



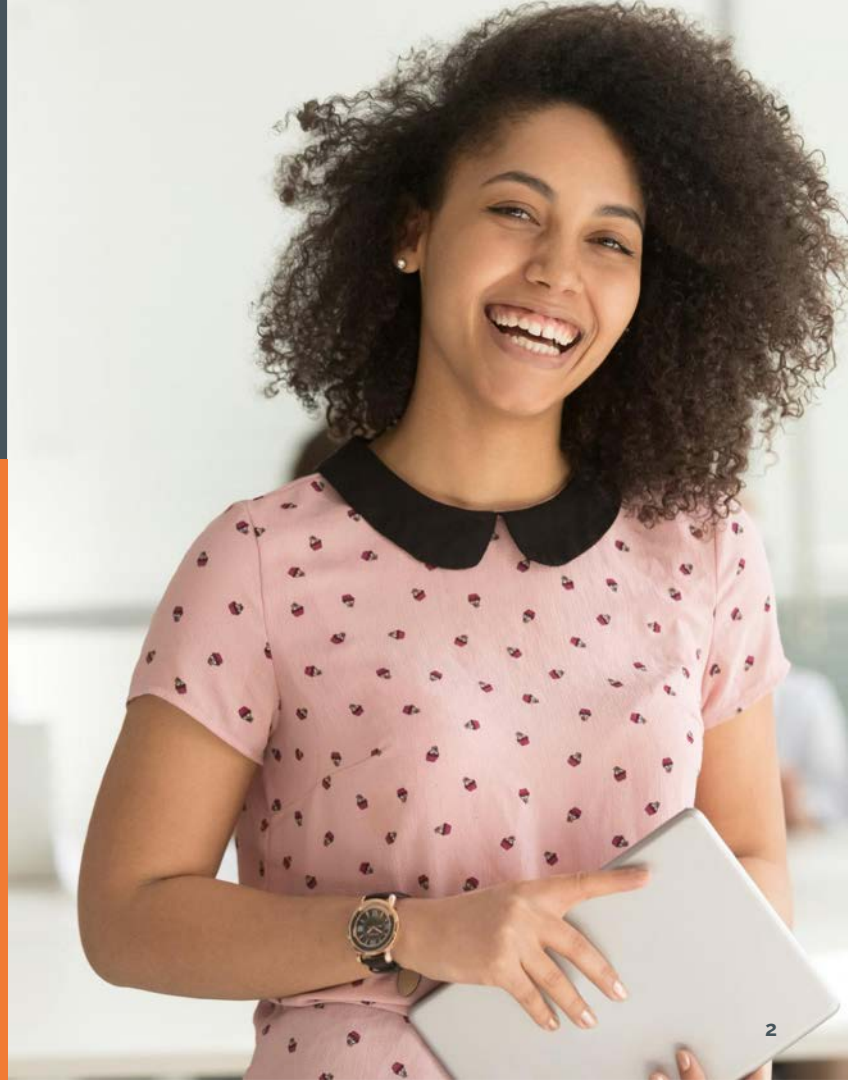
An Introduction to Ureeka



Ureeka is a Community Built for Small Businesses

IGNITE YOUR POTENTIAL

Ureeka is a Community where small businesses gain unprecedented access to the expertise needed to grow their business.



Ureeka Provides Unprecedented Access to Three Key Areas

1

People

Peer, Mentor, Coach **Community** (PMC Community)
Real People. Peers, Mentors and Coaches with industry expertise and experience in 1 easy place: **A community ready to help.**

2

Tools

Members gain access to key **tools**: our proprietary needs assessment and best practices via the Growth Framework. We provide ready made answers to the hardest questions challenging SMBs in a digital economy. All in a real-time.

3

Services

A **marketplace** of curated business area specialists who provide services at the fraction of the cost of what SMBs would pay to do it themselves.



PMC Community

PEER, MENTOR, COACH COMMUNITY

Consistent connection to like-minded
Peers, Mentors and Coaches

The PMC Community Provides Access to Coaching and Mentoring

MENTORS

Volunteers that help solve business challenges for Ureeka small businesses one challenge at a time.

Mentors are organized by area of expertise then matched with clients. Mentors may work as much as they want, with more than one company at a time.

COACHES

Individuals with a deep area of expertise who help our small businesses on a regular basis. Coaches stay connected with their company(s) for an extended period of time developing a deep connection to their business owner(s).

Coaches apply for their position, They are assigned to clients based on functional experience, vertical, and company stage. They can set their own hours and hold a 1099 classification.



Learn more about being a Ureeka Coach or Mentor at www.ureeka.biz

A woman with long dark hair, wearing a white long-sleeved shirt, is smiling broadly with her arms raised in a celebratory gesture. She is surrounded by a shower of colorful confetti in shades of blue, purple, and yellow. The background is a soft-focus office setting with a desk, a laptop, and a chair. The entire image has a light blue overlay.

Tools

Members gain access to key tools: our proprietary needs assessment, and best practices via the Growth Framework. We provide ready made answers to the hardest questions challenging SMBs in a digital economy.

Tools

NEEDS ASSESSMENT

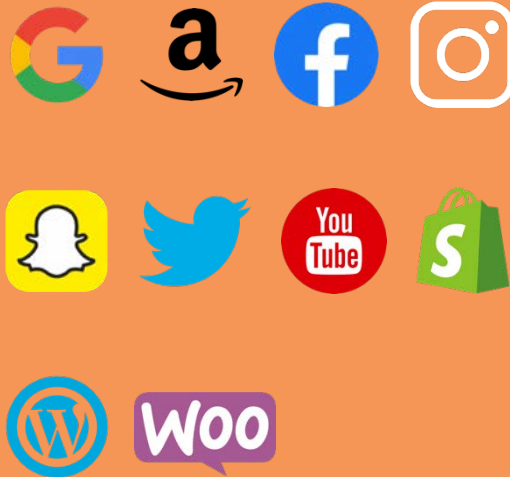
SMBs identify & prioritize key business challenges using Ureeka's proprietary Needs Assessment

+

“Collaboration Calls”
(Chat, Video, Screenshare, goals, notes, etc.)



BEST PRACTICES



GROWTH FRAMEWORK

Ready made answers to the hardest questions challenging SMBs in a digital economy.

All digestible in 10 mins or less!



Marketplace

A marketplace of curated business area specialists who provide services at the fraction of the cost of what SMBs would pay outside of the Ureeka community.

The Marketplace Provides Access to Curated Business Area Specialists

UREEKA MEMBERS

Curated business area specialists execute for a fraction of the cost that SMBs would pay elsewhere

Media Planning, Creative Execution, Ad Operations, Accounting Support, Financing, Investors

JOB CREATION

Ureeka is looking to partner with organizations that can train/certify underserved community members to become Specialists on the platform

Examples:

Military Talent Group, Automatic, Facebook

Learn more about becoming a Ureeka Specialist at www.ureeka.biz/ureekaspecialist



Questions?

**Ignite Your Potential
with Ureeka**