


GigEngyn is an event management & sales CRM for cannabis and alcohol industry

End-to-End Event Management Software & CRM for Streamlined Experiential Marketing

GigEngyn

Data-Driven Field Solutions

LEAD INVESTOR



Jamie Corum

As a technology professional I am constantly looking for solutions that take me from end to end. More often I find that offered products cover only part of the business need leaving me searching for more solutions to layer. GigEngyn breaks that cycle. One solution. One platform. Live data. Cloud accessible. Secure. I chose to invest and support GigEngyn as this is a complete solution. GigEngyn gives you tools and visibility into your data. The API integrations make the platform scalable. The brilliance in the design allows for growth and change without impacting the business processes. Brilliant!

Invested \$2,500 this round

[gigengyn.com](#) Northampton MA   Technology Alcohol Software Female Founder B2B

Highlights

- 1

GigEngyn is the only end-to-end solution that includes a CRM, EMS, and Onboarding in this industry.
- 2

GigEngyn is the only native app in this space which allows data to be tracked and reported live.
- 3

GigEngyn is the only app that has built in API's with POS and Inventory systems.
- 4

GigEngyn is the only app that allows instant payments to be sent from the app.
- 5

GigEngyn is the only app that has built in invoicing and API's with accounting software providers.
- 5

GigEngyn is the only app that has built in invoicing and API's with accounting software providers.

Our Team



Amber McFee

Founder + CEO

For over a decade I have helped numerous startups get off the ground with my operations and finance expertise. I helped one startup raise \$3M after one investor meeting.

I founded GigEngyn because, throughout my time in this industry, I've needed an end-to-end solution. I finally decided to purchase the event management software I helped develop. I will now use it as a foundation to build

the solution I wish I had over a decade ago!



Mason Ice Co-Founder + COO



Anila Joy CTO



Richard Jensrud CFO



Dana Dolham VP of Product Development

Pitch



GigEngyn

What is
GigEngyn?



GigEngyn is an **event management software** and **field sales CRM** designed to assist suppliers and experiential marketing agencies by collecting and tracking sales and marketing data in real time.

GigEngyn is the **first end-to-end software** that includes a built-in sales CRM, EMS, Onboarding platform, Reporting, and Back Office Operations tools all from a **native mobile app**.

What is Experiential Marketing?

Experiential Marketing allows the consumer to experience a product **with their senses**.

Experiential Marketing campaigns come in many forms:

- ✓ **In-person and in-store events (most common)**
- ✓ **Installations**
- ✓ **Product rollouts**
- ✓ **Trade shows**



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The Problem



There **isn't a full-service, end-to-end data collection and tracking solution** built specifically for experiential marketing and field sales teams in the alcohol and cannabis industries.



There's **no other native mobile app solution** for real time data tracking and reporting for alcohol and cannabis suppliers and the experiential marketing agencies that promote their brands.



There **isn't an existing all-in-one operations tool** for recruiting, onboarding, payments, invoicing and prepaid card options for experiential marketing agencies and suppliers.

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The Solution



GigEngyn is a **full end-to-end solution** providing management, insights, and full integration of supplier field teams, agencies, and brand ambassadors — all in one system!



GigEngyn provides **real-time accurate data collection** that is time, date, and GPS stamped, eliminating the need for spot checks or multiple software solutions and integrations.



GigEngyn has **centralized recruiting, training, onboarding, invoicing, payment and prepaid card tools** built in, eliminating the need for multiple software solutions.

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Core Features



Manage entire team at local, regional, and national levels with built-in CRM. With standardized data input making all output data uniform, allowing KPIs to be measured and analyzed in real-time.



Real-time data tracking and collection on all users and event activities. All activity is time, date, and GPS stamped to ensure accuracy and full transparency.



Centralized recruiting, training, onboarding, invoicing, payment processing, and prepaid card tools built in. Eliminating the need for multiple software solutions or integrations.



UPC-specific products are managed centrally providing sales, replenishment, event ROI data and tracking of KPIs.



With a few clicks, customizations can be made based on emerging markets or trends. Industry-specific skin can easily be added.

Business Model

Top-Down Revenue Model (Supplier Initiates)

Supplier pays for GigEngyn and requires all agencies to submit through the platform. Agency 3 decides to upgrade to a paid plan and run their entire business on GigEngyn. (Double Dip Revenue)

	Supplier Pro \$1500 per month up to 35 users \$2.50 per gig
	Supplier Basic No user fees No gig fees
	Agency Pro \$550 per month up to 15 users \$2.50 per gig
	Agency Basic No user fees No gig fees

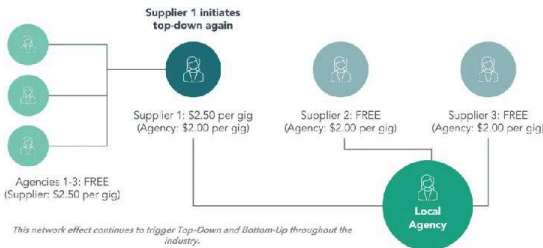


Business Model

Bottom-Up Revenue Model (Agency Initiates)

Local Agency switches to GigEngyn and invites their client list onto the platform for free. Supplier 1 enjoys the platform, upgrades to GigEngyn Pro, and forces all their agencies onto GigEngyn's Free version. Now the 3 agencies their division works with will submit data and recaps through GigEngyn.

	Supplier Pro \$1500 per month up to 35 users \$2.50 per gig
	Supplier Basic No user fees No gig fees
	Agency Pro \$550 per month up to 15 users \$2.50 per gig
	Agency Basic No user fees No gig fees



Supplier Pricing Plans

	Basic	Pro	Enterprise
Monthly Pricing <small>10% Discount with 1-Year Commitment!</small>	\$45 per user <small>Up to 12 users</small>	\$1500 per month <small>Up to 35 users</small>	Custom Pricing <small>Unlimited Users</small>
Gig Fees	Not Included	\$2.50 per gig <small>Up to 1,500 Gigs</small>	Custom Pricing <small>Unlimited Gigs</small>
Implementation Fee	\$150 <small>One-Time Fee</small>	\$300 <small>One-Time Fee</small>	\$500 <small>One-Time Fee</small>
Agency Partners	Not Included	Unlimited	Unlimited
Customizations	Let's Chat	Let's Chat	Let's Chat
	START NOW	START NOW	START NOW

Agency Pricing Plans

	Basic	Pro	Enterprise
Monthly Pricing <small>10% Discount with 1 Year Commitment!</small>	\$50 per user <small>Up to 10 users</small>	\$550 per month <small>Up to 15 users</small>	Custom Pricing <small>Unlimited Users</small>
Gig Fees	\$2.50 per gig	\$2.00 per gig <small>Up to 5,000 Gigs</small>	Custom Pricing <small>Unlimited Gigs</small>
Implementation Fee	\$150 <small>One-Time Fee</small>	\$300 <small>One-Time Fee</small>	\$500 <small>One-Time Fee</small>
Supplier Partners	Not Included	Unlimited	Unlimited

Customizations	Let's Chat	Let's Chat	Let's Chat
	START NOW	START NOW	START NOW

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Supplier Features

Basic	Pro		Enterprise
INCLUDES	EVERYTHING IN BASIC PLUS		EVERYTHING IN PRO PLUS
Field Team CRM	Event Management Software	Onboarding Platform	Full Customizations
<ul style="list-style-type: none">✓ Native App for iOS and Android✓ Full Google Maps Integration✓ Geo-Fencing✓ Calendar-based Planning with Gmail Integration✓ Real-time Activity Tracker✓ Photo Gallery✓ KPI Management and Tracking✓ Goal Tracking✓ Training Management Module✓ In-App Qig/Event Recruits✓ In-App Communication	<ul style="list-style-type: none">✓ Custom Dashboards✓ Bulk Event Uploads✓ Fully Customizable Receipts by Brand and Job Type✓ Map Directions Between Gig and Talent Location✓ 48-hour and 4-hour Check-Out✓ Selfie Check-in and Check-Out✓ Date, Time, and GPS Stamped Photos✓ Live Streaming Event Data✓ Event Views: Map, Calendar, and List✓ Budget and ROI Tracker✓ Reporting: Budgets, ROI, and KPI✓ In-App Talent Payroll Option with GigPay✓ In-App Invoicing Option✓ Accounting Software Integration✓ Credit Card Integration Option✓ POS and Inventory Management✓ Integrated POS Shipping with ShipStation	<ul style="list-style-type: none">✓ Electronic W4, W9, and I9✓ Customizable Employee and Independent Contractor Agreement Templates✓ Direct Deposit Authorization✓ Credit Card Agreement Template✓ Drivers License Upload with Expiration Alerts✓ Handlers License Upload with Expiration Alerts	<ul style="list-style-type: none">✓ Distributor Reporting Integrations✓ Vendor POS System Integrations✓ Salesforce CRM Integrations✓ Customized Reports✓ Customized Data Tracking✓ Auto-Generated Reporting

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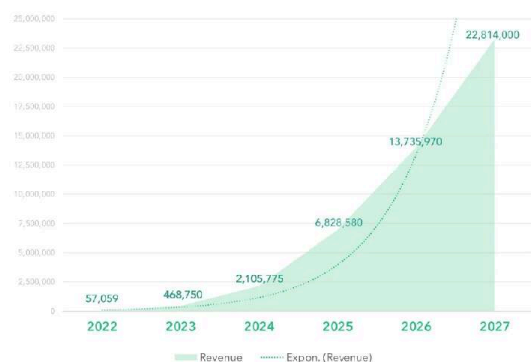
Agency Features

Basic	INCLUDES	Pro	EVERYTHING IN BASIC PLUS	Enterprise	EVERYTHING IN PRO PLUS
Event Management Software	Onboarding Platform	Full Integration Options	Full Customizations		
<ul style="list-style-type: none">✓ Native App for iOS and Android✓ Custom Dashboards✓ Bulk Event Uploads✓ Fully Customizable Receipts by Brand and Job Type✓ Map Directions Between Gig and Talent Location✓ 48-hour and 4-hour Check-ins✓ Selfie Check-in and Check-Out✓ Date, Time, and GPS Stamped Photos✓ Live Streaming Event Data✓ Event Views: Map, Calendar, and List✓ Budget and ROI Tracker✓ Talent Payroll Reports PDF or Excel downloads✓ Invoicing Reports PDF or Excel downloads✓ POS and Inventory Management	<ul style="list-style-type: none">✓ Electronic W4, W9, and I9✓ Customizable Employee and Independent Contractor Agreement Templates✓ Direct Deposit Authorization✓ Credit Card Agreement Templates✓ Drivers License Upload with Expiration Alerts✓ Handlers License Upload with Expiration Alerts	<ul style="list-style-type: none">✓ Talent Payment Integration with GigPay Option✓ Accounting Software Integration✓ Credit Card Integration✓ POS Shipping Integration with ShipStation✓ Job Board Integration✓ Google Maps Integration with Geo-fencing <p>Advanced Reporting</p> <ul style="list-style-type: none">✓ Auto Generated Recap Reports by Client✓ Advanced Budget and ROI Reports <p>Training Management Module</p> <ul style="list-style-type: none">✓ Brand Training Materials, such as videos and one-on-ones, built within each brand event✓ Testing Center to Verify Material was Reviewed and Understood✓ Agency Training for non-Brand Related Training	<ul style="list-style-type: none">✓ Distributor Reporting Integrations✓ Vendor POS System Integrations✓ Salesforce CRM Integrations✓ Customized Reports✓ Customized Data Tracking✓ Auto-Generated Reporting		

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Traction



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Forward looking projections cannot be guaranteed.

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Go to Market

01

Utilizing our industry network of contacts to acquire customers for which we have existing relationships. Attending networking events such as trade shows and conventions. Initial target will be experiential marketing agencies.

02

Chief Growth Officer to implement an outside sales strategy using cold calling, outsourced lead

Strategy



03

generation tools and sales support staff. Expand sales focus to suppliers and large national experiential marketing agencies.

Chief Marketing Officer to implement a marketing strategy to include content marketing, digital marketing via SEO, Google AdWords, LinkedIn ads, and paid social media ads. Leverage SaaS review sites. Create a strategic partnership with a payment solution provider, POS solution provider, etc. to develop a co-marketing strategy. Offer a free 14-day trial and incentives for referrals.

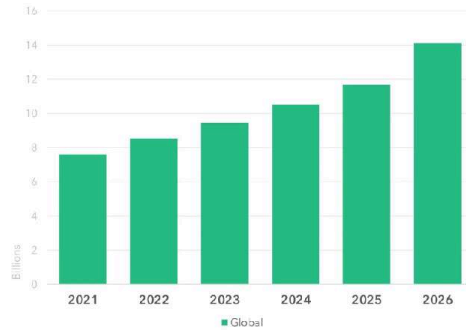
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Market Size

Event Management Software (EMS)

Global EMS market in 2021 was 7.66 billion with an expected growth to a CAGR of 14.9%, to reach 14.1 billion by 2026.



<https://www.marketsandmarkets.com/Market-Reports/event-management-software-market-136859992.html?>

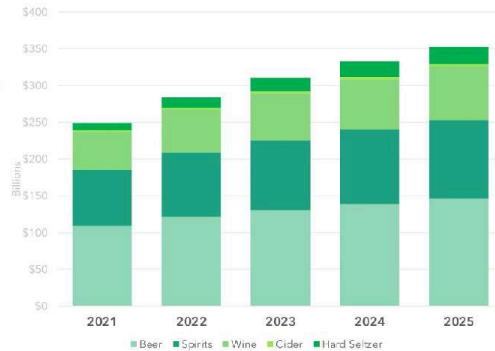
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Market Size

Adult Beverage

U.S. alcohol beverage market in 2021 was 250 billion with an expected growth of 7.45% CAGR, to reach 352 billion by 2025.



<https://www.statista.com/outlook/omo/alcoholic-drinks/united-states/revenue>

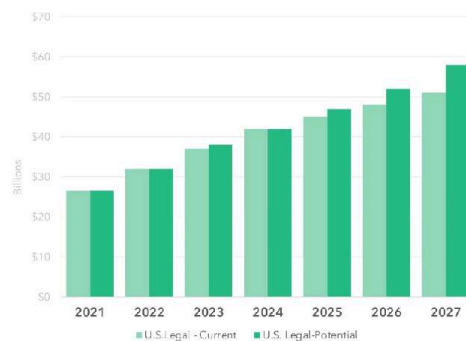
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Market Size

US Legal Adult Use Cannabis Industry

Total adult use sales of cannabis across legal state markets crossed the \$26 billion threshold for calendar year 2021. With new legal markets expected to activate in the next two years, total legal sales are projected to grow at a CAGR of 11%, to reach \$58 billion by 2027.



<https://info.newfrontierdata.com/us-cannabis-2022>

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Target Audience



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Competitive Landscape

Alcohol & Cannabis Experiential Marketing

Features	GigEngyn	Pinata	MainEvent	Benchmark
Native Mobile App	✓			
Full Field Team CRM	✓	✓		✓
Full Onboarding Platform	✓			
POS/Inventory Tracking	✓			
Fully integrated payments, invoicing and credit card solution	✓			

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Unique Advantages



GigEngyn's native mobile app is capable of collecting data even while offline, providing the **most accurate and up to date information in real time.**



GigEngyn's all-in-one software provides one easy solution which **reduces time, increases efficiency and provides consistent reporting across all markets and brands.**



GigEngyn is the only software with a built-in onboarding platform, which is **essential for agencies or suppliers who utilize independent contractors.**

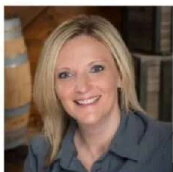


Our team has firsthand experience, insight, and knowledge. **We understand the wants and needs of field teams, event teams, agencies, and suppliers!**

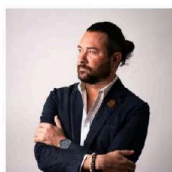
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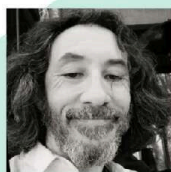
Our Leadership Team



Amber McFee
FOUNDER / CEO



Mason Ice
CO-FOUNDER / COO



John Whitmore
ADVISOR

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Financials

	2022	2023	2024	2025	2026	2027
SG&A	99,037.00	217,239.00	681,411.00	1,046,271.00	2,154,096.00	3,737,986.00
R&D	264,818.00	480,370.00	683,650.00	831,490.00	999,790.00	1,025,145.00
Revenue	57,059.00	460,836.00	2,105,775.00	6,828,560.00	13,735,970.00	22,814,000.00
Gross Profit	-207,759.00	-19,534.00	1,422,125.00	5,997,090.00	12,736,180.00	21,788,885.00
Net Profit	-306,846.00	-236,773.00	740,714.00	4,948,819.00	10,562,084.00	18,050,899.00
Cash Flow	-227,001.00	-463,774.00	276,940.00	5,225,758.00	15,807,842.00	33,858,759.00

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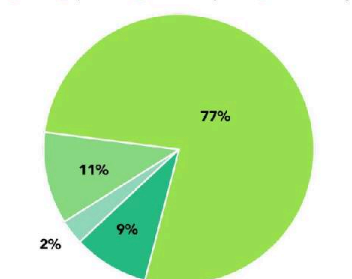
Forward looking projections cannot be guaranteed.

Fundraising

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Raising \$500k pre-seed round
with a valuation cap of \$2.5 million with
a 20% discount on a Post-Money SAFE with an early
bird discount of 40% for first \$75k

USE OF FUNDS



Milestones (2022-2023):

- ✓ MVP version 1.0 launch by May 2022
- ✓ Begin development of version 2.0 after MVP
 - Phase 1: Complete EMS (Target: Aug 2022)
 - Phase 2: Complete CRM (Target: Nov 2022)
 - Phase 3: Complete APIs for payments, accounting, POS, and inventory (Target: Dec 2023)
- ✓ Launch version 2.0 January 2023

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Data-Driven Field Solutions

Thank you!
Now, let's go **gig it**.