

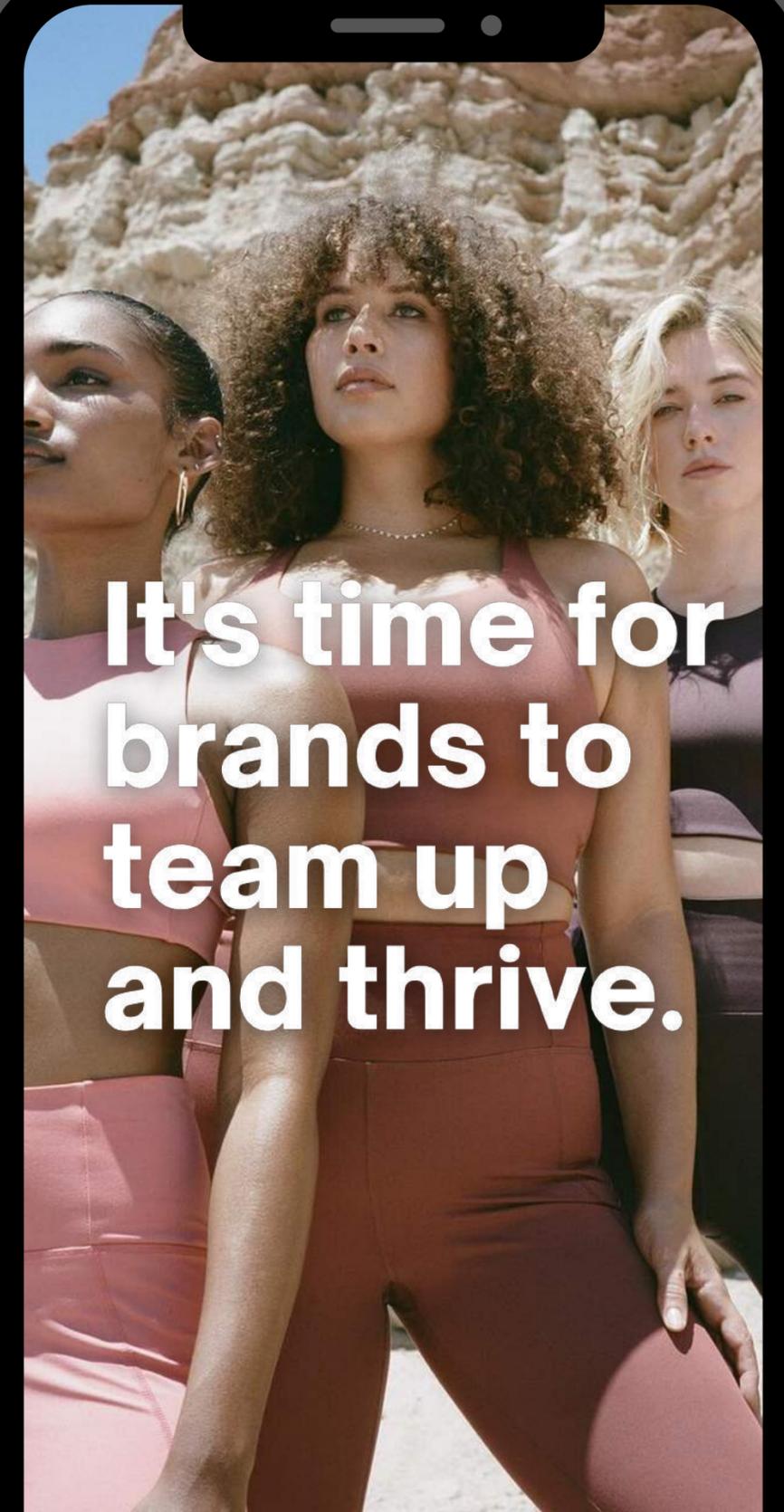
A group of diverse people in business attire performing a high-five gesture in a meeting room. The image is overlaid with a semi-transparent dark blue filter. The word "allyoop" is centered in the image, with "ally" in blue and "oop" in white. Below it, the tagline "Find, friend, team up & sell" is written in white. In the top right corner, the text "PITCH DECK 2021" is displayed in white, with a vertical line to its left.

allyoop

Find, friend, team up & sell

# Digital commerce continues to accelerate for large corporations while small businesses struggle to compete.

- The biggest obstacle businesses face is growing their audiences and expanding their customer base.
- Competing with the large players and getting noticed in the market has never been more difficult. It requires a significant marketing budget and the cost to acquire a customer is prohibitively expensive.
- Teaming up with other brands and influencers is a method SMB's are employing to increase market share but it is currently a clunky experience. There's no automated way to team up, collaborate and sell in a seamless multi-merchant checkout experience.



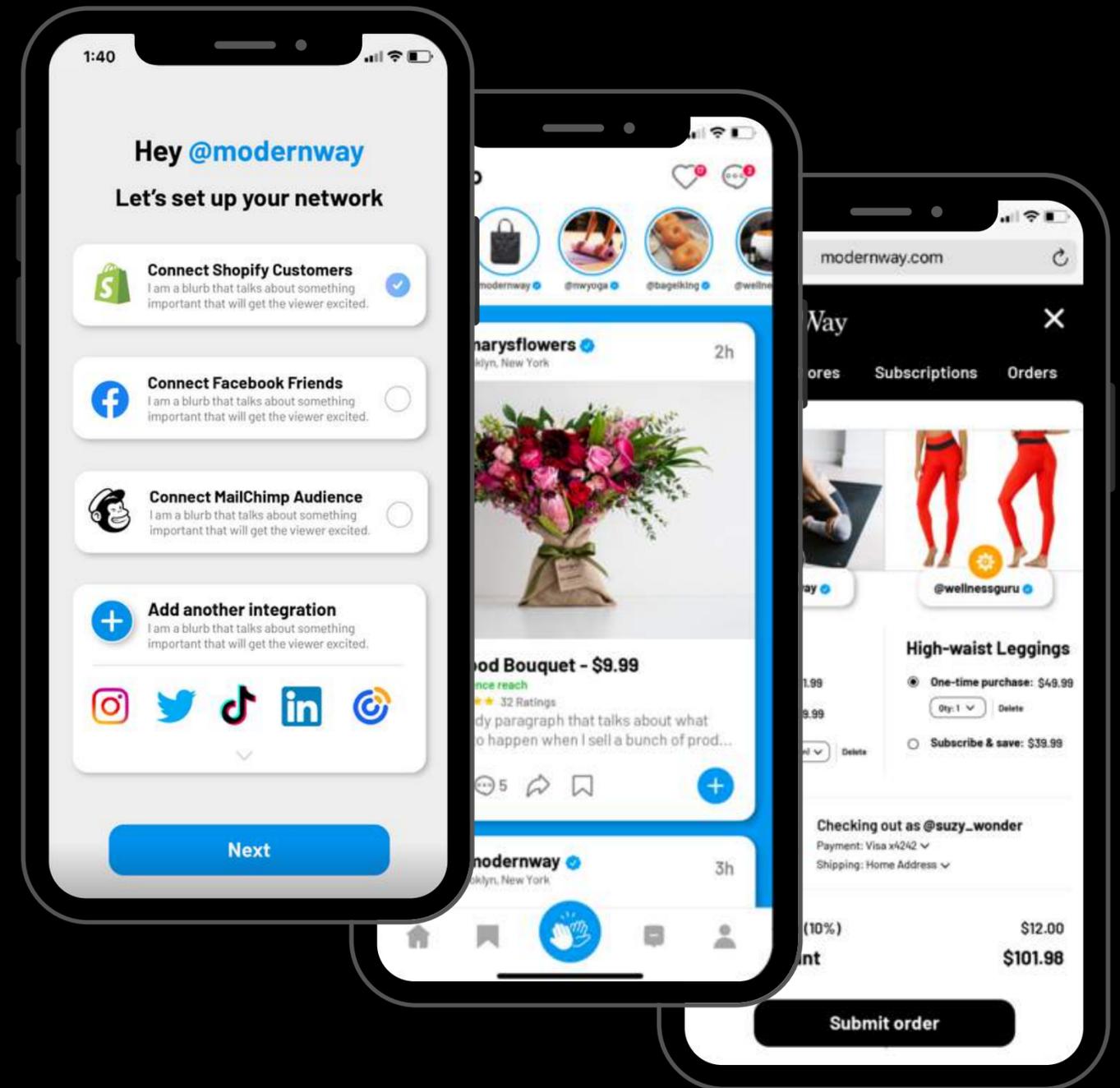
**It's time for  
brands to  
team up  
and thrive.**

# The solution?

## The first social network for commerce. Let's team up!

We've created a Networked Commerce platform called Allyoop that allows brands to team up and leverage each others' mutual audiences, and sell in a seamless digital experience using our multi-merchant checkout technology.

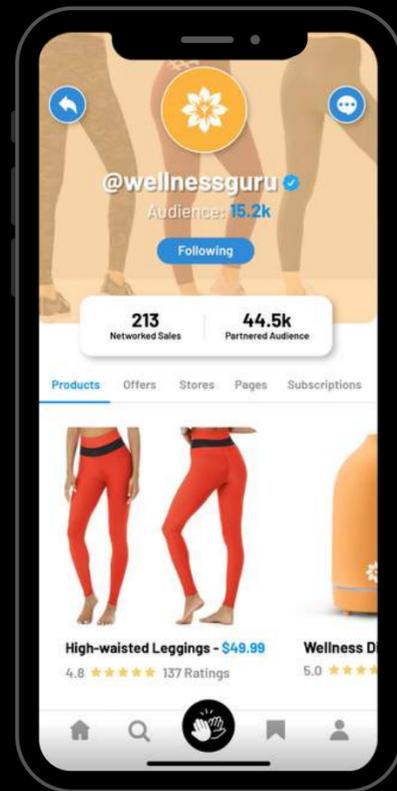
Brands can rapidly increase their sales and grow their audience through collaboration with other nodes on the network.



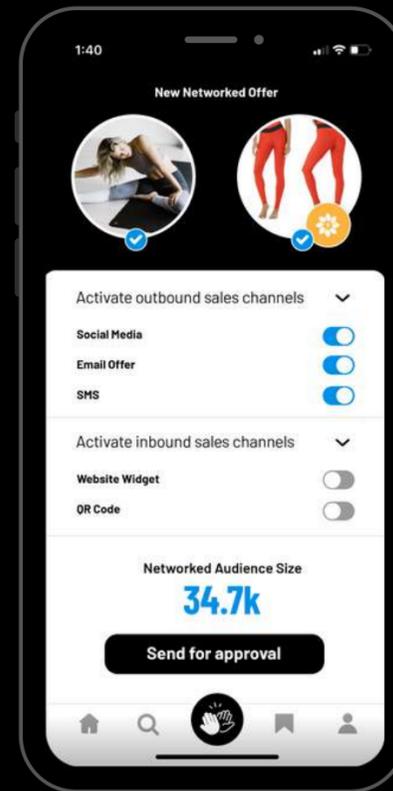
# Use Cases

Team up on joint offers and allow customers to check out with our multi merchant 1-click checkout.

## Find



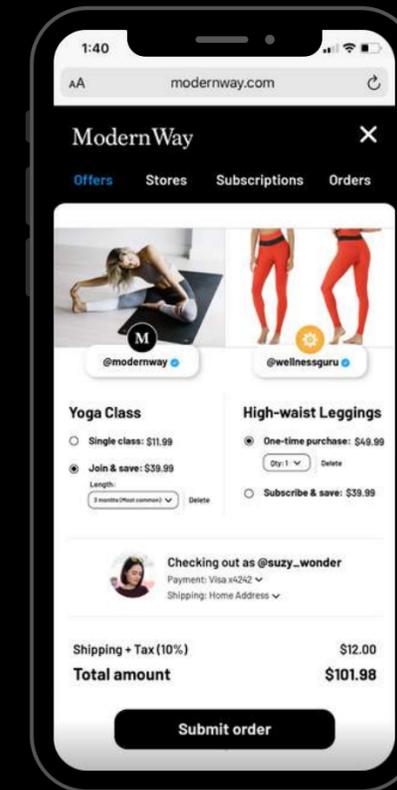
## Team Up



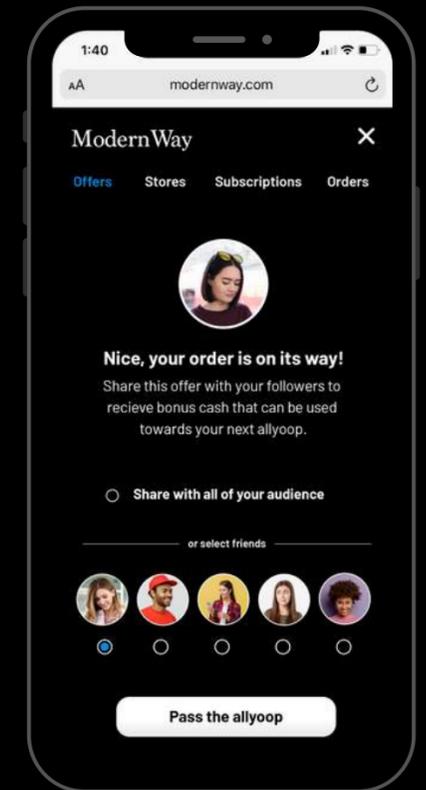
## Send Offer



## Sell



## Track and share



Find a brand you want to collaborate with on the network and create a custom offer

Add the products from both brands and select the channels you want to send the offer out over

Once both brands approve the offer, it will be sent out to both brands' audiences

When the customer opens the offer they will be taken to our multi-merchant checkout where they can purchase with 1-click

Customer can now track their order, make edits and share the offer with their friends

# Leverage offers everywhere.

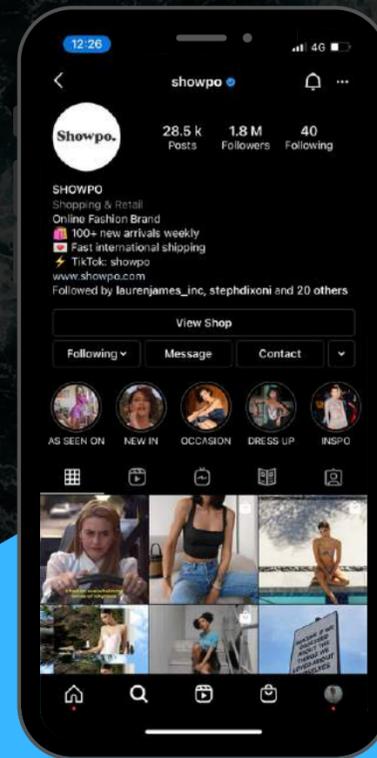
Offers can be sent and embedded over multiple sales channels



Email & SMS



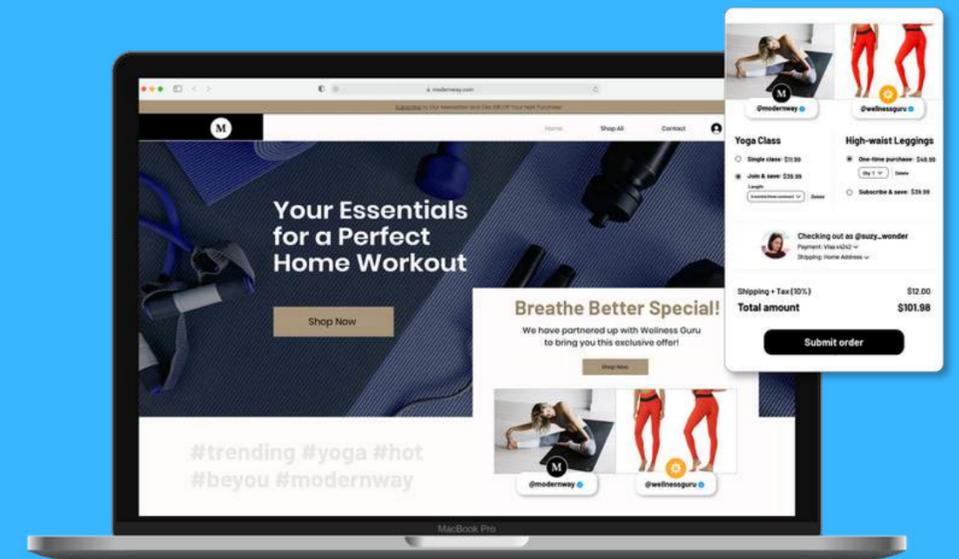
QR Code



Social Media



Influencers & Affiliates



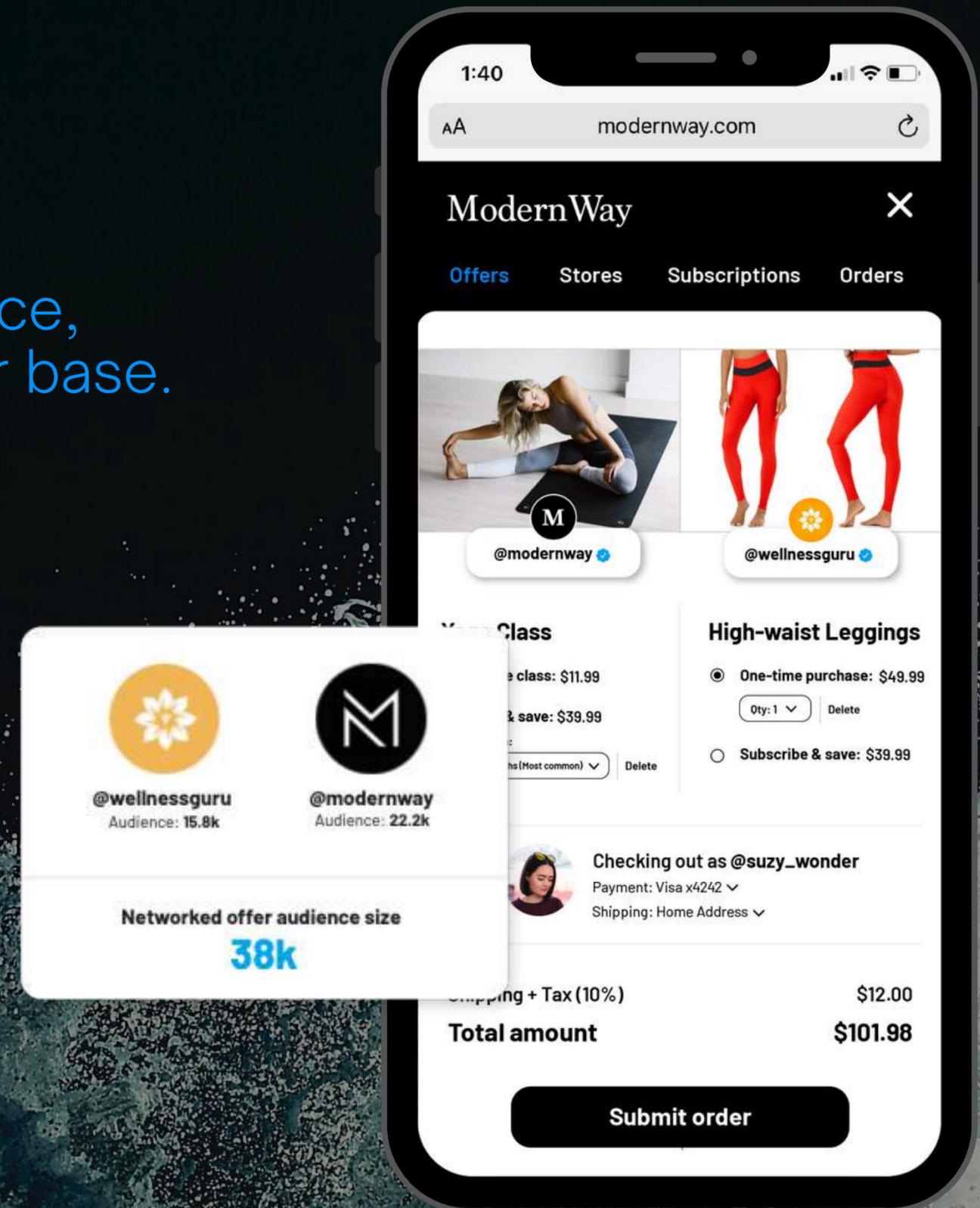
Website

5 primary channels

# Why is allyoop powerful for brands?

Allyoop is the fastest way to grow your audience, increase your sales and expand your customer base.

- ▶ Find, follow and sell with brands on the network
- ▶ Grow your audience while simultaneously lowering your acquisition cost
- ▶ Keep your independence and remain the merchant of record, while reaching more customers in a multi-merchant marketplace
- ▶ Turn your customers into brand advocates and reward them with our commission and rewards structure
- ▶ Create and post offers across any channel
- ▶ Provide your customers with more choice by being able to offer more products and categories from other brands you align with



# Competitors and why we'll win

We're not pitching a concept, our networked ecosystem has already been built and tested with some of our top-performing merchants on the SkyMode platform.

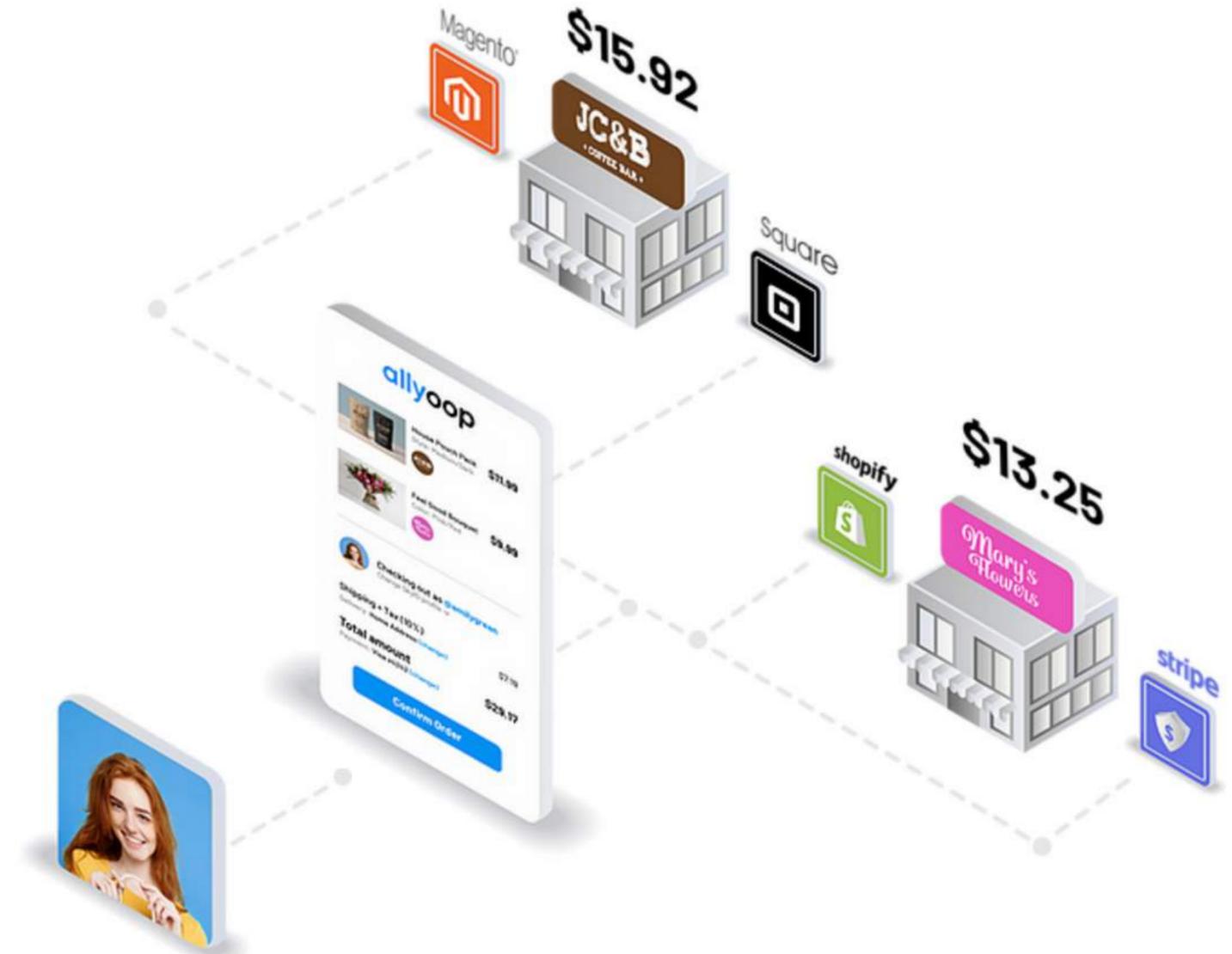
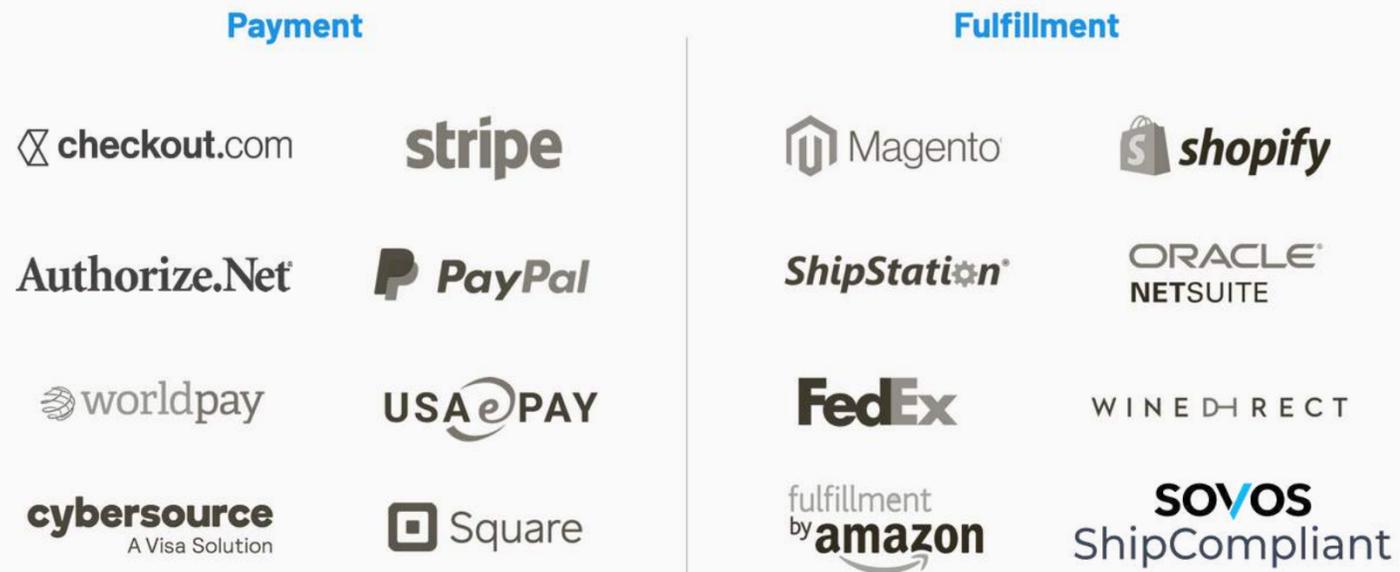
	 allyoop	 shopify	 Woo COMMERCE	 Magento	 Bolt	 Apple Pay	 Fast	 PayPal
Platform-enabled selling tools	✓	✓	✓	✓	✗	✗	✗	✗
Cross-Merchant purchasing profile (1-click checkout, legacy digital wallets)	✓	✓ ✗	✗	✗	✓	✓	✓	✓
Multi-Merchant Checkout Capability (Simultaneous purchase from many)	✓	✗	✗	✗	✗	✗	✗	✗
Networked Commerce Ecosystem (In app and available on any channel)	✓	✗	✗	✗	✗	✗	✗	✗

# How does allyoop function and process orders?

Allyoop leverages our SkyMode request engine to process orders, run compliance and route orders.

We seamlessly integrate into fulfillment and payment processors so businesses don't need to alter or change a thing.

When a customer makes a purchase on the network, we split the order and route the order information to each brand's order processor.



# Building stages

BRAND MATCHING  
PLATFORM BUILD

## PRIMARY FOCUS FOR 2021

### STAGE 1:

#### NETWORKED COMMERCE BUILDING BLOCKS

#### COMPLETE & CURRENTLY SERVICING MERCHANTS

1-click multi-merchant  
checkout

Networked Commerce  
engineering

Outbound Offer Technology

Subscription Technology

Embedded Checkout Store  
Technology

### STAGE 2:

#### BRAND MATCHING PLATFORM

Build the allyoop mobile  
app and digital platform for  
the network so brands can  
find, connect with other  
brands and automate joint  
email, SMS and website  
offers

Secure 3rd Party  
partnerships with CMS and  
EDM platforms to onboard  
nodes

### STAGE 3:

#### EXPAND APP CAPABILITY AND ALLOW CONSUMERS TO JOIN THE NETWORK

Create the social network  
element of the app for  
consumers so they can  
shop, follow their favorite  
brands, share products,  
offers and be rewarded for  
engaging with brands,  
promoting products and  
converting customers.

# Allyoop origins

We've built proven technologies that take commerce experiences to the next level for our merchants.

We are revenue-generating and have processed tens of millions of dollars of transactions on our proven platform. We currently service a range of active digital commerce merchants on our network – powering web stores, subscription plans, email and social offers, and even contactless POS all through our 1-click, cross-merchant checkout experience.

We are processing on average ~10,000 transactions per month with 60,000 verified and active consumer SkyID profiles. We've been in pursuit of a particular endgame and building the foundations for our much anticipated Networked Commerce platform. Our core focus has always been to scale the network experience that we call, Allyoop.

Processing

**~10,000 transactions**  
p /month

**60,000 verified &  
active consumer  
profiles.**

# Pricing model for brands

**allyoop**

\$59 monthly Subscription  
Fee

2% fee for every  
transaction processed

1% fee for subscription and  
recurring billing payments

2% fee for affiliate and  
influencer collaboration  
transactions



# Our Team



**NICHOLAS HOWELL**  
FOUNDER & CEO

Nicholas provides strategic technology vision and executive management for SkyMode.

He has over 17 years of experience in the technology industry, operating in both business-oriented and full-stack engineering roles, spanning the field of e-commerce, enterprise and infrastructure software, financial technology as well as professional advisory.

Before entrepreneurship, Nicholas spent several years working in technology venture financial advisory in Silicon Valley.



**JASON MADDOCKS**  
CTO

Jason leads engineering for SkyMode and is a seasoned full-stack engineer with over 10 years of experience leading development teams and bringing enterprise software applications to market.

He has been involved in e-commerce, financial technology, and entrepreneurship in his career, and has a wealth of experience from his time as a senior engineer at Amazon building consumer products and new AWS services.



**ZANE MARSHALL**  
CMO

Zane brings with him a wealth of knowledge and experience gained in the e-commerce, marketing, and sales sectors.

Zane has bootstrapped, scaled, and exited a luxury streetwear label and has since been consulting for companies in the fashion, beauty, and tech sectors helping them with their branding, go-to-market strategies, e-commerce and distribution structures, and both DTC and B2B sales strategies.

As an ex e-commerce merchant, Zane is very closely connected to the wants and needs of online merchants and our target demographic and audience.



**TONY ROME**  
CREATIVE DESIGNER

Tony provides creative design, web development, product vision, and development for SkyMode and Allyoop.

Tony has spent the last 9 years of his career specializing in helping small businesses, startups, and influencers in the tech and fitness industries go-to-market.

While working with these businesses he has helped; develop their vision and business model, design their brand identity, website and product, and execute their go-to-market and B2C marketing strategies.

# Advisory Board



**PETE MURRAY**  
OPERATIONS ADVISOR

Peter has over 15 years of operational leadership experience primarily in product development for high-growth companies in the fields of e-commerce, enterprise software, and financial technology.

Peter has held e-commerce consulting roles, leading strategic planning initiatives and managing organizational restructuring. Prior to entrepreneurship, Peter held leadership roles as an officer in the U.S military.



**KEN STANTICK**  
STRATEGY &  
MARKETING ADVISOR

Ken is an advisor for SkyMode's sales and marketing sector. With over 28 years of experience, he is a recognized thought leader in B2B/B2C platforms, marketplaces, and multi-sided business models bringing considerable knowledge to fast-growth technology companies. Previously, Ken was the Director of Sales and Channels at Amazon Business where he was a part of the core executive team that defined the strategy and launched Amazon Business in 2015.



## Contact Information

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zane@skymode.com

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For a modern and interactive version of this deck's content, please visit:

[www.allyoop.app](http://www.allyoop.app)  
[www.skymode.com](http://www.skymode.com)

Also, to hear our founder introduce Networked Commerce and allyoop, please see the video below:

[Watch video](#)