

Executive Summary

Pitch

“Cloud Storage (like Dropbox), but keeps your files in the country you legally need to keep them in.”

Problem / Opportunity

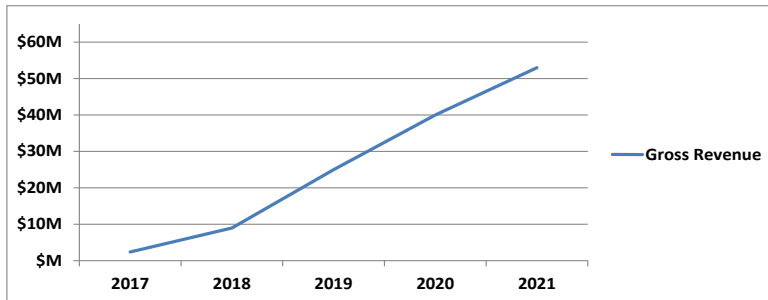
Customers are dealing with an ever increasing amount of digital files and need to store them securely, inexpensively and legally, while being able to access them in an increasingly mobile workplace. Cloud storage provides part of this solution, and local network storage provides another part. Up until now, the only choice for customers has been to pick either only one option, or use expensive and complicated “hybrid” storage. Hybrid provides the best of both options, but unfortunately also the worst of both options.

The GeoFolder Solution

GeoFolder is a cloud storage service that offers a third option – the best of both cloud and local storage, without the drawbacks. The customer can store their data in the cloud to save money and access their files anywhere, while making sure their data is secure and stays in the privacy law jurisdiction it needs to stay in.

Business Model

Subscription based service with 3 types of accounts: Individual, Business and Agency, with the average cost per business of \$75/month or \$13/employee.



Sales/ Marketing Strategy

GeoFolder currently offers Phase 1 cloud servers in Canada, United States, European Union and Australia. Phase 2 will expand into China, Mexico, Japan, India and Brazil, while Phase 3 will be into Russia, South Africa and elsewhere.

Market

The total top down addressable market is 105 million Small & Medium Enterprises (SME), for a total of **\$84 billion** potential annual revenue. Bottom up projection is conservatively \$53 million by year 5.

Competitors

Competition in the space includes Dropbox, Box, Microsoft One Drive, Google Drive and Amazon Cloud Drive.

Competitive Advantage

Most competition is targeted primarily at consumers and currently only Microsoft and Box offer any data residency at all – and what they do offer is very limited. GeoFolder is focused on business users and offers the most robust data residency by far.

Traction

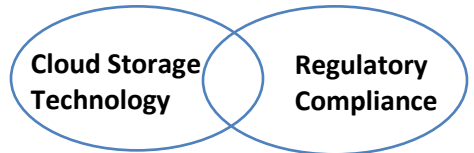
Destination
British Columbia™

FCV
interactive

Mekong Tourism



Profile



Canadian Federal Corporation
Staff: 7 (4 with PhDs)
Founded: 2015

Demo

Go to: geofolder.com
User name: invest@geofolder.com
Password: investor

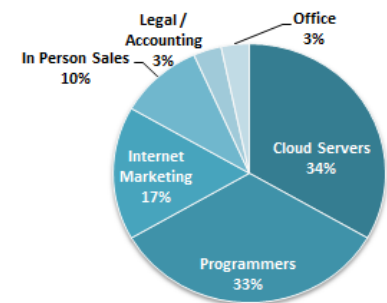
Contact

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Financial

Stage: Launched (April 2016)
Capital to date: \$120,000
Current burn rate: \$8,000/Month
Seeking: \$1,000,000



Use of Funds

Management

Ian McAnerin, BSc, LLB

Founder & CEO

- 22 years web development and marketing experience
- Founder of McAnerin International Inc.
- International search marketing expert and speaker