



BUSINESS WARRIOR

Q1 2020 - Investor Overview

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SAFE HARBOR: FORWARD-LOOKING STATEMENTS

Statements herein that are not historical are forward-looking statements made pursuant to the safe harbor provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements are typically identified by terms such as “anticipate,” “believe,” “continue,” “could,” “estimate,” “expect,” “foresee,” “guidance,” “intend,” “likely,” “may,” “plan,” “potential,” “predict,” “probable,” “project,” “seek,” “should,” “will,” and similar expressions. [Forward-looking statements contained on this website include, among others, statements concerning employee growth, revenue, product releases, raising capital, profitability, and partner programs.

You are cautioned not to place undue reliance on these forward-looking statements. They are based on the current beliefs, expectations, and assumptions of our management and are subject to significant risks and uncertainties that are beyond our ability to predict or control. These risk factors include, but are not limited to. All information provided in this website is as of date noted and we undertake no duty to update this information unless required by law.



Business Warrior

- Feb 12, 2020: Business Warrior announces going public through reverse merger (OTC: KDNG)
- Founded in 2014, by Rhett Doolittle, who had successful exits from two previous companies in payment processing & marketing
- Business Warrior's software (SaaS) launched in Aug '19 and has grown to over 2,000 monthly subscribers
- Target customers are small businesses with less than 10 locations
- Based in Tempe, AZ



**Business Warrior helps small businesses
simplify and prioritize daily decisions to
get more customers and improve
profitability.**





1st Quarter Update

- **Subscribers, engagement and new leads all steadily increasing**
- Received **major press** accolades for COVID-19 response and offering
- Quarterly **subscriber growth** of 62%
- Our COVID-19 response outperformed expectations as our acquisition of new **leads improved by 300%**
- **Launched new products** to solve problems for small businesses

Inc.

FedEx®



MARTECHSERIES
Marketing Technology Insights



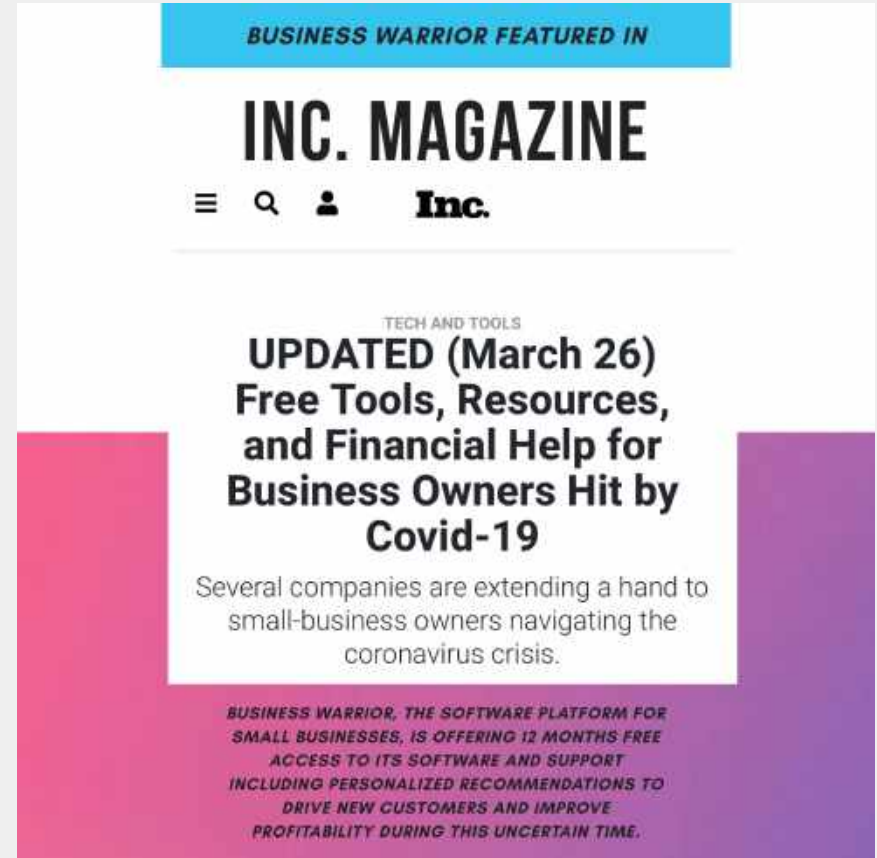
**BUSINESS
INSIDER**

smallbizdaily
REAL. INSIGHTS. INFORMATION AND INSPIRATION FOR ENTREPRENEURS.

COVID-19 IMPACT

Business Warrior reacted quickly to COVID's impact by helping small businesses adapt to social distancing

- Offered base software for 12 months free
- Subscribers increased 5X
- Gained strong press including *Inc. Magazine*
- Introduced e-commerce focused features





POSITIONED FOR GROWTH POST COVID-19



High demand

- 62% quarterly increase of new subscribers
- Cost per acquisition declined from \$77 to as low as \$12 (Current average \$24)



Increased market opportunity

- Subscribers requesting more help & solutions
- New eCommerce tools for marketing



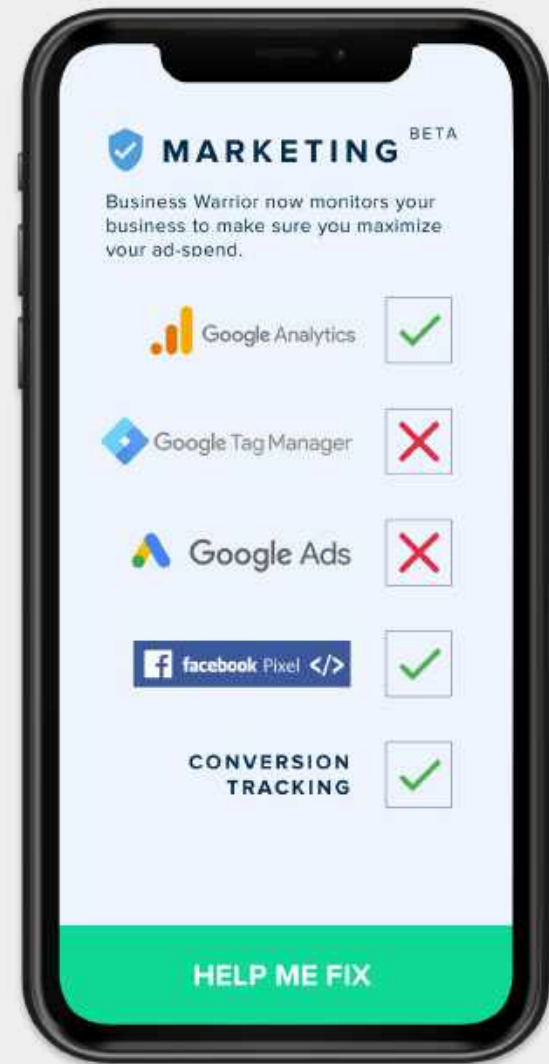
Increasing recurring revenue

- Launched premium add-on services
- New products range from \$99-\$299 (up from \$30)

NEW FEATURE ECOMMERCE & SEO

Over 70% of small businesses are not taking advantage of inexpensive advertising opportunities with major providers like Google and Facebook.

Business Warrior identifies free advertising tools available to each subscriber's business.





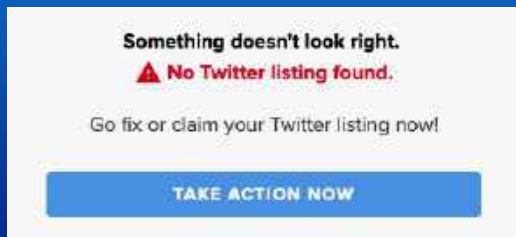
PRODUCT PERFORMANCE

High Engagement

11
minutes
per week

57% users were active
1x per week

Users Take Action



58% are engaged in
their priorities

Reputation features are
the most clicked

Demand

34%
Click to
upgrade

Represents high upside
for additional revenue

New products being released in Q2 to match demand



Milestones

LAUNCHED BETA
VERSION OF
BUSINESS WARRIOR
August 1, 2019

CUSTOMER DRIVEN EXPERIENCES

- Achieved first 250 new customers
- Released additional algorithm enhancements
- Hired Business Development lead

4th Quarter

2019



1st Quarter

2020

PROVING OUT THE MODEL

- Marketing, Sales and PR plans resulted in improved Cost Per Acquisition to \$24
- New registration flow to acquire new sub in under 30 seconds
- Launched add-on products to increase revenues

LAUNCH V2 OF BUSINESS WARRIOR

- Secure growth capital
- Major improvement of merchant priorities and personalized data
- Launch marketplace with premium pay services to increase sales

2nd Quarter

2020

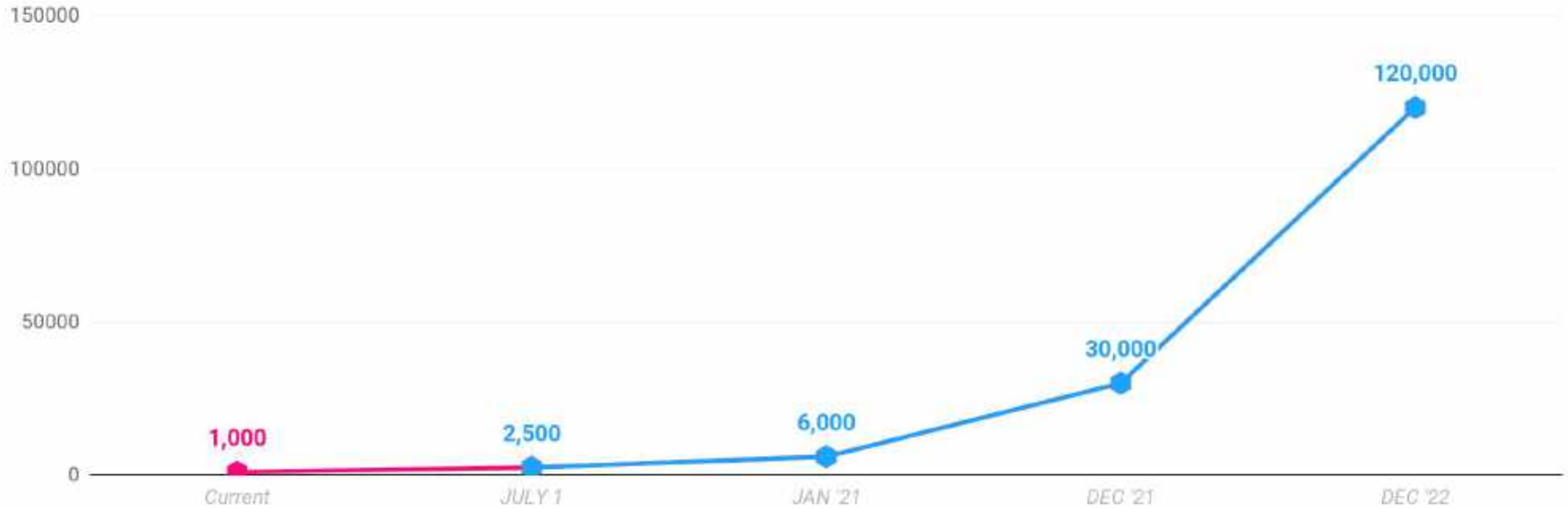
SCALE & INCREASE PROFITABILITY

- Increase revenue per subscriber
- Launch partner program to expand distribution
- Launch new upsell products/features
- Major PR push



Growth Rates

Subscriber Growth



- This represents less than 2% of the attainable market share



The Team



RHETT DOOLITTLE

Founder & CEO

Vision, Culture & Revenue
Growth

Founded & scaled two previous
companies



JONATHAN BROOKS

President

Customer and Operational
Success

Led \$1 billion in P&L for technology
products and services across the U.S.



CODY CROSS

Director of Product

User Experience &
Support

Founded both a SAAS and web
development company



JEREMY KEEHN

CTO

Software
Development

20 years of developing enterprise
level software solutions

THANK YOU!



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