



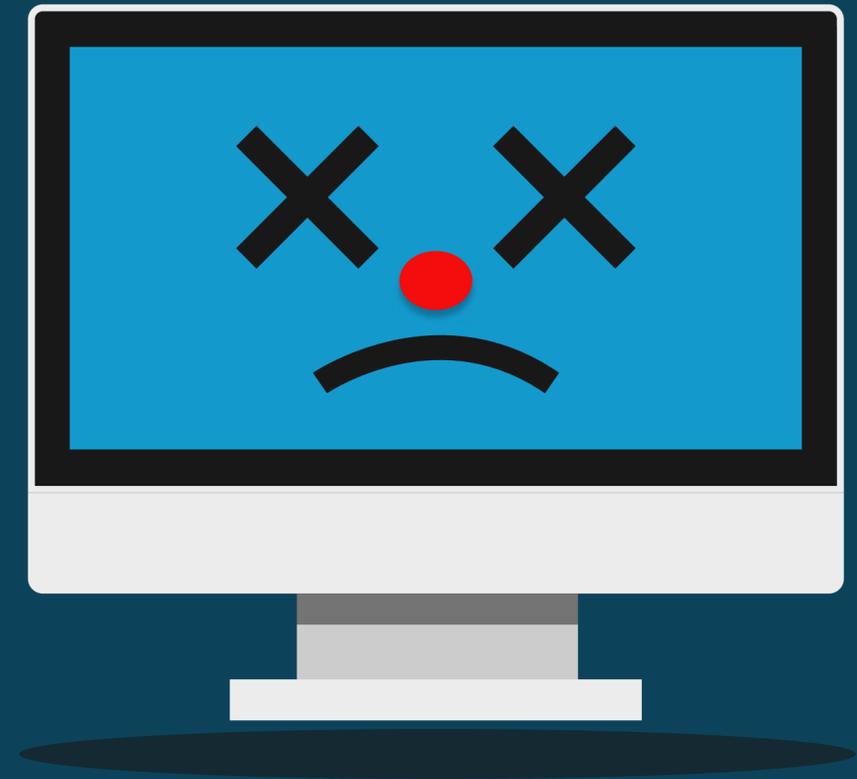
Email Marketing and Viral Advertising

PAUL BURGER

FOUNDER | CEO | INVENTOR | HEAD CREATIVE

Most Businesses Have Big Problems

- They struggle to keep up with larger competitors due to budget limitations for advertising and marketing.
- Acquiring customers, prospects, and subscribers is crucial, but reaching them is another matter. This can result in price cuts, quality compromises, and business failure.
- No technology exists that levels the playing field without significant cost. This leaves them reliant on the usual options like Facebook[®], LinkedIn[®], Mailchimp[®], SEO, networking events, etc.



The Granza Solution

- The Freemium plan combines email marketing and viral advertising to maximize results while alleviating budget worries.
- We connect SMBs with potential customers, prospects, and subscribers previously unreachable, ensuring dramatically greater exposure.
- Granza technology levels the playing field and generates a highly motivated viral referring salesforce. High K factor drives explosive, viral growth.

Join For Free.
Use It. Share It.
Go Viral.



Reach new audiences, cut
marketing and sales costs,
and raise profits by 20%+.



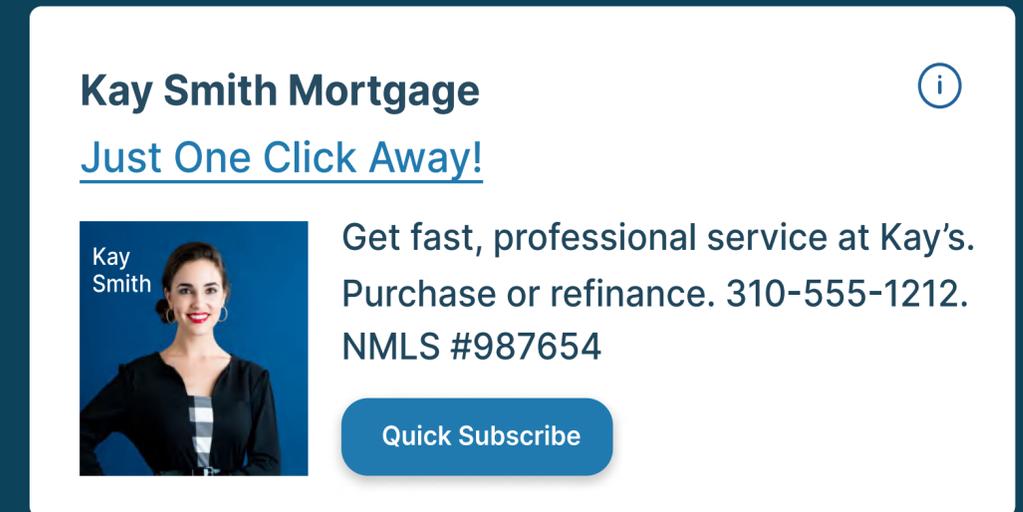
Our Users Get MORE!

You can't compare if it's not there!

Monthly Plans	 Granza	 Get Response	 Campaign Monitor	 Mailchimp	 Constant Contact	 Sender	 AWeber
Up to 2,700 subscribers	FREE	\$44	\$49	\$39	\$55	\$22	\$42
Viral Advertisement	FREE	NA	NA	NA	NA	NA	NA
Advertisement Targeting Options	FREE	NA	NA	NA	NA	NA	NA
Downline Viral Network Heatmap/ Stats	FREE	NA	NA	NA	NA	NA	NA
Automated, Viral Marketing Materials	FREE	NA	NA	NA	NA	NA	NA

3 Simple Steps Gets You Started

- Join for free through a referral or directly at Granza.
- Create your free, targeted viral ad using the Wizard.
- Import your existing email list from any platform.



- ✓ Send email campaigns to your subscribers as you would with any other platform. No learning curve.
- ✓ Go viral by sharing the Freemium plan with any business via your QR code, free vanity URL, promo code "name," and more.
- ✓ Use Granza for email marketing, free viral growth, advertising or all three. Easy, user friendly interface. You can export new connections to your favorite CRM.



Granza User Dashboard

All ads come from within the Granza platform, depending on targeting.

The screenshot shows the Granza user dashboard. At the top, there is a navigation bar with 'GRANZA' logo, 'Ads', 'Campaigns', 'Lists', 'Downline Activity', and 'Help'. A user profile for 'JM Jessica Maddox' is visible. Below the navigation, the main area is titled 'Dashboard' with the question 'Where do you want to go?'. There are four main action cards: 'Create Your Free Ad', 'Add Subscribers to List', 'Create a Campaign', and 'Go Viral'. At the bottom, there is a 'Need Help?' section with a 'Go!' button. On the right side, there is a vertical list of ads, with a blue callout box highlighting the first four ads: USA Marketing Services, Kay Smith Mortgage, Cheryl Jean Realty, and Lawrence Handle, CPA LLP.

USA Marketing Services ⓘ
[Get A Free Consultation](#)



Your one stop for all digital, including social, email marketing, SEO and more. Free Granza training by Alec!

[Quick Subscribe](#)

Kay Smith Mortgage ⓘ
[Just One Click Away!](#)



Get fast, professional service at Kay's. Purchase or refinance. 310-555-1212. NMLS #987654

[Quick Subscribe](#)

Cheryl Jean Realty ⓘ
[Platinum Group](#)



Our team consistently outperforms the competition. Buying or selling? Please check out our great reviews.

[Quick Subscribe](#)

Lawrence Handle, CPA LLP ⓘ
[Complimentary Review](#)



Experts in business and personal accounting, preparation and strategic planning.

[Quick Subscribe](#)

You are 1 of 4 ads with visibility down to 4 levels. We block all the competition.

...and a quick subscribe too.



Granza Has Two Revenue Streams

- Users surpassing Freemium email plan limits must opt for tiered premium options.
- Premium advertising provides enhanced targeting options.

Monthly Plans:

Source	General Range	Projection Metric Used
Premium Email	\$15 to \$1,000+	\$58
Premium Advertising	\$10 to \$2,000+	\$63



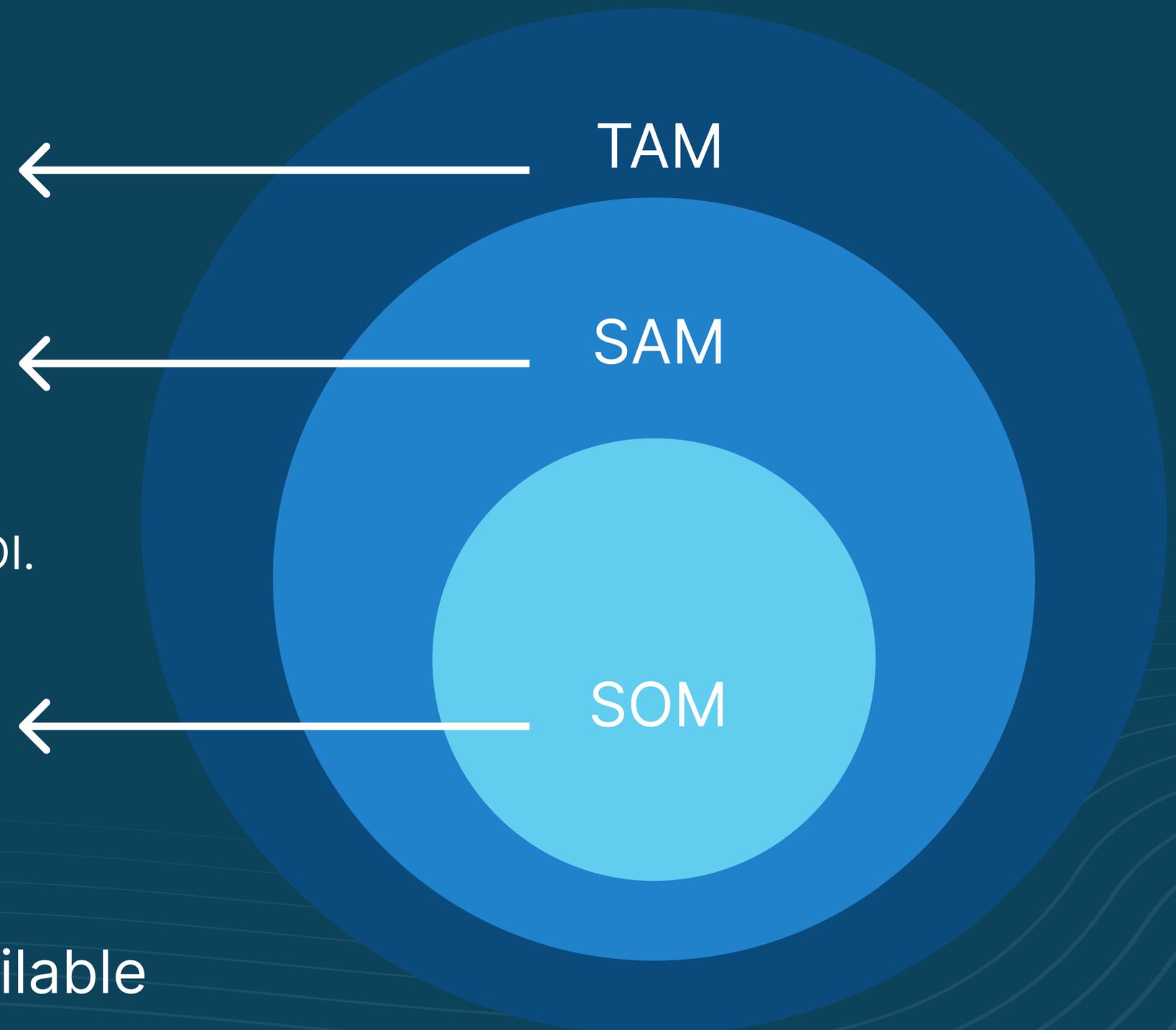
Market Opportunity

Worldwide email market:
\$11 Billion

Granza serves the U.S email market:
\$2.5 Billion

Fastest growing space at 12x with a 38x ROI.
65% of SMB's use email marketing.

Projected first year revenue \$3 million.
Second year is well into the 9 digits.



Detailed financial projections available



Market Traction



2 process patents for viral networking issued.



Prototype demonstrated, receiving overwhelmingly positive responses.



Secured letters of intent from large national mortgage and real estate players.



The mortgage and real estate sectors, heavy users of email marketing, are initial targets. Freemium plan available for any SMB.

Granza Leadership



Paul Burger

CEO, FOUNDER

- Highly connected in the mortgage and real estate industries
- Expert in email technology
- Multiple top 1% in mortgage sales
- Created multiple mortgage and processing tech solutions
- Author, guest on radio and TV



Cheryl Cynar

COO, CO-FOUNDER

- Highly connected in the mortgage industry
- Organizational expert
- Superior communication skills
- Head of mortgage operations
- Underwriting trainer, collateral analyst
- Credit risk manager
- Secondary market advisor



Arslan Akram

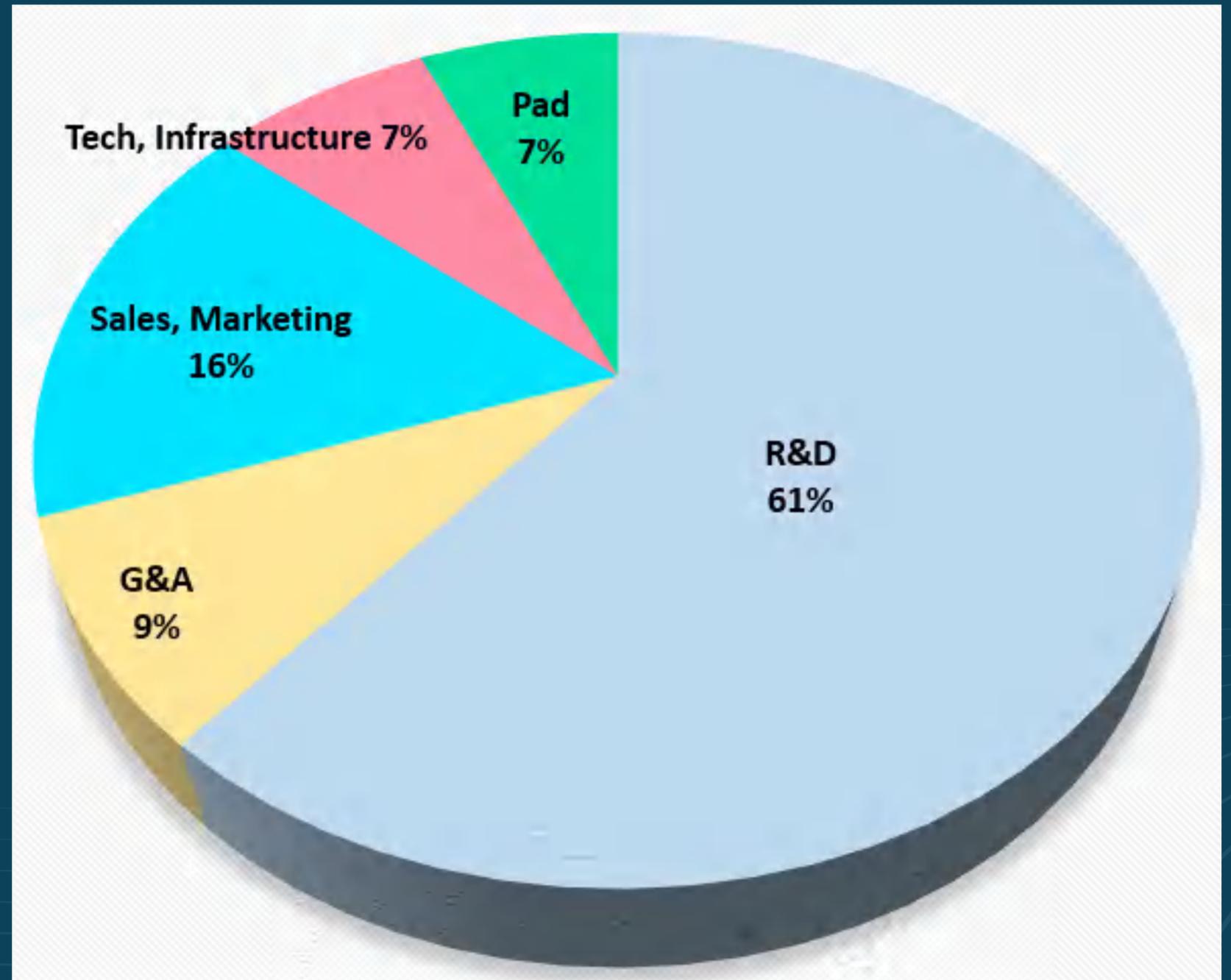
CTO, ADVISOR, PIXELATIVE.CO

- Creative solutions experts
- Expert UI/UX designers, engineers, email marketing, advertising and other formats
- Custom digital technologies including AI
- Mobile applications
- Professional, high ethics



Investor Opportunity

- Granza is nearly complete, including rigorous beta testing.
- We are seeking:
 - A merger with an existing, forward thinking SaaS, or,
 - An investor to complete and launch.
- As a standalone, projected completion and launch is 9 months.
- Founders will consider various options.



Thank You!

Please join us on our journey to make new, affordable technology available for everyone.



Paul Burger, Founder, CEO

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