Driving SME Growth — Canada's AI-first Marketplace.

SMBC
AI-POWERED BUSINESS GROWTH

ELDRIDGE WEALTH

At Eldridge Wealth, we proudly partner with bold Canadian entrepreneurs who are building companies that fuel our economy, secure our independence, and showcase our entrepreneurial spirit.

By unlocking growth, attracting long-term investors, and delivering lasting shareholder value, we ensure Canadian businesses thrive — at home and on the world stage, today and for generations to come.

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GARY ELDRIDGE
Chief Executive Officer

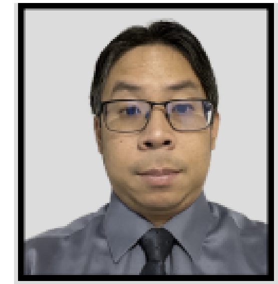
As President of Eldridge Wealth, Gary has extensive expertise in capital markets, mergers and acquisitions, and facilitating start-up funding. With a career spanning over three decades, he has established public and private companies across various sectors including acting as: Co-Managing Director of Granville Properties overseeing more than 1500 real estate transactions in Vancouver, Seattle, Phoenix, Dallas and Atlanta. President Kidd Bros International Produce, Western Canada's oldest food processor founded in 1884. With a particular focus on sales and marketing He has been instrumental in building many successful organizations.

STEVEN ARSENAULT
Chief Operating Officer

With nearly 40 years in tech, Steven has built and led platforms across telecom, automotive, ecommerce, and AI, always bridging technology with operations and customer experience. As a multi-time, co-founder and strategist, his innovations have driven over $14 billion in acquisitions and earned recognition from Fortune 500 clients like AT&T and Stellantis, which selected Steven's autotech platform over far larger competitors. He brings the same creative drive and disruptive spirit to every project. His expertise lies in bridging the gap between technology, operations, and customer experience.

LYNN PEARCE
VP: Corporate Communications

With over 20 years at the forefront of iGaming, Retail and Entertainment, Lynn is a B2B2C commercially focused, data-driven marketing and strategic branding operations leader with extensive senior management experience across global markets. She has successfully launched 40+ casinos, live casinos, esports, and sports betting brands into the USA, Canada, UK, Europe, India, Brazil, and Latin America, driving growth through sharp strategy and player engagement. Lynn is currently leading an **AI-powered, AR/VR immersive** environment that redefines acquisition, loyalty, gamification and retention for the next generation of users that deliver measurable ROI.



SEBASTIAN TANG
Chief Financial Officer

Sebastian Tang a CPA and a CAIA charter holder. Before starting his own firm, Sebastian worked in public practice for 7 years, including two years at Ernst & Young, and 8 years in private practice with Hunter Dickinson Inc. Sebastian has significant experience in the financial management and planning of publicly listed issuers, having held executive positions in other public and private ventures. He is currently the CFO of Quartz Mountain Resources, CAT Strategic Metals.

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DRIVING BUSINESS GROWTH

CANADA'S AI-POWERED MARKETPLACE STARTS HERE

NOW IS THE TIME TO BUILD A POWERFUL AI-DRIVEN CANADIAN MARKETPLACE – BY CANADIANS, FOR CANADIANS.

SMBC isn't just another platform. It's your launchpad to dominate AI-generated search and scale faster than ever.

That's why SMBC is redefining what a business marketplace can be. Our platform uses AI to amplify your story, boost your business and connect you with the right tools to grow.

Join us today and lead the next wave of Canadian business growth.

DRIVING BUSINESS GROWTH – CANADA'S AI-DRIVEN MARKETPLACE

VISION:

To make Canadian business strong, independent, and globally competitive.

MISSION STATEMENT:

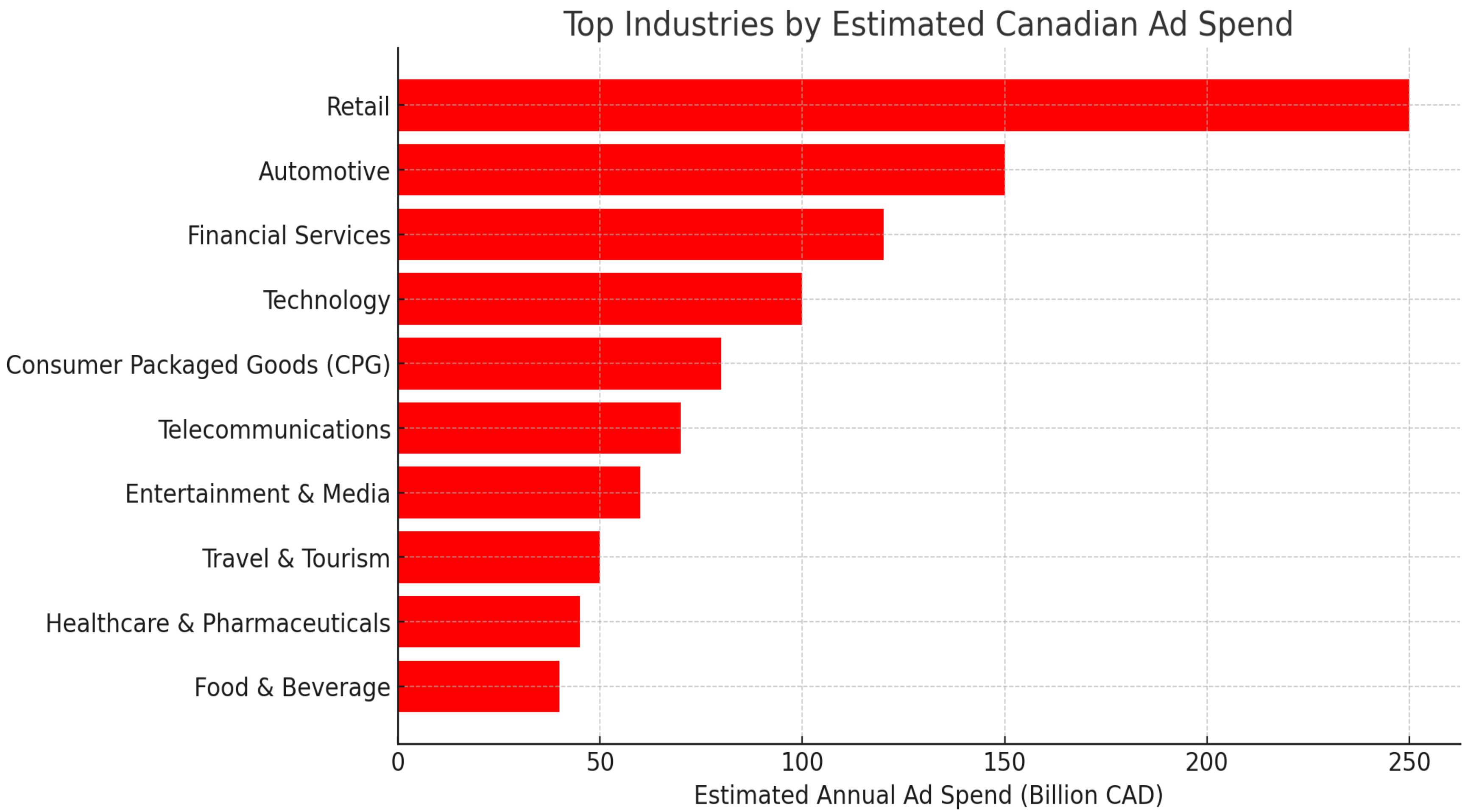
To empower **Canadian SMEs** with an affordable access to networking, sales, marketing and other services which massively improve your digital footprint locally and globally through a scalable **AI-powered SaaS + marketplace platform.**

NOW IS THE TIME TO BUILD CANADA'S AI-POWERED MARKETPLACE

- **There are 1.22M SMEs in Canada** (99.8% of all businesses)
- **Over 10+M Canadians employed by SMEs** (2/3 of private workforce)
- Providing approximately **40% of GDP** driven by SMEs

When Canada's small and medium businesses grow, Canada grows.

Join the movement today.


Top Industries by Estimated Canadian Ad Spend
Retail
Automotive
Financial Services
Technology
Consumer Packaged Goods (CPG)
Telecommunications
Entertainment & Media
Travel & Tourism
Healthcare & Pharmaceuticals
Food & Beverage
0
50
100
150
200
250
Estimated Annual Ad Spend (Billion CAD)

RETAIL POWERS CANADA'S AD ECONOMY — AND SO DO YOU.

With **$250B+ in spend**, retail (including home improvement, real estate, and DIY) dominates the landscape. **SMBC** gives businesses the AI-powered edge.

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AUTOMOTIVE REMAINS A HEAVYWEIGHT — READY TO ACCELERATE.

From car dealerships to service providers, the **$150B+ auto industry** is fuelled by trust, visibility, and local brand affinity with SMBC’s AI-driven marketplace.

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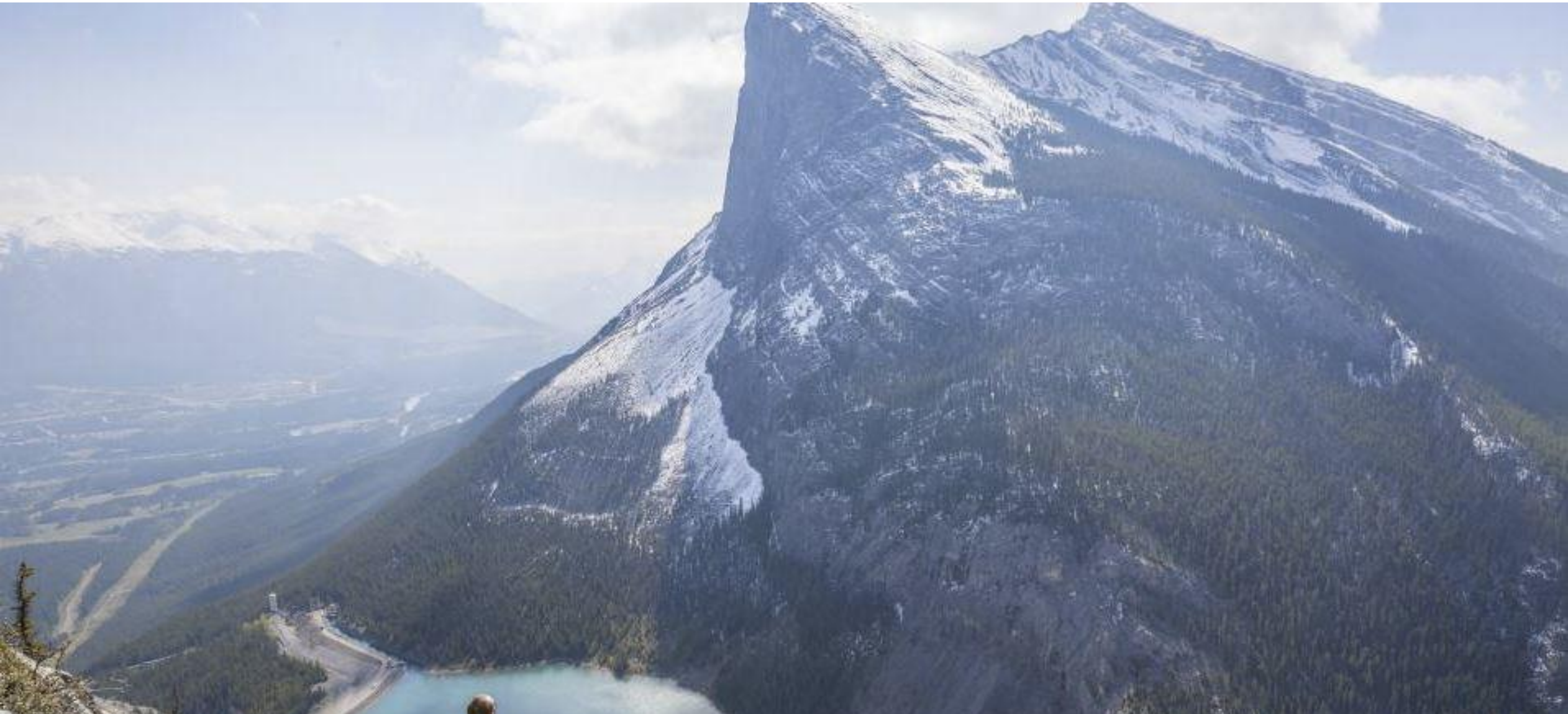
TRAVEL IS BACK — AND NOW IT'S AI-DRIVEN.

With **$50B+** in annual spend, Canada's tourism and hospitality sectors are thriving. **SMBC** helps travel brands capture that momentum with AI-driven tools.



THE PROBLEM

The Hidden Struggle of Canadian SMEs

- **Trade war & tariffs**: Canada's reliance on foreign markets exposed.
- **Digital shift**: AI + social feeds are replacing Google search.
  SMEs feel invisible and really don't know what to do to grow.
- **Weak tools**: Current competitors charge high fees for minimal value, due to outdated technology.

Result: Canadian SMEs struggle to be discovered, get customers, make sales, or scale globally.

THE SOLUTION

Introducing SMBC: Hybrid SaaS + AI-Powered Marketplace Model

- **FREE basic membership** → attract consumers and scale fast
- **Premium subscription** ($49/month) → networking, AI business community matchmaking.
- **Marketplace** (10–15% fee) → affordable services (law, accounting, marketing, IT).
- **Collaboration + e-commerce → Canadian businesses win together.**

Free to join. Premium when ready. Growth from day one.

HOW IT WORKS:

- Businesses join SBIC with a simple profile.
- AI scans and optimizes visibility across search & social.
- Customers + partners discover Canadian SMEs faster.
- Businesses get leads, referrals, and e-commerce sales.
- Growth is tracked and continuously improved.

WHY NOW?

SMBC: AI-Powering the Future of Canadian Business

- Tariffs & trade wars → "Make Canada First" rallying cry
- Digital discovery has changed: **AI** is how consumers and buyers now search.
- 68% of SMEs globally already using AI; 82% believe it's critical.
- Post-COVID SME recovery supported by **$100B+** in Canadian programs.

SMBC offers Canada's SMEs a powerful AI-driven solution to thrive, scale, and compete globally.

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MARKET OPPORTUNITY

- **TAM (All SMEs):**
  1.22M in Canada | 30M+ in North America | $100B+ annual SME spend

- **SAM (Top 5 sectors):**
  500K SMEs with outsourcing demand | ~$20B market value

- **SOM (Auto Beachhead):**
  50K Auto SMEs | 5K in 3 years | $25–30M ARR potential

Start with Auto → then expand across other SME sectors → scale

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COMPETITIVE ADVANTAGE

Why SMBC Wins:

- Canada-first, Hybrid **freemium** model.
- Built and powered for the **AI search era,** not yesterday's Google**.**
- Dynamic **growth engine**: discovery, collaboration, resilience.
- **Services + marketplace** fully integrated into the AI-powered platform.

AUTOMOTIVE FLAGSHIP (Beachhead Strategy)

Why Automotive First?

- We are the **Angie's List** of direct entry into Canada's auto industry.
- Auto = Top 3 ad-spending sector in Canada.
- SMEs dominate dealerships, repairs, aftermarket, logistics.
- High outsourcing needs: marketing, insurance, payroll, IT.

Go-to-Market Plan:

- **Launch SMBC Auto Marketplace** → Canada's first dedicated auto SME hub.
- Capture SMEs & providers with curated services.
- Prove traction → replicate across Retail, Home Improvement and Travel.

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TRACTION AND MILESTONES:

Website live: smallbusinessinCanada.com
Early partnerships: HR, accounting, IT services, marketing services.

Next 12 months:

- **50K free** members
- **20% conversion** to paid
- **$1M** ARR milestone
- **Next website live**: smallbusinessinUSA.com

5 KEY KPIs – Year 1:

• Free sign-ups acquired	=	Target:	**50K**
• Conversion to paid	=	Target:	**20%**
• Monthly recurring revenue	=	Target:	**$500K** by Year 2
• Gross Services Volume through marketplace	=	Target:	**$1.5M**
• Customer satisfaction	=	Target:	**NPS > 50**

GO-TO-MARKET:

- **Email:** “Free membership + premium tools” campaigns to SME lists.
- **LinkedIn Ads:** Target SME owners, successors, and startup founders.
- **PR:** “SMBC launches Canada’s #1 SME Growth Hub” – tied to trade/tariffs narrative.
- **Chambers & Associations:** Partner for regional rollouts.

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ROADMAP TO EXPANSION:

- **Phase 1:** Canada-first → unite SMEs & prove traction.
- **Phase 2:** Expand to USA and Europe.
- **Phase 3:** Launch vertical marketplaces (services, trades, retail).
- **Future:** Global rollout → position SBIC as the world's first AI-powered SME growth engine.

We are the Angie's List of ALL verticals within our AI-powered marketplace.

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INVESTMENT ASK:

Raising **$500,000 pre-seed** to:

- **Expand** AI tech + marketplace features.
- **Acquire** first 10,000 SME customers.
- **Build** product-market fit in Auto, Home Improvement and Travel.

Use of funds: Tech (40%) | Marketing & Sales (40%) | Ops (20%).
Projected ARR: $2.4M by Year 2.

USE OF PROCEEDS:

SMBC's growth strategy is funded through a two-phase capital plan designed to sequentially unlock revenue, scale operations, and establish market presence.

Tranche 1 – $500,000 (2025) This initial financing enables revenue generation from existing inventory and lays the foundation for scaled production.

Management	$50,000
Marketing	$150,000
Sales	$50,000
Legal and Accounting	$50,000
Operations	$150,000
Contingencies	$50,000

CAP TABLE

Tranche 2 - $1,500,000 (2026):

Management	13,200,000
Other Investors	8,880,000
Total Shares – Issued	**22,000,000**

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