



promoshare®



promoshare<sup>®</sup>

AN ENTERPRISE MULTI-CHANNEL AMBASSADOR SOFTWARE FOR LIVE EVENTS



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**We are a multi channel fan engagement software** that allows event producers to track, manage, and reward hyper local influencers to sell more tickets.

# Sports teams and major live event producers

Loose out on ticket sales  
year after year to the tune of

**\$15B**

Sales attributed to word of  
mouth is estimated to be

**68%**

## **Current technology situation is chaotic**

Managing a word of mouth campaign that provides all relevant stats and functions necessary doesn't exist.

Programs are ran using spreadsheets, social media management platforms, Facebook groups & texting.

Others fall short by not capturing the entire lifecycle in one single solution.

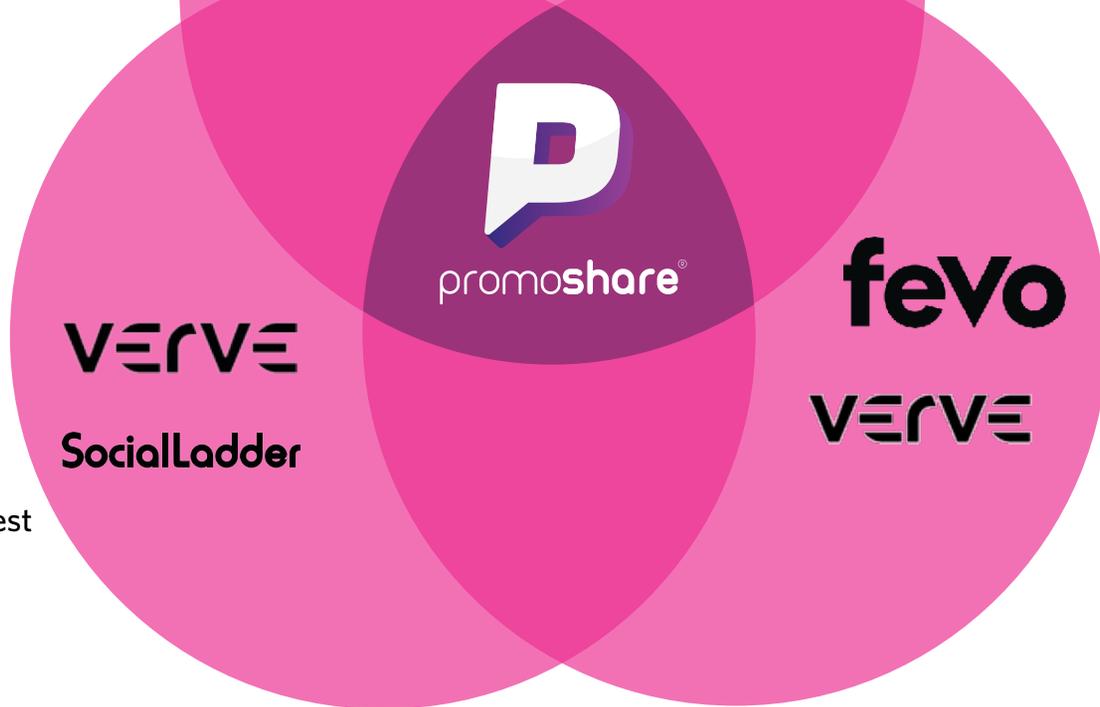
## Pure engagement stats

These companies provide nice stats on social engagement, impressions and sentiment BUT not conversion.



## SaaS

Only provides platform with no network of ambassadors to work with leaving the client with the biggest burden.



## Ticketing

Only focuses on live events & ticket sales. Don't provide a method of managing communities or capturing social engagement



## Influencer marketing is changing

from glossy Instagram celebs with millions of followers to hyper local fans with highly engaged spheres of influence.

Only 32% of consumers follow **big name** influencers, compared to **70%** who are influenced by their family and friends online.

Source:Forbes article



**Traditional influencer platforms** and celebrity icons provide a broad reach, they are severely limited in their inability to target specific demos, geos, and even more importantly, tracking results.

**Traditional influencer marketing is hard to track,**  
engagement is low, expensive, distributed audience, etc.

## Hyper local influencers



TAP INTO WORD OF MOUTH



PROVIDE SOCIAL PROOF



TAKE ONLINE OFFLINE



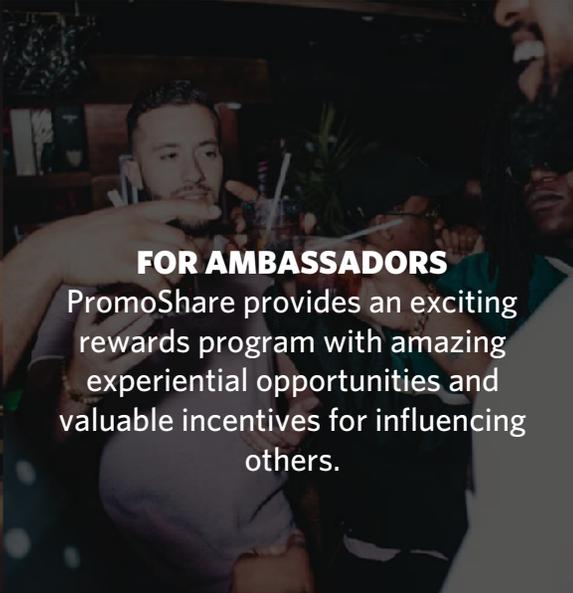
DRIVE LOCAL SALES

# PromoShare is simpler, smarter & more effective



## FOR EVENT PRODUCERS

We provide a proven, low cost brand building, organic content and ticket selling solution



## FOR AMBASSADORS

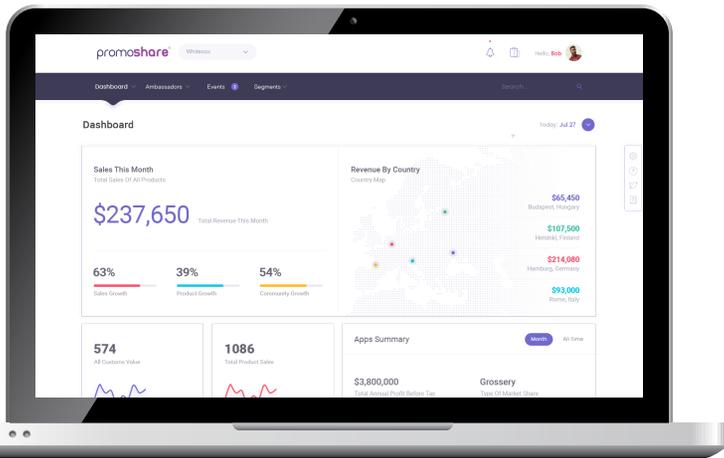
PromoShare provides an exciting rewards program with amazing experiential opportunities and valuable incentives for influencing others.



## 3RD PARTY SPONSORS

PromoShare provides turn key distribution with in our eco system to target segments that appeal to 3rd parties.

# Client Dashboard



## CONTENT MANAGER

Control all approved content to be distributed by your ambassadors.

## ENGAGEMENT STATS

Capture all engagement stats in real-time, no need to wait for recaps!

## AMBASSADOR CONTROLS

Manage all your ambassador segments and permissions.

## CAMPAIGNS/PROMOTIONS

Campaign/Promo controls by region, segment, brand, sub-brands etc..

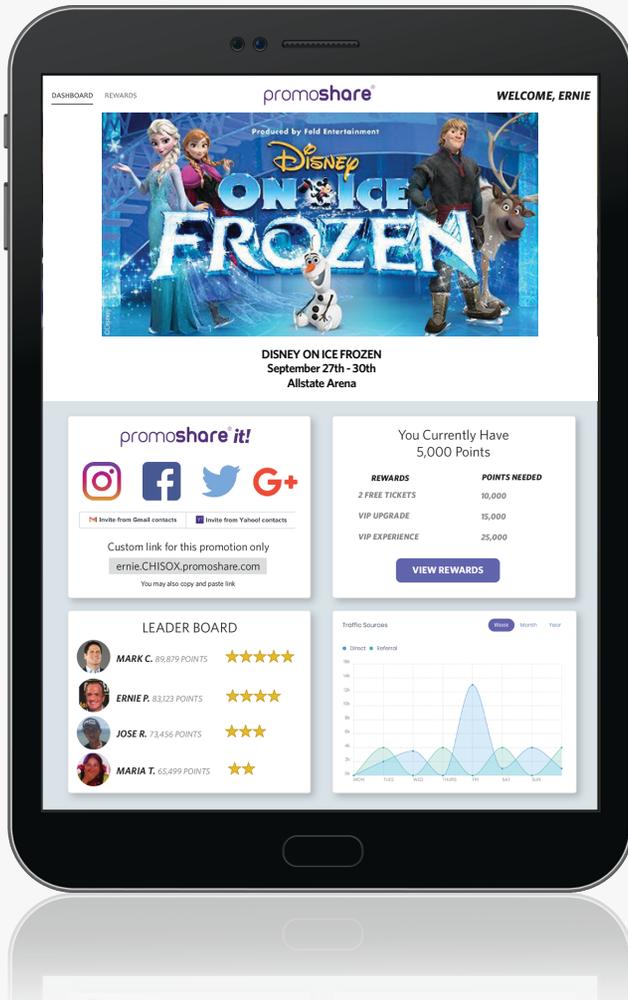
## POINTS & REWARDS

Manage and control your own point and rewards bank.

## AMBASSADOR DATA

View all stats on ambassadors in your campaign(s) such as demos, heat maps,

# Ambassador Experience



## CONTENT SHARING

Pre-determined, approved messaging and graphics from one centralized location.



## TOP PROSPECTS

Our software will determine who the best prospects are within an ambassadors social networks based on the type of event/product is represented



## GAMIFIED EXPERIENCE

Ambassadors can get ranked based on their conversions within the campaign.



## MARKETING AUTOMATION

Automating the entire process to help ambassadors close more deals.



## POINTS & REWARDS

Ambassadors can earn points for actions and conversions. They can also earn on their own purchases/conversions

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PromoShare® amplifies the buyers reach by enabling social buying, **turning your buyer into your seller** and turning one into many.

# Market Size



**\$15B**

TAM



**\$5B**

SAM



**\$750M**

SOM

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100% client re-engagement

**Generated over \$200K in first full year with 6 clients**



**Have a pipeline of some of the worlds most recognizable brands**





## Over the next 18 months we plan to:



CLOSE 30 NEW CLIENTS AT  
AN AVERAGE OF \$25K EACH  
PER YEAR



ACTIVATE OVER 100K NEW  
AMBASSADORS



CONVERT OVER \$2 MILLION  
IN TICKETS SOLD FOR OUR  
CLIENTS

# Revenue Model



## YEARLY LICENSE +

Yearly licensing fee +  
revenue share + additional options



## STRATEGIC PARTNERSHIPS

Sponsored content and  
distribution to our network



## MICRO-INFLUENCER CAMPAIGNS

Our ambassadors are segmented  
down to language preference,  
allowing us to match them  
precisely with brands

# Team **PromoShare**

## TEAM



Ernesto Pedroza  
Founder/CEO



Mark Florez  
CMO



Julia Fischer  
COO



Raymundo Ginez  
UX/UI Design



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