



APPLICITI™

## OnQueue Technologies, Inc.

**Company Overview:** Appliciti™ Mobile Promotions Network's (MPN) unique value is delivering highly targeted one-stop marketing and promotions for media companies and brands within the rapidly growing mobile marketing and social networking environment.

**Problem:** Brands, their agencies and media companies are struggling to connect with the rapidly growing, attractive demographic of iPhone owners while leveraging the explosion of social networking websites such as Facebook. The adoption of mobile devices by marketers has been slowed by long development cycles and piecemeal solutions that are difficult to execute.

**Solution:** The Appliciti Mobile Promotions Network is a proprietary, patent-pending technology enabling rapid app development that allows marketers to dynamically update content and offers on a real-time basis across all apps in the network. The Appliciti platform enables precisely delivered offers based on: device, user defined interests, location, demographics and behavior thus delivering greater efficiency for each marketing dollar invested.

**Business Model:** The Appliciti MPN consists of channel partnerships with media companies, brands and retailers. Appliciti will generate revenues from: application setup fees, monthly network access fees, data licensing and a share of all network promotional revenue.

**Market Opportunity:** Gartner estimates mobile marketing spending to increase from a \$2.1 billion in 2008 to \$12 billion by 2013. All media companies, brand marketers and agencies are in active stages of building their mobile businesses.

**Competitive Advantage:**

- Appliciti's proprietary, patent pending technology.
- A rapidly scalable business model with multiple revenue streams.
- CEO, board and advisors with deep relationships in the technology, media and marketing industry.

**Management Team:** CEO, board member and investor, David J. Perez, a 17 yr. digital marketing entrepreneur, started 3 companies and raised over \$35 million from Goldman Sachs, JP Morgan and individuals. Founders: Lawrence Abeyta, Bryan Bingham, Scott Walker are a successful NM development team with a proven 20 year track record of developing robust software and web platforms.

**Funding Request:** The company seeks to raise a minimum of \$3 million in financing to build out the management team, continue to execute for existing partners, expand business development activities and to further development of the technology platform. This financing will enable Appliciti to generate revenue from partners, build the user base of the MPN and position the company for sustained growth.



DAVID J. PEREZ

**Investors:** Village Ventures, Flywheel Ventures and angels

**Year Founded:** 2008

**Employees:** 4

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**In Attendance:**

David J. Perez, CEO

**Revenue Forecast:**

2010:	\$	<1M
2011:	\$	7M
2012:	\$	20M