



**Hello,**

My name is David Strebinger and I am the Co-founder & CEO of CellDonate Inc.



Over the past 3 years myself and my development team have been working internationally on creating mobile marketing and payment based applications for cellular phones, PDAs and mobile devices. Recently, with the advancement of cellular phones with the ability to send data and connect to the internet, many new products and markets have begun to emerge.

The UK and Asia are currently leading the way in mobile technology and application development and many corporations are currently reporting hundreds of millions of dollars in new mobile revenues.

Now add to the mobile industry a massive flood of new interest in “mobile marketing”, game, music and ringtone downloads, and an entirely new industry of live mobile entertainment, and you get an industry that is poised to see numbers in the hundreds of billions by 2010.

This past year, CellDonate has developed a suite of products that will revolutionize the charity and philanthropy industry. Charitable giving in North America is a \$250Billion USD per year industry. Our unique business model combines mobile marketing, proprietary application development, and mobile payment processing to create an entirely new donation source for charities worldwide.

Over the past 6 months we have presented our company to a small number of national charities throughout the United States and the response has been incredible. All of the charity organizations we have had the opportunity to present to, have endorsed our products and asked that we move to the next stage of legal paperwork and contract formalization. CellDonate is currently working with a number of major celebrities on product endorsements and is putting together the retail distribution networks for its products to be marketed across the country.

This presentation is a 3 page summary of our products followed by the financial summary results of an average national charity's new donation revenues resulting from CellDonate's charity solution.

This is a private presentation for friends and family of the company and we request that all information contained herein remains as confidential unless previously agreed upon with management.

We thank you for your time and your interest, and together we will make an ongoing difference and impact on the world.

Sincerely,

A blue ink handwritten signature of David Strebinger, consisting of stylized, overlapping letters.

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David Strebinger



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**CellDonate Inc. (www.celldonate.com) is a privately held United States Corporation. The company has developed a number of entertainment based mobile solutions for the charity fundraising industry. The company believes that through planning and design, mobile applications can be developed that are both socially responsible and uniquely captivating.**

### **OUR MISSION**

To become the world leader in developing innovative revenue generation systems for charities and non-profit organizations worldwide.

### **OUR SOLUTION**

CellDonate has developed a suite of proprietary mobile applications that allow users to make donations directly to the charity of their choice, and in doing so receive rewards that can be used to win prizes or purchase items through an entirely mobile system. The system combines Fortune 500 retailers, top tier charitable organizations, and mobile marketing for a solution that allows everyone to benefit.

### **THE PRODUCT**

The product is a charity donations game card. These cards allow the consumer to download the charity game software onto their handheld mobile device or cellular phone. From there, the consumer can play the games for fun or for prizes.

### **HOW IT WORKS**

The consumer enters any national retail store that is involved as a participating retailer of the charity donation game cards. The cards, like phone cards, are pre-loaded with a starting number of player rewards. Rewards are awarded based on the amount and frequency of donations placed through the system.



Once the consumer has purchased a game card (thereby making their first donation to the charity) they call the 1-800 number located on the back of the card to register the software and receive their application download to their cellular phone.



Within a minute, the consumer receives message to their cellular phone prompting them to download their charity donation software and allowing them to redeem their rewards points through the system.

Through a proprietary and seamless installation technology, the user is now able to enter their regular phone menu and click on the CellDonate icon anytime to access the application; make donations directly to the charity's account, and redeem rewards through a number of fun and interactive options.



## EVERYONE'S a WINNER!!!

Every group that is involved in this process benefits from being a part of this ongoing charity donations system.

### HOW THE CONSUMER WINS

Consumers can redeem rewards by playing skill based games for valuable prizes ranging from morning Lattes at your favorite coffee house, to consumer electronics, to boats, cars, and houses. . . Or, consumers can opt to use their rewards to download free music, receive daily news reports, stock quote notifications, or daily affirmations.

CellDonate works with the participating retailers who distribute the cards through their retail locations to select the consumer rewards options that best suite their clients needs.



When a consumer opts to redeem rewards the consumer can choose from a select number of rewards options. Based on their rewards option choice the consumer will be guided through different games or systems that keep the users interest and provide rewards.

We have developed games for prize trivia, memory quizzes, logic puzzles, and other skill based games for prizes. We have developed custom music download applications, children's educational games, stock quote systems, and other valuable applications for straight rewards compensation.



Above is a sample of our **prize trivia** game. When the consumer opts to redeem rewards by playing prize trivia, the system randomly generates short multiple choice trivia questions for the consumer to answer. Questions must be answered within a limited period of time (10 seconds). If the consumer correctly answers the question they are instantly rewarded with the corresponding retail prize. The consumers CellDonate card then acts as a "stored value" card and the prize is credited directly to the cardholder's account.

Now the consumer can take their CellDonate card into the listed participating retail location, the retailer will swipe their card on their point of sale terminal, and the consumer will be rewarded with their corresponding prize.

***Not only have the consumers benefited from supporting a great cause, but the card is now a loyalty and rewards card that "Gives Back" to the consumers themselves.***





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## HOW THE RETAILER WINS

Selected retailers chosen to be involved in the retail distribution of the cards also get valuable benefits from the system.

1. The retailers are compensated for selling and marketing the cards themselves.
2. The retailers get the benefit of the cross marketing and promotion associated with the cards, and gain significant exposure in the public's eye.
3. The retailers are able to align themselves with charities and philanthropic organizations that compliment the corporations "public persona".
4. The retailers gain the incredible benefit of being involved in a comprehensive mobile marketing system designed specifically to **drive traffic back** into the retail stores where they purchased their card.
5. The retailers are paid for all of the product that is redeemed through their locations.
6. Valuable marketing, consumer statistics, and targeted consumer research that would cost millions of dollars is free to the retailer.
7. Survey questions can be asked of the consumers in a seamless and unobtrusive way.



## HOW THE CHARITY WINS

**The real reason this solution was created . . . THE CHARITY, and its RECIPIENTS**

This system was designed to enable charities and other philanthropic organizations to gain the benefits of a burgeoning industry and to create an ongoing system for donations that will live on and become part of our daily lives and the way to make donations.

The entire system is **FREE to the charity**. The charity simply signs on as a licensee of the CellDonate charity solution and then provides the secured account into which the funds from donations will be directed.

From there, we work hand in hand with the marketing departments of the retailers and the charities to organize the launch and product distribution. CellDonate is responsible for managing the project through its entire implementation. The charity is involved all the way along in approving marketing materials, prizes, etc. From there; the charity simply begins watching as the donated funds are directly deposited from the consumers into the charity's account.

*estimated*

### ANNUAL DONATIONS REVENUE TO A NATIONAL CHARITY THROUGH THE CELLDONATE SYSTEM

	<u>YEAR 1</u>	<u>YEAR 2</u>	<u>YEAR 3</u>
<b>Donations Revenue</b>	<b>\$ 27,497,325</b>	<b>\$ 67,055,685</b>	<b>\$ 122,952,541</b>
<b>Cards Sold</b>	<b>1,916,538</b>	<b>2,750,673</b>	<b>3,670,292</b>

*(Nationally)*

The above information is based on assumptions with respect of card sales and consumer participation. See below. The above information represents the **NET** dollars to the Charity. Aside from jointly marketing and promoting the product, NO expenses are associated with the charity receiving this new source of donations revenue.



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**CellDonate.com**  
Giving CAN be rewarding!

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