenues

350K HOA Organizations
40M households

Sports Clubs & Organizations

3M players in Youth Soccer
15M players in Little League

5M Girl & Boy Scouts

Municipal Government Organizations

17K townships
50M people

20K municipalities
90% < 25K people

The Strategy for Growth

As we pointed out in the Timeline section, we have been building our base in Thailand, Hong Kong and Singapore with traditional business development tactics.

We are ready to start curating the world with our in-house, custom built place curation tool.

We will do some limited digital advertising with press releases and highly targeted social media ads.
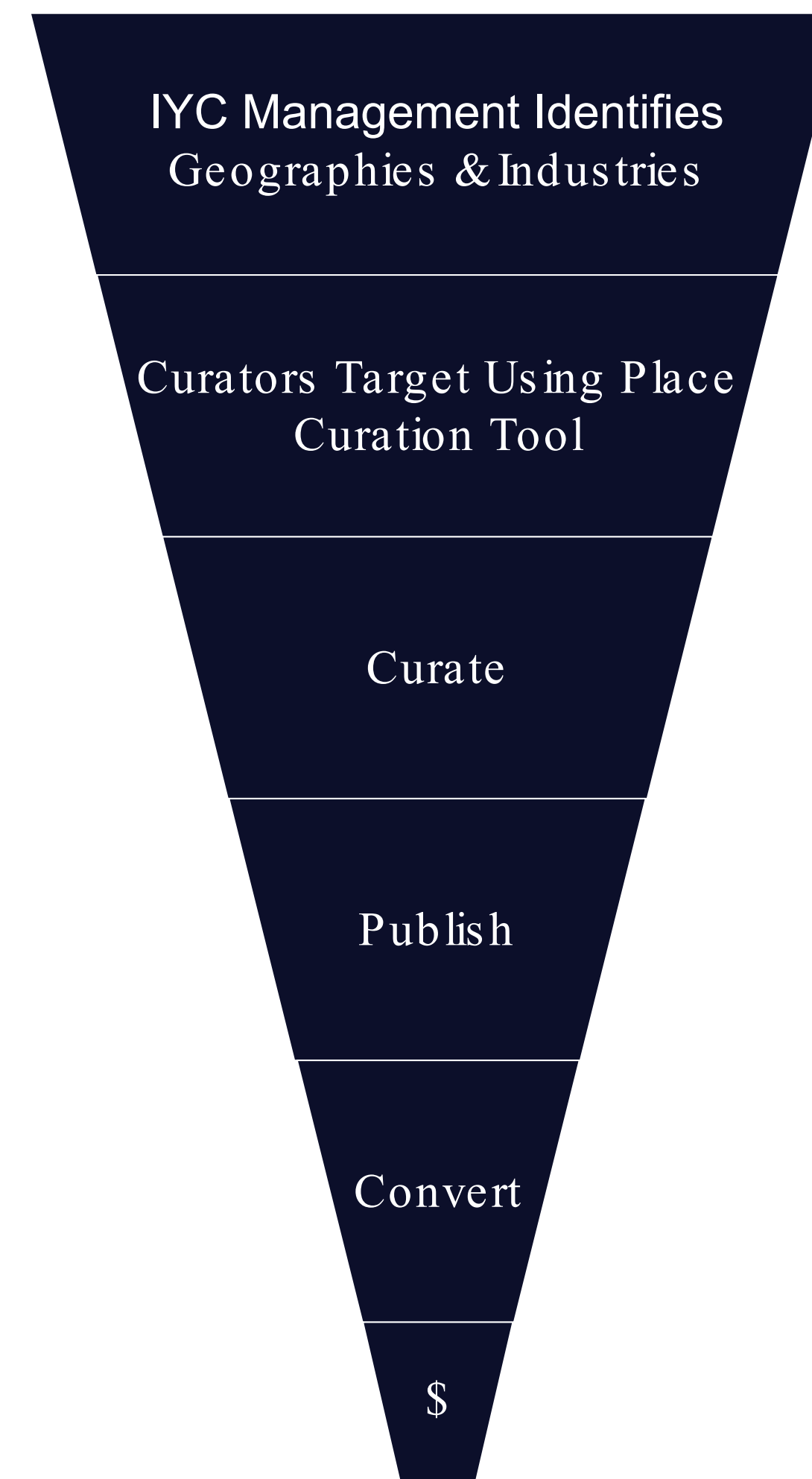
Avoiding the Digital Ad Money Trap

NotifyMe Customer Acquisition Workflow

It's not effective to spend so much of our precious funds on social media ads. We prefer to directly target decision makers via email and phone.

We built an internal tool that will create full business profiles, CRM data for us and a landing page for every company on Earth with a website.

- The IYC Management team will target specific geographic areas and industry groups within each area.
- Our curators target sectors and metro areas and curate them. The output of the curation process a highly targetable SMB providing them with a brand new set of digital marketing properties.
- Once curated, they submit them for review by curation managers who publish the places.
- After curation managers review the profiles for quality, all approved profiles will be published with a compelling marketing email sent to the decision maker's verified email address.
- The sales team will then begin the process of onboarding contacted places and converting them into paying customers.
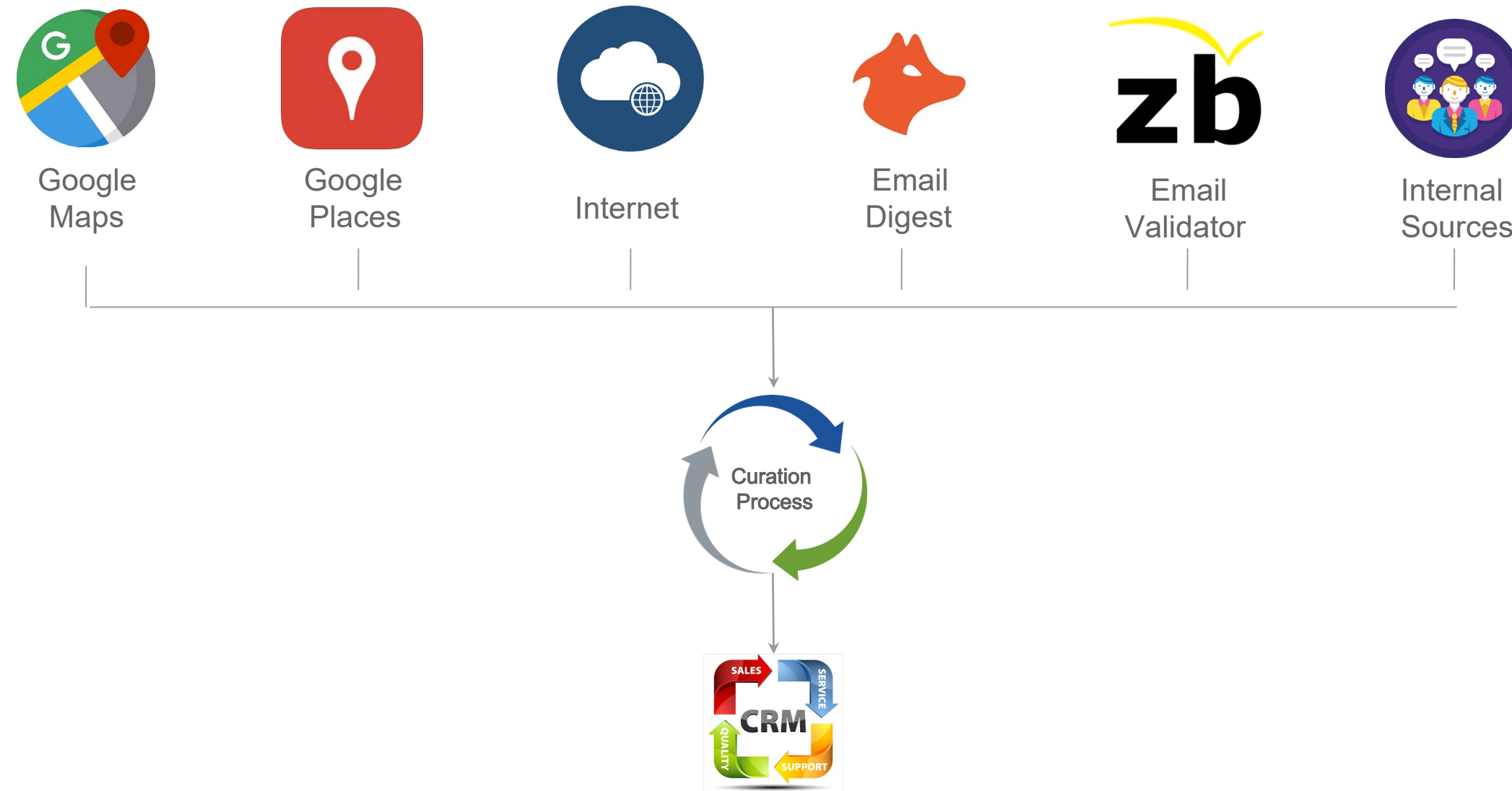
IYC Management Identifies
Geographies & Industries

Curators Target Using Place
Curation Tool

Curate

Publish

Convert

$

Going to Market with our Built for Purpose Place Curation Tool

Inputs
(2 minutes)

Landmark or Area

Radius

Industry

Process
(9 minutes)

Google Maps

Google Places

Internet

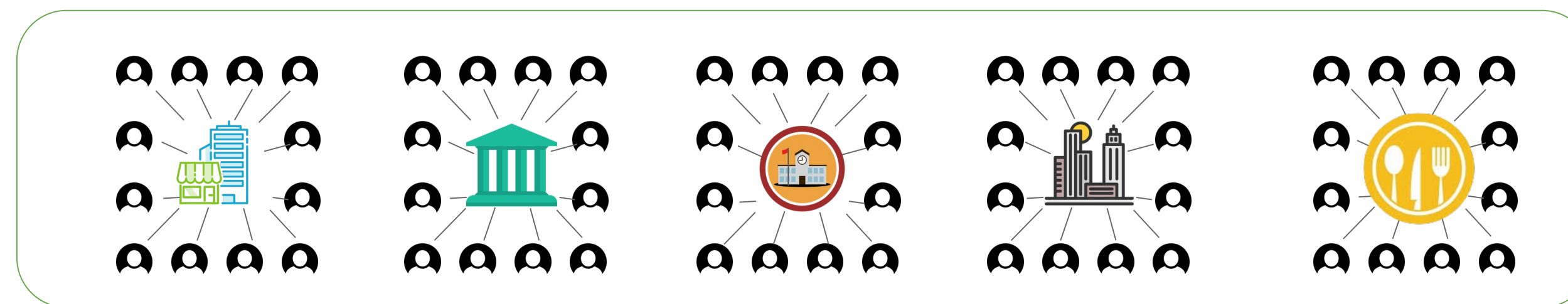Email Digest

zb
Email Validator

Internal Sources

Curation Process

CRM

Outputs
(2 minutes)

- Prebuilt NotifyMe Profiles
- Prebuilt Custom Landing Pages like Yelp
- Subscriber development tools
- Yelp-like claim process for Places
- Yelp-like review process to capture subscribers
- Custom emails to market to curated Places for one-click signup

Growing Network of Places

Adoption

Onboarding Subscribers

Custom emails sent to all curated places with easy one click claim step to claim completed, custom profiles

Email and telephone follow-up

We will curate places from various industries in multiple metropolitan areas

YOU NEED TO SEE A DEMO OF THIS TOOL

Our Leadership Team

Kevin Bloom

- Product Strategy
- Technology & Architecture
- Sales & Business Development
- Finance & Strategy

CEO

Tom Mercer

- Product Ownership
- Technology
- DevOps
- Management

CTO

Chris Kimble

- Operations
- Sales Management
- Management & Finance
- Team Building

COO

Joe France

- Digital Strategy
- Online Advertising
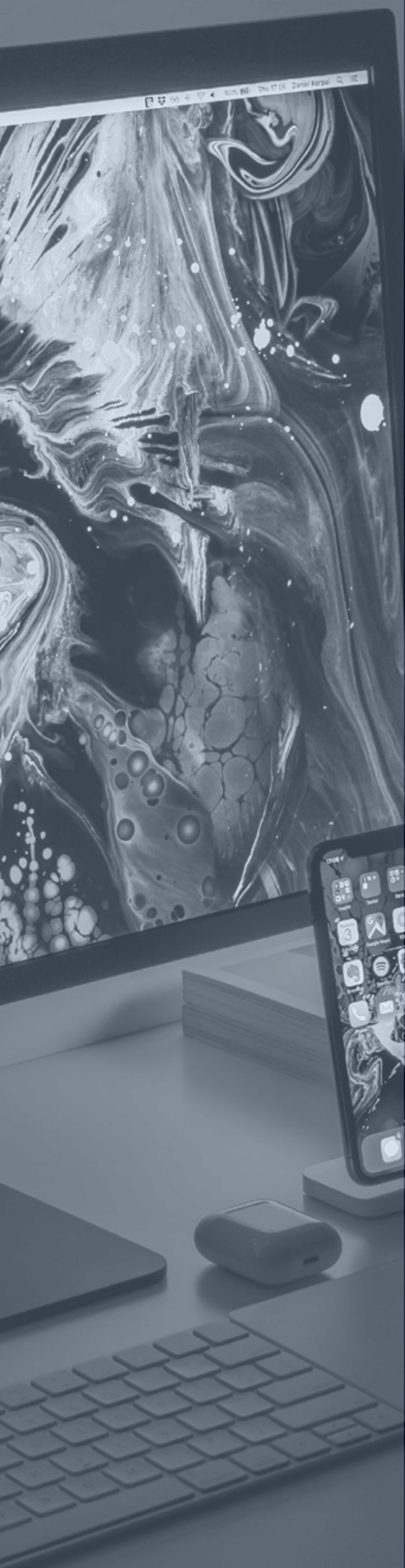- Sales
- Entrepreneurship

CMO

Jim Creamer

- Financial Strategy
- Corporate Development
- Strategic Planning
- Financial Ops & Reporting

CFO

Thank You

Please contact our team for more information.

We have complete financials models, exit strategies and other sensitive information that we can share. We can also show you a captivating demo.

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