



# POINTERTOP®

## Company Presentation

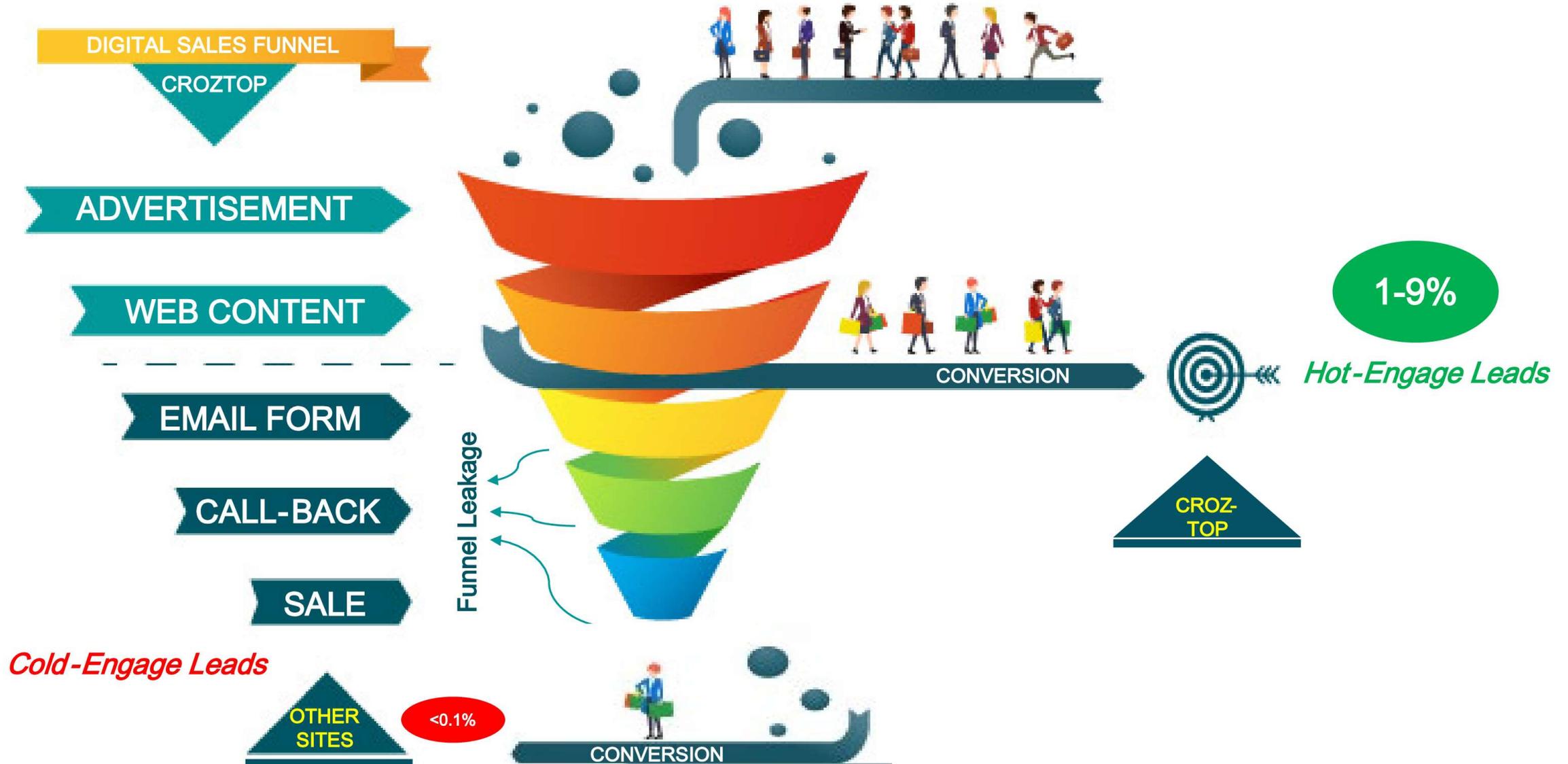
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# AGENDA

- **The Problem with High-Touch Industries**
- **CrozTop as the Solution**
- **Game-Changing Benefits**
- **Explosive Market Opportunity**
- **Go-To-Market for Scale**
- **Experienced Team**
- **Investment Opportunity**

# AGENT-BASED INDUSTRIES FACE A COMPLICATED ONLINE SALES FUNNEL



# CROZTOP, POINTERTOP'S FLAGSHIP PRODUCT, IS A *NEW TYPE* OF CROSS-INTERACTIVE WEBSITE

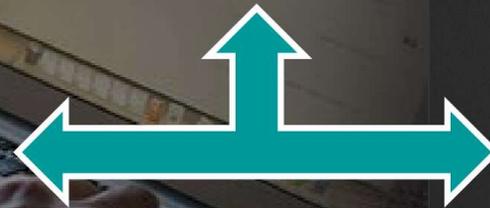
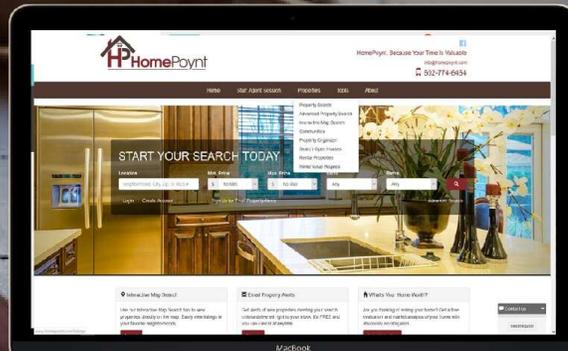
In-Web Calls

Instant Quotes

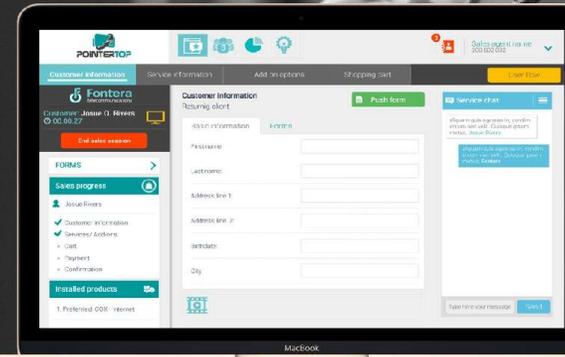
Media Sharing

Instant Contract Signing

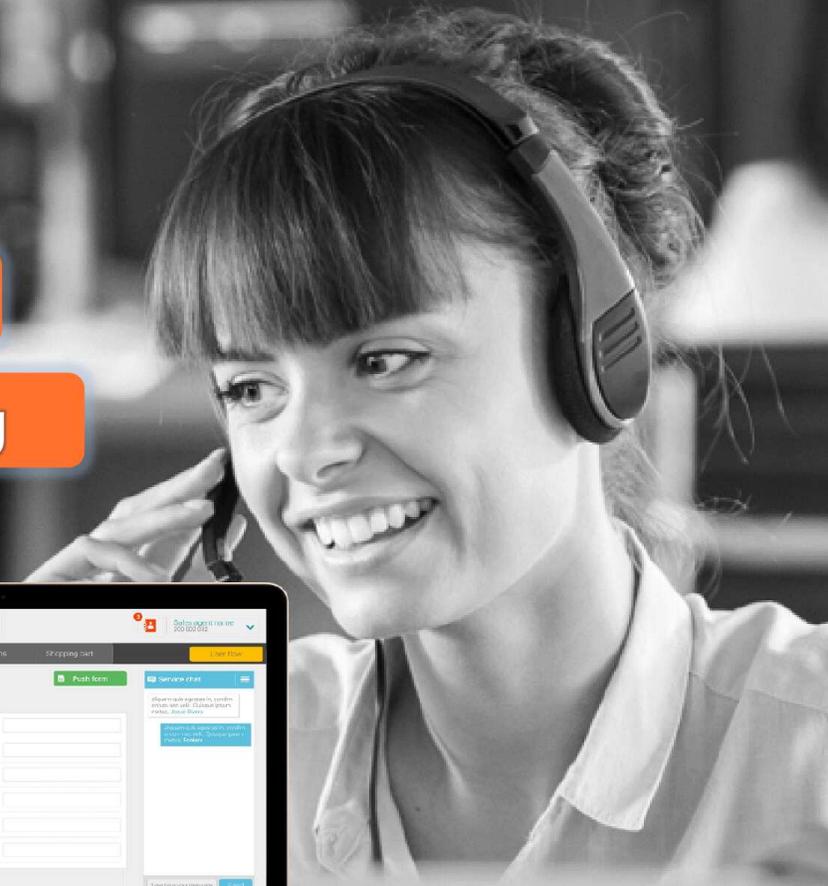
Whiteboard/ Scheduling



*Hot-Engage  
Users Directly on  
the Website*



POINTERTOP



# FOUR KEY, *GAME- CHANGING* CLIENT BENEFITS



## Sales Conversion Multiplier

Boost conversions by up to **20X** by engaging live leads rather than cold leads.



## Reduced Cost-To-Serve

Use visual tools to assist in customer service sessions and reduce time-on-call.



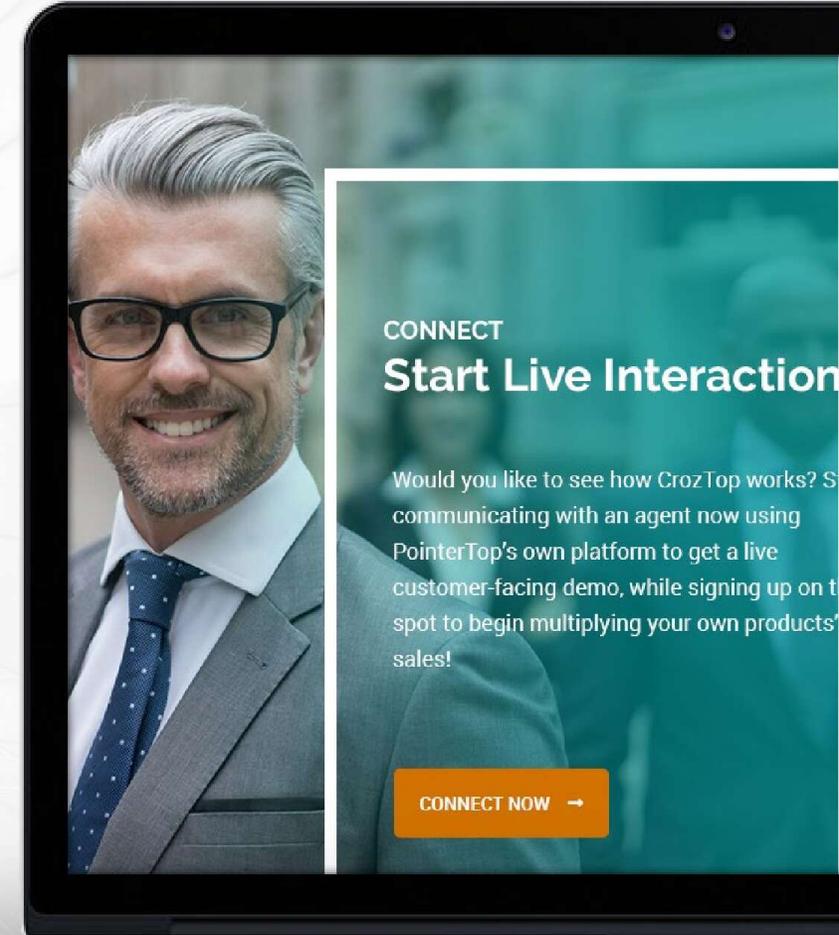
## Service as a Point of Differentiation

Provide human interaction and extend your service protocols to your website and stand out.



## Increased Customer Convenience and Satisfaction

No more phone numbers, fax machines, emails back and forth, and prolonged research for your users.



# PLATFORM USE SCENARIOS



## Sales Conversion Multiplier

*Potential Scenario:* Salesforce agent builds and quotes a solution for user on the spot rather than waiting for email-form response



## Reduced Cost-To-Serve

*Potential Scenario:* AT&T Internet agent sends a customer the exact video explaining how to repair their modem after diagnosis rather than having to explain it verbally



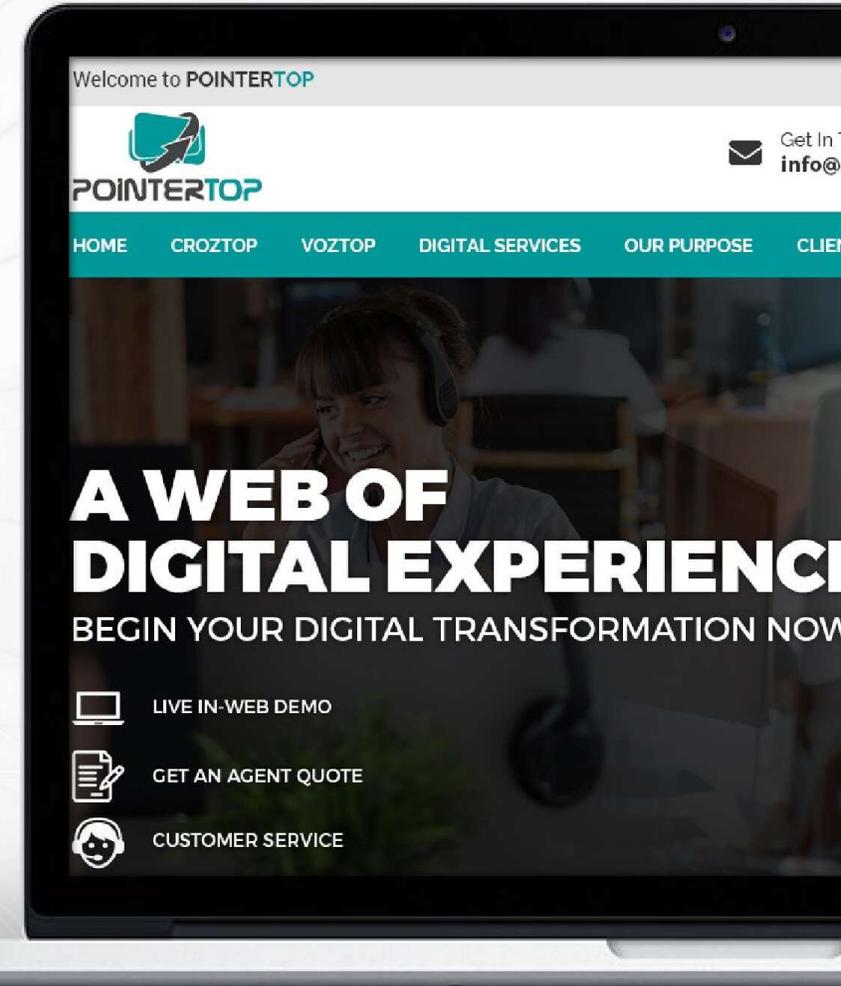
## Service as a point of Differentiation

*Potential Scenario:* A Nordstrom Personal Buyer builds an ensemble with a customer first on the web to then come and try on in-store

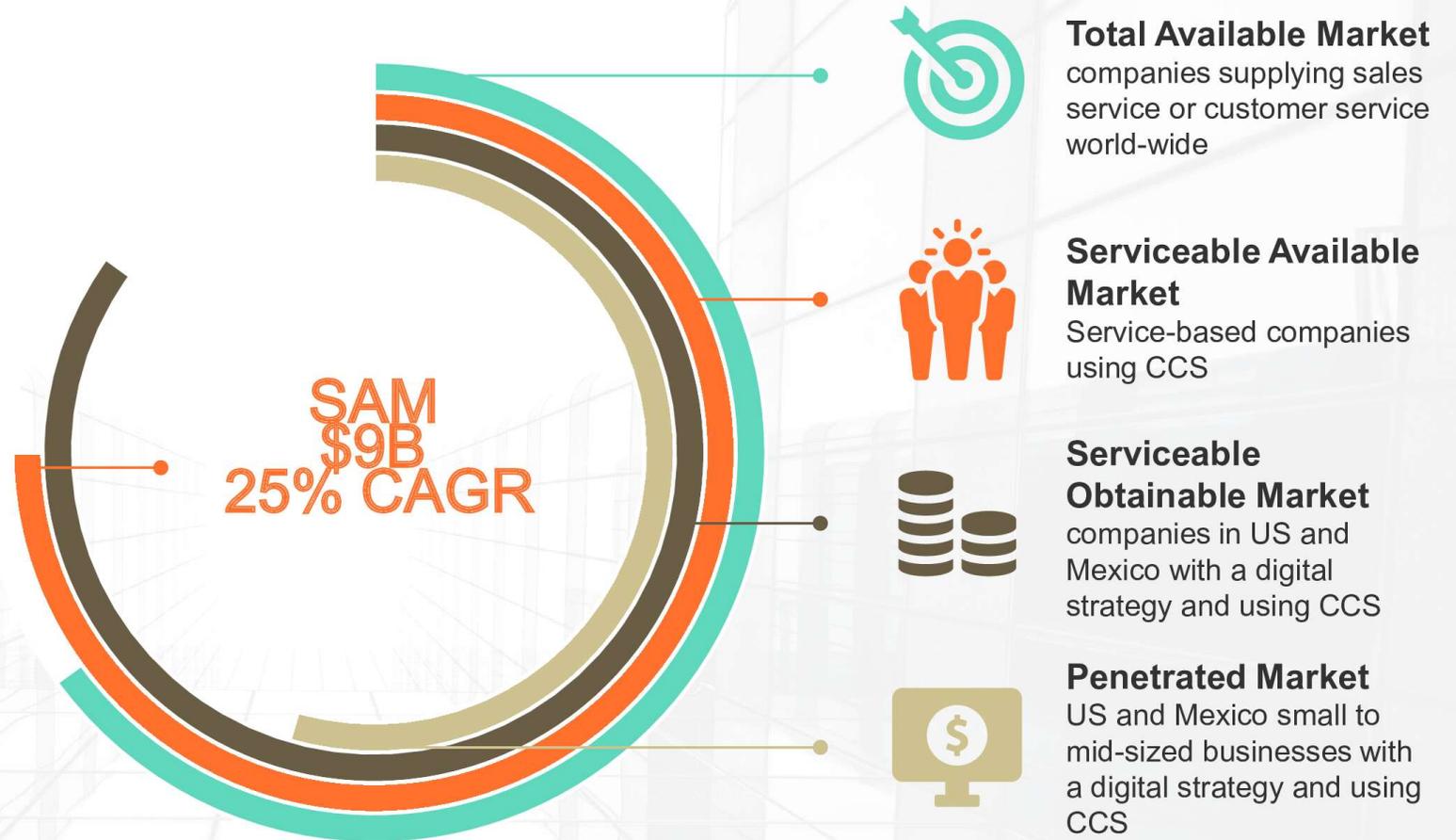


## Increased Customer Convenience and Satisfaction

*Potential Agent Phrases:* “Meet me on our website when you’re ready to sign”; “Jump on our website and I’ll instantly send and explain the bill”; “Call me on our website any time.”



# POINTERTOP'S PRODUCTS ARE PART OF THE *FAST-GROWING* CLOUD CONTACT SOLUTION (CCS) MARKET



**AS A SAAS  
BUSINESS WE  
WILL GENERATE  
*HIGH-MARGIN*  
MONTHLY  
RECURRING  
REVENUE**

### **FORECASTED CLIENT ECONOMICS**

Average Annual Price per Client	\$5,220 (3 Corporate Seats)
Average Cost to Acquire	\$1,305
Average Monthly Unit Price	\$125 (\$99/ \$145/ \$165)
Omnichannel Comparison	\$150 (\$100-\$200)

### **DETAILS**

Significant platform customization over time means low churn and no contracts required

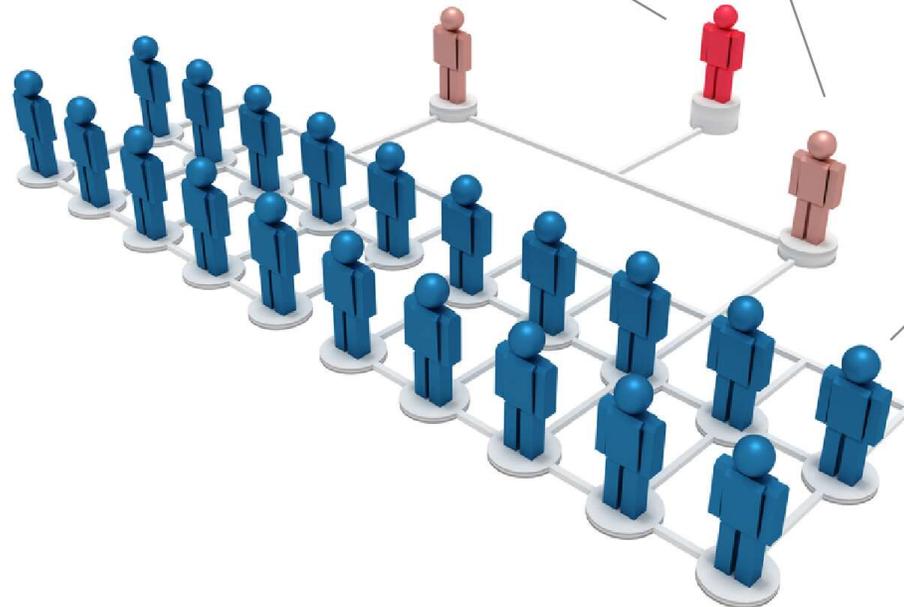
**OUR GO-TO-MARKET STRATEGY ENGAGES INDUSTRY DISTRIBUTION PARTNERS FOR *RAPID SCALING***

Target carriers and software platforms

**Target distributors, digital marketing agencies, call centers, and VARS**

IDEAL NETWORKS

Reach developed network of dealers and existing business clients such as auto dealerships, B2B, and financial services; also market directly digitally and at conferences



# CROZTOP'S MAIN COMPETITION ARE ENHANCED CHAT APPLICATIONS

## COMPETITIVE MATRIX

FEATURE	POINTERTOP	ZenDesk	Drift	Nuance	Vivoch
Storyboard scripting	★				
Agent controlled sessions	★				
Proactive engagement	✓	✓	✓	✓	✓
Multi-media sharing	★		Off-page	Off-page	
Co-browsing	Live View		Live View	✓	✓
Form / page push	✓			Off-page	✓
File Sharing	✓		Off-page	Off-page	
Scheduling	✓		Off-page	Off-page	
White Boarding	★				
In-Web Call	★				
3rd Party Integrations	2019	✓	✓	✓	✓
Macros				✓	✓
Automation/Chatbots	✓	Triggers	✓	✓	
Cross or Omni-channel	2019	✓		✓	

# MEET OUR TEAM

## EXECUTIVES

### Jason Junge, CEO

25 years in Tech Strategy, 14 as Startup CEO  
Prior: Microsoft, Director of Financial Strategy  
BS MIT, MBA Kellogg

### Rafael Saavedra, CTO

CTO 14 years in Software Industry Startups  
Harman Intl, Technology Director  
BS Universidad Nacional, Colombia

### Hugo Ramirez, Sales Mexico

Marketing Director for GM Central America.  
Dealer Liaison Mazda Mexico.  
BS Marketing/ MBA Tech de Monterrey.

## ADVISORS

### Michael Wolf

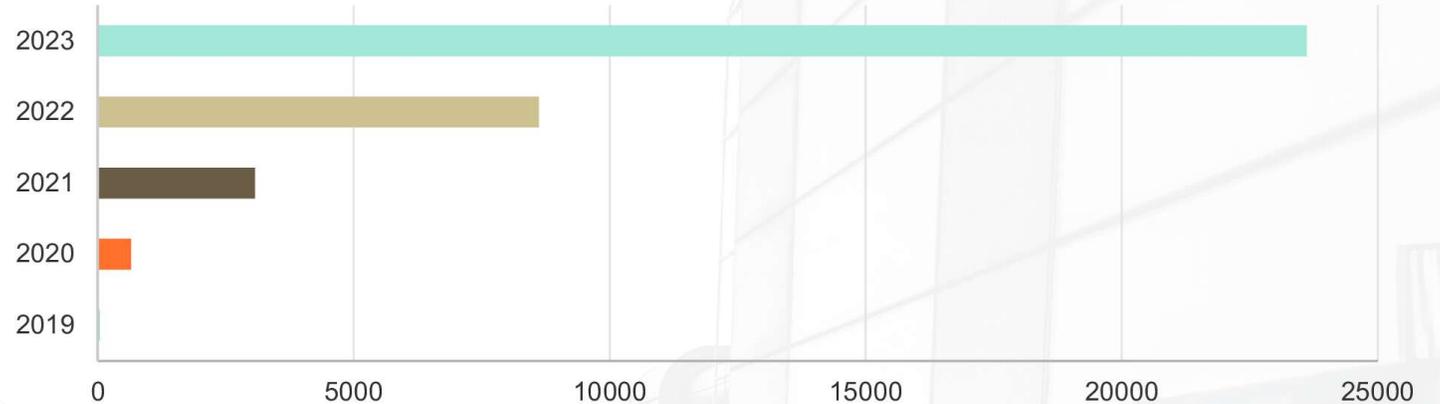
GP of Lobodos Ventures, AZ.  
Co-founder of Viasoft and CEO of Pinnacle Cart.

### Chandler Innovation Center

Tom Fulcher, Entrepreneur Coach  
Christine Bailey, Program Director

# COMPANY FINANCIALS

## REVENUES



## FINANCIAL FORECAST (in 1,000's)

	2020	2021	2022	2023	2024	
Revenue	\$39	\$ 555	\$3,075	\$8,614	\$23,614	91% GM
Total COA	\$20	\$ 340	\$1,350	\$3,400	\$13,654	
Total Expenses	\$88	\$ 465	\$3,530	\$7,420	\$19,032	
EBITDA	\$-51	\$ -250	\$-824	\$375	\$ 4,582	20% Net
Installed Customers	40	300	1,300	3,500	10,000	

# COMPANY STRUCTURE AND STATUS

## CORPORATE STRATEGY

<b>Company</b>	Delaware C-Corp
<b>Financing-to-date</b>	\$331,400
<b>Intellectual Property</b>	Patented
<b>Exit</b>	5-year horizon

- IPO—good opportunity to dominate Contact Center vertical market
- Strategic Partner Sale
  - CRM (e.g., Salesforce.com)
  - Low-touch eCommerce (e.g., Amazon)
  - Contact Center company (e.g., TouchCommerce)
  - Business web tool company (e.g., Google)



CrozTop is a powerful tool for your customer -facing agents.  
We recommend a demo to understand it fully.

## Contact Us Today

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Transform Your Website, Transform your Business!

JJunge @PointerTop.com

602-345-0495

[www.PointerTop.com](http://www.PointerTop.com)

## No Contracts

**\$99**

Concurrent User-Month  
**PROFESSIONAL**

**\$145**

Concurrent User-Month  
**CORPORATE**

**\$165**

Concurrent User-Month  
**ENTERPRISE**



Chatbot, in -web  
calling



Unlimited  
Storyboard pages  
and tools



Role routing



3 Storyboard pages,  
3 tools



Web Marketplaces



Session transfers