

THE NEXT GENERATION POSTCARD

BUSINESS SUMMARY globeFlash is a **B2B** (Back to Basics) and **B2C** (Back to Consumers) *Start Up* with worldwide franchise opportunity that is **crisis proof** for two reasons: low impact of crisis on targeted clientele, generation of large efficiency gains for postal operators. Its *Flashcarte™* is *next generation postcard*. Amongst Personal Communication Written Media (postcard/e-mail/SMS), it is the best to share travel experience fully complying with today's tourists' expectations/requirements and offering a **new highly customised** publicity support.

CUSTOMER PROBLEM When sharing travel experience pops up in All-Inclusive, tourist has no easy way to access addressees' addresses, buying experience is not up to western standards (bad card quality/presentation, information on/and stamps/mailbox themselves not easily available, if at all), card bought is given away if message is to get to addressee and message is for anyone to read. Worst, it is not customisable with own photograph and it reaches addressee weeks/months after sending, if it gets there at all. *Flashcarte™* overcomes each pitfall.

PRODUCTS/SERVICES *Flashcarte™* is an all-in-one media offered in a One-Stop-Shop *FlashKiosk™* with best price/quality ratio: free on line addressee's address search, well presented top quality cards requiring no stamps/mailbox, each being customizable with optional stamp-size/full-size personal photograph taken at kiosk. Hits mailbox in 24/48 hrs, gave back to sender after scanned for delivery, decorative when slid into *decoFlash™* frame, usable as a gift/souvenir/collectible. Digitally printed as close possible to addressee (in domestic postal premises?), delivered copy by domestic post comes in special envelope to preserve message confidentiality, guarantee it is viruses free (~~antivirus~~) and maintain original integrity.

TARGET MARKET Yearly market is roughly 5 billion tourists sending 5 billion postcards. Target is 100 millions OECD tourists being guests in All-Inclusive hotels/resorts/cruises. Where need to share experience up to western standards is huge (due to clientele) and means (due to All-Inclusive location in emerging countries/areas) are inappropriate, costly and poor in quality.

CUSTOMERS Targeted tourists (t) are in All-Inclusive $\geq 4^*$ hotels/resorts/cruises with ≥ 600 rooms. They reach 3 clienteles with lowering rates of use: **(1)** On-site (1 000 t/week-5/100 rate). **(2)** Surroundings (2 000 t/wk-1/1 000 rate). **(3)** Employees/citizens (100 000 per./wk-1/10 000).

SALES/MARKETING STRATEGY All-Inclusive is brand-free environment meaning little brings a lot. With Tour Operator agent/on-site animators, reach target is cheap through: (1) Bus trip to All-Inclusive from airport. (2) Do's and Don'ts welcoming meeting. (3) Daytime/night animation. Strategy stresses *Flashcarte™* as a *WorldPremière™* that will surprise friends, relatives/colleagues. *FlashKiosk™* is located by the beach to better attract/service all clienteles.

BUSINESS MODEL Franchising is tourist area based, servicing ≥ 600 rooms All-Inclusive with *FlashKiosk™* that makes sharing a travel experience easy/entertaining by the buying of *Flashcarte™*/derivatives/options/by-products. On-site *FlashKiosk™* costs All-Inclusive 5 000\$/yr as franchisee's rights and **nothing else** as globeFlash covers everything needed including personal. Each sells a minimum of projected 100 000\$ gross/yr, generates minimum EBITDA of 30 000\$/yr to be shared by globeFlash/Franchisee, leading very high ROI for both parties/partners.

COMPETITORS With card sold in one place, stamp in another and mailbox somewhere to find, *postcard* is everywhere and direct competitor, but all-in-one *Flashcarte™* is in pole position. With its characteristics derived from *FlashSystem™* technology, *Flashcarte™* not only complements but stimulates telecom market (telephone, e-mail) due to provision of sender's information (hotel/room) on delivered card. In fact, *Flashcarte™* not only offers more *universality/authenticity/conviviality* (improved buying/completing/sending/receiving processes) than *postcard* but adds some *instantaneity/ interactivity/ flexibility*.

COMPETITIVE ADVANTAGE *Flashcarte™* brings true differentiation in undifferentiated unbranded postcard market. We hold intellectual property of copyrights and trademarks and have ideas as to how we could be granted patents rights on a world basis. Finally, with moving of the card/message Internet based and final delivery based on OECD countries' services (for original duplication by digital printing and postal delivery), *Flashcarte™* is greener with more secured/guaranteed delivery.

globeFlash inc. 6601, Pierre-Bernard Montréal, Québec H1K 4L1	FINANCIALS (In '000\$)	2008	2009	2010	2011	2012	2013
	<i>FlashKiosk™</i> (In units)	1	20	80	200	500	1 000
On-site guests only (Thousands/year)	50	1 000	4 000	10 000	25 000	50 000	
Gross Sales (6 months only for 2009)	0	1 000	8 000	20 000	50 000	100 000	
Gross Revenues (Minimum: 12,5% of sales)	0	125	1 000	2 500	6 250	12 500	
Maximum Expenditures	150	600	1 080	1 560	2 900	6 000	
EBITDA	(150)	(475)	(80)	940	3 350	6 500	

Company profile:
URL: www.globeFlash.ca
Industry: Personal Media
Employees: 2
Founded: Start Up



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Financial Information:
Stage: Commercial pilot
Capital raised: 300 000\$
Monthly Burn Rate: 50 000\$
Pre-Money Valuation: 10 M\$
Capital seeking: 2 500 000\$

Management:
Guy Latreille, CEO
Philippe Sigouin, Commercial
Renaud Bouret, Technical

Advisors:
Lawyer: Lavery, de Billy

Investors: 1K\$ to 30K\$
Friends (10% of total amount)
Public (90% of total amount)