



NotifyMe

When Messages Matter

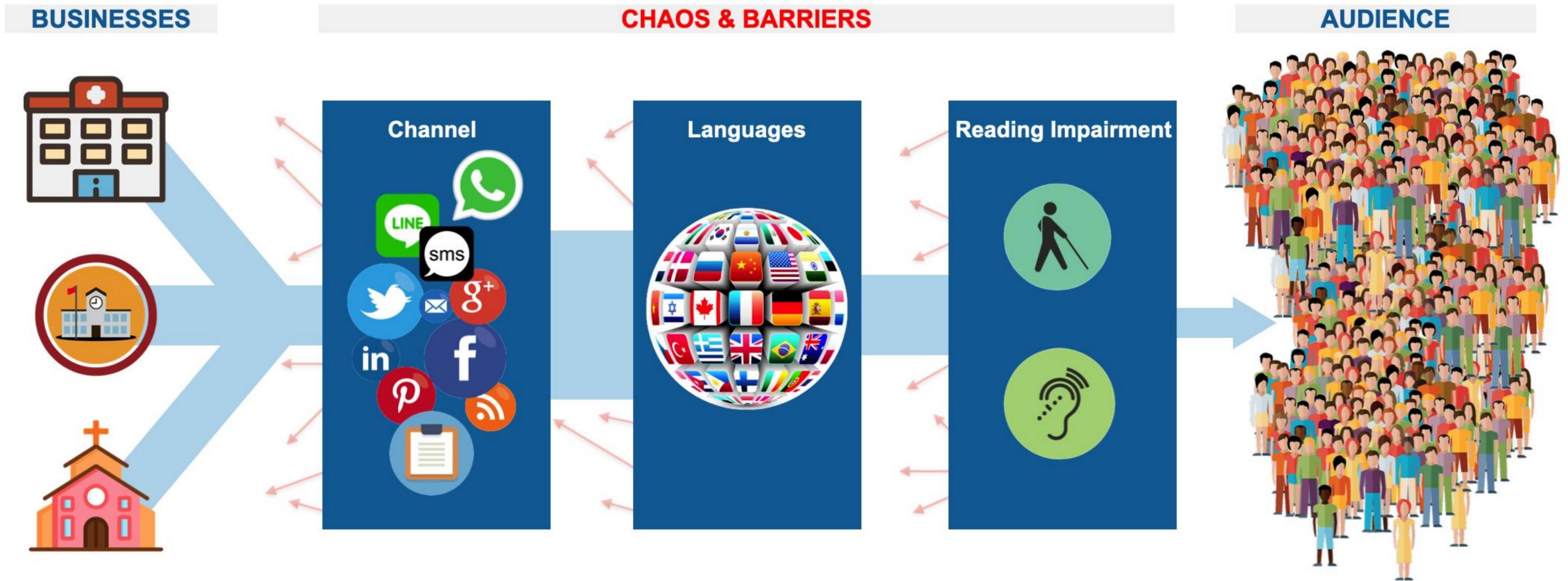
by KEVIN BLOOM

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.



And, they're failing.

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	✗

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

Too many channels.

Basically, 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 upon them and package them into a single, enterprise class offering.

NotifyMe is many things!

 **NotifyMe** ✓

Stop wasting time with email and get the results that you deserve.
Join our communications revolution.

It's like email.
Only WAY better.
In every way.

[LEARN MORE](#)

[Teams](#) | [CRM](#) | [Translations](#) | [Templates](#) | [Proximity Delivery](#) | [Conversations](#) | [Metrics](#) | [More](#)

www.notifyme.rocks

You know what they say about doing the same thing over and over and expecting different results right? [Get Started](#)

 **NotifyMe** ✓

Seriously, is your business still sending text messages? LOL. STOP IT!
Join our communications revolution.

It's like SMS.
But 40 years younger.

[LEARN MORE](#)

[Teams](#) | [CRM](#) | [Translations](#) | [Templates](#) | [Proximity Delivery](#) | [Conversations](#) | [Metrics](#) | [More](#)

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Existing Tools must be combined to complete the mission.

NotifyMe is here in the middle, brilliantly tying all of the good stuff together.

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

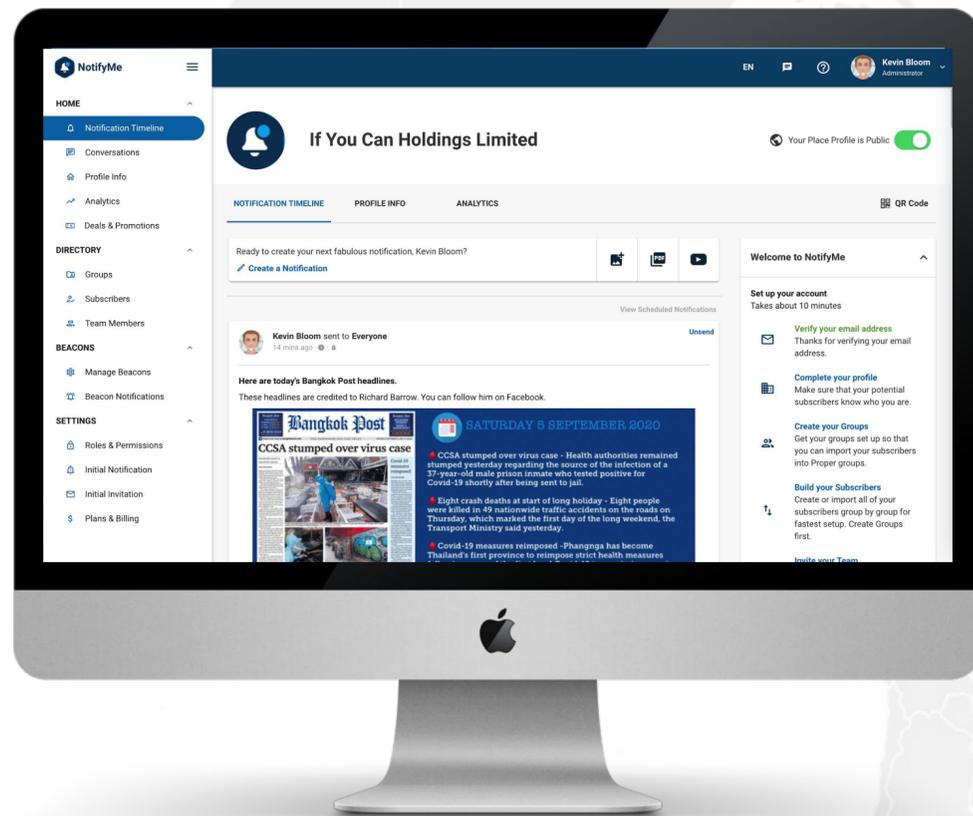
Deliver messages to customers in the context of their specific locations



One Notification Delivered in All Languages

Running on iOS and Android

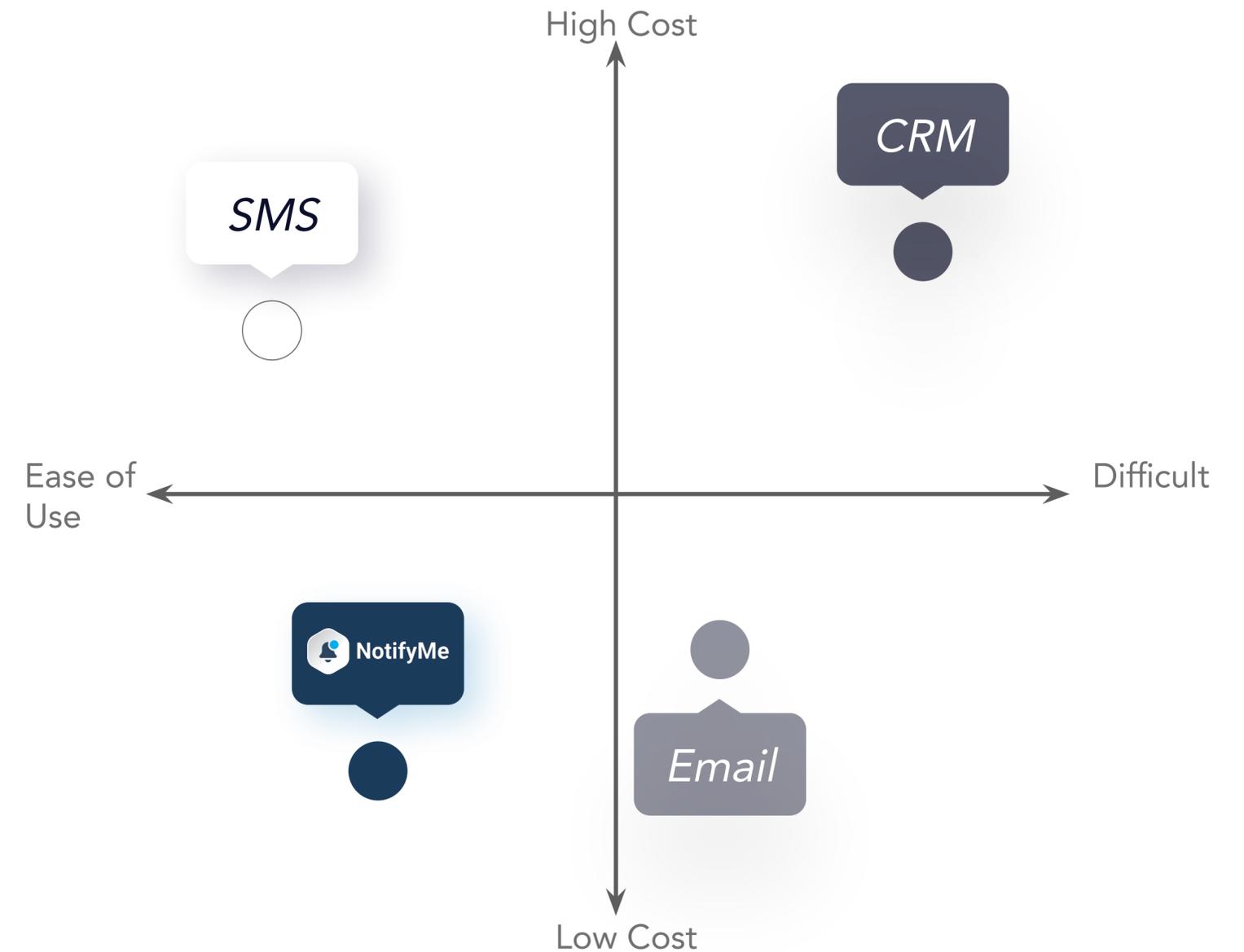
- ★ Create multimedia notifications in any language
- ★ Choose notification type
- ★ Choose recipients
- ★ Add multimedia
- ★ Send



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

NotifyMe - Simple and Affordable

SMS text SMS Text Services are based on price per message model. <small>Average cost of 5 Popular Services</small>	\$1,800 Per Year
Email Email Services are based on Price per Message or Per User License model. <small>Average price of 6 Popular Services</small>	\$450 Per Year
CRM CRM Services generally charge per user license.	\$6,000 Per Year



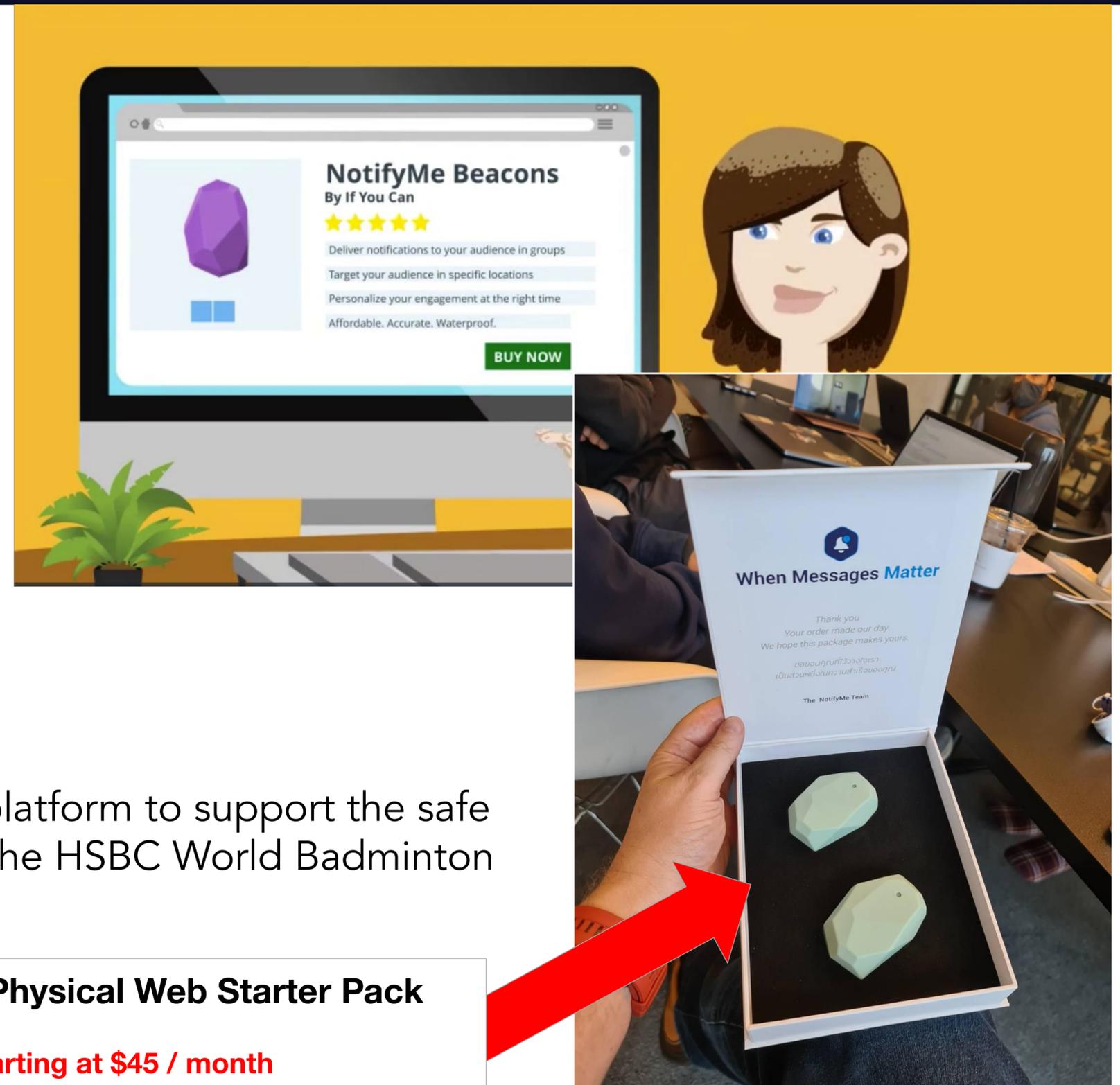
Pricing is based on an assumed small organization where there are 4 employees who need to have access to a dashboard for customer communication to send 5,000 messages per month to a base of 1,000 customers

The Physical Web - NotifyMe Beacons

We are connecting the world with
iBeacon and Eddystone

Adds a location-based dynamic to the functionality of NotifyMe notifications.

- Allows businesses to place proximity beacons throughout their location and send targeted NotifyMe messages as their customers approach each beacon.
- The global beacon movement has been waiting on an app like NotifyMe to enable small businesses to participate in the physical web.
- NotifyMe and its Beacons have been adopted as the platform to support the safe return of international sport to Thailand, starting with the HSBC World Badminton Federation Tour in January 2021.



The NotifyMe Physical Web Starter Pack

Starting at \$45 / month

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.”

“ The 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 as a tool to manage our staff during the COVID-19 pandemic. We find that many features of NotifyMe are very useful especially the automatic translation when we have many expats from all over the world working in our team.

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

NotifyMe MVP
1 Year to build.

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 many companies bought subscriptions ranging from \$2,000 - \$5,000.

NotifyMe v1
We are here now.

We've moved on from that MVP product and built NotifyMe v1 over the past year. We added many new and advanced features and added over 200 happy places and thousands of subscribers and many new use cases.

NotifyMe v2
Where we're going.

NotifyMe v2 is planned with even more features and broader adoption across every country.

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 business's 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.

Early Sample Targeted Industries

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.



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 kids in Youth Soccer
15M kids in Little League

5M Girl & Boy Scouts



Municipal
Government
Organizations

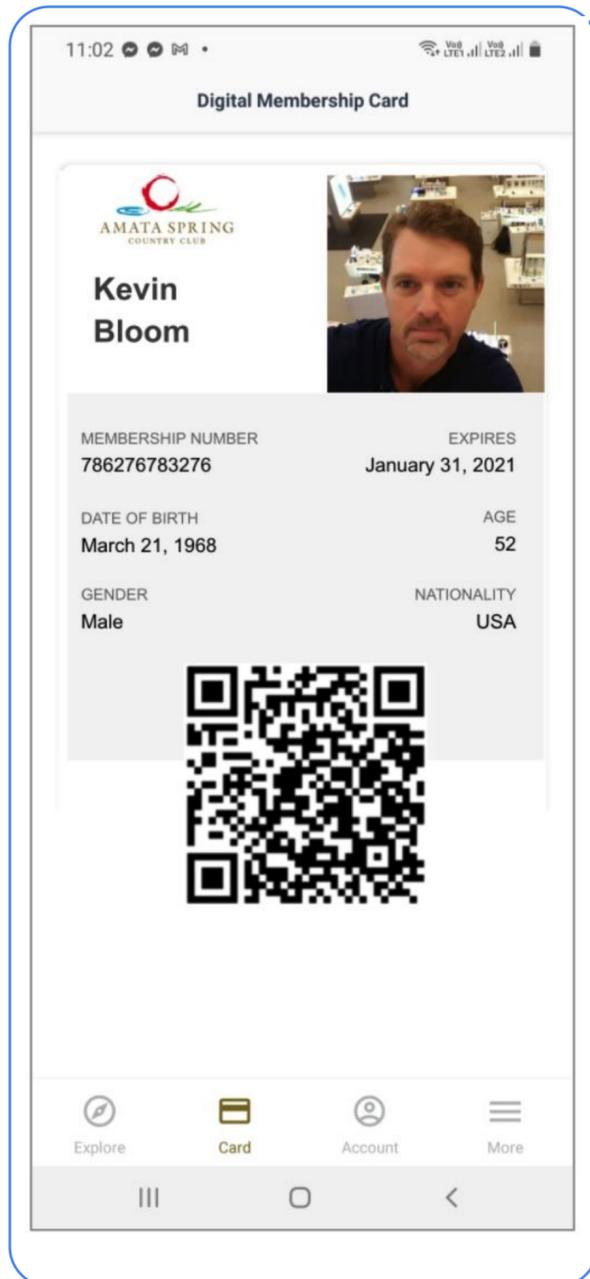
17K townships with 50M
people

20K municipalities
90% < 25K people

Features Favored by or Suggested by our Customers

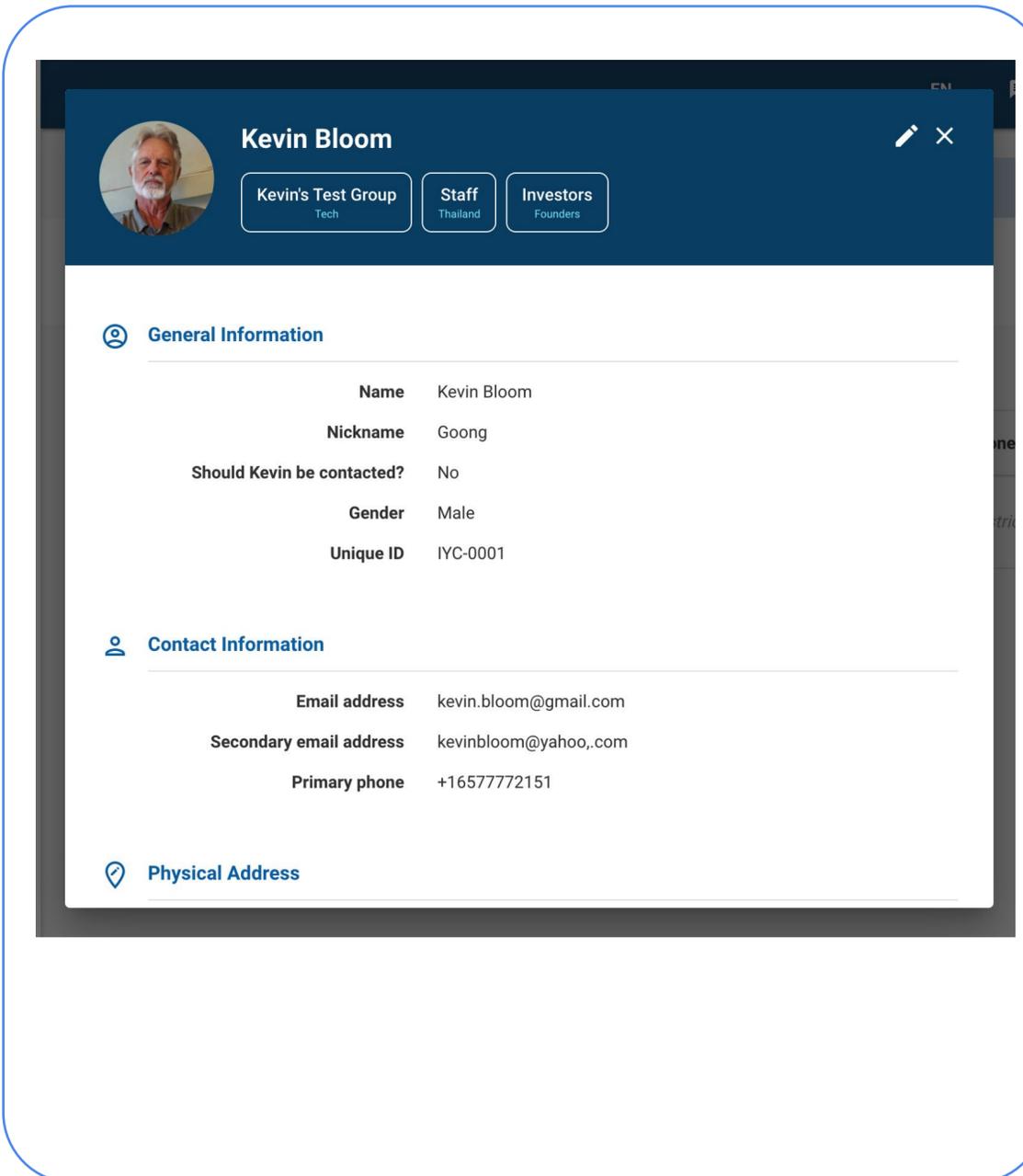
Digital Cards

Customers demanded. We're delivering.



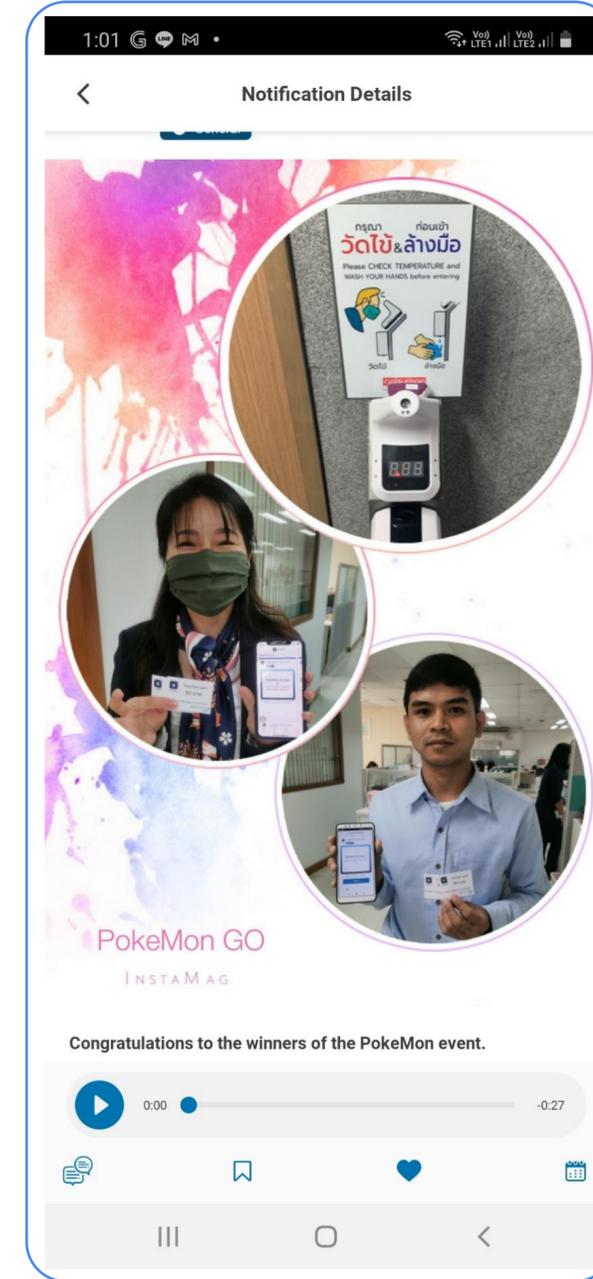
CRM

We are delivering a very rich CRM experience complete with **Notify this User** functionality, full data export and a 360 engagement & interaction portfolio.



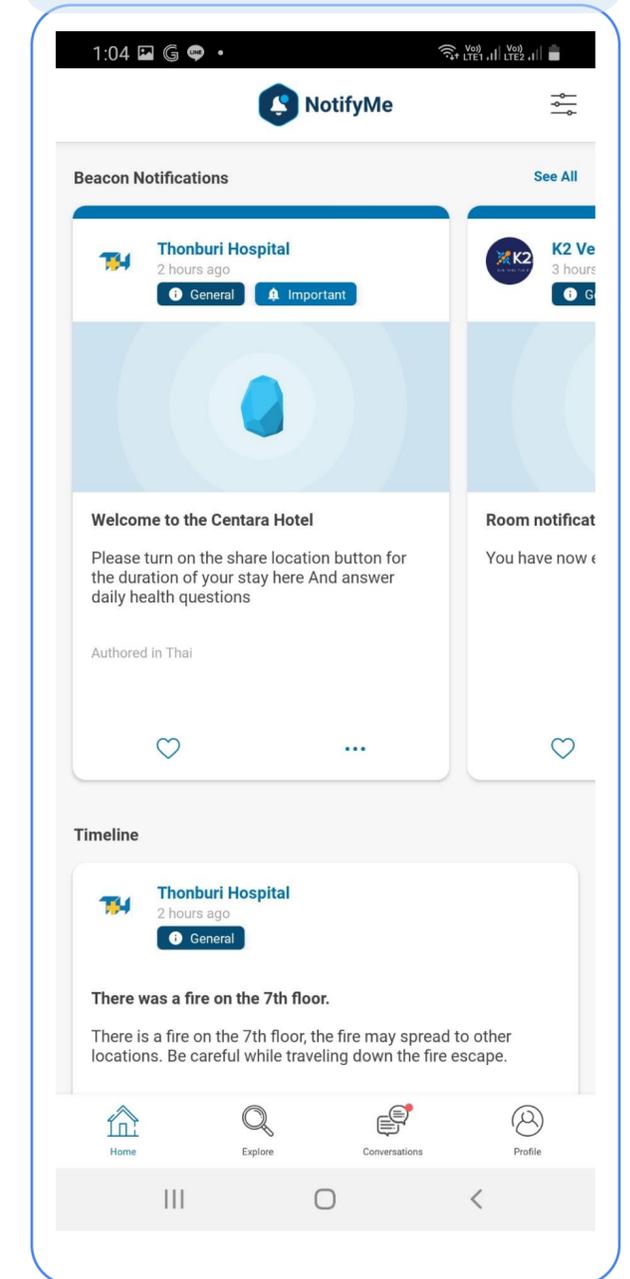
Vouchers

NotifyMe beacons with 1M ranges are used in scavenger hunts. Rewards are delivered as vouchers.



Beacons

Beacons were always part of our strategy.



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.

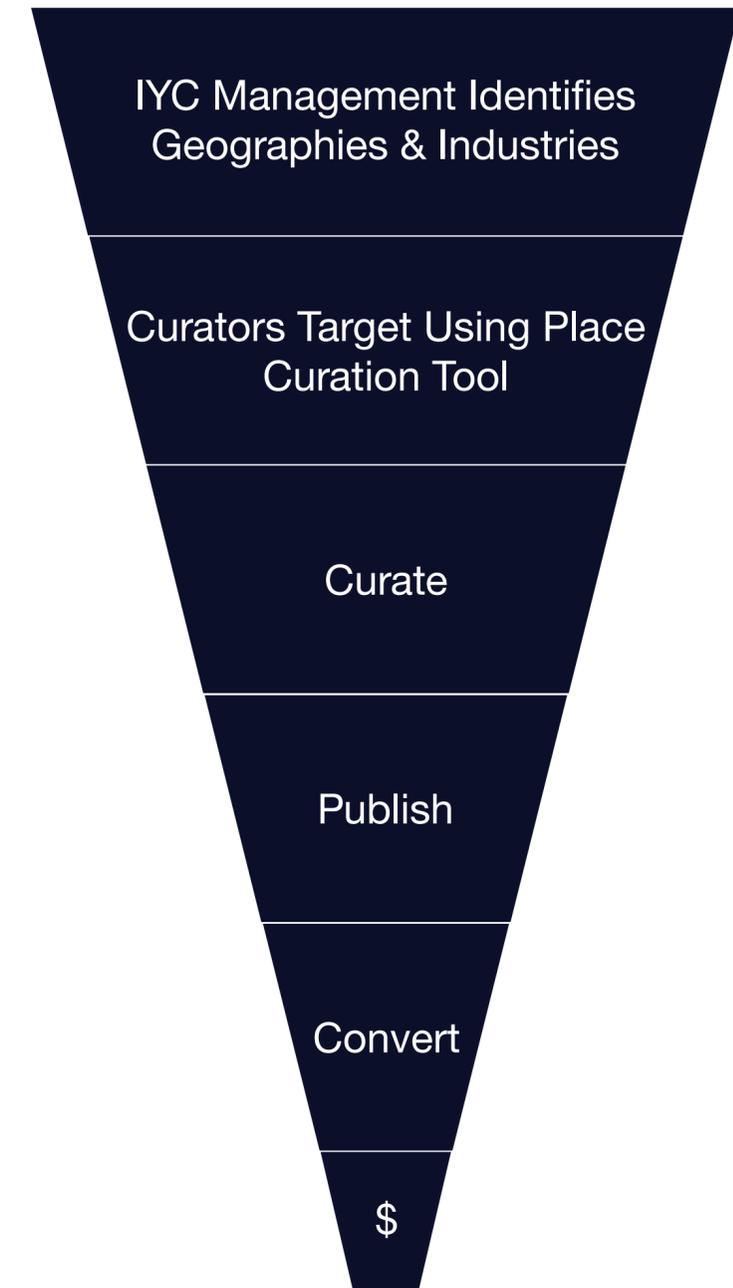
Avoiding the Digital Ad Money Trap

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.

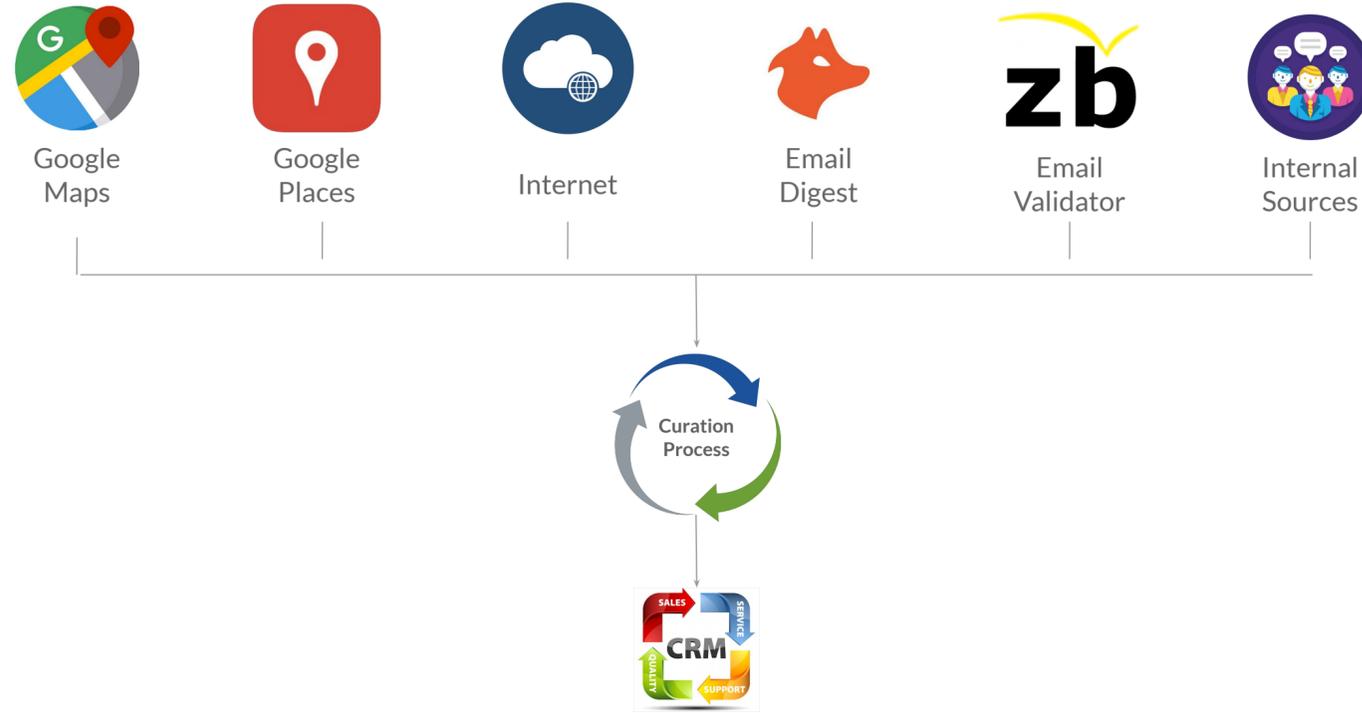


Going to Market with our Built for Purpose Place Curation Tool

Inputs (2 minutes)

Landmark or Area
Radius
Industry

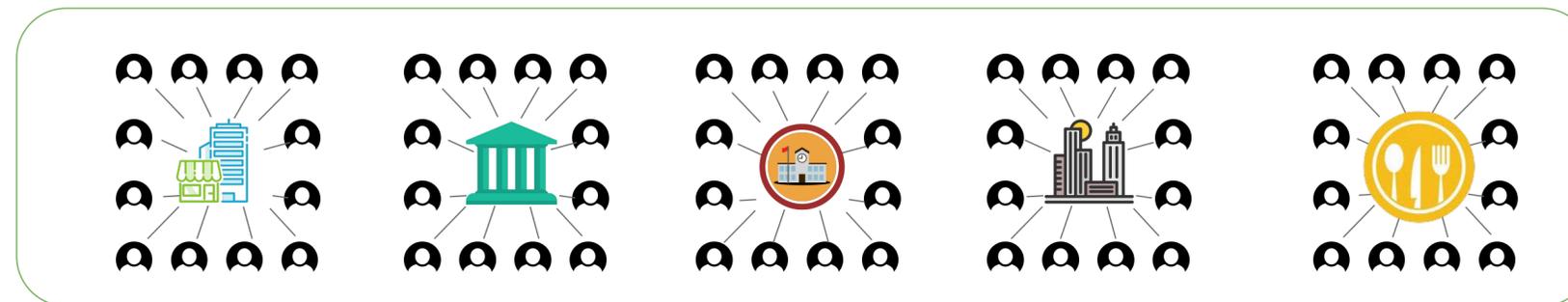
Process (9 minutes)



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



★ We will curate places from various industries in multiple metropolitan areas. ★

Custom emails sent to all curated places with easy one-click claim step to claim completed, custom profiles
Email and telephone follow-up

YOU NEED TO SEE A DEMO OF THIS TOOL

Our Leadership Team

...leading a team of 40 engineers, project managers, quality team, etc



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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Jim Creamer

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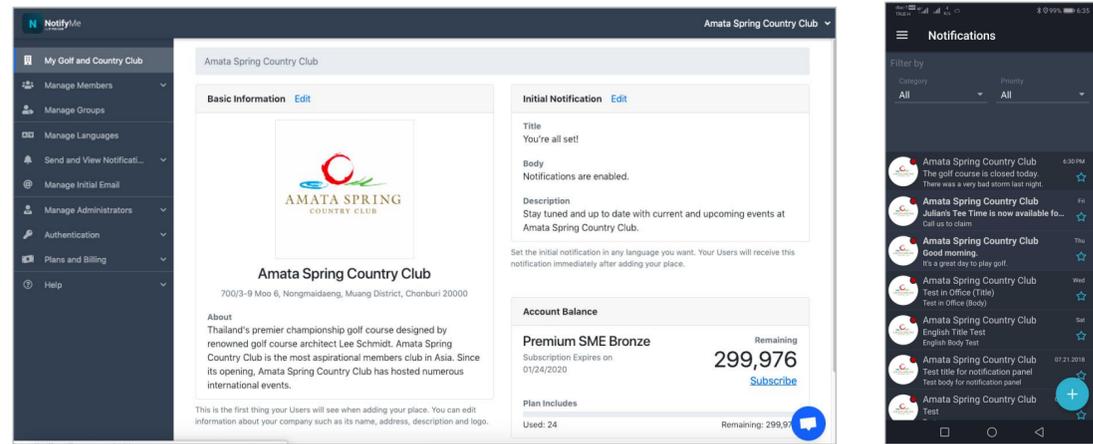
Chris Kimble

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Joe France

jf@ifyoucan.com

NotifyMe MVP



NotifyMe MVP Initial Release

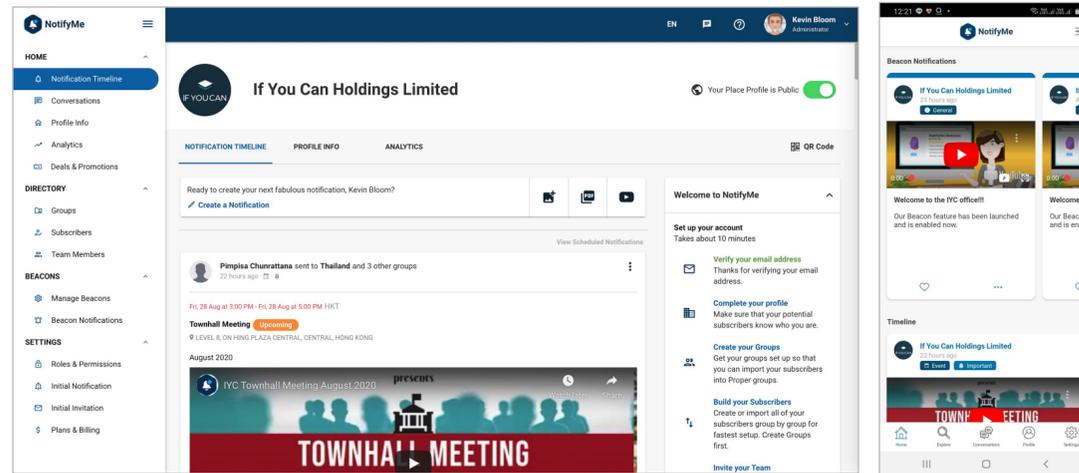
- Basic Messaging with Translations
- Limited team capability
- Groups / Segmentation
- Single Notification Type
- Notification Priority

MVP Strategy

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

NotifyMe V1

We are here!



NotifyMe v1 Enhancements

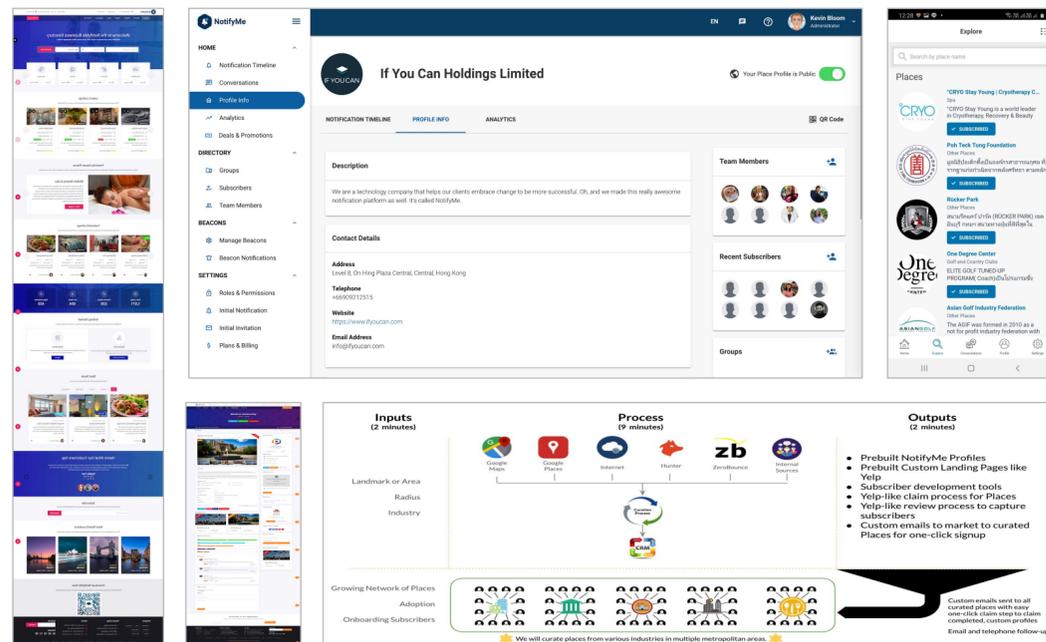
- Enhanced User Interface
- New architecture
- Conversations
- Text to Speech
- Team Members with Roles & Permissions
- CRM
- Beacons
- Notification Delivery Metrics
- Additional notification types including Events and Vouchers

- Secure and complete QR code based voucher redemption process
- 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

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