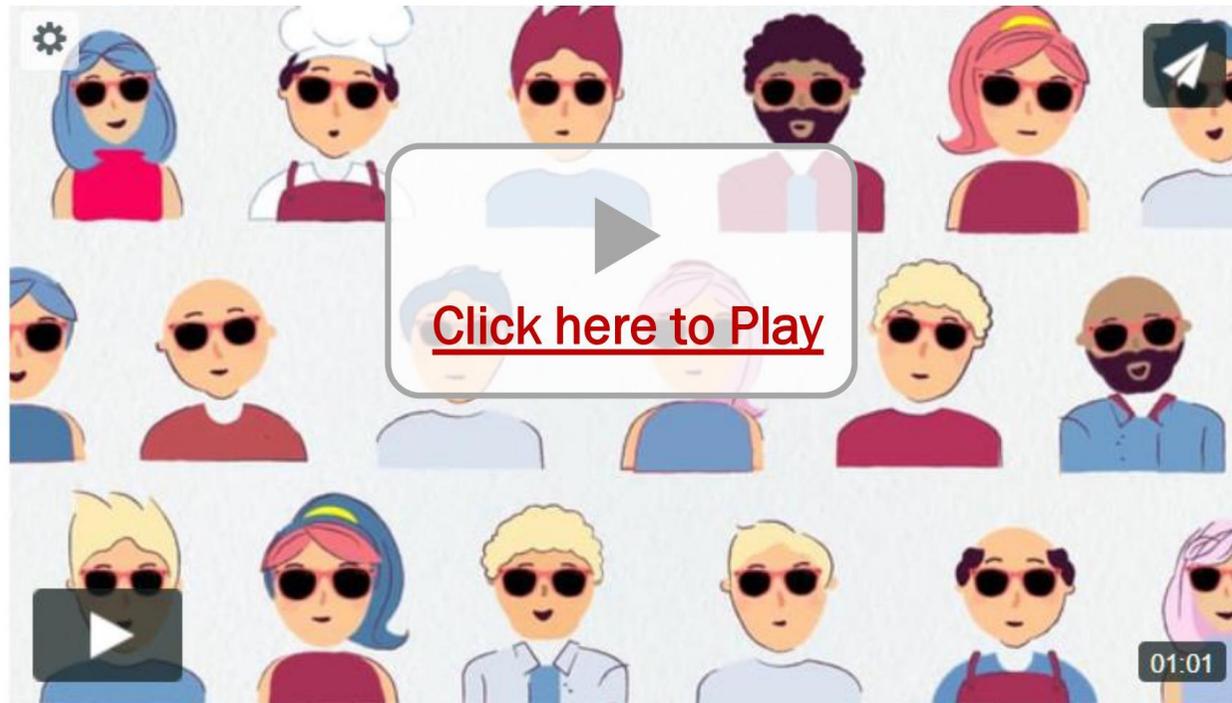


Introducing Xobbies





The XOOBIES platform is a Personalized Guided Experiences marketplace, where vetted guides (or Xoobies, as we call them) take small groups of guests out on unique adventures.

We have launched in Chicago and currently have 40+ Xoobies providing Experiences in the city. Miami will open in April '18 followed by an expansion into Denver by Q2 '18, and into the top 25 US Markets by mid 2019.

The Vision

Imagine a travel journey that's worry free.

Simply turn up in anywhere in the world, and know that you can quickly find a trusted, vetted individual who can take you on the personalized journey of your liking, on demand.

ACTIVE & LIFESTYLE

Beach Yoga & Rooftop Drinks

XOOBIE

David

WHAT IS IT

Private Yoga lesson on the Beach with a certified instructor followed by rooftop cocktails

The screenshot shows the Xoobies website interface. At the top, there are navigation links for 'XOOBIES', 'EXPERIENCES', and 'CATEGORIES', along with 'Login' and 'Signup' options. The main content area features a large image of a group of people practicing yoga on a beach. To the right of the image is a red sidebar with the following information:

- AT A GLANCE**
- Duration: about 2 hours
- Location: North Avenue Beach
- Starting at: Castaways at North Beach (1603 N Lake Shore Dr)
- Ending at: J Parker
- Price: \$300 for a group upto 4 people

Below this is a 'START YOUR RESERVATION' section with a calendar for August 2017. The calendar shows the following reservation slots:

| Aug - Aug | Begin by picking a timeslot |
|-----------|--|
| 3 - 9 | T Aug 3 |
| 10 - 16 | F Aug 4 |
| 17 - 23 | S Aug 5 10AM 1PM |
| 24 - 30 | S Aug 6 10AM 1PM |

At the bottom of the page, there are navigation links: 'Home | Chicago | David | Active & Lifestyle' and the title 'BEACH YOGA & ROOFTOP DRINKS'.

“David set an amazing setting for our Yoga session. We were all beginners with differing abilities yet the instructor was sure to challenge and support all of us. I would definitely do it again!!” SCOTT



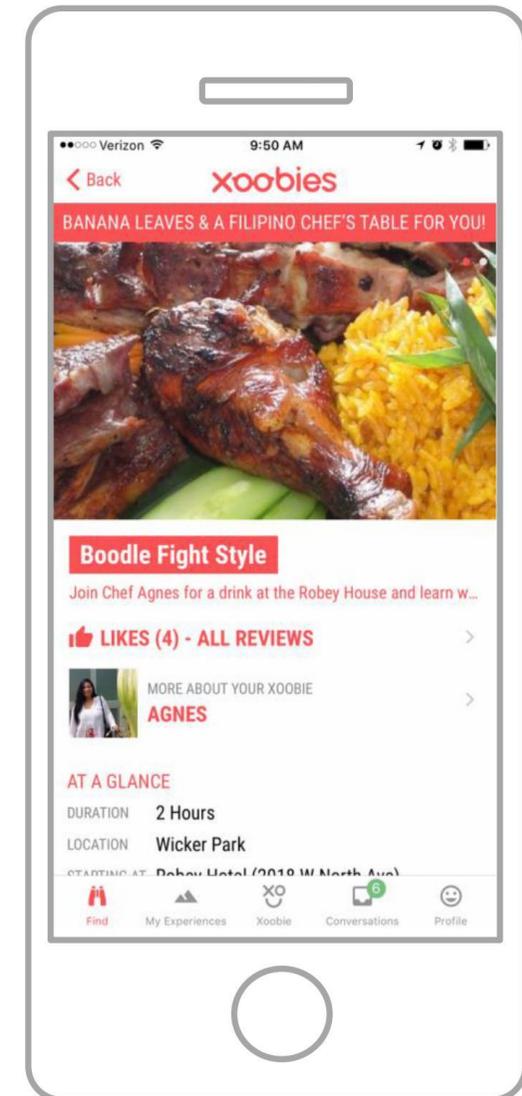
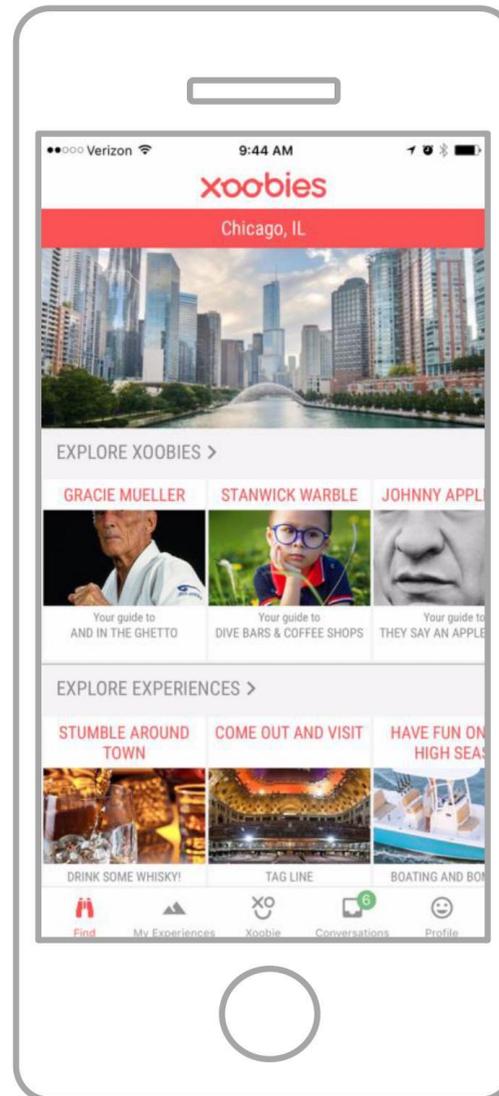
How does it work?

Seek

Local culture, entertainment,
adrenaline or chilling out?

We've got you covered!

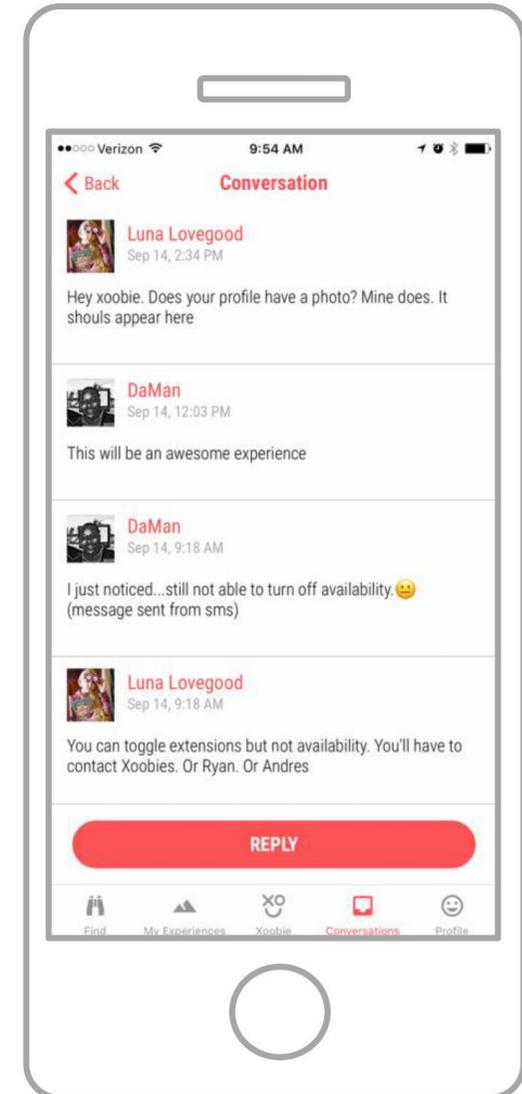
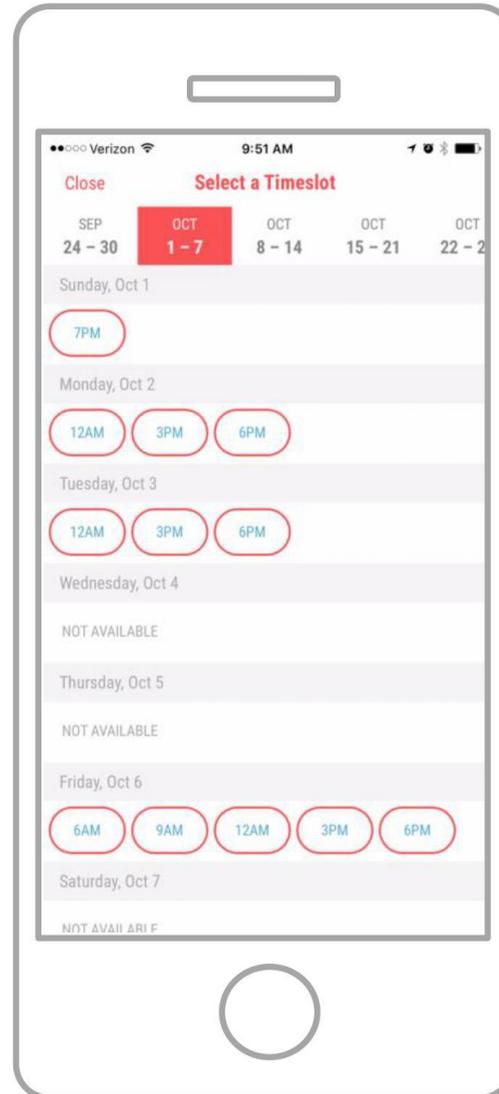
Choose from hundreds of
curated Xoobie Experiences



Reserve & Personalize

Flexible time slots and instant booking to fit your schedule!

Customers exchange messages with Xoobies to personalize their experience and ask questions!

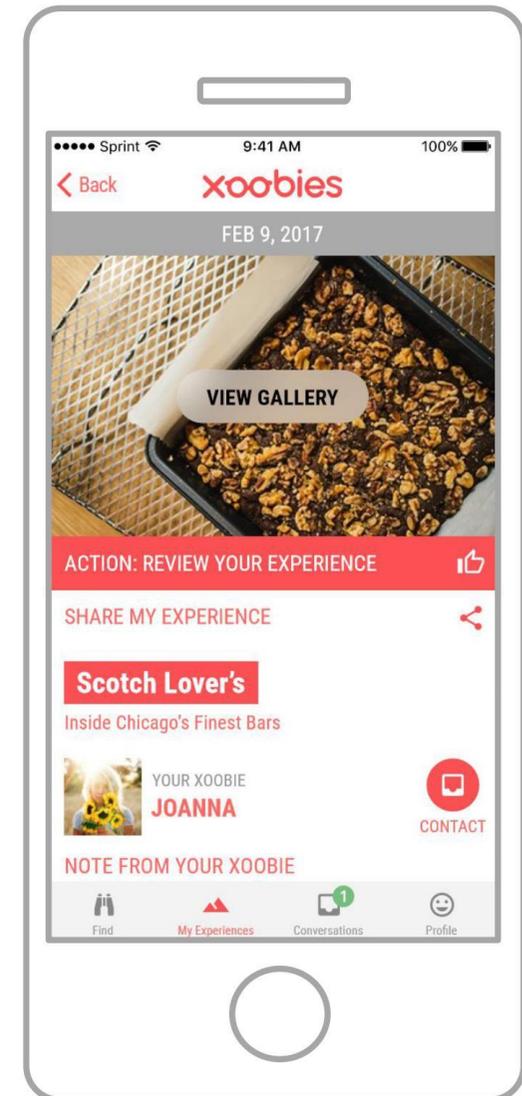
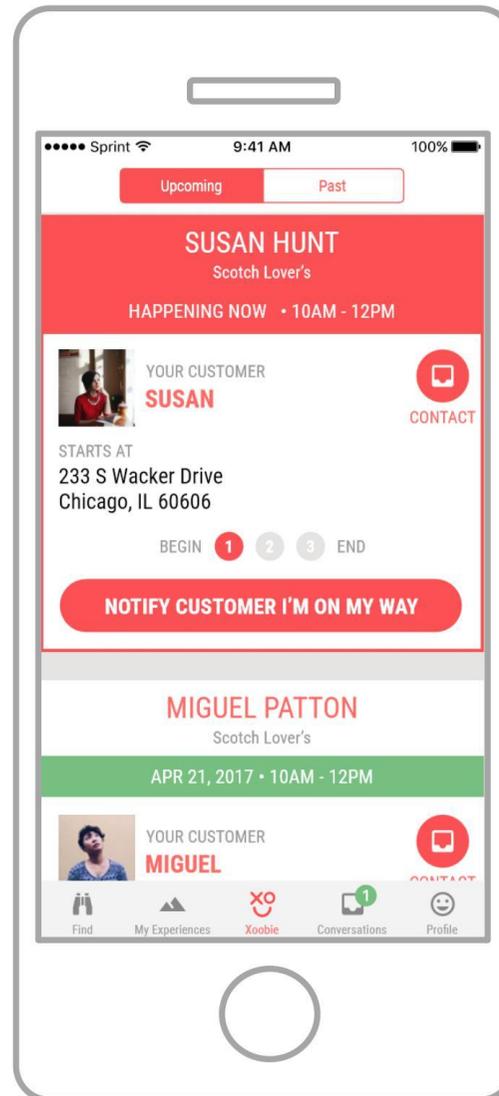


Let's Go!

Customers & Xoobies receive real-time notifications to facilitate smooth arrival & kick off!

Xoobies upload pictures after, write a thank you note to their Guests and invite them to rate/review.

Long lasting relationships are born!



xoobies XOOBIES EXPERIENCES CATEGORIES [Login](#) | [Signup](#)

Location: Chicago [Check coverage](#)



[Home](#) | [Chicago](#) | [Agnes](#) | [Food & Wine](#)
SO FORKING GREAT

AT A GLANCE
 Duration: about 2 hours
 Location: Highland Park, IL
 Starting at: Chicago Botanical Gardens
 Ending at: Chicago Botanical Gardens
 Price: \$300 for a group upto 4 people

START YOUR RESERVATION

AUGUST 2017

Begin by picking a timeslot

| | | | | | | |
|----------------------|---|-------|----------------------|---------------------|---------------------|---------------------|
| Aug - Aug 3 - 9 | T | Aug 3 | 12PM | 3PM | 6PM | 9PM |
| Aug - Aug 10 - 16 | F | Aug 4 | 12PM | 3PM | 6PM | 9PM |
| Aug - Aug 17 - 23 | S | Aug 5 | 3PM | 6PM | | |
| | S | Aug 6 | 12PM | 3PM | 6PM | 9PM |
| Aug - Aug 24 - 30 | M | Aug 7 | 12PM | 3PM | 6PM | 9PM |

“The gardens were beautiful and the food was perfect. Agnes was so lovely and super sweet!” JEANNE

“Great Idea! Loved the walk through the garden and how the herbs were incorporated into the food” JEN

FOOD & WINE

So Forking Great

XOOBIE

Chef Agnes

WHAT IS IT

Private Meal & Cocktails with a private tour of the Chicago Botanical Gardens

The Xoobies Ecosystem

AWARENESS



ACQUISITION



PARTICIPATION



RETENTION



RE-ACQUISITION



Safe, Trusted Guides
Unique Experiences
Simple Categories
Multiple Price Points

Mobile apps with Realtime
Geo-Location enabled
updates, Security
Verification, Check-Ins

Relevant Contextual Offers
from Local Businesses
provided as a Thank You
for using the Platform

Satisfaction Guarantee

Cashless Experience

Simple Scheduling

Safety & Security

Catered to You

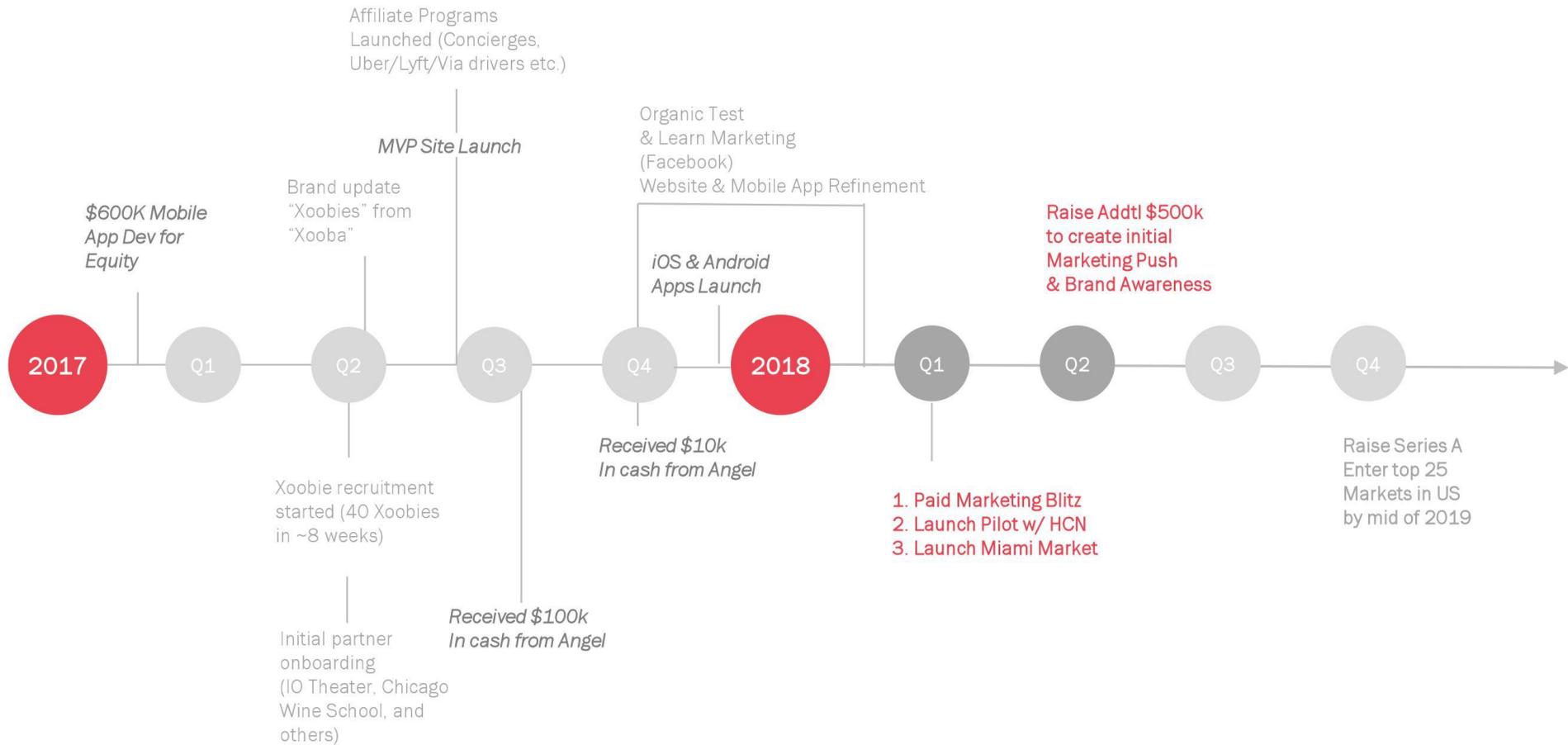
Similar Platforms Available Today

NEEDED TO WIN

NEEDED TO PLAY

| | xoobies | Viator | ToursbyLocals | AirBnB | Priceless |
|----------------------------|---------|--------|---------------|--------|-----------|
| Personalized to You | ● | ○ | ○ | ○ | ○ |
| Unique | ● | ○ | ◐ | ◑ | ◒ |
| Simple & Frictionless | ● | ○ | ○ | ○ | ○ |
| B2B Ready | ● | ○ | ○ | ○ | ○ |
| Post Experience Ecosystem | ● | ○ | ○ | ○ | ○ |
| Cashless | ● | ◐ | ○ | ● | ● |
| Safety & Security | ● | ◐ | ○ | ◑ | ◒ |
| Satisfaction Guarantee | ● | ○ | ○ | ○ | ● |
| Well Compensated Providers | ● | ○ | ◐ | ○ | ● |
| Guided | ● | ◑ | ● | ● | ○ |

Key Activities to Date



EXPERIENCE



PRODUCT

● **MQ QURESHI**
(Former) Global Director of Digital Experience, McDonalds Corp



TECHNOLOGY

RYAN FERRETTI
(Current) VP Technology, CraftJack



USER EXPERIENCE

TWISHA SHAH
(Current) Head of UX at RTC, Adjunct Professor of Design IIT

MARKETING



DEMAND

SEAN POWER
(Vendor) Sean Power Marketing

The Xoobies Core Team

OPERATIONS



COMPANY OPS

● **DENNIS ROBINSON**
(Former) Global Director of Digital Ops, McDonalds Corp



PRODUCT OPS

KEVIN TANG
(Former) Head of Program Ops, UL

● Fulltime ○ Founders

ADVISORS

ERIC LITMAN
Founder, Proxicom
Former CEO, Medialets



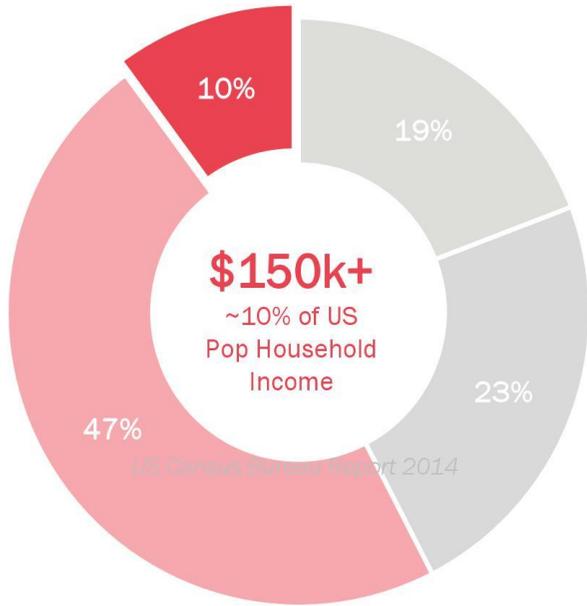
KETAN THAKKAR
CEO, uBID



JOHN NORDIN
Angel Investor, Cornerstone



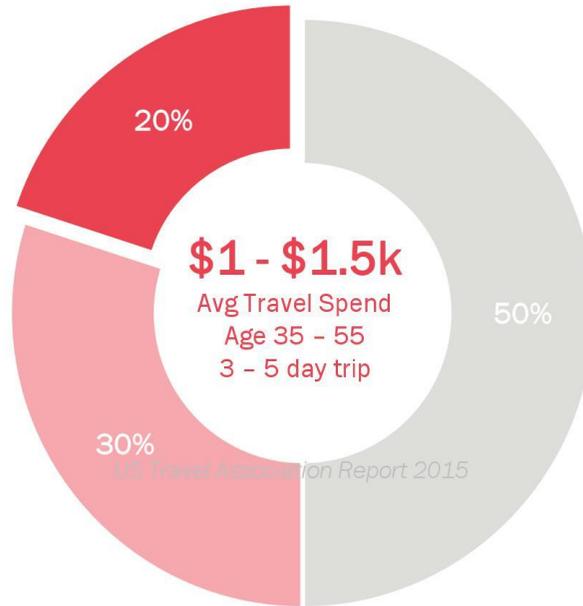
1% of the addressable market purchasing a single experience per year provides a significant revenue potential



- <\$40k (19%) ■ \$40-\$60k (23%)
- \$60-\$150k (47%) ■ **\$150,000 (10%)**

1%

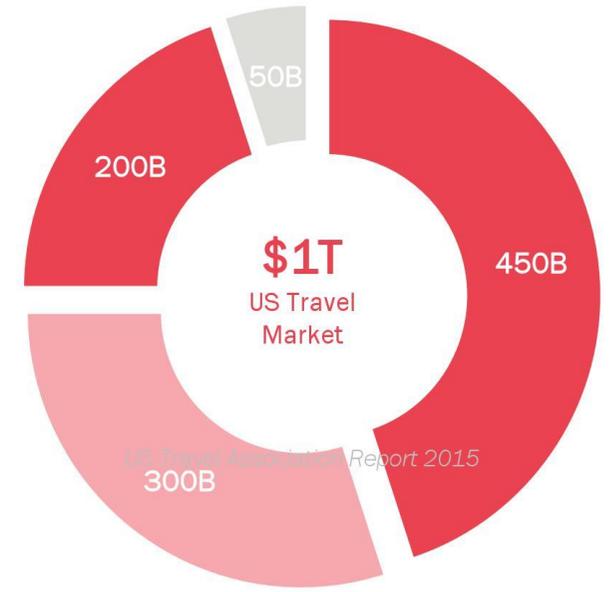
OF ADDRESSABLE MARKET



- Travel & Lodging
- Food & Drink
- **Activities & Entertainment**

\$250

1 EXPERIENCE @ LOWEST PRICE POINT



- **Leisure - Domestic** ■ Business - Domestic
- **Leisure - Intl** ■ Other

\$75M

CONSERVATIVE REVENUE POTENTIAL

Capital Raise

| | Goal | Instrument | Status | Purpose | Notes |
|-----------------------|--------|------------|----------|---|----------------|
| <i>Founders Raise</i> | \$100k | None | Complete | Get up & running | |
| <i>Dev for Equity</i> | \$597k | SAFE | Complete | Mobile Apps by SPR | Apps submitted |
| <i>Seed Raise</i> | \$110k | SAFE | Complete | Marketing rollout in Launch City | |
| Angel Raise | \$1M | SAFE | Started | Mass awareness Launch Addtl Markets in US / NA | |

Use of Funds

- Capitalize on immediate opportunities - Hilton (Hotel Communication Network), Spirits Brand Sponsorships
- Evolve Offer Spectrum faster - Capture customers with high intent through multiple channels
- Organic & Paid Marketing Campaigns - Influencers, Paid Social, Articles, PR, Slick Videos
- Increase presence - Launch experiences in additional markets (Miami, Denver, San Diego)



Thank You