

**moQpon**

Mobile Coupons

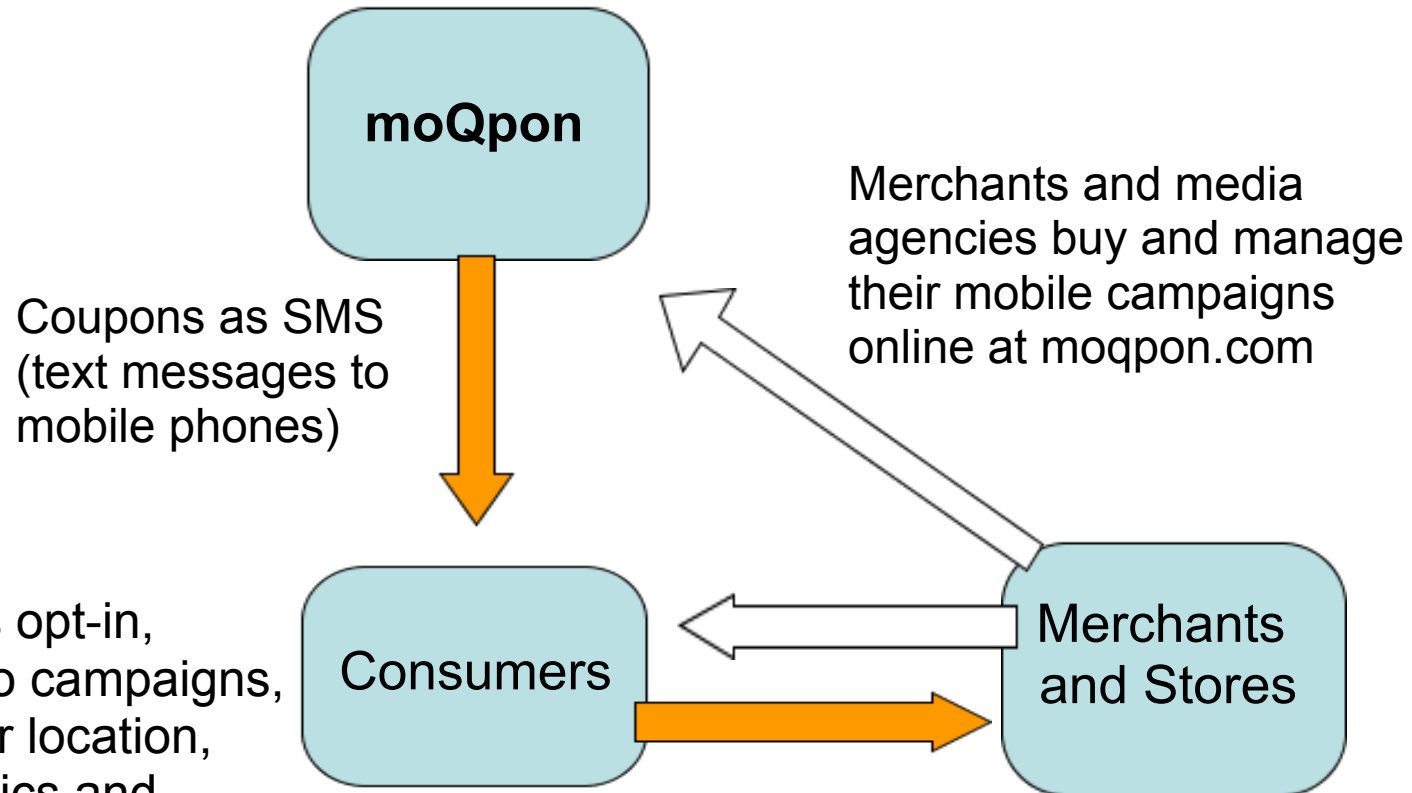
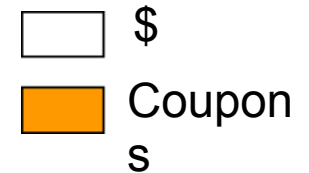
# Executive Summary

**moQpon** unleashes the power of mobile phones as the ultimate link between online and offline shopping

Consumers get targeted **coupons** directly to their phones while keeping full control of delivery preferences

Merchants get closer than ever to their customers' purchasing decision through an easy-to-use **real-time marketing** coupon distribution platform usable at anytime, everywhere, online and offline.

# How does it work?



- Consumers opt-in, subscribe to campaigns, specify their location, demographics and interests
- Consumers have full control of delivery preferences

- Merchants attract traffic to their stores with highly targeted, low-cost and real-time campaigns
- Consumers redeem their coupons by showing their cell phone at the cashier

# How does it work?

## Merchants

- Free sign up for moQpon Mobile Coupon Distribution Platform at [www.moqpon.com](http://www.moqpon.com), a self-service platform *à la* Google AdSense
- Reserve one or more *Qwords* to identify each coupon campaign. For example, a merchant may reserve "BURRITO" and print on its marketing material or display at stores: "Text MOQPON BURRITO to 41411 to receive our coupons!"
- Instantly create and send coupons via moQpon.com or via SMS (e. g. by texting "MOQPON BURRITO \$1 Burritos today at our Main St location" to 41411) to:
  - Consumers that subscribed to specific Qwords
  - Consumers that opted-in to receive location-based promotions, targeted by zipcode, gender, age, interests
- Merchant are charged a per-coupon fee as defined by a bidding system, starting from 0 cents per coupon

# How does it work?

## Consumers

- Opt in at moqpon.com or by texting a merchant's reserved *Qword* to a short code number
- moQpon is free to consumers, text messaging fees apply
- At sign up, set a weekly limit on the number of coupons received and provide their location (zipcode), gender, age and interests
- Coupons are received as text messages and redeemed by showing mobile phone at cashier
- No need to download any application on PC or mobile phone, no mobile browser necessary, any phone works with moQpon
- Pure SMS solution for maximum ease of use and penetration: the average US mobile user exchanges over 188 text messages per month, while just 14% open a mobile browser and fewer than 5% access Java mobile applications

# Value Proposition

## Merchants

- Highly targeted campaigns:
  - Zipcode, Age, Gender, Interests
- Real-time campaigns: reach customers instantly by sending coupons on their mobile phones
- Create coupons "on the fly": create your coupon via web or via SMS if you are offline, promoting your business has never been so fast
- Get statistics of your coupon campaigns and measure the success of your marketing efforts.
- High redemption rates: no risk of forgetting coupons, ease of use, as well as novelty and cool factor, keep redemption rates above 10% (compared to <1% for paper coupons)
- Measurable ROI:
  - Pay as you go
  - Efficient bidding system starting at 0 cents/coupon sent

# Value Proposition

## Consumers

- Convenient way to easily collect coupons: no need of cutting & pasting or printing
- Easier coupon redemption: coupons are always in consumers' pockets (in their mobile phones)
- "Subscribe and forget" model: after selecting desired coupons categories and geographic location at opt-in, coupons will be automatically filtered and delivered to subscribers
- Full control of delivery and privacy preferences: strict no spam policy, opt-in users only, configurable limit on number of messages received
- Novelty and "cool factor" seem to play a role in enhancing current redemption rates, favoring early entrants  
Follow the "going green" wave while also saving money

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