



Company Overview: Most business owners don't realize how much business they lose every day because of weak search engine results, online reviews, and social media. JUMP is a SaaS platform that makes it easy for anyone to improve their online presence and get more customers. Our tools empower a small business to manage all of the critical elements needed for a strong online presence, which increases their visibility and drives more customers into their business.

Product/Service Overview: JUMP is a suite of online tools that enable small businesses to manage the most crucial parts of their online presence. This includes their company's directory listing information, customer reviews on third-party websites such as Google and Facebook, and social media posting. Our deceptively simple user interface offers small businesses the ability to take control of their own business data and tap into customer feedback, and cultivate more positive reviews and customer engagement.

Market Opportunity: Globally, there are over 512 million small to medium-sized businesses. Our initial target is a narrower segment of these businesses, with over \$150,000 in revenue and at least 2 employees. We have also focused primarily on the SMB audience in the United States, with a secondary focus on other English-speaking countries, including the UK, Canada and Australia.

Our primary marketing channels for our direct sales efforts include digital marketing on major platforms such as Google, Facebook, and LinkedIn, and small business focused events. We are in the early stages of rolling out a content strategy that includes creating helpful content for our target customers, to help us become recognized as a leading small business advocate.

Our channel strategy includes partnering with marketing agencies who white label and resell our product to their clients, as well as larger strategic partnerships where we are able to tap into larger partners' customer bases that include thousands of small business customers.

Management Team: The following is a list of key leaders at JUMP, their current roles and highlights from their previous experience.

- Chad Ingram, CEO - serial entrepreneur in SMB marketing, Scout50
- Hal Halladay, CFO - executive at Infusionsoft; About.com; UBS
- Jeff Mask, Chief Revenue Officer - VP at Infusionsoft; Pfizer
- Amber Johnson, Operations - small business strategist
- Nate Call, Product - enterprise technology solutions at Dell/EMC
- Sean Warner, Customer Success - director of customer success at Infusionsoft, small business entrepreneur
- Dave Bascom, Marketing - VP marketing at Homie; SEO.com