

**Management Team:**

CEO- Ed Konchalski

CTO- Dave Butler

Graphics Design – Jon Shoates

Business Dev - Anna Monteiro

Industry: *Digital Service Provider*

Number of Employees: 2

Financing Sought: 1,000,000

Use of Funds: *Market Expansion,
App. Development, Social Media
Marketing, Support Staff*

Advisors: *Randall Reade, Todd
Wrubel*

Attorney: *Denton's, NYC*

Accountant: *Nomad Financial,
NYC*

Mission/Problem: Give consumers relying on check cashiers, pawn shops and payday lenders a New Way to Send, Spend and Save Money. Lack of knowledge and misperceptions lead millions of consumers to use financial services that are very expensive, inconvenient and without foresight; trapping these consumers in a cycle that leaves them without a financial identity and no credit history.

Business Description: Digital Service Provider for electronic banking, remittance and wealth building. Offering consumers customized financial solutions using our own branded MasterCard prepaid debit card, e-wallet and electronic banking platform that aggregates payment apps, money transfers, wealth building and loyalty programs.

Company Background: The company was founded for the purposes of assisting the unbanked and financially underserved communities with better banking services. The company founder being a longtime IT Solutions Provider and Network Integrator saw an opportunity to interconnect existing financial networks with a customized web interface for the purposes of managing financial and medical transaction data. This vision led to the development of a fully functional electronic banking platform that was integrated with a company branded MasterCard prepaid debit card. These two new financial mechanisms give consumers a New Way to make purchases, pay bills, send money, build wealth and more conveniently participate in consumer loyalty programs.

Products/Services: IPJukebox offers online core banking services, associated with a MasterCard prepaid debit card. We integrate with third party service providers for remittance, wealth building and loyalty programs. These services are offered through mobile apps and web services.

Technologies: The IPJukebox electronic banking platform is integrated with our own branded MasterCard prepaid debit card. The platform is built on Google Cloud Services, is integrated with third parties for messaging, remittance, wealth building and loyalty programs. The banking platform relies on the MasterCard network and a payments processor to offer a robust, secure suite of financial utilities for making purchases, paying bills, sending money, build wealth and consumer loyalty programs.

Markets: The federal reserve reports there are over 100M consumers in the US that are unbanked and underserved. Discover reported 36M Millennials have no direct banking relationship and prefer digital banking alternatives. The Hispanic community is recognized as the largest community of unbanked consumers in the US. The Mexican community is the largest Hispanic community in the US with around 35M members. The Mexican community sent \$23B to Mexico from the US in 2014. A personal relationship with leadership at the NYC Mexican Consulate provides a unique opportunity to help serve a community in need of better financial services to enhance their quality of life. IPJukebox will charge consumers a flat fee of \$2.95 per month to facilitate and maintain financial transactions using our prepaid card and financial utilities.

www.ipjukebox.com

211 Warren Street Newark, NJ 07103

917-725-1366



Distribution Channels: We are using El Especialito, the largest Hispanic newspaper in the country for traditional print ads combined with Facebook and Google as online sources for marketing and product distribution. Our first campaign will focus on the NYC area market. In addition, we have established third party relationships that create opportunities for cross-selling to the same audience. **CentSai** is an Internet content provider who distributes educational content for managing your finances. Their strategic focus is on young adults. Through this relationship, we will highlight the benefits of our prepaid banking platform as it relates to their educational content. **World Data** provides low cost remittance services via a mobile APP. **Drive Wealth** provides low cost, easy to use online wealth building services to first-time and part-time investors focusing on retirement needs. Our complimentary services add value to each of our brands, creating a win-win scenario for the consumers and all parties involved. We are collaborating with the NYC Mexican Consulate to distribute our products and services using their radio program and website. We are developing relationships with the US Mexican Chamber of Commerce and their members to further our reach into the Mexican community.

Competition: There are quite a few competitors in the online banking space, such as: Moven, Simple and BankMobile. These organizations offer online banking that competes with traditional bank checking accounts. While IPJukebox offers similar services, we are positioning our online and mobile platforms to assist consumers with developing customized and unique methods for Sending, Spending and Saving money. Our partnership with World Data allows us to use their ACH network for International bill payments and money transfers without middlemen; helping us to lower usage fees while increasing revenue. Our partnership with Drive Wealth allows us to create low cost, maintenance free wealth building portfolios for our cardholders. These services are NOT available today on any other prepaid platform.

Execution Plan: We are working with OTC Marketing & Especialito for the purposes of developing relevant content and marketing to the Hispanic community. We are developing relevant content and a marketing strategy with CentSai for Millennials seeking better banking practices and wealth building using digital alternatives. We are leveraging the services provided by Google and Facebook for online marketing campaigns targeting both audiences with a high level of accuracy and effectiveness. Our messaging platform will serve multiple functions; it will be used for facilitating the card enrollment process, collecting consumer email addresses and mobile numbers at the time of registration and for executing targeted marketing campaigns and for upselling new products and services.

		2016	2017	2018
Capital Investment	250,000			
New Cards Sold		111,500	655,000	1,374,000
Active Cards		66,900	459,900	1,284,300
Card Revenues		2,768,946	31,609,977	112,659,873
Customer Acquisition		1,393,750	8,187,500	17,175,000
Network & Operations Expenses		2,914,453	20,335,389	52,991,511
Net Income		(-145,507)	11,274,588	59,668,362

www.ipjukebox.com

211 Warren Street Newark, NJ 07103
917-725-1366