

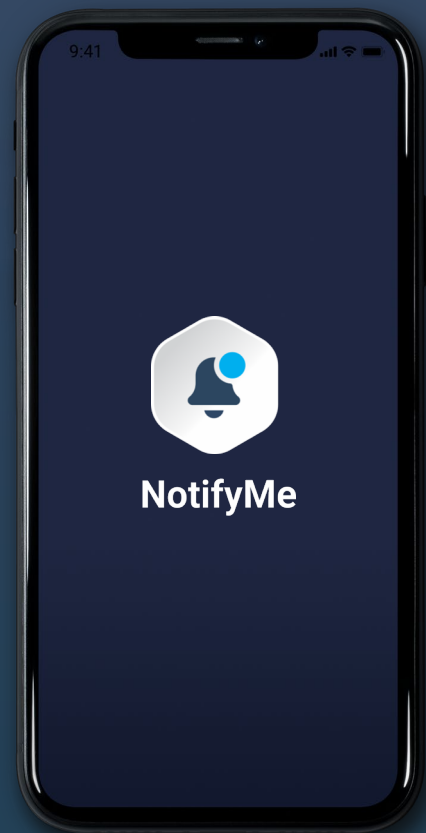
If You Can Holdings/NotifyMe Executive Summary March 2021

WHEN
MESSAGE
MATTERS

NOTIFYME

IF YOU CAN

Innovate Like a Startup,
Even If You Aren't One.



If You Can Holdings/NotifyMe

Executive Summary

March 2021

Overview:

If You Can Holdings, a Hong Kong company, through its flagship product NotifyMe allows businesses of all sizes to communicate with their customers more effectively by utilizing its next generation notification platform to improve upon and replace legacy platforms such as email, SMS texts and social media platforms. The Company has spent the last four years building this sophisticated communication platform that is robust enough for large enterprises to employ, yet user-friendly enough for the smallest of companies to be able to use.

The NotifyMe platform is a closed system so unlike other more public platforms, is free from spam, trolls and other annoyances. Further the platform is designed to allow administrators to segment users to specify messaging. The system is simple to use and scale, and it is inexpensive. Moreover, NotifyMe also utilizes multiple translation engines and other AI functions that automatically detect a device's language settings and allow users to receive seamlessly translated messages into their own languages. This means that a business can send a message in one language and all their subscribers will automatically receive the message in each of their respective languages. If it is inconvenient for the subscriber to read the message, an integrated text-to-speech function can read it aloud to them. NotifyMe is currently translated into over 120 languages and supports text-to-speech translation into over 40 languages.

In addition, the platform has integrated proximity beacon technology that enables location-based messaging that administrators can tailor to any number of use cases. Proximity beacons are low energy, next-generation Bluetooth devices with an adjustable range of between 1 and 70 meters that can automatically push notifications to customers as they pass by, utilizing either Apple's iBeacon platform or Google's Eddystone platform. While proximity beacon technology has been available for several years, it has been largely reserved for very large companies with dedicated IT departments. If You Can Holdings is one of the first companies to offer this technology as a plug-and-play feature to small and medium- sized businesses at an affordable price through the NotifyMe platform.

NotifyMe is a secure, opt-in platform that allows for advertising free messages and notifications to be privately sent to a customer's subscribers. Subscribers are free to opt-in or opt-out at will so they can choose which companies to follow and how much, if any, of their personal information they share. Furthermore, none of the subscribers' information is harvested or sold by the platform, either via NotifyMe or If You Can Holdings.

The Company also continues to add functionality and features to NotifyMe to increase value to its customers. In 2020, NotifyMe added a rich CRM functionality to the platform, allowing its customers to better manage and communicate with their customer base. Additionally, digital membership cards were added to the platform, which gives businesses and clubs an eco-friendly way to streamline their membership process and reduce the costs associated with physical card creation and distribution. Also added in 2020 were digital vouchers which allow businesses to send coupons, either through the platform or with beacons, to their customers who can redeem them digitally with their mobile device at the business. These are all features that were added after receiving feedback from customers and users,

and while these tools are already commonly used by large businesses, it is a way for If You Can to level the playing field for small and medium-sized businesses.

NotifyMe is priced attractively for businesses as well. The Company has set up nine pricing tiers based on the number of notifications, ranging from \$300 per year for up to 30,000 notifications to \$27,000 per year for up to 7,000,000 notifications. This pricing equates to \$0.01 per message for small companies to just under \$0.004 per message. In addition, companies can opt to pay monthly, so any small business can use the service for as little as \$25 per month. This price includes all the functionality of the platform except for beacons, which a package of two beacons can be added for an additional \$45 per month.

NotifyMe Product Launch:

If You Can Holdings launched NotifyMe in Thailand, Singapore, and Hong Kong in December 2019 with an emphasis in Thailand where the Company is headquartered. Clearly, the timing of launching the platform immediately prior to the COVID-19 global pandemic was not ideal, but the Company was still able to onboard around 250 initial customers in the first year with almost no marketing efforts. These initial customers included restaurants, golf courses, hotels, schools, hospitals, and other businesses that include Singha Brewery, the largest beer manufacturer in Thailand.

While the global pandemic affected the Company's ability to aggressively market NotifyMe through the product launch, it also brought opportunities. If You Can Holdings was able to partner with Loxley Public Company Limited in Thailand to use NotifyMe as the platform for a product called CareCheck, which uses NotifyMe's notification system to track COVID-19 spread and risk. CareCheck can also be combined with the Company's beacons for additional functionality as it was utilized for the HSBC Badminton World Federation (BWF) World Tour Finals tournament held in Bangkok in January 2021. By using CareCheck, the BWF was still able to safely host the event with participants from around the globe in Bangkok at a time when Thailand was completely closed to foreign travelers.

NotifyMe continues to gain traction in Thailand and the surrounding region as business and subscribers continue to find new applications and utility for the platform. Even with very little marketing efforts in a COVID lockdown environment, the popularity of the platform is spreading through word-of-mouth by its users. Additionally, the Company is helping add new subscribers to the platform through creative events like scavenger hunts promoted through social media, whereby any NotifyMe subscriber can participate and cash prizes are awarded to the first participant to come within a one-meter range of a hidden proximity beacon. As COVID lockdowns become a thing of the past and economies in the region begin to open, management is confident that NotifyMe will see significant increases in its customer and subscriber base.

U.S. and Worldwide Product Launch:

If You Can Holdings is now taking what it learned with the NotifyMe launch in Thailand and is expanding worldwide with an emphasis on the U.S. market and it is currently working on raising enough capital to successfully penetrate these markets. In addition to focusing on small businesses in the U.S. using the Company's proprietary curation tool, as discussed below, the Company will initially focus on several vertical markets where it had early success in Thailand, including schools, residential property management, sports organizations, and municipal government organizations. These four vertical markets alone have an estimated total addressable market of approximately \$4.5 billion. As it

progresses through its sales and marketing efforts, the Company will likely expand their vertical markets as opportunities present themselves.

Regarding its sales and marketing strategy for the U.S. market, the Company intends to use a three-pronged approach by utilizing its proprietary curation tool, a robust digital marketing campaign and hiring a traditional in-house sales and marketing team.

While NotifyMe is priced very attractively for even the smallest businesses, customer acquisition costs for these businesses can be prohibitive relative to the revenue they will generate. To address this issue the Company has developed a proprietary curation tool that allows it to rapidly scour and filter through several available databases on the Internet, targeting small businesses in cities across the U.S. and with a minimal amount of human interaction create a Yelp-like landing page for companies, with follow up emails inviting them to join the platform with a two-month free trial and a \$25 per month fee afterward. The Company has already deployed this tool in the U.S. and within a couple of weeks already has hundreds of customized landing pages on the platform for companies across the country to claim. This tool allows the company to cost effectively cast a very wide net across a target market that is very often overlooked by more traditional sales and marketing strategies.

In addition, NotifyMe will employ a robust digital marketing strategy to actively communicate to a broad range of potential clients how NotifyMe can vastly improve their customer communications and help drive their business growth in a very cost-effective manner. By using targeted and coordinated online channels, the Company can inform and educate a wide audience of potential customers to the benefits of using NotifyMe to communicate with their customers and constituents.

Although NotifyMe is an easy-to-use platform that can level the playing field for small and medium-sized businesses, it is also sophisticated and robust enough for large enterprises such as large corporations, municipalities, school districts and hospitals among others, which the Company will actively target as well. In order to penetrate these markets, the Company will need to add a more traditional in-house sales and marketing infrastructure, which it plans to begin implementing as soon as it closes its Series A round funding in the coming months.

Management firmly believes that since NotifyMe is offering a superior communication platform to business at a very attractive price, the success of the platform will largely depend on the Company's ability to effectively market it to the U.S. Market. As discussed further below, If You Can Holdings is preparing to raise between \$10 million and \$20 million of equity capital in its Series A round financing in the coming months to fund its sales and marketing efforts for a rapid expansion into the U.S. market. A large portion of this raise will go directly to customer acquisition costs ("CAC") in the U.S. Although industry data suggest that CAC cost for B2B SaaS companies is typically between \$300 and \$400 per customer, the Company is using an estimate in its projections of between \$500 and \$600 per customer, partially to be conservative, but also with the knowledge that these costs may be higher than normal in the early stages of NotifyMe's U.S. rollout. One of the assumptions in our CAC number is that the customer mix will be heavily weighted toward smaller customers, which under our assumed customer mix should produce average annual revenues of just over \$1,700 per customer. Again, while management has intentionally priced the platform attractively for business of all sizes, it believes that this factor will accelerate its penetration in the U.S. market substantially, and that revenues will begin to ramp up substantially within roughly six-months of the U.S. launch.

Capital Strategy:

If You Can Holdings has raised approximately \$4.25 million in equity capital over the past four years (of which \$4 million was raised at a per share price of \$6.87) to fund its development of NotifyMe and its initial launch in Southeast Asia. In addition, the Company has operated frugally and has been able to achieve its current state with a total headcount of approximately 40 employees, consisting mostly software engineers, and a monthly burn rate of approximately \$125,000. As it prepares for its institutional Series A round equity raise in the coming months, the Company has decided to extend its “Friends & Family” round to raise up to another \$2 million to ensure it can fund operations for a year with some additional sales and marketing capital. Although the Company is significantly more valuable today than it was a couple of years ago, management has chosen to continue to offer these shares at \$6.87 per share and then raise the valuation significantly for the Series A round. If You Can Holdings currently has approximately 3.1 million shares outstanding and no debt, so the post-money valuation for the Friends & Family round will be roughly \$23 million.

In addition, the Company has already begun to do the groundwork for its Series A round, which it hopes to close in the first half of 2021. Depending on the valuation it can warrant, management intends to raise between \$10 million and \$20 million in equity capital for as much as 20% of If You Can Holdings. Based on other equity raises completed for similarly positioned SaaS companies, management believes that the Company should justify a valuation toward the upper end of this range. The capital raised will be used to fund the Company’s sales and marketing efforts associated with its wide-scaled product launch in the U.S. along with increasing its software engineering personnel and capabilities so that it can continue to add functionality and improve the product experience for its customers. If the Company begins to gain significant traction early with institutions for its Series A round, it will likely halt the Friends and Family round early and will proceed directly with the Series A round at a higher valuation.

Summary:

If You Can Holdings has spent four years building a strong technical foundation for its robust and easy-to-use communications platform, NotifyMe. The Company has been careful to spend its time and resources wisely to build a scalable platform without over-diluting its shareholders. With the positive response the Company has received from its launch in select Southeast Asian countries, the platform is now ready for its wide-scale commercial launch. Management is excited to help companies across the globe to better communicate with their customers and constituents in a more effective and safer manner, and that those who invest in the Company at this pivotal time should be rewarded substantially.

Contacts:

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