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Rovrr Executive Summary

The Rovrr Platform

Rovrr is a unique social media technology company that has developed a patent-pending social marketing and analytics platform that promotes brands through social networks websites. Rovrr leverages established social platforms for product preference collection and syndication while providing users with an easy to use interface. Rovrr has created a series of proprietary applications that deepen the conversation between users and brands by engaging individuals in a transparent and straight forward way. Rovrr assists advertisers and retailers in identifying motivated brand advocates. This establishes direct ties to influential individuals who proactively endorse products. Further, Rovrr has established licensing and partner relationships with multiple marketing, loyalty and technology firms to broaden the reach of the Rovrr platform.

In addition to identifying key individuals and groups in a community, Rovrr acts as a monitor for a brand. Online interactions with brands can be tracked not only in a Facebook or an OpenSocial context, but also in traditional environments such as blogs and stand-alone website. This provides advertisers with a comprehensive view of how people respond to a brand and gives them the tools to influence the conversation.

From the user perspective, Rovrr ranks their relative influence versus their peers and provides incentives. Rovrr incentives can be redeemed for cash, converted to retail products or donated to a charity. Rovrr can also convert the points in to a third-party currency, such as airline miles.

Rovrr content is provided by Amazon.com, participating advertisers, retailers, charities, and user submitted content. Rovrr will continue to expand content its by pulling offers from aggregate affiliate programs, and direct affiliate programs, such as travel suppliers, wireless carriers, cable TV companies, ticket sellers and other entertainment providers.

Rovrr Partnerships and Licensing

Marketing Partnerships - Rovrr has established partner relationships with multiple marketing, loyalty and technology firms to broaden the reach of the Rovrr platform.

Licensing - Rovrr is actively licensing its platform to marketing and technology firms to quickly expand the platform footprint into segregated markets that Rovrr is not currently targeting directly.

Rovrr Platform Applications

Rovrr has developed a number of social media applications to serve the needs of a variety of customers:

- **Stuff I Like** – an application that allows individuals to recommend products to their community and be rewarded for their actions
- **Fan Pages**— an application that allows for fan page owners to monetize their fan page using the Rovrr tool set
- **Charity** – earned credits may be converted to a cash donation to a charity of a user's choice
- **Custom Solutions** – an application that can be fully branded to match a client's brand. For example, this would allow Nascar or MLB (Major League Baseball) to quickly have a standalone application that only featured their products
- **Affiliate** – an application allows people to tie their affiliate accounts to their profile so they can earn commissions off of the application instead of points

Platform Features

User Interaction Metrics

- Impressions, Clicks, Conversions
- Pass-along statistics
- Level of interaction
- Customer source tracking

Proactive User Engagement Tools

- Feed Story Publishing
- User notifications
- Widget publishing
- Fan Page Integration
- Points and Charity integration
- Bookmarklet (in development)

Administration Tools

- Outside content integration
- Admin editorial control
- Message approval
- User rewards and point calculation

Additional Opportunities

Mobile Application - The Rovrr mobile application is under development and will be extensible to Android i-phone and HTML4 applications

Bookmarklet - The bookmarklet is a simple interface that will allow a Rovrr user to add content from any source online. For the user, it allows Rovrr to be immediately relevant to their interests. Users will be able to recommend products from Etsy stores, eBay sales or any other website

Management and Board Members

John Lai (Chief Executive Officer) Founder/Genesis Capital Group Inc; Cofounder/ Former President of Viper Powersports Inc; Chief Financial Officer of Buy-It-Now Inc.; Served as board member for several public and private companies.

Brian Stuckey (President) Executive VP, AOI Marketing; Developed new systems of delivering loyalty programs, created new technologies and methodologies for efficient management, and named as co-inventor on patents filed in loyalty, travel, technology and online services

Robert Rudelius Founder/CEO Noble Ventures; Formerly President/COO Control Data, Partner McKinsey & Company, founding Managing Partner of AT&T Solutions; Board member and advisor to several public and non-public companies

Advisors

Gary Kohler Principal Whitebox Advisors Fund manager; Okabena (fmr)

Chuck Clabots CIO St. Pierre group; CIO Carlson Marketing (fmr); CTO United Health Care (fmr)

Russ Hinckley VP Co-Brand Relationships US Bank; Managing Director NWA World Perks program (fmr)

Contact Information

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