

Project Sheet

Date: 3-3-2015

Project Number: 47

Project Title: Supplybid

Priority: _____ High _____ Medium _____ Low

Due Date: _____

Approved by: Sam Sinai _____ Date: _____

Ben Pouladian _____ Date: _____

Other: _____ Date: _____

Project Manager: _____

Team Members:

Marketing Strategies for Discussion

- Article
- Branding
- Build Platform Value and Partner with Technology Companies
 - Biix – building intelligence & information exchange www.biix.com
 - Data feeds
 - Product feeds
 - Alibaba
 - Grainger
- Business Model
 - Alibaba
 - Angies List
 - Hotels.com
 - On Demand Delivery
 - Points.com
 - Uber
- Deal Sheet
- Hiring
 - Uber LinkedIn
- Logo

- Marketing Partners
 - Alibaba
 - Angies List
- Partner with delivery companies
 - Delivery Options
 - Uber - Go Green Bike Messenger
- Product Features
- Research
- Revenue Strategies
 - Appliances
 - Computer repair – immediate service at best price
 - Same day delivery and installation
- Technology
- Website
- URL

Article – On Demand Delivery Building Supply App

APP DISRUPTS BUILDING INDUSTRY WITH TECHNOLOGY PLATFORM THAT COMBINES UBER, ALIBABA AND HOTELS.COM

ON DEMAND DELIVERY OF PRODUCTS AND SERVICES PLUS EARN POINTS

Today I told my friend about an app that is like Uber, Alibaba, and Hotel.com. It is a product search engine app to solve real time problems for repairs and new building construction for building managers and owners, businesses, contractors, and project managers. The app will locate products in inventory and the prices and list them either by closest location or price. There are options to pick up the product you can have on demand delivery of and service providers all in one. The inventory is wide ranging and can include products from building and construction supplies, appliances, lighting and plumbing distributors and even big box companies such as Home Depot, Lowes or Costco.

One of the many challenges of owning and managing real estate, operating a business, or running a city, government or utility company is that there will invariably be repairs that need to be made and improvements to be evaluate

To solve repair issues it takes an experienced individual to assess what needs to be done, the parts, tools and equipment to do the repair work, and someone experienced to do the work.

The other day I was standing near a bathroom with a general contractor friend of mine and asked him what he would do if he were to walk into the bathroom and discover that the toilet was leaking around the base. He said that he would shut off the water, determine the make and model of the toilet and head off to a plumbing distributor he usually goes to about 5 miles away. I asked him if this was the closest plumber, if they would have the part he needed and if it would be the best price. He said he did not know of a closer plumber, if they would have the repair in stock and would pay whatever was asked. I also asked him what he would do if he had another appointment for new business and a problem like this. He said he would have to reschedule the other appointment and spent a few hours solving this unexpected problem.

I pulled out my phone and pointed to it and described an app where he could type in or speak the make and model of the product needed for the toilet repair and would see a map list of locations in a 5 mile radius that have the product in inventory and also the pricing. If he could not find out the information about the product he could take a picture of the toilet from the camera icon and press the live help icon and be connected to an experienced building and toilet person from a network of professionals near where he is located. I then said he would have the option to reserve the part, pay for the product and have on demand delivery of the product by a bonded, insured driver either by truck or car depending on the size of the product being purchased. There also is the option to make a request for an on demand bonded, insured service provider who can do the installation. I let him know that the tracking and estimated time of the

product being delivered and the tracking and estimated time that the service provider will be at the job repair location is all viewable in the app.

In addition I said that the app will allow you to generate points for purchases, points for referring people to download the app, and the ability to transfer other airline, hotel, and rewards points. The points can be used to pay for repair products and services or from other merchants and partners.

The app also allows service providers, manufacturers and retailers to create their own store and upload as many products as they want for free. This helps to generate new customers and sell more products and services.

Article Research Notes

- The app will let you search the product or service An app for the
- Points.
- Credit card
- Partnership for local product and services
- Articles
- Companies
- On Demand Delivery
- Imagine you are plumbing contractor doing a remodeling job and you get a call from your foreman on one of your jobs who discovers they have the wrong part for installing a
- Imagine you are a building maintenance manager and you discover a serious water problem
- Imagine you are a building engineer
- Imagine you are a designer
- Imagine you are property owner and
- Transperency
- Recently I was sitting in the boardroom with and they wr
- Later in t
- An app the combines the product selection of Alibaba, the service provider choices of Angies List, the price engine of Amazon,
- For companies, professionals, and individuals planning a project or
- Search and solve problems
- provider
- Products and Services at the touch of a finger on your or call and let the
- Angies List
- Delivery Pricing
- We built the technology engine to make your life simple
- For companies that provide the products that

App Description – not finished

Order your parts and products for delivery from the closet building supplier and distributor in just a few taps. Download the ease and convenience of the free service to your device! Select the options that save you time, money or both.

If you cannot find the product when you are searching in the app or do not know exactly what product you need we can help. Just tap on the camera icon , take a picture and tap the picture icon. After you have done this tap the phone icon to be connected to a live experienced building construction parts customer service representative.

Reasons the SupplyBid app is the best way to order Products and Services:

1. Find the product you are looking for without driving.
2. Find the best price!
3. We've got more than 250,000 products and 1000's. Plus, new ones are added daily!
4. Order products and services in a snap, a tap, or a click.
5. In the unlikely event a snafu happens, we've got a team of helpers ready to make it right. Call on the 24/7, even if you just want to say hello.
6. Check out faster than you can say, "I've got a broken water pipe!" SupplyBid saves time and money!

What cities is SupplyBid available? Los Angeles.

Branding

Logo Research

Logo Name, URL, and Social Media Availability

- Buildacy – URL www.buildacy.com is available

How many words end in acy? – examples: democracy, pharmacy morewords -
www.morewords.com/ends-with/acy/

- Builder Perks – URL - www.builderperks.com is available
- Building Perks - URL – wwwbuildingperks.com is available
- Build Savr – URL – www.buildsavr.com is available
- Building Track – URL – www.buildingtrack.com is available
- Buildingxpress – URL – www.buildingxpress.com is available

Business Model

- BuildPerks – www.buildperks.com
 - BuildPerks is like a "frequent flyer program" for home builders and remodelers (our Members). Our exclusive group of local home building suppliers (our Sponsors) reward Members with PerkPoints whenever they purchase products from our Sponsors and pay their invoices within terms.

- These PerkPoints can then be redeemed for name brand merchandise, BuildPerks local events, airline travel/hotel packages and of course, our fabulous annual Grand Destinations.
- On Demand Delivery
- Points.com
- Uber Delivery

Copy

Imagine Campaign

- IMAGINE AN APP THAT WILL DELIVER YOUR TOILET O RING PART TO YOU
- IMAGINE A BUILDING APP THAT WHERE YOU DO NOT HAVE TO STAND IN LINE EVER AGAIN
- A SMART BUILDING APP FOR CONTRACTORS AND PROPERTY OWNERS

Building Intelligence Campaign

- BUILDING INTELLIGENCE
- BUILDING INTELLIGENCE TO SAVE TIME AND MONEY
- BUILDING INTELLIGENCE TECHNOLOGY ENGINEERED TO SAVE TIME AND MONEY
- BUSINESS INTELLIGENCE TECHNOLOGY ENGINEERED TO SAVE TIME AND MONEY

Find Your Parts

- We help you find the parts you need for your building or project and deliver it to you!

Landing Pages, Deal Sheets, Handouts

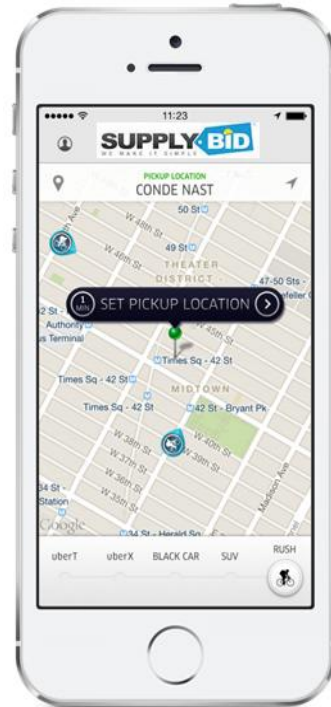
Save Time, Money and Earn Points with the First Building Industry Products and Services On Demand Delivery App!

Building Intelligence

Technology Engineered To Save Time and Money

SupplyBid technology provides building parts and service intelligence to contractors maintenance engineers, property owners, and property managers for all your commercial and residential building projects.

- Download the App and find the product you are looking for without having to leave your job site or office.
- Find the product in stock at the closest location and best price.
- Pick up the product or even better yet let us deliver the products directly to you or the job site.
- Earn points for using the SupplyBid App and for referring your business relationships and friends.



SUPPLYBID XPRESS

To maintain the SupplyBid standard you're used to, all messengers pass SupplyBid's rigorous screening process. In order to be an SupplyBid Xpress partner, individuals must pass:

- A stringent background check
- An in-person interview and screening
- Ongoing quality controls

WE HEAR YOU'RE FAST ON A BIKE

We're looking to partner with the best messengers in NYC. If that's you, reach out to us at PartnersLA@supplybid.com.

WE'VE GOT YOU COVERED

Questions? We've got answers. Click each of the headlines below for more info.

- **Permitted Items**
- **Delivery Guarantee**
- **Tracking Your Item**
- **Communicating with Your Messenger**
- **Chain of Custody**
- **Cancellation and Fulfillment Policy**



Product Features

- Delivery Options
- Icon to take a picture
- Delivery Options
 - Best Price
 - Shortest Delivery Time
 - Go Green Bike Delivery
 - For small parts less than 20 pounds
 - Partnered with Postmates
- Track delivery of items and service provider real time
- Combine delivery of items with provider that can help you install appliances or fix your computer and home entertainment
- Cancel delivery or
- Service Provider Ratings – we aggregate ratings from Angie’s List and others
- Pricing engine that allows service providers to lower their hourly rate when business is slow
- Shows up in search immediately
- Same day delivery of products and services
- Services
 - Audits
 - Appliances
 - Computer
 - Electronics
 - Energy Efficiency