



YESTERDAY'S SOCIETY

Volunteerism Gathering places Community-minded Support local business



WHERE WE USED TO SHOP





SOCIETY TODAY

Self-involved
Busy
Live on devices
No social interaction
Efficient and streamlined



WHERE WE SHOP NOW

















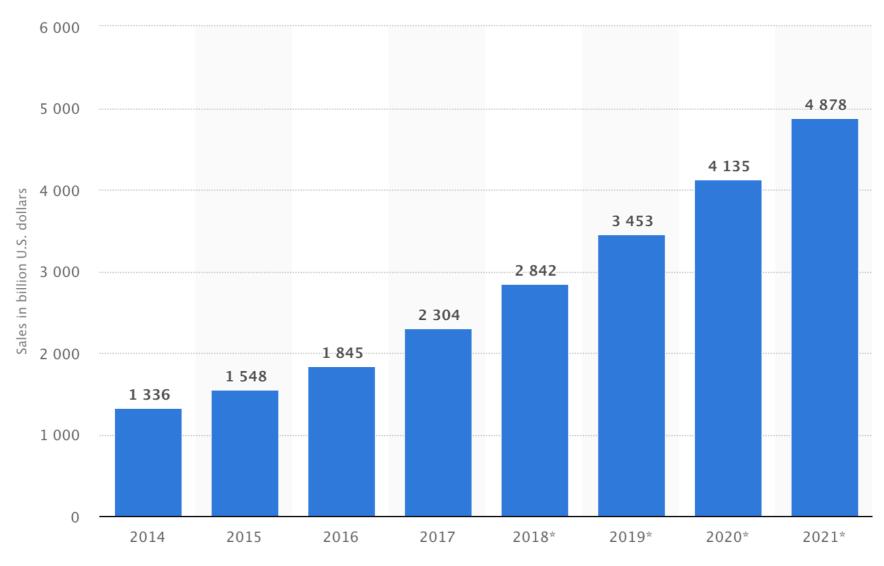






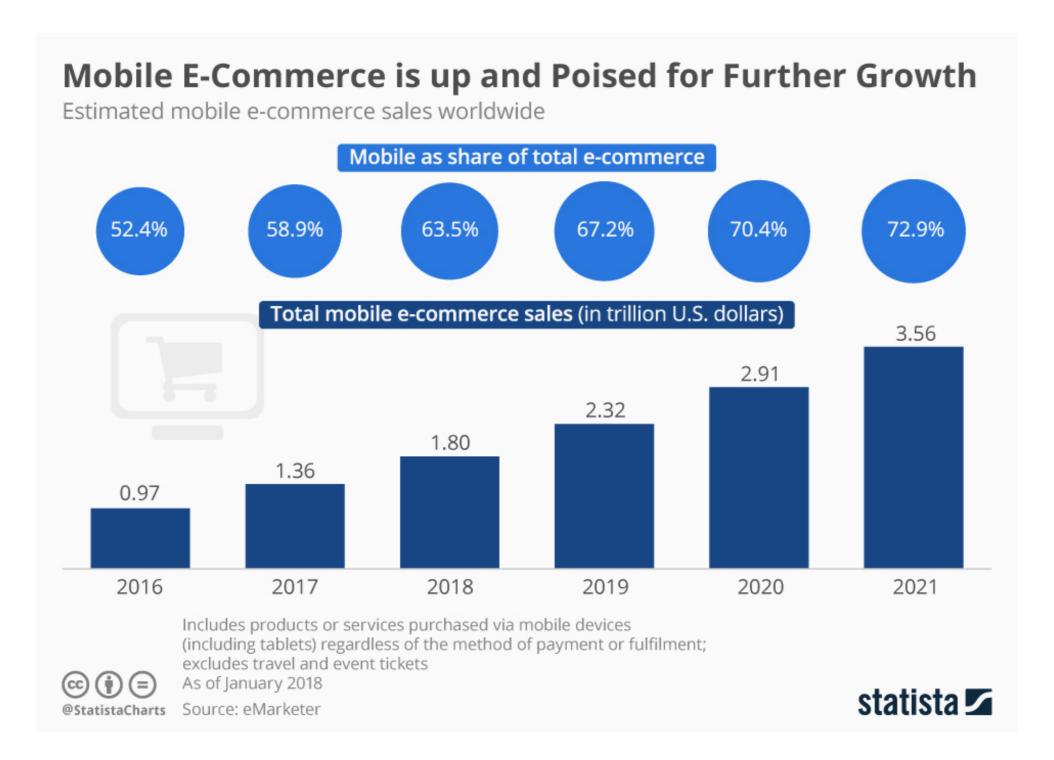


WORLDWIDE E-COMMERCE SALES



source: Statista

MOBILE E-COMMERCE SALES



MOOBBOARD



INSPIRATION







MISTER HOOPER'S STORE

Meeting Place Relationship With Neighbors "People In Your Neighborhood"



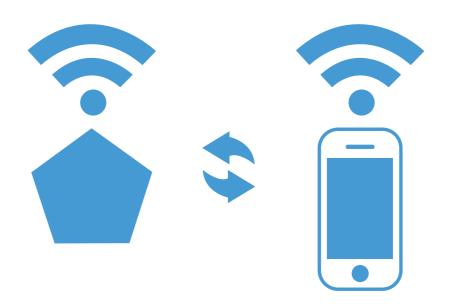




WHAT IS Marlo?

Marlo is an app-based marketing platform connecting businesses with users via proximity technology.

Businesses can create customizable marketing campaigns and rewards programs to retain users.



Marlo SERVES THE NEEDS OF 2 GROUPS



Consumer



Retailers

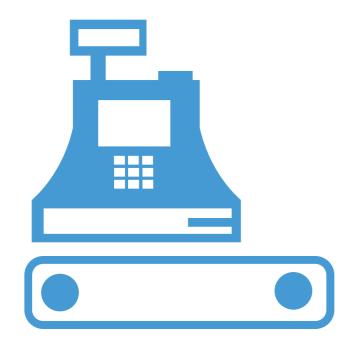


SERVICES

Wayfinding Targeted deal notifications

BENEFITS

Info source for consumers
Enhance customer service
Improve overall experience
Build relationships
Discover new places
Have a voice and influence



RETAILERS

SERVICES

Regimented marketing platform Targeted deal notifications

BENEFITS

Info source for consumers Enhance customer service Quantitative results and analytics Improve overall experience Build relationships

OUR POINT OF DIFFERENCE

We gamify and incentivize through a rewards program that creates repeat business and gives businesses the freedom to set their own reward structure

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Content-driven thru user visits, ratings and location feeds

Local-driven vs Global-driven...we even the playing field



PRIMARY AUDIENCE

Primary - 18-30 y/o

-digital natives

-more expendable income (pre-family)

-impatient

-want to be important (self-centered)

-influencers



SECONDARY AUDIENCE

Secondary - 46+ y/o-digital-savvy

-travel and discover

-fan of rewards programs

-empty nesters

-have extra money to spend



TERTIARY AUDIENCE

Tertiary - 31-45 y/o

- -family
- -efficiency of deal-finding
- -on the move (sports, interests)
- -still try to be trendy and ironic (ie find the cool coffee shop)

USER ACTION

Create content (physically at business)
Follow rewards-based gamification model (Purchase=Rewards)
Become walking billboards for businesses that the user champions
(share content on multiple platforms (FB, Tw, Ins))
Review businesses to influence user visits

COMMUNICATION PERSONALITY

Clean

Professional

Apple-esque (Cube)

Fun (App)

Ease of use

Blue (cool)(chill)

BRAND VALUES

Community (Local)

Connection (Relationship)

Creativity

Innovation

Integrity

Passion

Fun

Freedom

Empowerment

Honest

CORE VALUES

Innovation

Enhancing the customer experience by developing and constantly improving our platforms and technology

Community

Connecting users with local producers/retailers and creating long-term relationships that help businesses stay sustainable and relevant

Fun

Through use of creative marketing and rewards-based gamification generation we have developed a way to reach customers on a whole new level

Integrity

To create an unbiased platform to even the retail/production playing field between big business and local business. Everyone is equal.

WHY DOES Marlo EXIST?

To get people out and engaging with local business.

To help users explore their community or the community they are visiting



CORE BRAND MESSAGE

We create guided relationships between people and businesses



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We create guided relationships between people and businesses

"Matchmakers for you and what you love"



LIGHTNING ROD TARGET

The primary target market has disposable income and wants to be "important" (ie influencer)

They are also pretentious and "ironic" and want people to know they are doing the right thing ("saving the whales") ...whether it's for optics or not

BRAND PERSONALITY TRAITS

Sexy
Innovative
Adventurous
Imaginative
Honest

Expressive

Captivating

Clever

Reliable

Light-hearted

Resourceful

Energetic



The Big Idea "Matchmakers for you and what you love"

Brand Personality Traits

Sexy, Innovative, Adventurous, Imaginative, Honest

Brand Values

Innovation, Community, Fun, Integrity

Consumer Rewards

Support local community

Gamify and incentivize through a rewards program

Build relationships

Consumer Benefits

Info source for consumers
Enhance customer service and overall experience
Build relationships

Product Features

Wayfinding
Targeted deal notifications