



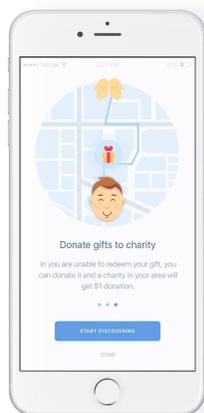
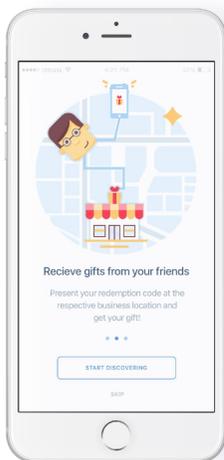
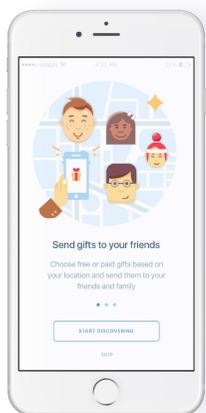
**altrüus**

*Send Gifts. Easily.*



# Altrüus is the social gifting platform that connects retailers with profitable customers through their hyperlocal social groups

(B2B2C business/Marketplace)



## ✓ VISION

To empower people to become happier through giving to friends, strangers, and non profits through the most friendly, social and emotional gifting platform.

## ✓ MISSION

To become the #1 global social and emotional gifting platform, that provides the best ROI to local retailers, restaurants and bars by creating a blockchain gift-card and e-gifting infrastructure.



## WHAT PROBLEM DO WE SOLVE?

On one side we have a broken tech gifting industry that focuses on efficiencies instead of the real driver of gifting: emotions

On the other side we have retailers who want to connect with profitable customers. Daily deal sites are ineffective and traditional advertising provides vague metrics and low conversion rates

- ✓ With Altrüus retailers can leverage the existing relationships of their current customer base to grow organically and in a sustainable way, and use the blockchain to reduce non-value-adding regulations, and country border limitations.



**THINK**

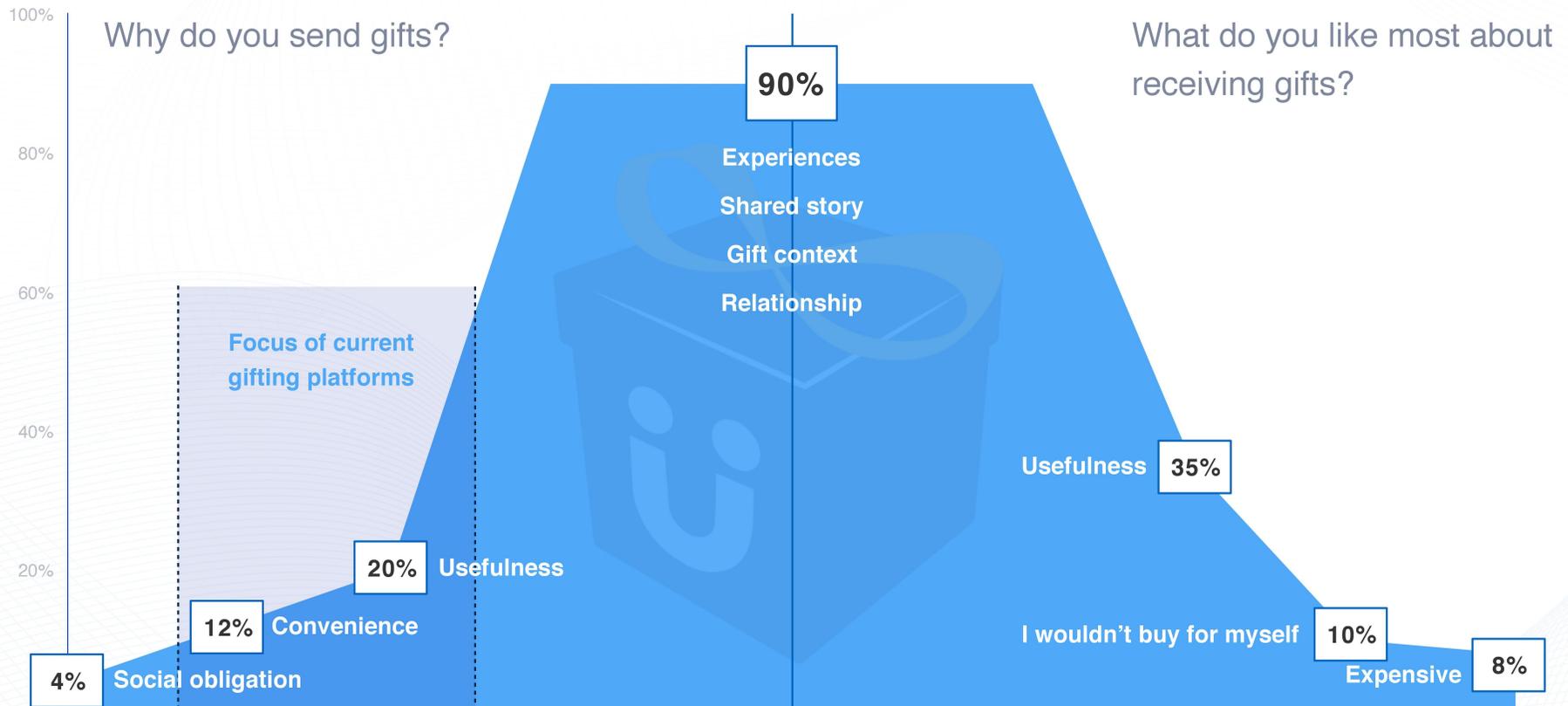


Emotion is the ultimate personalization





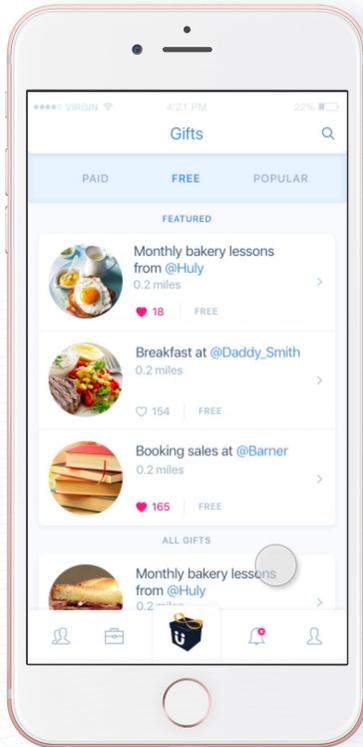
## We are adding disruptive value by focusing on the customers' real motivation for gifting: Emotions





# FREE GIFTS

Sponsored by businesses



## Highly efficient marketing tool

- ✓ Drive Trial
- ✓ Increase Purchase Frequency
- ✓ Increase Foot Traffic
- ✓ Strengthen Brand Loyalty

## Altrüus revenue

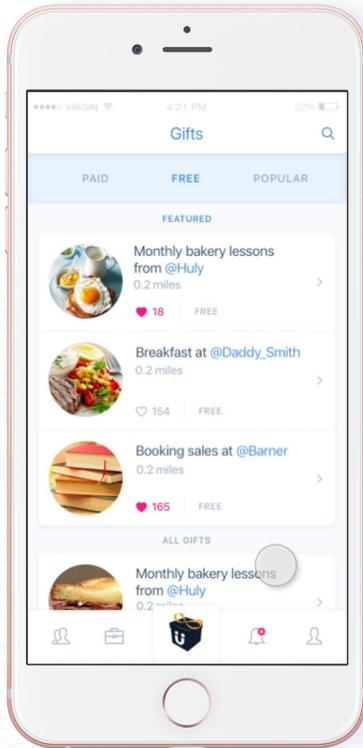
**\$100/month Free Gift membership**

When inside your business, users can send gifts to their friends at no cost to them. They send the gift to those who are likely to perceive the gift as valuable, organically targeting those who are most likely to become new profitable customers of your business.



# PAID GIFTS

Paid by users



## New Social mobile sales channel

- ✓ Increase Purchase Frequency
- ✓ Offer a New Mobile Sales Channel
- ✓ Bottom Line Impact

## Altrüus revenue

15% of each transaction

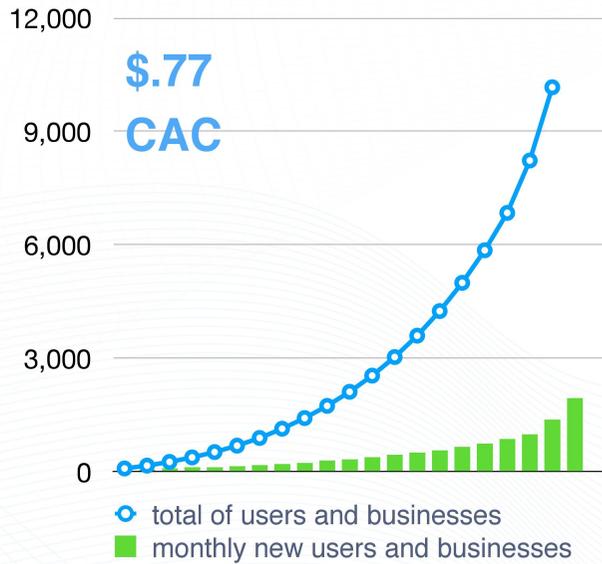
Users can purchase a gift from your business, from anywhere in the world, and send it to a friend.



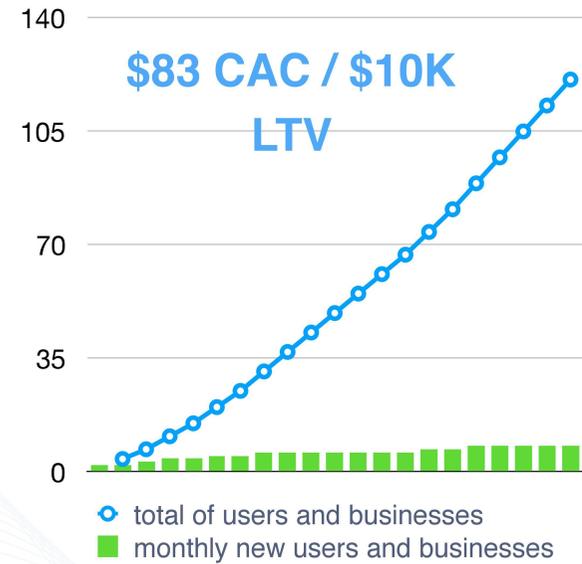
# MVP TRACTION

(in Mexico)

**10.5K** app downloads



**124** business locations



**16K gift redemptions Free Gifts**

**7X ROI**



## HOW DO WE MAKE MONEY?

Revenue streams	Present	Future
\$99 MRR per business location - membership		
15% commission on paid gift transactions		
Market research data - membership		
Direct communication with specific users/consumer groups		
Plug-in for other marketplaces		



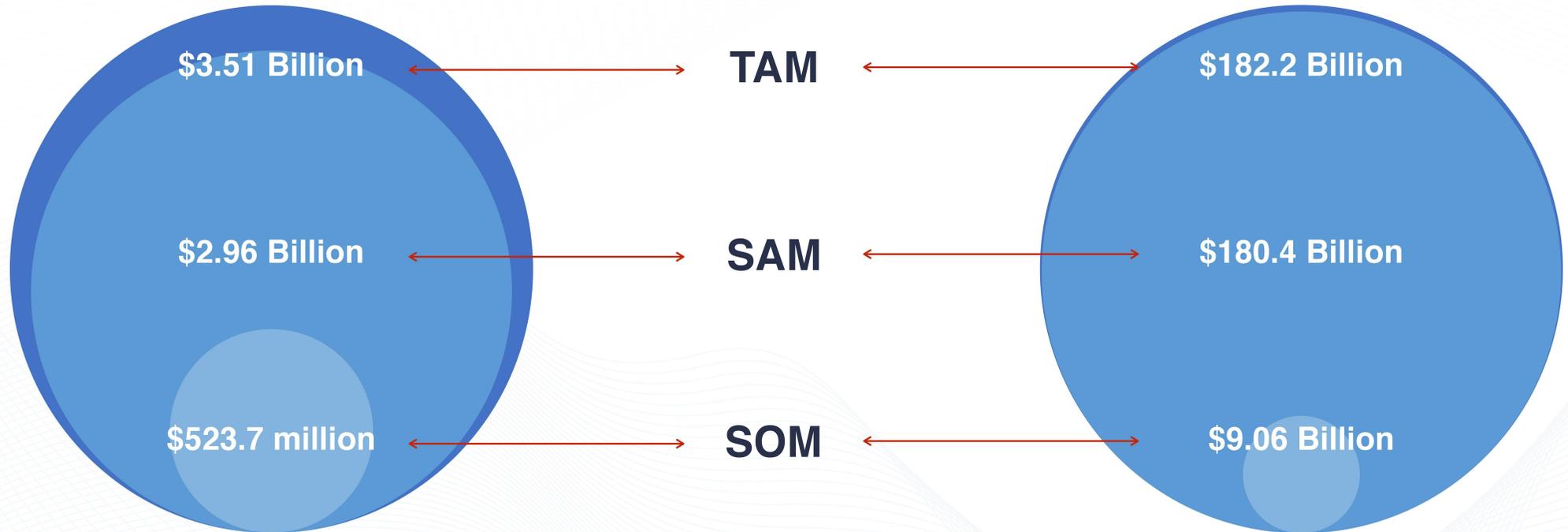
# HOW BIG IS THE OPPORTUNITY?



**Mexican market**



**US market**



12K retail stores  
40K restaurants/bars  
18% Gifting industry

24K retail stores  
13.2K restaurants/bars  
5% Gift-card industry



## WHAT MAKES US DIFFERENT?

- ✓ EMOTIONAL GIFTING SOCIAL NETWORK
- ✓ Use gifts to leverage friendships (consumer group relationships) to drive traffic to retail stores
- ✓ 20 second gifting process
- ✓ Social currency
- ✓ Significantly underserved gift-card and e-gifting industry in Mexico and Latin America
- ✓ Global gift-card and e-gifting on the blockchain



## TEAM



CEO and Founder

### Francisco Bonilla Kuhlmann

- Banking: Senior investment strategist
- 2x Founder
- BSc Business/Marketing + Graduate degree Organizational Development/Innovation



CTO

### Harry Facundo Hernandez

- Full Stack developer
- 2x Founder

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Part time employees

### 6 Team members

- 2x User and business acquisition
- 1x Social media
- 1x Project Manager
- 2x Android, iOS Developers



## ADVISORY



**Accelerator  
company**

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

Mentor network  
Investor network



**Accelerator alumni  
nov '17**

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

Mentor network  
Investor network



**Zajno**

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

Use Experience  
design



**Rick  
Rubin**

Executive Vice President  
Strategic Partnerships  
National Gift Card (NGC)

Large retailer sales and  
partnerships



**Jake  
Sloan**

Brand Manager  
RedBull

Brand Identity