

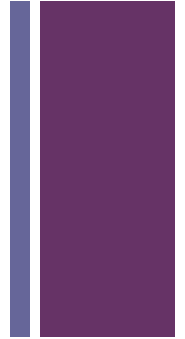


+ Frugal It!

CHANGING THE WAY METROPOLIS SAVES

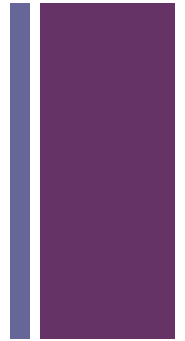


Mission Statement



- The purpose of Frugal It! is to enhance the shopping experience for the consumer with location-based bar-code coupons, instant alerts from businesses for extra deals, user-generated product reviews and a handy shopping lists.
- Frugal It! will facilitate, for businesses, expansion of their networks, increase traffic, and a chance to increase business on a slow day.

+ Features



- Browse
 - Search coupons, offers and deals by category, name or location.
- Shopping List
 - Create and organize lists for any occasion.
- Maximizr
 - Allows users to maximize their deal and coupon usage
- Alerts
 - Businesses can alert consumers of new and exclusive deals.
- Share (community)
 - Users can review, discuss and share deals with their social network
- Tips & News
 - Users can post financial tips as well as browse through MetroDaily.com consumer-related articles.

+ Target Audience

- Male, Female 25-44
- Median Household income \$43,011
- 364,585 Potential Users
- Home decision makers
- Consumers on-the-go





Audience Segmentations

■ New Homesteaders

Upper to Mid. Younger with kids.

Technology users, trend-setters, child-centered

Median Household Income: \$57,898

■ White Picket Fences

Upper to Mid. Younger with kids.

Modest Living, ethnically diverse

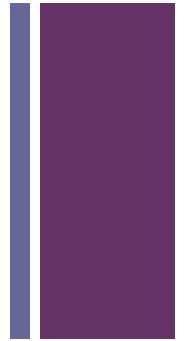
Median Household Income: \$53,901

■ Kid Country, USA

Lower to Mid. Younger with kids.

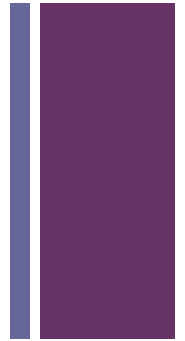
Mostly white, Hispanic

Median Household Income: \$43,504





Audience Segmentation



■ Family Thrifts

Lower to Mid. Younger with kids

Ethnically diverse, many kids, modest lifestyle, active in their community

Median Household Income: \$31,483

■ Mobility Blues

Downscale, Younger w/o Kids

Ethnically diverse, entry level jobs, modest living, entertainment consumers

Median Household Income: \$29,912

■ Sustaining Families

Least affluent with kids

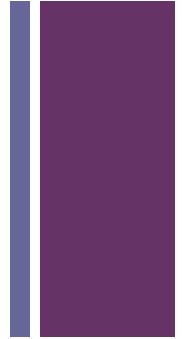
Ethnically diverse, low disposable income, high media consumers, shop at discount chains

Median Household Income: \$29,461

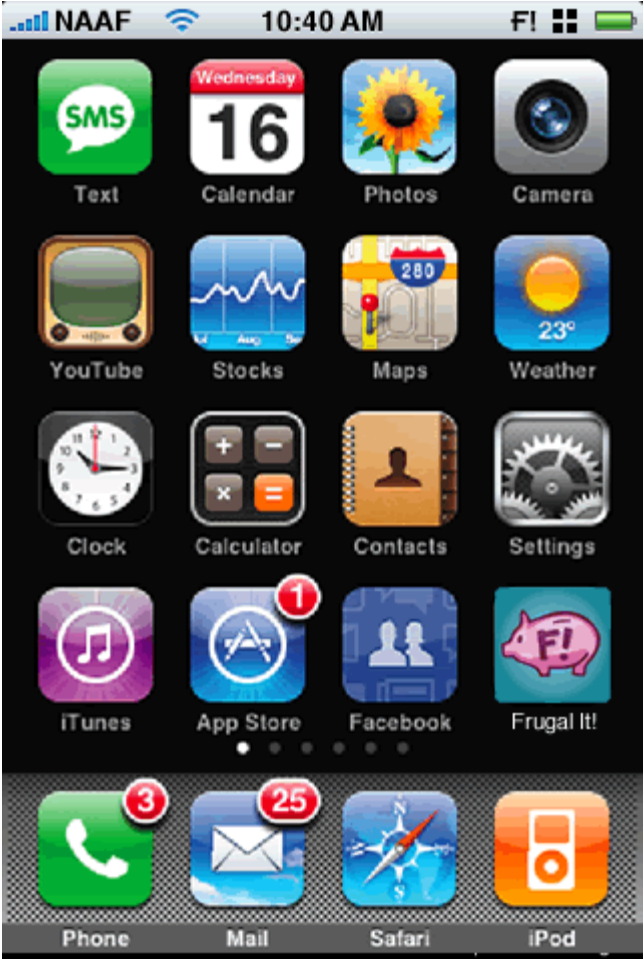


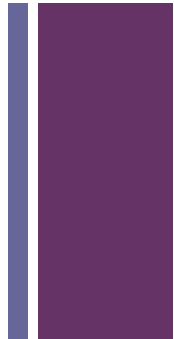
Source: Prizm

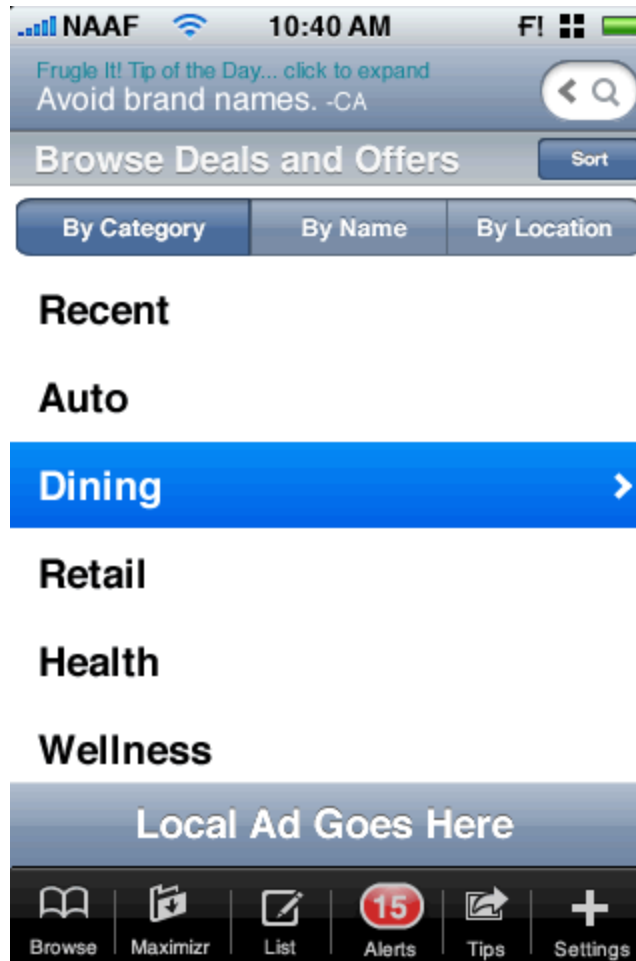
+ Audience Acquisition

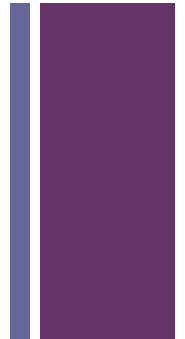
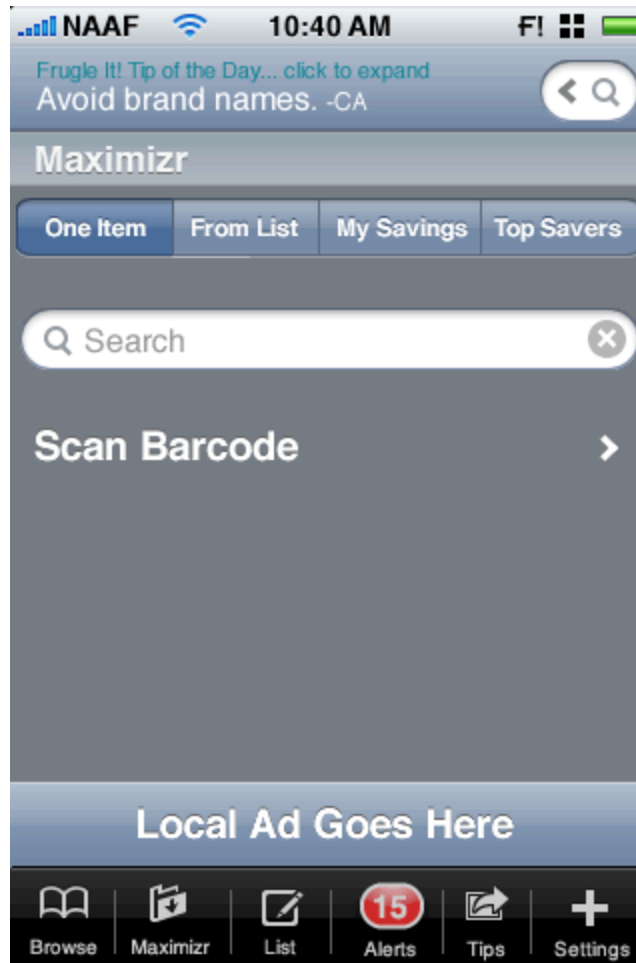


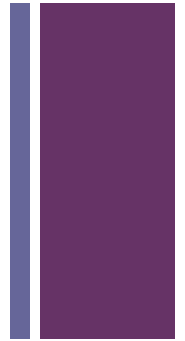
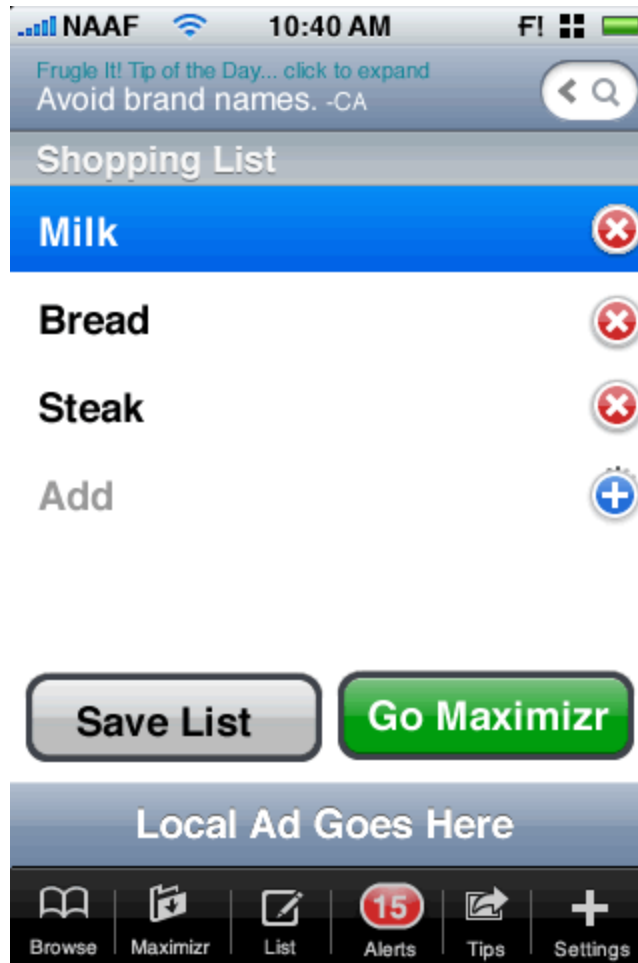
- Three-month aggressive marketing plan within the community to brand app.
 - Marketing across platforms













NAAF 10:40 AM F!

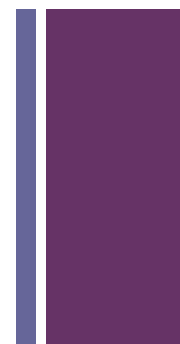
Frugle It! Tip of the Day... click to expand
Avoid brand names. -CA

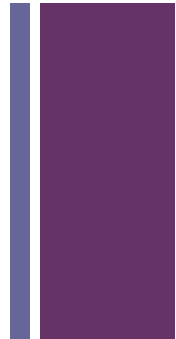
Maximizr Results

Item	S-Mart	Bick's	P&C
Milk	\$2.79	\$3.45	\$3.15
Bread	\$4.25	\$3.69	\$3.89
Steak	\$8.99	\$11.67	\$9.35
Totals	\$16.03 +tax	\$18.81	\$16.39

Local Ad Goes Here

Browse Maximizr List Alerts 15 Tips Settings





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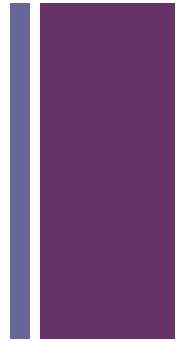
Alerts

- Mike's Pizza**
Buy One, Get One Free on Medium Pizzas
Today 5-9pm only.
Present this alert to get discount.
- Staples**
School is Out Sale on Staples Brand Supply.
Sunday-Wednesday at 9pm
Present this alert to get discount.
- JC Penny**
15% off All Teen Clothing and Accessories.
Friday 6am-7pm only.
Present this alert to get discount.
- Tony's Tires**

Local Ad Goes Here

Browse | Maximizr | List | Alerts | Tips | Settings

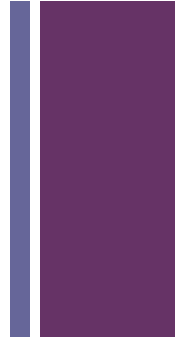
+ Audience Acquisition



3-MONTHS PRIOR

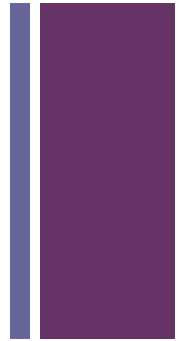
- Social networking tools
 - Garner following on Facebook, Twitter and other social networking sites and provide updates to followers.

+ Audience Acquisition



- Three-month aggressive marketing plan within the community to brand app.
 - Marketing across platforms

+ Audience Acquisition

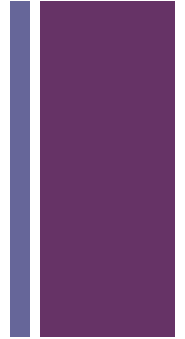


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Audience Acquisition (cont'd)

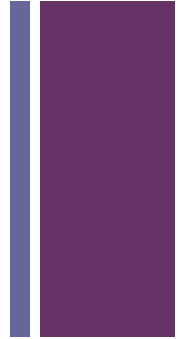


1-MONTH PRIOR (BRAND AWARENESS)

- Promotional events
 - Host or co-host events within the community ranging from smart shopper contests to block parties.
- On-site advertising
 - Our marketing team will provide information about the app to consumers at local businesses.
- House advertising
 - Advertise Frugal It! in the print, online and other mobile applications of the Metro Daily.



Audience Acquisition (cont'd)



1-MONTH PRIOR (continued)

Advertising insert

Submit an insert in the coupon bundle in the print edition of Sunday's newspaper.

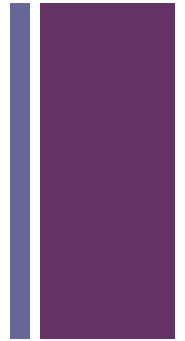
Small outdoor ad campaign

Invest in advertising for buses, billboard and local malls.

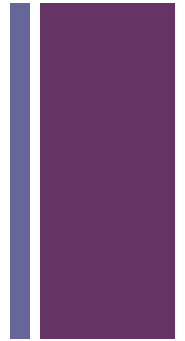
+ Audience Acquisition (cont'd)

1-WEEK PRIOR (AUDIENCE ACQUISITION)

- Media Campaign
 - Founders will talk on local TV and radio stations about the product and its service to the community.
- Pre-contest
 - Free download giveaways to influential members of community



+ Audience Acquisition (cont'd)



WEEK OF LAUNCH AND ONGOING (PRODUCT ACQUISITION)

- Contest
 - All users will be entered to win gift certificates and Frugal It! merchandise.

- Launch party
 - Invite users, residents and advertising businesses.

- Weekly column
 - Columnist will write about financial tips, utilizing user-generated questions and comments.

Financial Overview



Frugal It! staff costs

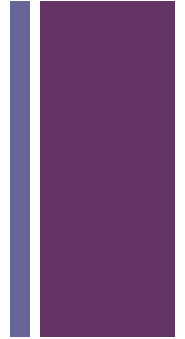
Developer	\$40,000.00/ flat development, including 40 hours of technical support
Designer	In-house
Business/Salesperson	\$45,000 plus commission (incurred cost)
Projection	\$85,000.00+(commission)+(defects)

Capital expenses

Office Rent	In-house
Utilities	In-house
Office Equipment/Software	\$5,000.00 one-time
Total	\$5,000.00

Total costs: \$90,000.00

+ Multiple Revenue Streams



User Revenue	
Cost of application	\$1.99 one-time cost
Total Projected	\$5,970

Projected users

360,000+ target audience \Rightarrow 3,000 downloads (1 % in the 1st month)

Popularity of single application models \Rightarrow 12,000 downloads (400% 1st year)

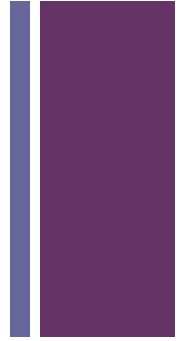


Multiple Revenue Streams (cont'd)

Business Revenue	
Monthly fee	\$29.99 per month for coupons and deals to show up on Frugal It!
Incentive	Free if current advertiser on Sunday coupon insert advertiser
Alerts	\$1.99/alert
Alert commission	10% of deal if consumer acts on alert
Coupon commission	1% of amount sold
Advertising package	Tailor package to business (might include banners, video ad during upload, more alerts, etc.)

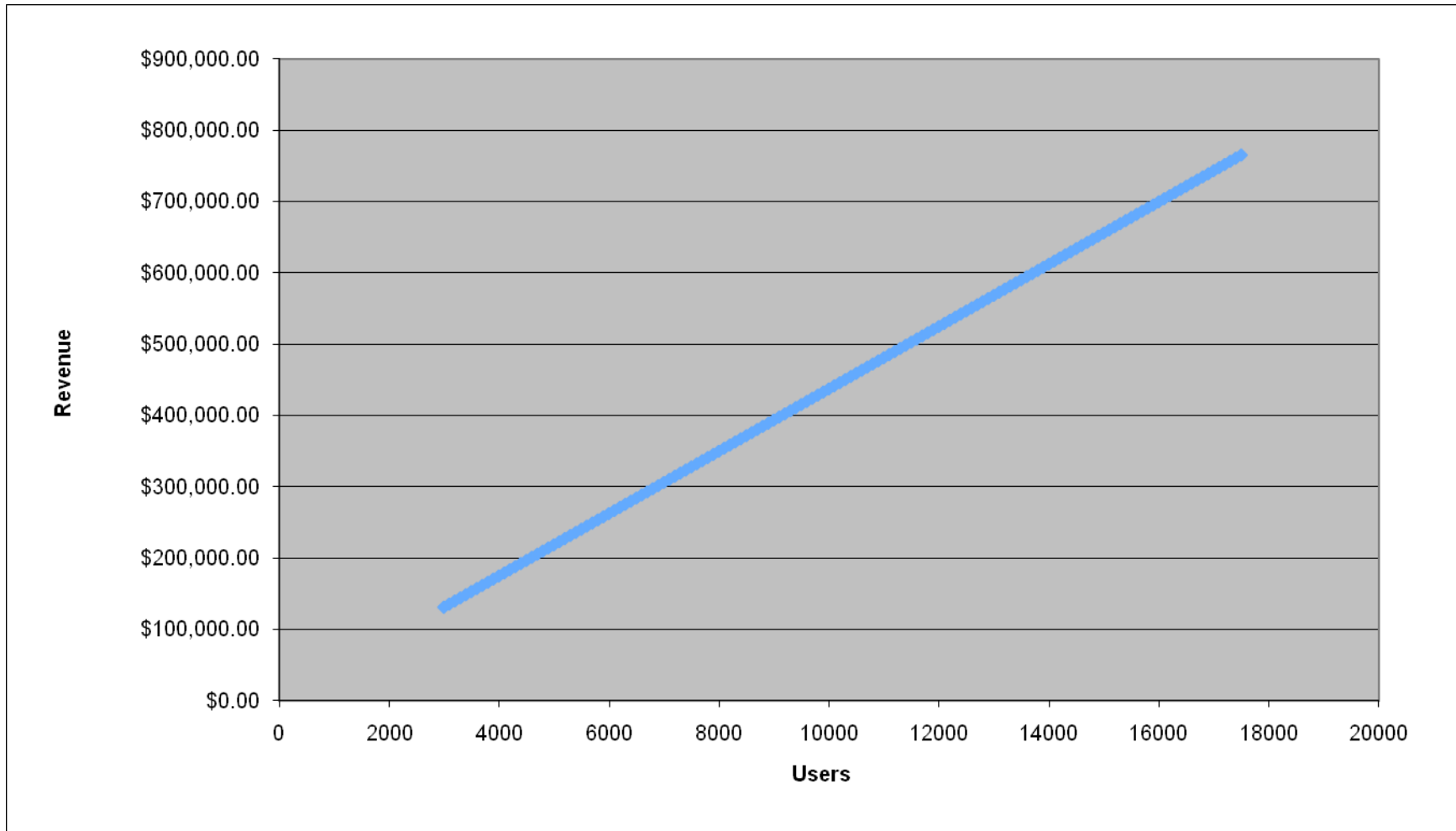
Projected users	
Current advertisers	100% (100 advertisers)
Potential users	100 advertisers

+ Avg. Household Consumption of Coupons

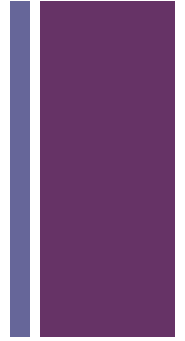


Yearly Total Projection	\$131,166
User-Based Revenue	\$5,970 without growth
Yearly Revenue	\$137,136- \$90,000
Profit	\$47,136

Two Year Revenue Projection

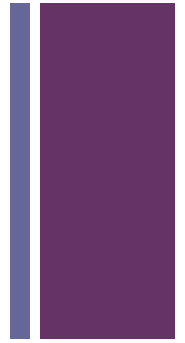


+ Next Steps



- Expand social networking functionality and features to increase Frugal It! community.
- Develop similar apps for other mobile devices including the BlackBerry, Android and Palm Pre.

+ Thank you from
Frugal It!



Questions

