

TapIn

to Your Community

Joint Local Buying
Joint Local Delivery

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BY

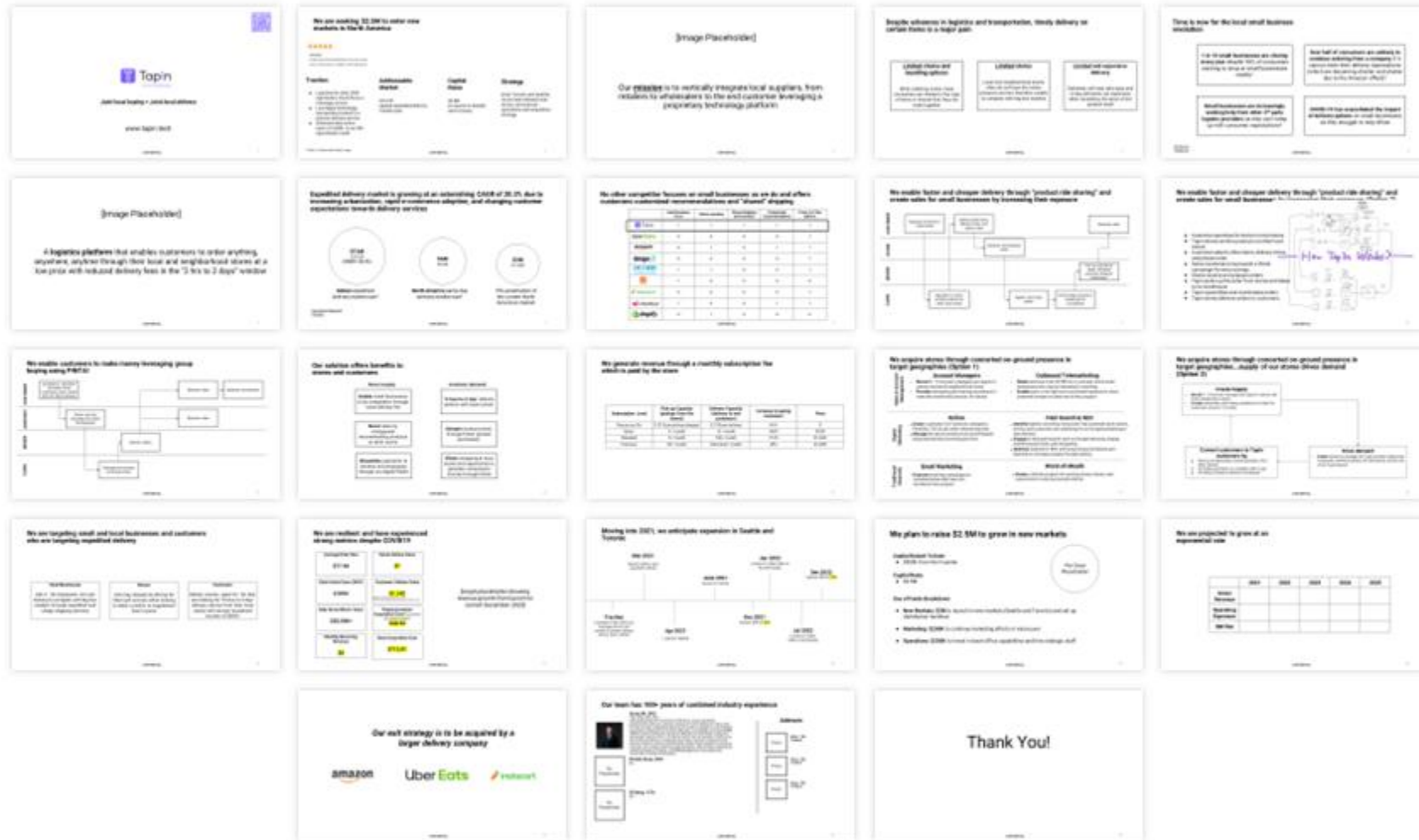
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BEFORE

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We Are Seeking \$3M To Enter New Markets In North America

Awesome
Found some local businesses in my city I never knew of, easy way to support local businesses

Addressable Market
\$15.1B¹
(global expedited delivery market size)

Capital Raise
\$3M
(to launch in Seattle and Toronto)


Strategy
Enter Toronto and Seattle, recruit and onboard local stores, and execute operations and acquisition strategy.

Traction

- Launched in April 2020 right before COVID-19 hit as a massage service.
- Leveraged technology, and quickly pivoted to a grocery delivery service.
- Achieved daily active users of 3,500+ in our 8th operational month organically.

¹ Refer to "Addressable Market" page
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Our Mission:

Help customers save money, make money and have fun.

Connect local wholesalers, customers and streamers.

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Despite Advances In Logistics And Transportation, Timely Delivery On Certain Items IS A MAJOR PAIN

Limited Choice And Bundling Options
When ordering from local businesses online, most consumers are limited in the type of items or brands that they can order together

Limited Stores
Local and neighborhood stores often do not have the online presence and are therefore unable to compete with big box retailers

Limited And Expensive Delivery
Deliveries still may take days and <2-day deliveries are expensive, often exceeding the price of the product itself. A lot of smaller businesses do not offer expedited shipping altogether

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Time Is Now For The Local Small Business Revolution

1 in 12 small businesses are closing every year despite 90% of consumers wanting to shop at small businesses weekly¹

COVID-19 has exacerbated the impact of delivery options on small businesses as they struggle to stay afloat

Small businesses are increasingly seeking help from other 3rd party logistic providers as they can't keep up with consumer expectations²

Over half of consumers are unlikely to continue ordering from a company if it cannot meet their delivery expectations (which are becoming shorter and shorter due to the Amazon effect)²

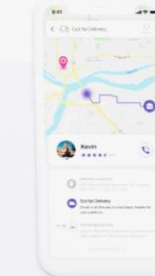
¹ Statista
² Statista

We Group on local businesses selling products, sample, temperature sensitive and hard-to-find products



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A Local Shopping Community That Enables Customers To Order Through Their Favourite Local Neighborhood Stores And Live Streaming Hosts At Bulk Prices With Reduced Delivery Fees and Receive Everything in ONE BOX.

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Expedited Delivery Market Is Growing At An Astonishing CAGR Of 20.3% Due To Increasing Urbanization, Rapid E-commerce Adoption, And Changing Customer Expectations Towards Delivery Services

Global expedited delivery market size¹

GTAM
\$15.1B
(CAGR = 20.3%)

SAM
\$9.6B
North America same day delivery market size²

SOM
\$1.44B
15% penetration of the current North American market

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No Other Competitor Focuses On Small Businesses As We Do And Offers Customers Customized Recommendations And "Shared" Shipping

	Tapin	Uber Eats	amazon	Shipt	DO TAPIN	Instacart	chewbac	shopify
Small business focus	✓	✗	✗	✗	✓	✗	✗	✗
Deliver anything	✓	✗	✓	✗	✓	✗	✗	✓
Shared shipping (lower prices)	✓	✗	✗	✗	✗	✗	✗	✗
Customized recommendations	✓	✗	✓	✗	✗	✗	✓	✗
2-hour to 2-Day delivery	✓	✓	✓	✓	✓	✗	✓	✗

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We Enable Faster And Cheaper Delivery Through "Product Ride Sharing" And Create Sales For Small Businesses By Increasing Their Exposure

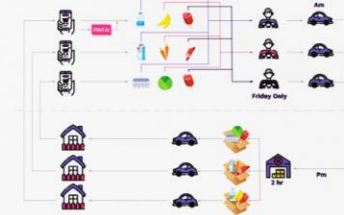


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We Enable Faster And Cheaper Delivery Through "Product Ride Sharing" And Create Sales For Small Businesses By Increasing Their Exposure

- Customer searches for items in local stores
- Tapin shows similar products at other local stores
- Customer selects other items, delivery times, and places order
- Some customers may launch a Pintal campaign for extra savings
- Stores receive and prepare orders
- Tapin picks up the order from stores and takes to its warehouse
- Tapin assembles and coordinates orders
- Tapin drives delivers orders to customers



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We Enable Customers To Make Money and have fun Leveraging Live Streaming and Group Buying



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Our Solution Offers Benefits To Stores And Customers



Stores (supply)

Enable small businesses to be competitive through lower delivery fee and increased online exposure.

Boost sales by strategically recommending products at other stores

Streamline payments to vendors and employees through our digital Wallet

Customers (demand)

"2-hour to 2-day" delivery options with lower prices fills the missing piece between on-demand delivery and conventional shipping.

Cheaper product prices through Pintal (pooled purchases)

Allows shopping at local stores and opportunity to generate commission income through Pintal

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We Generate Revenue Through A Monthly Subscription Fee Which Is Paid By The Store

	Pay as you go	Basic	Standard	Premium
	\$0	\$119	\$599	\$1,199
Pick up Capacity (pickups from the stores)	✓ 0, \$15 per pickup charged	✓ 3/month	✓ 10/month	✓ Unlimited/month
Delivery Capacity (delivery to end customers)	✓ 0, \$10 per delivery	✓ 30/month	✓ 150/month	✓ Unlimited/month
Free Boost in paying customers from Tapin	✓ N/A	✓ 10%	✓ 20%	✓ 30%

Add-on "Paying Customer Boost": \$300 - \$400 per month

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We Acquire Stores Through Concerted On-ground Presence In Target Geographies . . . Stores bring customers organically.

Acquire Stores

- Recruit 5 - 10 account managers per region to canvas and enroll neighborhood stores
- Provide onboarding and training assistance to make the enrollment process <15 minutes



Bringing customers

- Enable vendors to share the Tapin provided web store as if their own web store. We only accept orders through our platform.
- Convert vendors' customers to Tapin customers organically

Convert customers to Tapin customers

- Recommending complementary products from other non-competing vendors
- Funneling customers to complete orders in app
- Providing occasional discount campaigns on cross vendor shopping

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We Are Targeting Small And Local Businesses And Customers Who Are Targeting Expedited Delivery

Small Businesses

With 2 - 50 employees who are looking to compete with big box retailers through expedited and cheap shipping services

Drivers

who may already be driving for Uber/Lyft and are either looking to make a switch or supplement their income

Customers

Mostly women, aged 20 - 50, that are looking for "2-hour to 2-day" delivery service from their local stores with annual household income of \$60K+

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We Are Resilient And Have Experienced Strong Metrics Despite COVID-19

Average Order Size
\$77.94

Daily Active Users (DAU)
3,500+

Daily Gross Merch. Value
\$20,000+

Monthly Recurring Revenue*
(vendor subscription fee)
\$101,155

Store Lifetime Value
\$14,407

Customer Lifetime Value
\$1,142

Paying Customer Acquisition Cost*
(someone who placed orders)
\$44.93

Store Acquisition Cost
\$712.81



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Moving Into 2021, We Anticipate Expansion In Seattle And Toronto

Launched in Apr 2020 as a massage service and pivoted to grocery delivery service due to COVID

Launch in Seattle

Achieve AR of \$1M

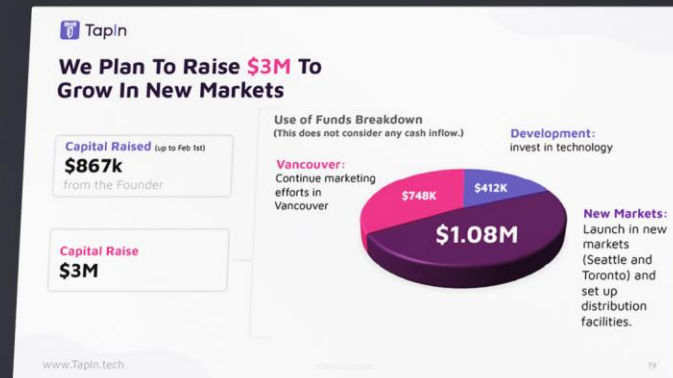
Launch in 5 other cities in US/Canada



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Our Team Has 100+ Years Of Combined Industry Experience

Advisors

Anson Ni | CEO
CFA, CMA, ASA, Msc.
After graduating from University of Waterloo, Anson started his professional career as a pension actuary at Towers Watson in Vancouver. He then moved to Beijing and became a portfolio manager at one of largest quantitative trading firms in China. UBS quant, overseeing more than \$200M AUM for 3 years. During his tenure at UBS quant, he soft-skill leading and developed a passion for it. After leaving UBS, he moved back to Vancouver and worked as advisor and helping many private equity companies to do deal in 2016 to 2018. He and Kristen founded TapIn today to serve their own Management Accountant and Associate of Society of Actuaries.

Kristen Song | COO
A determined woman entrepreneur with natural sales talents. Kristen started TapIn with Anson fresh out of her undergrad degree at Simon Fraser University. She is charge of sales and marketing. She developed a rigorous active sales strategy that tracks account manager's sales performance. With her strong leadership in sales team, TapIn is able to penetrate customers in all kinds demographics.

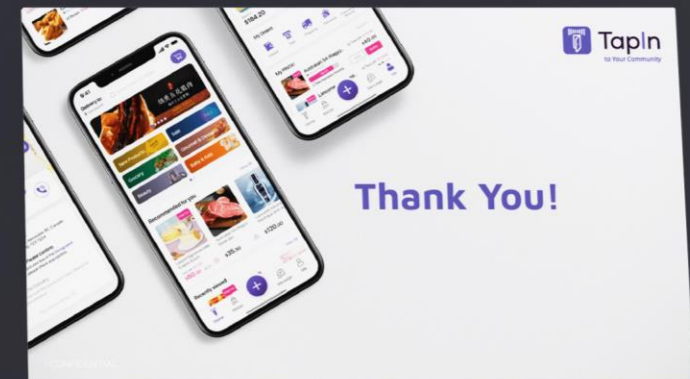
Eli Deng | CTO
BSc.
Over 17 years experience in software development, testing, and integration across Mobile software to web applications. Team leader with hands-on experience on multiple platforms. Master degree in Software Systems from UBC.

Bin Liang | Partner
China Renaissance

Wei Wei Li | Chief PM of Fliggy
Alibaba Group

David Loftus | Senior VP
Raymond James

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