

Who We Are



Trak connects merchants of all sizes, with shoppers that own smart-phone and tablets, enabling merchants to get paid

The Team

Keith White

CEO, Former IBM Marketing Executive
and Sony Music Partner, Marketing
Entrepreneur

Daniel Rebelo

CTO, 12-years experience back-end
architecture systems in PHP and Java

Developers & Programmers

8 developers, software programmers and
engineers. Developing TRAK back-end
platform, iOS and Android apps.



The Problem

Small, medium size businesses and individual entrepreneurs lack a convenient, cost-effective and easy way to sell their products and services in the fast growing electronic commerce market in Brazil.

The Solution

Trak will change this and enable both merchants and consumers to transact faster, easier and more securely using their smart-phones and tablets.

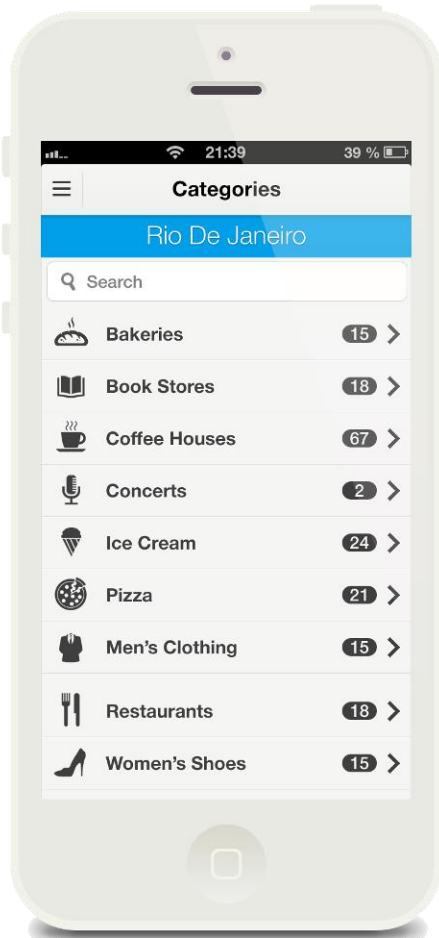
Introducing Trak Card Reader

- Encryption Security
- Mobile POS Bluetooth
- iOS Android

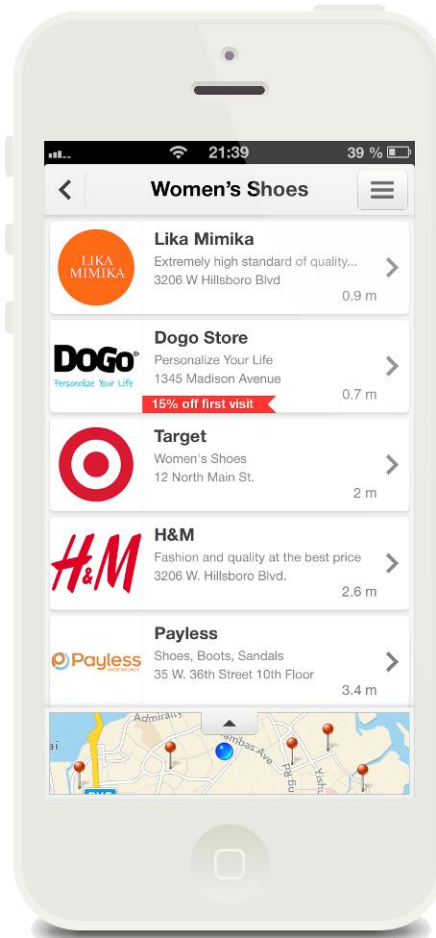


Introducing Trak Wallet

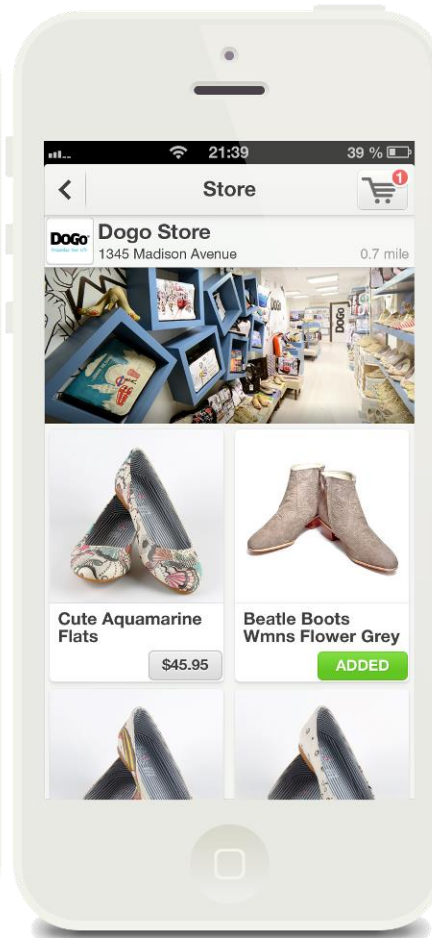
Browse



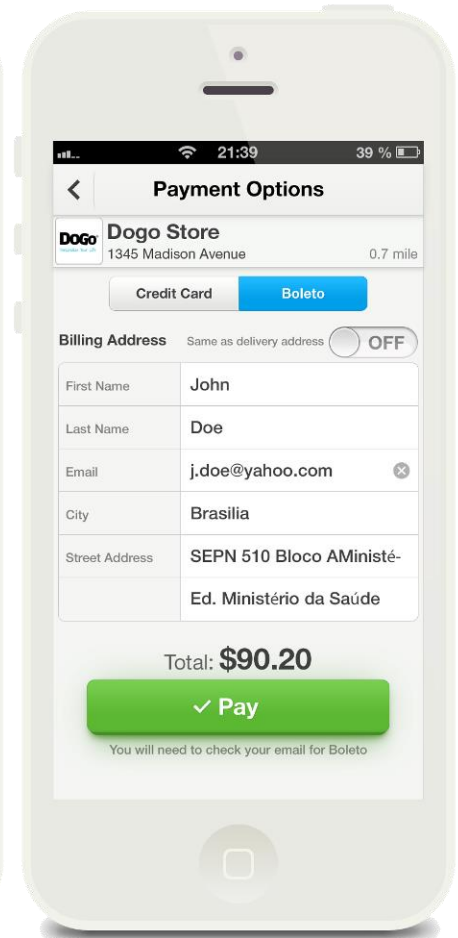
Location-Base



Shopping



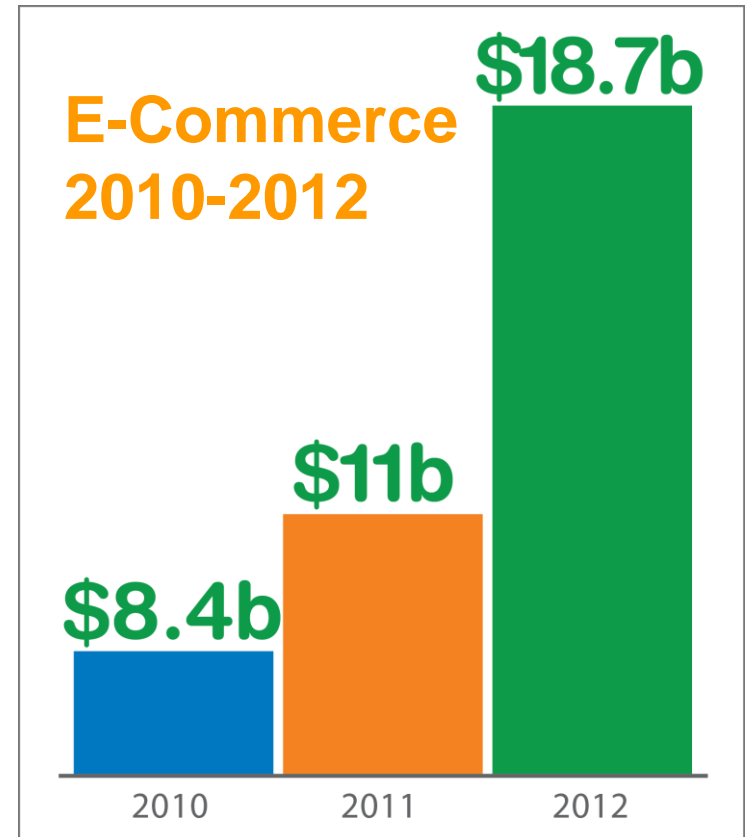
Cards & Boletto



Addressable Mobile & E-Commerce Opportunities

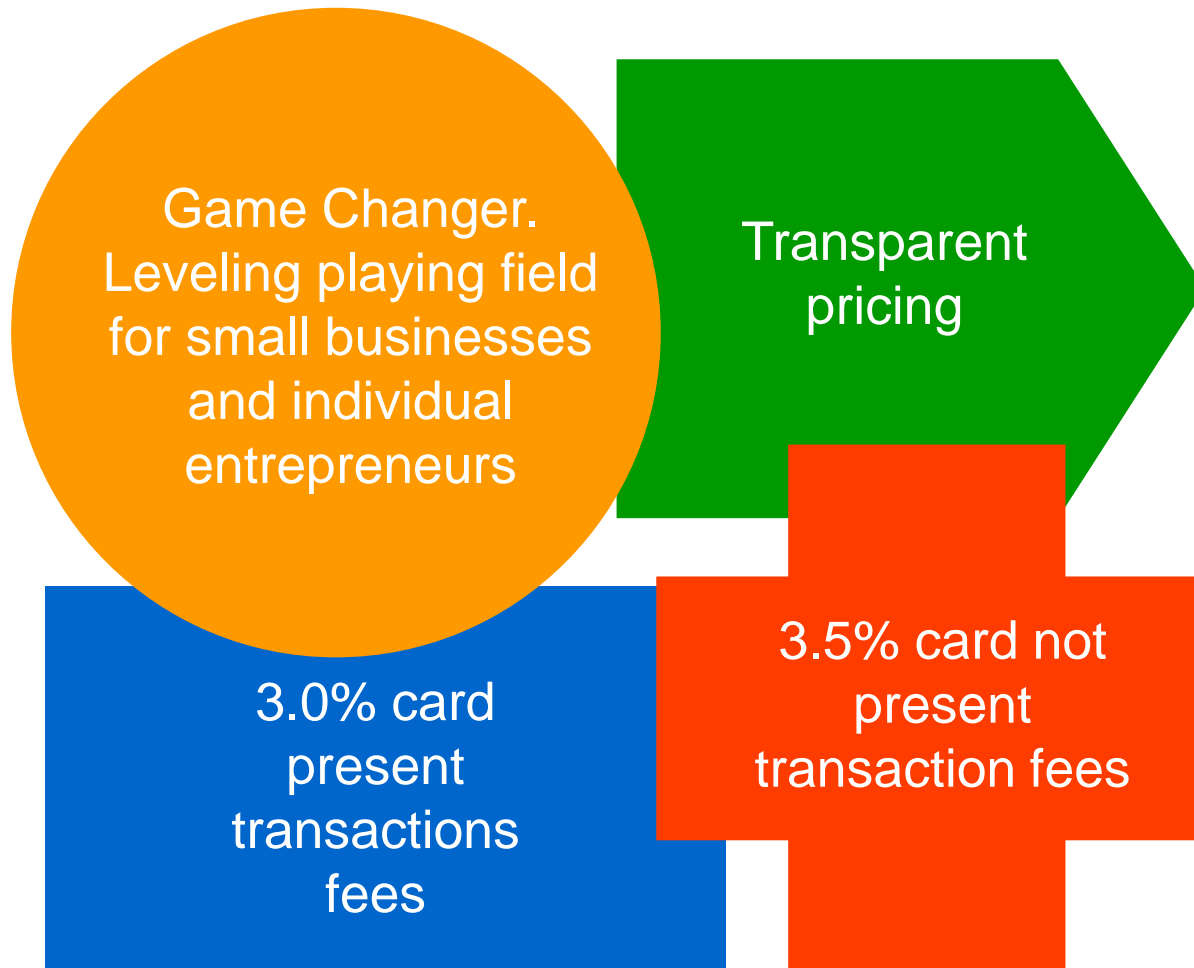
\$4b

by end of 2015 projected
mobile payments



Source: Webshopper Report, eMarketer, e-bit and IT Consultancy

Business and Revenue Model



The Competition



Cielo has a POS app on iOS and Android platform with about 25,000 active users



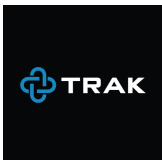
GetNet, Elavon are seeking to introduce mobile POS chip and pin hardware



Telefonica + Master-card launched ZUUM person to person mobile payment services for the unbanked



Pagpop –launched a mag swipe POS card reader and has failed to gain traction



Trak is targeting a unique market segment that has not been addressed by the competition yet.

Marketing Channels



Industry affiliate
marketing partnerships

Facebook in Brazil
(55 million users, 2nd to
U.S., 30.2% of the pop)

Internet advertising
(banner ads,
key word targeting)

PR Campaigns
(word of mouth)

Traditional media
(print, billboard)



Recent Accomplishments

May 2013:

Trak wins Bill and Melinda Gates Foundation and ETA E-Pay Innovator Award along with \$10k for Boleto solution for the unbanked.

BILL & MELINDA
GATES foundation

May 2013:

Trak awarded coveted spot to present Trak Wallet at the MAVA Conference in Washington, D.C. to investors.

TechBuzz
SPRING 2013



March 2013:

Trak issued MOU from Cielo, Expressing Cielo's intent to beta test the Trak solution and enter into a commercial agreement.

cielo

April 2013:

Trak completes iOS demo prototype of Trak Wallet app

iOS

Feb 2013:

Trak incorporated in Brazil

Inc.

Amount of Money Seeking

US \$1.5m

Used to hire full-time programmers,
marketing and executive staff and launch our
commercial operations in Brazil.



Thank You