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SimpliBuzz is a simple, intuitive, inexpensive SaaS social media management system (SMMS) for small businesses (SMB's), micros, and brands. This simple tool was developed to give SMB's the same competitive advantage as their larger competitors in the expanding world of social media.

Social media is here to stay. Currently the SMMS market is dominated by social giants like Hootsuite and others. (Technavio) However, they have concentrated their marketing efforts almost exclusively in the enterprise space, effectively ignoring the social media needs of 30+ million small businesses in the US alone (SBA). Their tools are complex and expensive making them impractical for SMB's. Small business owners understand the need to be active in the social media space, but lack the time, tools, resources and awareness necessary to be effective. SimpliBuzz is designed to solve this problem with its inexpensive price point, intuitive features, and ease of use.

The SMMS market has grown to \$975M with historical growth rates of 14.9% year over year. However, this data reflects only information collected from large companies with dedicated social media departments. (Technavio). Our economic engine, small business, is highly under served. Although the SMB and micro space is fragmented and can be very expensive to reach, SimpliBuzz has made a strategic decision to provide a solution in this space. A key market penetration strategy is to team up with SMB global giants, like GoDaddy and others, who have already penetrated this market. The plan is to capitalize on their trusted branding and tap into their existing customer bases by adding value to their product portfolio, providing them incremental revenue, and ultimately building the SimpliBuzz brand and user base. An additional go to market strategy includes an affiliate program to allow influencers and other prominent social media users the ability to sell the product to their loyal followers on a recurring revenue share model. Should any of these influencers or brands wish to "make the tool their own", the SimpliBuzz white label feature allows custom branding, colors and content to make this happen easily.

Currently the largest SimpliBuzz user base is coming in to the platform through the partnership with OfferLogic and GoDaddy, yielding 689 users on five continents to date. This marketing effort is producing 1.3M impressions per month with a 0.07 take rate. The current conversion rate is 40% with a customer acquisition cost of \$7.25. This SimpliBuzz user community is providing valuable feedback as SimpliBuzz V.2 nears completion. Users are saying they enjoy the product because of its ease of use, low price point, unlimited posting capabilities, time zone posting, and automatic photo sizing capabilities. As one customer says, "I like SimpliBuzz because it has everything I need and, nothing I don't. All for \$24.95 a month". These features, along with two patents pending, are clear competitive advantages over the complexities of existing enterprise tools. The SimpliBuzz revenue model is a monthly recurring revenue and a negotiated revenue share model for partners and affiliates.

The executive team is currently boot strapping this effort and is highly committed to the success of SimpliBuzz. Mary Ann Torgerson, CEO, has 30+ years as a top professional in business development. William Johnson, CTO, has extensive background in the technology field. He has touched on virtually every facet of the tech industry. Cheryl Kosloske, Founder, is a social media guru and has successfully launched a social media concierge company for SMB's. She is a key figure in strategic planning and brand building. Andrew Bart, CGO, is an active VC, advisor, and C-level growth executive.