

2010 Investor Summary



Gogiro Internet Group, Inc.

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Gogiro Internet Group, Inc.

Business Highlights

Company breaks-even, revenue sources:
Regional Licenses, Product Setup Fees, Subscription

Selling 1 Regional License per month for \$15k - \$20k,
9 Regional Offices setup ~ 1,250 global inventory

\$125 cost to acquire a client (absorbed by setup fee).
Clients provide NET profit of \$10 - \$20 /month

\$125k+ invested into IT systems that allow Gogiro to
expand internationally (SR&ED credit)

Once established internationally, Gogiro becomes a
powerful, coveted IT distribution network



Small Businesses Everywhere Face

eBusiness Problems

Everyone uses the internet, and small business owners need to market their businesses online to ensure growth

Then why do less than half of North America's 45+ Million Small Businesses have an online presence?

Small business owners perceive creating an online presence as either too expensive or too daunting

Many options available, but not a go-to-brand - a reliable solution is hard to find



Technology Alone is not the Answer

Gogiro's technology makes it easy for small business owners to get online, and promote.

Small business owners want to deal with their 'web guy' - Gogiro integrates People into the solution for local service and support

Unlike Godaddy (and others) – We provide local service / support, not do-it-yourself, or call center.

Unlike local Freelancers– Clients don't sacrifice results, features, or reliability due to smaller budgets.



A Large, Underserved Market in a

Growing Industry

The eBusiness market is thriving, with small businesses leading the way

129.6% annual growth in North American internet use

28 million new websites globally since Jan '09

Online ad spending projected to grow 25% /yr for the next 5 years, and has already surpassed print

23% industry growth during 2009 recession



Gogiro's Core Solution to Small Business

eBusiness made easy!

Gogiro's packaged products are designed specifically for small business owners

Subscription based with no contracts

Cost-effective, template solutions that are customized for each client

Easy to order with multiple packaged options

Service and support by a local office, maintained through reliable corporate infrastructure

Products include Websites, SEO, Lead Generation, Newsletters

A person is seen from behind, standing in a field of tall grass or wheat. Their arms are outstretched to the sides, reaching towards a bright, cloudy sky. The scene is bathed in warm, golden light, suggesting a sunrise or sunset. The overall mood is one of freedom, growth, and achievement.

An Expansion Model Structured for

Sustainable Growth

Gogiro opening over 200 Offices in N.A. and 1000+ globally, solidifying as industry leader

All sales, service, and billing handled by locally owned and operated Gogiro Offices

All orders processed and maintained by Corporate

Distributors pay Gogiro an exclusive licensing fee, and wholesale prices on all sales

Business strategies and tactics easily adaptable to local pockets and foreign markets



The Building Blocks are in Place, Gogiro is

Equipped for Expansion

Over \$125k invested into IT that streamlines high user access and production volumes

Recent launch across North America resulting in 5 Canadian offices and 4 US offices starting-up

Average 1 new office per month in N.A. – future plans for Asian and European expansion

Able to process 250-300 orders per month, can increase efficiency 50% with IT development

Retail marketing vehicles tested, and refined:
Affiliate, DM, and Viral



At its Current Growth Pace, Gogiro's Future is

Highly Profitable

Profit from Office Licensing, product setup fees, and residual subscription payments

Gogiro 2010 sales on track for \$150k, break-even

Low overheads, up to 90% gross margins

	2011	2012	2013	2014
Offices	30	65	141	305
Customers	1,770	7,148	28,876	116,648
NET PROFIT	\$260k	\$1.08 mil	\$5.82 mil	\$23.64 mil



Management is on track to reaching **Key Milestones**

Gogiro is transitioning from a structuring phase to marketing and growth

Jun-Dec '08	Company formed, developed model and basic IT systems. Pre-sold AZ Master License.
Jan-Mar '09	Retail test marketing, Peter Schecker invested into company
Apr-Jul '09	Re-architected IT system (v3) for mass expansion, efficiency. Pre-sold CA, ON Master Licenses (CA eventually defaulted).
Aug-Oct '09	Established Advisory Board, updated Brand strategy, and Licensing strategy to smaller Regional based.
Nov-Dec '09	Pre-sold Atlantic Canada Regional License
Jan-Mar '10	Sold 2 Okanagan, Vancouver Regional Licenses
Apr-Jun '10	Sold San Antonio, TX Regional License Sold Hudson Valley, NY Regional License
Jul '10	Sold Denver, CO Regional License Sold Manitoba Regional License
Aug '10	v3 IT system online. Setup, soft launching of Regional Offices



Accredited Investors

Opportunity Summary

Gogiro has a limited opportunity to invest at the early stages of the company

Up to 28% of the company allocated to Angel Investment financing (23% fully diluted)

\$300k investment, with \$50 mil early exit planned for 2015 through IPO - 38x ROI

Seat on Board of Directors

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