



MOBI
TRADES

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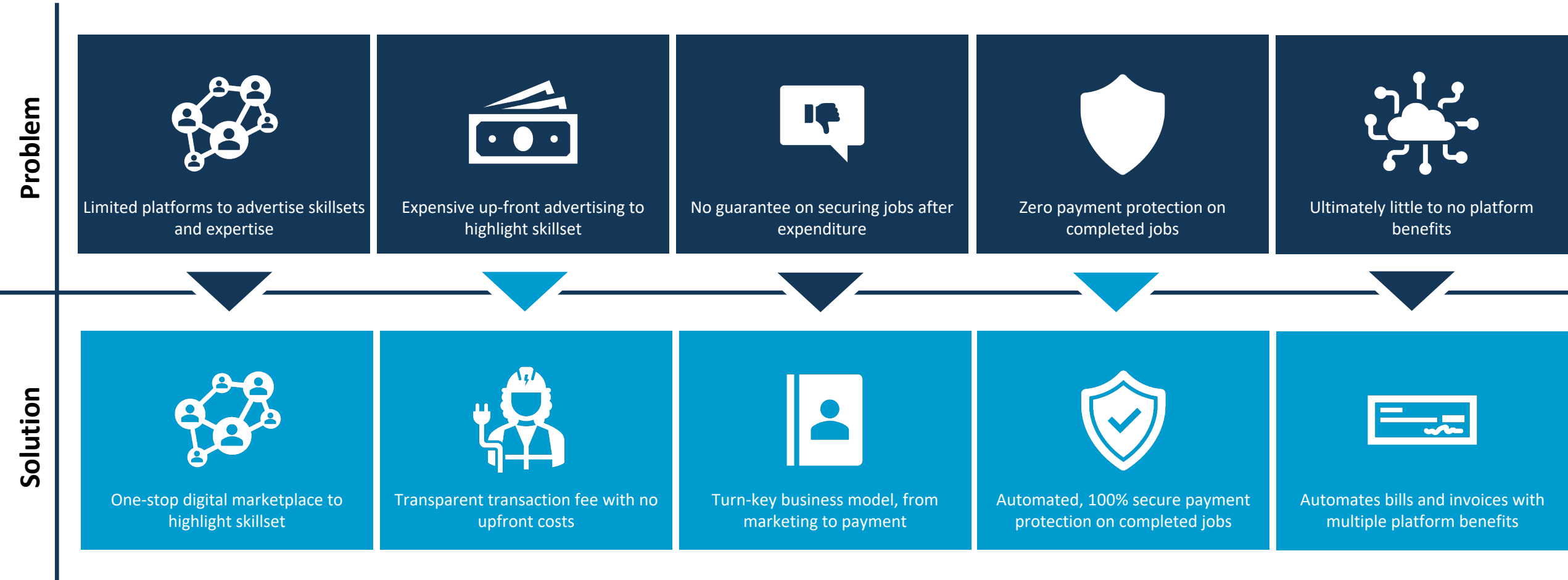
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Introducing **Mobi-Trades**, a unique digital service marketplace that connects service providers or tradespersons directly to consumers on-demand, through the gig economy.

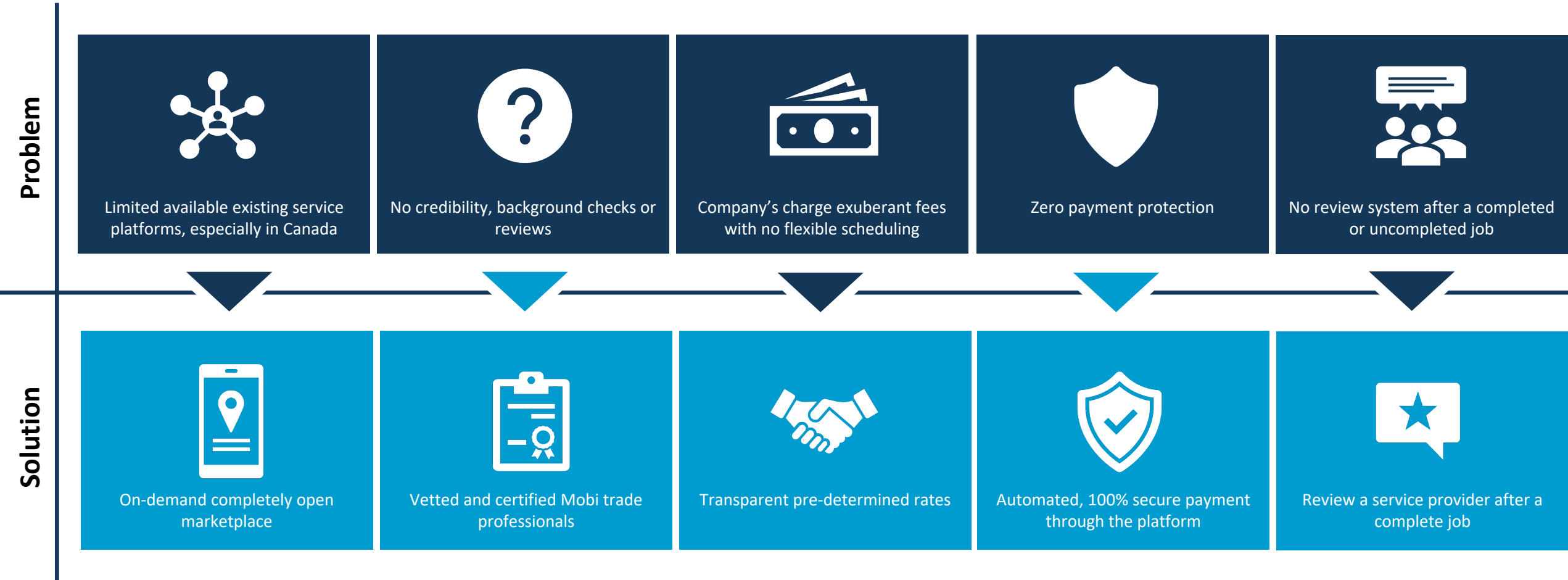
- A gig economy is simply defined as a digital platform that facilitates services between freelancers and customers, with trends suggesting a growing proportion of the population is participating in the gig economy.
- However, there remains little to no competition within the gig economy as it relates to trades, particularly within Canada.
- Mobi Trades will seek to bridge a gap in the market by providing an easy-to-use, completely automated platform for handyman-related jobs, connecting trades people directly to consumers.
- Homeowners can instantly book a professional at a pre-determined rate, rather than scour dozens of reviews, obtain multiple quotes, or pay exorbitant costs.



Problem for the Service Provider



Problem for the Customer



Why Now?



There remains little to no competition within the gig economy as it relates to trades, particularly in Canada – a **potential \$86 billion handyman market just within Canada that is primed and ripe for disruption** (Ibis World).



The onset of COVID-19 has intensified demand for home improvements, both in Canada and the United States. Nearly half of all Canadians are expected to spend up to \$10,000 on home renovations in 2021 (Statista).



Post-COVID-19 trends show a substantial increase in demand for freelancing services, which will unboundedly translate to trade based freelance services (Website Planet).



Ultimately, gig workers are disrupting the current marketplace, as they currently represent more than one in 10 Canadian adults (13%), and more than one in three Canadian businesses (37%) employ gig workers (Payments.ca). The shift is even more pronounced within the American landscape with 57 million Americans taking part in freelancing (Certn).

Market Opportunity is Huge and Growing



Total Available Market

\$330.1 billion 2021 gig economy revenues, with the market showing growth at 17.4% (CAGR 2020-2023) to \$455 billion in 2023 (Mastercard and Kaiser Associates).



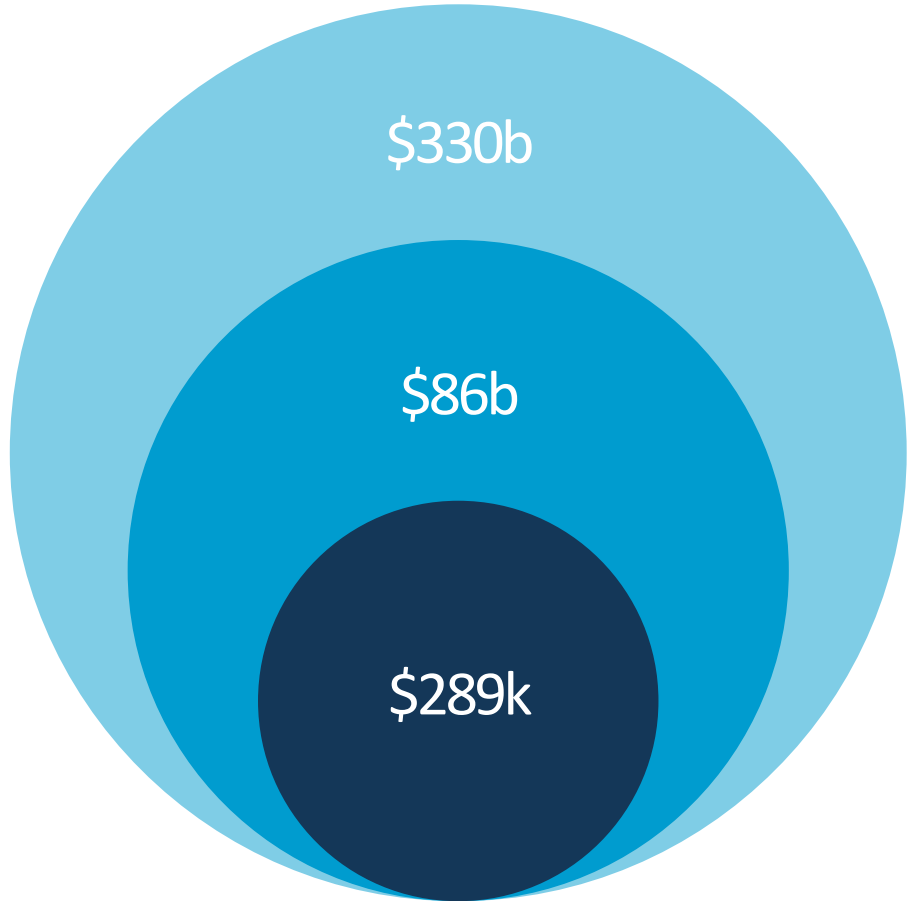
Total Serviceable Market

\$86 billion 2021 Canadian handyman revenues, with the market showing growth of 2.3% (CAGR 2021-2025) to reach revenues of \$97 billion by 2025 (IBISWorld).



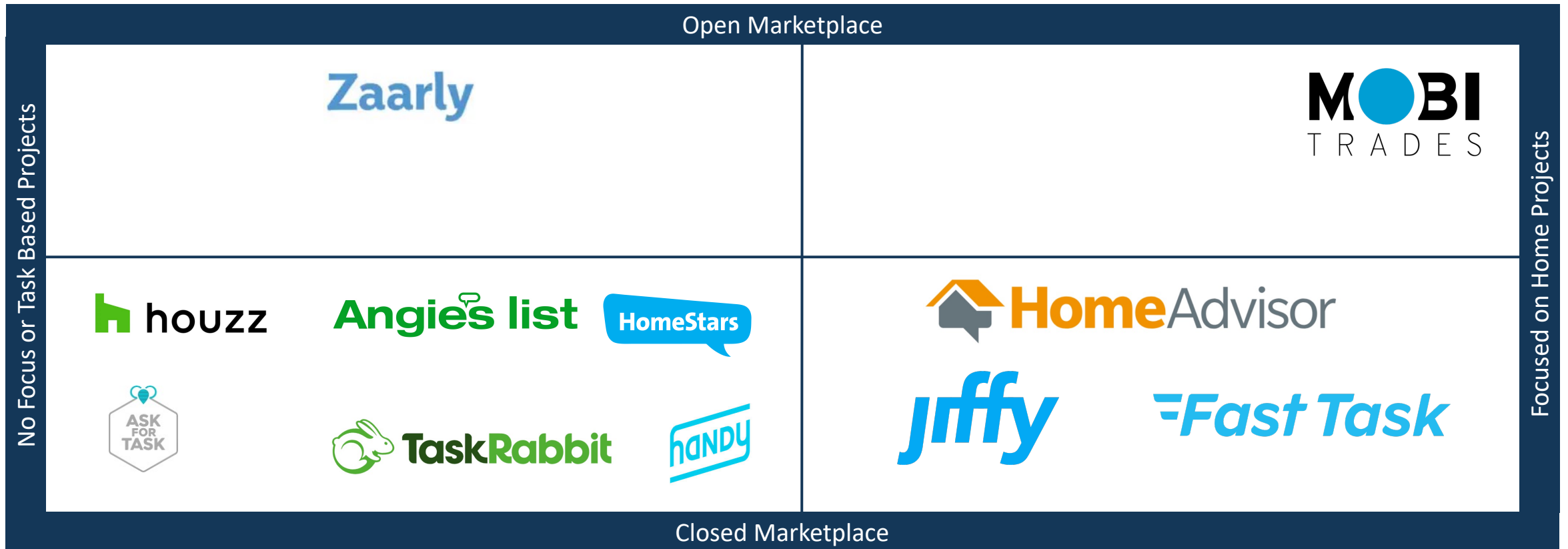
Market Share

\$288,895 in first 12-month revenues, with 1,400 new users, spending \$1,000 per year, with Mobi-Trades taking a 20% commission on all transactional values.



Competitive Landscape

A new market segment: There are competitors on the market, however, all competitors on the market are seen as indirect competition. Direct competitors are defined as (1) those with a completely open marketplace*, (2) including a full job process from job posting and negotiation to payment and review, (3) focused on home projects, (4) operational in Canada.

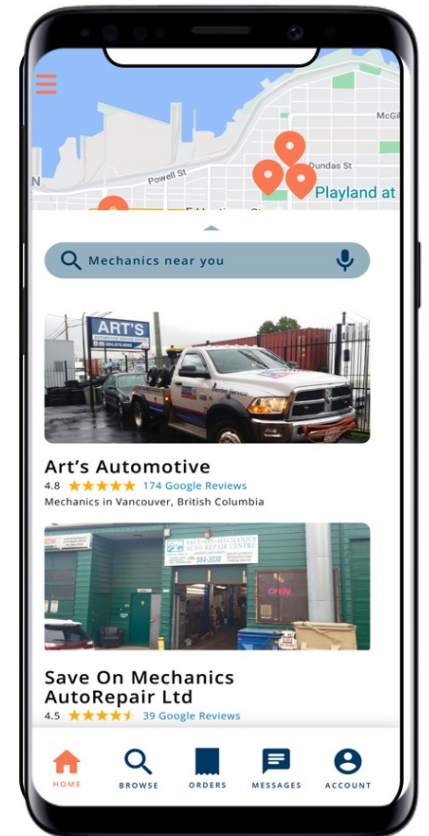
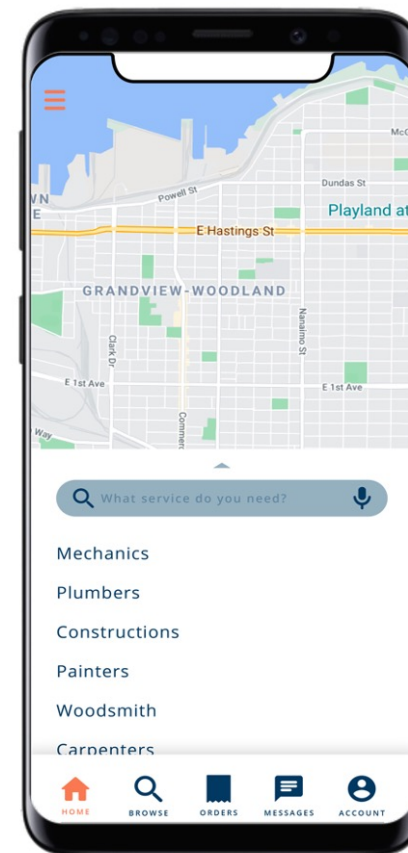
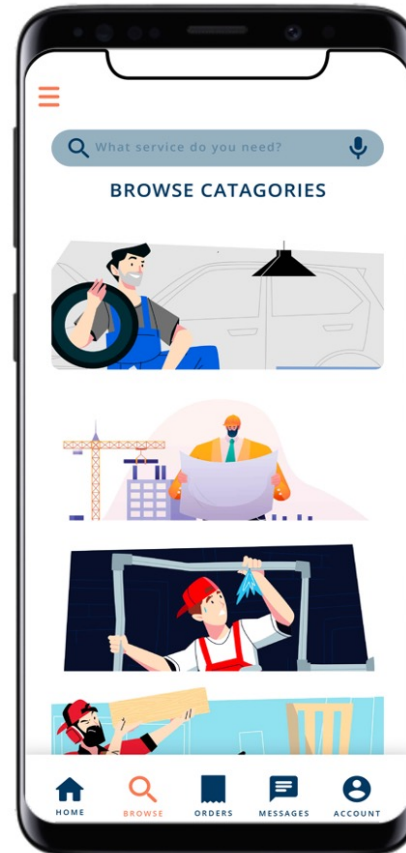


*Open Marketplace – An unrestricted market with free access by and competition of buyers and sellers.

Introducing Mobi Trades – Easy Home Maintenance

- Intuitive user experience
- Service description with tagging capabilities
- Image upload for service quotation purposes
- Quotation acceptance/decline/counter abilities for trades and consumer
- Review ranking system for both tradesperson and customer to ensure compatibility
- Fair estimate given based on distance and time to repair. The consumer has a GPS overview of the accepted tradesperson during the entirety of the project
- Two-way confirmation of completion and final payment mechanism
- Easy in-app dispute process & referral program for coupons/discounts
- Select providers based on their reviews or tasks completed
- Users can locate their provider and track their location on the app

The Mobi-Trades application comes with a variety of benefits and features for both the *user* and *service provider*.



How It Works



Mobi Trades – Value Proposition



Experienced Management Team

- Comprised with a team of multiple years of experience, knowledge, and expertise across different industries.
- Unique skillsets in **Business Development, IT and Technical Support, Finance, Accounting, Sales, and Marketing.**



Enhanced Platform Benefits

- Only platform in the Canadian marketplace that allows users to book instantaneously **OR** send out job proposals.
- Customers receive all the benefits from competitors with more flexible booking options through the Mobi Trade platform.



Open Marketplace & Ease of Use

- Easy-to-use application for customers and service providers alike, with the ability to onboard and retain customers with exceptional churn rates.
- Mobi Trades is the **only** platform in Canada that utilizes an open marketplace system.
- This allows freelancers and customers to set their own prices and not be limited to pre set prices.

Management Team

Gordan Dumka

Chief Operating Officer

Gordan Dumka is a founder and senior partner at Evolve Creative Solutions Inc. and Mobi Trades. Gordan has served as a board member, including an executive position on the SFU Student Council (serving with Christy Clark and Kevin Falcon) and a director with Core Workflows. He leads the design team at ECS, while he participates in these facets, as the company has grown, his focus has been on sales/marketing strategies and customer relations. He is motivated, innovative, and always willing to undertake any challenge and will be a critical asset in Mobi Trades.

Mike Bleackley

Chief Marketing Officer

Mike founded Evolve Creative Solutions Inc. in 2007; as CEO, his tremendous work ethic is the driving force of ECS. He is responsible for business development, operations and administration, finances, project management, and recruitment. His strong understanding of technology, marketing strategies, content development and web strategies brings vast experience to the Mobi Trades management team of which he is also a Co-Founder. Previously, Mike owned a production company focused on producing events within the music and corporate sectors, managing teams of 10 to 100 people and attendees into the thousands.

Erick Factor

Director

Erick is a well-known expert in the cannabis industry with 20 years of experience in cultivating medical marijuana and manufacturing cannabis products. Most recently, he served as the Chairman of the Board for MYM Nutraceuticals, helping to lead the company to a valuation of \$500M. Mr. Factor was able to raise over 30 million dollars through non-brokered private placements. Mr. Factor has a passion to creating companies and will play a pivotal role in Mobi-Trades funding strategies and overall operations.

Kelin Ainsworth

Chief Executive Officer

Kelin is the co-founder and CEO of Mikel Business Consulting, carrying several years business experience across different ventures. As the CEO of Mikel Business Consulting, Kelin plays an active role in helping young and established entrepreneurs start and grow their businesses to success. Kelin studied business at Lakehead University, majoring in Marketing and Management, before receiving a Master of Business Administration degree, where he was awarded Academic All-Canadian honors. Through his high level of work experience and decorated education, Kelin brings an excellent set of skills and knowledge for the CEO role for Mobi Trades.

Mitch Fillman

Chief Financial Officer

As a partner and co-founder at Mikel Business Consulting, Mitch provides a range of consulting-related advice to clients for investment and strategic purposes. He has helped raise over \$100 million for all types of companies globally, from startups to large multinationals. Mitch was mainly involved in the review and preparation of investment material needed for these companies. Before Mitch's role at Mikel Business Consulting, he worked as a financial consultant for Lakehead University and an auditor for BDO. With Mitch's high level of work experience and detailed financial orientation, he will play a pivotal role as CFO at Mobi Trades.

Miguel Palomino

Chief Technical Officer

CTO at Evolve Creative Solutions for over six years, Miguel leads the agency's application, software, and website development departments, managing the team of software developers in our Mexico office. Miguel is an expert in serverless architecture, angular programming, blockchain technology, cryptocurrencies and has over 17 years of experience working as a software developer. With an articulate mindset and extensive industry experience, Miguel will be taking on the CTO position within the Mobi Trades management team.

Technical Support Team

Evolve Creative Solutions Inc. | A marketing and software development company founded in 2007 with teams in Vancouver, Canada and Mexicali, Mexico. Their Vancouver office consists of web strategists, designers, developers and project managers who communicate in local time with their team of senior software engineers in the Mexicali office. This partnership with ECS provides Mobi Trades the advantage of maximizing our capital by utilizing their team's expertise while receiving cost pricing on development and marketing assets. Several portfolio items:

- Budly, a cannabis delivery platform (like Uber Eats) for use in California's market.
- Trybe | A new social media platform with monetization aspects.
- Core Workflows | BIg data management platform, passed Salesforces' scrutiny.
- BDZR | A real estate assessment tool assessing local zoning laws for development viability.



Go-To-Market Strategy

Phase 2 – MVP Development | Months 0-6

- Initiate seed fundraising campaign with a \$500,000 target.
- Finalize all branding strategies and begin to work with go-to-market agencies in preparation of platform launch,
- ESC data scientists to enhance the platform's capability and leverage, analyze and transform the data into actionable insights.
- Begin to procure initial relations with industry stakeholders throughout key markets.

Phase 4 – Brand Awareness | Months 9+

- Launch Mobi-Trades application in Vancouver and the lower mainland with distinct services and features.
- Ongoing product development while securing initial sales and continuous beta testing of the platform.
- Launch an initial marketing campaign and begin to convert an extensive network of users while obtaining KPI's for series A.
- Attract customers through a robust online presence, a professional website, trade shows, strategic partnerships, and a referral program.

Phase 1 – Due Diligence | Months 0-3

Completed

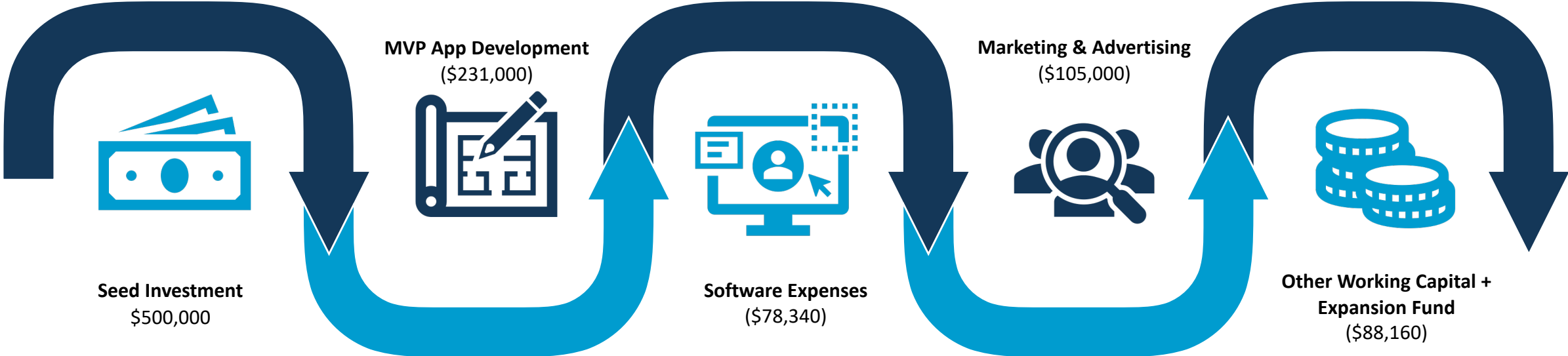
- Finalize consulting-related activities to secure strategic seed investment sources, allocated primarily to the MVP.
- Finalize the founding team and assign direct titles and duties.
- Complete an alpha prototype of the web portal.
- Finalize all administrative assignment and cap structure to initiative seed funding campaign, dedicated to the beta version of the Mobi Trades application.

Phase 3 – Beta Testing | Months 6-8

- Beta testing the MVP before introducing the platform to a mass audience.
- Product feedback on functionality and subjectivity.
- Revise platform, fix bugs and all functional inefficiencies before platform launch.
- Heavier emphasis on outbound marketing efforts will be in place through management to create initial relations with prospective customers, industry stakeholders, and potential investors.

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Funding Needed for Operations (CAD)



Notes

- The investment round is now open. Target close December of 2021.
- 5,000,000 shares are available - \$0.025 per share. Investment to date has exceeded \$100,000.
- The investment will be primarily allocated the MVP app development and an aggressive sales and marketing campaign in our test city of Vancouver.

FUNDING ROUND

Pre-Money Valuation	\$2,000,000
Funding Round Preferred	\$500,000
Post-Money Valuation	\$2,500,000

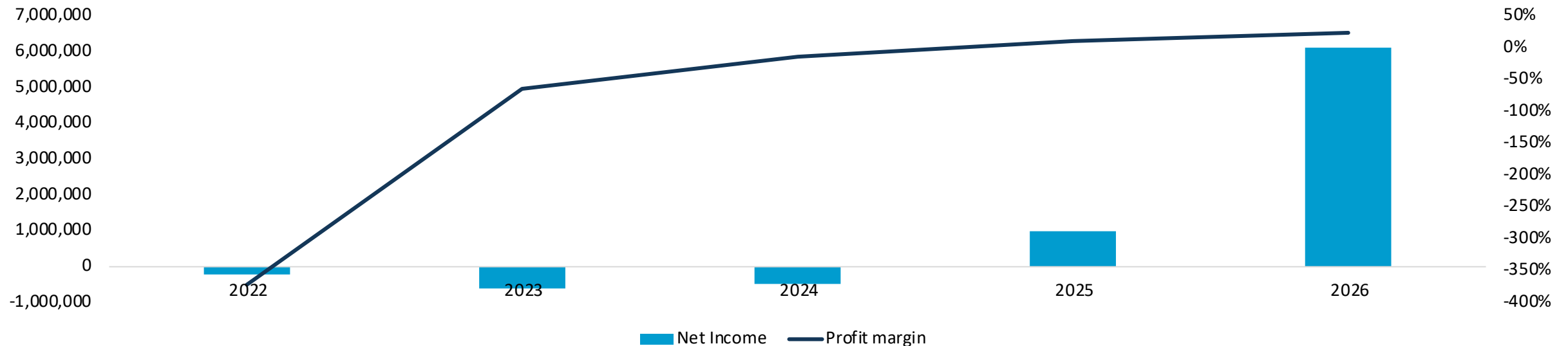
Financial Assumptions (CAD)

Unit Economics						
	2022	2023	2024	2025	2026	5 years
New Users	1,400	8,970	26,091	70,545	180,364	287,370
Churned Users	132	2,833	9,806	27,421	70,441	110,633
Churned User Percentage	9.42%	27.67%	29.28%	29.10%	28.50%	38.50%
Total Users (New+Retained)	1,268	7,405	23,690	66,814	176,737	176,737
Orders Per Month Per Contractor	10	10	10	10	10	10
Contractors Needed to Onboard	127	741	2,370	6,682	17,674	17,674
Markets Penetrated	1	3	6	9	10	10
CAC	75.00	67.50	60.00	52.50	45.00	49.05
LTV	350	319	389	424	460	388
LTV/CAC	4.67x	4.72x	6.48x	8.08x	10.23x	7.92x
Service Fee Per User*	1,000	1,000	1,000	1,000	1,000	1,000
Commission	20%	20%	20%	20%	20%	20%
ARPU	200	200	200	200	200	200

*Based on similarly positioned companies and the average spend on handyman services. National average spend on handyman services in the United States is \$500. It is assumed customers will place 2 orders per year.

Financial Output (CAD)

Financial Highlights						
	2022	2023	2024	2025	2026	5 years
Platform Transactional Value	288,865	4,652,629	16,489,809	48,399,505	131,453,425	201,284,233
Revenue	57,773	930,526	3,297,962	9,679,901	26,290,685	40,256,847
Gross profit	46,218	790,947	2,968,166	8,711,911	23,661,616	36,178,858
EBITDA	(177,122)	(552,188)	(427,700)	1,337,193	7,708,047	7,888,231
Net Income	(214,897)	(601,321)	(479,717)	984,759	6,104,358	5,793,183
Gross margin	80%	85%	90%	90%	90%	90%
EBITDA margin	-307%	-59%	-13%	14%	29%	20%
Profit margin	-372%	-65%	-15%	10%	23%	14%





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Thank You

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