



YourSocialOffers.Com (YSO)

**YSO Helps Merchants Acquire
New Customers by Utilizing
Social Media**



Safe Harbor Act: This document may contain "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E the Securities Exchange Act of 1934, as amended and such forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. "Forward-looking statements" describe future expectations, plans, results, or strategies and are generally preceded by words such as "may," "future," "plan" or "planned," "will" or "should," "expected," "anticipates," "draft," "eventually" or "projected." You are cautioned that such statements are subject to a multitude of risks and uncertainties that could cause circumstances, events, or results to differ materially from those projected in the forward looking statements, including the risks that actual results may differ materially from those projected in the forward-looking statements as a result of various factors, and other risks identified in a company's annual report.



Unleash The Power of Social Media

- Merchant's customers share on social media
- Their followers are exposed to the merchant
- Those followers visit the Merchant
- Followers continue to share with their followers
- Their followers can now share with their followers
- And so forth and so on...

**Customized loyalty programs, powered by
YSO will grow merchant's customer base and
social media presence.**



A smiling woman with long brown hair is holding a black smartphone. Several colorful social media icons are floating around the phone, including a yellow profile icon with a red '6', a red heart icon with a white '28', a blue envelope icon with a red '15', and a blue play button icon with a red '4'. The background is a soft-focus indoor setting with a lamp.

The Reward System

Merchants offer their customers rewards for sharing on social media platforms.

These rewards can be in any form the merchant wants to provide i.e. discounts, rebates, BOGO free, coupons, etc.

Sharing rewards on social media platforms exposes the merchant's products and services to their new and current customer's followers. The merchant now has exposure with a host of new potential customers with **one simple click on social media.**



How YSO was Born

YSO is the brainchild of a small businessman who wanted to integrate social media advertising in a way that made it

SUCCESSFUL, ACCESSIBLE AND AFFORDABLE.

Typically, creating a social media campaign like YSO was difficult, requiring programming and experts to create the expensive technology.

YSO removes these barriers by creating a system which allows businesses to bring in new customers through social media platforms with a few simple clicks.

The Cost of Acquiring One New Customer

Knowing the cost of customer acquisition (CAC) can be difficult. Here are a few CAC benchmarked across a variety of industries. (Source: [Propeller](#))



\$7

Travel



\$10

Retail



\$22

Consumer Goods



\$83

Manufacturing



\$98

Transportation



\$141

Marketing Agency



\$175

Financial



\$182

Technology (Hardware)



\$213

Real Estate



\$303

Banking/Insurance



\$315

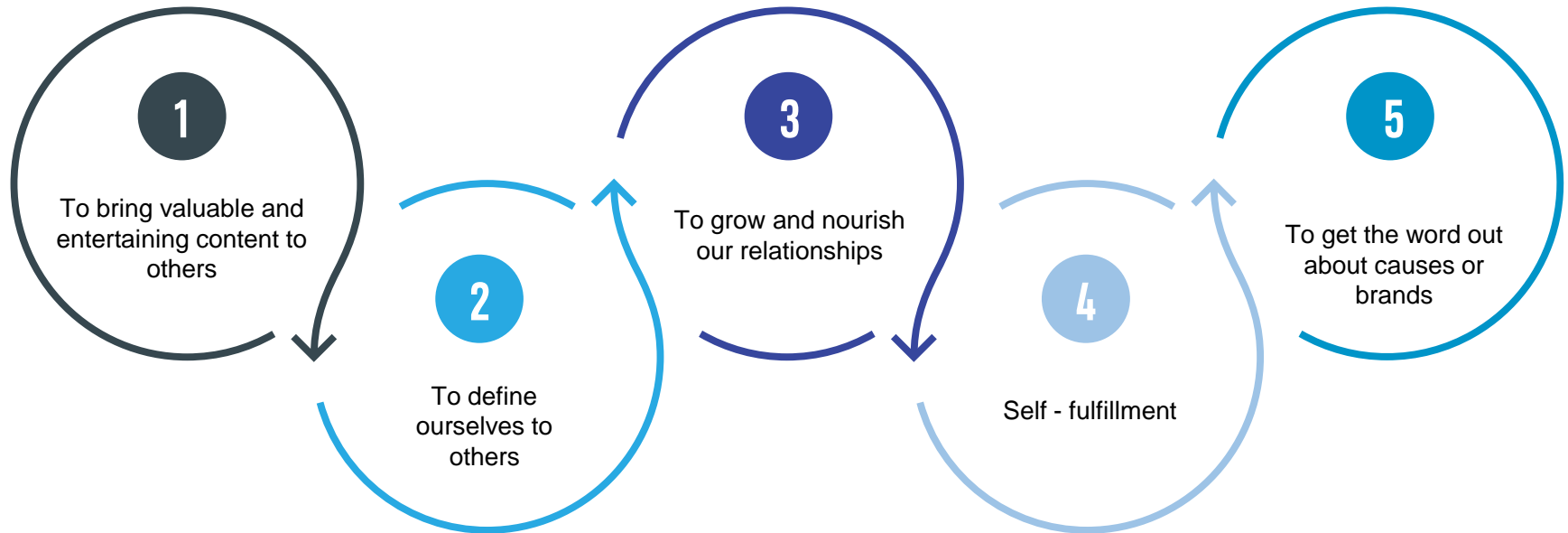
Telecom



\$395

Technology (Software)

WHY PEOPLE SHARE ON SOCIAL MEDIA





Why choose YSO?



SOCIAL MEDIA WORKS

Using social media is an effective means of obtaining business by encouraging people to endorse your products and services



HELPS GROW BUSINESSES

Using YSO is simple: Log into our portal, answer a few questions and launch your campaign.



DIGITAL WORD OF MOUTH IS THE MOST POWERFUL CAMPAIGN

Social media is essentially digital word of mouth advertising, known to be one of the most powerful forms of gaining attention



FINTECH

Financial technology used to support banking and/or financial services

YSO NOW SUPERCHARGES THAT FORCE!



HOW "YSO" WORKS



Likes



Shares



Rewards



YSO Is Simple and Easy to Use by Performing 3 easy steps.

1. The customer scans a QR code with their phone camera to receive a reward offered by the merchant
2. The customer registers their information
3. They then post on a social media platform with one simple click

This reward is now available to their followers promoting and earning new customers for the merchant.

BUILDING A DATABASE OF NEW CUSTOMERS WHILE TRACKING THEIR BUYING HABITS

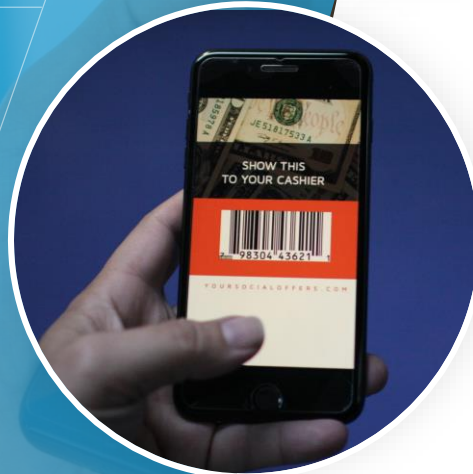


EASY TO USE
NO HARDWARE
NO INTEGRATION

(complete POS integration is
also available)

REWARD
CUSTOMERS FOR
SHARING

SCAN
ENTER
REDEEM





YSO TARGETS NEW CUSTOMERS UTILIZING NEW AND EXISTING CUSTOMERS










A merchant's customized loyalty program, powered by YSO, rewards new and existing customers for sharing on all channels of social media.

THUS, CREATING NEW CUSTOMERS!

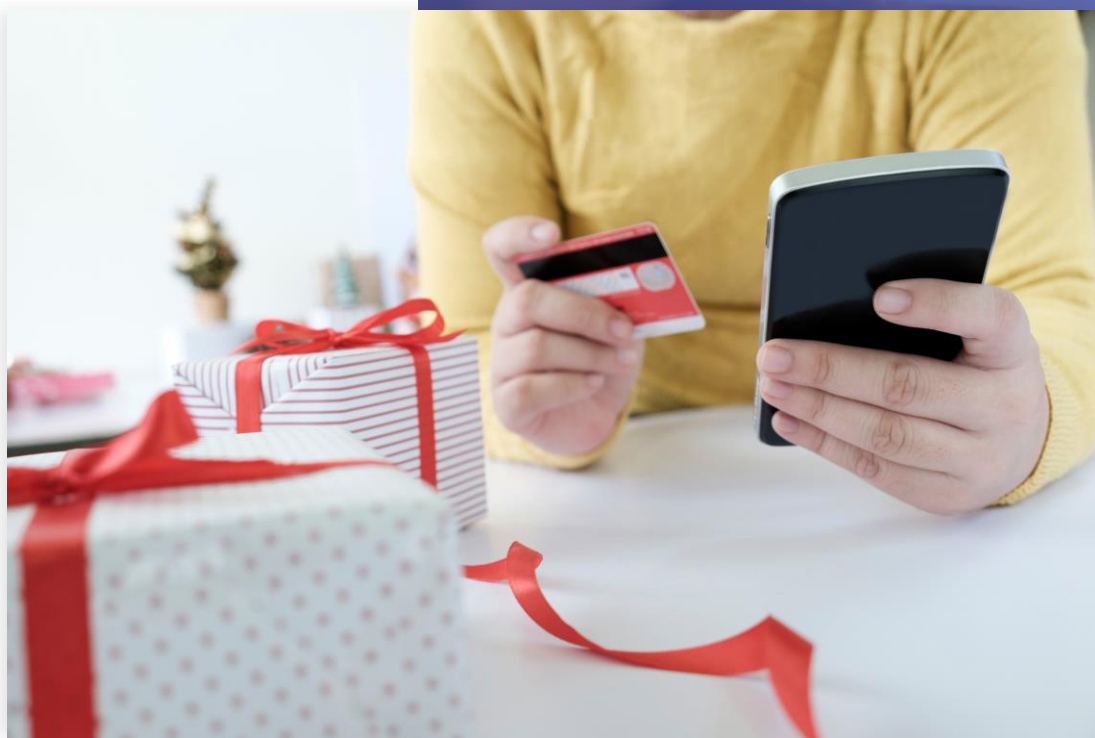




Type of Rewards

-  Merchant Rebates
-  Discounts
-  Special Offers
-  ATM Redemptions
-  Pre-Paid Master Card
-  Loyalty Rewards
-  Gift Cards
-  Donations to charity
-  Buy One, Get One Free

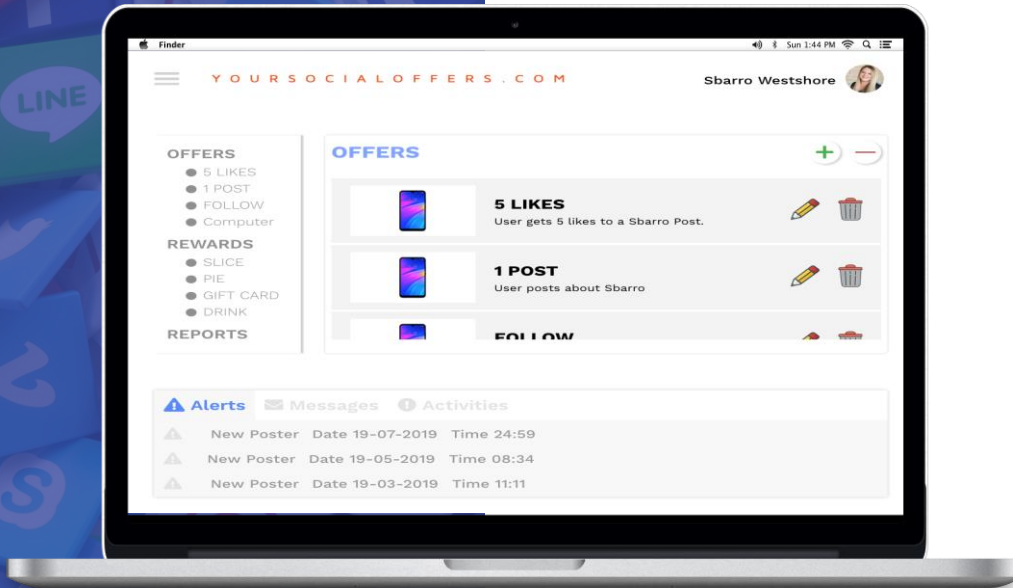
Rewards are completely customized to meet the merchant's needs.





**Sharing on Social Media Will
Help Grow Your Business**

GO VIRAL!



MERCHANTS REACHING NEW CUSTOMERS



Rewards Loyalty



Increases Visits



Increases Profits

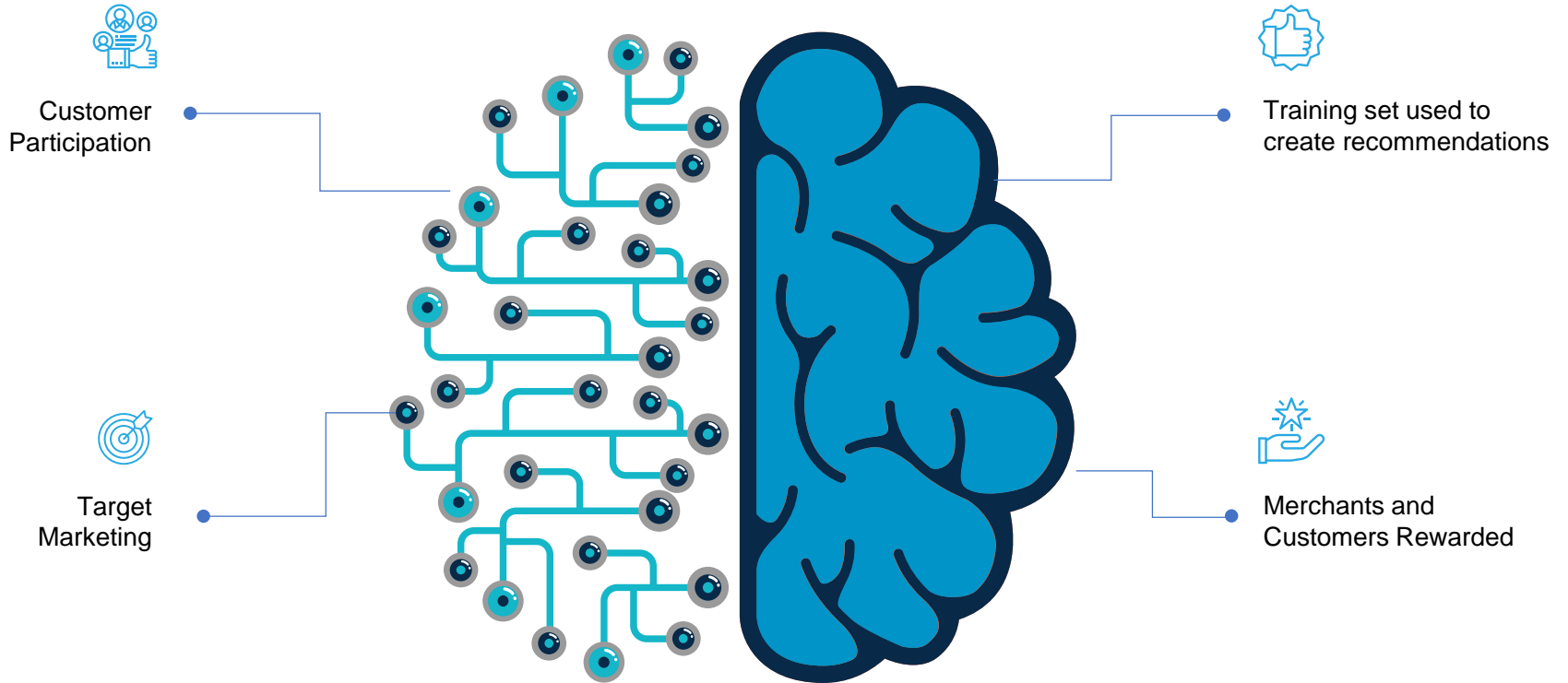
PLATFORM FOR ADDITIONAL MARKETING

Save Time and Money Obtaining New Customers

- Social media campaigns encourage new and repeat business
- It directs attention to the business, its location, products and services
- Social media interaction has the effect of turning your patrons into the ambassadors of your product
- Reaches out to new customers with rewards in the form of Coupons, Loyalty Rewards Points, etc.
- Makes offering Universal Gift Cards, Pre-Paid Master Cards and Referrals simple and easy
- Loyalty customer data base allows merchants to perform follow-up marketing to their newfound customers and existing customers
- The viral, logarithmic growth of social media is now captured by your business and can help it to grow exponentially
- The cost of utilizing YSO is inexpensive compared to traditional advertising, because you are directly influencing patrons to obtain new customers when they share on social media
- You will recognize increased profits by encouraging repeat business while adding new customers



ARTIFICIAL INTELLIGENCE



 Amazon AI

Vertical Markets

YSO's Vertical Markets

- Restaurants
- Retail
- Travel
- Service Groups
- Hospitality
- Transportation
- Tour Groups
- Marketing Services
- Merchant processing Services
- Point of Sale
- Manufacturing
- Professional Services
- Telecom
- Technology
- Entertainment
- Chamber of Commerce
- Community Economic Development
- Coupon Distribution
- Any business that wants to grow its customer base



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Non-Profit Organizations Can Benefit From the Power Of YSO

Merchants can support the Community Utilizing YSO

Participating merchants can easily donate a portion of their sales to non-profit organizations of their choice. Non-Profit organizations, in turn, will promote the merchants making this partnership a win win situation

Below are some of the organizations we feel can benefit from the power of YSO with not for profit organizations:

- Private and Public Schools
- Religious organizations
- Youth Sports Leagues
- Youth Clubs
- Any Charity and/or Foundations



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COMPLETE BUSINESS SUPPORT PLATFORM

ADDITIONAL SUPPORT FOR THE MERCHANTS



ADDITIONAL SERVICES

- Reputation Monitoring
- Merchant Gift Cards
- Digital Marketing – Web * Email * Text etc..
- Couponing Platform for Issuing and Redemption
- Web Site Services and Support
- Universal Gift Cards
- Billing and Receivables
- Credit Card Processing
- Data Sharing
- Payroll Cards – Money Transfer
- Crypto Currency Exchange
- Business to Business Networking
- Streaming TV channels monthly subscriptions

YSO's Revenue Opportunities Channels



Projected Revenue Channels

- **Loyalty & Reward Fees**

Subscription Fees & Transactional Fees

- **Pre-Paid Master Card Debit Cards**

Monthly fees

ATM Fees

- **Universal Gift Cards**

- **Transactional Fees**

- **Credit Card Processing Fees**

- **Non-Profit Fund Raising**

Percentage of Fees

- **Crypto Currency Exchange**

- **Coupons**

Tracking and Redemption

- **Payroll/Money Transfer**

Transactional Fees

- **Data Sharing - Downloads**

Customer info with Transaction
Details of buying habits

- **Referral Fees**

Charges for each or % of
transactions

As Well As Other Potential Revenue Sources



SUMMARY

YSO provides merchants the ability to grow their business by encouraging customers to share on social media, while promoting their products and services.

Customer information/data is provided to our clients, allowing them to effectively and affordably market directly to their newfound customer database.

Merchants Win!

PROFITS! PROFITS! And more PROFITS!