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Teleboard Keyboard App - Turning everyday users into power users

July 2016
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Agenda

- Vision, Problems & Solutions
- Product Demo, Market & Target Customers
- Competitors, Go To Market Strategy & Road Map
- Financial Budget & Assumptions
- Revenue Streams
- Teleboard Team
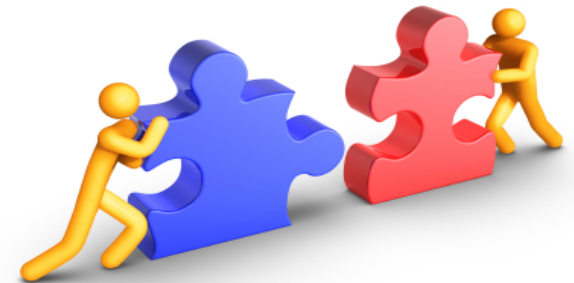- Investment

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Vision

Little to no innovation since the QWERTY keyboard was invented.

"The QWERTY Effect" – No Change

Keyboard is central to every user's mobile activity.

Teleboard integrates utility functions, allowing the keyboard to act as a platform of services

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Problems - Mobile Device

Difficulty for consumers to make decisions on where to meet

Multiple applications to accomplish one goal.

Buried functionality

Difficulty controlling the cursor

Bad user experience

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Solutions – Teleboard Keyboard App

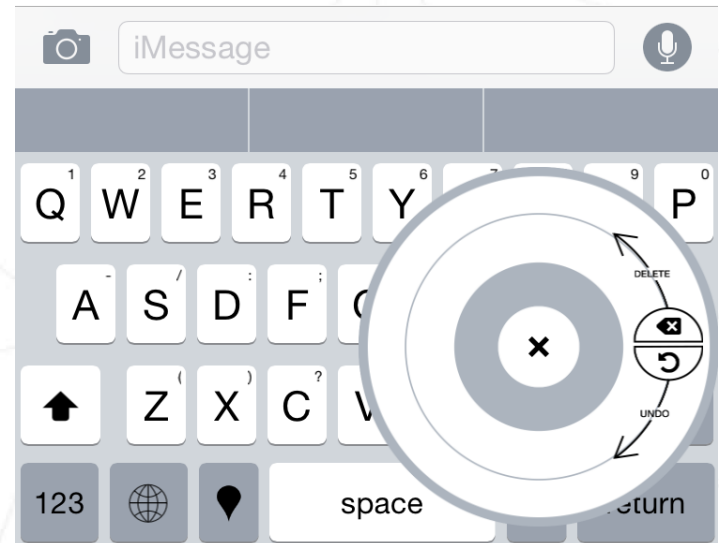Custom key allows users to make decisions together on a shared map

Find the middle point between you and your friends

Discover new places to meet

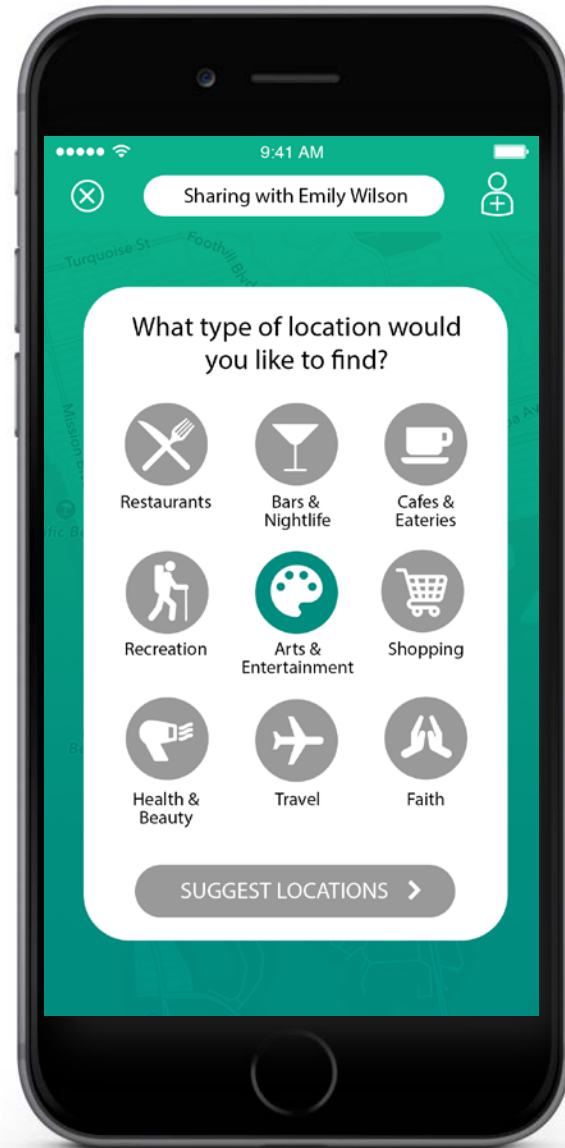Spin motion cursor, delete and undo text

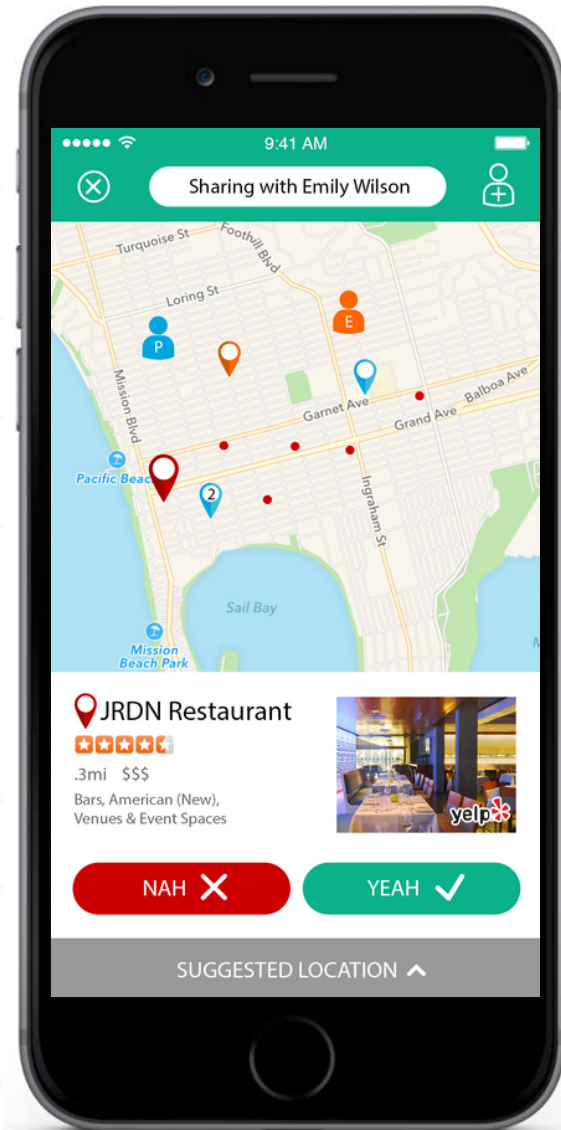Sub keys and shortcuts

Customize your keyboard

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Location Services – Meet Up

- Invite your friends

- Share categories with your friends
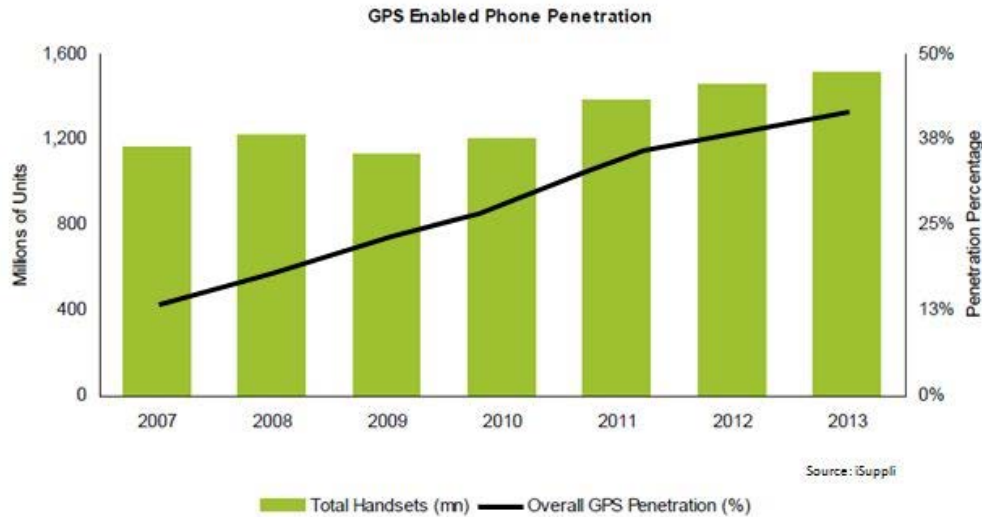
- Find new places to meet

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Location Services – Meet Up

- View suggested Meet Up points

- Calculate the middle point

- Multi friend support

- Detailed location card and activity history

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Teleboard Target Market

GPS Enabled Phone Penetration

Source: iSuppli

Total Handsets (mn) — Overall GPS Penetration (%)
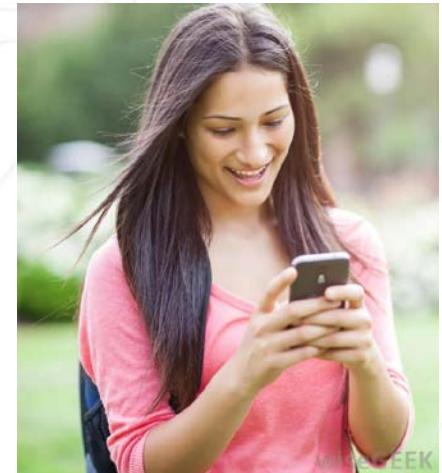
Average of 4000 texts per month and growing

1.75 Billion smartphones globally with a upward trend of GPS enabled devices

Location Based Services/Advertising has a combined $46B + market

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Target Customers

Socially active users

Millennial smart phone users on the go

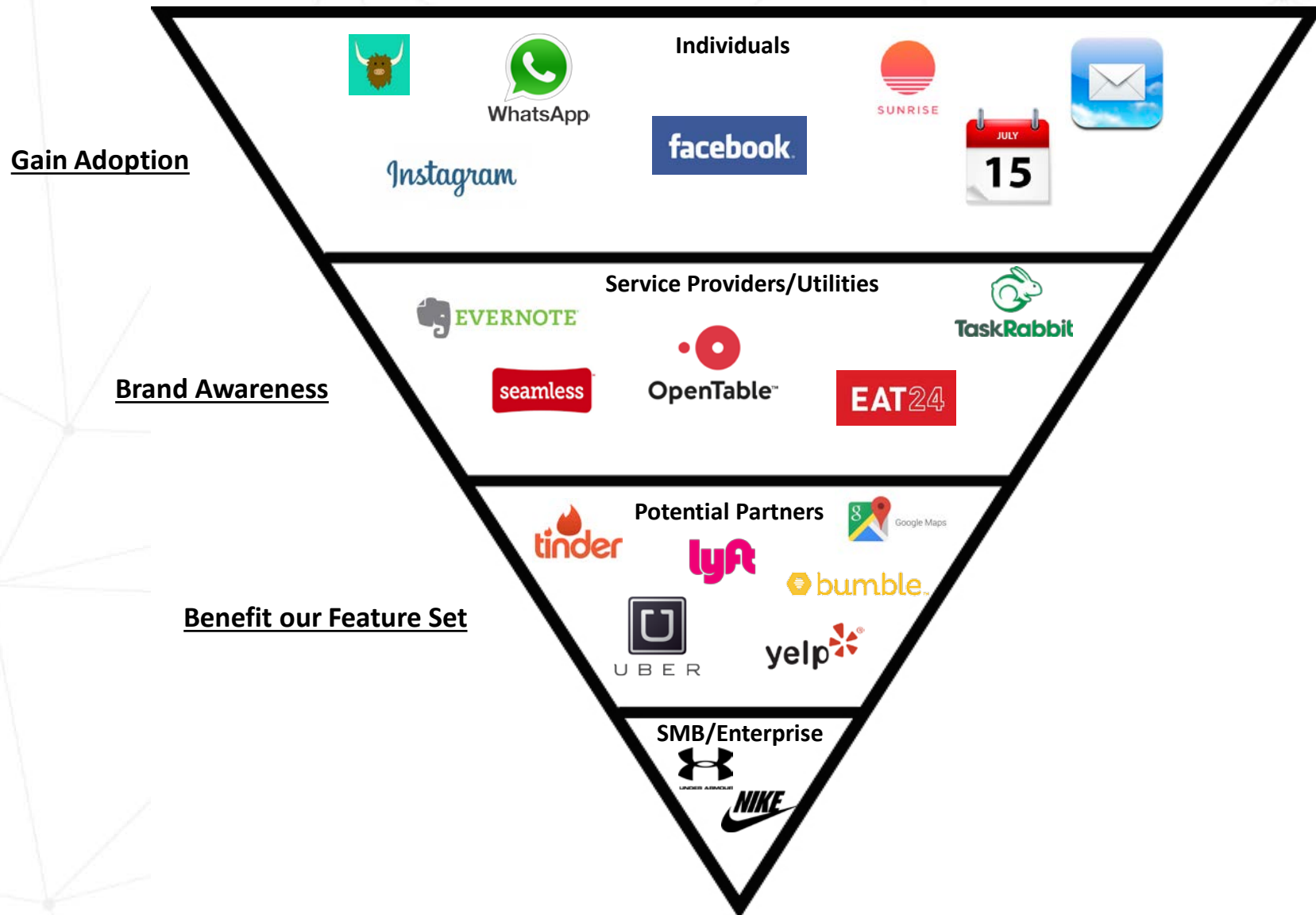Consumers who use service based applications

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Go To Market Strategy

Gain Adoption

Individuals

Brand Awareness

Service Providers/Utilities

Benefit our Feature Set

Potential Partners

SMB/Enterprise

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Product Road Map

Version 1
- iOS Support
- Edit Mode
- Themes
- Auto Correct

- COMPLETED
- Not Released

Meet Up 2016
- Release September 2016
- Location Mapping
- Meet Up: Multi User
- Discovery: Points of Interest

Milestone 1 2017
- Release May 2017
- Calendar Integration (meet later)
- SMB Advertising & Analytics
- Enhanced Suggestion Engine

Milestone 2 2018
- Android Support
- Chrome Support
- Hyper Linked Word Ads Keyboard
- Social Media Support
- 150,000 + Users

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Financial Budget 2016 - 2018

	2015 Actual	2016 Budget	2017 Budget	2018 Budget
	Jan-Dec Total	Total	Total	Total
Revenue				
In-App Purchase	$ -	$ -	$ 3,772	$ 40,369
SMB Advertising	-	-	3,717	210,528
Linked-Word Ads	-	-	-	74,876
Total Revenue	-	-	7,489	325,773
Total Cost of Goods Sold		-	-	89,825
Gross Revenue	-	-	7,489	235,948
Expense				
Total Staffing	-	-	306,375	885,533
Total Professional Fees	49,032	60,498	50,150	26,475
Total Expense	51,376	71,798	418,085	1,010,038
Net Ordinary Income	(51,376)	(71,798)	(410,596)	(774,090)
Other Income/Expense	-	-	-	-
Net Income	$ (51,376)	$ (71,798)	$ (410,596)	$ (774,090)

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Budget Assumptions 2016-2018

Meet Up - 2016

- Shared map experience
- Communicate location and Meet Up preferences
- Advanced recommendation engine
- Millenials using mobile smartphones
- Funding $80,000
- Time to Milestone: September, 2016

Milestone 1 - 2017

- Featured Business area inside Meet Up map during discovery
- Better return on advertising
- Small Business owners
- Featured advertising slots
- Funding $500,000
- Time to Milestone: October, 2017

Milestone 2 – 2018

- Hyper Linked word advertising during typed conversation
- Retailers/Brands in front of consumer conversations on mobile devices
- Retailers/Brands
- Keyboard Hyper Linked word advertising
- Funding $1,000,000
- Time to Milestone: July, 2018

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Revenue Streams

Location based advertising

Strategic partnerships

In app purchases

Hyper Linked Word Advertising

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The Teleboard Team

Chris Ellis

- Sales and Business Development
- AirMagnet (acquired by Fluke Networks) and Meraki (acquired by Cisco)
- Part of three successful acquisitions totaling $1.5B+

Paul Canty

- Project/Operations Manager of software development and content generation
- Financial Accounting Consultant at Silicon Valley consulting firm serving venture capital, startup and mid-market companies
- Former hospitality manager focusing on guest services

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Investment

Seeking a Series A Round of $1,500,000

- Terms 25% stake of the company
- $6,000,000 valuation

Primary use of proceeds

- Development SMB/Analytics Advertising 50%
- Version 2 Meet Up and Keyboard features 10%
- Online Marketing 25%
- General Administrative 10%
- Design and Branding 5%

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