



The consumer engagement solution
for the next 5 billion smartphones

Brands are chasing the Evolving Consumer ...



Mobile, distracted and fickle

Ignores “push” marketing

Would rather play and connect

Listens more to friends than ads

... but spending big money on social ads

OPPORTUNITY:



Consumers prefer “engagement,” but brands still spend millions on “push”

PROBLEMS:



Networks: costing more, delivering less*
Brands: failing to engage on mobile
Conversion: still expensive and elusive

* *Example: Facebook ad price is up 335%, yet serve rate down 65%. Result: barely 2% of followers ever see your Facebook ad*
Sources: Business Insider 3/15, Responsys 2/14, Salesforce 2014/15 State of Marketing, DemandMetric, 6/14, Forrester 1/14

Solution: The gamification of photo-sharing

Photo-challenge platform, rewards & converts natural behavior



Reach:
Use existing mobile

Engage:
Reward passion

Amplify:
Hit 10 networks

Convert:
Serve coupons & more

SaaS brand-marketing platform

A rewards system for photo-sharing brand messages to 10 networks



How does Snapcious work?

[Quick demo video](#)

Business: Licensing, sponsorships & big data



\$3k/mo

SDK integration
or white-label



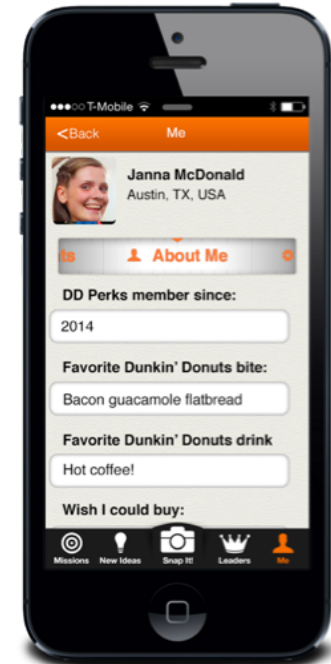
\$5k/mo

Add languages,
ecommerce, etc.



Rev share

Partner resales to
telcos, sports, etc.



Data sales

1st-person data for
CRM, research, etc.

The market: Brands & agencies worldwide

Mobile marketing spend by 2017: \$42 billion

Brands beginning to focus on the next 5B smartphones

Needs shifting to: Engagement, first-person data



Travel/Tourism



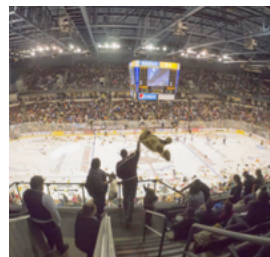
Automotive



Fashion



Health & Lifestyle



Events



Media



Telecom



Food

* Sources: Gartner, January 2015, numerous others

The team: Deep experience in brands & tech



Yael Swerdlow, CEO & co-founder
Nation-branding, public diplomacy, co-founder of the Women's Empowerment Foundation, photojournalist



Mack Reed, CTO & co-founder
UGC/content startups, social & engagement strategy, enterprise IT, mobile design & development, journalist



Eric Silverstein, CCO
Customer experience, digital brand services, business strategy, market analytics



Advisors

Liat Aaronson - Strategy (Zell Center for Entrepreneurship)
Maarten Albarda - Business Development (Coca-Cola, AB InBev)
Keith Boesky - Brand relations (Eidos, ICM, Boesky & Company)
Winston Ball - Financial (Well.org)
Emily Yukich - Legal (Fox Rothschild, LLP)

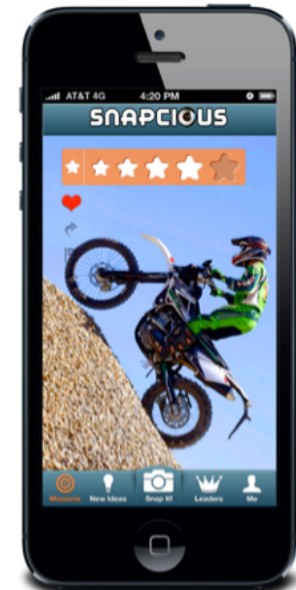


Need: 12 months' funding to grow & evolve

Use of funds:

Milestone	Method	Cost
Grow sales to \$1m/year	Deploy for 2-3 clients to solidify pricing; Expand sales across target verticals	500,000
Evolve platform for scalability	Build HTML5/CMS to speed on-boarding. Add video, data dashboard	500,000
Go global	Pre-localize platform for 8 principal languages for multinational clients	100,000
Operations	Legal, licenses, travel, loan repayment	100,000

Projections:



Q4*	2015	2016	2017	2018
Clients	9	65	220	1,000
Revenue	381K	4.7M	20.7M	91.0M
Gross Profit	175K	2.1M	9.9M	43.0M
EBITDA	(662K)	(957K)	6.4M	39.4M

Seed round: \$1,200,000

Snapcious' road map to IPO or M&A:

Delivered

18 Months

2018



In discussions



Proven Solution

150 licenses sold
\$13M gross sales

Global Standard

1000+ licenses sold
\$128M gross sales

Current round: \$1.2 million - JOIN US

PRODUCT:



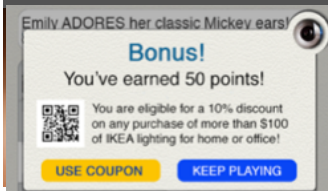
Rewards the Evolving Consumer, monetizes mobile for brands

MARKET FIT:



Engages on 10 networks with better ROI, 1st-person data & conversion

BUSINESS:



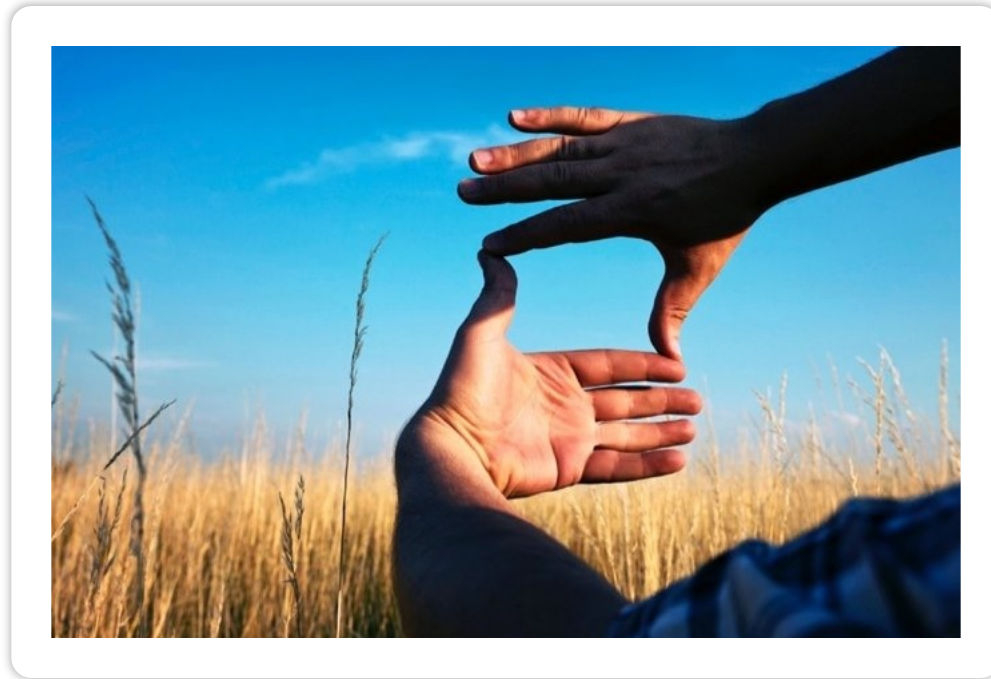
Three revenue streams, scaleable plan, long-term value of offering

TEAM:



Deep experience in brands & technology, strong strategy to scale and evolve

Contact:



Yael Swerdlow

Co-founder & CEO

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[LinkedIn](#) | [Twitter](#) | [Facebook](#)

Mack Reed

Co-founder & CTO

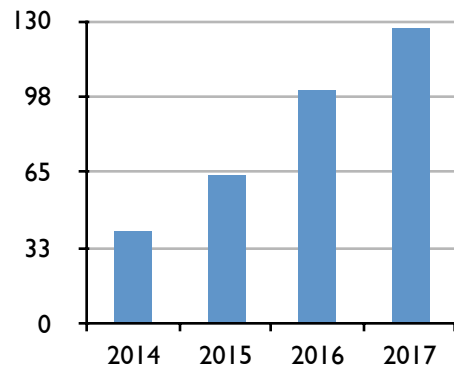
mack@Snapcious.com | 310.722.3392

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Appendix: A convergence of opportunity:

Mobile marketing is heating up, making organic reach more costly

Mobile ad spending (\$billions)
Source: e-Marketer, Dec. 2014



Mobile marketing will rise 217% to \$127B by 2017:

- Content marketing and social recommendations drive sales conversion better than traditional push marketing
- Commerce and consumers are swarming to mobile
- The next 1 billion smartphones will be sold in *mobile-only emerging markets*

Sources: Multiple studies, eMarketer 1/15, Time 1/14

○ - Organic page reach
■ - Facebook stock price 2014
Source: Social@Ogilvy, 2/14



Marketers must spend more for organic reach

- After proving value, big networks began monetizing sharing
- Instagram brand engagement up 416% since 2012
- *Image-driven* brand engagement up 10MM in 2014
- Instagram charging \$500k/mo; Snapchat \$750k/day

Sources: JSH&A Communications, 12/14; Social@Ogilvy 2/14