

Email: storybook@mymichelangelo.com

Application: storybook.anvil.app/#Singlepicpets, or scan the QR code below.

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MyMichelangelo Fact Sheet

What we do.

We are an app company that has developed filters that convert user images so that they look similar to paintings and illustrations. Unlike a traditional app company, we want this ability to be local to hang out spots and business establishments in people's own community. We also wanted to make something easy and low commitment, so the user doesn't have to download yet another app to their phone. Something quick and easy. To do this, we create high quality posters that explain our product in an intuitive and simple way, and each poster has an individualized to the company QR-code. This way we know which business obtained each use of the app.

What we can offer you.

We want to work in partnership with businesses local to potential user's communities. We offer 50% of the net profit (50% of all revenue after payment transaction costs) made from each sale back to you for each sale that uses your app. Additionally, it is a fantastic marketing opportunity. Social media is densely packed. It is hard to stand out. If a customer posts a unique picture of themselves, using one of their transformed photographs, it is going to stand out. When people post those pictures, they are going to tell people where it was taken, and where it was taken may even be apparent from the background. Even better than traditional marketing, when people see the stylized photos, it is coming from friends and family, not just an ad or something that is explicitly trying to sell a product. It's organic. This is a great way to increase your exposure and make extra revenue.

What it costs you.

Everything is free to you. If an agreement is made, we will send at least one poster, customized to your establishment, to you. The customer pays a small fee (currently one dollar for the basic stylization, although this is subject to reasonable change.) for each photo they want styled. The only times we would charge you is for replacement posters. The replacement charge depends upon the type and number of posters needed, as well as the volume of app usages your business is producing. For high volume usage, there generally will be no charge for replacement posters as needed. If you are charged and

feel that this is in your best financial interest, you are welcome to discontinue service, Let us know. If more than a month passes without usage of a QR code from your establishment, we will assume you have discontinued usage of our service, and discontinue the agreement. We will notify you of this both in email and regular mail. If this is not the case that you wish to discontinue the service, send us an email, and we can modify those parameters.

What does it cost the customer?

We are currently planning to charge between \$1.00 and \$1.50 per image stylized. Customers are charged on the app using stripe payment, without ever leaving the page the QR code sends them to. There are extra options which cost between \$2.00 and \$4.00 more, but these are optional to the user.

How is the user experience?

We do encourage you to try the app. The user simply scans the QR code, uploads a photo, selects a style of their choice, enters the needed stripe payment information, and then hits submit. This takes less than a minute generally. The stylized photo will download to their phone or browser within thirty seconds, as long as there is reasonable internet or cellular reception available. If there is any error in any step of the process, the payment is not charged.

When and how do I receive payments for app uses?

We pay out monthly, on the third of each month. If that is a banking holiday, payments will occur on the fourth. We are flexible on how payment occurs. Generally, we would prefer to pay out by debit card, but if needed, other options can be discussed.

What are options for displaying the poster?

We allow some customization of poster color schemes so that it can match your establishment. If outdoors, posters can be made durable and water resistant, and can be placed in a large number of areas. Talk to us about where you want to place them, and if we believe you have a high enough volume to make it worth it, we will cover extra costs such as making sure the poster is prepped for outdoors or other conditions. We would ask that the location be in a reasonably high traffic area of your establishment, but do not do any specific checks for this. Bathrooms are also fine, as this can be a highly trafficked area where people are waiting. We would ask that you use your best judgement in terms of how the poster fits in with your overall decor, and also ensures a

reasonably high number of views on a typical day. The more social media promotion and funds that go to you through usage of the app, the better!

Interested?

Contact us by the email address provided in the header. We can answer any further questions and also find the best solution for you and your establishment. We are a small company, but growing, so we can be flexible to a large number of individual needs.

