



Business Profile

Smart Community is an innovative mobile loyalty and payments app designed to level the playing field for small business owners. We provide world class customer loyalty, creative gamification, and unique surprise and delight, to connect and engage customers to local businesses unlike any other solution previous.

We have devised a unique business plan which funds local community needs, (such as schools and churches), while also funding National causes such as Autism, Cancer, and Children's Hospitals around the U.S., all at no cost to our small business partners.

How it works

We combine the best of Starbucks and Amazon Prime, (along with other proprietary strategies), to create a Master Membership into Smart Community. Consumers pay a small fee, (such as \$9.95 per mo. Or \$95 per year), to access \$1000s of dollars in special offers, digital coupons, digital packages, and entries to win life changing experiences with drawings in app.

Each **business member** has exclusive control of pre-paid balances, custom coupons and packages, rewards, push notice communication, 100% ownership of their data, and a Digital Drawing Engine for customers to place their entries. Life changing prizes (such as new homes, new autos, scholarships, and sporting experiences), are either donated by sponsors, or paid for by Smart Community. These prizes and experiences are then added to each business owners DDE (section of their app), so customers can place their entries and determine their chances of winning.

50% of all membership fees, and 50% of all entry purchases are allocated for community needs or special needs causes. The other 50%, is allocated for prizes and expenses. This gives our small business partners a custom currency (in the form of entries), as a special benefit to protect price points, encourage purchases, and provide opportunities to win. Our small business owners do not pay for these amazing prizes, they are provided by Smart Community and sponsors.

Smart Community is Unique

SC is unlike any other 'competitor' in the customer loyalty space. Rather than rewarding customers for spending money, (such as Starbucks, Chick-fil-A, Dunkin, etc.), SC rewards customers for depositing money, and does so immediately. In addition, SC has developed a tiered deposit incentive, (consisting of 5 major benefits), for depositing money. Consumers can choose a larger initial deposit (to earn higher rewards), but then allocate (or divide the deposit) into to any number of merchant accounts, no matter what that amount might be. No other solution offers such robust benefits, and life changing experiences, for simply depositing money inside an app. Less than 1% of all other solutions offer **any** benefit for depositing money. The handful which do, offer just one benefit, not 5 as listed below.

Mobile Payments and Customer Engagement Advantages

- 1) Customers can 'double dip' with credit card rewards PLUS in app rewards, without additional spending.
- 2) Redeem Now feature direct from phone offers the first mobile payment option without the need for terminals.
- 3) Rather than waiting days, weeks, or months for a spending reward, consumers are rewarded immediately.
- 4) Pre-paid allocations from the master deposit are retained 100% by each business, no competition from others.
- 5) Geo-Social benefits auto reward customers for social sharing and visiting multiple businesses.

- 6) Rewards can also be issued based on how much is spent at merchants, giving merchants another advantage by delivering value rather than lowering prices.

5 Major Benefits

Smart Community offers 5 major benefits when adding money to the app, and then spending from the app.

- 1) Donations
- 2) Items
- 3) Entries
- 4) Rewards
- 5) Surprise and Delight gamification with instant chances to win.

Imagine if **how** we paid for items gave us the opportunity to

- 1) Win a new 2017 Mustang (or similar type of vehicle, with all taxes and maintenance paid).
- 2) Win a new home for our family.
- 3) Give our kids a chance to get a full (all expenses paid) scholarship.
- 4) Generate donations to our favorite schools or churches.
- 5) Deposit free entertainment for our kids and family directly into our mobile account.
- 6) Earn Cash Back Rewards (no points or miles, easy to understand) to spend at participating merchants.
- 7) Surprise benefits which reward us in ways which keep us intrigued and engaged.
- 8) Receive personal communication and offers based on our specific likes or dislikes.
- 9) Receive concierge type of treatment with exclusive member benefits from places we visit.

What about Apple?

Apple, Google, and Samsung are well respected, well-funded companies competing in the 500 billion mobile payments space. What might you think we receive for using Apple pay? The answer is nothing. As mobile payments gather more momentum, and companies position themselves to be industry leaders, Smart Community stands head and shoulders above our brightest minds and biggest technology firms.

Pricing

Merchants pay a very low fee to Smart Community. \$995.00 lifetime payment, or \$95.00 per mo. for one year. Other customer loyalty solutions charge much more for far less. These fees are lifetime payments, merchants will never need to pay again, and they are affordable for all. This shows SC's commitment to small business owners, who need an effective, affordable solution to compete with big brands and online competitors like Amazon.

Closing Summary

There are so many advantages to Smart Community, we can't list them all in this short introduction. We are constantly innovating, all lifetime fees include every upgrade, no other fees from merchants for life. Our next version combines the most amazing Geo Location, Geo Fencing, Augmented Reality, Artificial Intelligence adventure known to man. We will feature the first ever real value game (similar to Pokemon Go), in the history of retail as we continue to innovate.

Thank you for reading

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