

BLOCK CHASER

May 2017

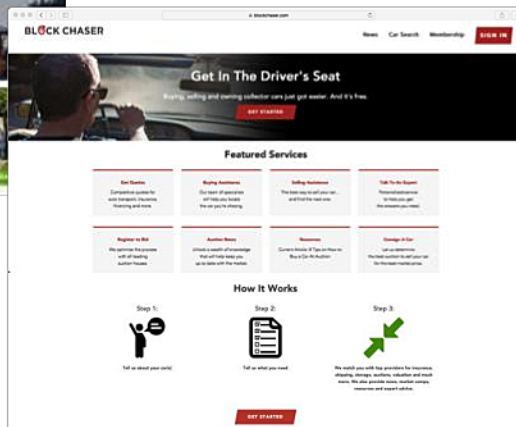




Zillow for the Collector Car Market



Zillow helps buyers and sellers navigate the real estate market while providing agents with valuable leads.



Block Chaser is building the largest database of collector cars by year, make, model and the owner's name, email and zip code.

We serve two audiences:

For collector car owners and buyers, we provide the resources needed to make buying, selling and owning their cars easier.

For business serving the collector car market, we provide next-generation marketing services and lead scoring that will grow and transform their business.



Partners (Revenue Base)

A screenshot of a Facebook advertisement for Block Chaser. The ad features the Block Chaser logo and name, a 'Like Page' button, and a 'Sponsored' label. The main text reads: 'Looking to reach collector car owners and buyers? Get new customers with Block Chaser.' Below this is a photograph of a man in a blue shirt and jeans kneeling next to a red classic car. The text below the photo says: 'Target owners by year, make, model and zip code. Block Chaser's partner program.' At the bottom, there is a 'Learn More' button and the website address 'BLOCKCHASER.COM'.

Analogy

Zillow: Realtors, Lenders, Shelter Brands

Block Chaser: Auctions, Insurance, Service Providers, Parts, etc.

Lead Acquisition

Validated: 10 per week @ \$250, average sale \$5,000

Optimized: Post-MVP: 10 per week @\$200, average sale \$6,000

Segments

1. Local – Partners seeking customers in local or specific regions
2. National – Partners seeking customers nationwide
3. Niche – Partners with very specific segment needs
3. Enterprise – Large companies with more resources

Product Deliverable: Marketing leads with monthly scoring and analytics reports



Partner Value Proposition

**Reach collector car owners and buyers
by exact year, make, model and zip code.**

Grow your business with Block Chaser. Start today.

How does it work?

1. Tell us about your business and goals
2. Select your target, budget and timing
3. We match you with new customers



Members (Free Registrants)

Block Chaser
Sponsored · Like Page

Click the 'Sign Up' button and find out what your collector car is worth at auction. It's FREE!

Find Out What Your Collector Car Is Worth At Auction
Block Chaser can help you determine how much your collector car is worth. It's free!
BLOCKCHASER.COM Sign Up

Analogy

Zillow: Buyers, Sellers, Renters

Block Chaser: Collector Car Owners, Buyers and Sellers

Member Acquisition

Validated: 500 per day @ \$0.88 per member

Optimized: 1,000 per day @ \$0.50 per member

Description

Data Collected: Year, Make, Model, Location, Name, Email,

Behavioral Scoring

Member Market Size

5.5 Million collector cars in Unites States. – Hagerty Insurance



Member Value Proposition

Get in the driver's seat.

Buying, selling and owning collector cars just got easier. And it's free.

How does it work?

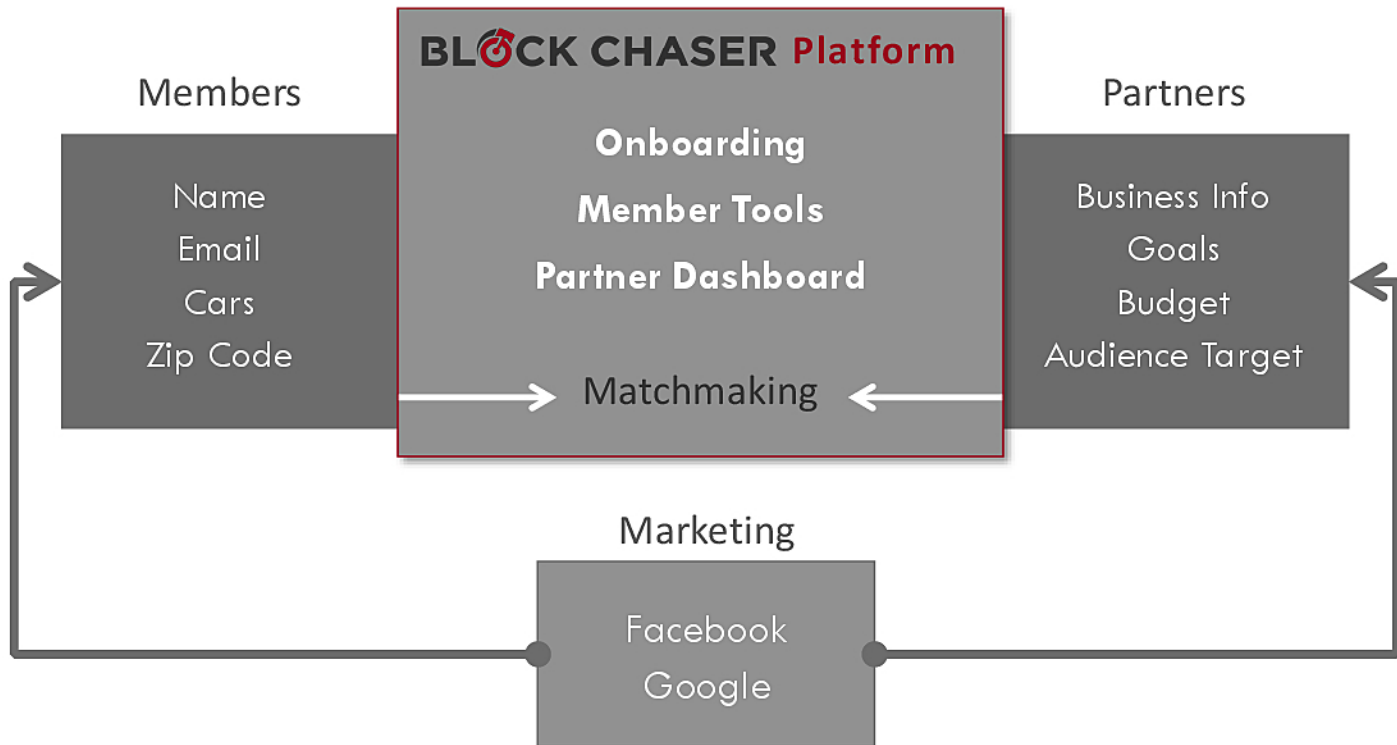
- 1. Tell us about your car(s)**
- 2. Tell us what you need**
- 3. We match you with:**

top providers for insurance, shipping, storage, auctions, valuation and much more.

We also provide news, market comps, resources and expert advice.



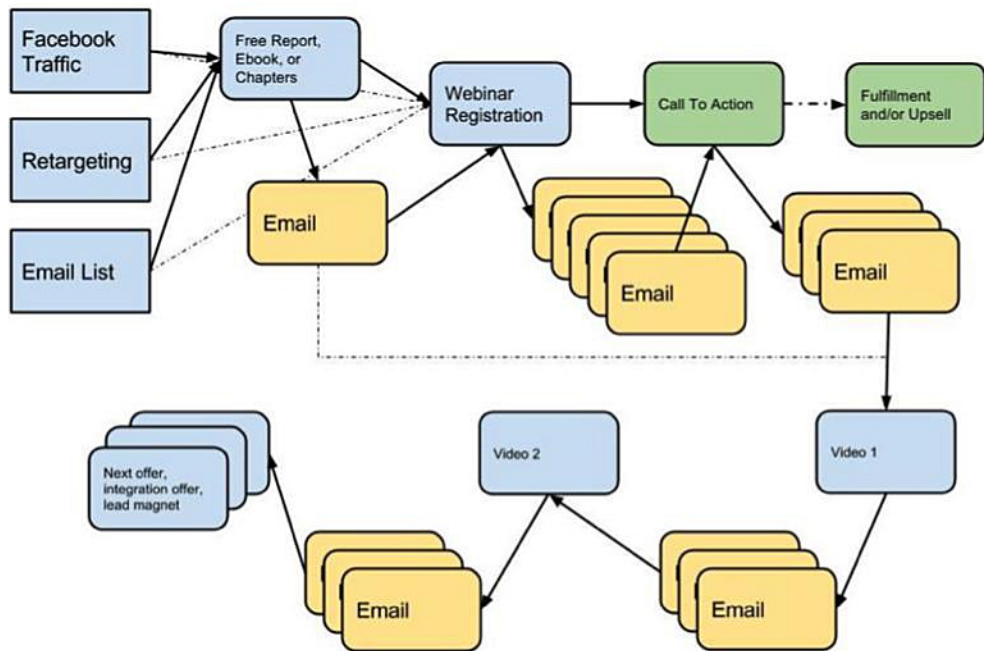
Automated Matchmaking





Scalable and Automated

Automated Sales Funnel



The key to scaling the business is automating the partner sales process by using media and technology and having minimal interaction with salespeople.

Effective sales funnels generate 50% more bottom of the funnel leads at 33% lower cost.
– Forrester Research



Revenue Model

Partners subscribe to lead nurturing programs, targeting the following criteria:

- **Year, make and model of vehicles**
- **Geography (location of members and their vehicles)**
- **Volume of leads desired per month**

Lead are acquired, nurtured via email marketing and scored to grow each partner's audience of new customer prospects.

Consumer are

13X

more likely to buy

when leads can be targeted

by the car they own.

-Eckler's Research



Pricing Tiers

MOST POPULAR

STARTER <i>200</i>	GROW <i>500</i>	ACCELERATE <i>1000</i>	CUSTOM
\$339 per month billed annually or \$399 billed monthly	\$509 per month billed annually or \$599 billed monthly	\$807 per month billed annually or \$949 billed monthly	<i>Call</i>
200 Leads	500 Leads	1000 Leads	Custom
Lead Nurturing & Scoring	Lead Nurturing & Scoring	Lead Nurturing & Scoring	Lead Nurturing & Scoring
Branded Direct Offers	Branded Direct Offers	Branded Direct Offers	Branded Direct Offers
Monthly Leads File	Monthly Leads File	Monthly Leads File	Monthly Leads File
Monthly Lead Scoring Report	Monthly Lead Scoring Report	Monthly Lead Scoring Report	Monthly Lead Scoring Report
-	Localized Targeting	Localized Targeting	Localized Targeting
-	Category-Specific Segments	Category-Specific Segments	Category-Specific Segments
\$149 Setup Fee	\$149 Setup Fee	\$149 Setup Fee	Custom



Opportunity

Market Size



\$40B Global collector car market



5.5M US collector cars

Possible Criteria for Future verticals

- ✓ Growing and fragmented vertical
- ✓ Non-commodity collectible auction markets
- ✓ Industries where “matchmaking” is a problem to solved



Competition

Traditional Media Advertising

Challenge: inefficient and difficult to measure



Marketing Agencies

Challenge: expensive for most businesses



Digital (Google/email/social)

Challenge: learning curve and/or requires staff





Core Team

David O'Hara

Leadership, Product
Development



21 years media, sales,
marketing, leadership and
entrepreneurship.

Kris Richards

Data and Digital
Marketing Expert



18 years digital media,
collector car marketing
experience.

Fred Bliss

Technology Solutions
Architect



14 years software and
website development.
Lifelong car enthusiast.

Andy Reid

Car Expert
Industry Insider



15 years journalism, car
collecting and expert on
buying and selling.



Directors and Investors



David O'Hara

Chairman, CEO

Entrepreneur with a strong track record in the music industry, media and retail technology.



Steve Chapman

Investor

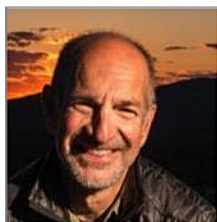
Avid car collector. Owned over 8,000 residential apartments and 500,000 square feet of commercial space



Bruce Bedford

Director, Investor

Oversaw \$55+ billion of funds. Co-founded Flagship Financial, a \$6 billion fixed income mutual fund company, which he sold to Nuveen.



Dan Kaplan

Director, Seed Investor

Co-founded LowerMyBills.com in 1999, which sold for \$300 million to Experian. Launched/sold several media companies.



Morgan Duffy

Director, Seed Investor

Owns Hayden Wood Insurance and HWI Motorsports, specializing in high-value car collections and on track insurance. Skilled driver, mechanic and collector.

THANK YOU

BLOCK CHASER, INC.

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INFO @ BLOCKCHASER.COM