

# Everyday Time Solutions, LLC

*PayPike™ is a patented method of customer engagement and on-the-go GPS/Active RFID-based preorder, delivery, engagement, marketing & payment profile. It's way more than a mobile wallet.*

**Business Summary:** We are an efficiency and marketing company in the social/pay space. We create patented innovative time-saving, money saving, and customer loyalty ensuring applications for businesses in the US Consumer Marketplace, specifically Entertainment, Retail, Restaurant, Hospitality and Travel. This Company's leadership is comprised of tech/business gurus from many industries. Our target market is the everyday consumer with a smartphone/web capability.

**Product/Services:** PayPike is a secure profile system that provides an efficient purchasing experience for everyday consumers in the US Consumer Marketplace. PayPike is a mobile payment solution that includes: Precision Purchasing™, Precision Gifting™, Precision Marketing™, and related services. We connect consumers & vendors in a VIP customer profile network used for one-of-a-kind on-the-go mobile ordering, customer engagement, delivery and marketing experience.

**Customer problem:** Customer wait time reduction, order accuracy, Precision Marketing™ (not phishing/junk mail marketing/shot-gun push notifications), GPS-based Delivery/Marketing, up-selling opportunities, Precision Gifting™, accurate communications, customer engagement, preferred timing of offers/delivery/gifting in place of current methods, lost luggage during travel, time savings, cost reduction, vendor/customer interaction and expensive payment processing fees

**Target market:** Our target market is first pointed at Retail-a \$262B Market. Our Stage 2 plan is on campuses which is \$45B direct market and \$70B indirect market. Simultaneously, we will pursue Entertainment. Other markets covered by my IP and related to Restaurant, Hospitality and Travel industries. Our focus is the US Consumer Marketplace; however, global scaling and partnerships are easily accessible once Stage 1 implementation has been proven in Market.

**Management:** The prospective management team of ETS is top-notch in each respective field and whose common thread is competitive technology and business experience in the US Consumer Marketplace. From the top down, its leaders carry long-term experience in the areas of Finance, Accounting, Technology, Marketing, Sales and Law in organizations such as KPMG, PNC, GM, MasterCard Worldwide and other top companies in the Global Marketplace. We are ready for you.

**Customers:** The target demographic varies by industry but, as a whole, falls between the 18-35 year old consumer with smartphone and earning potential/income of \$60k and above, who travels and enjoys leisure shopping/entertainment. The estimated value of this Key Market is about \$115B in 18-22 age bracket alone which represents an estimated 53% of US Consumers. The Marketplace has improved regarding mobile technology acceptance and use to 70% Retail spending

**Sales/Marketing strategy:** Through several strategic alliances and better customer engagement, our plan is to leverage a base of customers from the existing vendor (*US retailers*) data in order to present them with a value-added service and tier 1 product. Once these customers of our strategic partners become our "member". We hold the permission to contact members in his/her secure business/personal purchasing profile with Precision Marketing™/GPSR Marketing™ rewards/offers with notifications using GPS and/or Active RFID (Bluetooth) methods in our patented *GPS Zone*

**Business model:** For 1% of total revenue, vendors can have access to all of our members. In addition, we install proper software/hardware integration for a customized and engaging customer experience. In addition, using our payment partner's services, we can offer payment processing at 1/8 - 1/3 of current transaction fees which may be used for B2C, P2P, Precision Purchasing™, and Precision Gifting™. Transactions are free to the consumer



## Company Profile:

URL: <http://everydaytimesolutions.org>

Industry: Mobile

Employees: > 20

Founded: 2012-06-28

## Contact:

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## Product:

URL: <http://paypike.com>

(contact us for more detailed information)



## Location:

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