

Peer-to-Peer Ecommerce
Faster. Safer. Mobile.

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Who is Fundamental Applications?

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The Fundamental Story.

Who is Fundamental Applications?

- We design, develop, market, and acquire innovative mobile applications
- We target “Millennials”, people born in an age of:
 - Digital technology,
 - Internet access, and
 - Smart phones

The Fundamental Truth.

Why target Millennials? Because this demographic is:

1. An early adopter of mobile technology,
2. Has significant discretionary income, and
3. Is lifestyle driven, meaning they are motivated and willing to try new things

The Fundamental Goal.

- We make mobile commerce better
- We invest in and bring to market easy-to-use smartphone apps that are mobile, smart, and user-focused
- We make peoples lives better by making mobile ecommerce accessible, simple, safe, and FUN

Core Technologies

- Ecommerce marketplace
- Communications technology
 - Anonymity

The Problem.

Peer-to-Peer Ecommerce Is:

ADVANTAGES.

- An accepted, understood, and widely used platform for commerce
- High depth of reach due to large user-base
- Regionally segregated to target a local audience

Peer-to-Peer Ecommerce Is:

DISADVANTAGES.

- Slow to post, hard to manage
- Non-mobile (desktop based)
- Lacking in trust & safety
- An antiquated user-experience
- A cash-only transaction model

Market Size by Context.

In 2011, craigslist had:

- 720.6 million postings
- 467.6 million postings under the For Sale category

The Solution: **foro**

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Foro: Overview.



Foro: Mobile Ecommerce Marketplace.

Why is Foro better than traditional peer-to-peer ecommerce?

1. Mobile:

- Both smartphone & desktop based
- iOS and Android currently deployed
- Accessible anywhere from any device

2. Safe:

- User and seller rating system
- Cash transactions + Credit card (in development)
- See mutual Facebook friends
- View relative location
- Integrated peer-to-peer chat (in development)

Foro: Mobile Ecommerce Marketplace.

Why is Foro better than traditional peer-to-peer ecommerce?

3. Fast & Easy:

- Post items with pictures in under 15 seconds
- See bids and select from a variety of criteria including price, distance, rating, & mutual friends
- Personalized feeds to find items

Foro is a Proven Platform.

- Currently live with active users
- Beta test user-base includes 8,500 users on 3 campuses in US and Canada

Market Opportunity.

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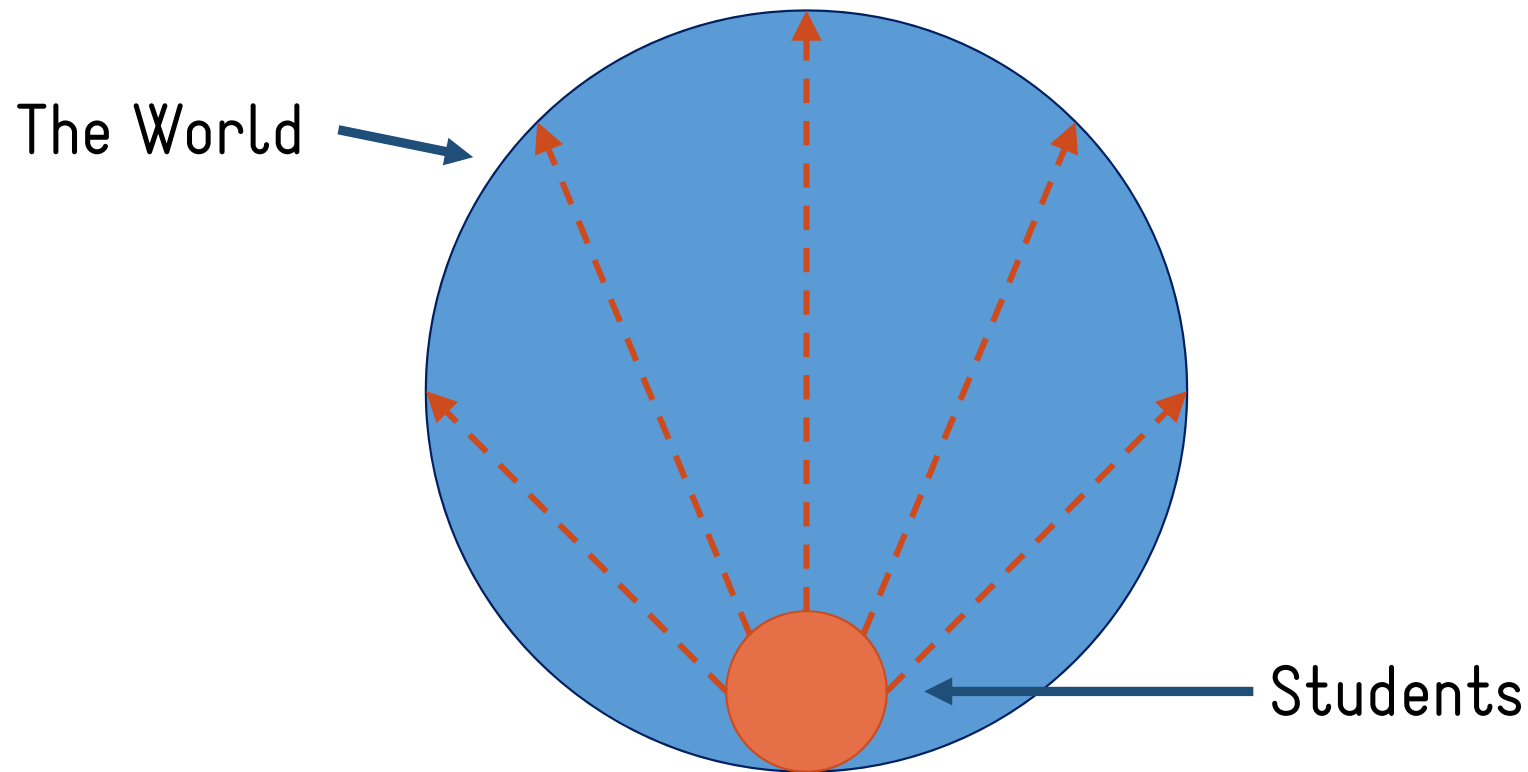
Foro: Market Opportunity.

Our target Audience:

Students

(then... the world)

Foro: Market Opportunity.



Market Size & Opportunity.

In North America there are:

- 24.5 million students
- 5,084 campuses

This market annually spends an estimated \$404 billion.

- \$117 billion is discretionary spending
- 30% increase in discretionary spending in last 5 years

Market Perspective.

How big is the Foro Market?

10%

Total North American Student population

2.45 million users

Revenue Model.

Monetization Approach.

1. Transaction fees on credit card purchases
2. White label ecommerce engine
3. API for contextual user data
4. Pay-per-click/Cost-per-click advertising
5. Sponsored promotional campaigns
6. Premier seller positioning

Monetization Approach.

1. Transactional business model
 - High volume (users/transactions)
 - Skim a small %
2. Sell access to users
 - Offsets ramp-up time of transactional model

Credit Card Transactional Model.

	Monthly Rev.	Active Users
1 School	\$3,907	10,000
25 Schools	\$97,693	250,000
50 Schools	\$195,387	500,000
75 Schools	\$293,081	750,000

Go to Market Strategy.

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The GOAL.

Launch minimum of 24 new campuses in 12 months

- ~2 institution per month
- 5,000 per campus = 120,000 users
- 40,600 closed transactions per month
- \$39,585 revenue per month / \$475,020 per year

The Campus is Our Playground.

1. Student unions / used book stores as campus gateway
2. Inexpensive, guerrilla style marketing on campus
 - Build awareness, generate early adopters & advocates
3. Incentive programs that target user activity
4. Facebook/youtube targeted ads
5. Leverage local media

Competitive Landscape.

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Competition Criteria.

Primary Competitors:

- Peer-to-peer transactions
- Regional division
- Desktop or mobile based
- Currently operating with active user-base

Competition.



The Team.

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The Team.

- Balanced skill-set: Public markets, software development, business management
- Public and private sector knowledge
- Technology in their blood
- Real-world revenue in their soul

The Team.



Richard Whitehead
CEO, Director



Ali Saheli
CTO, Director

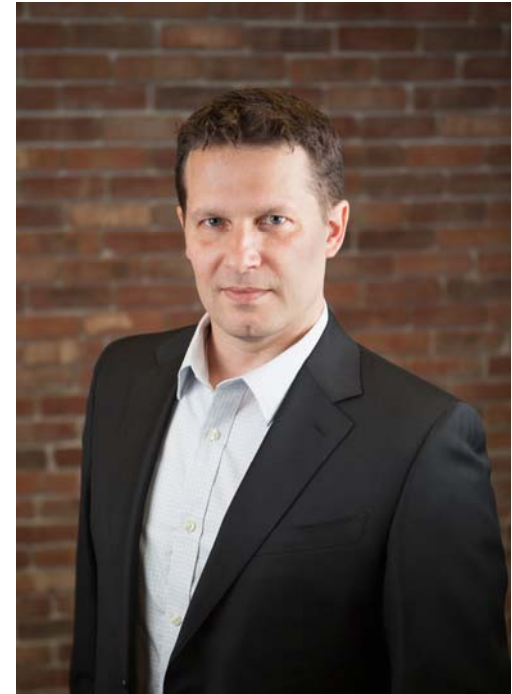
The Team.



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Thank You.

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