



SATISFY YOUR EGO

eg  trip.guide

Investor Pitch Deck

Presented by Matthew Allan Richards - Founder



You want to explore new businesses, services, and experiences. But how do you decide what's right for you?



Problem Search

If you dig around, you can find **some data** about businesses and services:

- Irrelevant search results
- Convoluted search results
- Unreliable and vague customer "reviews"
- Content that might just be advertising
- Time consuming



Problem Content

- But you don't need more data that makes decision-making even more complicated.
- Nor do you want basic information, limited, incomplete, inaccurate, outdated, misleading, or untrustworthy data.
- Or, poetic flowery essays, data that's fabricated, subjective, biased, irrelevant, or useless.



Solution

- What you're really looking for is a *digital concierge*. An intelligent service that uses its vast knowledge to deliver highly personalized recommendations for the perfect service that matches your **exact** style, interests, tastes, and needs.

WHO IS EGO TRIP FOR?

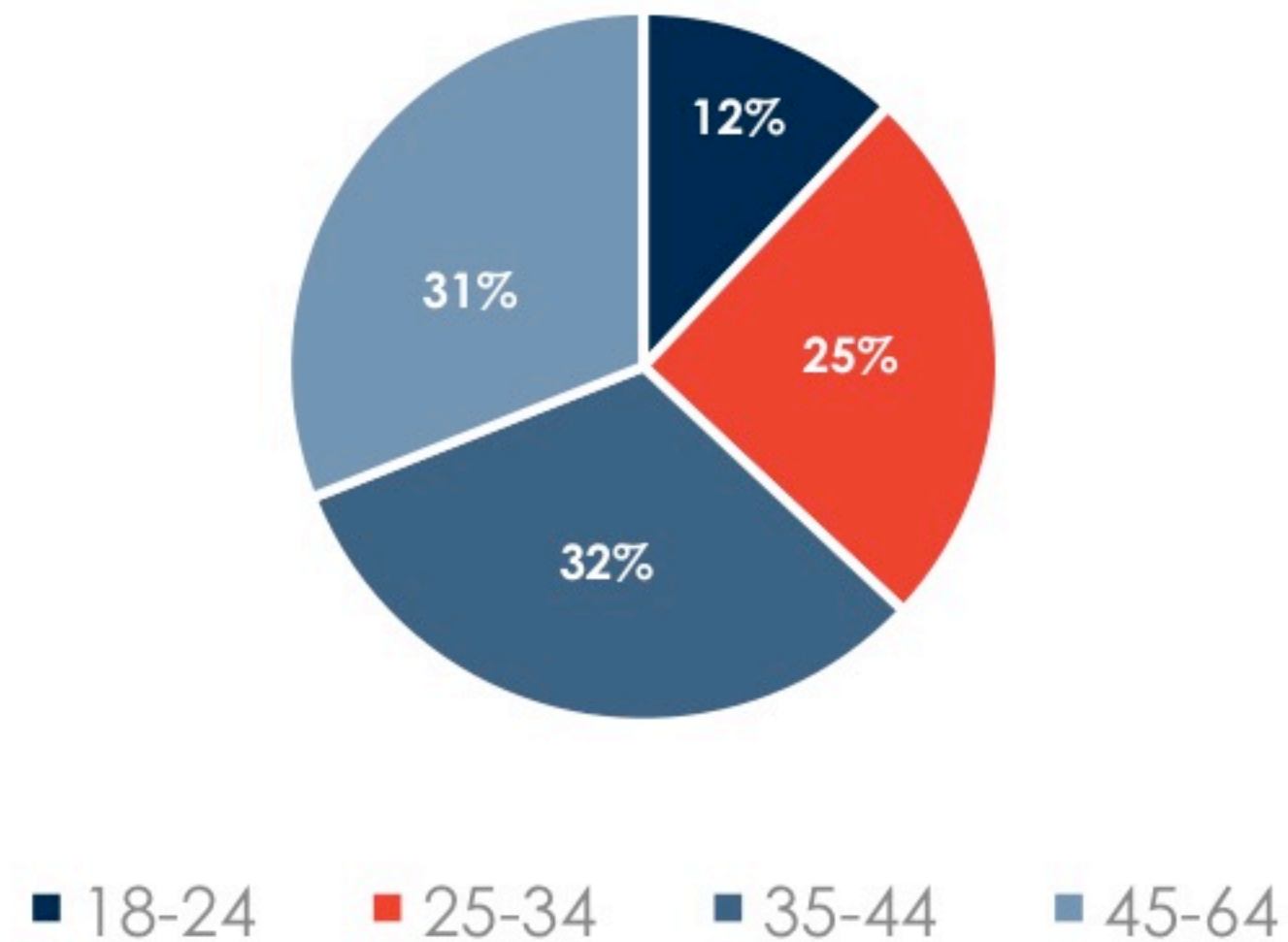


Ego Trip is a website dedicated to lifestyle enthusiasts.

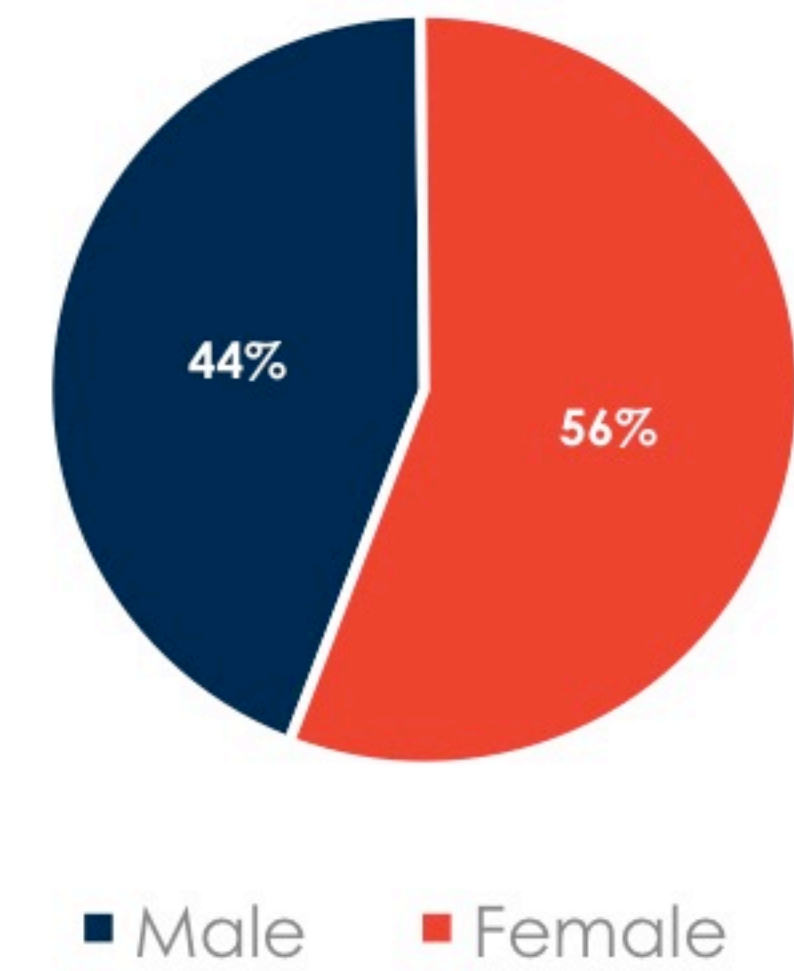
Targeted at **high-value customers**, who are:

- Discerning
- Discriminating
- Adventurous
- Image-conscious
- Have disposable income

Age



Gender



Our research shows this applies to 120 million Americans and 30 million international visitors. Worldwide there are over 400 million lifestyle enthusiasts.



SECTION 1

Introducing Ego Trip



INTRODUCING EGO TRIP



“An encyclopedia of all things lifestyle — businesses, services, products, professionals, and events.”

A *digital concierge* service that provides expert knowledge, data, and original information that can't be found anywhere else on the internet.

3 VALUE ADDS OF EGO TRIP



Search

A uniquely powerful decision engine that draws on a vast catalog of information to allow users to find exactly what they're looking for.



Ratings

A proprietary rating system that provides the most extensive and detailed ratings in the market.



Content

Comprehensive city guides, most in-depth business profiles in the business, and a one-stop authoritative lifestyle source.

OUR MISSION



To create a niche social community that connects lifestyle businesses to customers looking to discover amazing experiences.

How do we do that?

- We **provide** our members with real content: essential, detailed, informative, unique, original, factual, complete, and up-to-date information about the best possible experiences.
- We **help consumers** – Enhance Experiences, Find Hidden Value, Exceed Expectations, Discover New Places, Try New Things, Learn New Cultures, and Meet New People.
- We **promote** and support local lifestyle businesses by identifying and developing relationships between their core market, loyal customers, and their most potential customers with disposable incomes, who are “genuinely interested” in purchasing their products & services.
- We **assist** our client partners in accurately measuring and creating better value in guest experiences.
- We **raise** the standards of excellence for lifestyle experiences.

- Travel/Hospitality
- Nightlife/Entertainment
- Fitness/Nutrition
- Diet/Weight-Management
- Cuisine/Wine & Spirits
- Wellness/Anti-Aging
- Health/Alternative
- Spa/Beauty

WHY DID WE CREATE EGO TRIP?



Quality resources and publications are tough to find. There's a shortage of good information. Industry insiders say a bona fide digital concierge service is now more important than ever.

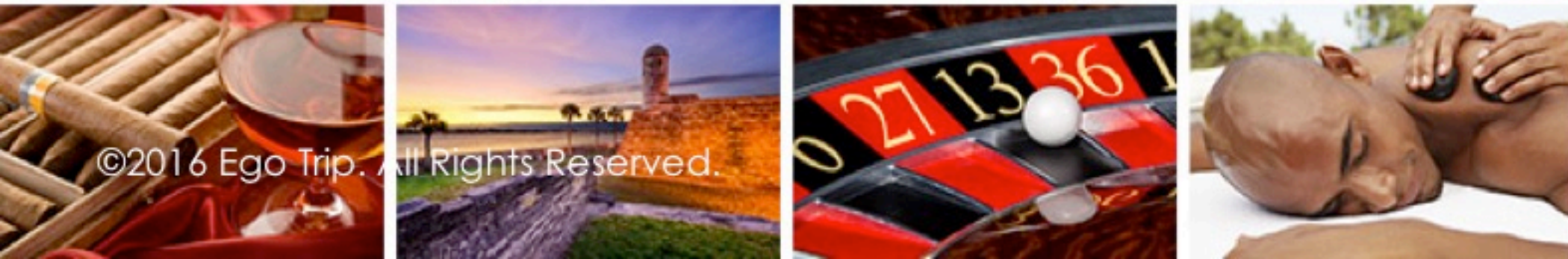


Purely out of frustration, our passion for the industry, and our desire to build something that had the potential to be great!

We knew we could do it better. We knew we could offer consumers a solution.

That's why we created Ego Trip:

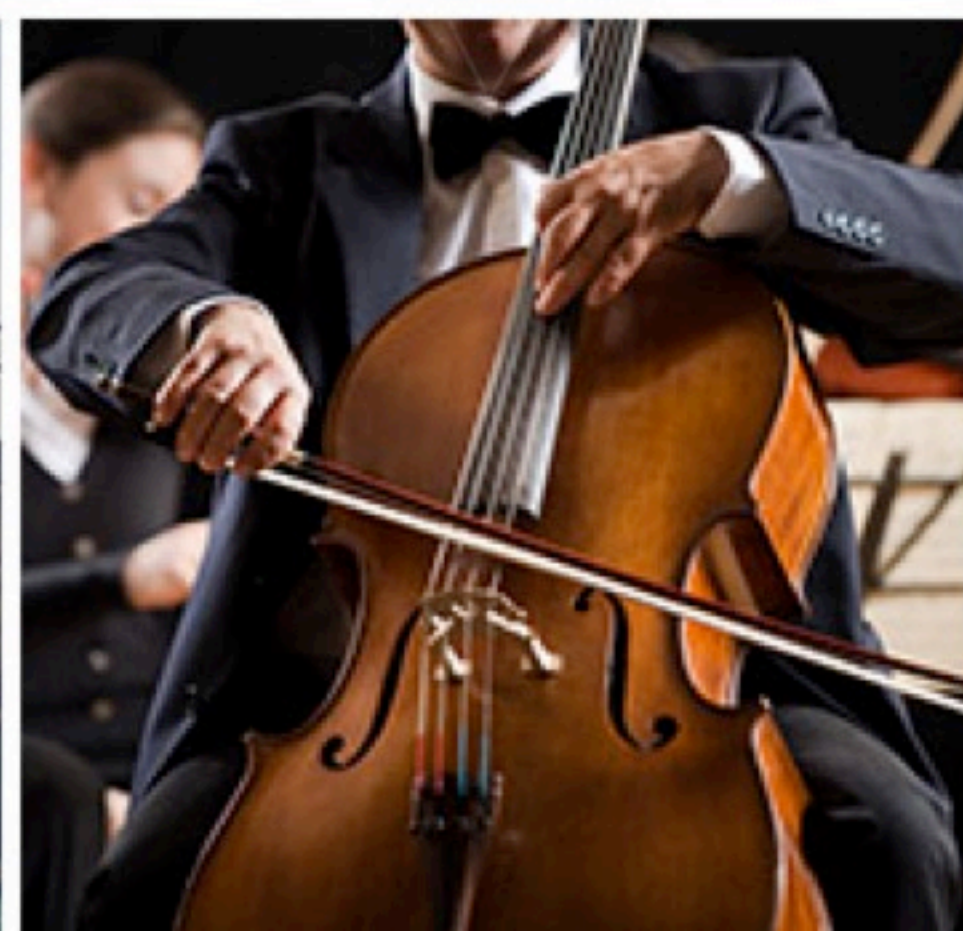
- A worldwide personal digital concierge
- "The Best Online Source and Complete Guide to Discovering Unique Lifestyle Experiences that Satisfy Your Ego"
- The best *search, ratings, and content* in the industry





SECTION 2

Value Proposition — Content

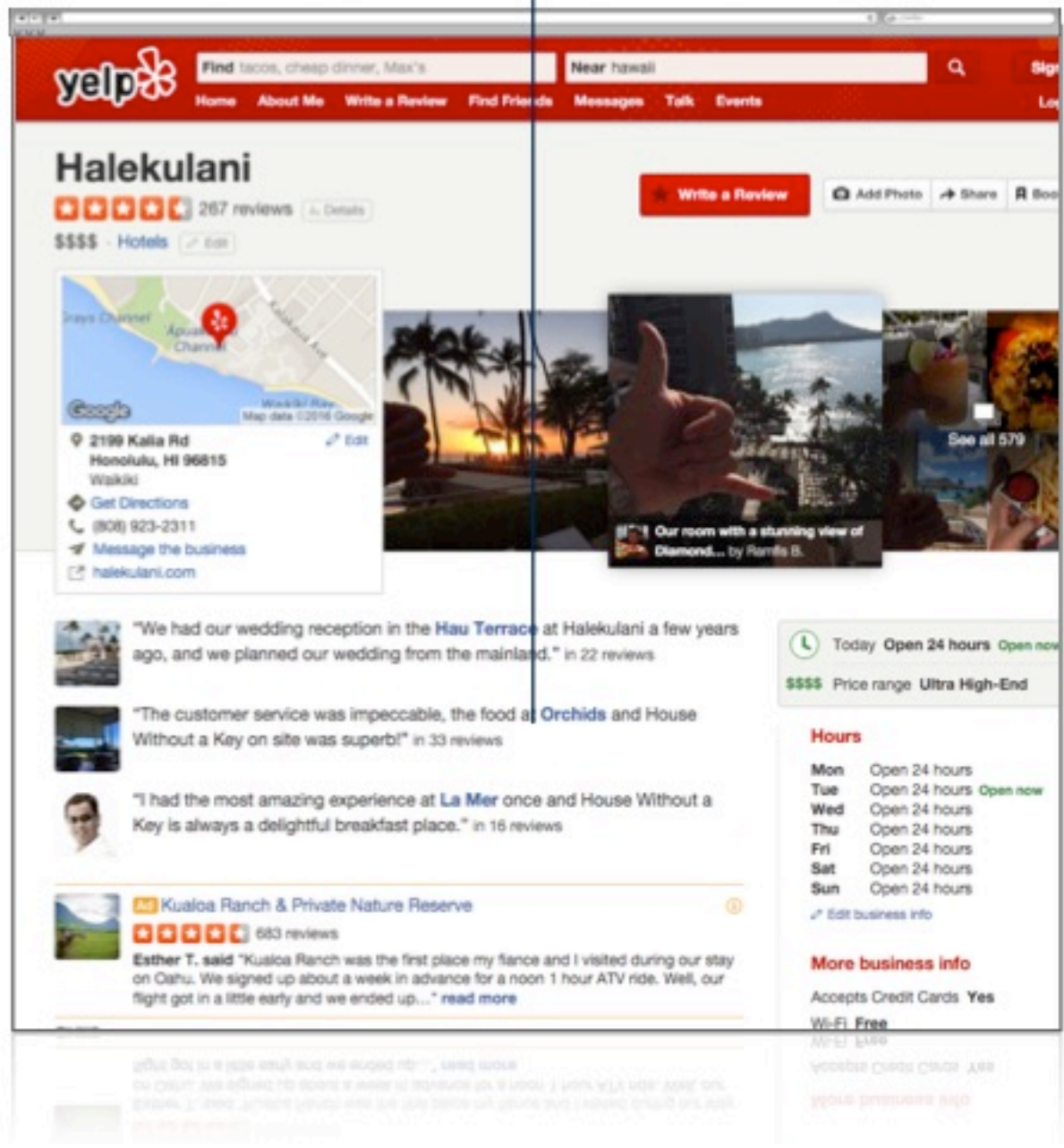


IS IT ANY GOOD? IS IT RIGHT FOR YOU?

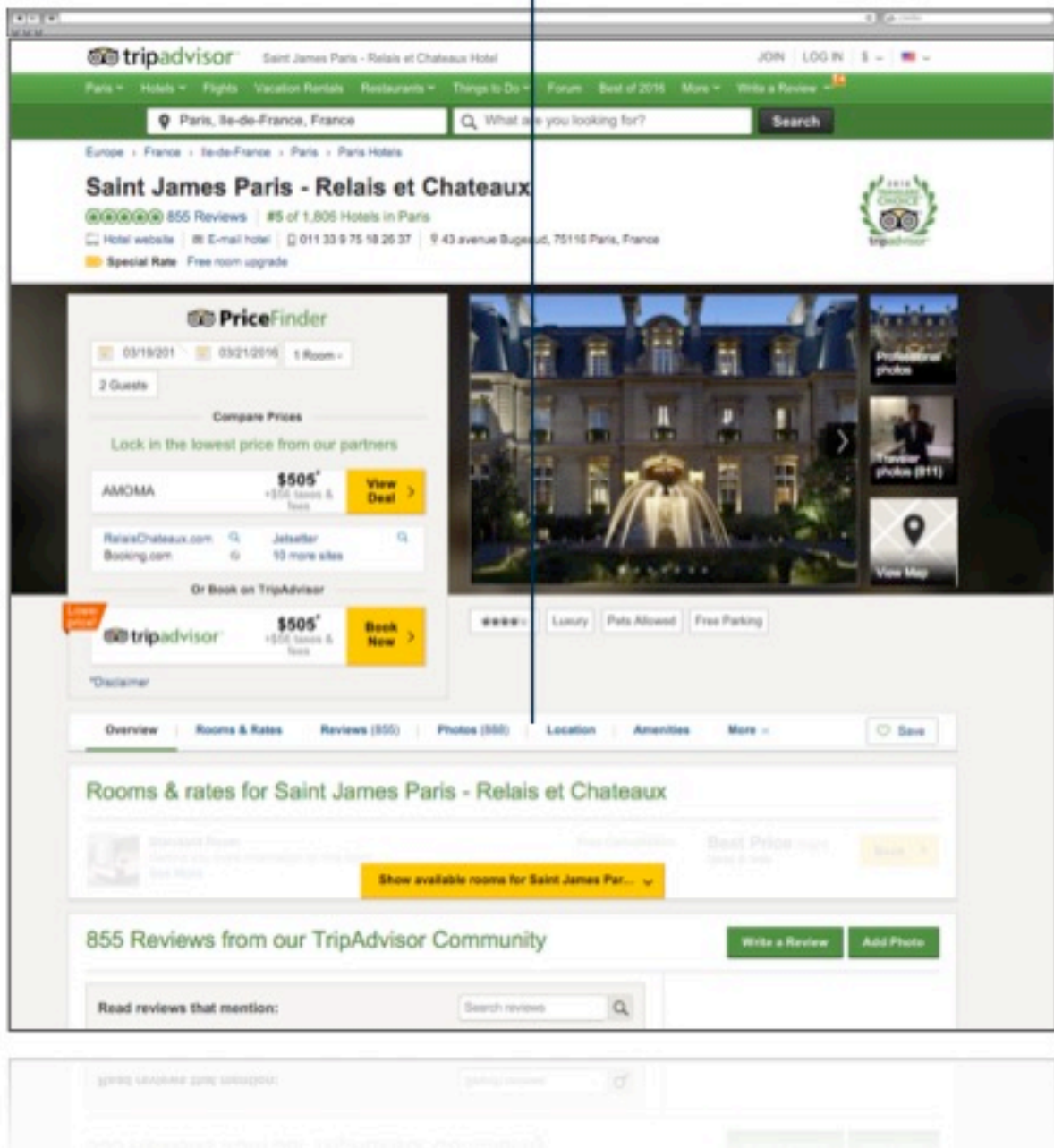


You're looking for a boutique hotel with contemporary Italian décor, ocean view, hydrotherapy spa, in-suite Jacuzzi, and well-stocked minibar. Does this place meet those criteria?

Basic Information



Fine details are buried





We answer every question to everything that you've ever wanted to know, and need to know.

The content on our business profiles are consistent, professional, unique, fun, exclusive, credible, and easy-to-read.

We list, highlight, and market hundreds of more details about a business than their own website.

CONTENT - SOLUTION



Trendy Upscale Neighborhood

In-Suite Jacuzzi

Well-Stocked Minibar

Michelin 3 Star Restaurant



Contemporary Italian Décor

Ocean View

Hydrotherapy Spa

Award Winning Executive Chef

COMPETITIVE ADVANTAGES



We focus on the top 200 lifestyle categories. Niche, unique, with some elements of romance, culture / travel, and VIP services.

Our content is professional and not User Generated. This and our rating system is what really separates us from everyone else.

Consumers need an organized, factual, current, accurate, trustworthy, complete, and an easily accessible website.

CONTENT – EXAMPLES



“ Is there a dress code at Blu 47 in Chicago? ”

“ Looking for the best gluten-free restaurants in San Francisco? ”

“ What’s the best ‘not-too-touristy’ blues bar in Chicago? ”

“ A fun restaurant to take a client to on St. Patrick’s Day in West Palm Beach, FL ”





Metrics Inspectors Rank Critic Exclusive Professional Opinion
Evaluation Analytics Surveys Segments Proprietary Reliable
Score Ratings Verified Credible Critique Excellence Concise
Analysis Assessment Feedback Quality Comprehensive
Trustworthy Unbiased Products Dependable Experts Amenities Certified

SECTION 3

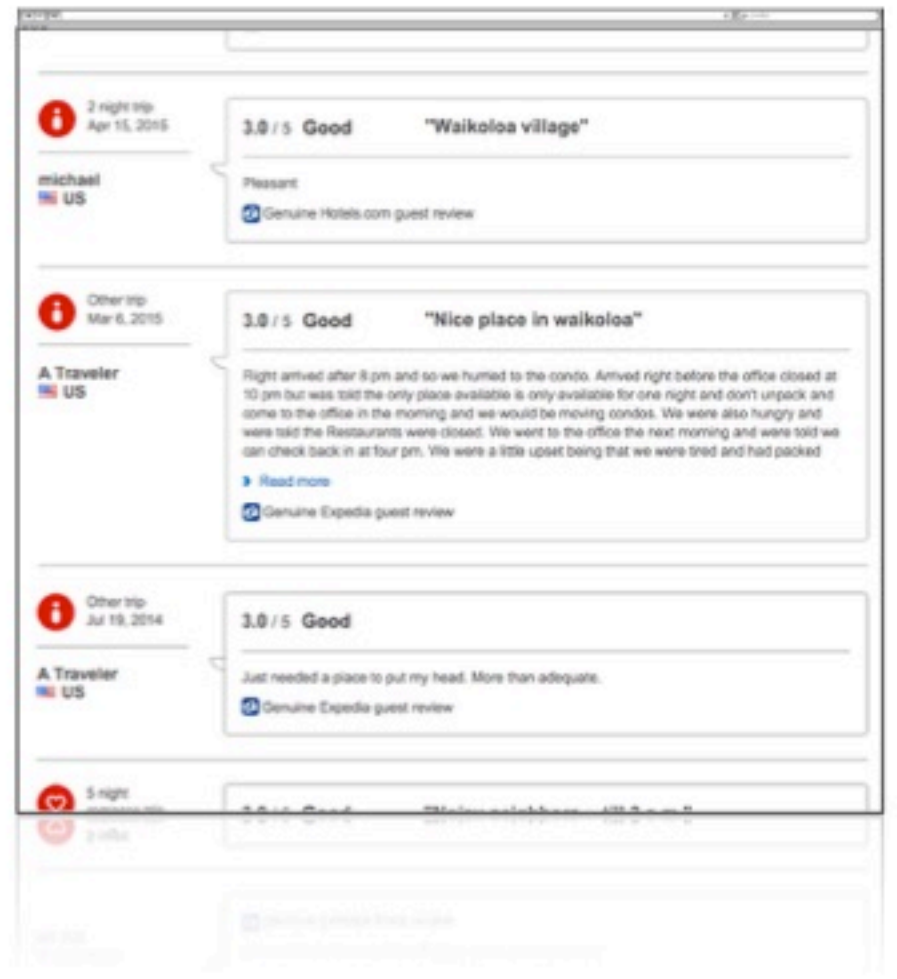
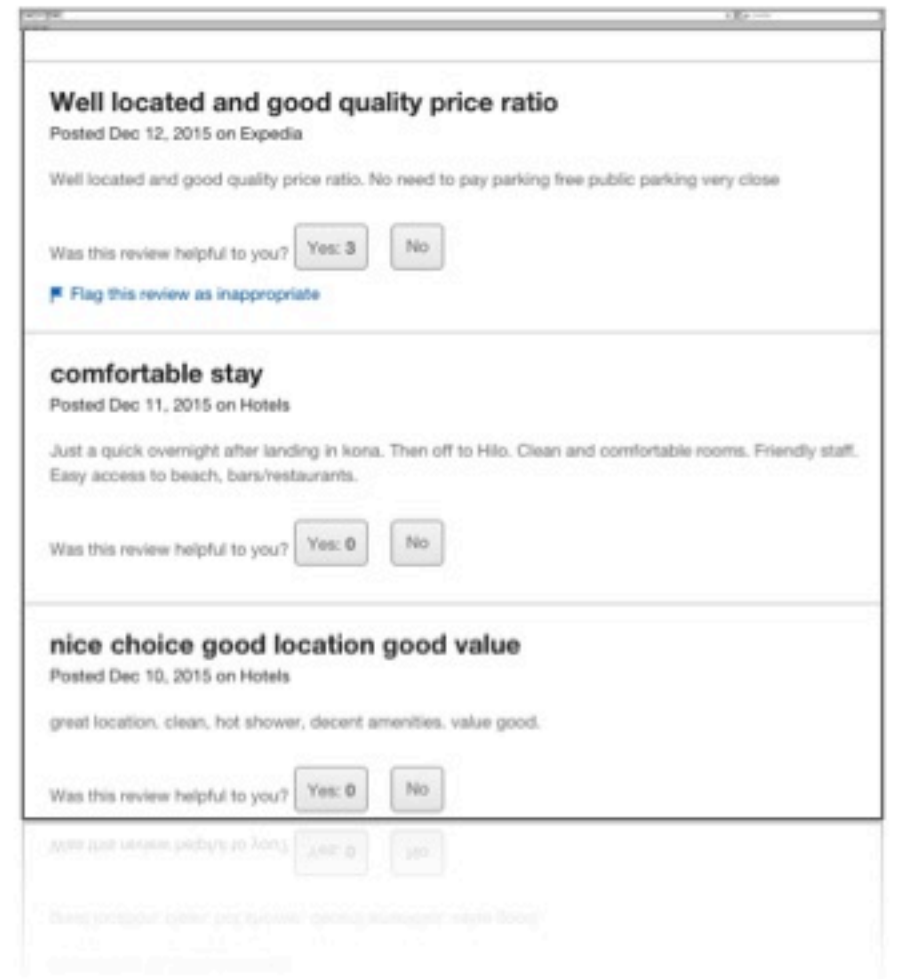
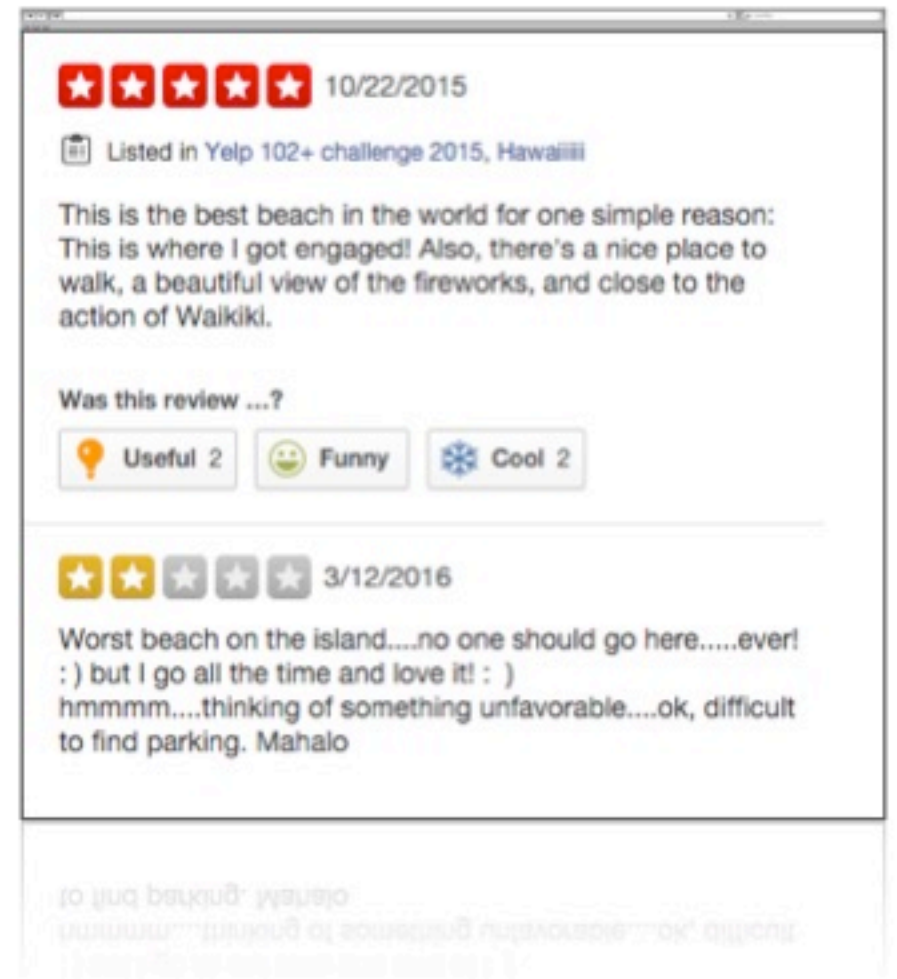
Value Proposition — Ratings



RATINGS – PAIN POINT



You're planning a big surfing trip, and want to find the best spot for you. You're an intermediate surfer, so you're really looking for decent-sized waves, minimal hazards, smaller crowds, and good weather.

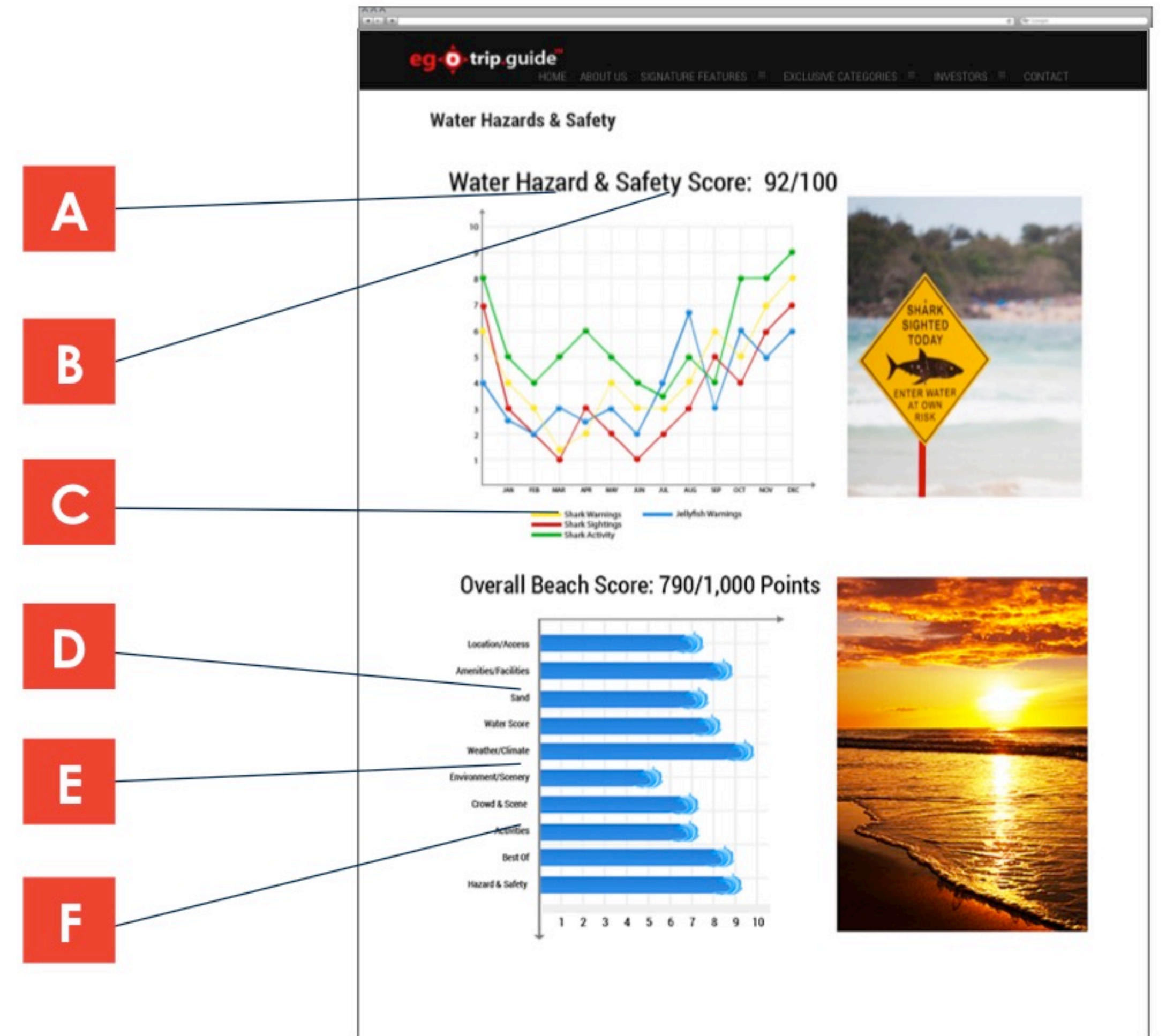


These don't address any of your concerns. Plus, they're unreliable — they're "reviews" based on one person's experience, not ratings based on all the information available about the place.

Ratings - Walkthrough

Ego Trip lets industry experts and members thoroughly evaluate businesses across multiple dimensions, creating ratings that are far more advanced than simple “one-to-five star” reviews.

- A. Hazard & Safety
- B. Safety Score
- C. Shark Seasons
- D. Wave Height
- E. Popularity / Crowds
- F. Weather



Ratings – Solution



Amenities / Facilities



Umbrella Stands: Yes
Loungers: Yes
A & F Score – 89/100
Overall Beach Score – 640/1000

Sand & Beach



Sand Quality: Good
Water Quality: Excellent
S & B and Water Score – 95/100
Overall Beach Score – 880/1000

Best Beach for Worldwide Ranking



Best Beach for: Swimming
Romantic Beach: Worldwide #70
B & B for – Score – 45/100
Overall Beach Score – 750/1000

Policies & Procedures



Dogs Allowed: Yes
Water Quality: Good
P & P Score – 75/100
Overall Beach Score – 790/1000

Instead of showing you which beach has the highest overall “star” rating based on other people’s experiences, you can find the place that’s *right for you* based on your tastes and needs.

Ratings – Examples



Overall Bar Score 951/ 1,000 Points

Bar / Club

Overall Surfing Rating: 840/1,000 Points

Beach

Restaurant

Hotel



COMPETITIVE ADVANTAGES



We rate not review by evaluating businesses across multiple dimensions.



Hundreds of questions and answers about the business and the experience.



Our philosophy for the rating surveys' is to appreciate, support, and help businesses.



SECTION 4

Value Proposition — Search

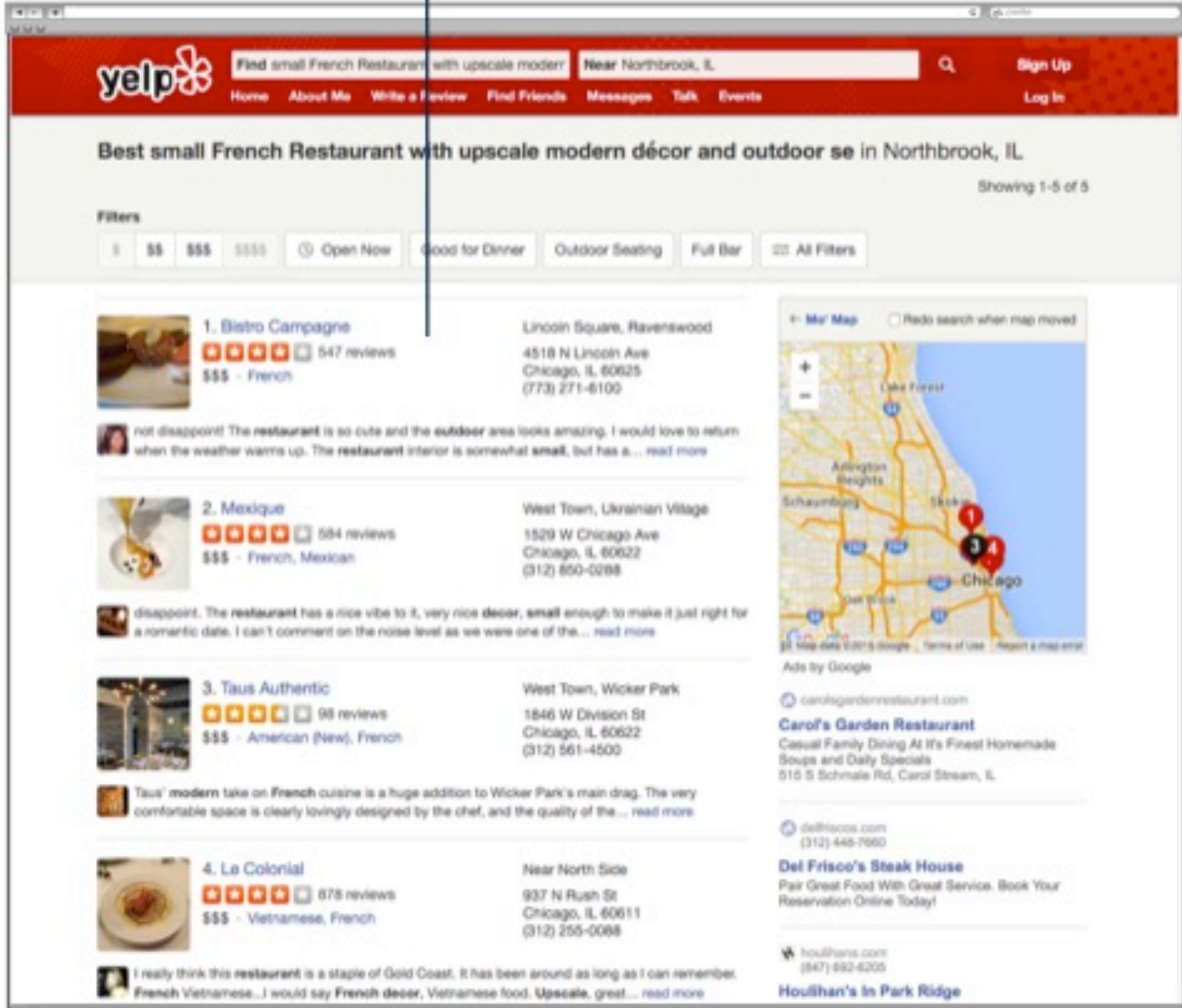


Search – Pain Points

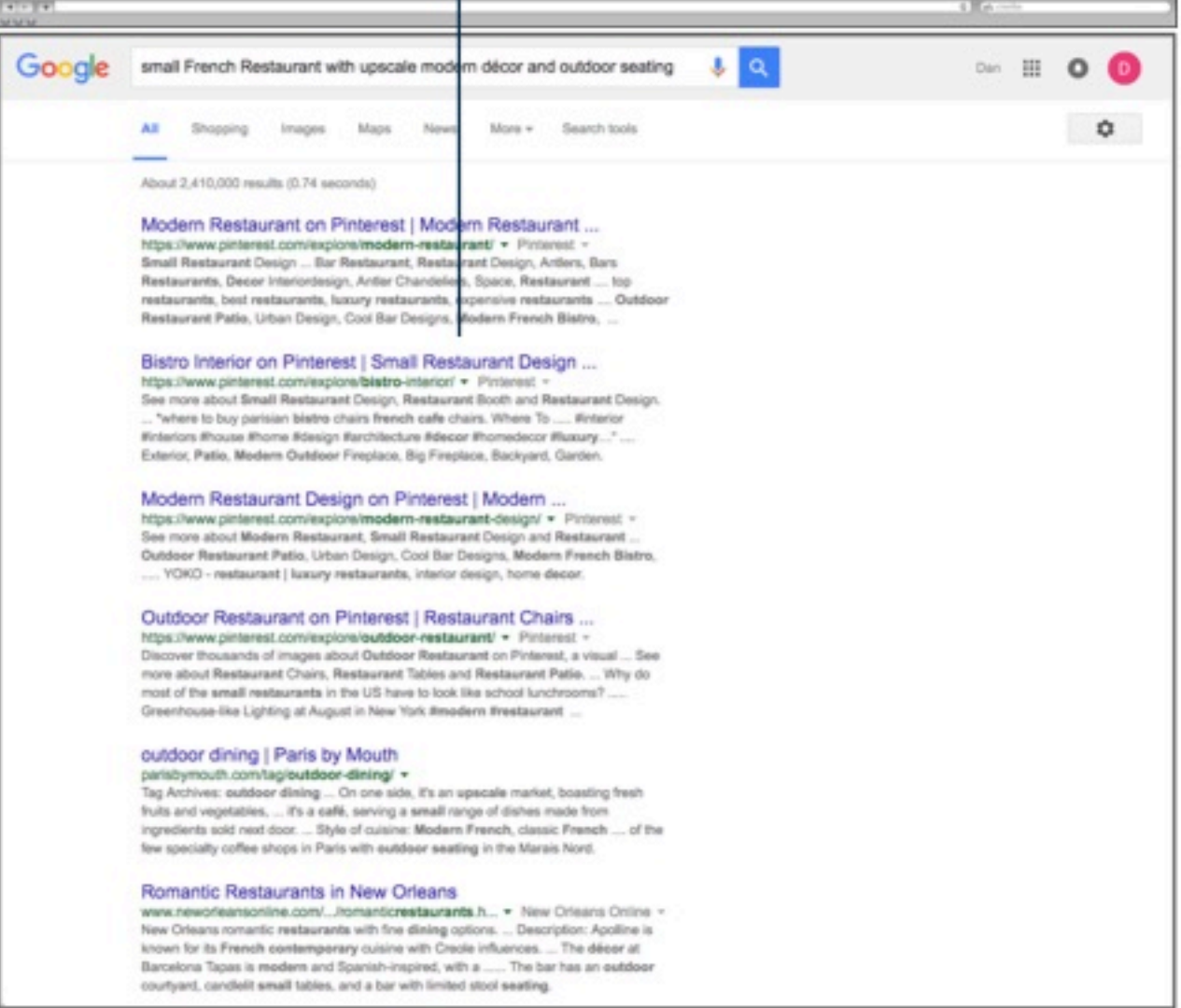


You're looking for a small French Restaurant with upscale modern décor, executive business clientele, and outdoor seating.

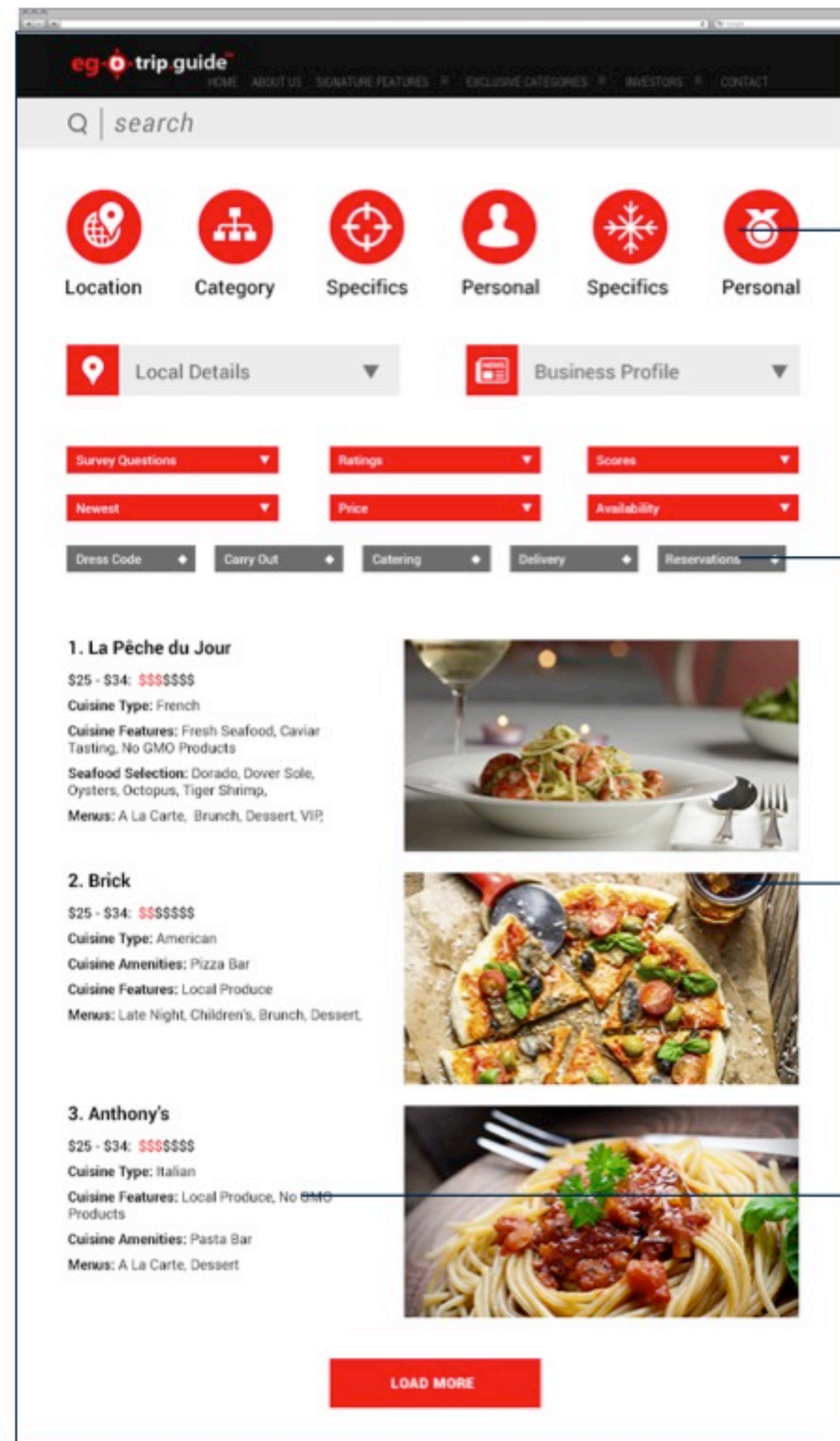
Inaccurate Results



Lack of Search Features



Search – Walkthrough



A

EgoTrip has you covered, with tools and functions that separate us from conventional review sites or search engines.

B

A. Hundreds of different fields to search from

B. Access to our comprehensive content database

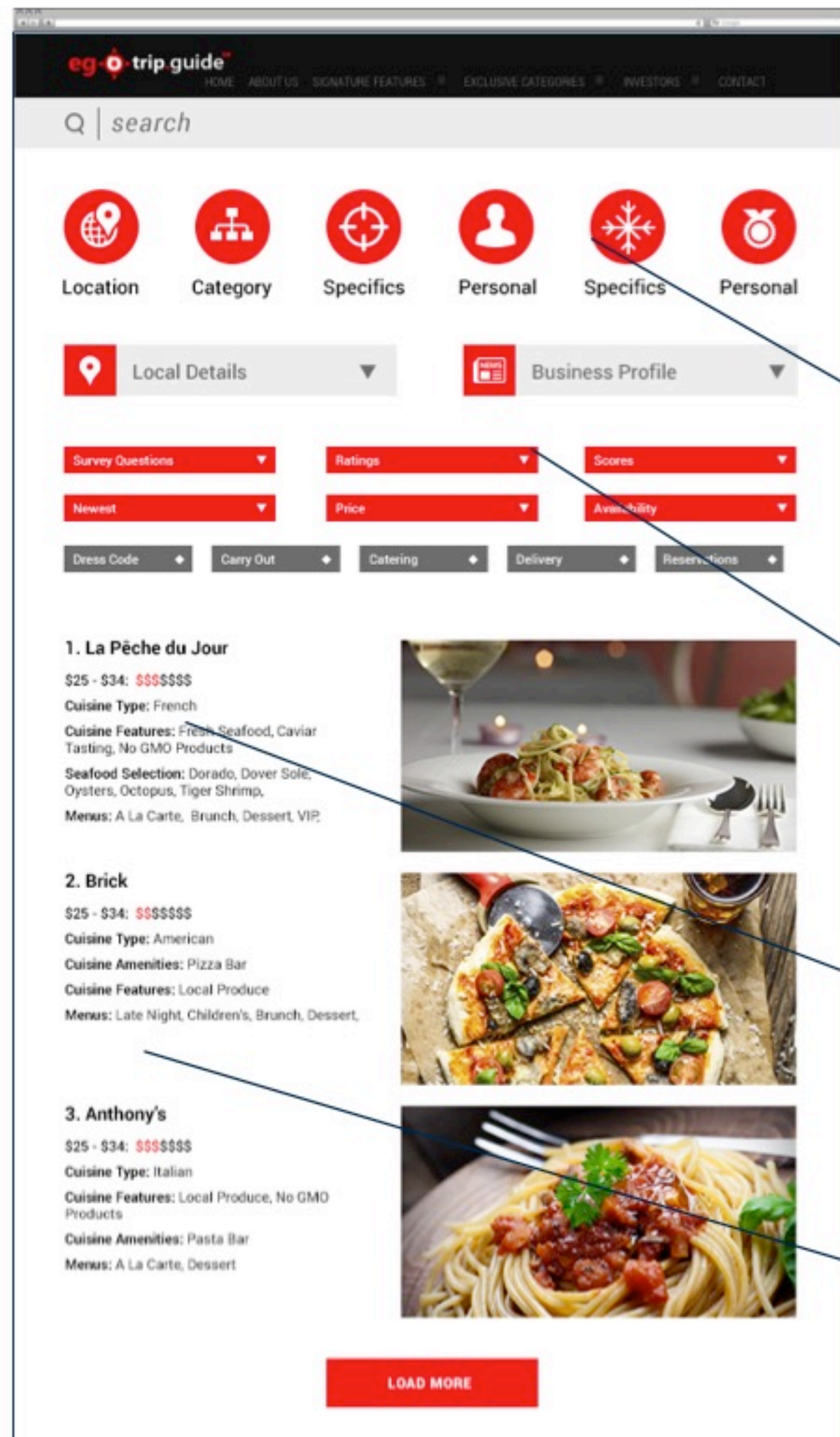
C

C. Search by rankings that are most relevant to your interests

D

D. Results are generated based on the Business Profile that best fits your requests and interests

Search – Solution



Instead of spitting out a list of places that might or might not be relevant, Ego Trip's decision engine finds solutions.

Filtering and criteria options

Criteria listed by importance

Interest based results

Accurate ranking



COMPETITIVE ADVANTAGES



We provide comprehensive information on the best products and services pertaining to travel + lifestyle theme-related businesses.



We provide answers to every important question, including specialty factors that show the best of what each business have to offer.



Location is never a problem, we provide unbiased, reliable, and up-to-date results to profiles that provided the "best" local and destination services

Search – Example





SECTION 5

Obstacles and Solutions



OBSTACLES TO SUCCESS – DIFFERENTIATION



The market **appears** oversaturated with similar resources.

Content:

- Exclusive & Original
- Detailed & Specific
- New, Relative, Informative
- Personal & Meaningful
- Useful, Practical, Invaluable
- Reliable, Credible, Verified
- Current, Up to Date
- Broad, Diversified, Inspiring
- Factual & Necessary

Guide:

- Niche & Special Interest
- Discover Unique Places
- New Opportunities
- One-Stop Resource
- Content Type
- Necessary, Organized
- Informative & Invaluable
- Comprehensive, Clarity
- Substantial Volume of Info

Search:

- Personal Concierge
- Specific Searches
- Personalized searches
- Accurate Results
- Specialized Searches
- Multiple Categories
- Speed, Convenience
- Time & Money Savings
- Match to Interests, Tastes

Ratings:

- Reliable, Verified, and Unbiased
- Find & Discover the Best Services
- Avoid those not so great
- Compare Hundreds of Details –
- Across Multiple Segments
- Match Recommendations
- Differentiate – Why they're Great
- Consumer Confidence
- Comprehensive, Clarity

Each provide **some** of the features of Ego Trip, but none match its total functionality.

SOLUTION TO OBSTACLE – DIFFERENTIATION



So how do you convince users to move from the services they have been using to a more powerful platform?

COMPETITIVE ADVANTAGES



Superior
Content



Superior
Search



Superior
Ratings



TARGET HIGHLY-ENGAGED LIFESTYLE ENTHUSIASTS:

- Users who are discriminating, adventurous, and always looking for better lifestyle experiences.
- These are the users who are most likely to be frustrated by the inadequacy of the current platforms.

ATTRACTING BUSINESS BUY-IN



Ego Trips platform will convert casual browsers into customers and increase revenue. "I don't always have to satisfy my ego, but when I do, I use egotrip.guide... Enjoy life my friends."



Expanding our comprehensive Super Profile database will require buy-in from businesses to manage, update, and publicize their Super Profiles.



This will require selling businesses on the marketing upside of a robust presence on Ego Trip.

SOLUTION TO OBSTACLES



Having a thorough and up-to-date online presence is hugely beneficial to businesses. The key is to highlight Ego Trip's solutions for:



Sales / Revenue

Foster brand awareness, convert casual browsers into customers, build revenue.



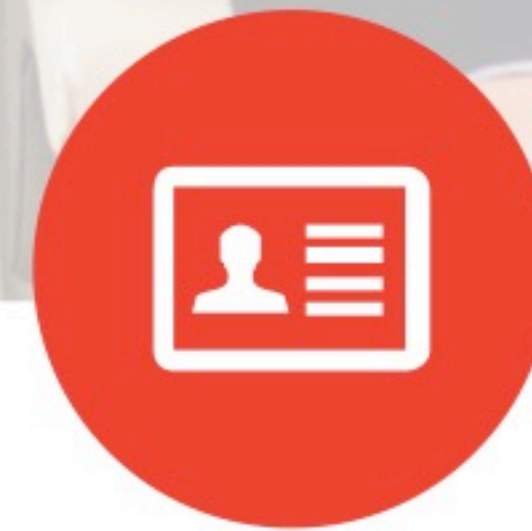
Online Marketing / Advertising

A minimal-cost opportunity to market their goods and services to a vast, targeted online audience.



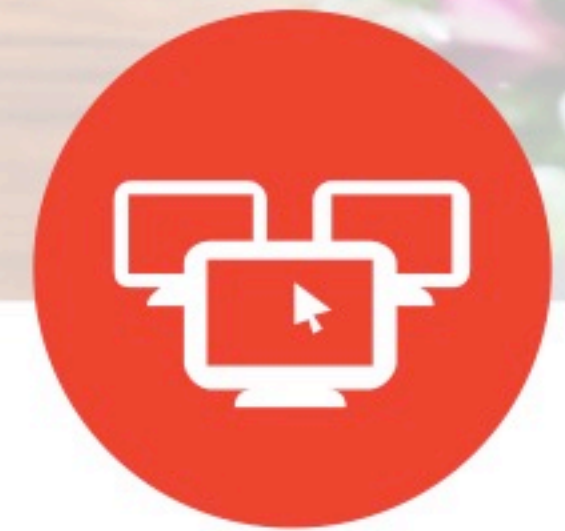
Reputation

Opportunity to get much-deserved recognition for all the valuable services they offer their customers.



Profile

Our platform allows businesses to access, manage, edit, and update their profiles, giving each business a distinctive profile that distinguishes them from their competitors.



Traffic / Marketing

We allow businesses to attract more traffic, target high value customers, reach the right demographic group, and connect with regulars.



SECTION 6

We're Ready to Do Business With You



OUR TEAM



Matthew Allan Richards
Founder, President

Inventor, Creator, Entrepreneur, 25 Years SMB Sales & Marketing, Proprietary Content Development, Business Development Strategies, Sales & Marketing Strategies, Innovative, Visionary.



Victor Bernard
Vice President

30 Years, *Information Technology*



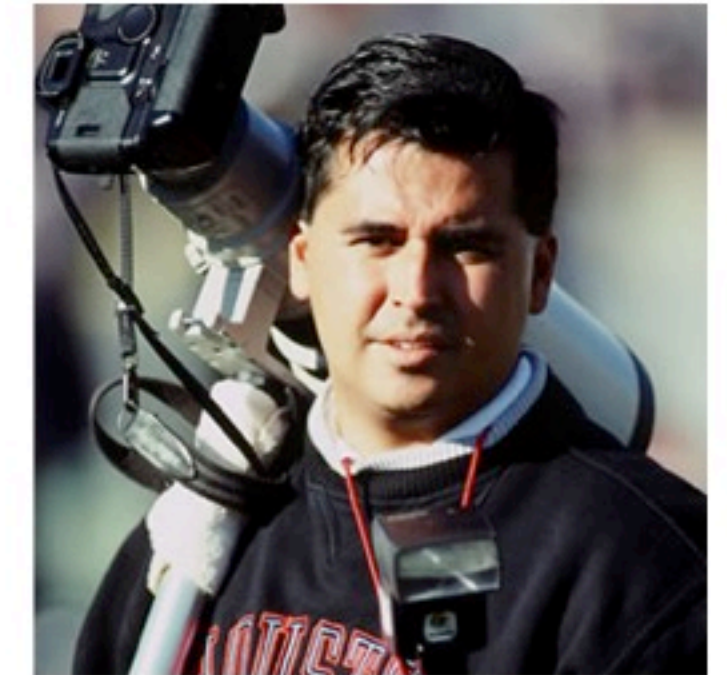
Sundar Natarajan
Co-Founder

Engineer, VP Oracle Programming, 30 Years Project Manager



Jeff Johnson
Social Media

30 Years Advertising



Jerry Gallegos
Photo Content Dev.

24 Years Commercial & Sports Photographer



Phillip Coombes
Sales & Marketing

35 Years Sales, Public Relation



Jacqueline Herst
Director Public Rel.

Content Specialist, Editor, Creative Writing



Tony Foresta
Video Cont. Dev.

15+ Years Video Production, Corporate



Andy Chabbad
Advisor

Architect Consultant, DB Architect & Design

INVESTMENT OPTIONS



MARKET OPPORTUNITY

There's a U.S. total of 300 billion desktop and mobile searches each year... and 80 billion of those are local searches. And 50% of the 80 billion local business searches are local lifestyle searches or 40 billion.

For example – Ad Spending

- Local Digital Ad Spending in 2016 will be **\$66 billion**.
- Local Digital Search Ad Spend is 35% or **\$23 billion**.
- Lifestyle Local Search Ad Spend is 50% of Local Digital Search Ad Spend or **\$11.5 billion**.
- Our advantage is that we focus on the top local lifestyle advertising categories.
- For Example: weddings.com earned **\$5 million in Dallas alone**.
- US Number of Businesses Opportunity – Relative lifestyle businesses account for about 20% of all small businesses = **4.8 million businesses**.

INDUSTRY

Total Internet Information Providers Industry = **\$806.79 Billion**.

Total Local Information Providers Industry is 20% = **\$161.35 Billion**.

Total Lifestyle Local Information Providers Industry is 50% of \$161.35 Billion = **\$80.67 Billion**.

Between 2009 to 2014 approximately 6,000 startups related to the travel, lifestyle, local and hyper-local industries raised **\$1.5 billion in startup capital**.

Google Facts:

Google spent approximately **\$2 billion** acquiring companies to create their local search function.

Equity Valuation Assessment

Zagat was sold for \$151 million	Wix.com = \$735 Million	Citysearch.com = \$442 Million
Yelp = \$1.6 billion	LinkedIn.com = \$11.3 Billion	Thumbtack.com = \$1.25 Billion
Trip Advisor = \$7.66 Billion	Grubhub.com = \$1.5 Billion	Nextdoor.com = \$1.1 Billion
Web.com = \$1.3 Billion	YP.com = \$12.4 Billion	Angieslist.com = \$Over 1 Billion

BUSINESS MODEL

Business Model – Hybrid:

Business Model 1: Hybrid – Type of Services & Products – Intangible Goods & Services (Software and Intellectual Property), and Human Services (Content Development – Licensees and Contractors).

Business Model 2: Type – Creator/Inventor Model: Intellectual Property (Product Design & Programming) – SaaS (Software as a Service) and Marketing Services & Tools, IP Lessor – Rights to use the Product

Business Model 3: Type – Content Model: Freemium – Premium Content Memberships, IP Lessor – Content Licensing

Business Model 4: Type – IP Lessor Model (Licensing): Content, SaaS, Marketing Services and Tools – Rights to use the Product to SMB's, Publishers, Licensees, and Contractors

Business Model 5: Type – Broker Model: Facilitating the matching of potential buyers and sellers

Revenue Model – Premium Content Subscriptions (25%), Content Development (5%), Advertising (10%), Business Marketing & Engagement Advertising Solutions (10%), Licensing (SaaS) (20%), Content Licensing (5%), Broker – (Lead Generation, Affiliate Programs and Online Retail Sales, Booking / Reservations) (20%), and Consumer Feedback & Analysis Data, Consumer Demographics & Research Data (5%)

TRACTION

- Concept & Vision.
- Business Model.
- Plan – Thorough, Detailed, and Complete.
- Business Development Strategies.
- Intellectual Property.
- Product Design, Development, and Prototype.
- Marketing Strategies.
- 20 Years of Industry Research.
- Expert Knowledge.
- Founding Team.

INVESTOR

1. Ego Trip is a private placement investment opportunity.
2. We are raising seed capital in the form of equity by selling ownership shares of stock.
3. We are looking for select investors with enthusiasm, a similar vision, and strategy.
4. Become an investor / shareholder in Ego Trip Inc.

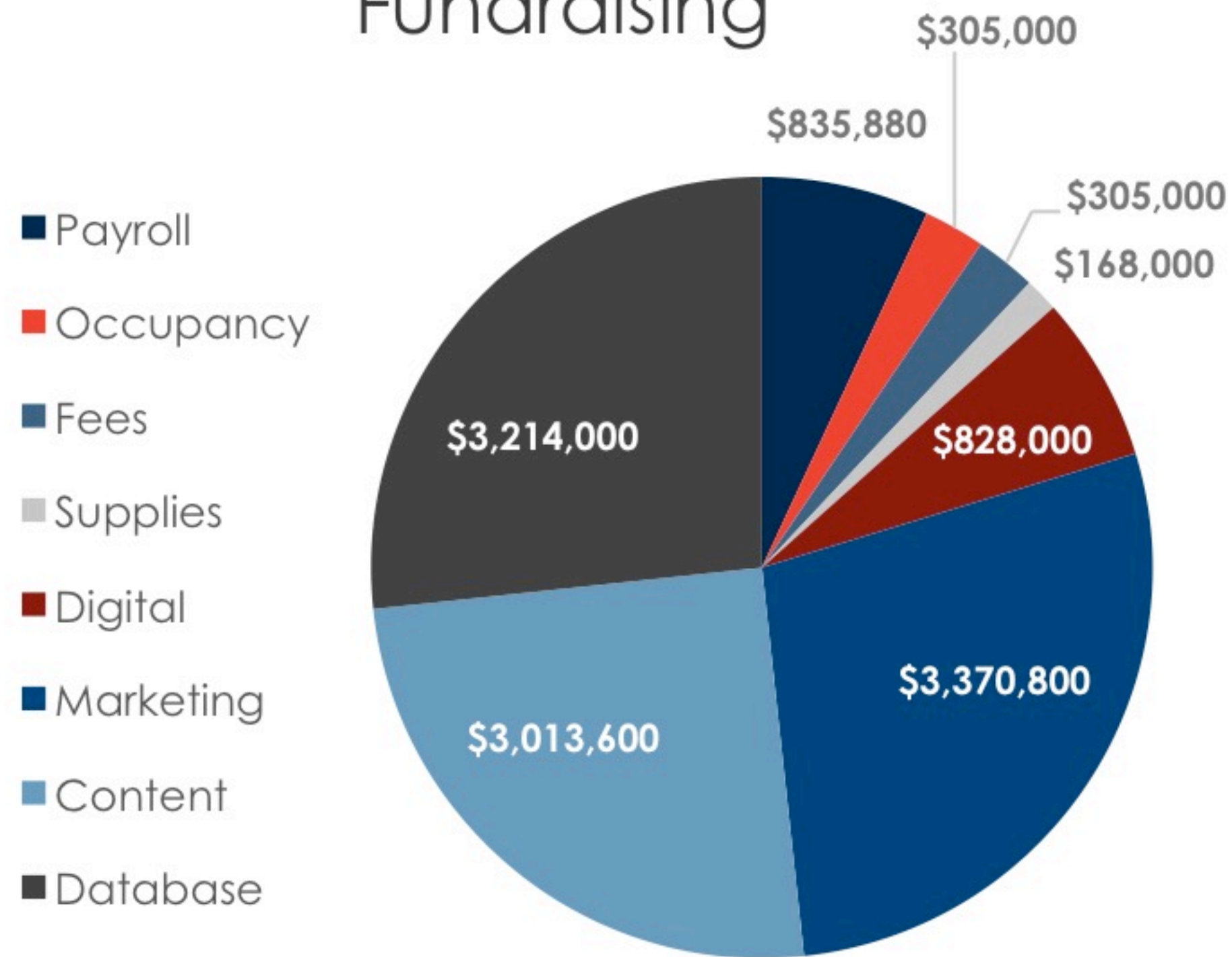
TIMELINE



YEAR 1	YEAR 2	YEAR 3	YEAR 5
<p> 2 years to Content & Database Architecture / Development and Website Design, Tools, & Features.</p>	<p> 2 years to Content & Database Architecture / Development and Website Design, Tools, & Features.</p>	<p> Additional Database Development, Site Tools & Features, New SMB Client Tools & Features.</p>	<p> Additional Database Development, Site Tools & Features, New SMB Client Tools & Features.</p>
<p> 25 Categories 100 Cities</p>	<p> 25 Categories 100 Cities</p>	<p> 50 Additional Categories 2,500 Towns, Rural Areas, Tourist Destination</p> <p> 100 Cities United States</p>	<p> 100 Additional Categories 10,000 Towns, Rural Areas, Tourist Destination</p> <p> 400 Cities 20 Countries</p>
<p>A+ Profiles - 10,000 Business Listings with Level 5.0 Super Profiles</p> <p>C Profiles – 90,000 Business Listings with Level 3.0 Listing Content</p> <p>D Profiles – 150,000 Business Listings with Level 1.0 Listing Content</p> <p>F Profiles – 250,000 Business Listings Basic Contact Information</p>	<p>A+ Profiles - 10,000 Business Listings with Level 5.0 Super Profiles</p> <p>C Profiles – 90,000 Business Listings with Level 3.0 Listing Content</p> <p>D Profiles – 150,000 Business Listings with Level 1.0 Listing Content</p> <p>F Profiles – 250,000 Business Listings Basic Contact Information</p>	<p>A+ Profiles - 200,000 Business Listings with Level 5.0 Super Profiles</p> <p>C Profiles – 900,000 Business Listings with Level 3.0 Listing Content</p> <p>D Profiles – 1,500,000 Business Listings with Level 1.0 Listing Content</p> <p>F Profiles – 2,500,000 Business Listings Basic Contact Information</p>	<p>A+ Profiles - 1,458,250 Business Listings with Level 5.0 Super Profiles</p> <p>C Profiles – 3,000,000 Business Listings with Level 3.0 Listing Content</p> <p>D Profiles – 4,500,000 Business Listings with Level 1.0 Listing Content</p> <p>F Profiles – 2,500,000 Business Listings Basic Contact Information</p>
<p> Beta testing will begin at the start of year 1</p>	<p> 1 million memberships will be given away in year 2</p> <p> Features & Tools by end of year 2</p> <ul style="list-style-type: none"> - Advanced Search Capabilities - 25 Category Super Profiles Research & Development - Ratings Surveys for 25 Categories - Proprietary Calendar of Events, Specials, and Promotions - Proprietary Product / Service Menus and Lists - Social Community Tools & Features 	<p> 480 Thousand Membership Sales</p> <p> New Licensees = 2,000</p> <p> Content Providers = 2,000</p> <p> Launch of VIP Loyalty Rewards</p> <p> Annual Ego Trip Business Achievement Awards</p>	<p> 4.8 Million Membership Sales</p> <p> Additional Licensees = 2,000</p> <p> Additional Content Providers = 2,000</p> <p> Year 4 Content Leasing, Licensing and Syndication</p> <p> Year 4 Contests, Sweepstakes, Drawings</p> <p> Live 24/7 Concierge Services</p>



Fundraising



Startup Expenses for First 2 years:
\$11,904,780.00

Capital Goals



Estimated Net Revenue Over 7 years:
\$6,990,877,062.00

QUESTIONS?



Matthew Allan Richards, Founder / President



Phone 702-250-8823



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THANK YOU!

