

iMRKT/PRINTgenie simplifies marketing for small businesses with a user-friendly platform packed with vertical-specific content and pre-designed campaigns. The platform enables business owners to launch 1:1 or 1: many omnichannel campaigns using direct mail, email, and text messaging in minutes from a desktop, phone, or CRM.

## The Pain

Small business owners need help marketing their businesses effectively. With limited resources and budget constraints, they need help creating a content strategy, executing successful marketing campaigns, and reaching their target audience. Additionally, there is typically a need for in-house marketing expertise, making it challenging to allocate time and resources to drive desired results.

- **Limited Resources and a Need for Affordable Marketing Solutions**
  - A study by Forbes found that small businesses need affordable marketing solutions that can help them reach their target audience without breaking the bank.
- **Lack of Consistent Content Strategy and Ineffective Marketing**
  - 70% of small business marketers report difficulties creating and executing a consistent content strategy. (Source: Content Marketing Institute, 2020)
  - Ineffective marketing is cited as one of the main reasons for lost revenue by small businesses. They struggle to generate leads, increase sales, and achieve desired ROI due to a lack of dedicated staff and effective marketing activities. (Source: Hubspot, 2021)
- **Importance of Personalization in Marketing**
  - A 2021 McKinsey & Company study found that personalization is becoming increasingly important in marketing but challenging to execute, particularly for small businesses looking to stand out in a crowded market.
- **Gaps in Marketing Solutions Designed for Small Businesses**
  - There's a market need for modernized SaaS platforms designed for small business owners who lack marketing expertise, making it easy to execute personalized direct mail and digital marketing campaigns. (Source: Marketing Dive, 2022)
- **Compliance and Privacy Regulations**
  - Compliance and privacy regulations in the digital space have made it more difficult than ever to execute efficient advertising, with companies like Apple and Google implementing privacy-focused changes to their products.
  - Recent regulations such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) add to the challenge of purely digital marketing.

## The Solution

iMRKT/PRINTgenie levels the playing field by offering small businesses a solution with the same capabilities enterprise organizations use without the learning curve or expense associated with complex systems.

- **Simple UI that Requires No Marketing Expertise**
  - Access to pre-built content libraries with drag-and-drop easy editing with a “Canva-Like” editor.
  - Simple AI-assisted data upload mapping.
  - Intuitive desktop and mobile map for searching and finding prospects.
  - Instant marketing to Nearest Neighbors via desktop, mobile, or API.
  - Quick, 1-click checkout for single mailers and multichannel drip campaigns.
  - Launch a single or multi-channel campaign from your Desktop, Phone, or CRM.
- **Vertical-Specific Content and Campaigns**
  - Content library for real estate, roofing, solar, remodeling, painting, mortgage, landscape, and ability to scale to support additional verticals.
  - Ready-to-use, omnichannel campaigns.
- **High-ROI Tactics Leveraging Direct Mail and Variable Personalization**
  - Automated omnichannel campaigns based on changes in property data using iMRKT/PRINTgenie's data services or webhook connections to existing CRMs.
  - iMRKT/PRINTgenie’s direct mail templating engine is a game-changer in the industry, delivering record-level personalization through data-driven text and image variability. This significantly impacts ROI, making it an attractive investment opportunity for those looking to stay ahead of the curve in direct mail.
  - Direct mail pieces can be delivered directly to the intended recipient's mailbox, allowing small businesses to bypass the filters and algorithms that can hinder the delivery of digital marketing messages, creating a more secure and personal way to connect with their target audience.
- **Access to Professional Coaches**
  - Professional marketing coaching platform.
  - Enables professional coaches to leverage the platform to deliver a library of dedicated content and campaign support to their small business clients.
  - Coaches gain a significant value proposition and earn commissions on all subscription and print sales.

## The Tech

iMRKT/PRINTgenie systems leverage cutting-edge technology to deliver enterprise-level performance while maintaining low operating expenses in the cloud.

### Tech Stack

- 100% proprietary rendering technology.
- AWS cloud infrastructure with emphasis on operational resilience and business agility
- IOS and Android Mobile App
- Direct API integrations with supporting developer portals and SDKs
- Webhook compatibility with modern CRMs, such as Salesforce & Hubspot
- Accessible and easy-to-use data-driven lead-generation tools
- 

### Integrations

- Deluxe (Print/Direct Mail)
- Twilio
- Mailgun
- Google
- Benutech (Data)
- IDI Technologies (Data)
- Stripe

## Revenue Model

iMRKT/PRINTgenie’s revenue comes from subscriptions, print services, and data sales plus a la carte and add-on revenue opportunities from services like skip tracing, data append, and Google Street View.

### Subscription Revenue Sales Channels

- Retail
- Coach/Consultant/Reseller
- Enterprise/Agency
- SaaS / B2B Integrations

### Subscription Packages

- Starter
- Essential
- PRO
- Wholesale
- White Label Agency/Enterprise

### A La Carte | Add-On Revenue

- Direct Mail
- Text
- Email
- Property Data
- Skip Trace Data
- Google Street View

## Target Markets

- Real estate agents and investors.
- Home service professionals and small businesses.
- Consultants, coaches, and agency partners.
- Enterprise or affiliation groups who want to offer marketing value and services to their constituents.
- CRMs and SaaS platform integrations.

## Management Team

iMRKT/PRINTgenie is guided by experienced print-on-demand leaders, CEO Andrew Detwiler and COO Rick Theder. They have a shared vision to simplify marketing for small businesses with a powerful yet simple platform that drives results. The company’s technology direction is overseen by CTO John Cover, a seasoned expert in print fulfillment technologies with a track record of modernizing legacy systems using cutting-edge cloud-based microservice architectures.

## Funding

- An initial \$300K pre-seed funding round from Deluxe Corporation in 3<sup>rd</sup> quarter of 2021 (NYSE: DLX)
- We are seeking \$1MM over the next 15 months, with a \$500K target for the initial seed round.
- A minimum investment of \$100K/100K shares represents a 1.5% stake in the company (issued shares).
- Funds are being used to add sales and marketing and additional infrastructure. The core software platform is complete.

## Go To Market Strategy

To date, iMRKT/PRINTgenie has generated revenue through referrals from GoBig Printing, Inc., a sister company also owned by Andrew Detwiler. Recently, iMRKT/PRINTgenie has gained wider exposure with SaaS company partners like SalesNexus, InvestorFuse, REIreply, Privy, All Clients, and Benutech (Title ToolBox – Rebo Gateway) as they seek to add campaign and direct mail integrations into their platforms.

Along with increased exposure to SaaS partners, iMRKT/PRINTgenie is actively working with Deluxe to provide a white-label solution (iMRKT) to Deluxe’s 4+ million small business customers through their massive call/inside sales center. Deluxe is also looking to help its employees build better relationships with prospects and customers through iMRKT/PRINTgenie solutions for their internal staff.

Revenue breakeven is expected in the 4th quarter of 2024, with revenue run rate projections of \$4MM+.

## Capital Raise Strategy (Seed round 1)

- Initially raising \$500,000 for 500,000 shares (\$1/share value)
- 7.2% Equity Stake of currently issued shares (\$6.9MM)
- Pre-Money Valuation - \$6.4MM  
(Friends and family minimum investment options starting at \$100k)

## Tax Benefits of Ownership

- Future stock/ownership sale triggers Qualified Small Business Stock (QSBS - IRC Section 1202) opportunity— 100% of all stock capital gain is tax-free if sold after five years (35-40% Federal tax benefit, CA does not recognize this tax benefit). If stock is sold after six months and before five years, other potential tax benefits are based on IRC Section 1045.
- PRINTgenie is a C-Corp, so shareholders have no personal liabilities, responsibilities, or annual tax consequences (no K-1).

## Other Benefits

- As an initial investor, you will be allocated your own reselling accounts. You will earn 50% commissions on any new subscribers.
- Representation on Advisory Board - Help advise and steer the direction of iMRKT/PRINTgenie as part of the advisory board.
- Opportunity for a first-mover personal brand, with unique and memorable content created within the Real Estate vertical on the iMRKT/PRINTgenie system.
- Investment opportunity with shares purchased at par value (\$.0001) in exchange for marketing spend, allowing tax write-offs. Flexibility with marketing spend requirements (paid upfront or paid and invoiced monthly).

## Purchase and PRINTgenie sale example:

- With the purchase of \$250,000 PRINTgenie shares (3.6% ownership)
- \$250,000 marketing spend with PRINTgenie during 2023 and subsequent \$250,000 business expense deduction, saving over \$100,000+ in taxes.

### 5 Years from purchase:

- Sell shares and 3.6% stake in PRINTgenie with a company valued at \$20,000,000
- Receive \$720k that California only taxes at 12.3%, with no federal taxes on the gain
- In conclusion: Your \$250k investment earns a 3.6% stake in PRINTgenie and will yield \$630k after taxes.

### Contact:

**Andy Detwiler**

(760) 208-8429

[andy@printgenie.io](mailto:andy@printgenie.io)

**Rick Theder**

(617) 593-6448

[rick.theder@printgenie.io](mailto:rick.theder@printgenie.io)