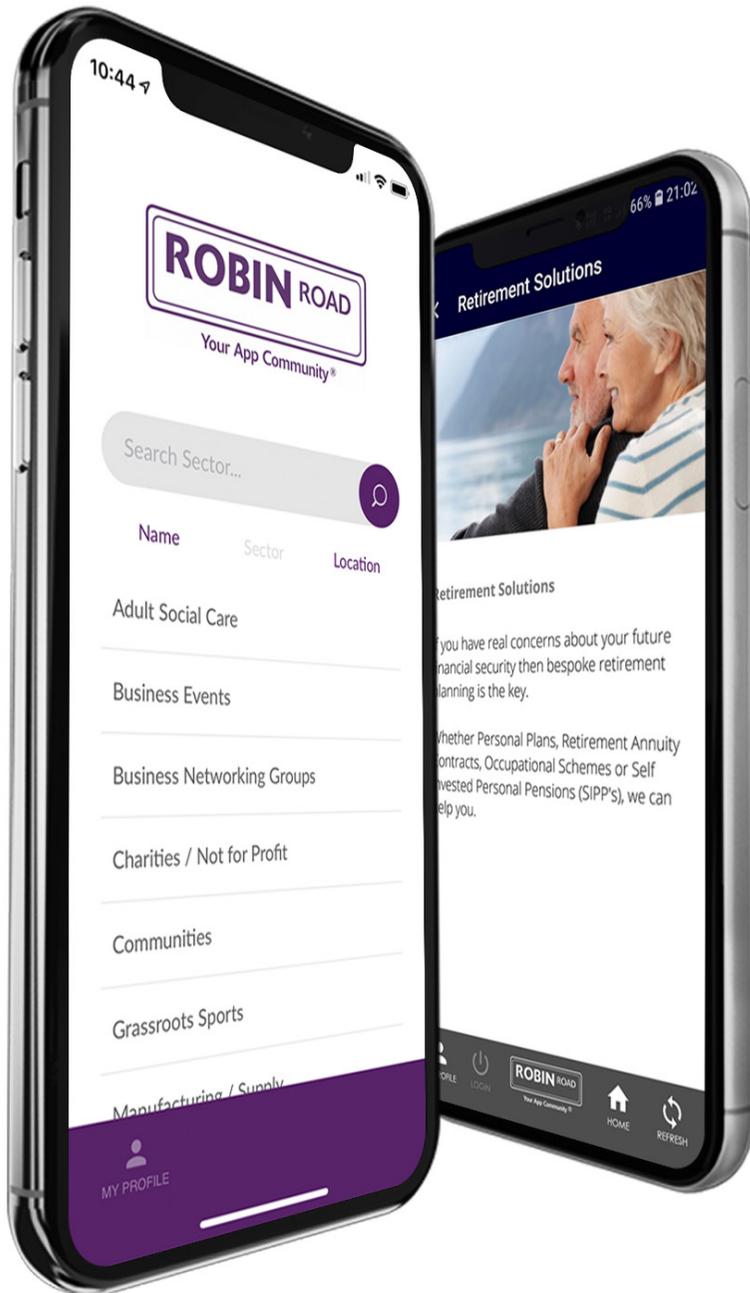
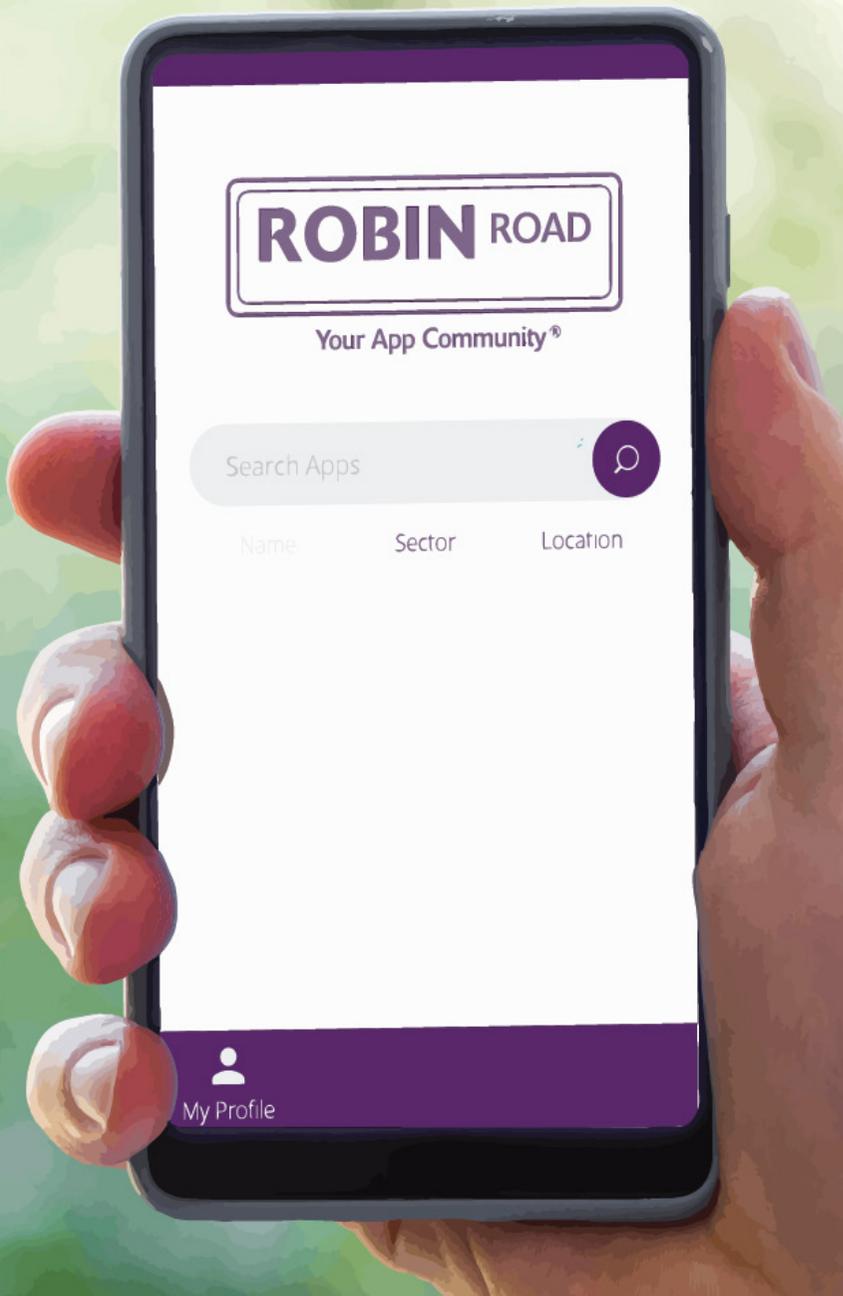


# Development Partner Prospectus



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# Why We're Here



In today's uber-information age, people expect to take out their phone, tap a button and instantly get access to whatever they want to know.

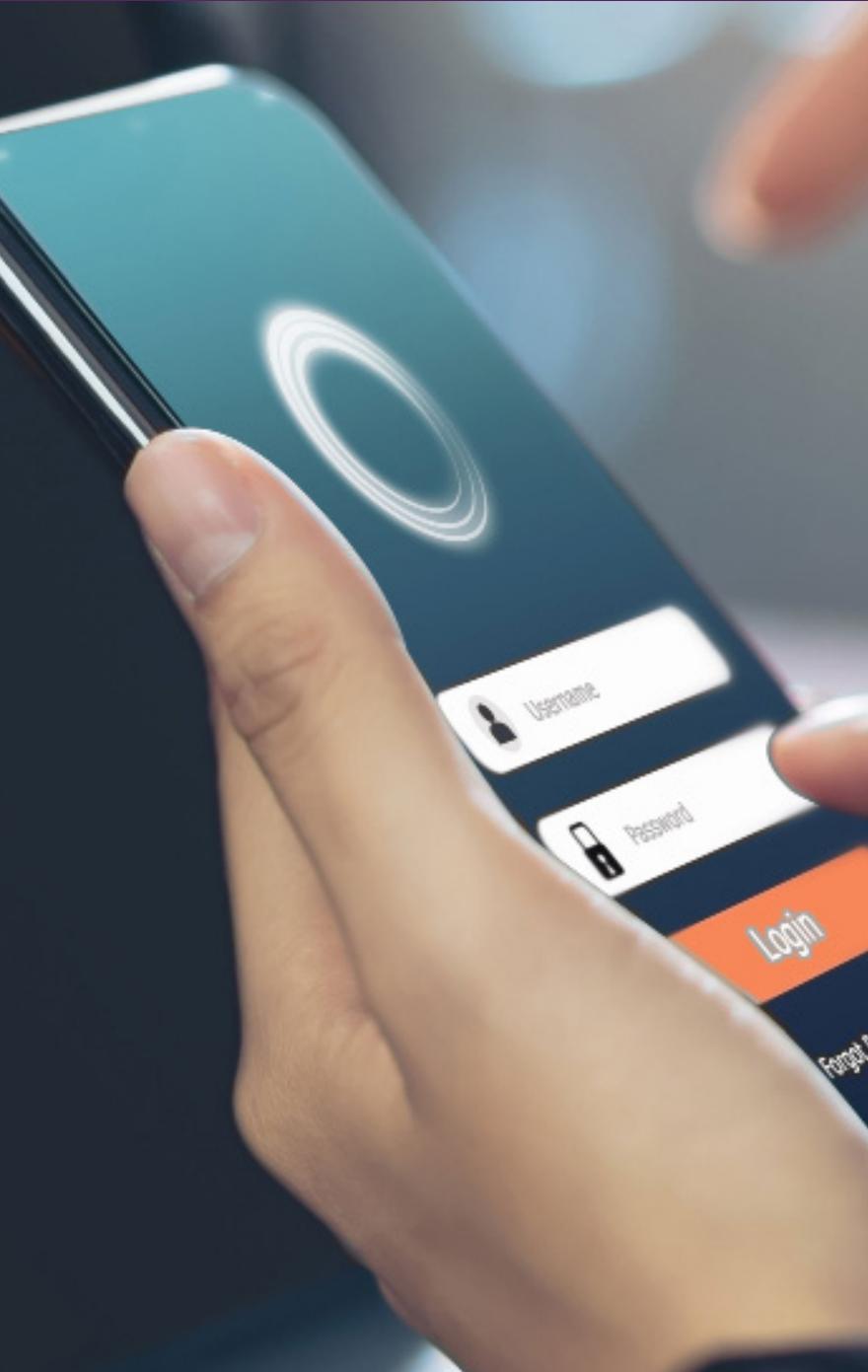
Wherever they are and whenever they need it.

The Robin Road mobile app platform enables small businesses and organisations to have their own, native app in way that is affordable and easy to adopt.

We can also devise and monetise our own original concepts.



# Why Now?



**They say that there's an app for pretty much everything nowadays but this only scratches the surface on a very wide market.**

There were over 2 million apps downloaded nearly 200 billion times last year; the over whelming majority of these were for social media, games and streaming services.

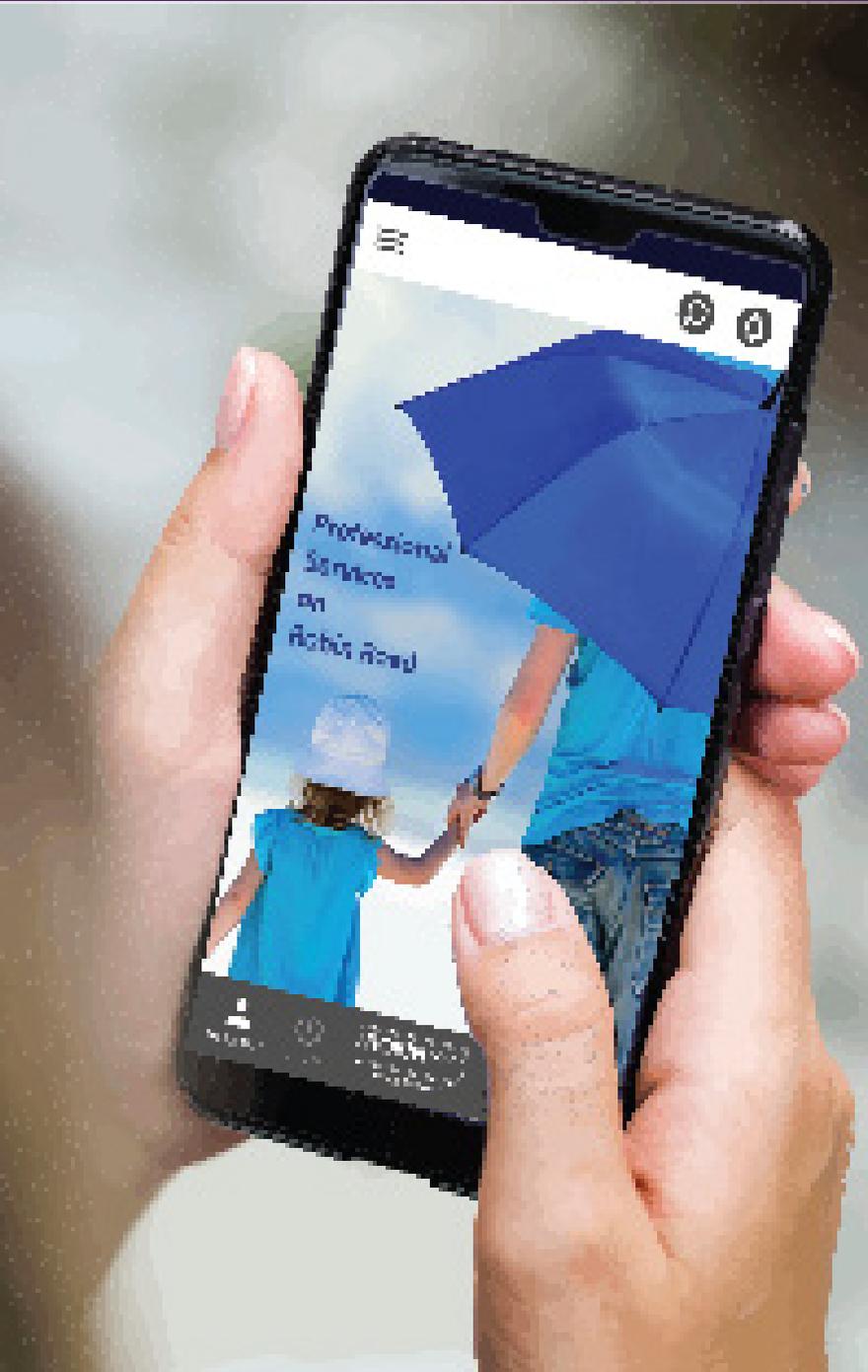
Consumer and retail sectors are becoming re-shaped with brands such as AirBnB, Deliveroo and Uber.

Even 'traditional' household names are using apps alongside their existing channels to provide a quicker and easier transactional experience.

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# But ...



**There is a whole nother world ...**

of service-based small and medium-sized enterprises

whose commodity is their industry skill and knowledge;

who largely serve clients in their local business community;

who could benefit from the advantages that an app would provide...

But are unlikely to be able to do so.

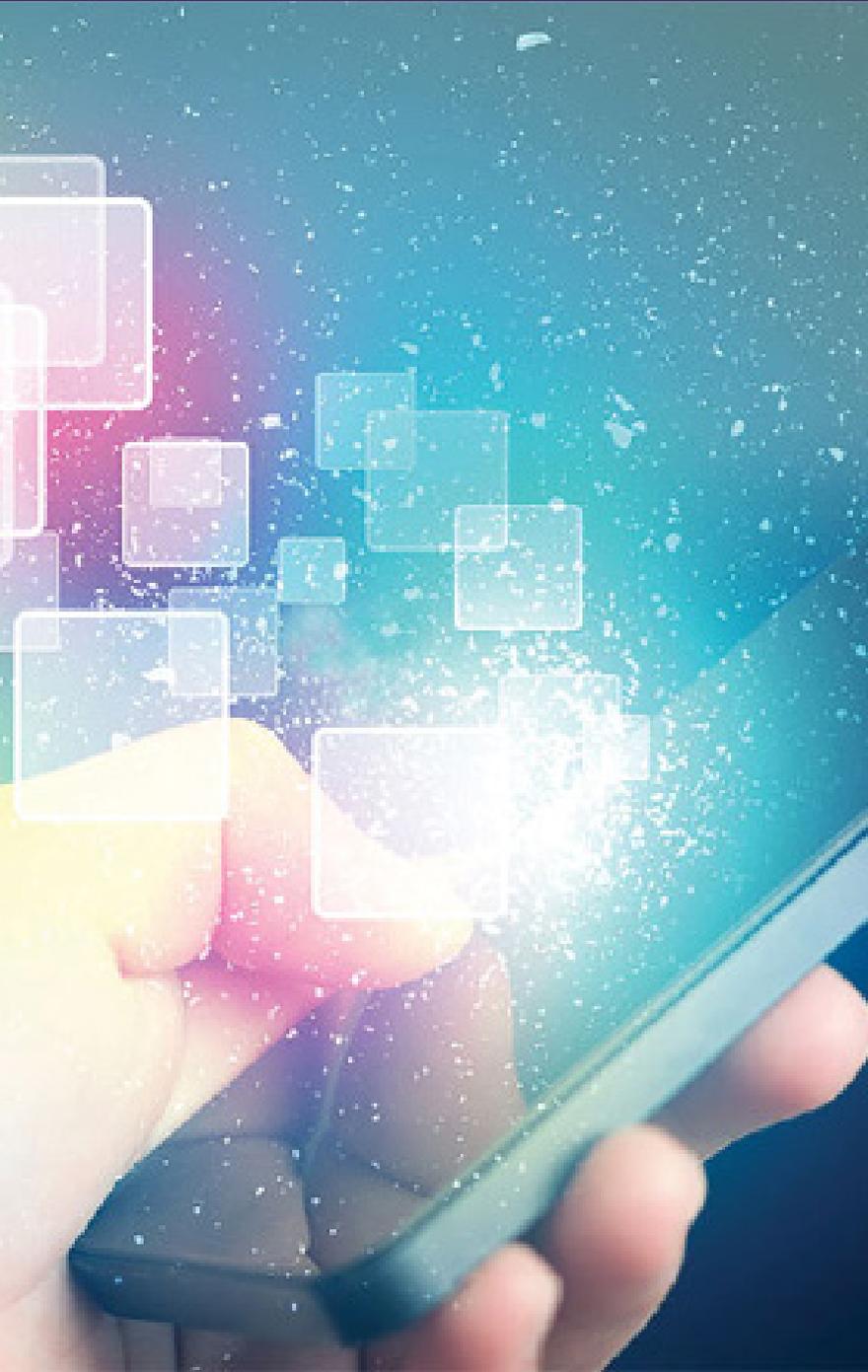
Bespoke apps are expensive to build and often beyond reach.

This is our market and our opportunity.

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# Development Partners



**With Robin Road, the app isn't the 'thing' ...  
but just a place to put your stuff (ie information).**

The focus is not so much on the tech but as a clever but simple tool for communications and engagement that can sit alongside existing channels.

For us to grow quickly and comprehensively - in the UK and internationally - the time is right to assemble a team of development partners who are infused in their local business communities or in a particular trade or sector ... or have a willingness to do so;

Who understand the challenges that SMEs (in particular) face when it comes to communications and can see how we can be useful.

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# A Real Partnership



**This is not a network marketing model**  
where there will be lots of people representing  
the same thing in the same area.

**Or a franchise model**  
where you'll have to make an up-front financial  
commitment to 'own' your share of the business.

**Or be directly employed us**  
We could never scale quickly this way.

**Rather, a true collaboration**  
where you represent Robin Road as our partner  
(technical term 'independent agent') and where  
we both share in the proceeds.

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# Jurisdiction and Expectation



This proposition only works for you if you know that there is considerable opportunity to scale the business ... without being in competition with others 'on your patch'.

While you may not have exclusivity for your desired area or theme, you'll have plenty of scope to build the business.

We won't have hard and fast revenue targets to cast a shadow over you, but take the view that if you are motivated and passionate about what you are doing, then you'll work to exploit the commercial opportunities to your fullest potential.

For our shared benefit.

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# Earning Potential



**Those who innovate during these strange days will be the ones who emerge stronger than at the beginning of it all.**

Our fee model is for affordable pricing to the client so as to encourage initial adoption and then ongoing use for both individual accounts and our original concepts.

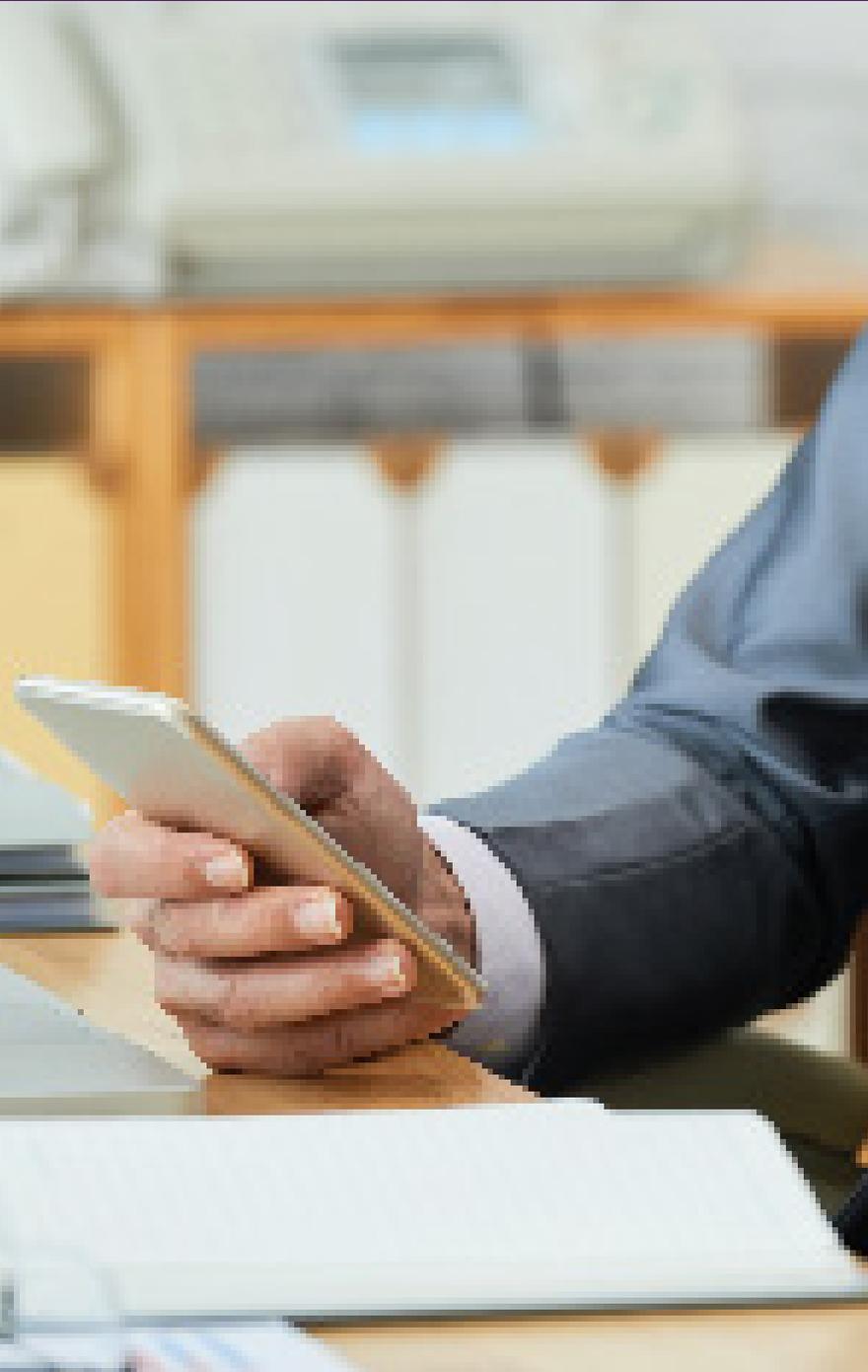
This will give us long-standing clients and secure, residual revenues.

And great earnings potential as you continue to build upon your success.

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# Your Costs



**We don't believe in placing undue financial pressure on you or putting you into debt before you even begin.**

The only initial costs that we'll ask you to cover is for a set of business cards - if needed - and for a dedicated email address.

We won't cover your travel, phone, laptop, etc or local networking, marketing and promotions ... which is pretty consistent with the idea of you running your own business.

But we'll provide all the guidance, mentoring and support needed to make this work for us both.

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# Designing the Affordable App



**Our rates are affordable so that everybody can have one.**

For individual clients, between £75 and £150 per month depending on one's size and status.

With a bit of initial set-up cost.

And we can devise our own original concepts which, again, have an affordable participation entry point.

Our pricing strategy is intended to encourage initial adoption and then continuity of use. Which gives us long-standing clients and secure, residual revenues.

And doesn't take long to accumulate to something meaningful.

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# Original Concepts



**We can improve upon the printed sector or themed directory, or the online flippy book .... either as a replacement or versatile accompaniment.**

Not only to assure that all content is always current and accessible, but also to provide clients with a proactive route to better engage with customers and prospects.

Eg Conference & Wedding Facilities in Northamptonshire; Days out with the Kids in Yorkshire; Manchester B2B; etc.

From a commercial perspective, we can monetise in any number of ways ... to both provide real value for clients in a way that encourages participation.

With the opportunity to have their own app as well.

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# App Delivery



**It is very quick and easy for us to create a client app.**

All the code has been written; just enter the text, images, documents and links; pick a colour scheme; tap 'publish' and ... that's it.

A customised demo can be delivered in about fifteen minutes and a full client's app in a day or two depending on the amount of content required.

Our infrastructure also works to calm the anxiety that people may have when they associate the word 'app' as something tecky and, therefore, intimidating.

Robin Road is pleasantly simple.

Nothing overly complicated or flashy. It just works.

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**I believe in doing good where we can.**

We therefore offer to deliver an app in Robin Road for charitable organisations, good causes and those trying to do so much for the benefit of others with not enough budget.

Which they can use to improve communications and engagement with their own communities and to also raise funds locally.

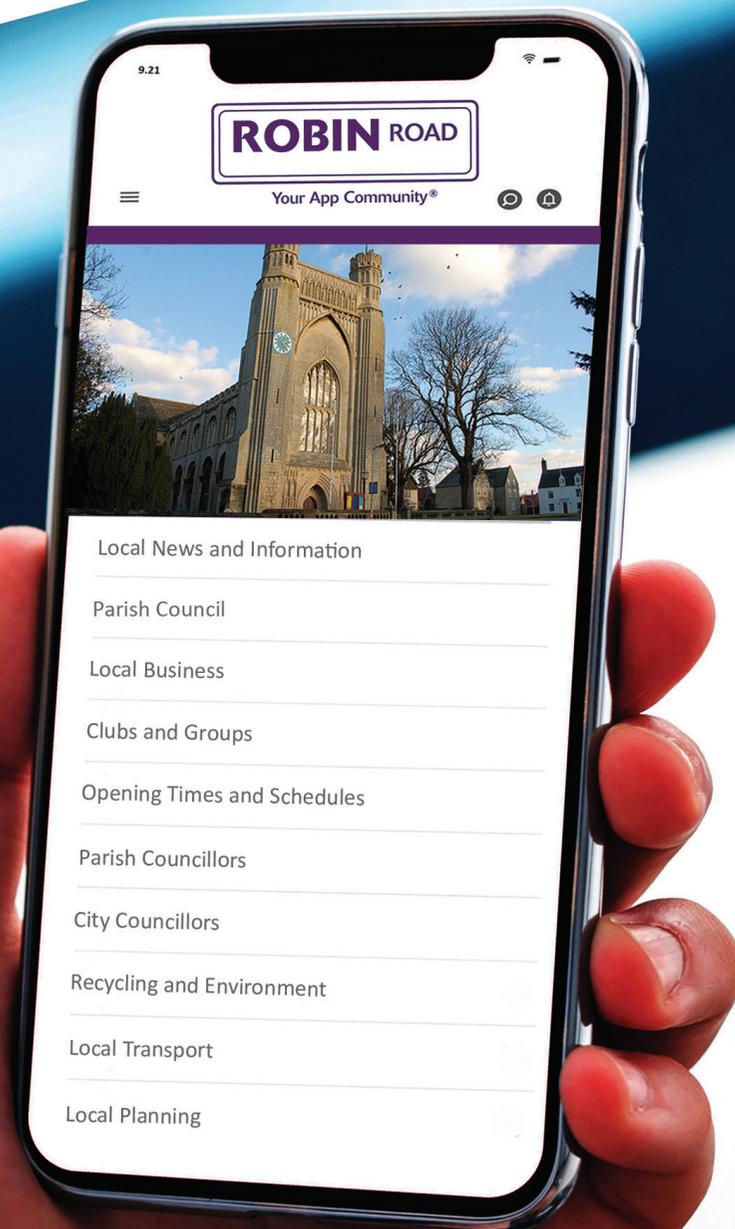
Pretty much without charge.

In addition to being a nice thing to do, commitment to this CSR programme will help us to build the Robin Road brand ... which will strengthen our entire proposition and organisation.

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# App Community



**Robin Road is distinctive in that we are a kind of 'internet' for apps; we not only create the app but we also host it within our own platform.**

**We call this our App Community.**

**Users download Robin Road one time and, from within the platform, select any number of client app accounts that are relevant to them.**

**Without adding to the gluttony of icons on their device screen.**

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# For Example

**For example : Helen runs an event management company.**

She has an app so that she can present and promote her full service capability and more easily keep in touch with her customers and contacts. There's a secure section where she places project documentation and planning information so that her clients can check in at any time.

She needs to conduct a risk assessment for every project so she regularly uses her Health & Safety consultant's app. She belongs to a business networking group; their app serves as a member handbook.

She also has apps for her other business service providers and interests -- eg her commercial solicitor; her financial advisor; her first aid training provider; her village; her football league; and the charity she supports.

As well as guides for days out with the kids and family restaurants in the area.

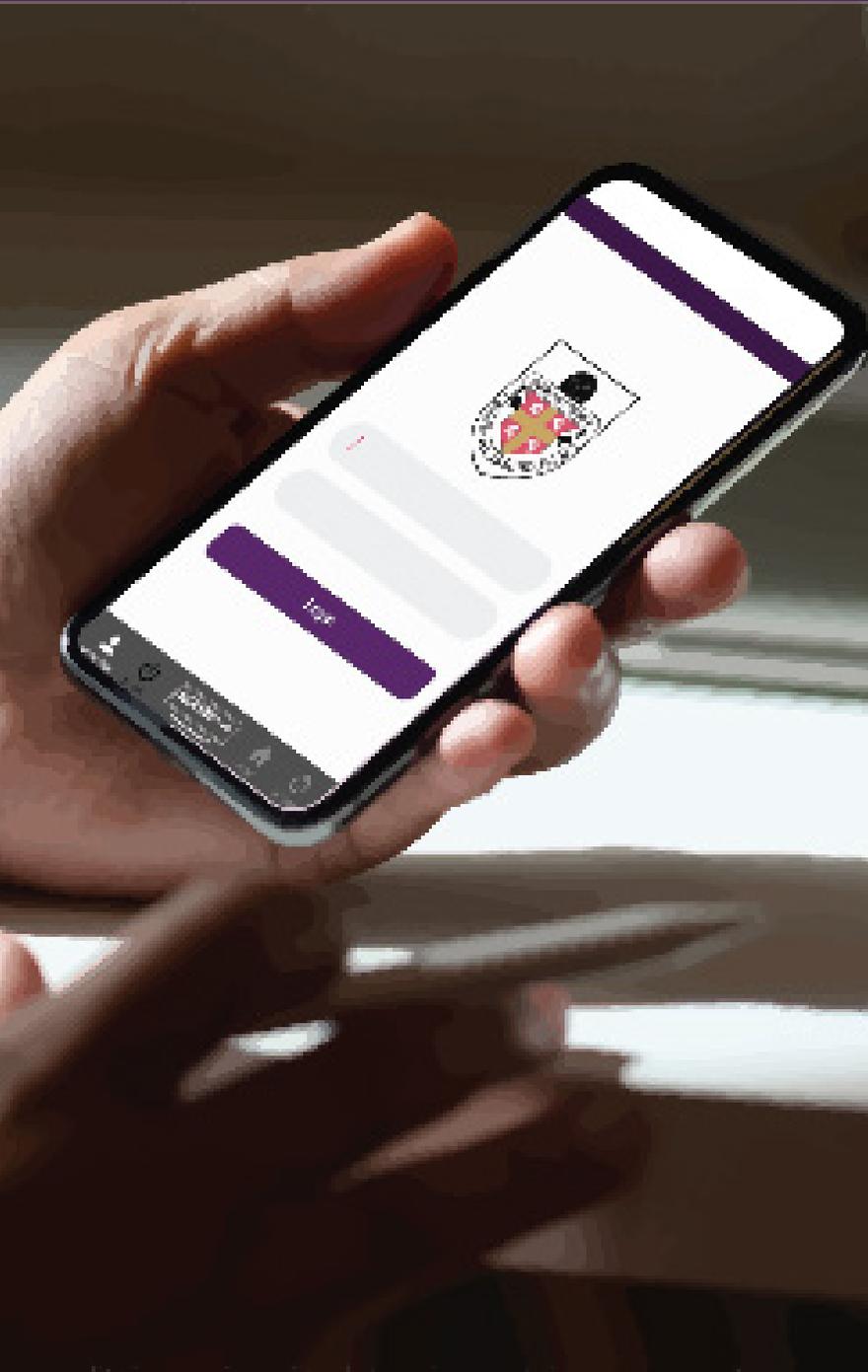
An abundance of information all together in one place.

All of which is always instantly available whenever and wherever it is needed.

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# Our Current Business



**Robin Road is entering our 6th year.**

We've had a few twists and turns along the way, but have emerged with a strong and distinctive brand proposition.

Our first clients were in the field of grassroots football ... and we continue to deliver for local leagues and regional FA governing bodies.

This portfolio of apps is used nearly 2 million times per year by club and team officials, referees, players and parents.

We've also delivered for local networking groups; local business events; professional services firms; and charitable organisations.

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# Our Team



**Robin Road is a family business with ambition to grow.**

Our model is to introduce business development partners in as many business communities and sectors - and to develop as many original themes - as we can in a way that is sustainable and maintains our presentational quality and credibility.

Our aim is to remain lean and agile ... with fun and freedom and sensibility in everything that we do; but with an unapologetic laser focus to see how far we can take this ride.

Which isn't always about the money by the way; but also the pride and satisfaction in knowing that we've created and delivered something really useful for the benefit of so many.

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# The Tech Team



**Our technical team are external but local to us in the UK.**

We'd also like to develop a technical apprentice programme where we can provide students the opportunity to not only help maintain our system but to also offer the challenge of 'what would you do to make it better?' ... and then enable them to do so.

This investment in young people at the same time as we grow will give us a sound technical foundation for the future.

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# Coda



Very few companies had a website 25 years ago.

Some people learned html and the floodgates were primed for everybody to create their 'one stop shop window on the world wide web'. It hasn't really happened the same way for apps.

Developers seem to be focused on 'the next big thing' ... the social platform or trendy tool that will attract a vast audience and monetise really quickly. And hopefully not burn out after its brief moment in the sun.

Everybody is after the elusive unicorn, which leaves a massive void as the SME sector remains relatively unserved.

Robin Road is well-positioned to exploit this space with our simple and sustainable App Community platform.

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# Welcome to the Neighborhood

## Have a look

- Download Robin Road for iOS or Android devices
- Tap 'sectors' or 'locations' to see app accounts. Select one and it will download from within the platform.
- Tap the Robin Road logo to return to the home screen and search again as desired. Select from as many app accounts as are required.

Tap 'My Community' (or 'my profile' icon bottom left) to see the accounts you have downloaded and easily switch between them as needed.

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