

storeboard.com

*Innovating Search For Businesses  
Products, and Services*

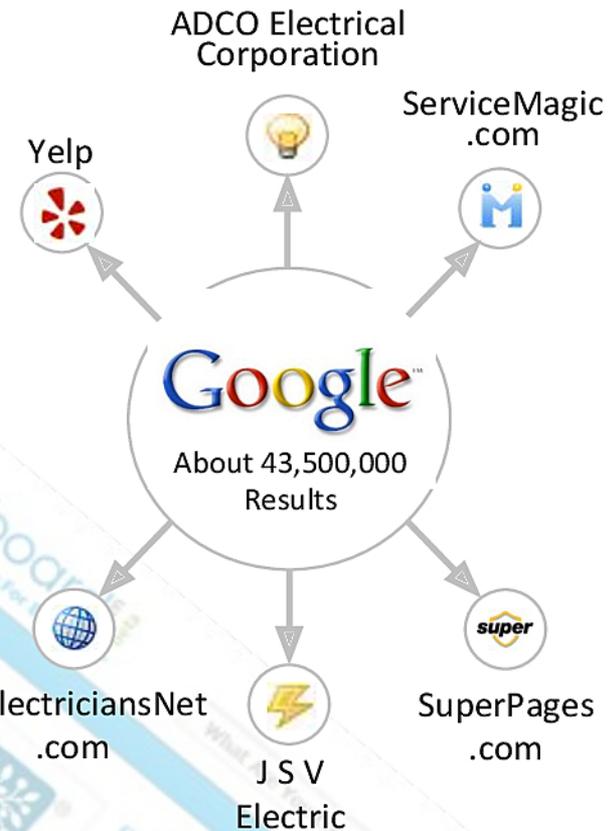
Investor Presentation  
March, 2018

## The Problem: Searching For Products and Services Is Not Efficient

- Information About **Businesses** is **Spread** Across the Internet in a **Multitude of Websites** and Directories Presented in **Different Formats**.
- When Consumers *Search For Businesses*, **Too Much Investigation** Is Required and It Is Difficult to Compare the Various Businesses and the Information They Find In Search Engine Results.
- Consumers Have Limited Filters Available Hindering a Consumer's Ability To Locate Goods and Services.

## Typical Business Search - 2018

### Search Query: Electrician New York, New York



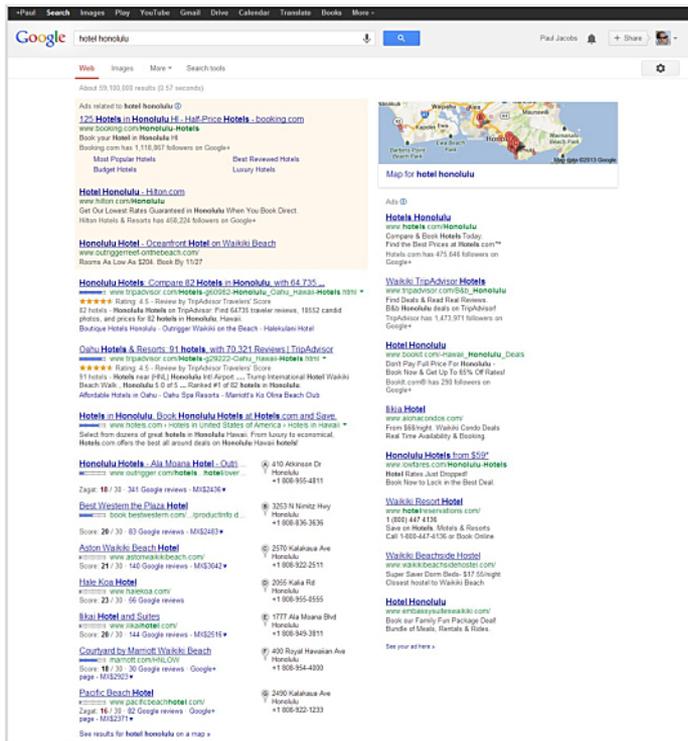
# Many Popular Search Sites Use A Standard Profile



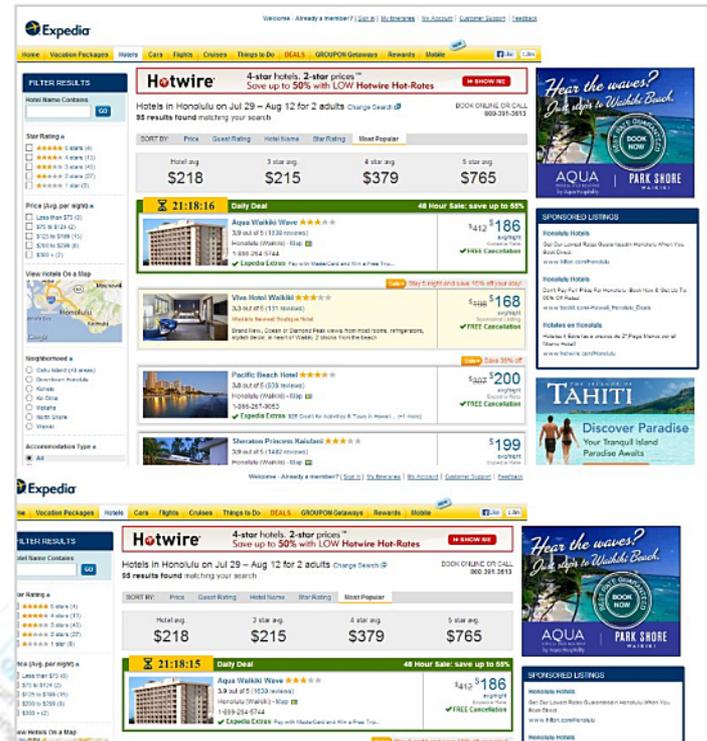
Because profiles are easy to create, compare, and search.

## This Is Why Consumers Prefer To Search For Travel on Expedia vs. Google:

### Google Search Results



### Expedia Search Results



- A wide variety of results requires more searching.
- Not possible to use search filters.
- Expedia consists of standard profiles for hotels.
- Search Filters can be used to zero in on the "perfect" choice.

## A Standard Profile Benefits Businesses and Consumers

<u>Advantages</u>	<u>Website</u>	<u>Standard Profile</u>
Customer's Ability to Navigate Using Filters	<b>Time Consuming</b> - Customer Has to Learn Each Individual Website	<b>Easy</b> - All Businesses Appear in a Profile That Appears the Same with Slight Variations To Allow For Different Business Types
Sharing Content	Website Content Can Be Viewed Only	All Content Can Be Shared On Major Social Networks
Cost	<b>Varies</b> - Limited Free Options	<b>Free</b>
Marketing	Requires Outside Expertise and Costs To Connect With Other Businesses and Consumers  "A Website Stands Alone Like an Island"	Other Businesses and Customers Are Part Of The Platform - There Is a Built In Audience That Can Be Accessed At No Cost  "Storeboard Profiles Are Part of a Broader Community"
Customer Interaction	<b>Limited</b> - Intended for Viewing Only	<b>Rich Opportunities</b> For Customers to Share and React in Comments, Email, and Posting
Ability to Update	<b>Difficult</b> - Usually Requires Outside Expertise	<b>Easy</b> - No Outside Assistance Required

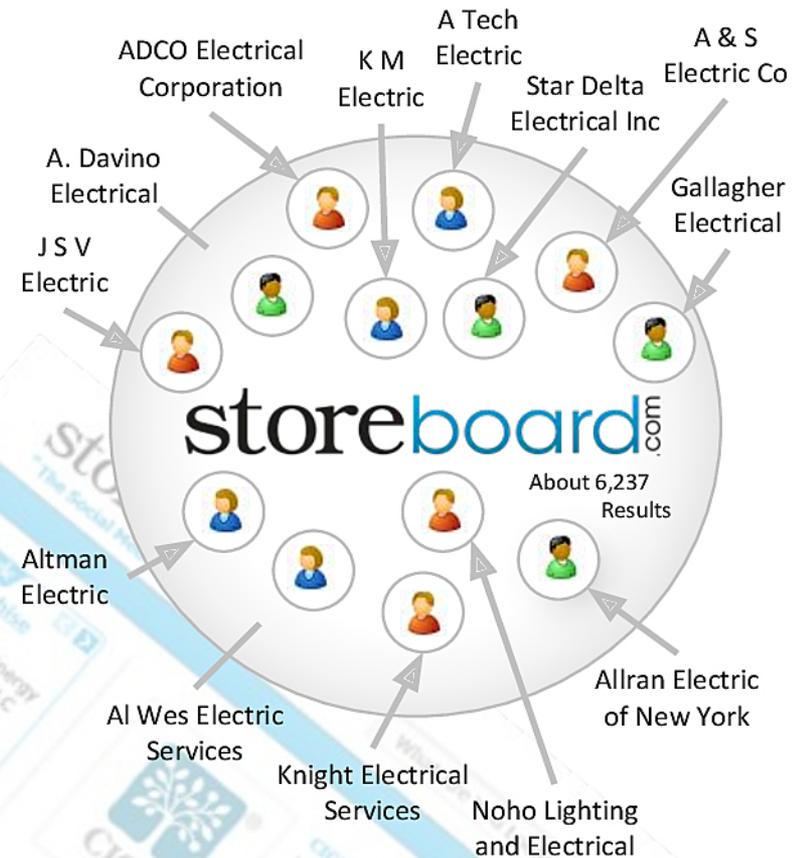


## The Solution: storeboard.com

- **Storeboard's Standard Profile** Showcases and Promotes Business-Friendly Profiles That Encourage *Commerce, Interaction, and Engagement. Everything that can be put in a Website goes into a Profile.*
- A Standard Profile For **Every Business Type** That Incorporates All of The Business's Information and Media Found on a Website.
- Storeboard Has Become a Leading Website Aggregating **Business Data and Media.**

## Storeboard Business Search - 2017 & Beyond

### Search For: Electrician New York, New York



# Businesses share their story and media on Storeboard using a standard profile.

**facebook.**

I like donuts

**twitter**

I'm eating a donut

 *Instagram?*

Here's a selfie of me eating a donut

**You** 

Here's a video of me eating a donut

**Linked** 

My skills include donut eating

storeboard.com

**My business sells donuts**

# Why Businesses Love Storeboard!

Storeboard Combines Social, Classified, Marketplace, and Directory Websites All Into One.

Linked  + craigslist  + amazon.com  +  = storeboard.com

# Why Consumers Love Storeboard!

More Filters Result In A Better Search Experience:

Businesses, Products, and Media Can Be Search Based on Location, Media, Business Category, and a Myriad of Other Criteria Using Search Filters.

# Storeboard's Standard Profile

**METRO**

**Sb Premium Member**

Featured Member

Images Videos Audios Blogs Coupons

Smart Tray System Gowning Bench PCB Mobile Wire Tray Rack ESD Conductive Stem Casters

Gallery: Electronics and Clk 1 2 3 4 5 Next > Close | View All Images

Profile Raves Products Classifieds Friends Links Board

**Business Description**  
Metro Shelving Products, a division of Design Team America, Inc., is an authorized Gold Seal Dealer for Genuine Metro Products exclusively. We offer comprehensive product knowledge, special quotations, professional service and specification assistance without handling fees or minimums.

**Phone** (800) 963-9146  
**Fax** (800) 963-9145  
**Location** Long Beach, California  
**Storeboard City** Long Beach, California | [Contact This Member](#)  
**E-mail** [info@MetroShelvingProducts.com](mailto:info@MetroShelvingProducts.com)

**Business Categories**  
Hospital Equipment & Supplies  
Storage - Household & Commercial  
Laboratory Equipment & Supplies  
Medical  
Racks  
Shelving - Retail

**Directory Listing** [Metro Shelving Products's Directory Listing](#)  
**Directory Category** [Shelving](#) | [Shelving Network](#)  
**Years In Business** 22 Years  
**Website** <http://www.MetroShelvingProducts.com>

**Social Media Profiles**  
[Twitter](#)  
[Facebook](#)  
[Doodle+](#)  
[Metro Shelving](#)  
[metrosheblingproducts](#)

**Follow Us On Twitter**  
[Follow @MetroShelving](#) (775 followers)

**Like Our Facebook Page**

**Like This Profile On Facebook**  
[Like](#) [Share](#) (8)

**Owner** Design Team America, Inc.  
Work: (800) 963-9146  
[info@MetroShelvingProducts.com](mailto:info@MetroShelvingProducts.com)

**Customer Store Manager** Dennis  
Work: (800) 963-9146  
[Dennis@MetroShelvingProducts.com](mailto:Dennis@MetroShelvingProducts.com)

**Products** Commercial Quality Storage Solutions for the Electronics, Clean Room, Laboratory, Healthcare, Hospitality, Municipal, Retail and Food Service Industries. International Customers | T 001.562.437.2371 USA Territories | T 562.437.2371

**Methods Of Payment** Visa, American Express, Master Card, Discover

## The Most Complete Profile

- Description
- Products
- Images
- Videos
- Blogs
- Promotions
- Services
- Events
- PDFs
- Menus
- Social Links
- Raves

## Freemium Features

- Increased Visibility
- Member Reviews
- Who Viewed My Profile?
- Chat
- Conferencing

## Premium Features

- Marketing Solutions
- Vendor Solutions
- E-Commerce Solutions

# 350,000 budget-conscious small businesses worldwide have used Storeboard to ...



showcase their products using images, audio, video, blogs



track the popularity of all multimedia content they upload



share all content on 300+ social media sites with a single click



make online connections with other businesses

## ...all from one site, without needing technical expertise, and all for FREE.



# ...in order to share business updates...



**The Spot SEO:** The Spot SEO Has Added An Image: [Expert Internet Marketing Services.](#)



[Like](#) · [Comment](#) · [Share](#) · [Repost](#) · [Share On Other Sites](#) · 6 Hours, 52 Minutes Ago

Write A Comment!



**The Spot SEO:** Check Out [The Spot SEO's](#) Image: [The Spot SEO.](#)



[Like](#) · [Comment](#) · [Share](#) · [Repost](#) · [Share On Other Sites](#) · 6 Hours, 56 Minutes Ago

Write A Comment!

Internet marketing service provider based in West Covina, CA.

Update feed posting visible to all members on Storeboard, and will remain searchable forever.

# ...showcase their products...

Boutique gift basket retailer with founder based in Queens, New York.

Profile directly linked to other social media channels for greater visibility.

The screenshot shows a Storeboard.com profile for 'Specialty Gifts by La Bella Baskets'. The profile includes a control panel on the left with links to Dashboard, Premium, Friends, Mail, Profile, Post, Networks, Groups, Deals, Share, Members, Products, Directory, Classifieds, Forums, and Board. The main content area features a profile picture of the founder, a bio, and a deal: 'Deal: \*\*\*YES\*\*\* FREE La Bella Baskets Annual Saver Club Membership! Membership gets 20% off all gift items for ENTIRE YEAR, 24/7! Why Pay Retail? Contact for Details Visit: www.specialtygifts.biz'. Below the bio are tabs for Images, Videos, Audios, Blogs, and Coupons. A 'Products' tab is selected, displaying a grid of 31 products with images, titles, and prices. The products include 'Be Mine Spa' (\$119.99), 'Beer My Valentine', 'Bling Tumbler' (\$29.99), 'Breakfast in Bed' (\$69.99), 'Chocolate and Delicious' (\$24.99), 'Cookie Bloom Cookie Bouquet' (\$46.99), 'Feel Better Soon Cookie Gift Box' (\$46.99), and 'Fitness Fun Tote' (\$24.99). Social media links for Website, Social Media Profiles, and Facebook are also visible.

Showcasing 31 products with images, audio and video.

# ...receive customer feedback...

Handyman service headquartered in Richmond, VA

The screenshot shows the storeboard.com website interface. At the top, there's a navigation bar with 'Members' and a search box. Below that, a blue navigation bar lists various categories like Networks, Members, Directory, etc. The main content area features a profile for 'Bubbas Handyman Service' with a photo of workers, a list of services, and a 'Raves' section. The 'Raves' section shows three reviews, with the first one from 'Art Als' dated December 26, 2014, and the second from 'D&D Taking Out The Trash, LLC' dated December 28, 2012. A large arrow points from the '44 customer reviews or "raves"' text to the 'Raves' section. The 'Raves' section also shows a '44' next to the 'Raves' tab, indicating the total number of reviews.

storeboard.com  
New York | San Francisco | New York | United States  
Members ▾ What Are You Looking For? Search!

Networks | Members | Directory | Products | Classifieds | Videos | Blogs | Images | Audios | Coupons | Deals | Groups | Forums | Locations

Control Panel ▲  
Dashboard  
Premium  
Friends  
Mail  
Profile  
Post  
Networks  
Groups  
Deals Add A Deal!  
Share Powershare!  
Members  
Products  
Directory  
Classifieds  
Forums  
Board  
Channels  
Affiliate  
Analytics  
Account

Member Categories  
All Members  
By Location  
Superstars  
Featured  
Most Popular  
Premium Members

**Bubbas Handyman Service:** HVAC, Plumbing, Appliance, Carpentry, Roofing, Siding, Gutter, Shutter, Drywall, Painting, Masonry, Flooring, Handyman, Vents, Duct, Cleaning, Drain, Clog, Leak, Water Heater, Faucet, Toilet, Shower, Pipe, Bathtub, Sink, Debris Removal, Tree Removal, Furniture Assembly, Shelving, Siding, Flashing, Hand Railing, Grab Bar, Security Bars, Play Set, Turn Key, Make Ready, Exhaust Fan, Ceiling Fan, Foundation, Waterproofing, Window, Door, Frame, Power Washing, Lighting, Vapor Barrier, Bollards, Mold Remediation, Ramps.  
1 Day, 7 Hours Ago · Like · Comment · Share · Repost

**Deal:** \$55.00 Service and Diagnostic Fee! (thats a 20.00 savings). Must present coupon to recieve discount. Bubbas Handyman Service (804) 329-2525 www.bubbashandyman.com Your One Stop Shop!

Images 23 Videos 12 Audios 1 Blogs 25 Coupons 2

Profile Raves 44 Services 63 Classifieds 554 Friends 333 Links 13 Board Products 3

**Bubbas Handyman Service's Raves**

**Art Als**  
Omaha, Nebraska  
December 26, 2014  
**Great Service**  
★★★★★  
Quality service at it's finest!

**D&D Taking Out The Trash, LLC**  
Orem, Utah  
December 28, 2012  
**Great service**  
★★★★☆  
What a needed service.

**1st Class Heat and Air**  
Plano, Texas  
September 18, 2012  
**Whose Handy?**  
★★★★★  
Bubbas.....The top choice for handyman service.

44 customer reviews or "raves"

# ...publish thought leadership...

Hardwood flooring service provider based in Calgary, Canada.

## Why Using Engineered Hardwood Flooring in Toronto Homes is Ideal

Posted April 1, 2013 @ 8:09 am

Subscribe • View Portfolio • Follow • Add Friend • Share • Tweet • Facebook Share • QR Code • Like 0



Using [engineered hardwood flooring in Toronto](#), area homes is definitely the ideal choice. Whether you are upgrading your current home or building a new house, installing hardwood floors has many benefits. The benefits go beyond aesthetics and practicality. Hardwood flooring is more affordable than it has ever been, and it is one of the most environmentally friendly products you can use in your home. Read on to find out why more and more homeowners are fitting their houses, cabins, and condominiums with **engineered hardwood flooring in Toronto**.

### Why Engineered Hardwood and Not Carpet?

Carpeting as it can react to temperature changes, and it can absorb moisture from the air, and if not fitted properly, it can be a messy and expensive mess. This happens occasionally, but engineered hardwood eliminates this threat. Engineered hardwoods are manufactured by laminating smaller strips of wood together, which makes them resistant to wood from shrinking and warping as it is resistant to moisture. Engineered hardwood is also stain, and is virtually resistant to mold and mildew if it is properly maintained. On the other hand, even if vacuumed regularly can develop a build up of allergens, respiratory ailment. Mold, mildew, mites, and animal dander are not environmentally friendly as you may think. Engineered hardwood is a more sustainable choice, as wood is one of our most sustainable and renewable resources. This is largely due to the wonderful reforestation projects that have seen more hardwood produced annually than harvested on an annual basis.

In general you can buy hardwood flooring for between \$7 and \$12 per square foot, but you can find deals on discontinued lines for as little as \$1 or \$2 per square foot. The price of course depends very much on the type of wood used, but there are many discount promotions available, and they should definitely be looked into when considering **hardwood flooring and installation in Toronto**.

The further in advance you plan, the more time you'll have available to select the very best quality **engineered hardwood flooring in Toronto**, and at a price that meets your budget to boot.

Elizabeth Eisenhower recommends Hardwood Flooring Stores for [engineered hardwood flooring in Toronto](#). Find affordable, quality hardwood and flooring options in many species of wood, colors and widths.

Author: Elizabeth Eisenhower

Viewed: 31,573 Views

Share: 



[Elizabeth's Blog](#)

**Posted By:** [Elizabeth's Blog](#)  
**Storeboard City:** [Calgary, Canada](#)  
**Phone:** 6479329304  
**Description:** for you and your family  
**Website:** <http://hfsliquidators.com>





Blog has received **31,500+** views and can be shared via numerous social media

# ...join and contribute to online interest groups...

**California Business Networking Group Members (419)** [Go To Group](#)

Member	Business Type	Media	Friend
<b>Robin Elsenrath</b> <a href="#">San Francisco, California</a>	<a href="#">Community Member</a>		<a href="#">Add Friend</a>
<a href="#">Internet Marketing</a>			<a href="#">Add Friend</a>
<a href="#">Community Member</a>			<a href="#">Add Friend</a>
<a href="#">Clothing</a>			<a href="#">Add Friend</a>
Not Assigned			<a href="#">Add Friend</a>
<a href="#">Advertising</a>			<a href="#">Add Friend</a>
<a href="#">Taxi and Limousine</a>			<a href="#">Add Friend</a>
<b>Instant Lawyer Access</b> <a href="#">San Diego, California</a>	<a href="#">Attorneys</a>		<a href="#">Add Friend</a>
<b>Century 21 Wright</b> <a href="#">Temecula, California</a>	<a href="#">Realtors</a>		<a href="#">Add Friend</a>
<b>Kojo Jantuah</b> <a href="#">San Francisco, California</a>	<a href="#">Community Member</a>		<a href="#">Add Friend</a>
<b>Windermere Real Estate</b> <a href="#">Redding, California</a>	<a href="#">Realtors</a>		<a href="#">Add Friend</a>
<b>Sierra Gold Realty</b> <a href="#">Bakersfield, California</a>	<a href="#">Realtors</a>		<a href="#">Add Friend</a>
<b>California News and Business Information</b> <a href="#">Los Angeles, California</a>	<a href="#">Social Media</a>		<a href="#">Add Friend</a>
<b>KB Gold Partners</b> <a href="#">Salinas, California</a>	<a href="#">Gold and Silver</a>		<a href="#">Add Friend</a>
<b>Coldwell Banker Residential</b> <a href="#">Los Angeles, California</a>	<a href="#">Realtors</a>		<a href="#">Add Friend</a>
<b>Shadab Khan</b> <a href="#">Milpitas, California</a>	<a href="#">Community Member</a>		<a href="#">Add Friend</a>

**California Business Networking Group**  
[Create A Group](#) | [Storeboard Groups](#)

The California Business Networking Group is committed to increasing business among its Members. The Group will try and help increase revenues for its Group Members by generating referrals and leads. The Group will also seek to foster business relationships and alliances between the Members.

[Start A New Discussion](#) | [Invite Friends To Join This Group](#)

Administrator: **Business Networking Group** [419 Members](#) | [Public](#)

[f](#) [t](#) [in](#) [my](#) [g+](#) [s](#) [t](#) [e](#) [p](#) [+](#) [Share](#)

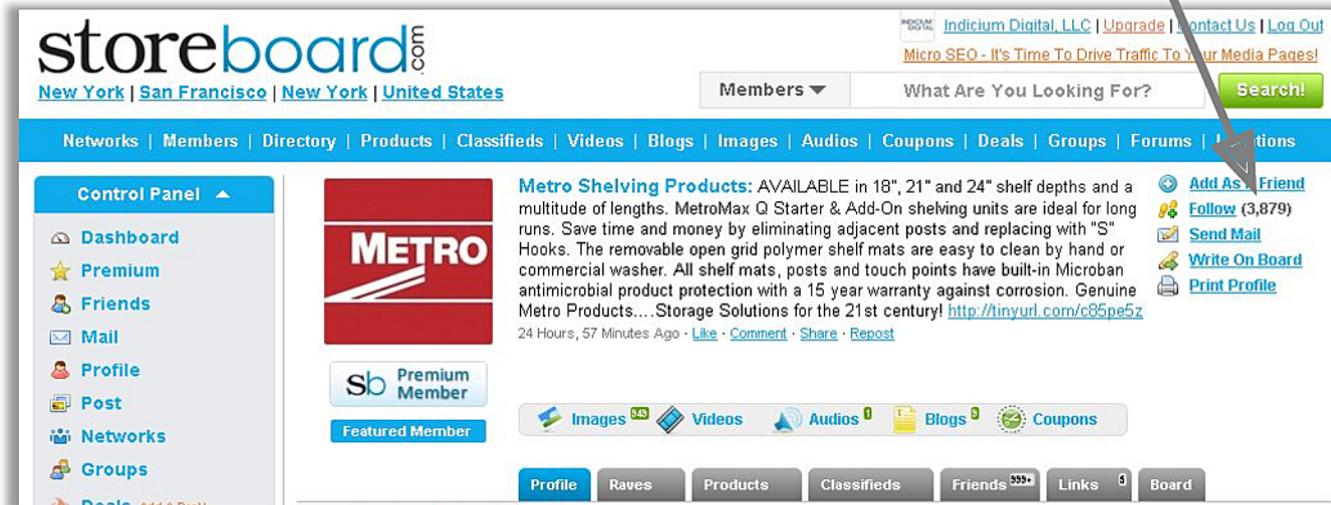
[Join Group](#)

California Business Networking Group with **419** members including:

- attorneys
- limousine operators
- realtors
- travel agents
- publishers
- restaurants
- software developers
- movers
- ... etc.

# ...and form business relationships.

Shelving products provider based in Long Beach, CA with **3,800+** followers.



The screenshot shows a profile page on storeboard.com for 'Metro Shelving Products'. The profile is a 'Premium Member' and has 3,879 followers. The main post features the Metro logo and a detailed description of their shelving products, including MetroMax Q Starter and Add-On shelving units. The post includes a link to a TinyURL and is dated '24 Hours, 57 Minutes Ago'. The profile also shows various media categories like Images, Videos, Audios, Blogs, and Coupons, as well as a 'Featured Member' badge.

Many of which are natural customers of Metro's commercial and consumer products.



General Contractor  
Houston, TX



Interior Designer  
Chennai, India

# Building on Storeboard's profile, Storeboard has developed applications for...



**Shopping Centers**, who can augment their physical presence with a vibrant online community with multimedia product showcases, promotions, and buyer reviews. All shopping center businesses automatically become part of the Storeboard network, further driving adoption and traction.



**Directories**, who can license Storeboard's technology to transform their static websites into social-media enabled networks that benefit their member companies. All directory companies automatically become part of the Storeboard network, further driving adoption and traction.

16 licensing deals  
closed in 2014



**COAL**  
Preparation Directory & Handbook

**ROCK**  
PRODUCTS

**LOBOS SERVICES**



**Advertisers**, who can promote their clients using targeted ads on Storeboard.com, where they will be viewed by Storeboard's large and active community. Storeboard's detailed profiles of member businesses will allow advertisers to reach their intended audience with great precision.

# Storeboard Applications

*Providing New and Interesting Ways To Search*

## “Step Inside The Store” and Shopping Center Solutions”



## Business Organization Platform



## Power Industry Directories



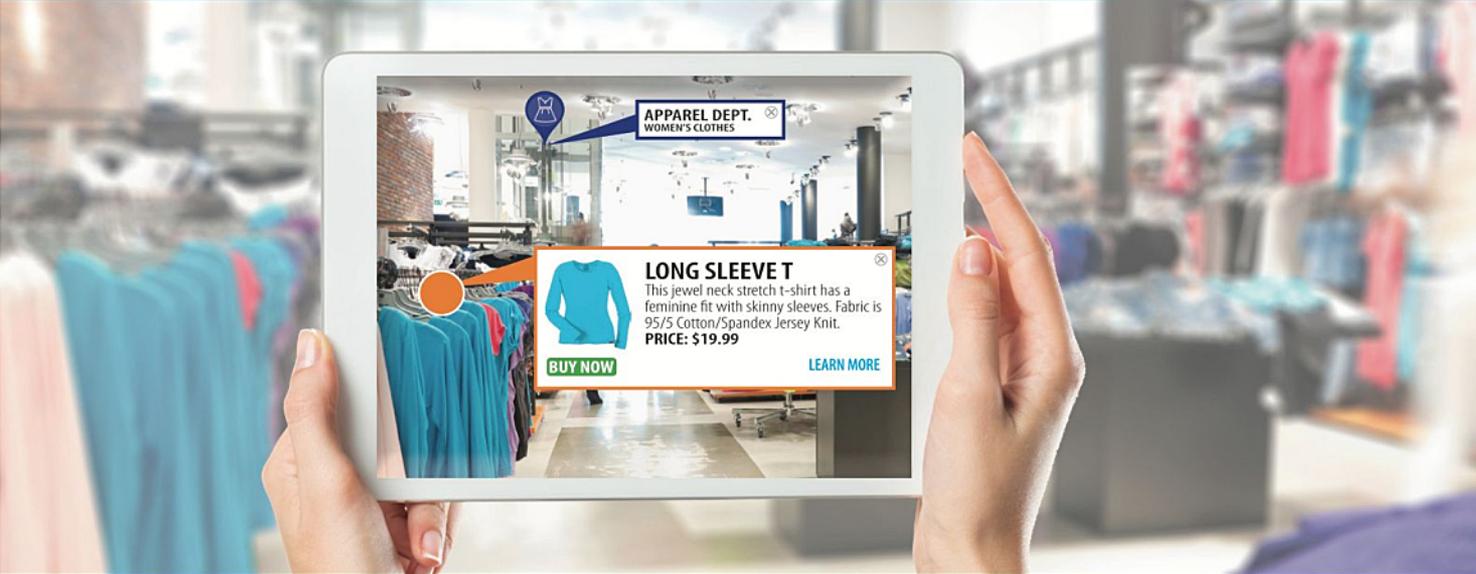
## Publisher Tools



“Step Inside The Store” allows consumers to view the actual inside of a store and order products.

## STEP INSIDE THE STORE

Invite your customer to virtually stroll through your store with a fun, interactive map.



**APPAREL DEPT.  
WOMEN'S CLOTHES**

**LONG SLEEVE T**  
This jewel neck stretch t-shirt has a feminine fit with skinny sleeves. Fabric is 95/5 Cotton/Spandex Jersey Knit.  
**PRICE: \$19.99**

[BUY NOW](#) [LEARN MORE](#)

**MAKE YOUR STORE LIVE • SELL MORE PRODUCTS • EARN MORE MONEY**

Consumers can view actual images of the inside of stores, view media, and purchase products that have been tagged.

## Virtual Stores and Shopping Centers Can Be Hosted On Storeboard



Aldi  
3.9 ★★★★★  
Grocery Store

- MAP
- STREET
- RAVES
- SHARE

"Produce Grown with Sunshine and Savings!"

(954) 437-0655

aldi.us

244 SW 184th Ave  
Pembroke Pines, FL 33029

Open today: 9:00AM - 9:00PM

Views: 3,000

### Aldi

United States > Florida > Broward > Pembroke Pines > Pines Blvd > Aldi

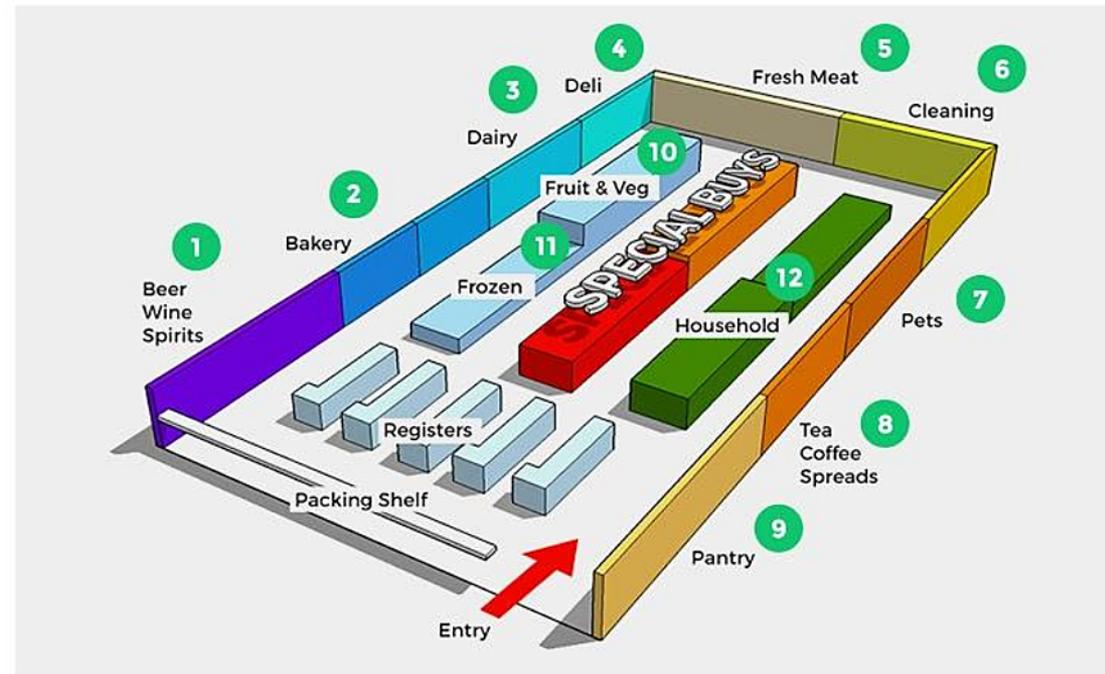
- PROFILE
- PRODUCTS
- IMAGES
- VIDEOS
- BLOGS
- DEALS

Search entire store here...

SEARCH

VIEW CART

CHECKOUT

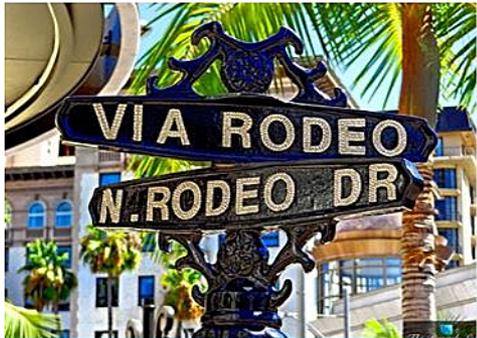


## Storeboard's Shopping Center and Mall Application

The screenshot displays the Storeboard.com interface for Grand Central Terminal. The top navigation bar includes links for Dashboard, Directory, Marketplace, Classifieds, Members, Videos, Blogs, Images, Audio, Coupons, Deals, Groups, Forums, and Locations. The main content area is titled 'Grand Central Terminal' and provides contact information (Location: 39 E 42nd Street, New York, NY 10017; Telephone: 212-340-3404; Internet: www.grandcentralterminal.com). Below this, businesses are listed in three columns, categorized into 'Fine Restaurants & Cocktail Lounges', 'Casual Dining', 'Retail Shops', and 'Specialty Foods'. A map of the terminal is shown at the bottom, with various levels and concourses labeled.

- Consumers Can Search Products, Videos, Blogs, and Images Using Storeboard's Mall and Directory Platform.
- Consumers Can Search Stores, View Inside Stores, View Products on Store Shelves, and Place Orders Online.
- Shops Will Be Able To Promote Specials Using Push Button Notifications to Consumers Who Are Located in or Near the Mall Driving Sales to Their Stores.
- This Platform Can Be Marketed Directly to Businesses or Mall and Shopping Center Owners.

## Storeboard Combines Navigation and Search - You Can Even View Conversations!



Rodeo Drive  
Beverly Hills, CA

MAP STREET RAVES SHARE

You Must Sign In To Post A Comment.  
[Sign Up - It's Free!](#)

### Raves



"Most of their products are solid colored polos."



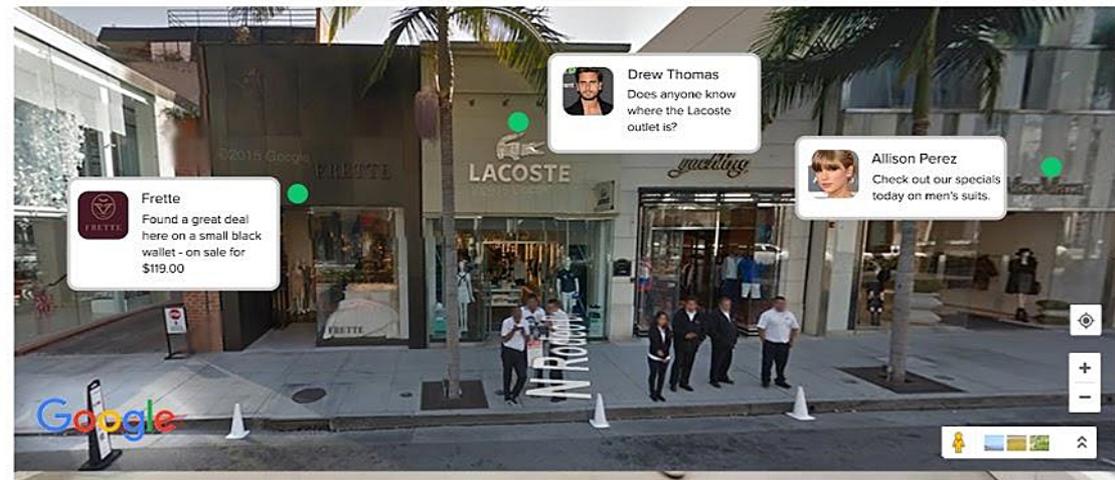
"Most of their products are solid colored polos."

[View all Raves](#)

### Rodeo Drive

[United States](#) > [California](#) > [Los Angeles](#) > [Beverly Hills](#) > [Rodeo Drive](#)

PROFILE PRODUCTS IMAGES VIDEOS BLOGS DEALS



### Listings

[MORE](#)

 <b>Xpress Movers</b> 5.0 ★★★★★ (90) 29 Candlelight Drive Swannanoa, North Carolina <a href="#">Map It</a> <a href="#">(828) 545-3754</a>	 <b>Xpress Movers</b> 5.0 ★★★★★ (90) 29 Candlelight Drive Swannanoa, North Carolina <a href="#">Map It</a> <a href="#">(828) 545-3754</a>	 <b>Xpress Movers</b> 5.0 ★★★★★ (90) 29 Candlelight Drive Swannanoa, North Carolina <a href="#">Map It</a> <a href="#">(828) 545-3754</a>
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## Storeboard Has Licensed Its Software Converting Traditional Business Directories Into Vibrant Social Directories.

### The Petroleum Industry

The screenshot shows the LOBOS SERVICES website. At the top, there is a navigation bar with 'Marketplace', 'Classifieds', 'Members', 'Videos', 'Blogs', 'Images', 'Audios', 'Promotions', 'Groups', and 'Locations'. Below this is a search bar for 'Search Lobos' with a dropdown menu for 'Products and Services', 'Manufacturer's Brand', and 'Company Name'. A central banner reads 'Lobos Directory Is Now Social!' and 'Lobos Industrial Directories', featuring a group of people and the text 'Find, Connect, Share, and Succeed All with ONE Trusted Tool!'. Below the banner are several columns of text and links, including 'You Can Do It All On Lobos!', 'Make New Connections!', 'In The News', and contact information for 'E-mail' and 'Phone'.

### The Coal Industry

The screenshot shows the COAL Preparation Directory website. At the top, there is a navigation bar with 'Marketplace', 'Classifieds', 'Members', 'Videos', 'Blogs', 'Images', 'Audios', 'Deals', 'Groups', and 'Locations'. Below this is a search bar for 'Search Coal Prep' with a dropdown menu for 'Products and Services', 'Company Name', and 'Select A Location'. A central banner reads 'Coal Preparation Directory Is Now Social!' and 'Coal Preparation Directory', featuring a group of people and the text 'Find, Connect & Share All From ONE Trusted Source!'. Below the banner are several columns of text and links, including 'You Can Do It All On CoalPrep!', 'Make New Friends!', 'Member Testimonials', and contact information for 'E-mail' and 'Phone'.

# Market Opportunity

There are more than 150 million businesses with less than 250 employees worldwide. There are more than 22 million businesses with less than 500 employees in the United States.

- [World Bank / IFC](#) & [U.S. Census](#)

The Internet is the fastest growing advertising medium in the world; will grow 10.7% annually through 2018.

- [PWC](#)

84% of small and medium businesses would like to do their Internet marketing themselves.

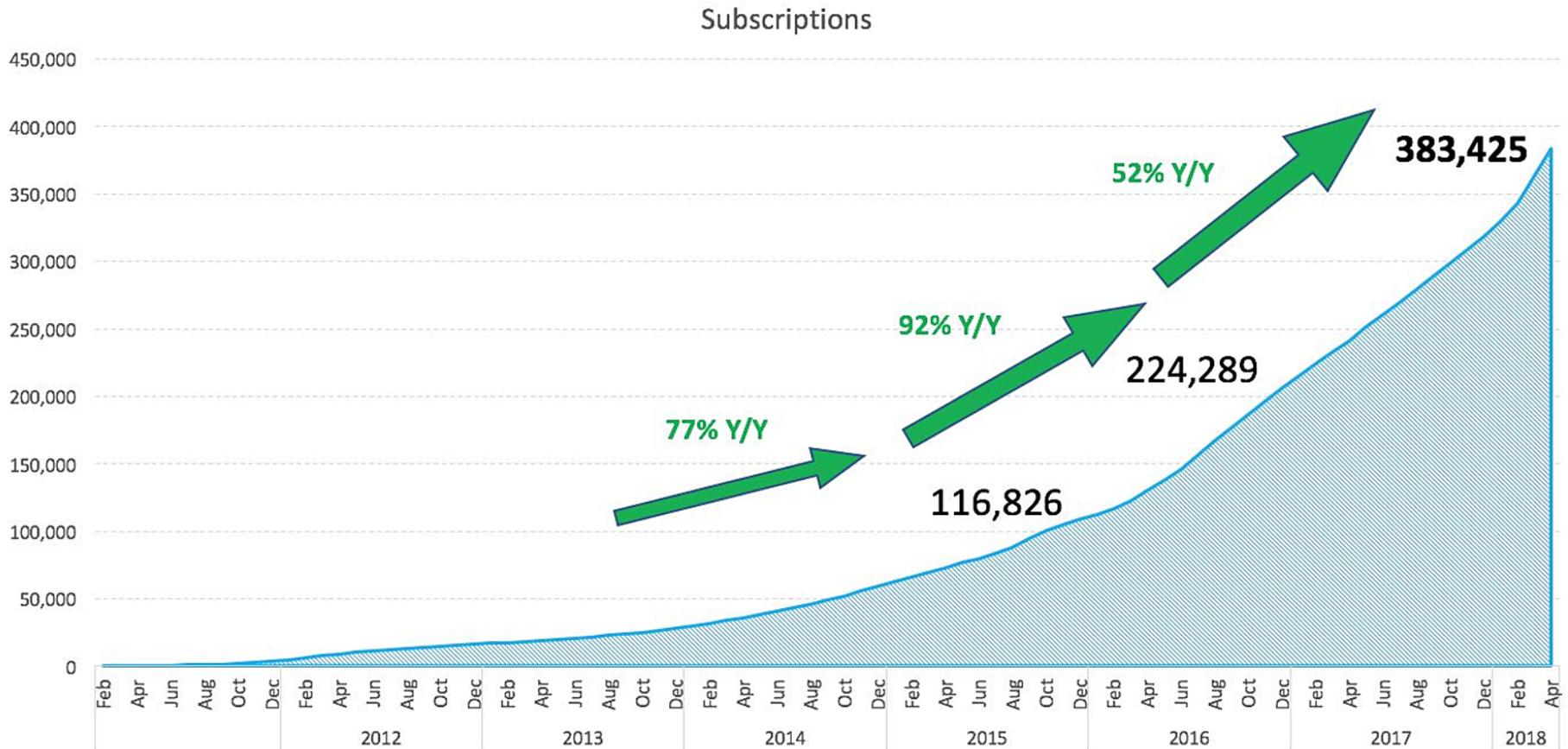
- [BrightLocal](#)

## Storeboard's History

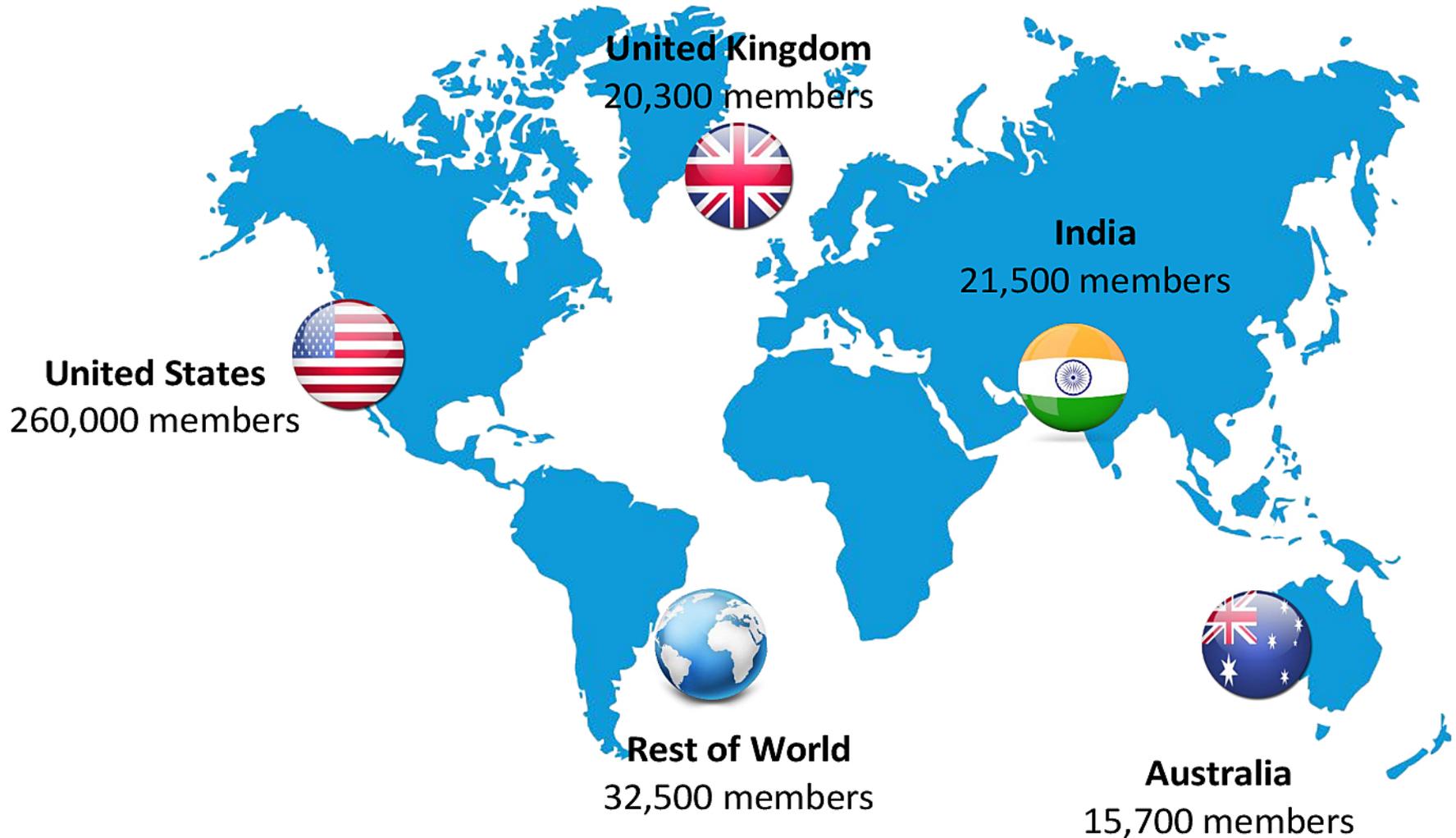
- In 2009, Storeboard Was Conceived By David Waller, An Attorney and Former Real Estate Developer.
- While Renovating Large Multi-Family Complexes Throughout The United States, Waller Grew Frustrated With How Difficult It Was to Find Businesses to Renovate His Properties.
- This Is Because Business information Is Now Spread Across a Multitude of Online Business Directories and Google Does Not Render Complete Search Results.
- He Began to Realize That In This Modern Age of Internet, It Should Be Easier For Consumers to Find and Learn About Businesses and Products They Need. Similarly, It Should Be Easier and Free For Businesses to Post Their Products and Services Online.



# Since launching in March 2011, over 380,000 profiles have been created on Storeboard...



# Storeboard Is Used Worldwide and Can Become a Dominant Global Site (240+ Countries, Islands, and Territories).



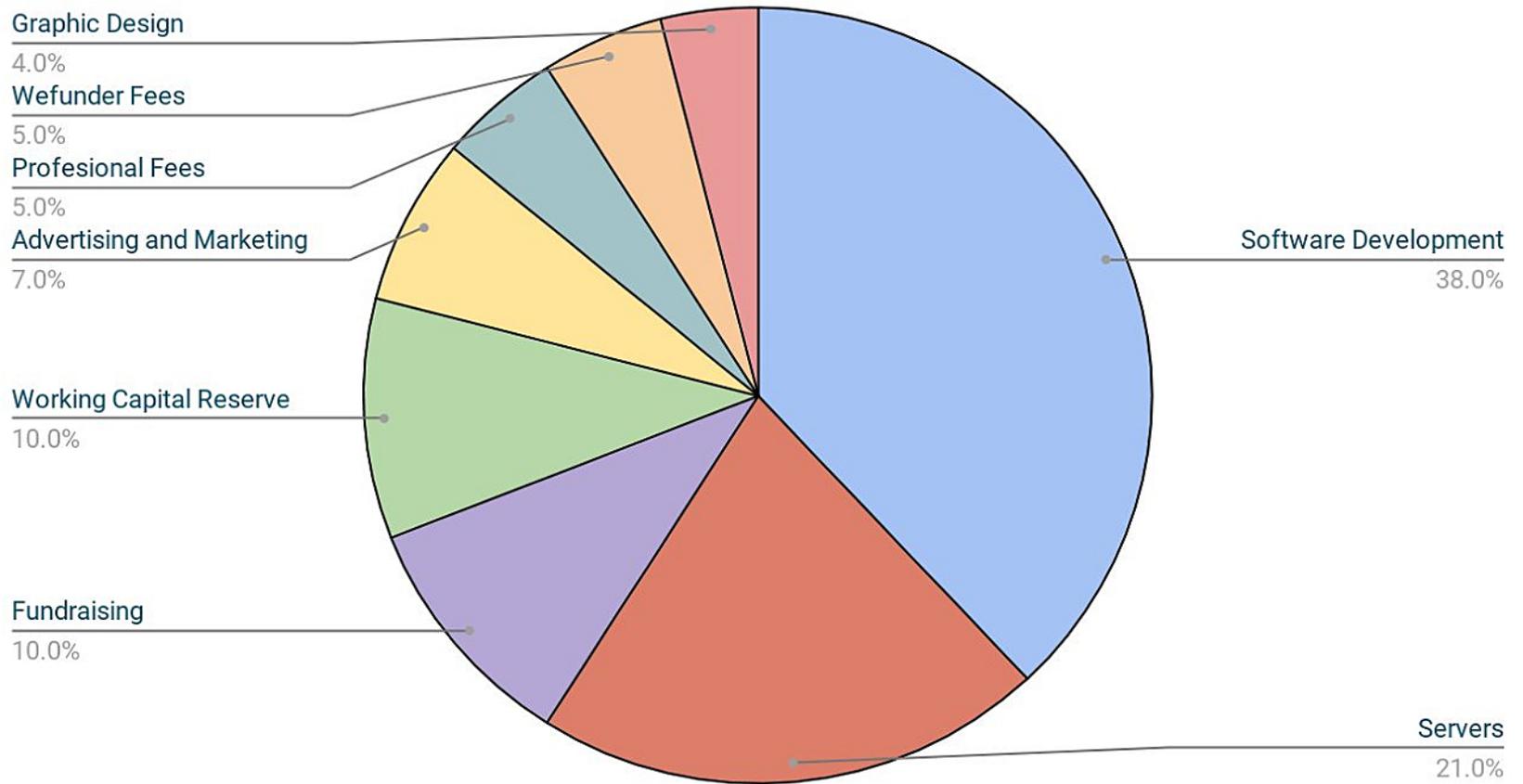
## Revenue Sources

- Licensing Services - Storeboard has Developed Applications for Business Directories and Shopping Centers.
- Premium Packages - Storeboard Offers Premium Packages To Its Businesses. These Offers Can Be Expanded and Promoted To Storeboard's Members and Businesses. Premium Packages Can Be Sold in Conjunction With Print Advertising In Storeboard In Print.
- Social Media Services - Including Media Posting, Design, Profile Placements
- Product Sales – Storeboard will expand its marketplace similar to Amazon.
- Targeted Advertising - That Can Be Delivered According To Business Type, Geographic Area, and Other Demographics Similar to Google and Facebook. Ads Can Be Sold on a Pay Per Click Basis or By Impressions.
- Affiliate Sales and Joint Ventures – Cross Promotions with Banks, Printers, Suppliers and Service Providers Aimed at Small Business. Target Companies Include Regus, Staples, Chase Bank, and UPS.



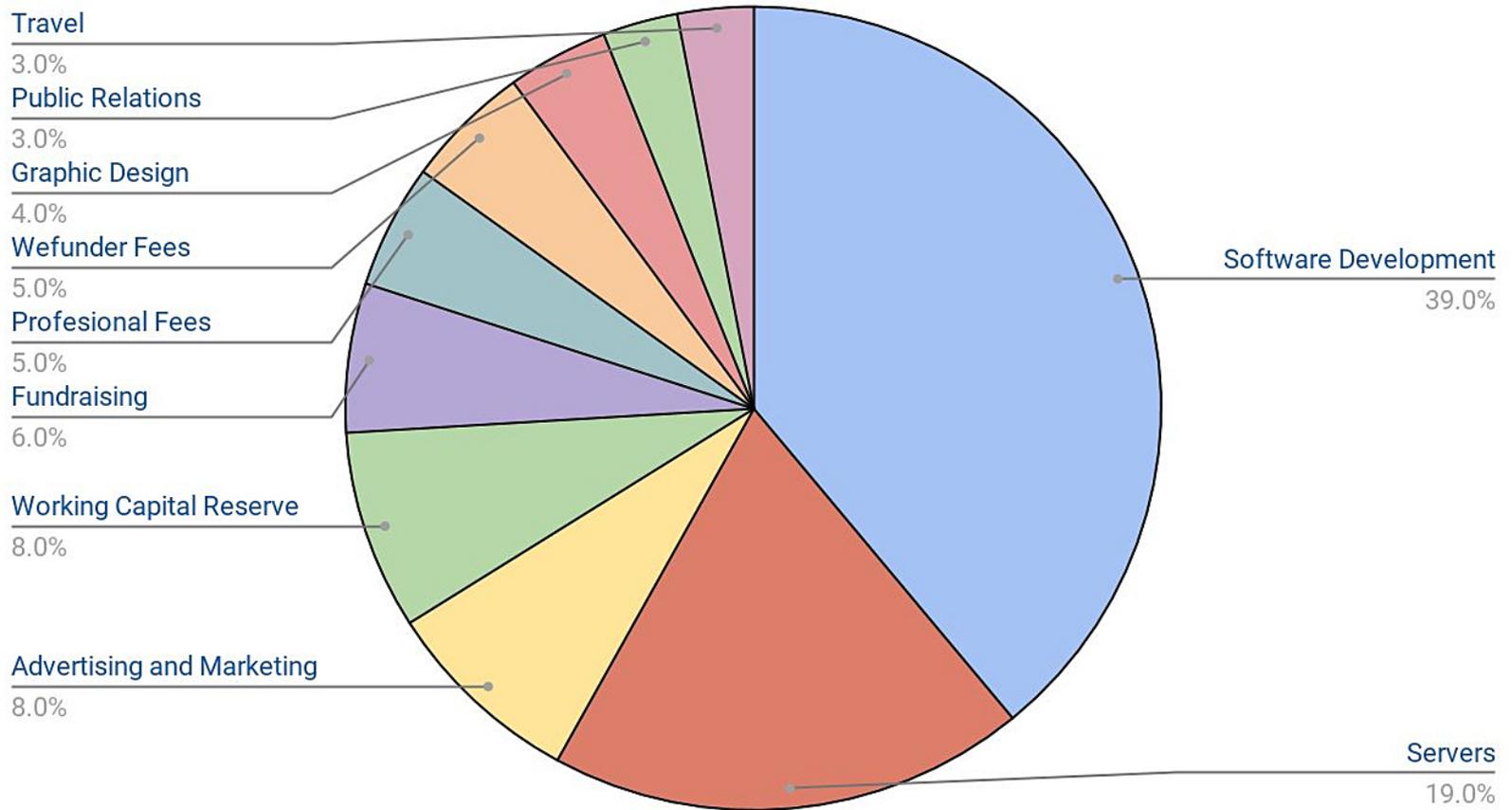
## Use of Proceeds for Minimum Raise

The following represents an approximate breakdown of how the proceeds will be allocated if the minimum amount is raised:



## Use of Proceeds for Maximum Raise

The following represents an approximate breakdown of how the proceeds will be allocated if the maximum amount is raised:



# The Team



## [David S. Waller](#), Founder & CEO

Conceived, designed, and implemented all aspects of Storeboard since inception. Built 350 person real estate group with geographic footprint covering 7 U.S. states. J.D. Cum Laude and B.A. in Poli. Sci. with Honors from Columbia University.



## [Nirosan Santhiramohan](#), CTO

Chief technology officer, skilled in application development, architecture, and analysis. Strong industry knowledge in Financial (Mutual Funds), Banking, and Information Technology. Wealth of experience researching and developing web based applications using Microsoft technologies. Personable leader and colleague.



## [Cesar Garcia](#), Operations Assistant

Industrial Engineering Student at Universidad del Norte, Colombia. Enrolled in Product Manager, SEO, and programming online courses. Experience as logistic planner on various events, Customer Service in a travel agency and participated with many local foundations.



## [Alicia Varga](#), Operations Assistant

Experience in web design, development, hosting, and maintenance. UI/UX design. Well versed in eCommerce website development and working with Magento more than any other content management system.



## [John Fanning](#), Advisor

Founding Chairman and CEO of Napster, the world's first major Internet file-sharing service. Chairman at NetCapital, an advisor to entrepreneurs, angel investors/venture capitalists, and early-stage experts.



## [Joe Abrams](#), Advisor

Co-founded Intermix, parent company of MySpace, which was sold to News Corp. in 2005 for \$580 million. Founder of Software ToolWorks, sold to Pearson PLC in in 1994 for \$462 million.