



Platform Overview

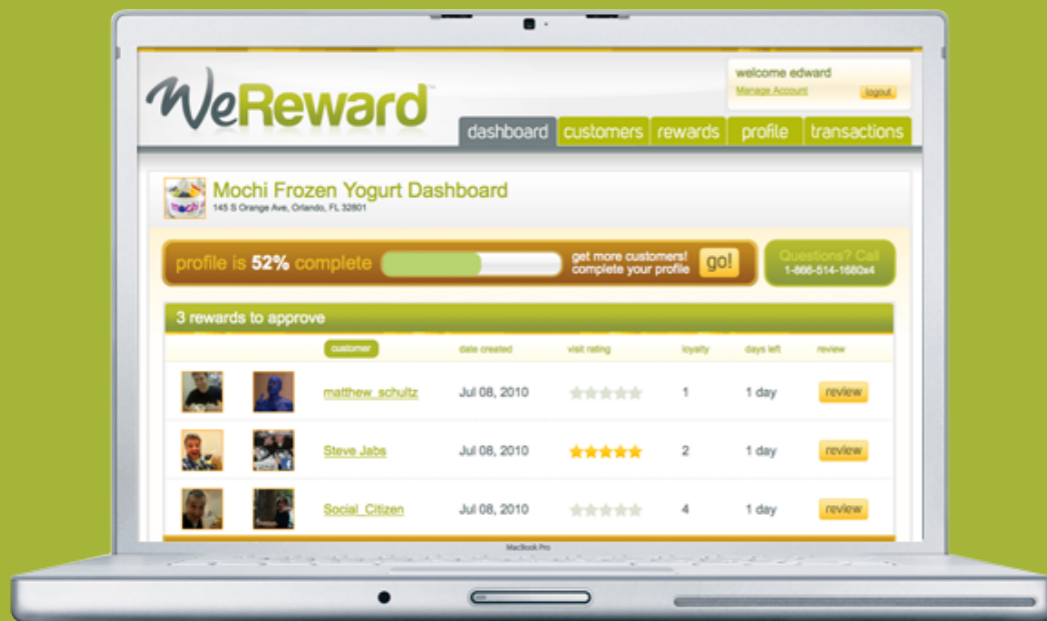
Presented by Peter Scott

- ▶ Mobile Incentive Platform
- ▶ Value For Consumers
 - ▶ Earn cash back for purchases and actions
 - ▶ Have fun sharing social experiences
- ▶ Value For Advertisers
 - ▶ Performance based model
 - Only pay for Verified Customers™
 - ▶ Integrated media solution
 - Reach customers near you on their mobile device
 - Build loyalty and manage customer relationships
 - Generate social media buzz

components



Advertisers



Self Service Website

Consumers



Mobile Applications



how it works



Advertisers

The screenshot shows the WeReward app interface for an advertiser. At the top, there is a 'Back' button and the WeReward logo. Below that is the advertiser's name 'Cheez Doodles®' with the tagline 'The Cheez Experience' and a small product image. A navigation bar contains buttons for 'Reward', 'About', 'People', and 'Shares'. The main content area is titled 'To Claim Your Reward:' and contains the following text: 'Purchase a bag of Cheez Doodles® from your local retailer. Take a fun picture of yourself with an open bag. Make sure we can see you and the bag. let us know what you like about Cheez Doodles®.' At the bottom, there is a green button with a camera icon and the text 'complete task', and an orange button with the number '51' and the text 'task'.

Offer Rewards

Oinkers



Claim Rewards with photos and share with friends

mobile application

WeReward™

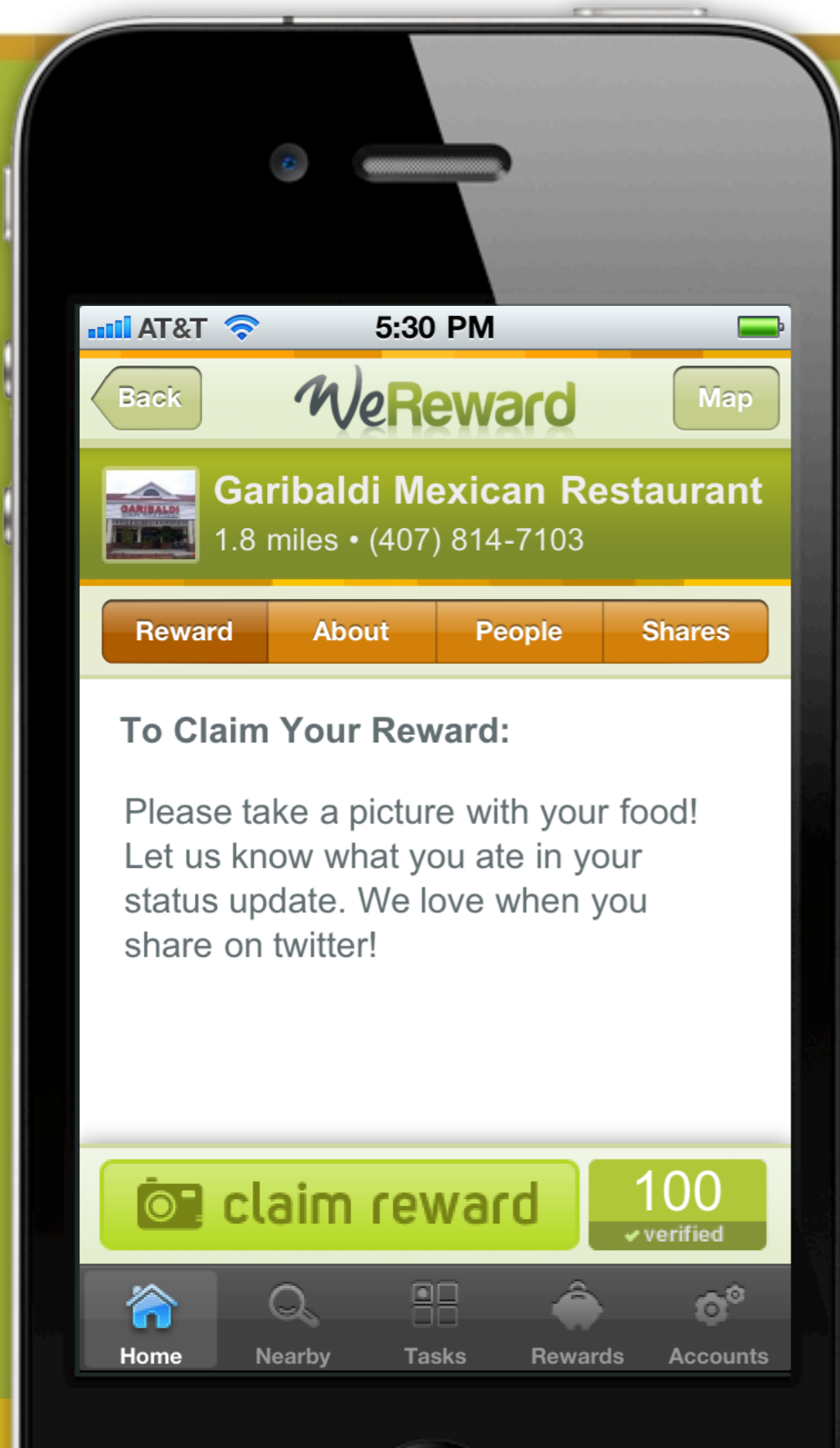


▶ Home Screen

- ▶ Lists local businesses
- ▶ Ordered by point value
- ▶ One point = One penny

mobile application

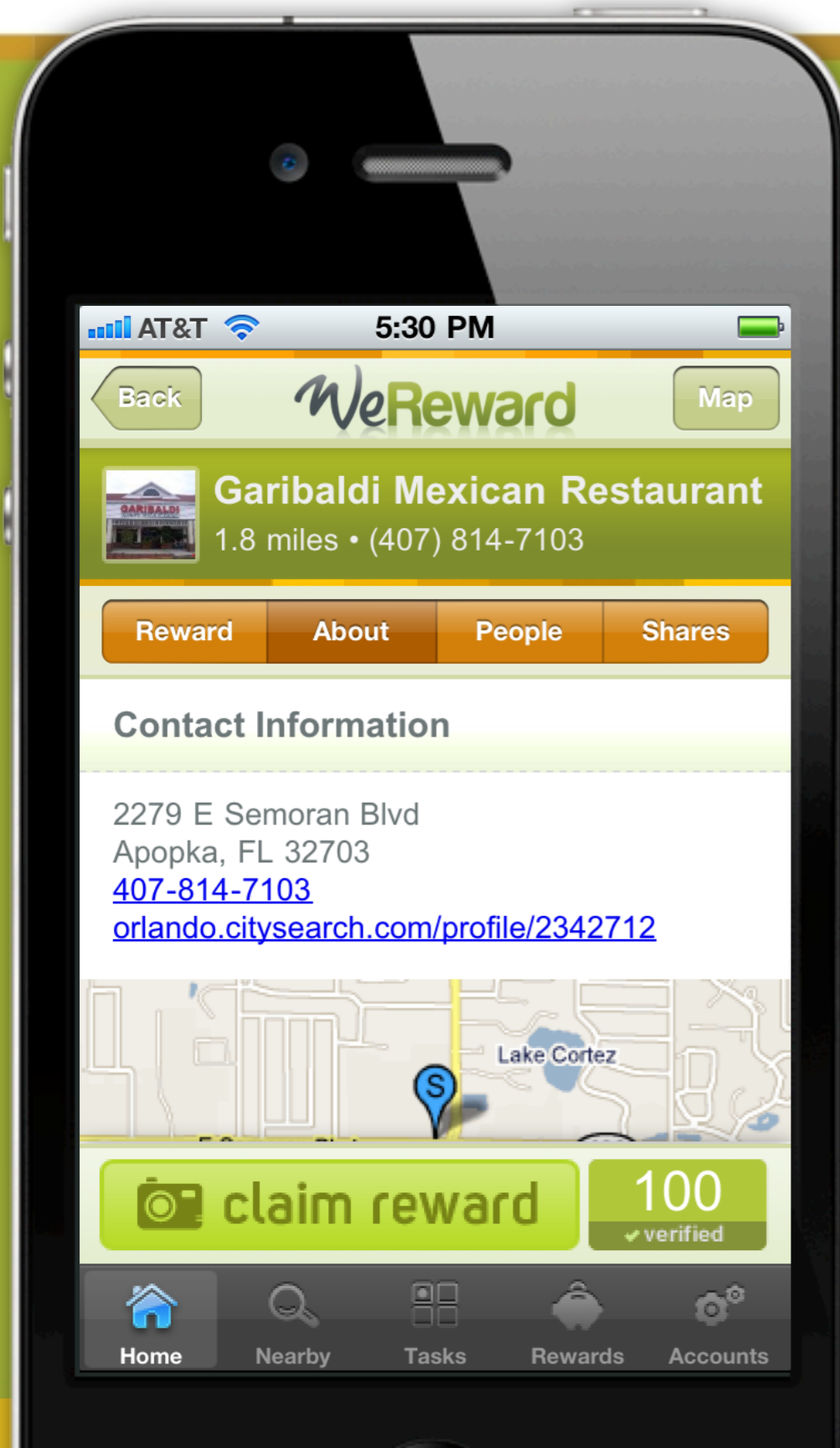
WeReward™



- ▶ Business Profile
- ▶ Reward

mobile application

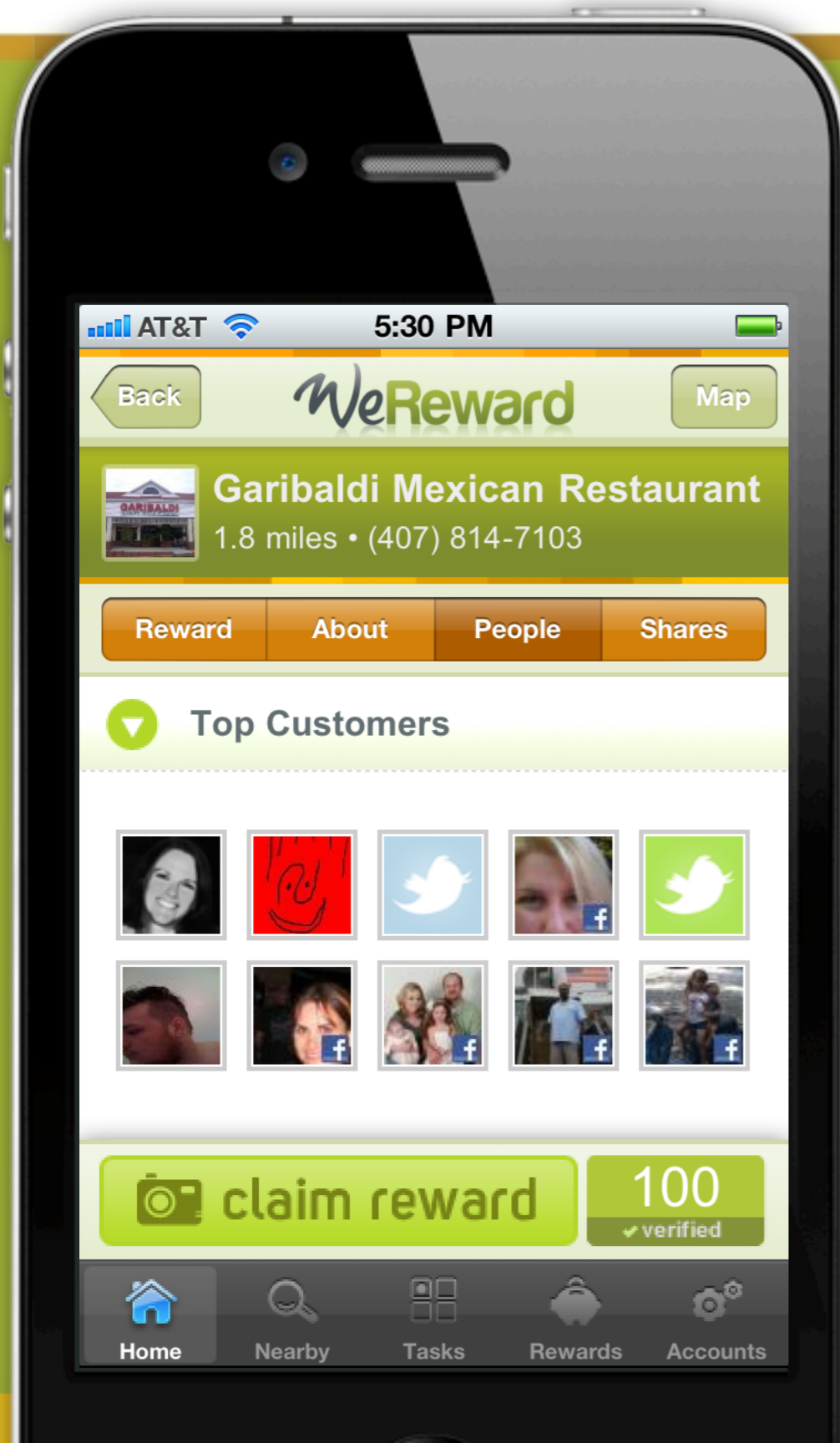
WeReward™



- ▶ Business Profile
 - ▶ Reward
 - ▶ About

mobile application

WeReward™

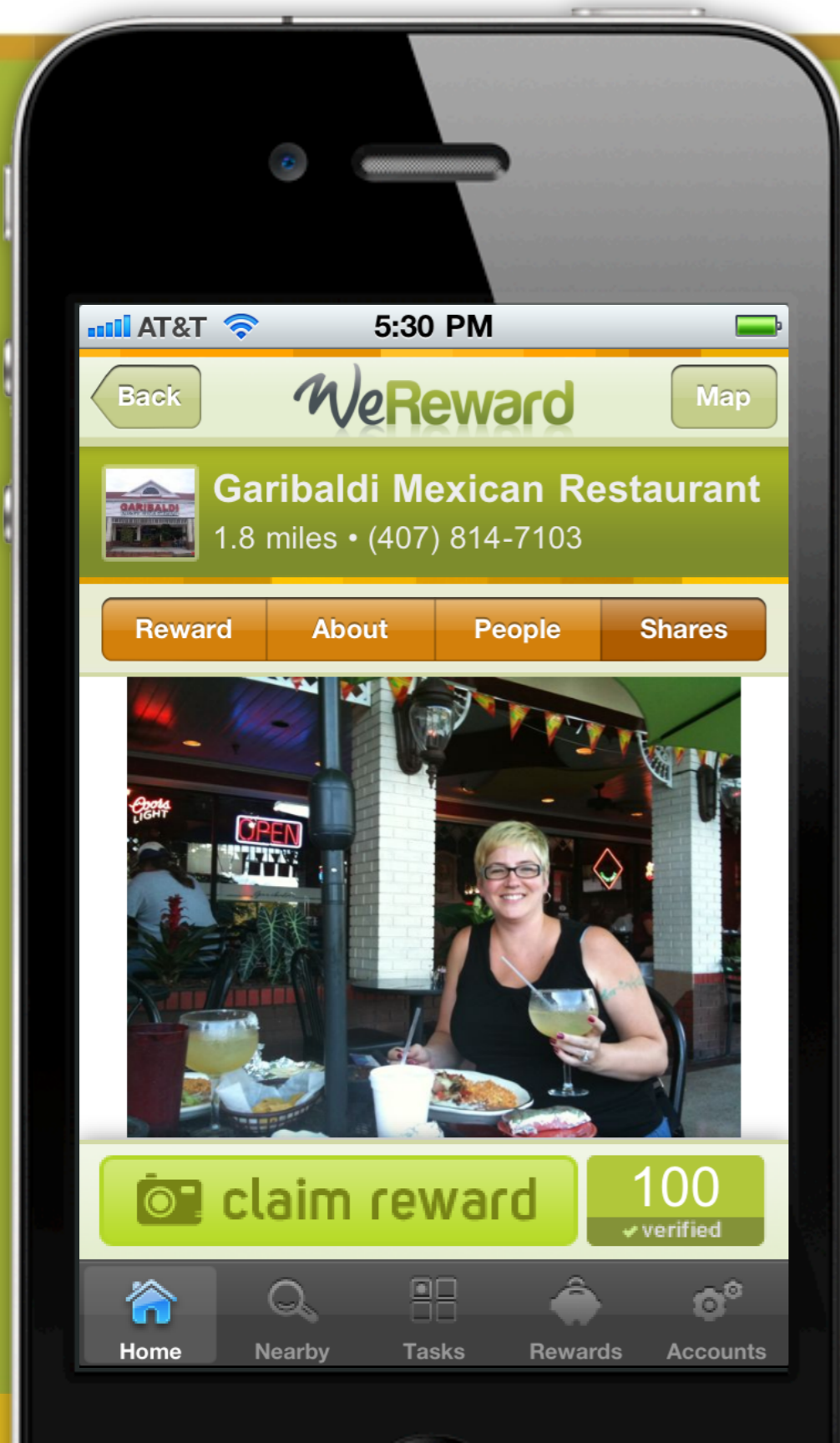


▶ Business Profile

- ▶ Reward
- ▶ About
- ▶ People

mobile application

WeReward™

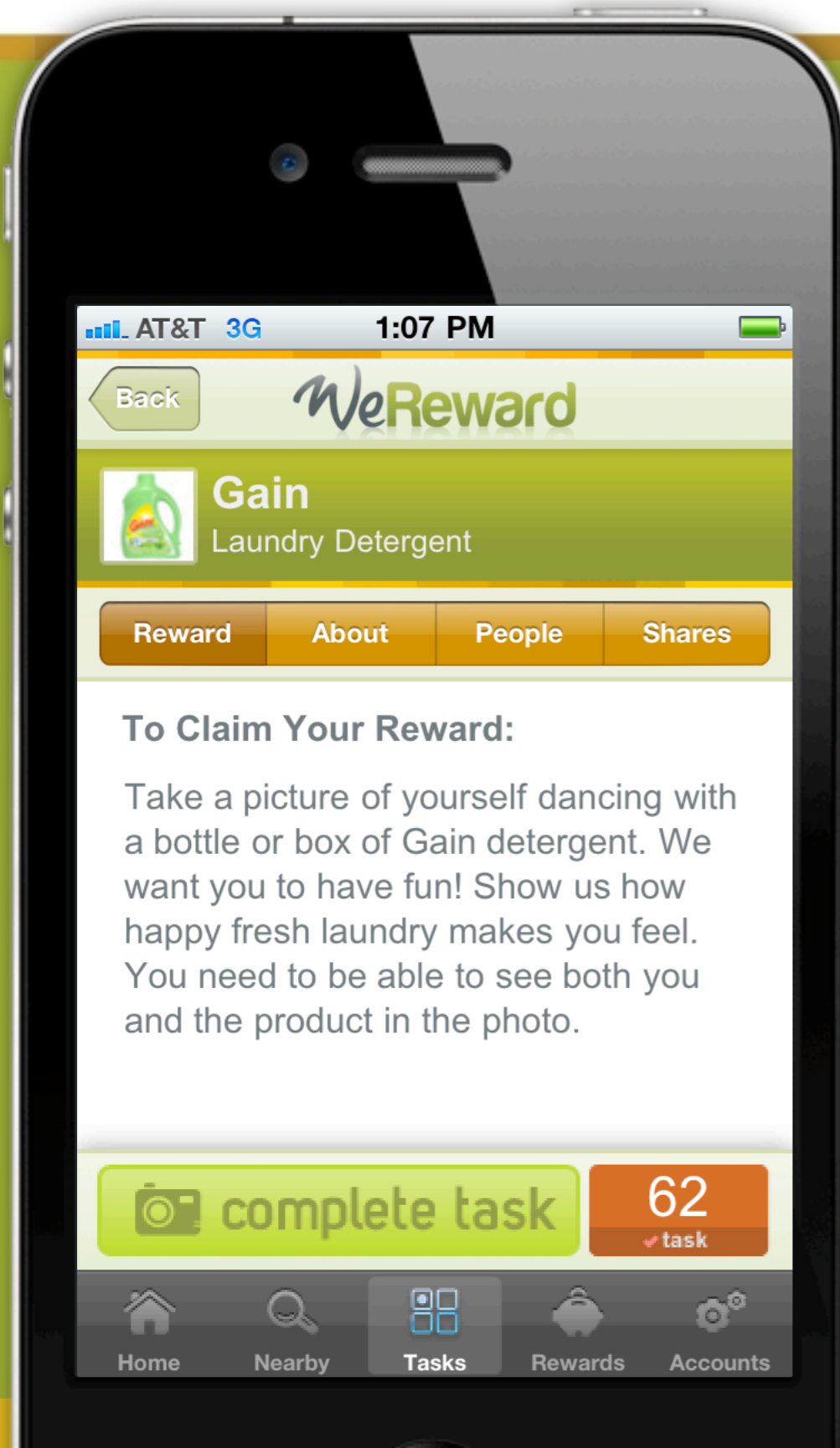


▶ Business Profile

- ▶ Reward
- ▶ About
- ▶ People
- ▶ Shares

mobile application

WeReward™

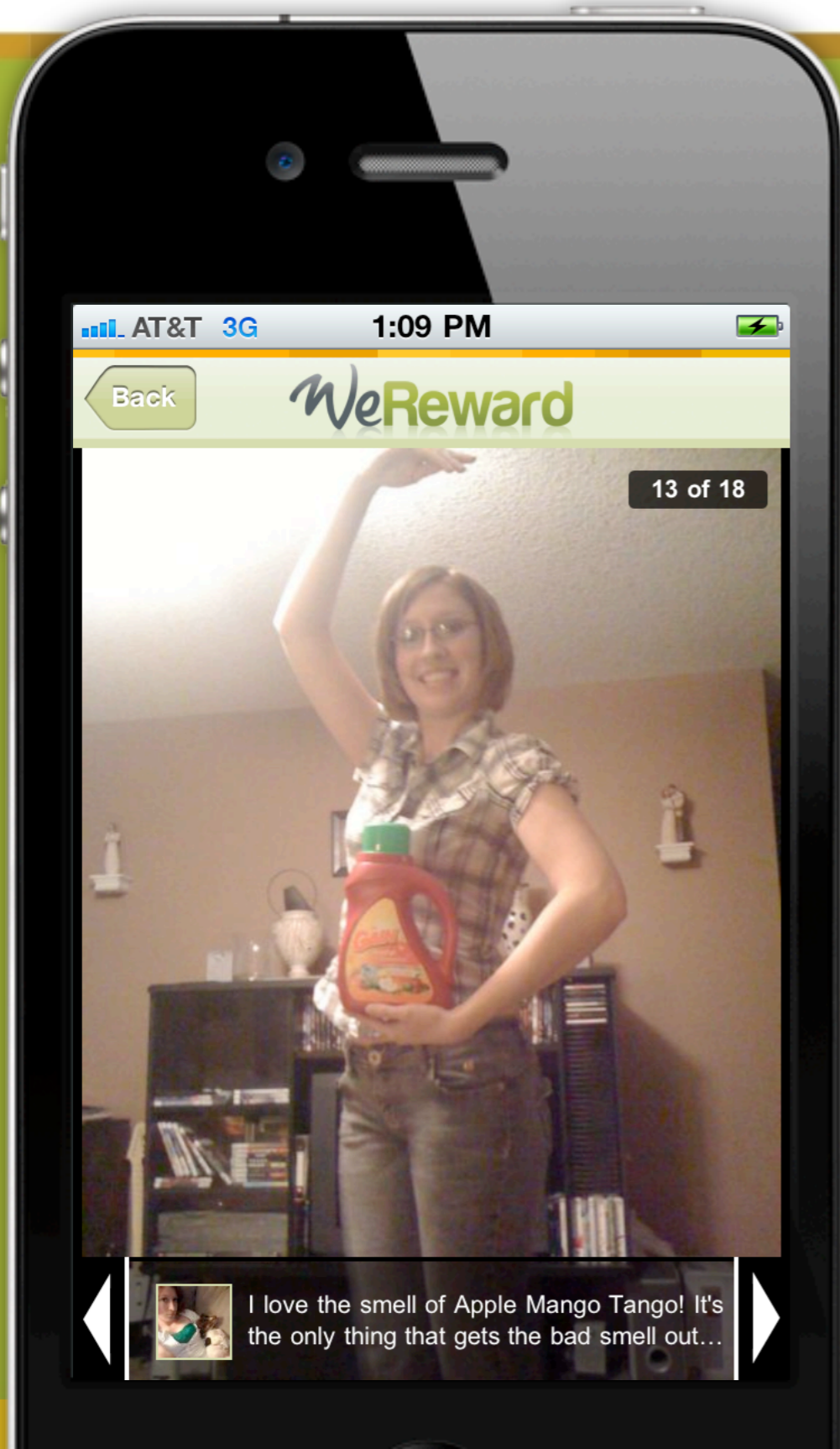


▶ Tasks

- ▶ Independent of geography
- ▶ Product or action focused

mobile application

WeReward™

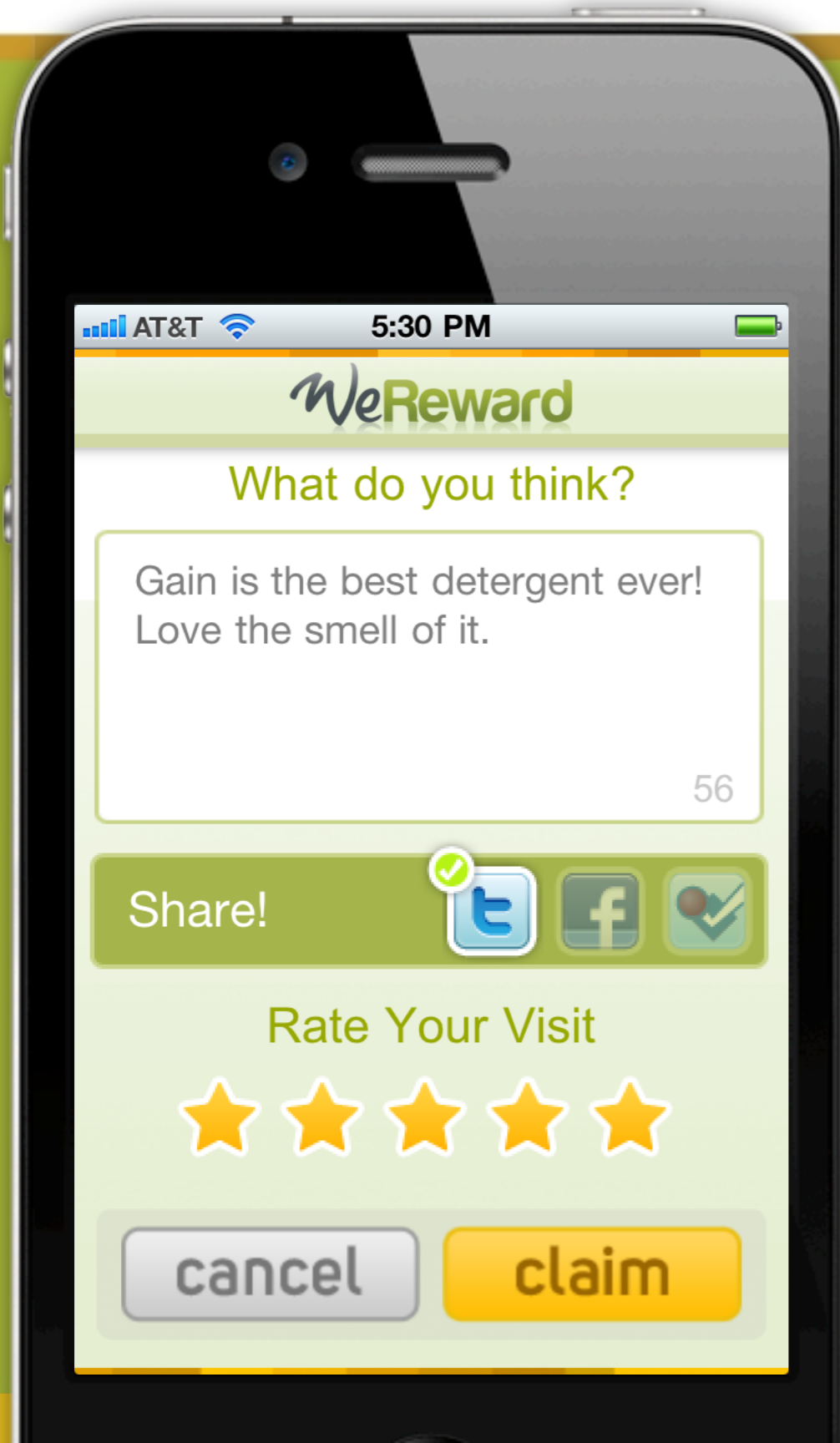


▶ Tasks

- ▶ Independent of geography
- ▶ Product or action focused

mobile application

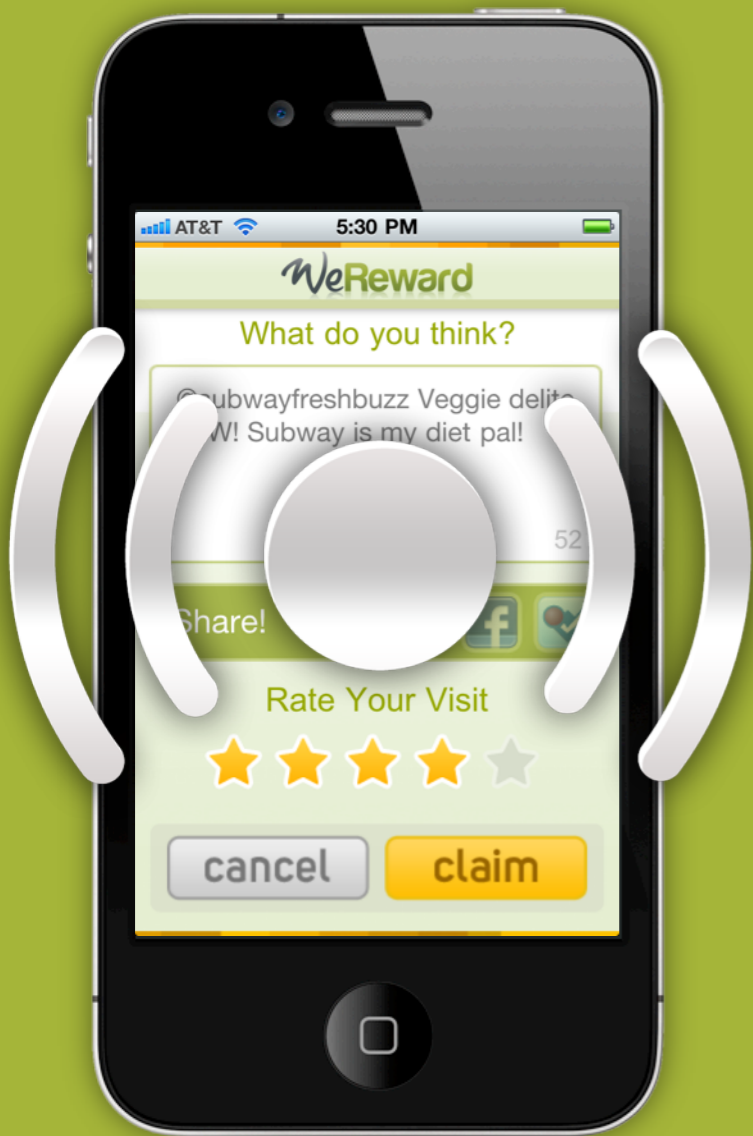
WeReward™



▶ Status Update

- ▶ Feedback for the advertiser
- ▶ Share with social networks
 - Twitter
 - Facebook
 - Foursquare

sharing



Advertiser Twitter Name

Home Profile Find People Settings Help Sign out

@subwayfreshbuzz Veggie delite FTW!
Subway is my diet pal! <http://we.rw/t1Hlt> (+300pts)

about 2 hours ago via WeReward from Altamonte Springs, FL

at1mp
Art Wilbur

Reply Retweet

Disclosure

Link to Advertiser

Chick-fil-A Spicy Chicken

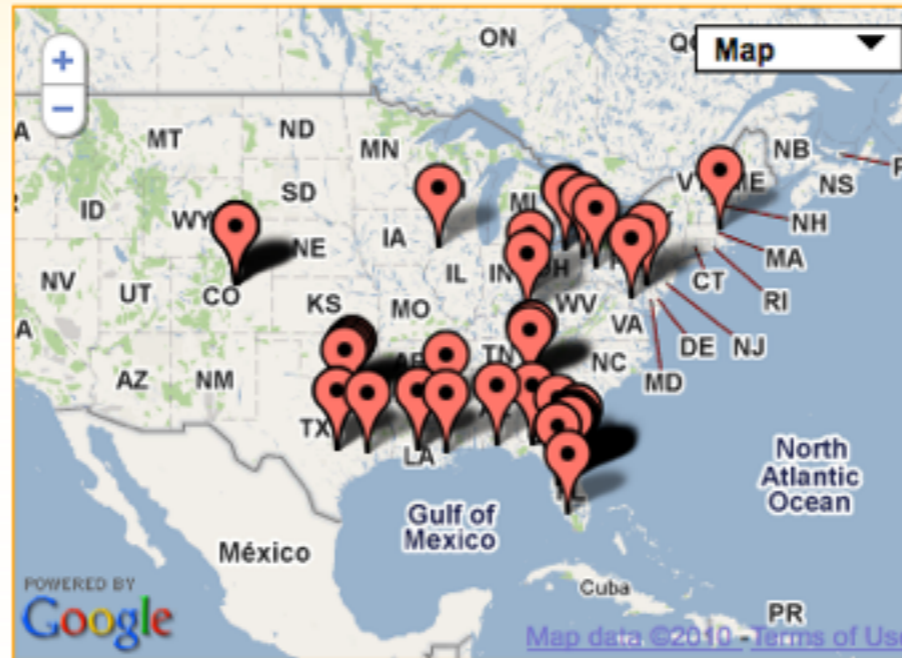
Signup Now With Your



WeReward up to

100 pts

people that have tried this



connections



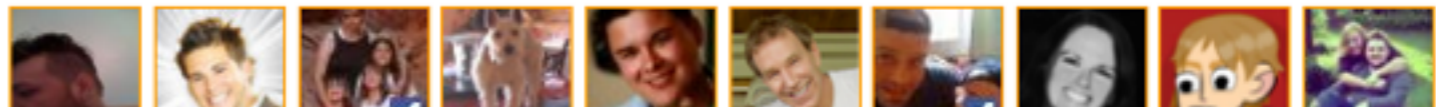
share

0 tweets



tweet

top customers



this business has been claimed. [dispute?](#)

wereward fan page



Hot spicy and beautiful enough to kiss
, spicy chic fil a



#spicychickensammichftw @chickfila



Want spicy chicken nuggets next.



Spicy!!!



Amazing!!!



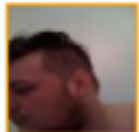
@chickfila spicy sandwich yum!!!!



Great and spicy



I love the spicy sandwich!! Great
flavor. @chickfila is awesome! :)



I'm here like every day. And wow, at
the food court in millennia and they
come to your table to give refills!!



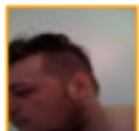
The best chicken sandwich! Spicy!
@chickfila



Great sandwich always delicious!



1st bite of my @chickfila Spicy Chicken
Sandwich! There is a fire in my belly!

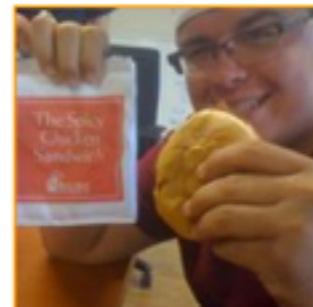


I'm so addicted to these things! zomg.



It's safe to say, I'm addicted to
@chickfila spicy chicken sandwiches.
#thatisall

member photos

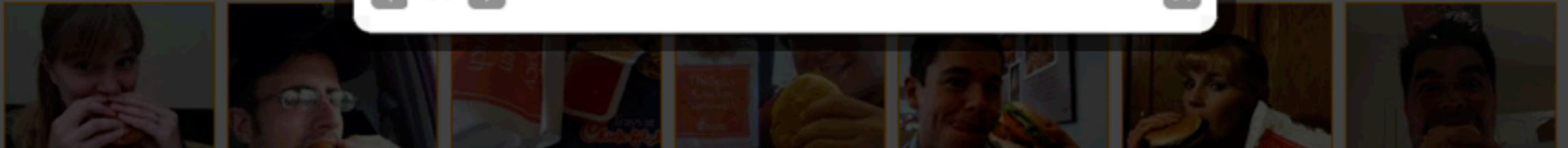




◀ 4/7 ▶



member photos





omarrcantu from Austin, Texas visit rating: ★★★★★

WeReward close

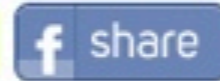


Share, post, and love your photos or video through wifi with this awesome SD card! So Cool!



show some love

retweet



1-877-873-9334 | support center | login

United States



products

how it works

where to buy

buzz

search

GO

automatic backups from your camera

- ✓ Memory card + built-in Wi-Fi
- ✓ Just turn your camera on
- ✓ It does all the work for you



What? Eye-Fi cards do all the work for me?

how it works

wereward fan header



Warren Owen

visit rating: ★★★★★

WeReward close ×



This Eye-Fi thing is pretty sweet! Auto-uploads pics from your SD card.



show some love

retweet



JohnMLo

from Texas

visit rating: ★★★★★

WeReward close ×



Turn any device wireless with eye-fi. Thanks eyefi, bestbuy and kenny!



show some love

retweet



juliechristine

from houston

visit rating: ★★★★★

WeReward close ×



EyeFi is awesome for photographers .. Wireless location tagging



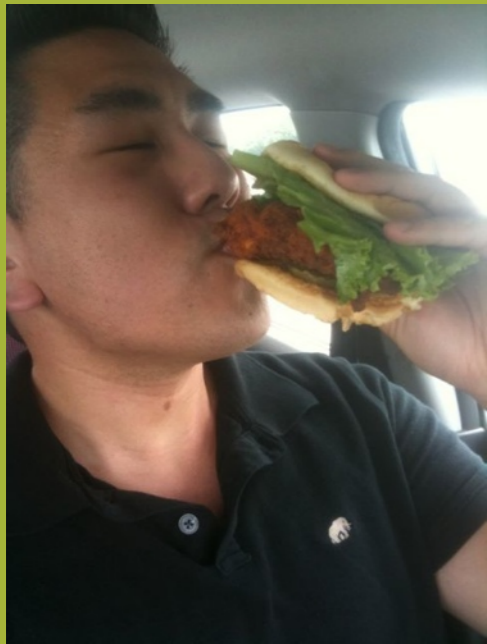
show some love

retweet



reward submissions

WeReward™



Chick-Fil-A



Target

reward submissions

WeReward™



Nike



Doritos



Mochi Frozen Yogurt Dashboard

145 S Orange Ave, Orlando, FL 32801

profile is **52% complete**



get more customers!
complete your profile

[go!](#)

Questions? Call
1-866-514-1680x4

3 rewards to approve

customer		date created	visit rating	loyalty	days left	review	
		matthew schultz	Jul 08, 2010	☆☆☆☆☆	1	1 day	review
		Steve Jobs	Jul 08, 2010	☆☆☆☆☆	2	1 day	review
		Social Citizen	Jul 08, 2010	☆☆☆☆☆	4	1 day	review

[previous](#) | [next](#)

Rewards per page

20

advertiser dashboard

profile is **52% complete**



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3 rewards to approve

customer		date created	visit rating	loyalty	days left	review
		matthew schultz	Jul 08, 2010	☆☆☆☆☆	1	1 day review
		Steve Jabs	Jul 08, 2010	★★★★★	2	1 day review
		Social Citizen	Jul 08, 2010	☆☆☆☆☆	4	1 day review

☆ previous | next
 Rewards per page
20

top customers

	1. Pete Scott		2. Canvass
	3. Social Citizen		4. donna mackenzie
	5. codeninja		6. aimeebooth
	7. tedmurphy		8. MartyatIZEA

spending: active

[pause spending](#)

Your budget is
\$75.00/mo & \$0.75/customer

[edit budget](#)

Balance Owed
USD \$1.50
of \$100.00



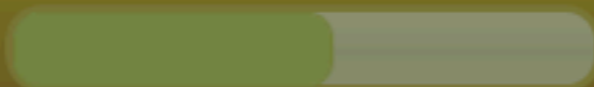
stats

All Time Rewards: **41**
Est. Sales: **\$138.67**

Charges: **\$33.25**
Est. ROI: **\$105.42**



profile is 52% complete



get more customers!
complete your profile

go!

Questions? Call
1-866-514-1680x4

3 rewards to approve

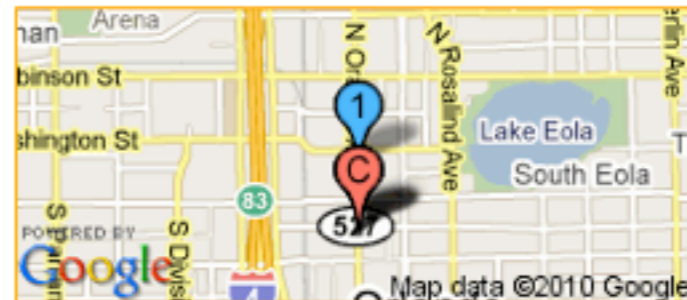
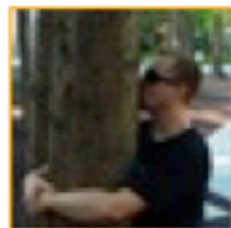
review transactions



Social_Citizen



Root Beer Float is refreshing on a hot Florida day!
Mmmmm...Mochi!



23 Approved
2 Rejected

123 ft away

Jul 08, 2010 06:46PM GMT

Your Message

Add content to Public Profile

Message input field

This reward will cost you \$0.75

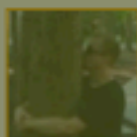
reject

approve

top customer



1.



3.



5. [codeninja](#)



6. [aimeebooth](#)



7. [tedmurphy](#)



8. [MartyatIZEA](#)

stats

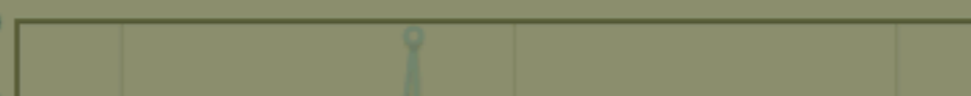
All Time Rewards: 41

Est. Sales: \$138.67

Charges: \$33.25

Est. ROI: \$105.42

40



profile is 52% complete



get more customers!
complete your profile

go!

Questions? Call
1-866-514-1680x4

3 rewards to approve

review transactions



Add an item in this picture

mochi



How much does this item cost?

6.00

x1



set cost

top customer



1.



3.



5. [codeninja](#)



6. [aimeebooth](#)



7. [tedmurphy](#)



8. [MartyatIZEA](#)

stats

All Time Rewards: 41

Est. Sales: \$138.67

Charges: \$33.25

Est. ROI: \$105.42

40

20



1. [Pete Scott](#)



2. [Canvass](#)



3. [Social Citizen](#)



4. [donna mackenzie](#)



5. [codeninja](#)



6. [aimeebooth](#)



7. [tedmurphy](#)



8. [MartyatIZEA](#)



9. [Adam Fortuna](#)



10. [mhyser](#)

82%

repeat customers

44

total customers

Your budget is
\$75.00/mo & \$0.75/customer

[edit budget](#)

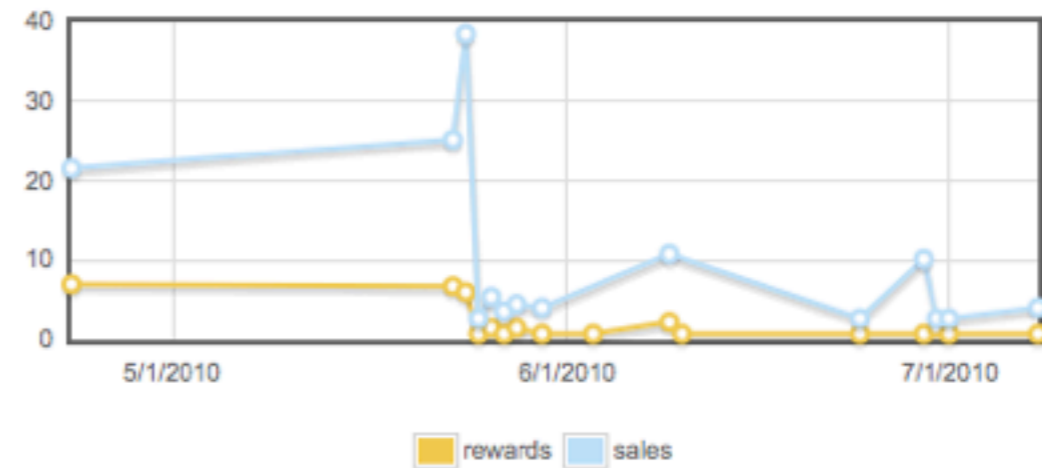
Balance Owed
USD \$1.50
of \$100.00



stats

All Time Rewards: **41**
Est. Sales: **\$138.67**

Charges: **\$33.25**
Est. ROI: **\$105.42**



activity data

Overall Customer Rating



Twitter Shares

25

Facebook Shares

4

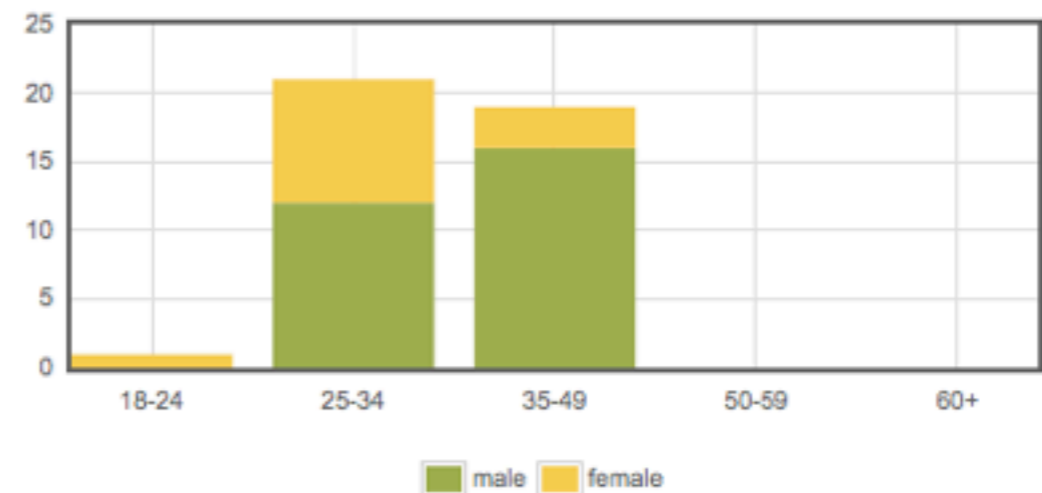
Foursquare Shares

1

Men • Women

68% • 32%

demographics





Customer: **Social_Citizen**

actions ▼



loyalty	last reward	total cost	estimated value	estimated roi
3	Jul 08, 2010	\$3.25	\$9.90	\$6.65

cost per reward

\$0.75

[change](#)





location : Orlando, Florida (32801) **connections :** [t](#)

bio : Social Media Enthusiast. Blogger. Tennis lover. Electronica obsessed. Eternally challenged optimist. Digital world traveler.

website : pulseofcentralflorida.com

3 Rewards (1 pending) with Mochi Frozen Yogurt:

	Item(s)	Reward Date	Message	Cost	Est. Value	Est. ROI
	pending	pending	Root Beer Float is refreshi...	\$0.75	\$0.00	n/a
	6 mochi ozs	May 25, 2010	6 ounces of pure mochi love...	\$0.75	\$2.70	\$1.95
	8 mochi ozs	May 24, 2010	Nearly 8 ounces of heaven! ...	\$0.75	\$3.60	\$2.85

Item(s)	Reward Date	Message	Cost	Est. Value	Est. ROI
 pending	pending	Root Beer Float is refreshi...	\$0.75	\$0.00	n/a
 6 mochi ozs	May 25, 2010	6 ounces of pure mochi love...	\$0.75	\$2.70	\$1.95
 8 mochi ozs	May 24, 2010	Nearly 8 ounces of heaven! ...	\$0.75	\$3.60	\$2.85
 8 mochi ozs	Apr 23, 2010	Mochi makes my tummy smile!...	\$1.00	\$3.60	\$2.60



previous | next

Rewards per page

20

social_citizen also claimed rewards at:



[Super Target](#)



[Ichiban Japa...](#)



[Eye-Fi](#)



[White Wolf Cafe](#)

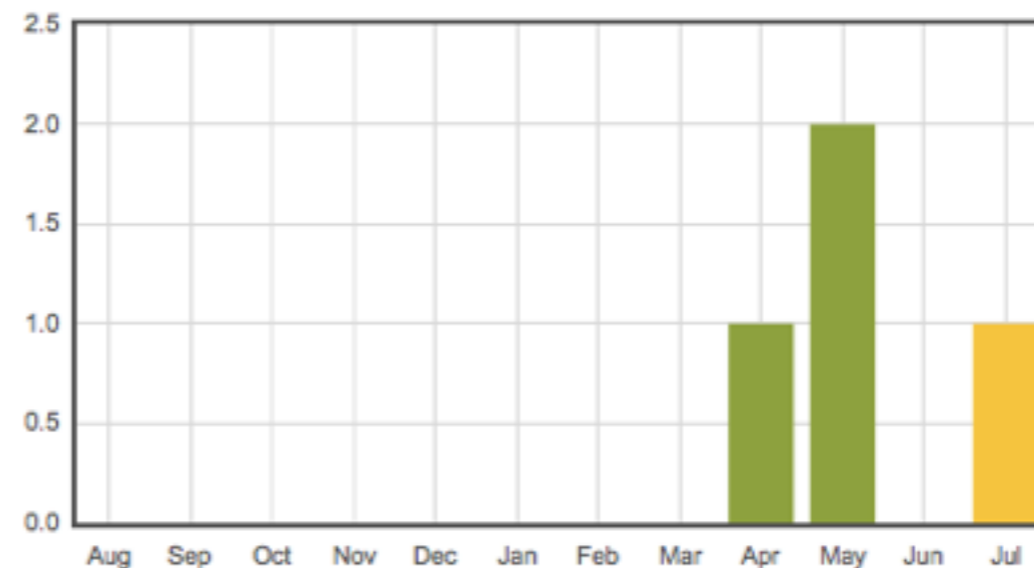


[Domino's Pizza](#)



[Ember](#)

frequency at mochi frozen yogurt



■ approved
 ■ rejected
 ■ pending

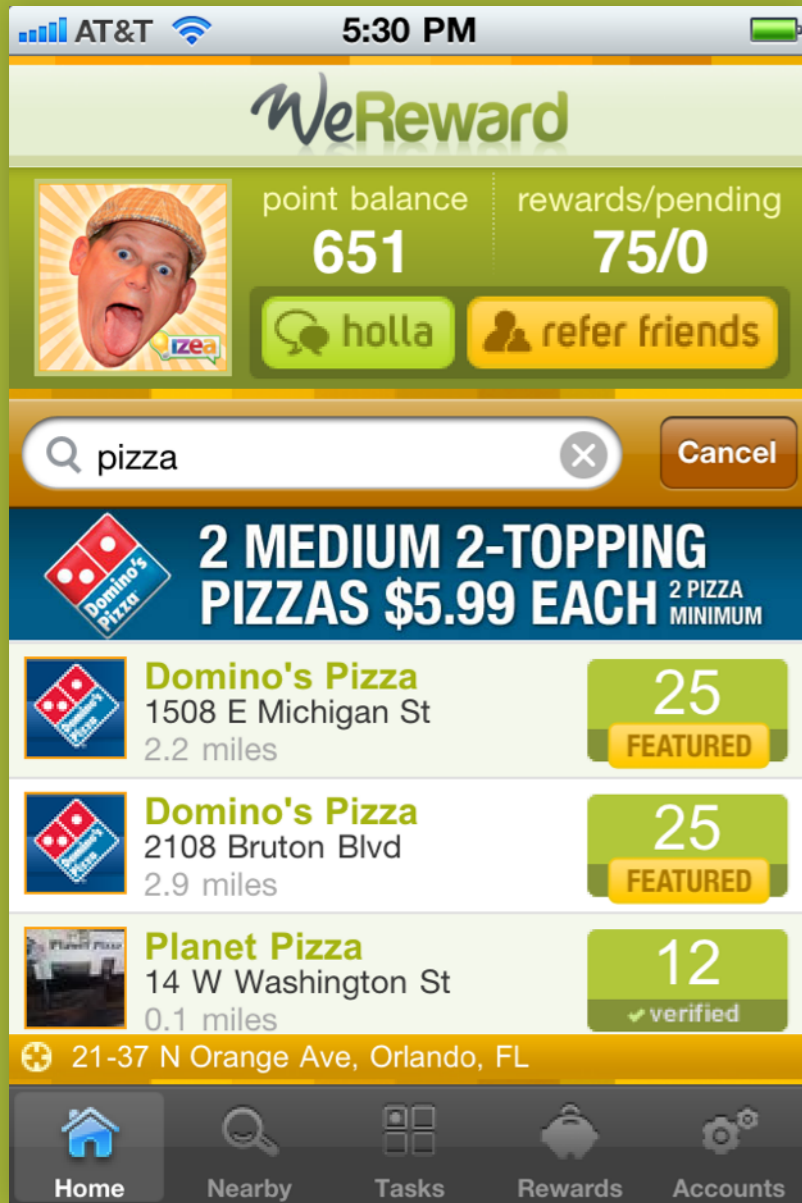
delivering roi



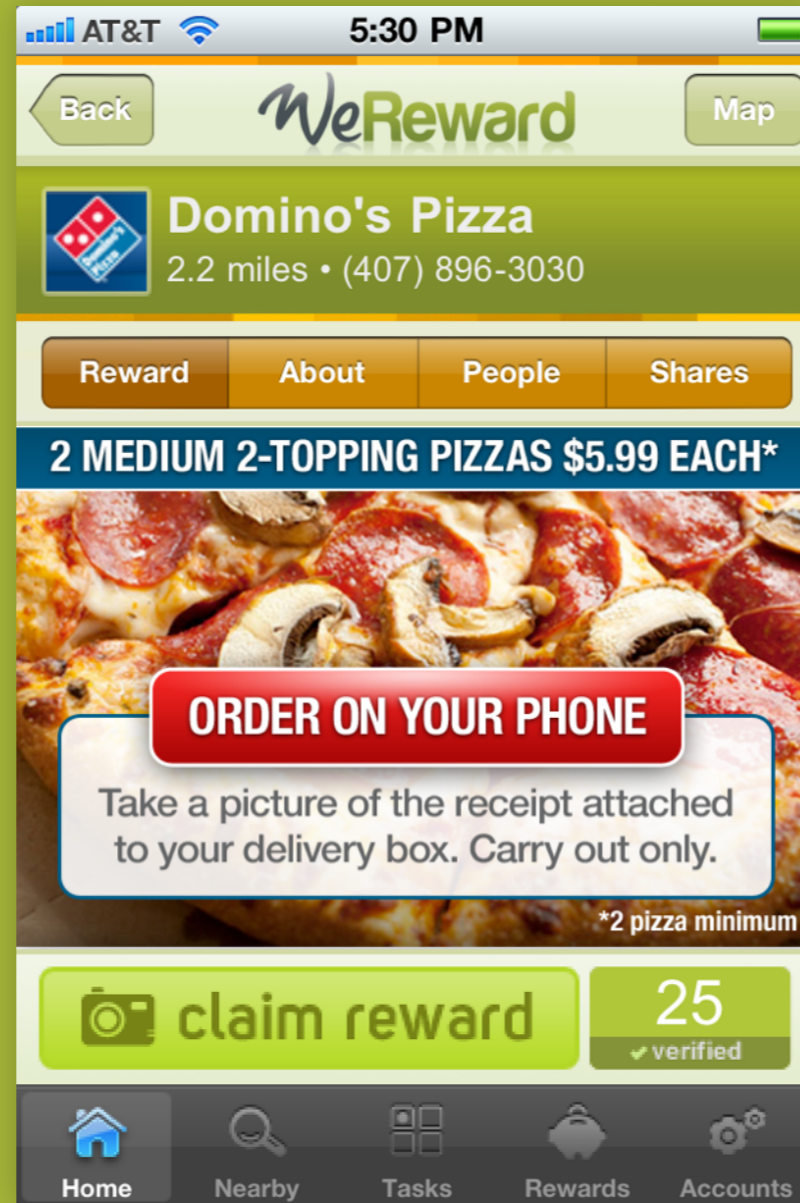
- ▶ 100% performance based model
 - ▶ Advertisers only pay for Verified Customers™
- ▶ Variable budget to fit any size business
 - ▶ No contracts
 - ▶ No setup fees
- ▶ Self serve option
 - ▶ Adjust offer per action at any time
 - ▶ Pause spending at any time

The screenshot shows a user interface for managing advertising spending. At the top, it says "spending: active" in white text on a green background, with a "pause spending" button in a yellow box to the right. Below this, the interface is split into two columns. The left column displays "Your budget is \$100.00/mo & \$1.00/customer" in blue text, with an "edit budget" button in a yellow box below it. The right column displays "Balance Owed USD \$8.00" in blue and orange text, with a progress bar below it showing a small green segment on the left, indicating the current balance relative to the budget.

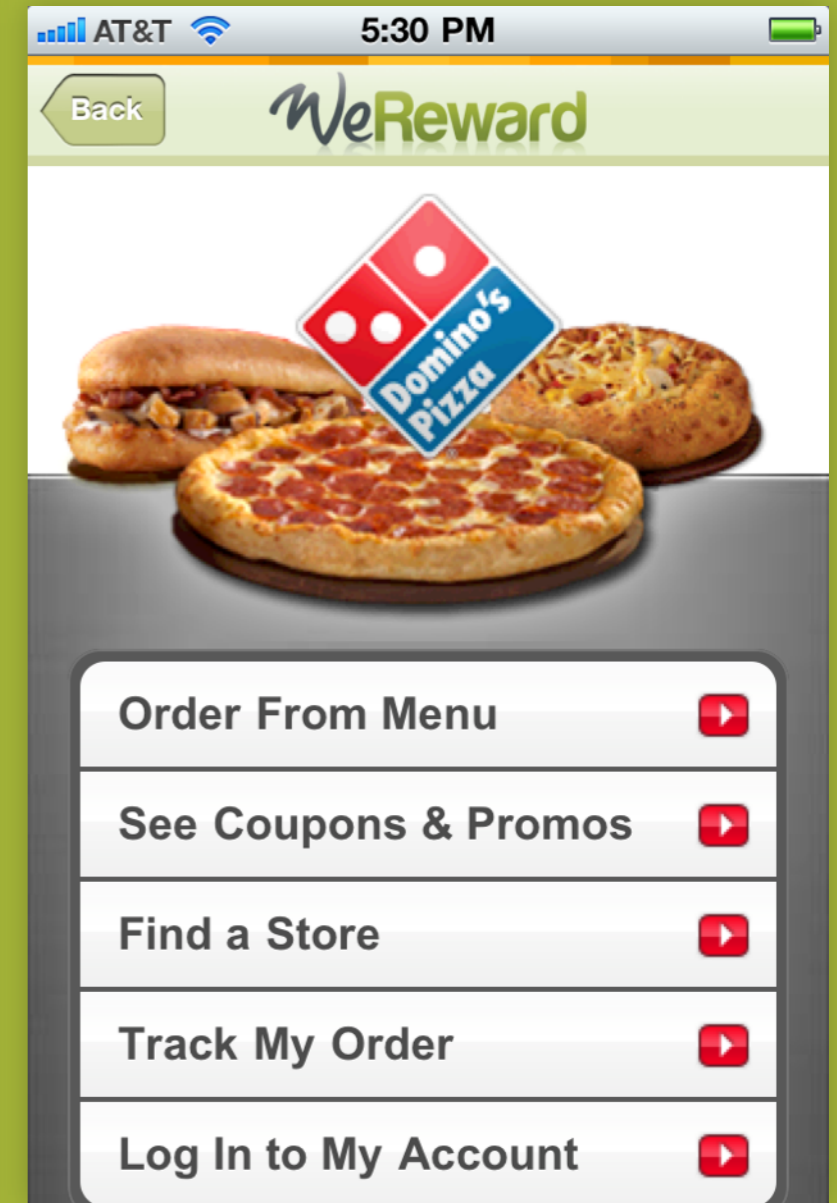
e-commerce option



Search Banner



Enhanced Profile

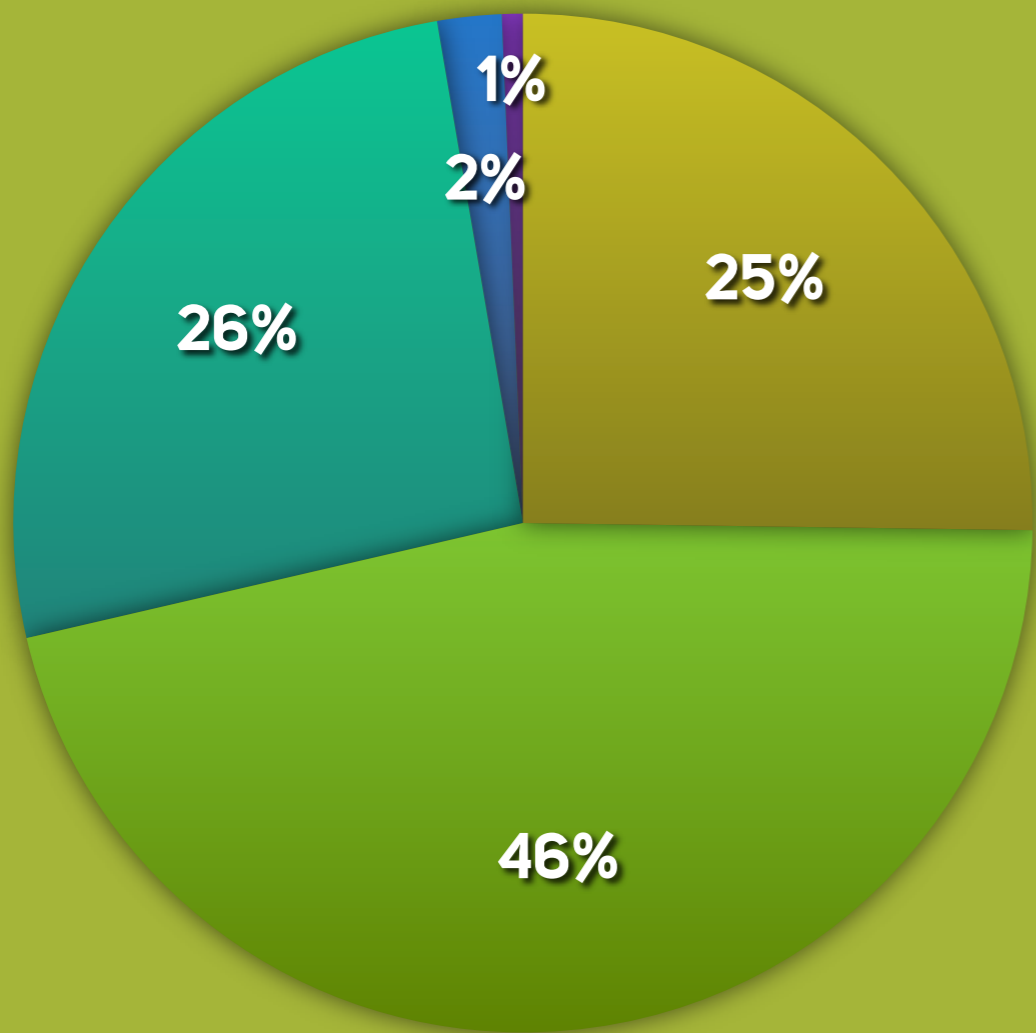


Mobile Site

demographics

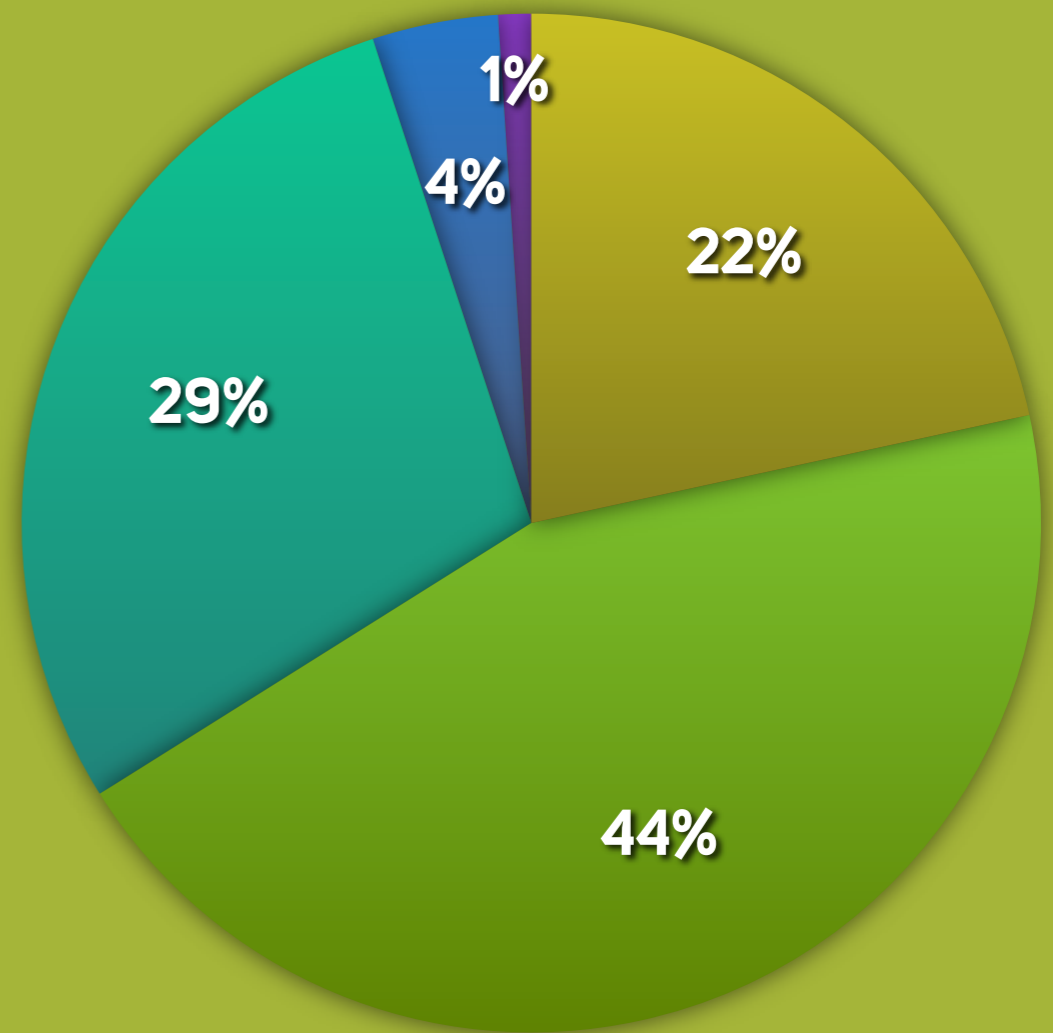


● 18-24 ● 25-34 ● 35-49 ● 50-59 ● 60+



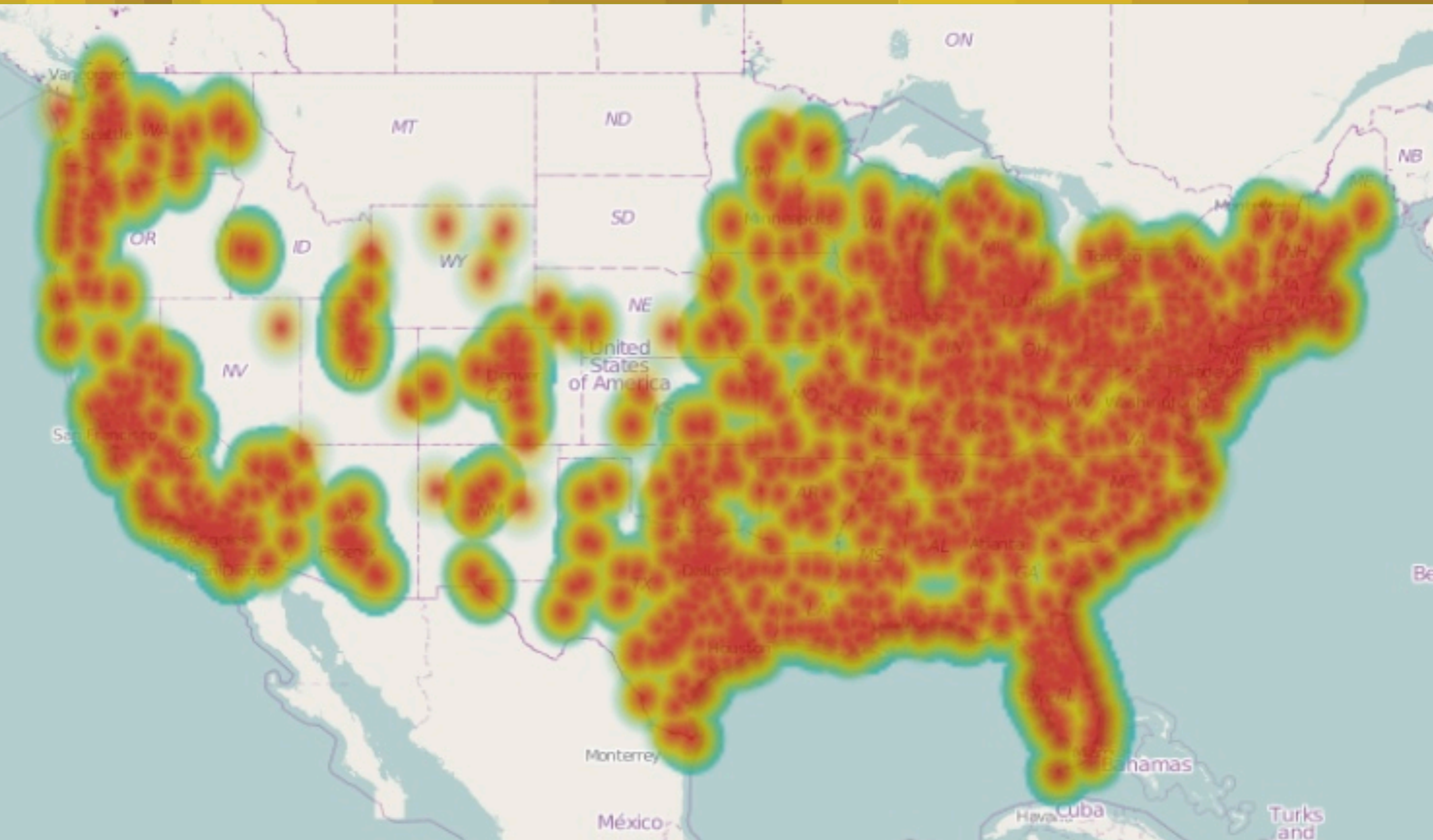
Male

66%
Male Overall



Female

user adoption





Thank You

Peter Scott • 1.866.514.1680 x136

