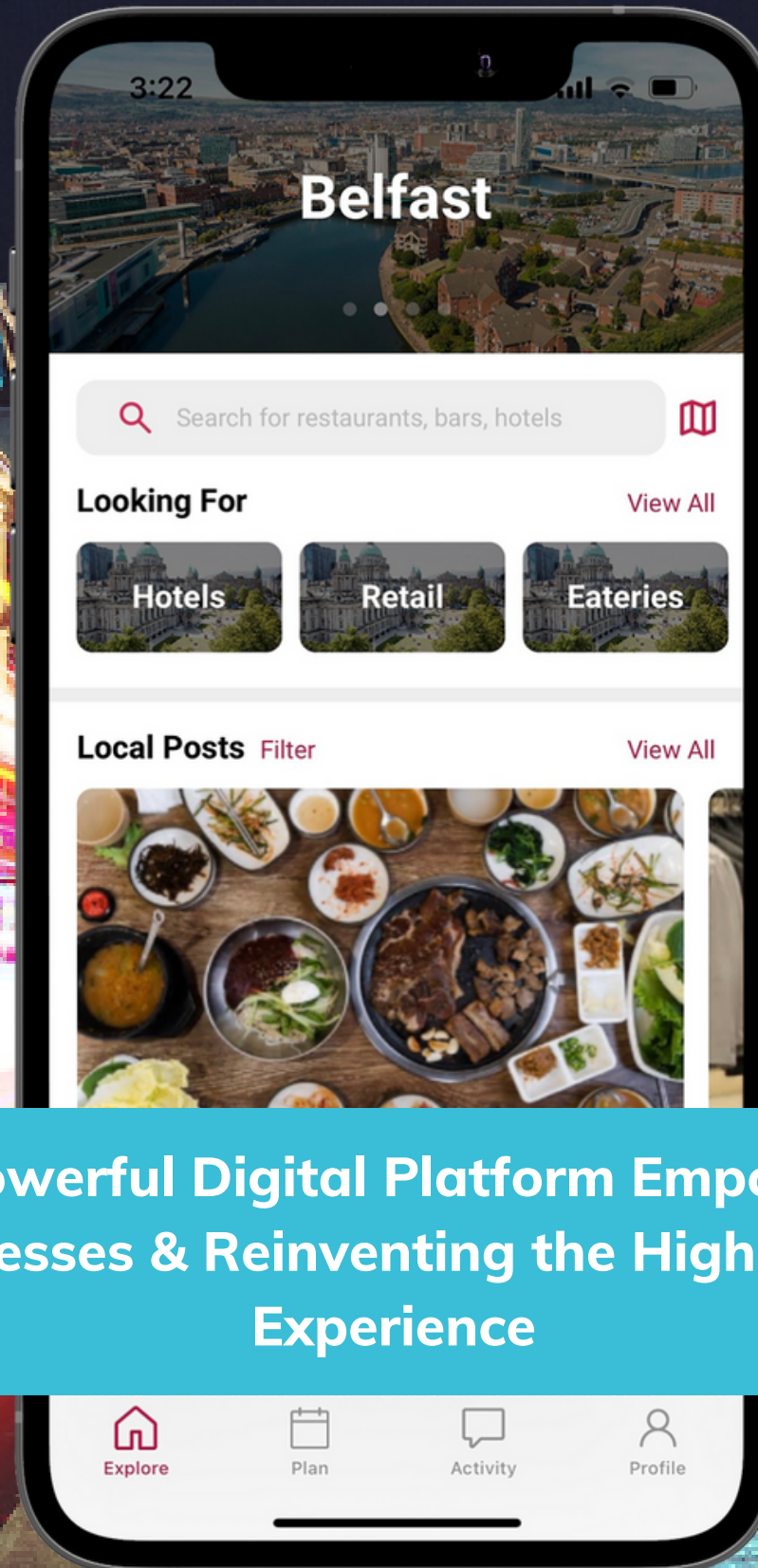




Roam



The Powerful Digital Platform Empowering  
Businesses & Reinventing the High-Street  
Experience



GET IT ON  
Google Play



Download on the  
App Store

# Problem

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In today's highly competitive market, local businesses must create a strong digital footprint in order to reach a wider audience both locally and beyond. The rise of e-commerce giants has increased the need for local businesses to enhance footfall, reach a wider audience, and encourage repeat customers.

COVID-19 brought about a significant shift in consumer behavior, turning attention towards local communities and the businesses within them. This was driven by various factors, including a desire to support local economies, access essential goods and services conveniently, and foster a sense of community resilience. However, many local businesses have struggled to adapt to this changing landscape due to limited digitisation and marketing strategies.

One of the challenges in the hospitality and tourism industry is the dominance of major platforms that tend to promote larger corporate entities, making it more difficult for local businesses to gain exposure to global opportunities. This issue can have a significant impact on the sustainability and diversity of tourism in many destinations.

Data plays a crucial role in the strategic regeneration of high streets, businesses, and communities. Local governments and professional organizations rely on accurate and comprehensive data to understand the current state of these areas, identify challenges and opportunities, and develop effective strategies for regeneration.

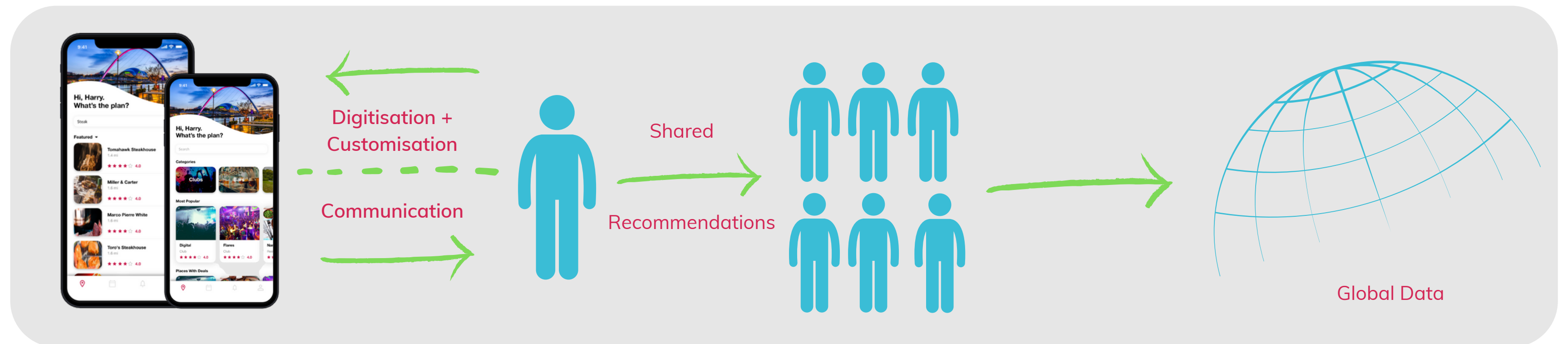




## A Seamless Digital Experience – Marketing for the entire industry

Roam is a pre-populated marketing platform, showcasing all retail, hospitality, heritage & culture, health & wellbeing and entertainment hotspots everywhere! - Providing businesses with the unique opportunity to claim an existing profile and have the ability to customise it with products, services, news, offers, and more - Businesses can even send customers direct push notifications to drive customer engagement!

Businesses need to focus on digitisation, and communication. We deliver a platform with global reach, that encompasses the entire industry. Levelling the playing field for local business, enabling equal opportunity and capability to attract new and existing customers.



Awarded "Best Destination Application UK - Best Tech Platform of the Year - Best Marketing Initiative - Best Local Travel Platform"





## Register, Own, Attract & Market Technology

A multi-award-winning digital marketing platform designed to drive interest, footfall and spend to local high streets and town centres. Putting businesses and consumers in control, Roam Local is a social media styled platform designed to connect communities, enhance safety and well-being, whilst supporting our local businesses

### For Consumers

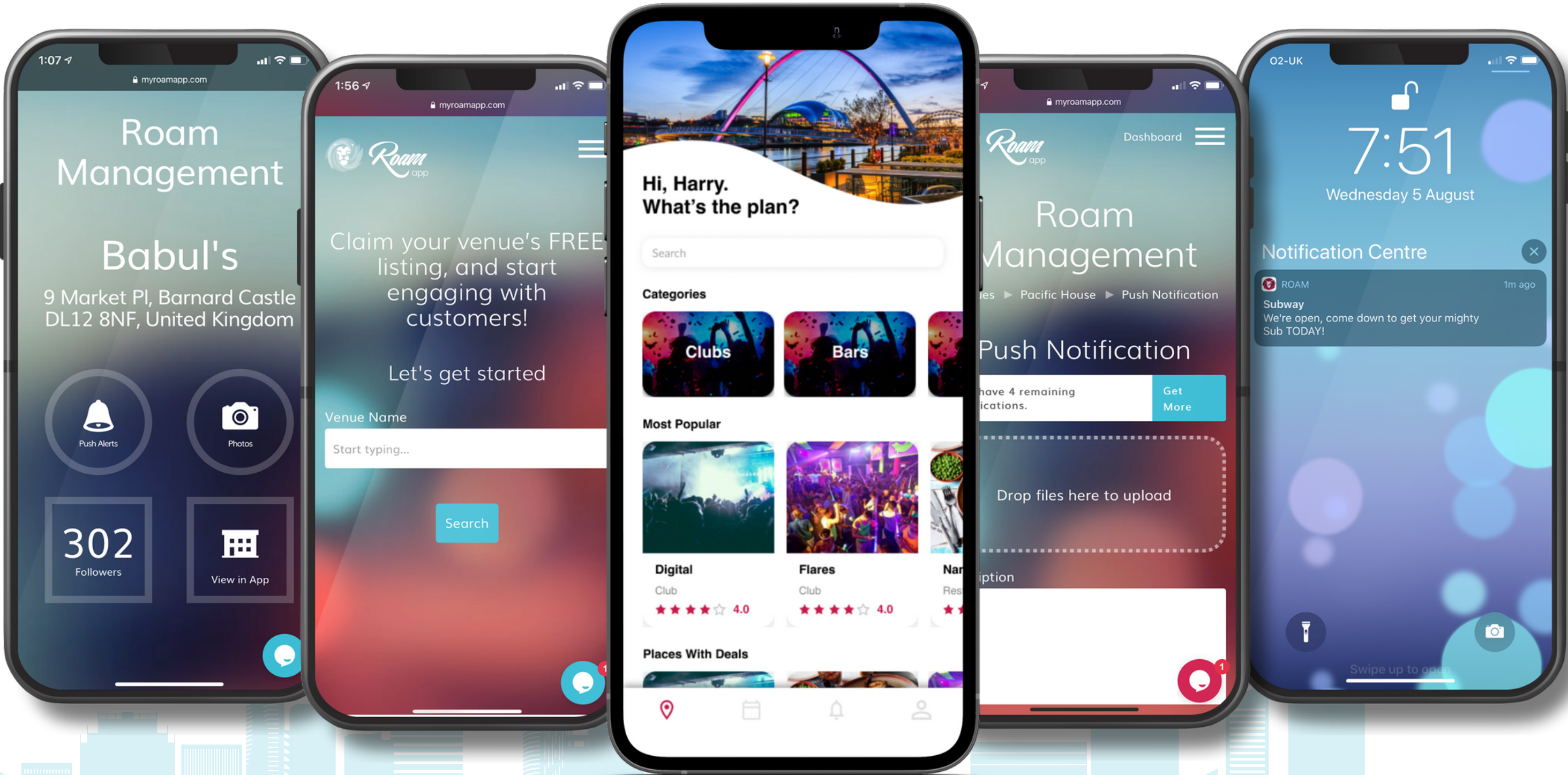
- Become a local in any global location
- Search and communicate with businesses
- Locate and book local events & festivals
- Add friends
- Create & share plans
- Follow and share recommendations
- Chat and message friends in-app
- Friend Finder geo mapping
- Secure in-built safe groups
- SOS Safety Alerts

### For Businesses

- Take ownership of their - already existing - Roam digital marketing profile page
- Bespoke enhancement of their profile with any products, services, images, and more
- Communicate directly with customers via push notifications to drive engagement
- Integrate all existing systems into one platform
- Enhanced add on services - Websites, Landing pages, Social Media management and Search Engine optimisation



# A Growing Influence



[VIEW VIDEO](#)





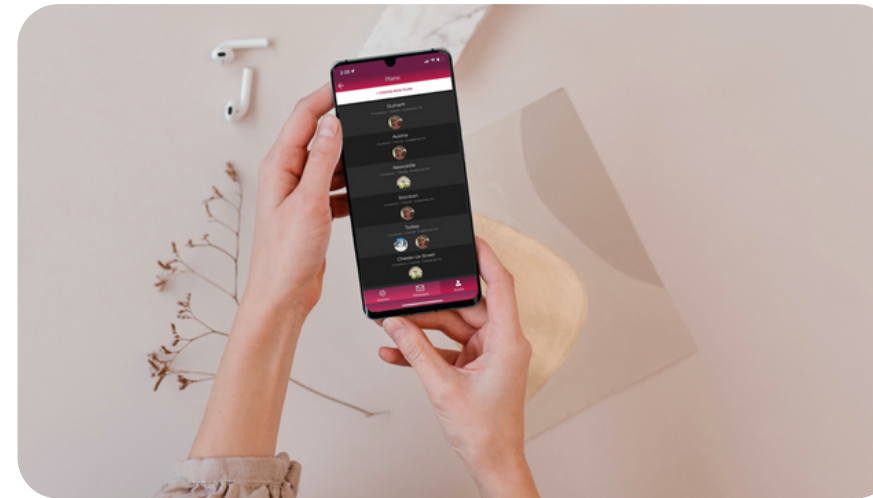
# Platform Overview



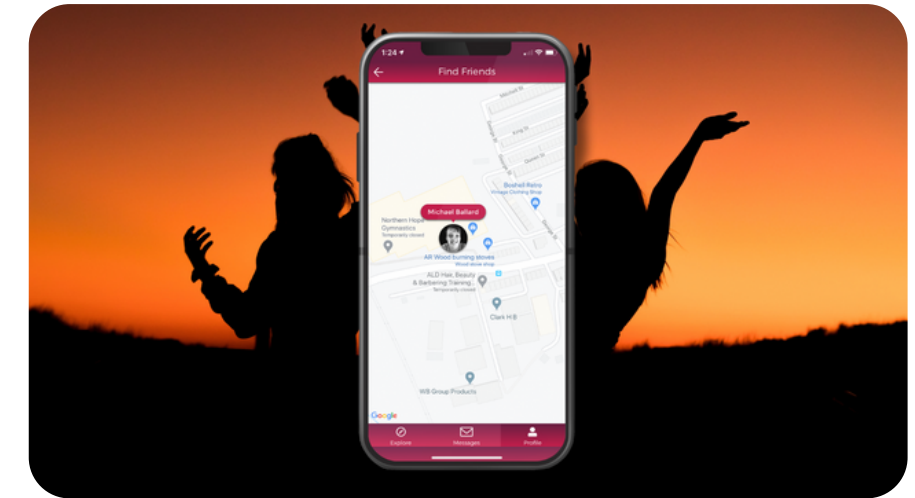
Designed to include all key elements for safe and direct engagement locally, and globally



A Pre-Populated Destination  
Guide  
Roam Local & Global



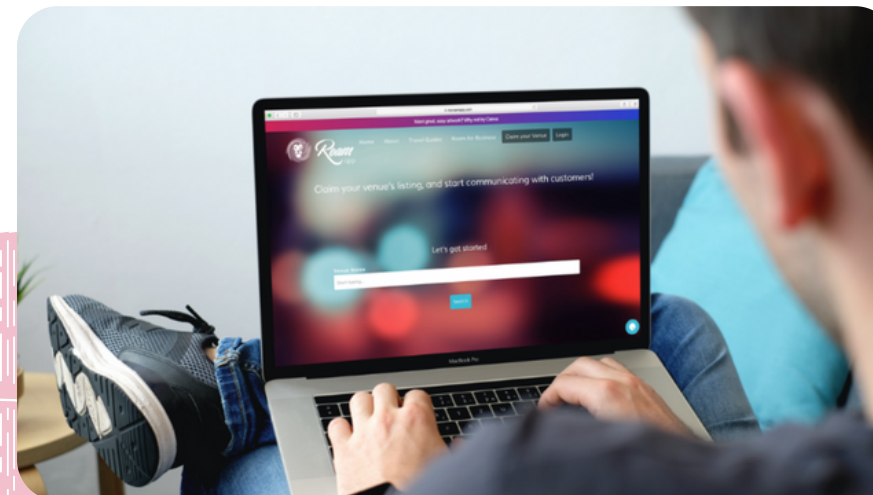
Consumers Create Plans &  
Share Recommendations



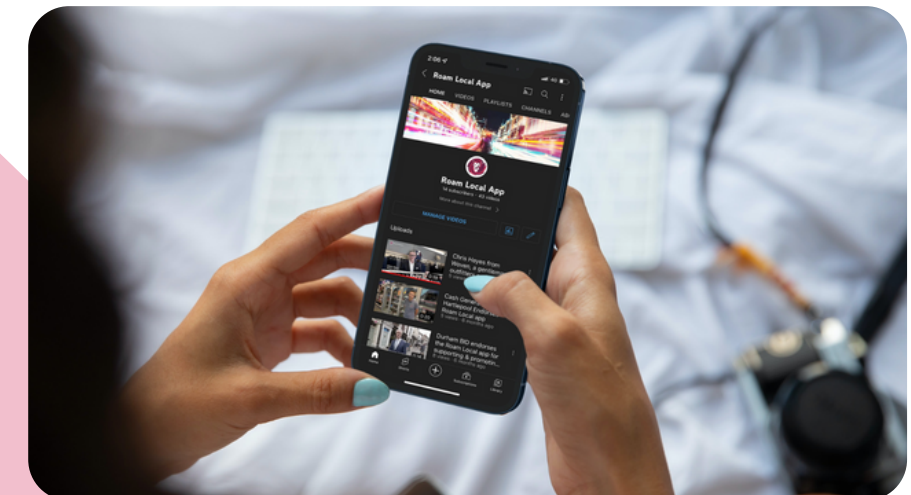
Find Friends & Roam Safely  
with Safe Groups



Comprehensive Holistic  
Business Hub



Affordable & Easy to Navigate Business  
Management Dashboard



Focussed Training Resources & On  
Demand Support

# Business Overview



Fundraising to capitalise on early market success and future appetite

Strong core co-founding team covering Tech, Content and Industry

Successfully designed, built, launched and licensed platform that has won multiple awards

Over 100,000 users generating more than 10,000,000 user impressions. Proven to increase business revenue by up to 30%

In line with government priorities to digitise and revitalise high streets

A great deal of inbound interest from corporate and channel partners

Raising £600k to expand team – providing ~18 months of runway to become the UK market leader of B2C communications. Series A round to follow towards global expansion



# Holistic Whole Life Business Hub



## Scalable Revenue Model

### The Roam Business Hub

#### Subscriptions

- Roam Venue Subscription
- App Advertising
- Roam Profile Management
- Full Service Social Media Management

#### Online Support Services

- CRM & Web Development
- E-commerce
- Web Hosting
- Payment Gateway Systems



#### Bulk Buy

- Full Service Advertising Suite
- Print
- Data
- Push Notification Bundles

#### Data and Location Management

- Global Venue Database
- Retrieve Behaviour Data

A Full Service Business Hub accessible at the fingertips of all local businesses





## Roam Business Hub

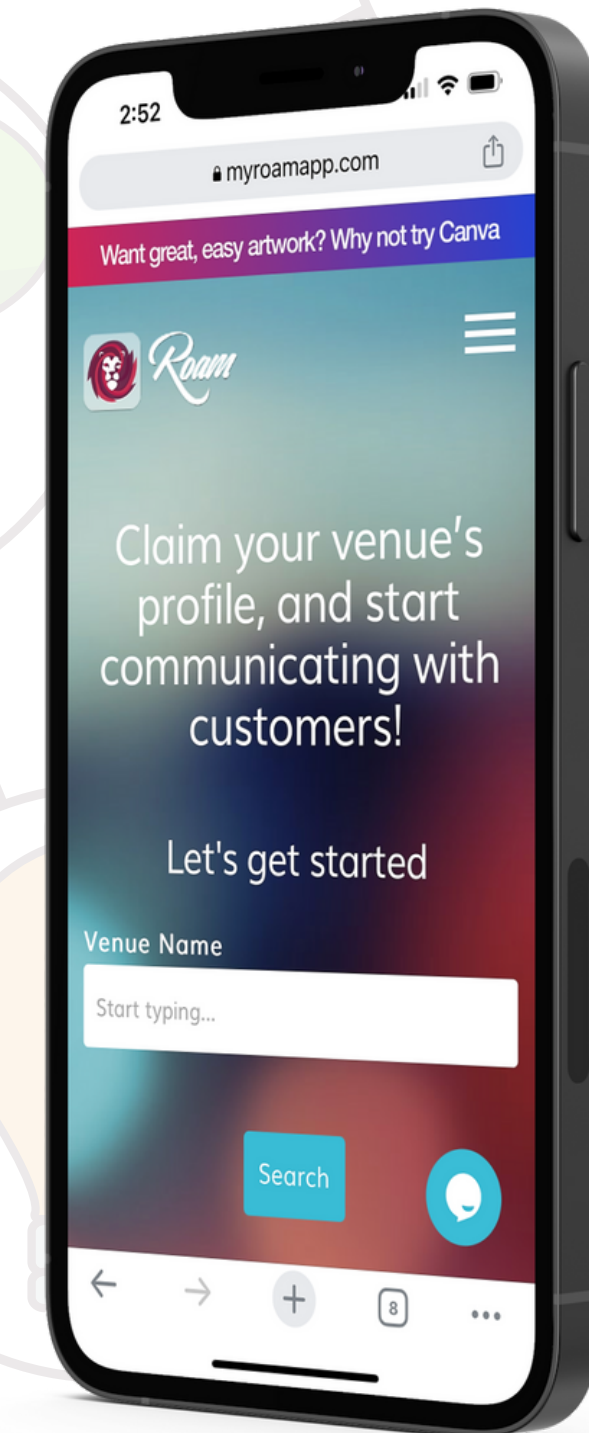
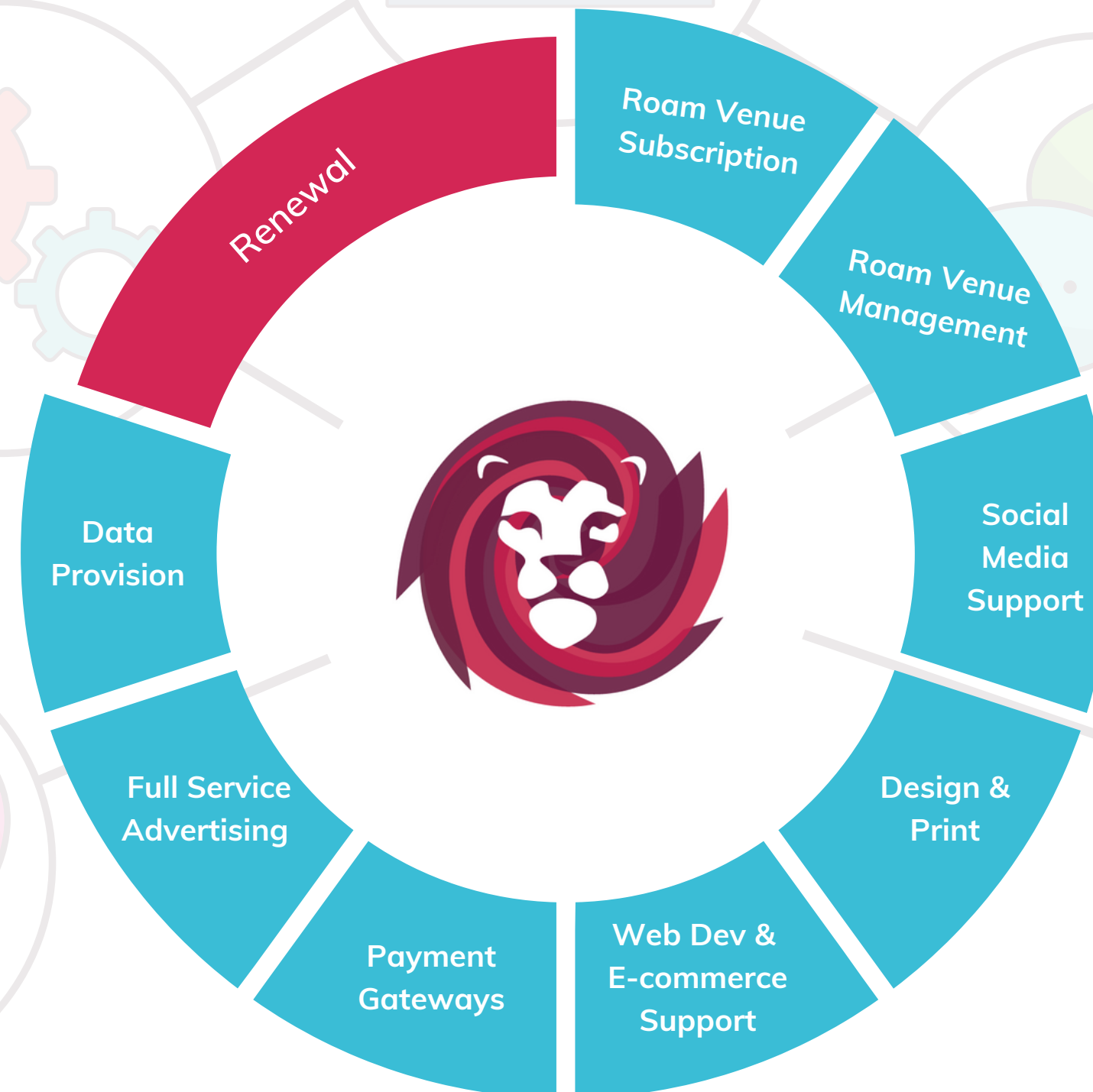
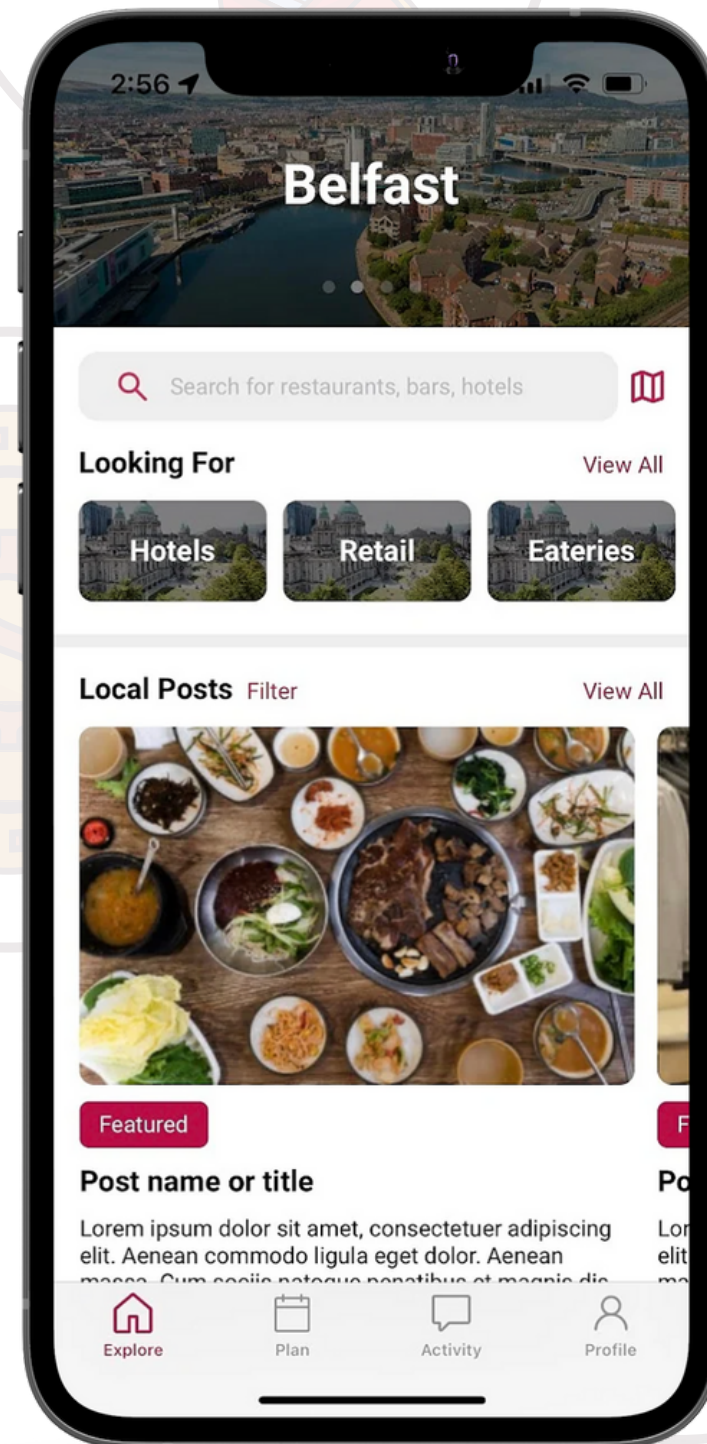
- Roam Venue Subscription - £300.00 Per year or £25.00 / month
- Roam Profile Management + £100.00 per month to sub
- Sponsored posts & advertising
- Social Media Management Starting From £600.00 Per Month
- Ecommerce Page Creation & Integration Starting From £300.00
- CRM & Website Creation Starting From £300.00

## User community

- Free to download (Data Heavy Platform)
- Header Advertising opportunities (POA)
- Affiliate Network (POA)
- Sponsored Posts (another form of advertising) (POA)
- Venue & Event Promotion
- Ticket Sales
- Third Party Affiliate Commissions

# Customer Journey

Building sticky relationships through multiple services - Fostering loyalty, engagement, and trust - leading to repeat business and positive business referrals





# What Makes Us Different?

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We complement, integrate, support and enhance the businesses we work with.

Local businesses benefit significantly from a combination of integrated digital marketing sources, resulting in increased online visibility. Integrating various marketing channels such as search engine optimisation (SEO), social media and content marketing can enhance a local business's reach and customer acquisition.

Integrated digital marketing, on a variety of platforms, with direct targeted advertising - push notification - allows businesses to target specific demographics, behaviours and interests of their local and global audience. By integrating different digital channels, a local business can optimise their marketing budget and allocate resources where they provide the most return on investment (ROI).

Consistent messaging across various digital channels helps build and reinforce brand awareness among local audiences. This recognition can lead to increased trust and loyalty.

A Social media styled platform containing multiple levels of digital interactions provide opportunities for local businesses to engage with their audience in real-time. This interaction can build strong relationships, gather feedback, and address customer concerns promptly.

Integrated digital marketing allows local businesses to gather data on customer behaviour, preferences, and engagement. This data can be analysed to make informed marketing decisions and refine strategies for better results.

A strong digital marketing strategy can enhance a local business's visibility in local and global search results. This is crucial for attracting customers who are actively looking for products or services in their immediate area or areas to which they intend to visit in the future.

The digital landscape is constantly evolving. Integrating multiple digital marketing sources allows local businesses to adapt to changes and trends quickly, providing them with dynamic flexibility and adaptability in approach.

# Experienced Team With Strong Market Fit



Andrew Bartlett CEO /  
CTO



Brett Jackson, COO &  
Business Development



Frank Shivers  
NED & Chairman



Edel Scanlon  
Sales Executive



Daniel S.  
Senior Android developer



Adam O.  
Senior iOS developer



Kaspars Z. Dev Team Lead.  
Software Developer



Nicolas M.  
Marketing Manager



Harry D.  
UI/UX Designer



Graham Soult  
High Street Expert & NED



Helen Roberts NED  
Business Professional



Jenny Waters FC



Henry Gewanter PR &  
Marketing Profesional

# Snapshot -Traction since launch



We met our targets, on time, on budget – with incredible feedback

## First 12-Month Contract

First local authority contract to be confirmed 6000+ pre-paid licenses. £600K (ACV) + VAT

## Successful pilots

500 businesses Subscribed, 100% subscription renewal, Launched in 3 major UK Areas and growing. 500 venue lifetime value = £150,000 + VAT / Annum

## Strong Pipeline

Strong Pipeline, with a huge amount of inbound interest from every corner of the UK.

## Partner Channels

Inbound enquiries from Local Authorities and industry bodies  
Partnerships with business technology specialists, marketing and advertising agencies.



"Everyone needs to get on Roam, it's a no-brainer"

"Perfect for shopping and exploring all things local"



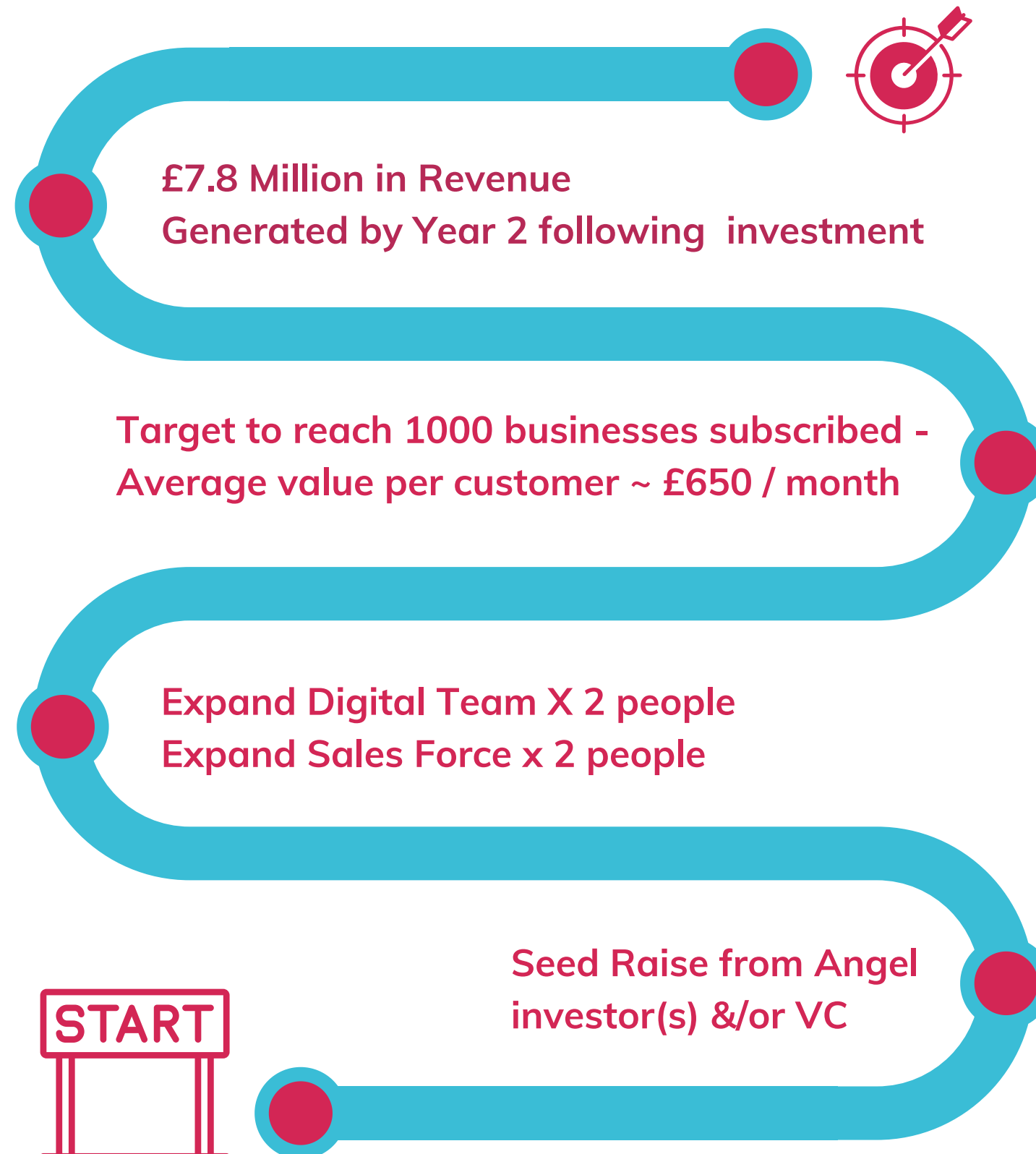
# The Investment Roadmap



Investment will decrease our current projected growth timeline by two years!

## Our Progress

- Established core team
- Raised angel round (~£500k)
- Inward investors & advisors
- Built/Launched digital platform
- Validated
- Developed engaging content
- Successful bluechip pilots
- 600+ subscribed businesses
- 100,000 + app downloads



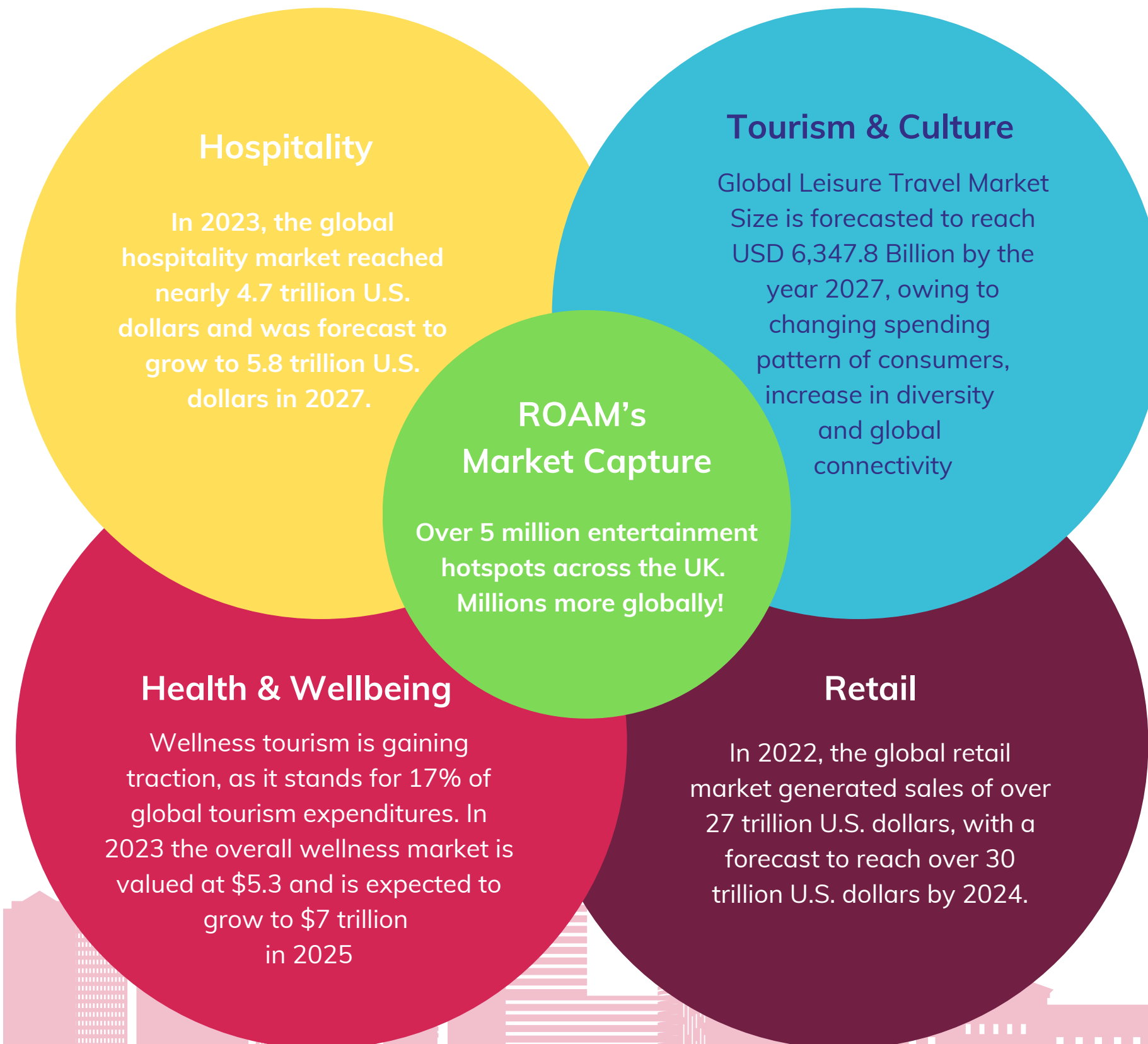
## What's Next

- Close seed funding
- Expand team
- Enhance content and services
- Enhanced Platform Development
- Publish data analysis documents
- Increase market position
- Develop & channel relations
- Smarter A.I. Automated workflows & integration
- National Expansion

# Scaling Roam Across Three Global Markets



Local in Focus, Global in Presence!



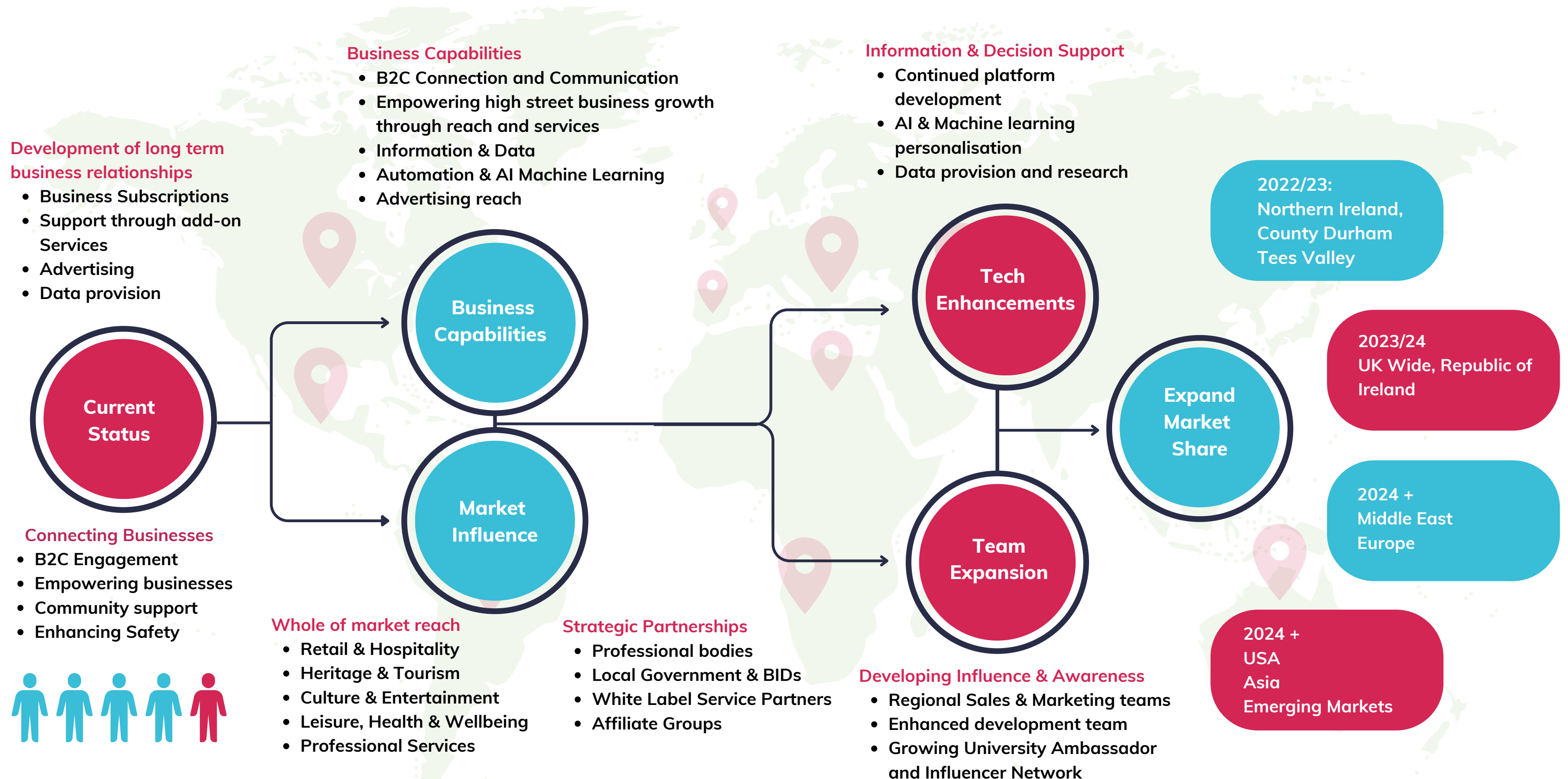
Roam is a highly scalable digital marketing and data analysis software with a global appetite and reach



# Long Term Growth Strategy



Expanding on the building blocks & extending global reach.

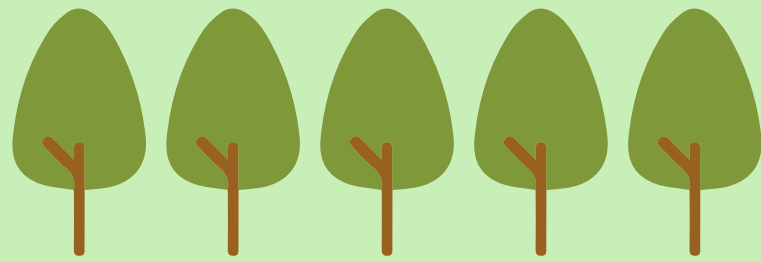




# A Dynamic & Sustainable Company for the future



We pledge to plant a tree for every business that sign up to **Roam for Business**



For each business signing up to our Roam standard package - just £25.00 (+VAT) per month, we plant a tree

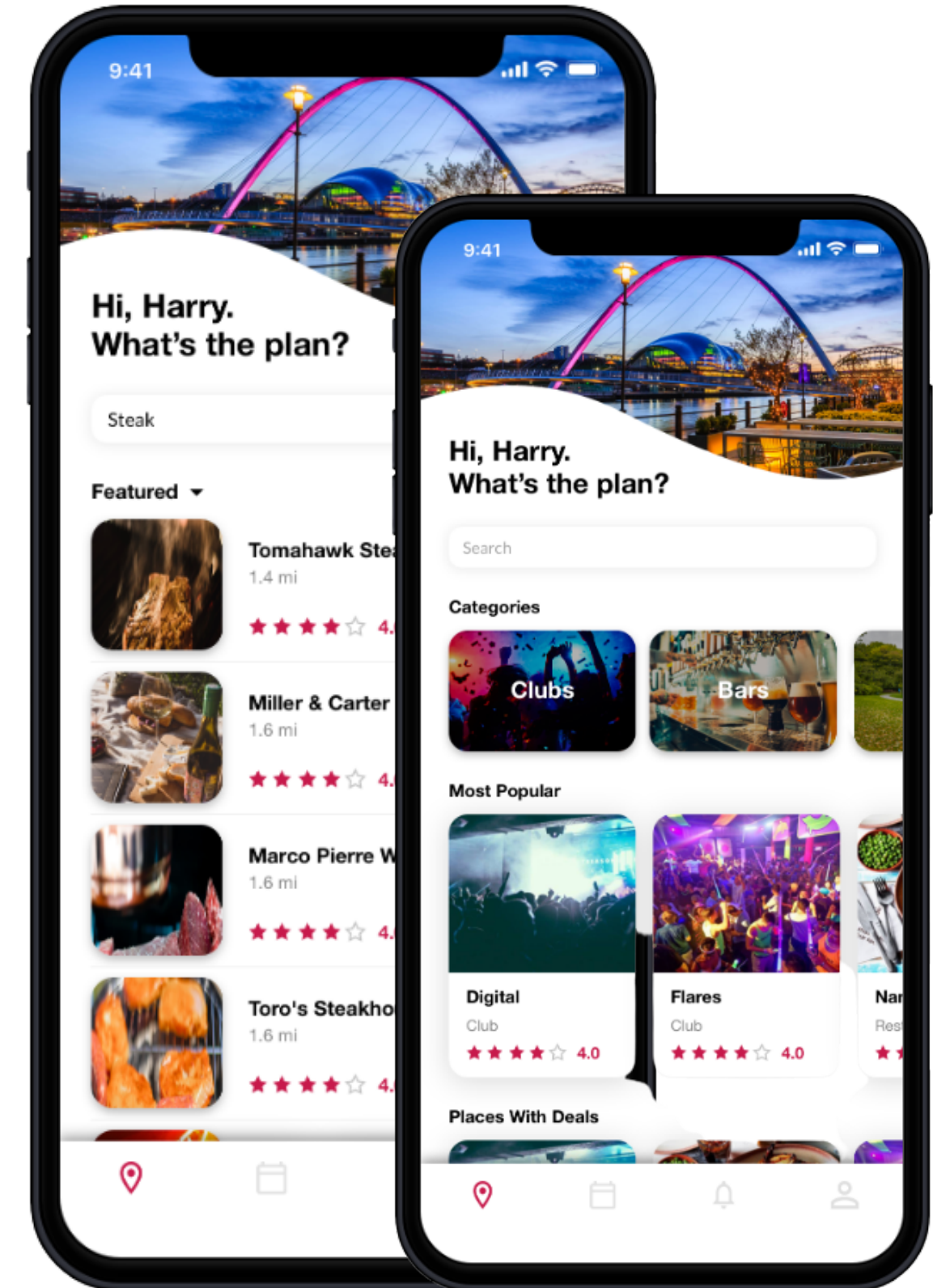
As Roam helps businesses grow, We also help contribute to the planet's sustainability and sequester carbon dioxide for our future.

Going Green

A market capture of 1,000,000 entertainment hotspots across the UK by 2026



Market Capture



The Next Step In Evolution: ROAM 3.0

# Our Partners

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"Digital is difficult for local businesses, but Roam makes it easy. National & International exposure"

"Roam is perfect for showcasing the independent offer and culture within every destination"





# Local in Focus, Global in Presence

[brett@roam-everywhere.com](mailto:brett@roam-everywhere.com) [andrew@roam-everywhere.com](mailto:andrew@roam-everywhere.com)

[app.roam-local.co.uk/investment](http://app.roam-local.co.uk/investment)

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