



LOCO is a software platform that allows customers to create the tools they need in minutes, and deploy to the cloud for use by their team in seconds. LOCO removes the need for IT, for custom development partners, and for application design and hosting services.

Loco Innovations, LLC
www.loco.build
@BuildWithLoco

Why Invest?

- **LOCO is an innovator in no-code application design and visual programming to allow non-coders to build, deploy, and customize applications without the need for IT;**
- **The market for low-code applications is large and growing as customers search for easy to use, low cost solutions to meet their business needs;**
- **LOCO is available to customers at low-cost and requires minimal training time;**

Team

Jim Nicholson, President
 Jim Nicholson is President/Founder of J Nicholson Consulting, a strategic advisory firm focused on US and global education and technology markets. The consultancy offers business analysis and strategic planning focusing on high growth markets and products in the preK-12 market.

Doug Wilson, Inventor
 Doug Wilson has been building custom products for 28 years. His company, Breakthrough Technologies, has billed over \$80MM in services over the past twenty years. He understands the association market and the tools they need to be successful. He also understands the cost of developing tools the traditional way.

Problem

Skilled development of custom applications is **time intensive** and **expensive**. Many disciplines such as business analysis, security, DevOps, design, and

application architecture and development skills are required to build quality applications today. Outside development consultants are available, but are expensive, may not understand the organization’s mission, and still require extensive management from a project and architecture perspective.

Opportunity

LOCO provides an integrated portfolio of apps that can be used by operations teams immediately. These applications can track project information, assets for the organization, work-flow for distributed tasks, and document repositories for a variety of internal and external uses. All apps are available with the click of a button, and can be customized easily by our innovative development tools. These apps are available to team members across any platform in the cloud and safely hosted in a secure workspace. The ability to build and customize apps on demand appeals to a younger workforce. Loco is the tool that can solve a wide range of business operation challenges better and cheaper than the tools in use by these organizations today.

Target Market

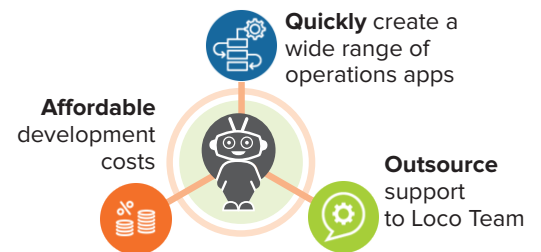
Association/Nonprofit Operations
1-500 Employees
\$100,000+ Annual Revenue
U.S. National Market

Revenue/Business Model

New customers are offered a one month free trial. **Basic Plans are \$100/month** and can support up to 20 users. It can be canceled any time. **Enterprise Plans are \$400/month**, which allows for unlimited usage and includes chat support and redundant database back-up. Our models are designed to allow small to medium sized users to take advantage of LOCO’s capabilities at a low cost/user.

Competitors

There is a low-code, no-code app development movement in rapid motion. Push-back from traditional IT teams is becoming more vocal. Competitors occupying the Loco Innovations, LLC space include Microsoft, FileMaker, Mendix, Appian, OutSystems, AirTable, BettyBlox and QuickBase.



Solution

Loco can create apps that **manage data for any business operation**. Apps can be built in minutes and deployed in seconds. A **LOCO development team can be one person**, replacing front end and back end developers, analysts, QA, DevOps engineers and designers. The **learning curve is shallow** requiring no coding experience and results can be imported from the cloud and shared with your team.

Most of these companies offer products that employ scripting and programming and thus have steep learning curves. Often they are used by development staff. Often their per-user pricing becomes an obstacle as you pay every time you add an employee to the platform. In the past twelve months, there have been over \$1B in transactions around these digital transformation tools.



Competitive Advantage

Loco Innovations, LLC has launched LOCO and it is ready to use, with a beta population of over 75 users. Loco's user interface is proven to be more user-friendly for non-coders with its highly intuitive visual interface. Loco's low priced, two tier offering means more savings for customers. Its integration with email, SMS, and slack provide access to the teams where they are, and the Slack App provides a conversational API to the customer's enterprise data.

Sales/Marketing Strategy

Association operations management targets include Directors of Operations, COOs and Directors of Volunteers. Most professional associations hold annual meetings and bi-annual conferences with deep opportunities for coordination and management of business activities. Driving new users to the demo/beta platform will be a key strategy to gaining customer retention. Empowering business operation teams to be successful is a prime motivation for Loco adopters.

Unique Product Features

LOCO's user interface and functionality provide a variety of unique features that make it more extensible and flexible than most low-code, no-code development tools. An abbreviated list of use cases include:

- operation financial tracking
- customer support application
- inventory management
- collaboration facilitator
- document sharing
- product estimator tracking
- delinquent account management
- customer safety tracking

Contact Information

Jim Nicholson, President

224. 542. 9111 Cell
jim@loco.build

Doug Wilson, Product Manager

224. 420. 8101 Cell
doug@loco.build

Customer Support

LOCO has a number of support mechanism for subscribing customers. Every customer can subscribe to "LocoMotion," a monthly newsletter with tips, ideas and product update information. Basic and Enterprise users will have access to next day email support through our support portal. Our YouTube channel contains a catalog of use cases, demonstrations and suggestions for all users looking for ways to move through tasks they may encounter in building their particular application.

Funding

LOCO has already received in excess of \$1.0 M in seed funding from Breakthrough Technologies and individual investors. We are looking for an additional \$750 K to allow LOCO to launch

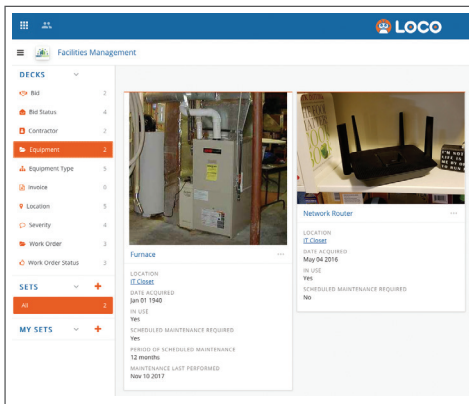
the product, prove it's business model in the market place and acquire an initial customer base. During this phase, we will be increasing spend on marketing, customer acquisition and service as well as continuing to expand key features of the product.

The Future

The market for low/no code products is large and growing. LOCO's approach of creating citizen developers takes the low code concept even further than competitors and allows for any organization to build useful business applications easily and without training. We believe that our business model will allow for small to medium organizations to use LOCO to drive savings and expand their capabilities.

Phase	Dates	Users*	Revenue**	Business Goal
Initial Product Launch	Q1 2019 - Q2 2020	1,000	\$2.0 m	Prove Business Model
Phase 2 Product	Q3 2020 - Q4 2021	2,000	\$3.6 m	Reach New Markets
Growth Phase	Q1 2022 - Q4 2023	6,000	\$7.2 m	Scale

* at the end of the period
** Run rate at the end of the period



LOCO's user interface is easy to understand and visually intuitive. It is designed to guide users into creation instead of time intensive training on the application itself. The commands are simple and declarative. The pallet is clean and ready for customization. Data is kept clean, readable and easy to find by other team members. In short, there is little training time needed to use Loco.

LOCO is EXTENSIBLE



There are hundreds of use cases for LOCO! The user's imagination is the skill LOCO users will find most useful!

LOCO is FAST



Applications can be deployed in seconds. Users learn to build applications in minutes!

LOCO is SECURE



Data is safe from threats. It is available when needed for the people you allow to see it.