



SMART COMMUNITY TECHNOLOGIES EXEC. SUMMARY UPDATED INTRO AND EARLY LAUNCH PRICING INCENTIVES



What Is Smart Community?

Smart Community (SC) is a Mobile Technologies company, wholly owned by Steve Schroeder as a C-Corp. in the State of GA.

Understanding the Business Model

Smart Community Technologies is similar to a master chef inside an incredibly stocked kitchen. We don't need to invent ingredients like garlic salt, lemon pepper, or paprika. We can however, use these ingredients in new ways or with different recipes to make better meals.

The same is true with mobile/digital technologies. We have an amazing assortment of existing technologies which we refer to as ingredients. SC then mixes and matches these ingredients in creative and innovative ways, to come up with a completely new solution, or should we say a new recipe, that tastes far better than what has been presented in the past.

This type of business model gives SC a huge advantage. We already know everything works, we don't need to test the solutions or the strategies, the business model is already proven.

Smart Community re-engineers and re-invents existing solutions (many of which make billions of dollars per year), and makes them better. We then re-package these solutions with a better distribution model, which is designed to help those who need it most. Small business owners, local communities, non-profits, and special needs causes. These are groups which would normally have no way to afford this type of digital marketing power, but will now have access to world class solutions at extremely affordable pricing.

We are seeing the demise of small business (and even large brands such as Sears, Lowe's, Target, JC Penney, etc.), who can't compete with new online competition such as Amazon. If these larger brands are being threatened, how does small business compete? Consumers in Any Town, USA, can buy things cheaper with the click of a mouse, and have it delivered to their door without any shipping costs? We have the answer, please read on.

Shocking News: Smart Community is a new breed, we call ourselves a For Profit Non-Profit.

While small business and larger brands are being threatened, there is yet another problem in fundraising. I know this may sound silly as I write this document in August 2017, but our schools, churches, and communities are decades behind in technologies to raise money. I live in Cumming, GA., and I see people walking up and down busy intersections with buckets for donations to help kids. Really? Yes really. Isn't there a better way to use technology to help communities, raise money for schools or churches, and support small business at the same time? Is it possible that one solution could address all of these needs within one uniform strategy? We think the answer is Smart Community.

Quick Personal Story:

I have a 14-year-old severely autistic son who is non-verbal. We have never heard him say...'I love you mom and dad'. I also have a 30-year-old daughter with neurofibromatosis, a disease of tumors throughout her body. She is legally blind and deaf, has had numerous surgeries, and paralyzed on one side of her body. She is an amazing testimony to everyone she meets with a dedication to help others for as long as she is alive on this earth.

Many families face similar situations, and I think it's time we step up with a better solution. I think we can help communities, special needs, and small business at the same time. As a matter of fact, the strategy of doing all of these things within one solution, could very well be, the key differentiator, no wonder we have missed it.

SC has devised a strategy and solution which can help everyone involved. If Amazon Prime can make 8 Billion dollars per year in membership fees alone, do you think we can get 80 million people to join Smart Community for \$100.00 per year, to receive a lot more value, and help important needs at the same time?

I think we can.

One of SC's first goals is to build a world class Respite Center in the Cumming, GA. area (probably a little north near Browns Bridge Church (where I attend). We plan on expanding these types of missions to communities all over the U.S. This respite care center will give parents the opportunity to work, go out on a date, and rest assured their kids are receiving world class care. It's not only Respite Care for children, it's Respite Care for parents or single moms and dads.



We want to provide this service, (in an absolute world class facility), with professional care at no cost (to those who need it), and very little cost for those who can afford a small amount. We desire to be completely self-funded so we can make decisions which benefit communities and people rather than government entities. We are not opposed to help, but it needs to come without any strings attached. We want to help families spiritually, emotionally, and financially.

I think we can re-direct billions of dollars into local communities to help everyone involved. I think we can create solutions where everyone wins, and I think we can take back our communities by working together in ways which were impossible previous.

Smart Community believes technology can be our friend, it's **how** we use these technologies which will make the difference. We don't need to invent the ingredients, we just need to use the existing ingredients we have in a special way. We can create a recipe of success, where everyone wins. If everyone works together, we can create an environment where we all prosper, (to a greater degree), than fighting and arguing with one another, or competing against one another. We think it's a great plan, but we are biased 😊. Let's get back to business.

Back to Business – Common Sense Presuppositions

Our model is already proven, there is no need to guess if our solutions will work. If we create a better mousetrap, it's not a matter of *IF* the mousetrap works, it's already better than the one which already works. The only question is how big of a mouse will the better mousetrap catch, not if it will catch what the inferior model already catches.

We use ingredients (key technologies listed below), in ways which no other companies (even leading companies, such as Amazon, Starbucks, or eBay) have used in the ways we have designed them. In other words, we have a unique recipe. We combine our customized solutions inside of key verticals, such as customer loyalty, mobile payments, or personalized engagement, which have gone untapped for years. Consumers are screaming to be recognized and valued as individuals, not treated like a herd of cattle. Smart Community specializes in fixing these types of problems, and does so for small business, local communities, and non-profits alike, thus the name, Smart Community Technologies.

If the ingredients are not unique, is the code unique? If so, who owns the code?

Who owns the code?



Yes, the code is unique. In technology, you can take existing ingredients and mix and match them in unique ways which require a completely different code than other solutions. When we are finished with the build, the code is proprietary, and owned by either the client, or Smart Community. The rule of thumb is whomever pays, whomever owns the code.

What is Smart Communities first project?

- 1) We are creating an amazing customer loyalty app unlike any other customer loyalty solution in the marketplace.
- 2) We are focusing on communities and small business.
- 3) Consumers will join Smart Community for a small monthly fee, and then have access to great deals, different deals, real value, things which have not been offered previous as you will see when reading further. There are two memberships...
 - a. The merchant (pricing below) who joins to deliver value and drive new business on auto-pilot.
 - b. The customer who joins Smart Community to access all of the community benefits from every merchant.
- 4) SC merchants will feature special offers, digital packages, digital coupons, drawings to prizes (paid by Smart Community, and designed by SC with the merchant's approval).
- 5) These packages and offers will be expertly crafted to protect price points, and feature value added benefits from larger brands at no cost to the small merchant. Smart Community pays for these prizes, experiences, and value added benefit so there is no cost to our small business clients to include them as a strategy to protect price points with value.
- 6) We gamify entries to win these prizes with drawings in app, and create a custom currency with these entries so consumers can win them based on a variety of behaviors. Whether this be spending, dwell times, check-ins, social shares, or deposits, we have the ability to change and alter behavior and reward consumers accordingly. We have seen people do far more, for much less, with mobile games (such as Pokemon Go).
- 7) This one strategy alone is a difference maker. It allows our small business clients to provide value inside of purchases or deposits that do not cost the business owner any additional money. There has never been a solution which provided this type of support, or ingenuity, inside of digital offers in app. This will help our small business clients grow their business virally while reaping greater profits at the same time.
- 8) The program is simple to use for both merchants and consumers. There are no dashboards, no back offices, merchants don't need to log in anywhere, they don't need to create offers, incentives, or think about marketing and advertising. Everything is handled for them with full service by SC. This is another key advantage to Smart

Community; small business owners are busy with their business and don't have the time to learn about new technologies or train employees which are here today and gone tomorrow.

- 9) We want our small business owners to relax, and not think about technology, dashboards, usernames, passwords, promotions, coupons, etc. We will create offers and marketing help and then ask for approval before launching. We are the experts, so we use our expertise to craft amazing offers with value, so our owners can focus on the day to day requirements of running a successful business.
- 10) We will drive customers to their door, there is no need for traditional marketing or advertising expense, it's all included with SC. Smart Community will handle everything. There might be a minor transition, but within 3-6 months, business owners can stop all forms of traditional advertising.
- 11) Consumers will show up with special offers on their mobile device, with everything tracked in app. Merchants will ring up customers on any existing POS, or any cash register, POS systems are not required.
- 12) Merchants will retain up to 100% of additional revenue, such as pre-paid revenue, package revenue, special offer revenue etc. Smart Community receives revenue from the membership fees and entries.
- 13) Consumers can place a 'master deposit' into the Smart Community app, and then allocate any amount (of that initial deposit), to any merchant's pre-paid balance. Once the deposit is placed inside a particular merchant, then it can only be spent at that merchant. This protects our merchants who work together while giving each merchant better control and incentives than Starbucks. There will be plenty of ways to differentiate value.
- 14) Smart Community features a tiered benefit incentive. The more money deposited by the consumer, the greater their instant reward. Since each consumer can place a larger deposit for incentives, this will help our merchants control more money, increase visitation, and grow their average ticket without advertising costs. No other customer loyalty solution has devised anything like this type of strategy.
- 15) Customers don't need to wait to spend \$62.50 (to get a free cup of coffee like Starbucks). They earn amazing chances to win and other 'instant gratification' benefits, immediately upon deposit.



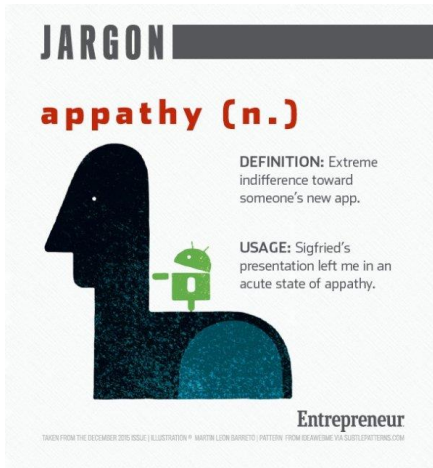
- 16) Based on the amount deposited, customers will be offered a number of incentives, such as...
 - a. Cash Back Rewards (to be used in a special auction engine).
 - b. Entries to win prizes supplied and paid for by Smart Community. Prizes such as new cars, new houses, vacations, sporting events, once in a lifetime experiences, etc.
 - c. Smaller items such as free bowling, golf, food, tickets, etc.
 - d. Donations to local community needs.
 - e. Drawings or instant ways to win in app with spins of the wheel, draws from a digital deck of cards, monopoly codes, etc. Games will be placed in app and auto-deposited to the customer's account.

- f. Rewards can be spent in a special Smart Community auction (similar to eBay), to help non-profits raise money and create a custom digital auction. Communities can use the power of an eBay type of auction, but have the benefits and monies dedicated by code to their specific school, church, or non-profit.
- g. This is like a custom community eBay. Think of a virtual 24-7 digital garage sale, where non-profits can place any item and have people bid on these items digitally. Most of us are familiar with silent auctions, this type of solution is very similar but opens up everyone in the community to bid on any item, just like eBay, but with all funds going to non-profits and communities. SC does not take any of the money for these purchases since people need to become members of SC to participate.
- h. No other solution gives consumers so much value and fun for simple deposits. In today's environment, customers are only rewarded for spending money, not for depositing money. The reward is often very small for the money spent.



- i. In addition, merchants (such as Starbucks), fund the benefits of such spending. With Smart Community, we fund the benefits, and gamify deposits, without any cost to small business merchants.
 - j. We are experts in crafting win/win strategies, so we handle everything on behalf of our small business clients. Since we have a strong cause marketing message, we are able to secure additional prizes and support from larger brands who want to piggy back with us. We then leverage larger companies to help small business, and work together in a ways which have never been possible in the past.
- 17) 40% of all membership fees, and 40% of any paid entry, will be used to fund local community needs and/or special needs causes such as Autism, Cancer, or Children's Hospitals. We also use entries (and rewards), to support local schools and churches, little leagues, or other non-profit's needing help.
 - 18) The emphasis of Smart Community is to give back. Smart Community creates a bond between our merchants and the community, without merchants having to spend a dime. Many small business owners feel the pressure to fund every need that presents itself on a daily basis, but can't say yes to everyone. They often feel guilty for saying no, but they are left without a choice. They simply can't fund everything. Smart Community takes this burden off of the small business owners shoulders, but redirects the good will from large donations back to the merchant, without any cost to merchants. There might me many small business owners who love this one feature of SC more than any other described in this document.
 - 19) Non-profits will be able to promote the download of the app, (and thus virally promote our merchants), to their membership base, or people in the community, and protect any donations with a special code. We will feature full 100% accountability and transparency. This will give local schools and churches the ability to raise significant funds on auto-pilot.
 - 20) Gamification is another key strategy with Smart Community. Not only will customers have fun playing social games, checking in with friends, and going on Geo Social scavenger hunts, they will win real value for doing so. Customers will earn chances for scholarships and major prizes such as new cars or homes, as well as smaller prizes instantly loaded to their mobile device.

What about APPathy?



Smart Community specializes in creating custom apps, or improving existing apps. We do both. The clear majority of all mobile apps today suffer from what we call APPathy.

APPathy means consumers may download the app, but there is no staying power. Maybe the app is nothing more than a website on a phone, or lacks the innovation necessary for today's consumers to stay engaged. There are many reasons why companies waste millions of dollars with inadequate strategies, poor execution, or bad ideas.

Smart Community Technologies specializes in stopping APPathy with real value and personal engagement. This is important for small business owners, who may feel the need to create a bigger message but don't know how to accomplish the staying power. Smart Community is the answer.

What else does Smart Community offer?

SC can either be a consulting firm for existing builds, or handle any complete build from scratch. We don't need to have build specs presented, we can do that for our clients. Individuals or companies can come to Smart Community with an idea, and we can take it from there. Our current build (described above), is an example of our innovative prowess.

Smart Community can fix any solution, or we can create our own solution like the one described above. Obviously, brownies made from scratch are better than brownies which need fixing, but you get the idea. Smart Community uses unique recipes (which nobody else has access too), because they are ours.

As mentioned previous, the ingredients are not unique, but the solution is unique. We can't patent Broccoli Casserole, but we can make it better than anyone else. Nobody can copy what we do, we are master chef's in an untapped mobile technologies kitchen. This kitchen has been left empty for years, and is just waiting for a world class chef to come in and create ROI meals.

Are other chef's welcome? Sure, they are welcome, they have been for years. Very few have stepped up, and stepped in, and our communities have waited long enough. Smart Community is ready to fire up the oven.

What kind of ingredients are in the kitchen? Cool ones! Even when you touch them while they are hot!



Here is just a sample of a few existing ingredients we mix and match to create remarkable meals of ROI and community support. Many people don't understand these ingredients, which means they can't cook with them properly. Others might understand them, but they don't have the skills to mix them properly. Still others might have the skills, but they don't have the innovative mindset to describe why or how to combine them in the first place. They simply don't think creatively enough to come up with a reason or a recipe to mix them properly.

Others have agenda's, or happen to be near retirement, and don't want to rock the boat. The timing is perfect for Smart Community to take the lead in innovation, and open these solutions to those who have been blocked in the past.

Here is a sample list of a few ingredients.



- 1) Augmented Reality with the first ever real-life gamification (not just level 5 to level 6 silly benefits).
- 2) Artificial Intelligence. Our team actually works with Alexa but we are fully versed in AI.
- 3) GEO-Location. We are experts in crafting GEO location with customer loyalty and personalization.
- 4) GEO-Fencing, we feature some really cool gamification and messaging with a very powerful GEO fence software all handled for our small business merchants. They don't need to understand this ingredient.
- 5) Virtual Reality, another big up and comer in customer loyalty and fundraising, but not being used properly.

- 6) Customer Loyalty without confusing points or miles. What's on your phone?
- 7) Mobile Payments without terminals, and without the need to put a credit card in the app.
- 8) Digital Coupons, Digital Packages, Digital offers, and auto loads into merchant accounts even when the business is closed. We found out small business owners like to get paid when they are sleeping 😴.
- 9) Push message libraries with segmented communication for more effective personal and relevant communication, with more timely response. Email has less than 5% response rate in 18-24 hours. Push Messaging has over 90% response rate in less than a few minutes. Why use email? We provide unlimited messaging free of charge to every SC merchant, and we do so in targeted fashion.
- 10) 2-way communication in app like a two-way push notice only better.
- 11) Digital Drawing Engines for life changing prizes and experiences at no cost to small business partners.
- 12) Auction Engines which serve as 24-7 garage sale type of solutions to raise money for any community.
- 13) Entries as a currency, which auto load based on behavior, spending, social shares, dwell times, etc.
- 14) Pre-paid rewards rather than spending rewards. Consumers are tired of waiting days, weeks, or months before earning some type of minor benefit disguised as a point, mile, or star to avoid embarrassment.
- 15) Life changing experiences like Make-a-Wish experiences, due to the cause marketing message of SC.
- 16) Predictive Analytics provided for all of our small merchant clients at no additional charge.
- 17) Behavioral Analytics automatically keeps messaging relevant and personal. Merchants own 100% of their data, we would have it no other way.
- 18) Personalization strategies with Smart Watches and other solutions to level the playing field for small business against large competitors or online threats like Amazon.
- 19) Smart Clothing which actually communicates with customers and rewards them for wearing certain items.
- 20) Geo Social Scavenger Hunts, a proprietary Smart Community concept which is really fun and rewarding.
- 21) Gamification of all sorts with real value that auto populates benefits to the consumers mobile device.
- 22) Customer Engagement strategies to avoid APPathy and provide ongoing relevant value.
- 23) Sponsorship expertise to teach small business owners how to leverage brand selection and keep the money from brands which benefit as a result.
- 24) Multiple membership options within a master membership to Smart Community. This strategy allows small business to protect price points and avoid discounting. Discounting is a trillion- dollar problem (for retail), and SC has solved this problem with innovative ways to deliver value, rather than the need to lower prices.
- 25) Are there more? Yes, but I think that's enough, let's move on to pricing.



What about early bird pricing incentives?

Let's give you an idea of our pricing and special introductory packages for early adopters.

- 1) \$995 lifetime payment or \$95.00 per month for one year. No more payments for life. An ideal solution for small business owners who pay much more for far less with other solutions.
- 2) Merchants who wait until *after* the app is built, will pay these fees every year. Even when these fees are paid yearly, it's a tremendous benefit.
- 3) All upgrades are included free of charge. Early adopters will be locked in for life with no future payments.
- 4) Special profit pool for first 250 only. These options are available to any one entity for single purchase, so they will disappear quickly. In other words, if someone decides to purchase all 250, they can do so.
- 5) 10% of all profits (after expenses) will be allocated to a special profit pool to be distributed each month.
- 6) This amount will be divided equally into equal amounts for each of the founding 250. Whether this be one entity or multiple entities.

- 7) If a merchant has 6 locations, then they can take 6 positions and receive the payment 6 times in equal amounts.
- 8) Should an investor desire to take all 250, then that option is open as well.
- 9) There will not be any stock issued for these positions, this is a profit share pool only and a way of thanking early adopters or investors in helping Smart Community complete their launch as quickly as possible.
- 10) The payments do not start when there are 250 positions filled, they start immediately upon profitability. Using an example with 10 entities signed up with Smart Community earning a profit. 10% of the profits will be allocated and paid out that month to 10 entities rather than 250, since there are only 10 available. Whomever is signed up at that time, will receive monthly payments divided equally whenever a profit is realized.

2nd Option

- 1) \$2500.00 one-time payment for first 100 partners. No more payments for life (like above).
- 2) 2500 shares of Smart Community stock included. Initial filing of \$1.00 per share valuation.
- 3) 10% of all membership fees (before expenses). Before expenses is a big benefit. Membership fees are taken off the top line for a larger gross payout.
- 4) Payouts will start immediately and are not determined by profitability. As soon as one member is received, then payouts will start to whomever is signed up under this agreement at the time.
- 5) This position is also open to any investor who desires to take all the positions or any number of positions. It will be a first come first serve benefit for early adopters.
- 6) This fee also includes the ability to gift an account to any business. In other words, the person holding this position can either use their business inside the Smart Community app, or choose any business of their desire (should they not own a business personally)
- 7) Using 1 million members as an example paying \$10.00 per month. This amount equals 10 million per month, with 10% of gross membership fees taken off the top.
- 8) This leaves 1 million per month to be divided by the founding 100 members each month.
- 9) Our goal is to reach 2 million members in Florida upon initial launch.
- 10) There is so much value, gamification and good will, we think consumers will fall in love with the membership option similar to Amazon Prime. We think the sky is the limit, so early adopters will be rewarded.
- 11) There are no expenses taken off the top as with the less expensive option, this is gross membership revenue retained by Smart Community. This does not count amounts allocated to non-profits. This is the gross amount retained by Smart Community but prior to all other expenses.
- 12) This option will be stopped as soon as 100 positions are filled. coming to (and retained) by Smart Community.
- 13) When each of these options are filled, the prices will go up and there will be no more revenue sharing or stock benefits issued.

Thank you for reading

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