SaveBot! Digital Coupon System
a venture pitch

Brian Horner, Brad McMillen, Edward Wahl, Ph.D., Hirad Samavati, Ph.D., Bala Kuchibhotla

Money, it’s better in your pocket.
How it Works

Money, it’s better in your pocket.

SaveBot!

Sutardja Center
for Entrepreneurship & Technology
Berkeley Engineering

University of California
How it Works

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How it Works

Money, it’s better in your pocket.
Unmet Need

• Traditional coupons are declining
• eCoupons are growing but not loved:
  – Customers
    • Spammy, time consuming, coupon not valid
  – Retailer
    • No customer data
    • Coupon management
  – Manufacturer
    • No customer loyalty
    • No customer data

FUN FACT!
Of the 305 billion U.S. coupons distributed, only 2.9 billion were redeemed.

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Target Market & Size

- TAM = $28B all coupons (for USA, 2015)
- SAM = $4B digital coupons (for USA, 2015)
- SOM = $13M at Yr 5, Potentially $400M in Yr 10
- Digital coupon share of the TAM is growing at 10% per year

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Business Model

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Go to Market & Sales Strategy

- Sign Deals with Largest UX Consumer Goods Mfg:
  - **Big 20**: P&G, Nestle, PepsiCo, Johnson & Johnson, Kraft, Coca-Cola, Tyson Foods, Kellogg, Heinz, General Mills, Colgate, Hormel Foods, General Electric, Campbell Soup, Hershey, Dr. Pepper Snapple Group, J.M. Smucker Co., Clorox, Dean Foods, and International Paper
  - **Goal**: expected initial uptake of 3 (within 5 months)
  - Win with free service for first 100k coupons
- Advertise on Social Media (Facebook...)
- SaveBot rewards
Unique visits each month (Millions)
1. GroupOn (30M)
2. RetailMeNot (24M)
3. Zulily (20M)
4. Coupons (18M)
5. ShopAtHome (18M)
6. SlickDeals (17M)
7. LivingSocial (12M)
8. Woot (10M)
9. eBates (7M)
10. FatWallet (6M)

Source: http://www.ebizmba.com/articles/coupon-websites

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Company Timeline

Q1   Q2   Q3   Q4   Q5   Q6   Q7   Q8   Y3

Startup  MVP  Beta  Full Release  Cash flow positive  Growth

• Seed  • Series A

Target top 20

Major Customers Wins  1st  2nd  3rd  4th  5-8  9-13  ....

Headcount
10   16   22   29   32   35   38   40   42   46

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## Financial Projections

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<th></th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>Q5</th>
<th>Q6</th>
<th>Q7</th>
<th>Q8</th>
<th>Y3</th>
<th>Y4</th>
<th>Y5</th>
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<td>250</td>
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<td>520</td>
<td>780</td>
<td>1040</td>
<td>6300</td>
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<td><strong>Gross Income</strong></td>
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<td><strong>Net Income</strong></td>
<td>(407)</td>
<td>(528)</td>
<td>(847)</td>
<td>(1,085)</td>
<td>(896)</td>
<td>(724)</td>
<td>(486)</td>
<td>(305)</td>
<td>825</td>
<td>3,589</td>
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<td><strong>Annual</strong></td>
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<td>(2,412)</td>
<td>825</td>
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Executive Team

• Brian Horner
  – 25 Years User Experience in creating award winning consumer/enterprise experiences.

• Brad McMillen
  – Mobile developer and software architect, prior startup expertise

• Edward Wahl, Ph.D.
  – Working at third startup.

• Hirad Samavati, Ph.D. Electrical Engineering from Stanford
  – Trained in hardware design, avid software programmer

• Bala Kuchibhotla
  – Developer with 17 patents on systems development

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Ask

- $3M Seed Capped at $10M
- Help recruiting Director of Business Development
- Expect Series A at end of first year