



crowd**butler**

*Your Personal Butler*



**Crowd Butler by Crowd Mobile**

19 August 2015

Crowd<sup>📶</sup>Mobile

# Crowd Butler

Your own personal Butler – making your life easier



Send us an SMS and we'll organise and order what ever you need including:



Appointments



Food & Drink



Online ordering



Groceries



Travel



Bookings

Save time

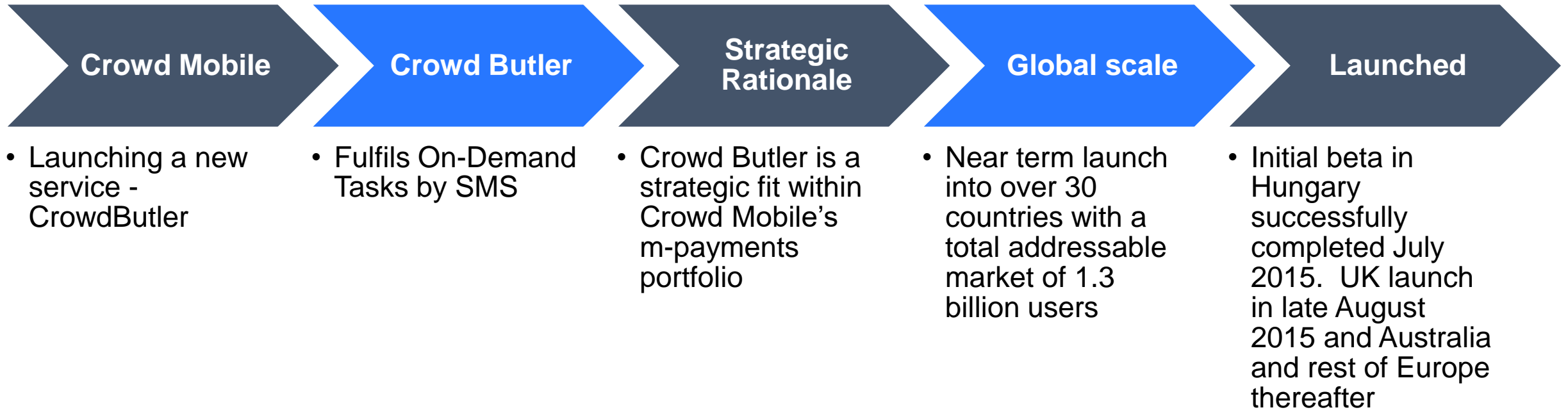
Streamline your life

Take care of the small things

Reliable service everywhere

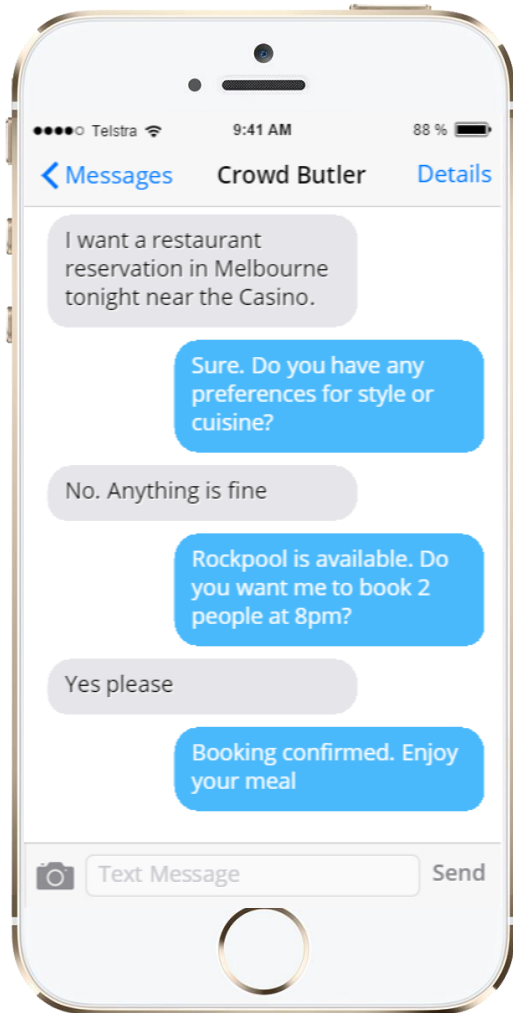
# Overview

## Crowd Butler - a new strategic vertical



# How Crowd Butler works

## Simple to use, saving valuable time



1

Crowd Butler quickly responds to a user's request

2

We ask questions to better find the right service

3

We search the web, compare prices, and order what you need using the most appropriate service

4

We save your valuable time and make what you need happen, conveniently via text message

# Global Footprint

## Crowd Butler to be available worldwide



Language	Total countries	Millions people
English	101	335
German	18	78.1
French	51	75.9
Dutch	4	18.8
Portuguese	12	203
Italian	11	63.8
Spanish	31	399
Norwegian	4	4.8
Hungarian	1	10
Polish	3	37.8
Turkish	8	70.9
<b>Total</b>		<b>1,297.1</b>

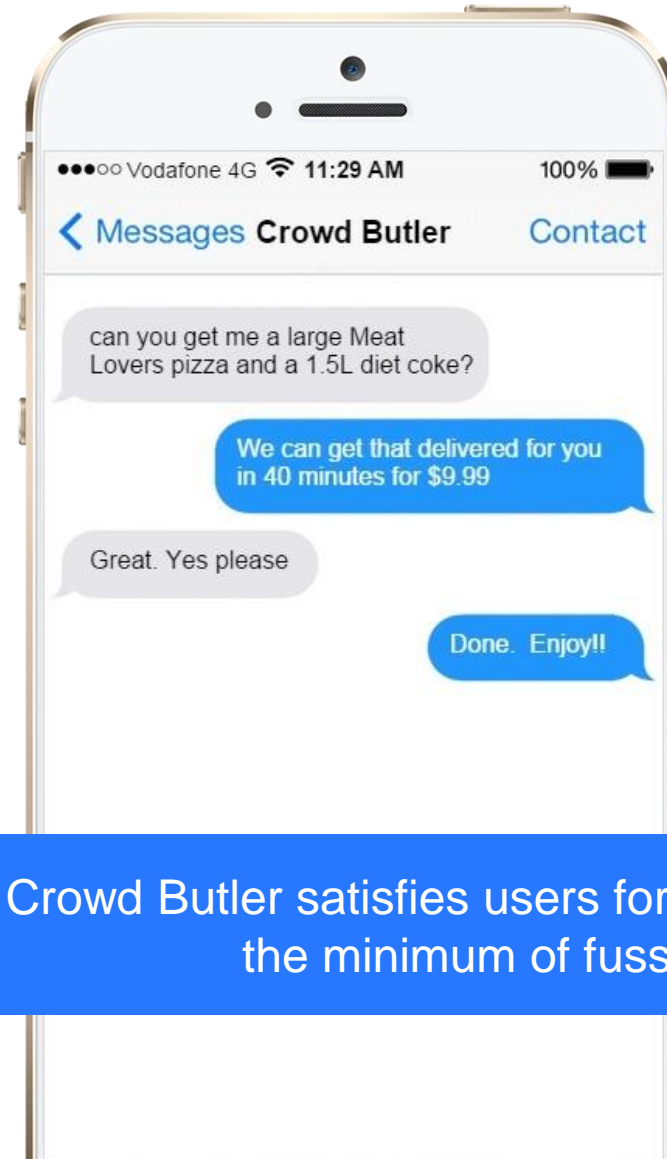
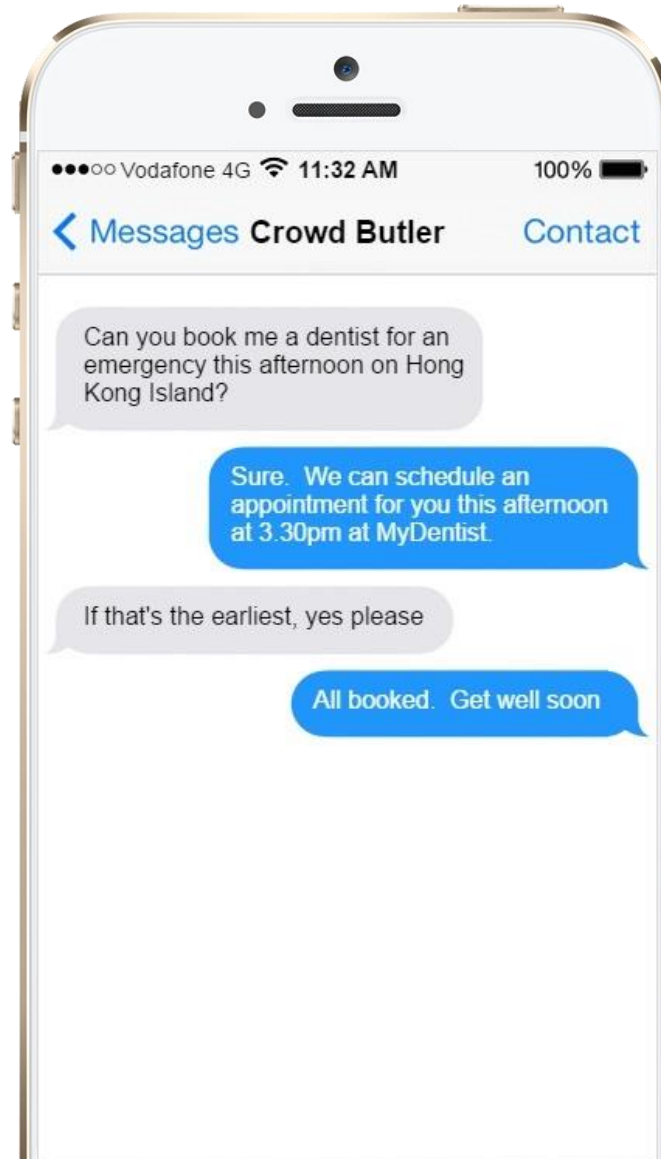
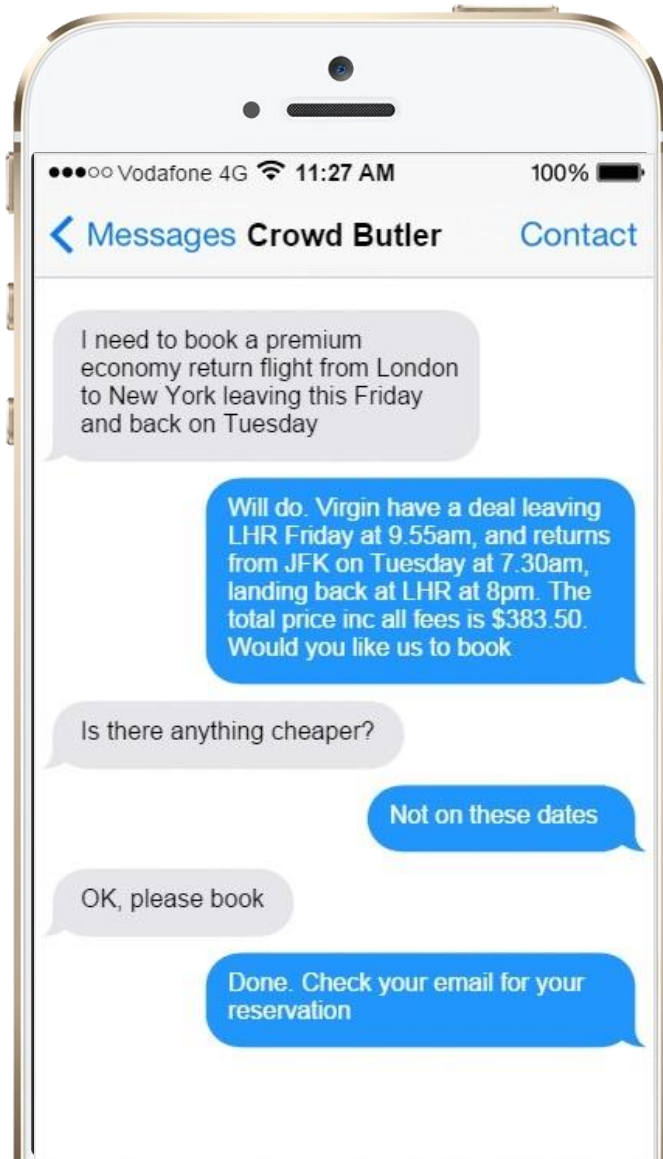
Source: [www.ethnologue.com/statistics/size](http://www.ethnologue.com/statistics/size)

Nearly 1.3 billion users covered by Crowd Mobile Experts/Butlers languages

Our Core target market expected to be 18-45 year-olds who are time poor

Presents a significant addressable market for services

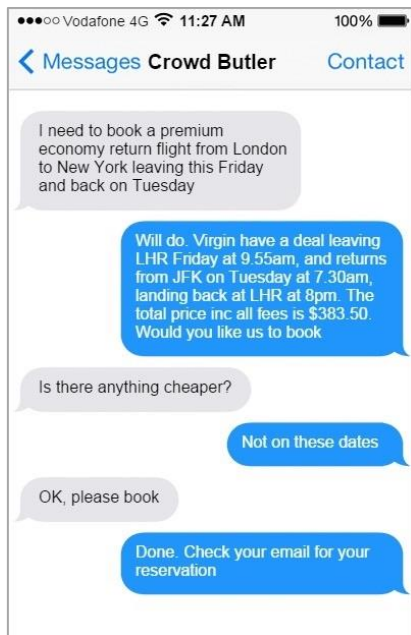
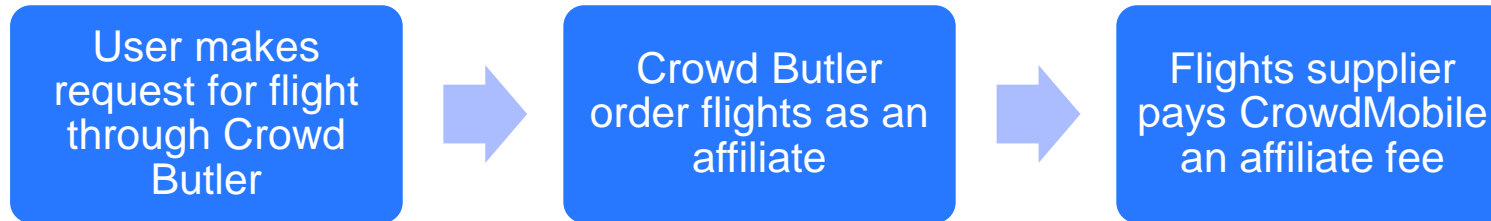
# The Crowd Butler Service



Crowd Butler satisfies users for FREE with the minimum of fuss

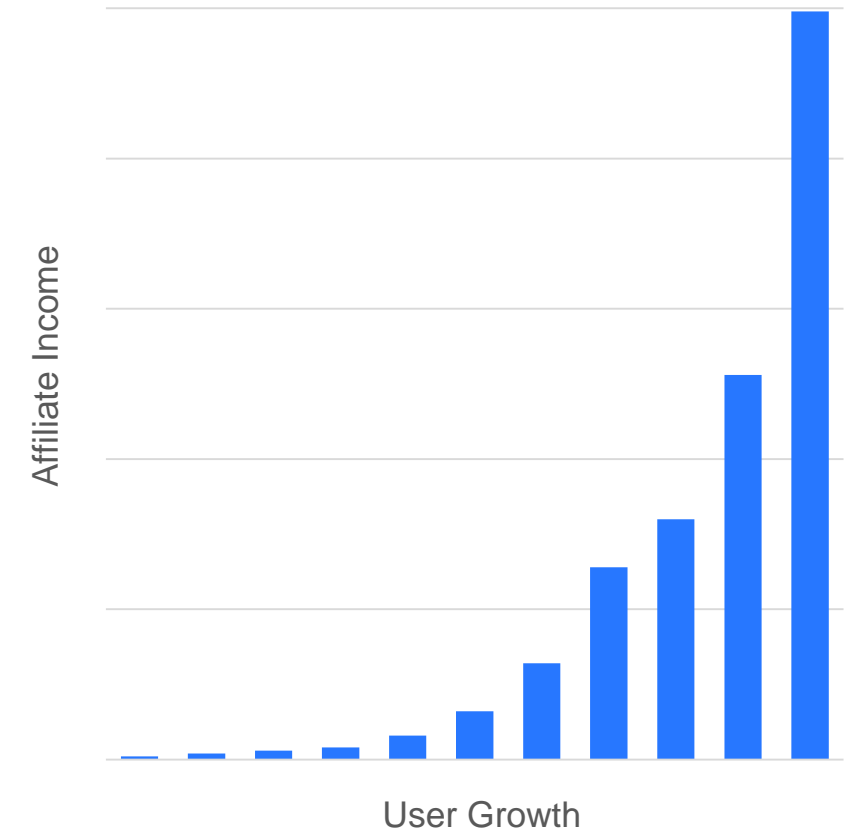
# Revenue Model

## Growing affiliate and ad revenues



5-30% of transaction cost as revenue

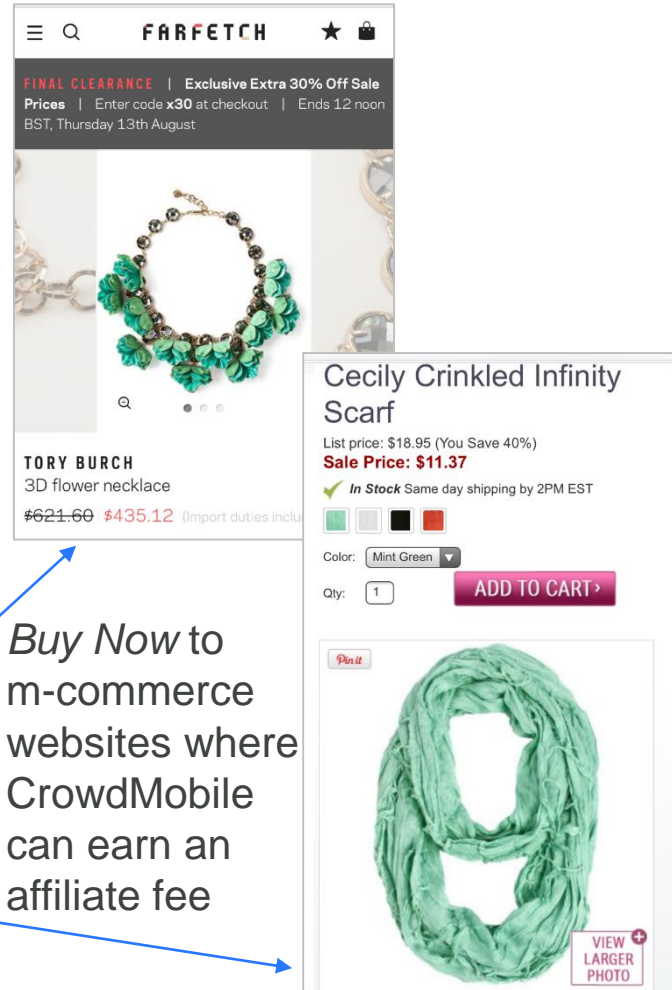
Revenues grow as users grow



# Portfolio Synergies

## m-commerce revenues via Apps

### Passion 4 Fashion App



Crowd Butler is a strategic fit within Crowd Mobile's m-payments and product portfolio

Adds new dimension to simple transactions - 'Buy Now' experience

Affiliate revenues based on sales

Ad revenues based on customer profiles

Adds value across the Crowd Mobile Network



# New Growth Segment

## Proven in the market

*Magic*

**USA:** “Magic, an SMS-based on-demand delivery service that started as a YC company’s weekend project, is raising \$12 million in Series A funding led by [Sequoia](#), according to sources. Sources also say that the company, which is just a month old (Feb 2015), is valued at \$40 million pre-money.”

<http://techcrunch.com/2015/03/26/sources-magic-is-raising-12m-from-sequoia-at-a-40m-valuation/>

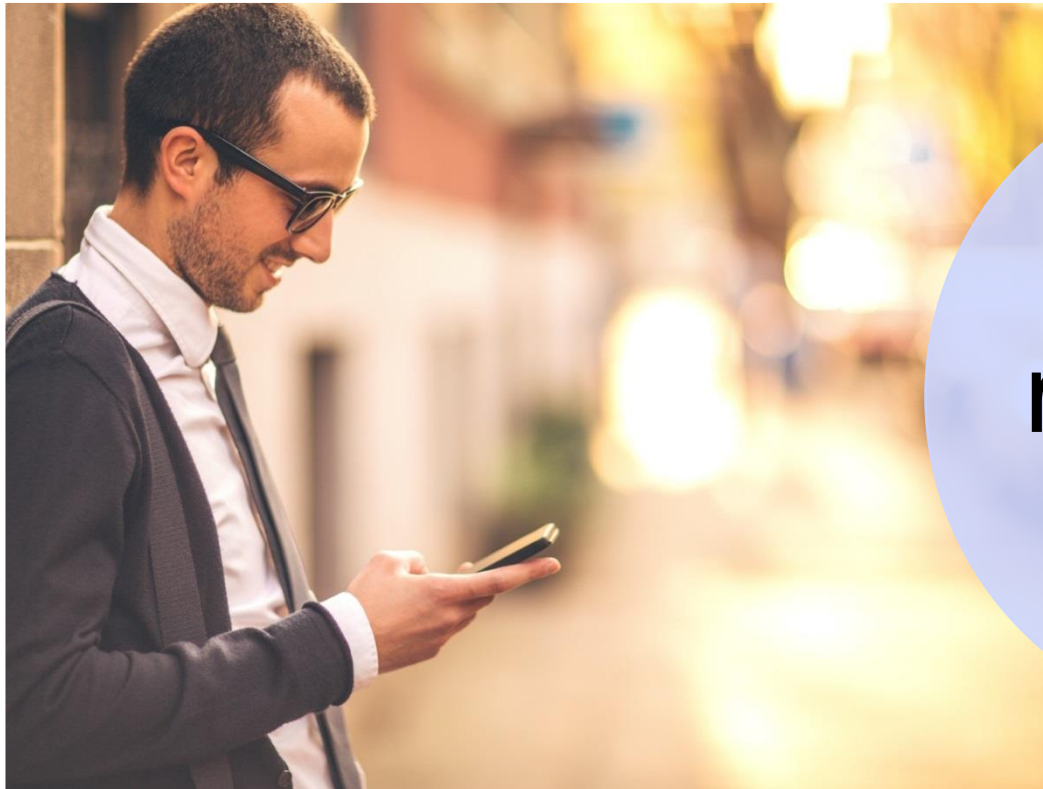


**EUROPE:** “GoButler is available in Germany & USA and has processed over 100,000 requests. Its now 30 ‘butlers’ are handling more than 5,000 requests per day.” – Raised \$8million <http://techcrunch.com/2015/07/30/gobutler-funding/>

**GLOBAL:** Crowd Butler will be launched in 11 languages in over 30 countries. Stage one beta launch in Hungary completed July 2015. UK launch August 2015. Australia & Remainder of Europe to be launched after. Focused on mainly different markets to competitors.

# Why Crowd Butler

## Crowd Mobile leading position in micro job market



Existing  
micro job  
platform

Already answering  
over half a million  
questions a month

Over a dozen  
languages

Many years  
investment in our  
micro job platform

# Existing Network + Infrastructure

## 24/7 global solution



KES Web 10 Mar 2015 10:37 Start Month: 0 | Avg Time: 0m 0s | Pay: £0.00 Very high Unassigned 346 M3

AlexandreS - 00:52:49 | andrea mazo - 00:20:07 | arman - 00:16:09 | Brunomanso - 02:36:33 | Carlossantos - 00:37:08 | DezsIM - 00:35:08 | DonnaLangdon - 03:10:16 | Federicacodegoni - 00:45:24 | FionaHough - 02:43:58 | FlorianD - 00:44:06 | FredericC - 00:48:53 | IhsaneB - 01:01:29 | jemie pickering - 00:19:41 | JenniferGarden - 00:26:19 | KollarovszkyT - 00:08:00 | lydia - 02:38:17 | MattBoulton - 00:14:21 | MichalTrocha - 03:36:12 | PatrickRichardson - 00:30:26 | RichardJohnston - 00:54:05 | Ritamoreira - 02:06:30 | Rob.Zhou12 - 00:10:25 | SzobonyaV - 00:42:30 | UshaNarain - 00:38:47 | YounesB - 00:45:48

Mobile Number	Context	Inbound time	Inbound message	Outbound time	Outbound message	Operator
		10.36am				andrea mazo
		10.36am				JenniferGarden
		10.36am				Unassigned
		10.36am				Unassigned
		10.36am		10.36am		autoAnswer
		10.36am				Unassigned
		10.36am				Unassigned
		10.35am				FionaHough
		10.35am		10.36am		andrea mazo

Global distributed workforce

Over 900 Experts/Butlers

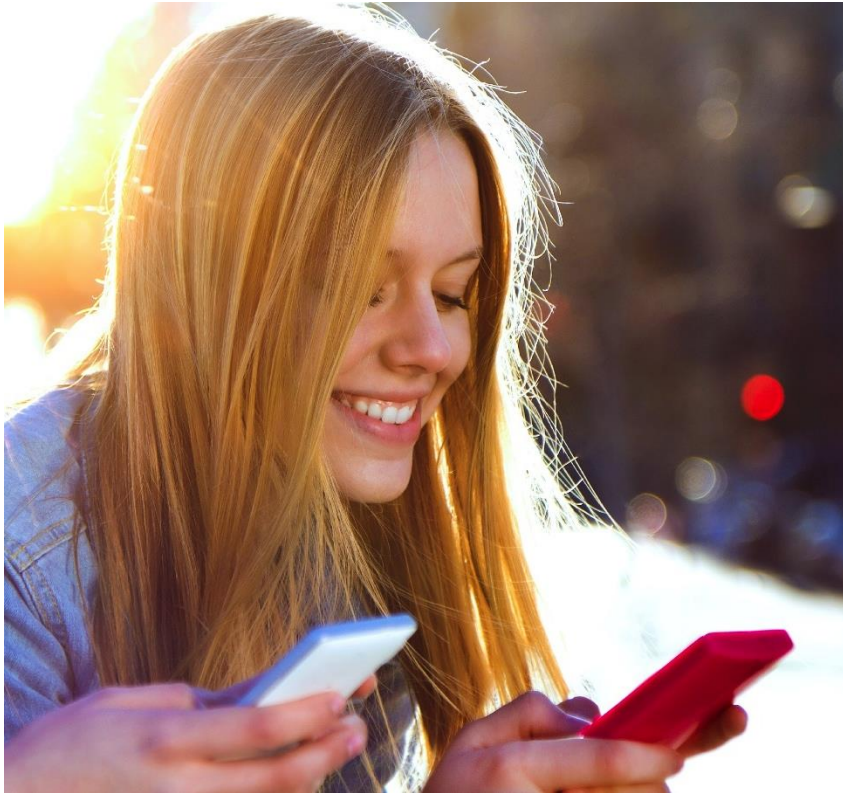
24/7 platform manages all jobs globally

Central location services all apps

Scaleable to any new apps

# Key Priorities for Crowd Butler

## Activity for next 12 months



- Continue launching Crowd Butler into new countries and languages to build market presence
- Significant Interest from external parties to invest directly into Crowd Butler business
- Considerable realisable value through m-commerce relationships, affiliates and advertising
- Acquisition path for growth and synergies

# Participate in the Future of m-commerce



Contact:

Domenic Carosa  
dom@crowdmobile.com

CrowdButler.com