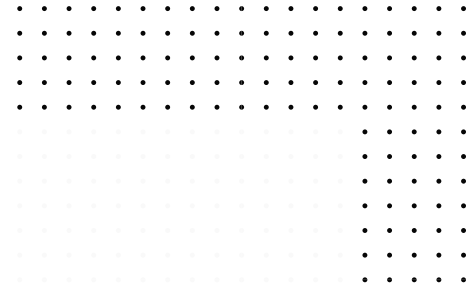


Company Profile

Confidential
Kickback
Investor Group

80 Atlantic Avenue
Suite 400
Toronto Ontario
M6K 1X9





“
**Reputation
Is Everything**
”



Table Of Content

Feel free to check out
the latest news on our
website.

www.kickback.ca

<i>About Us</i>	4
<i>Our 3 Big Ideas</i>	5
<i>Key Performance Indicators</i>	6
<i>Super User</i>	7
<i>Case Studies</i>	8-11
<i>Hypothesis</i>	12
<i>Growth Strategy</i>	13
<i>Road Map</i>	14
<i>Laser Focus</i>	15
<i>Around The World</i>	16-17
<i>The Future Of Work</i>	18-24

About Us | Brief Overview



Kickback is a unique referral-based mobile platform that allows people in multiple industries to seamlessly send referrals back and forth and receive a “Kickback” through the application-based platform. **Kickback** is the first company of its kind to seamlessly transact a financial reward to anyone for sending out a good referral. Although the ‘Kickback System will be used in every discipline and industry, the beta testing and proof of concept will operate in the automotive (car) industry.



\$28,051 In Kickbacks

Here are the numbers we did in the first two months of our Beta. Now we are organizing transactions per cohort.



25% Active Users

Out of all 100 registered users, 25% were involved with a Kickback.



\$587 Average Kickback

The highest Kickback to date has been for 5,000 dollars.



35 Shops

Thirty-five shops signed up and have registered their primary contacts. We expect to grow this number significantly.

Our 3 Big Ideas | Identity



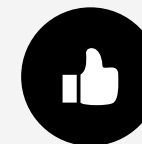
EXPRESS

Getting deals fast and secure is the most critical component. We want each Kickback to happen seamlessly, and non-native users need to feel comfortable with the checkout process. If we can make this easier than sending an e-transfer and overcome transfer size, we can gain lots of market share.



EXPERTISE

We want to drive action based on expertise and allow each user to feel comfortable referring good leads. Industry experts will benefit by showcasing their talents, and they can benefit from both sending and receiving quality leads.

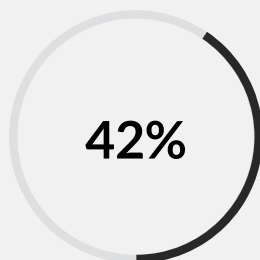


EXCLUSIVITY

We are going to vet all the shops and businesses carefully. If we remove the bad actors and reward good behaviour, our marketplace will thrive due to quality rather than quantity. Exclusivity will also drive demand as this is a marketplace for people that can make deals happen and make money.

Key Performance Indicators | Story So Far

We are not worried about vanity stats. Our goal is to measure and quantify revenue based on active users and frequency. While the average fare for Uber is around \$25.37, we are projected to do at least 10X* that with average Kickback.



Percentage of Shops
Doing Kickbacks

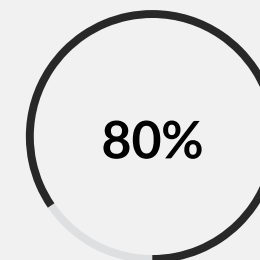
42%

Shop retention is critical, and we are providing top-level customer service so that inactive shops receive their first Kickback.

\$1,200

Average Kickback
Per Active User

Our lowest Kickback was for \$20, and our focus is to map out the average transactional volume based on industry and type of user.



Stores That Register
On First Visit

80%

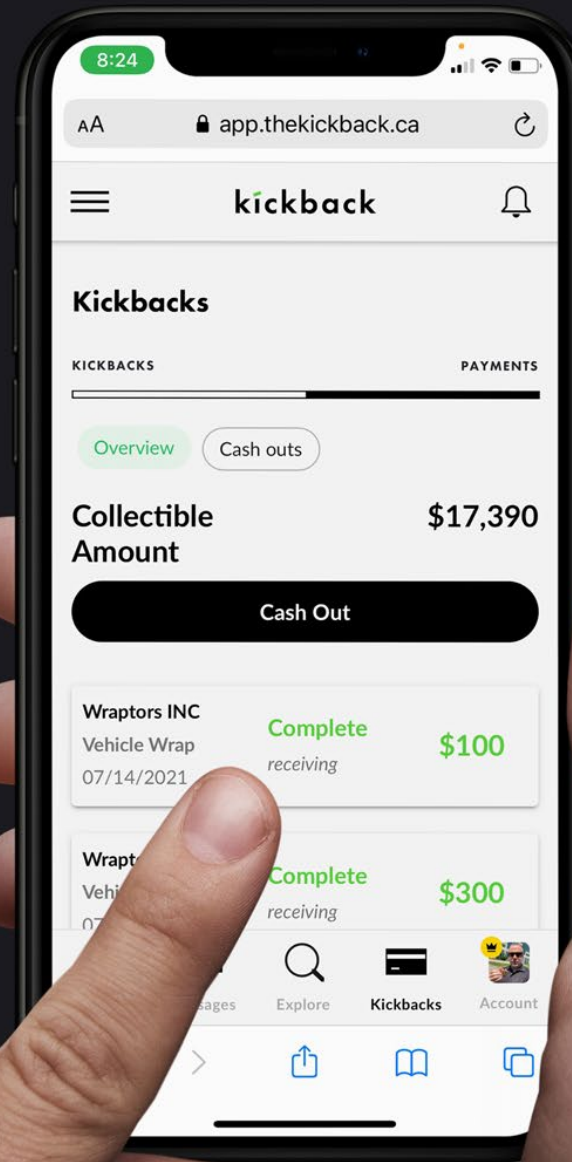
If we improve the app's functionality and present more payment and advertising options, we expect these numbers to stay consistent.

“

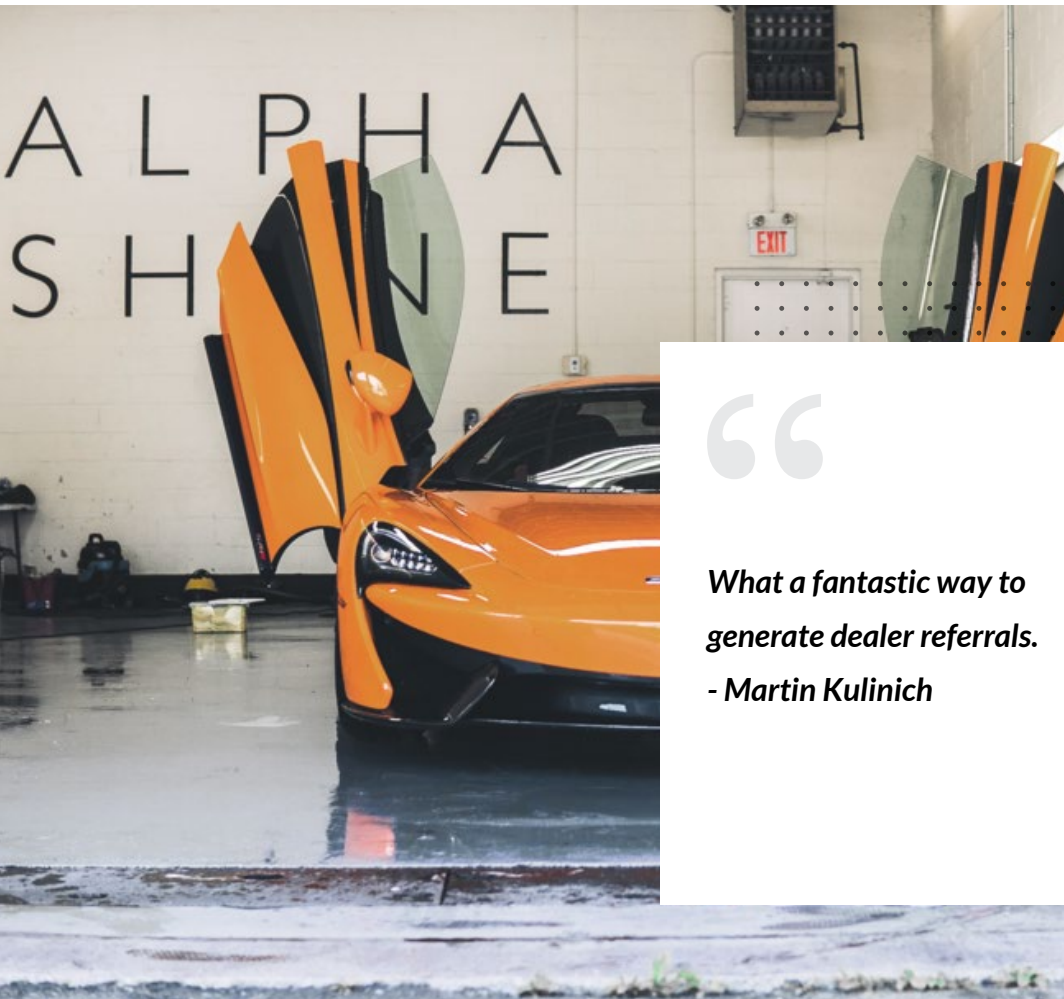
Kickback is single-handedly the most accessible product to register new businesses and users. We have had very little pushback because the concept is universally understood and easy to explain. In addition, we have very minimal operational risk. Note that we are not asking people to drive strangers across town (Uber) or creating mini-hotels in family homes (Airbnb).

Super User | Mike McDonald

Mike is our very first super user, and he helped validate that the Kickback concept is a massive opportunity. His success can be considered better than a full-time salary for the average salesperson. Although Mike's performance is dependent on his network and comfort level with the app, we hypothesize that roughly 5%* of the auto market has Super Users. Interestingly, Mike's average Kickback is only 3% higher than the average Kickback sent by other active users. But his success came from the frequency and the quality of leads sent to his contacts. For example, out of the 65 total Kickbacks Mike completed, his success rate was 47%. His highest Kickback was for \$5,000 and his lowest for \$20.



Alpha Shine | Auto Industry



“

What a fantastic way to generate dealer referrals.

- Martin Kulinich

Alpha Shine provides the Ultimate quality-driven car care service. The organization’s primary focus is to change the way consumers experience and use automotive services globally. Martin’s forward-thinking and young management team is making the most out of Kickback’s opportunity because they know it’s the future of referrals.



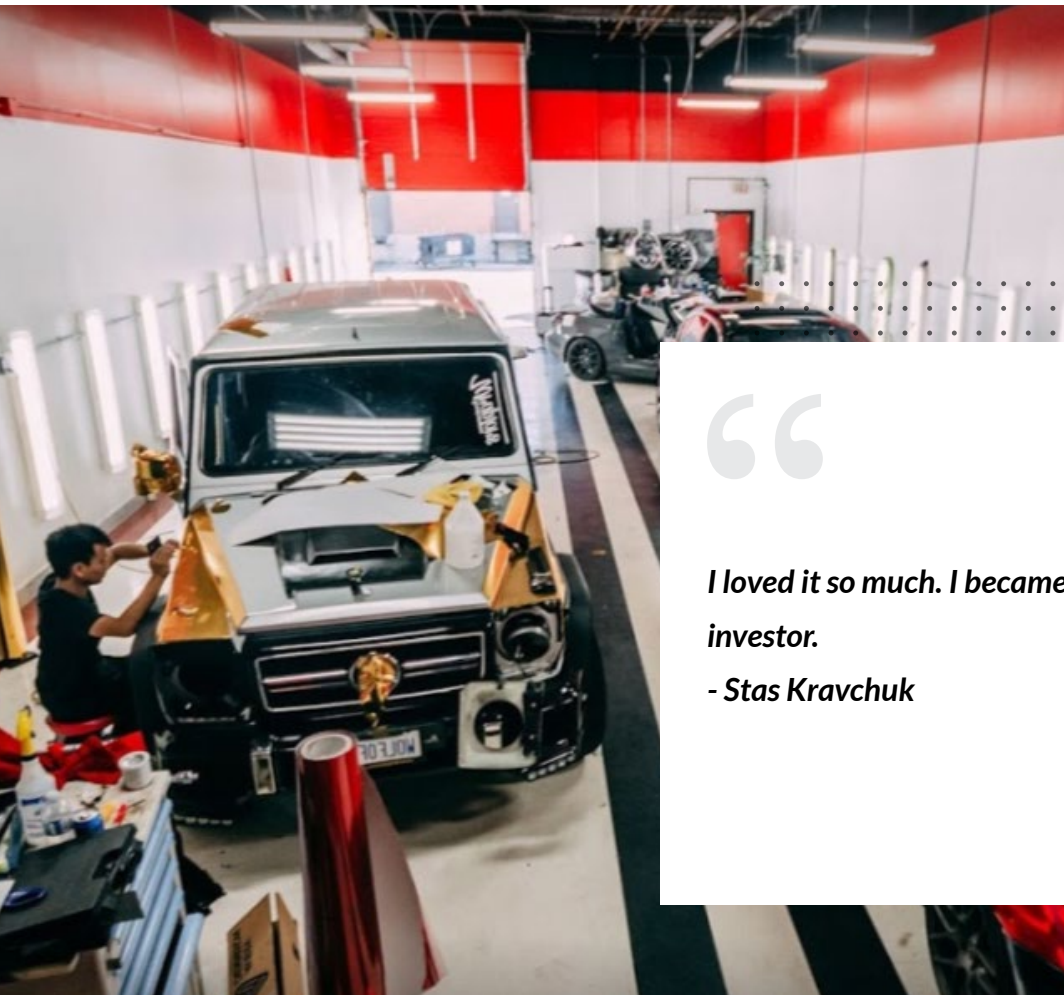
Impact

Similar to many car detail shops, Alpha Shine already had a system of retail and wholesale pricing. Consequently, it was easy for their team to adapt to the Kickback model.

\$80

Average Kickback

Wraptors INC | Auto Industry



“

I loved it so much. I became an investor.

- Stas Kravchuk

Wraptor’s Inc specializes in Full Custom Vehicle Warps in Toronto. They have a primary 10,000 square feet showroom in Mississauga and multiple out-of-city locations such as Ottawa and Calgary. This business has the highest potential because the average Kickback is 3x that of Alpha Shine. Therefore, we predict that the Car Wrap market has the highest upside in the auto industry.



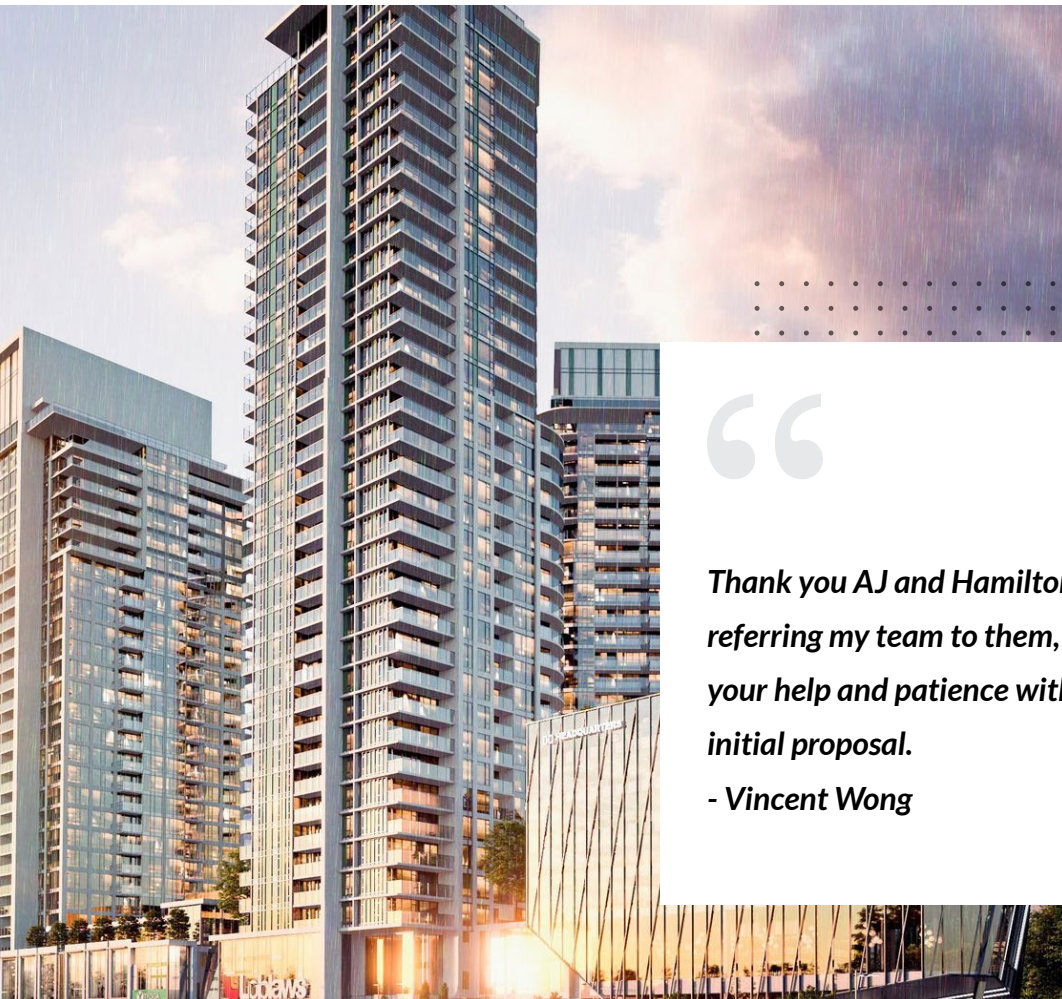
Impact

Wraptor’s was able to generate 4 Organic Leads, with 2 of them turning to customers. That’s several hundreds of dollars to their bottom line. We offered them free advertising, and they were open to the idea of becoming one of our first brand ambassadors.

+4

Organic Leads

Moody 3D | Software Industry



“

Thank you AJ and Hamilton for referring my team to them, and your help and patience with the initial proposal.

- Vincent Wong

Moody 3D is a rendering and animation studio that focuses on the aesthetic experience and the visceral communication of transforming concept marketing and design ideas into reality. Their primary contact Vincent is an acquaintance of Hypekraft, and when the opportunity came to refer an important client, we used the opportunity to do it as a Kickback.



Impact

The referral client was pleased with the work done so far by Vincent and his team. This was a fantastic lead that translated to big business. The Kickback was agreed to be 15% of the total job price (\$12,579). The first payment was made in June for \$2,797.

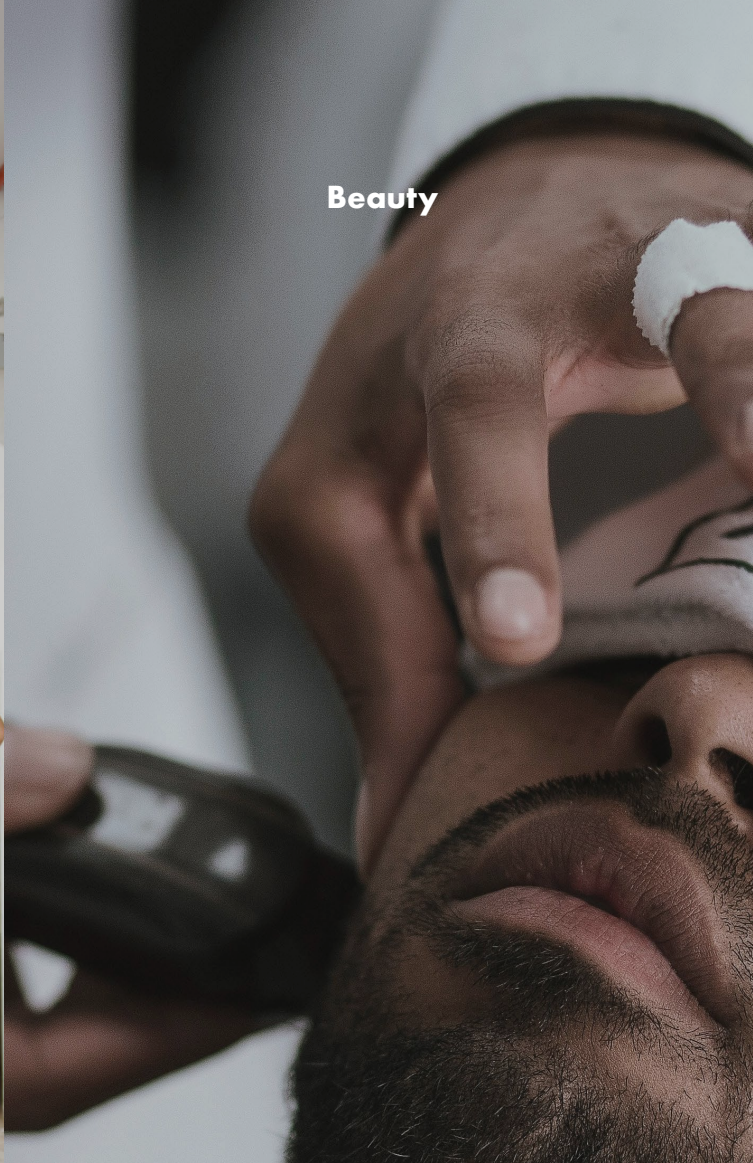
\$83,860

with a 15% Kickback

Construction



Beauty

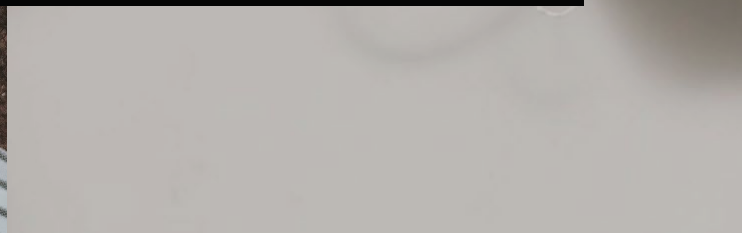


IT Services



**Game
Changer**

The potential for other industries is massive, and we are just barely scratching the surface on the total addressable market. Regardless, our focus is on the auto industry due to a low barrier of entry and our primary target demographic.





Hypothesis | Disruptive Opportunities

Innovation

We quickly realize the disruptive qualities of the Kickback solution. Our software is unique, and there is nothing truly like it in the market.



01 Other Industries

We know that Kickback will work in other industries (this is a no-brainer); the demand is there, but we will need staffing and resources to make this happen.

02 The Discovery Page

The discovery page is where companies can advertise services and find new users. We are using Instagram as a source of inspiration to make the app sticky for users.

03 New Type Of Data

We are adding a deep layer of transactional data that stores users information before and after referrals. These new data inputs will be indispensable to third-party advertisers.

04 Transactional System

We plan to incorporate more flexible and immediate payment options that will increase our technology advantage. In addition, this presents a new opportunity to build a transactional component that can compete with Stripe and Paypal.

Growth Strategy | Creating A Hook



Notification Feed

We don't have to reinvent the wheel. Just follow the dopamine and provide users with a rush of excitement combined with money.



Digital Avatar

If we become the number one marketplace where the big shots are making money, we can be leaders in online reputation building.

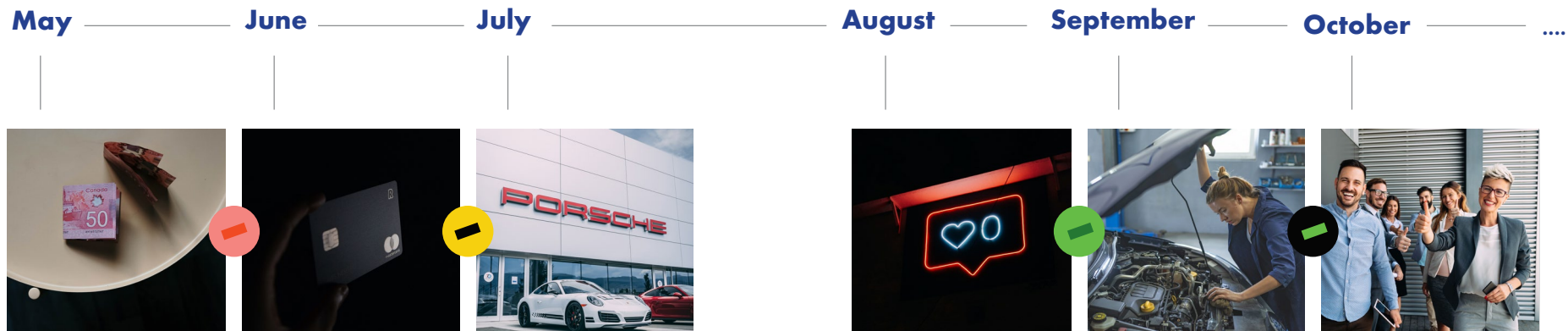
1%

Kickback Incentive

We have a concept of incentivizing top performers by allowing them to make 1% of the total Kickback from their networks.

Payments and incentives are to be paid directly into the user's wallet.

The Road Map | Software and Strategy



01 Early Stage Beta

The early-stage Beta was sent to our focus group in May. We used this initial data to validate and help plan for a larger-scale launch.

- Build, Measure and Learn
- Building the Marketplace
- Resolving Usage Bottlenecks
- Kickback with ETFs
- Kickback with Credit Cards
- Explore Page

02 Late Stage Beta

The late-stage Beta is to increase our data acquisition and to add more buyers. The goal is to validate our cohorts monthly and make the application sticky with every iteration.

- Allowing Businesses to Advertise
- Introducing More Buyers
- Finding Super Users
- Finding More Sellers
- Focusing on Digital Avatars
- Perfecting Notifications

Laser Focused | Resolving Bottlenecks

Testing and Development

Now that we have mapped all our development plans and features, we are looking at new developers to speed up the progress. We plan to keep the core development team in Canada to maximize cybersecurity and protect our IP.

Sales and Marketing

The goal is to bring on a sales team that can help onboard and work with our most essential service shops. Because the product is already sexy, we only need to add gasoline to the fire. Trust us; people want this thing.

Operations and Customer Support

We want to reduce any churn by offering world-class customer service and support. We estimate that we need to have account resolutions similar to Airbnb and Uber as the user numbers grow. One unique approach is to launch a 24/7 AI that can help with instant solutions and user onboarding.





**\$349* per
active store**

We estimate thousands of automotive stores across Canada will sign up. We plan to go nationwide as soon as possible once we establish more territories in Toronto.



Around The World

We need to commercialize this idea aggressively. The window on something like this comes once every generation.

The Formula

We have a rock-solid procedure that will organically drive in more users. The ultimate goal is to ease Kickback into the natural behaviour of salespeople worldwide.

01 Finding The Best Stores

Quality service providers will pay their referrals on time and with higher success rates.

The importance of building a vetted marketplace is to ensure that transactions happen without fault. We will monitor the reputation of every user and provide an ideal environment for people to thrive.

02 Finding The Super Users

We assume 5%* of the market is made of super users. These whales will stimulate the Kickback economy.

A robust marketplace with lots of options appeals to these super users. If we can also incentivize this unique group to make 1% of all their network transactions, the results can be explosive.

03 Convert Normal Users

Superusers aren't born; they are made. Our strategy also needs to account for the lowest common denominator.

We understand not every user is going to be super from day one. But our suite of tools will empower even the laziest salesperson to make a quick buck. The final part of our formula is to see how many average users we can convert to super users.



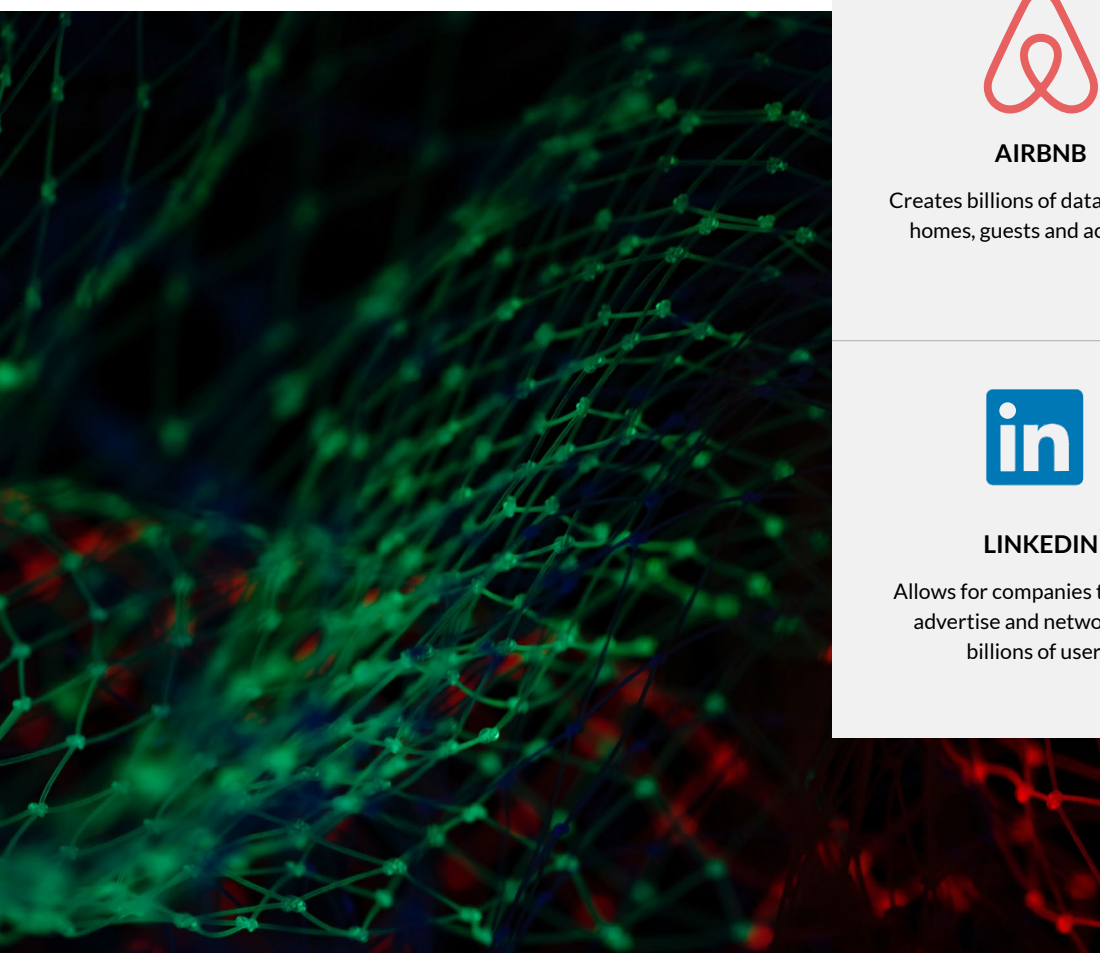
The Future Of Referrals

We want to own the referral space. We want to own the word Kickback. So when you think of Kickback, think of us.

Remember the time when Facebook and LinkedIn first came into the market. Notice how Facebook evolved to Instagram, Snapchat, and now Tik Tok. But what happened to LinkedIn? The professional network giant has grown stagnant with no active competitors. It's time to play David to their Goliath.

This idea isn't far-fetched. Think of Amazon; they started by selling online books. We have the technology to be incredibly disruptive in the professional network category (think LinkedIn meets Uber).

Micro Data | Will Predict Behaviour



AIRBNB

Creates billions of data points on homes, guests and activities.



GOOGLE

Google provides instant search results and advertisements to billions of users.



KICKBACK

Kickback has the potential to absorb the best quality of each of these super companies.



LINKEDIN

Allows for companies to recruit, advertise and network with billions of users.



UBER

Has millions of drivers and passengers per day, clocking billions of miles monthly.



FACEBOOK

Influences millions of buying decisions every second.

Our ultimate goal is to be the single biggest employer of independent salespeople in the world.

—
We know how invaluable data is to the future of this company. If we want to be the next software giant, we need to think strategically about organizing and building our platform the right way. Data and metrics will be critical, and the more user data we can monetize, the quicker we can get to a **“Billion-Dollar Valuation.”**

Advertisers | Dynamic Marketplace

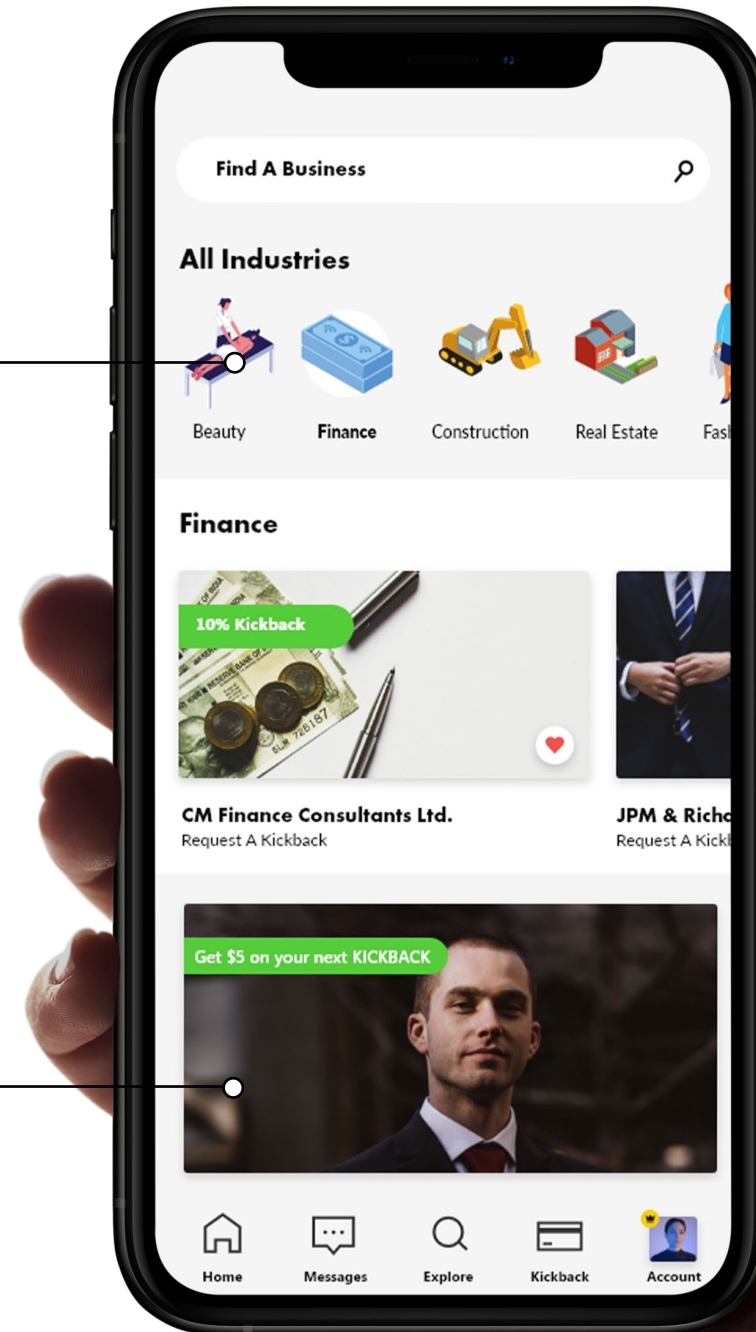
The explore page will be a dynamic marketplace where users can find and request KICKBACKS. The primary aim is to allow businesses to advertise their services and attract new leads.


01 Filter

We are initially starting with services in the auto industry. But we have already strategically organized how we would introduce other sectors and user groups.

02 Special Deals


With transparency and a robust rating system, users will quickly see the potential money-making opportunities. We believe this will supercharge and create an economy that is unique to our platform.






Version 1.0 ** we are here*

Currently, we are offering free advertisement, and we have already proved this mechanism generates leads for service shops.




Version 2.0

We will introduce contractors that are already familiar with KICKBACKS and replicate the model we built for the automotive industry.








Version 3.0


We plan to introduce more specialized businesses that offer larger KICKBACKS. These premium opportunities will give us higher returns and more advertising opportunities

Find A Business 






Auto Industry


Leather Car Wrap Stereo & Alarms Detailing T

Find A Business 






All Industries

Beauty Finance Construction Real Estate Fast

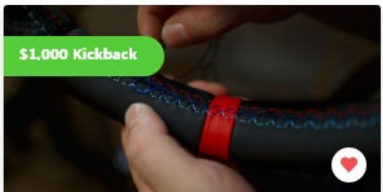

Find A Business 

All Industries

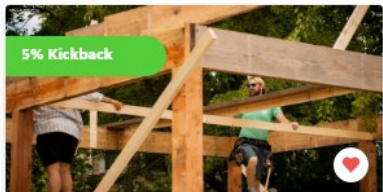

Beauty Finance Construction Real Estate Fast

Favorites

Alpha Shine
Request A Kickback



Construction

Phillips & Sons Roofing
Request A Kickback


Plumbing
Request A Kickback

Finance


CM Finance Consultants Ltd.
Request A Kickback

JPM & Richa
Request A Kickback




Get \$5 on your next KICKBACK

Home Messages Explore Kickback Account



10% Kickback

Home Messages Explore Kickback Account



Get \$5 on your next KICKBACK

Home Messages Explore Kickback Account

**WE
SHOW
YOU THE
MONEY**

**kickback
market**

**WE
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MONEY**

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Building The Brand

This idea has all the ingredients to be extraordinary. Combined with fearless execution and determination, we won't compromise on being direct with our core audience. The goal is to make money and cut out all the fluff and ceremony that comes with sending and receiving referrals. Our monetizing avenues are also much different than Youtube or Instagram, where only a few talented/lucky users can make lots of money. We believe that Kickback will perform better than other gig economy counterparts since our average transactional size is much larger. The chances of users doing Kickback for full-time employment is very likely.

IT'S
WHO
YOU
KNOW



www.kickback.ca

kickback
market



Thank You



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