

PRESS KIT

xocialTM

SEE GOOD. DO GOOD. FEEL GOOD.

**SORRY FOR
THE INCONVENIENCE
WE ARE TRYING
TO CHANGE THE WORLD**

ABOUT XOCIAL™

The xocial platform motivates us to be better friends, parents, coworkers, businesses and citizens and uses technology to measure the progress we're making.

The principle is simple: See good. Do good. Feel good. And what constitutes good? We're talking random acts of kindness, going above and beyond, selfless favours, caring about the environment, volunteering time, showing generosity and much more. The behind-the-scenes magic is a unique and carefully constructed algorithm that calculates a user's xo score in real time. The xocial app is where it all started, and it continues to be a simple place to start bringing out the good in everyone, one thank you at a time.

By combining convenient acknowledgement with credible measurement and meaningful reward, xocial can change the way we look at the impact our actions have on our friends, family, coworkers, community, country and maybe even the planet—and inspire us to make the world suck a whole lot less—one act at a time.



ABOUT THE XO SCORE™

The xo score is a measure of your positive social impact, generated by a unique and patented algorithm.

The score is a number from 0 to 100. It is built by earning xocial points for the good you see and do—but just because you earn one xocial point doesn't mean your xo score goes up by one. The algorithm factors in the type of deed or action, its significance, and whether you're the one doing good or recognizing good.

The xo score is the platform's secret sauce: it's what makes it possible to see change, set goals, find motivation and compare results, inspiring the kind of friendly and healthy competition that raises the bar for everyone.

COLIN DUETTA

CHIEF EXECUTIVE OFFICER



Colin Duetta is the Keeper of the Napkin.

He clearly remembers that cold day in December 2011 when he, Michael Salvatori and a partner who shall remain nameless scribbled an idea on a bar napkin. They called it Kudos and Kisses, but the basic framework of recognition for good deeds was there. Part sentimental memento, part corporate record, today the napkin is tucked away in Colin's safe.

Colin is a project manager and people whisperer, able to rein in the dreamer and focus the inventor to deliver what's been promised on time and on budget. It's Colin's level head, strong sense of accountability and gift for managing different personalities that ensured xocial moved from an idea to an app to a platform within a tight timeframe. "I give things their corporate wrapper," he says. "I keep the goals of the company and investors on the radar."

That's been Colin's role in a number of organizations. He is president of SPEDASSIST, a Canadian company that has developed the most efficient, user-friendly special education software on the market. Since 2000, he and Mike have co-owned a web development and graphic design agency that's grown from a one-person shop to a 22-person creative powerhouse that's repeatedly won international awards.

"We wanted to develop a system that would allow us to recognize the good we see around us and inspire even more of it," Colin says. "And we're doing it in a fun and engaging way."

MICHAEL SALVATORI

CHIEF EXPERIENCE OFFICER



Michael Salvatori's most trusted advisor is his gut. He considers his word his bond. And he's a crier.

He's also got a bit of a coffee habit. But don't blame the caffeine for Mike's rapid-fire ideas and strongly worded opinion—his mom says he was negotiating with the girl behind the counter for a free donut years before he used his allowance to buy his first Caffè Americano.

Co-owner of an internationally recognized design and development house, Mike has taken what he's done every day for the last 15 years—developing great products for discerning clients—and applied it to creating the ultimate user experience for xocial.

Watching xocial evolve has been eye opening for Mike—in part because it has drawn on so many of his diverse experiences. “I'm a dad. I'm a husband. I'm a mentor. And I also co-own three companies that specialize in creating amazing online experiences. To develop xocial, I brought everything I am to the game. That's what I hope our users will do, too.”

Mike is convinced of the value of xocial in today's world. “It's a feel-good mission for us,” he says. “We're providing a platform that makes it easy to measure the good we're doing and keep people motivated.”

It doesn't have to a momentous good deed to count, either—bring him a coffee and you're guaranteed Mike will pull out his phone and use the xocial app to say a big thanks.

Refill, anyone?

Q&A with COLIN DUETTA

CO-FOUNDER AND CEO, IOU CONCEPTS INC.
CREATORS OF XOCIAL™ and INVENTORS OF THE XO SCORE™

What the heck is xocial?

We say xocial is a reward and recognition system for everyday life—a platform to motivate us to become better friends, parents, coworkers, businesses, organizations and citizens that uses technology to measure the progress we're making. The principle is simple: see good, do good and feel good.

Why did you create xocial?

We wanted to develop a system that would allow us to celebrate the good we see around us—efforts big and small. And we wanted to do it in a fun and engaging way that would promote healthy competition. That's where the xo score comes in—it measures our impact and encourages us to be do-gooder-ers.

How does it work?

Right now we're busy building the platform by having conversations with brands, agencies, businesses, schools, foundations—we're amazed at the number of organizations that want to talk to us about how they can use the platform to recognize the good people are doing. But the xocial app is where it all started. It's a simple way to see good and do good. You can connect with your existing social networks or anyone in the xocial community. From there you're only a few clicks away from sending a thank you ping.

Why use an app to say thanks?

The Pew Research Centre tells us 74 per cent of people online use a social network. We live digitally connected lives and use apps to do everything from counting calories to managing our loyalty cards. We're making thank yous more powerful by tying them to an app and a social community.

Who is xocial intended for—who's the audience?

Everyone, frankly. We're excited to see how the platform evolves as different groups discover ways to put the power of the xo score to good use.

Shouldn't we just do good things because they're good to do?

Absolutely. xocial isn't about doing good to be recognized. In fact, a lot of it is about recognizing the good others do. I think we've all had the experience where we've looked back on the previous day, month or year and thought 'I really should have let them know how much I appreciated that'. The xocial app makes sure those feelings of gratitude get shared, because it's easy to use, fun and makes it simple to track our impact using the xo score.

Why will thanking people with an app appeal to people?

It's fun, and it feels great. Let's face it, when you get a heartfelt thank you it really matters. I mean really matters. The more creative the thank you, the more impactful it is, the more inspiring it can be. And as a bonus, you feel better. It shows you appreciate that person enough to put a little thought into recognizing them. They say that nice people finish last. With xocial, nice people finish first.

If people use the platform as you intended it, what's the ultimate goal?

We want the xo score to be a significant measure of how we engage with each other. We want to make it easy and meaningful for friends to thank each other, for charities to reward their volunteers, for colleagues and corporations to recognize above-and-beyond efforts. We want to create a marketplace where brands can connect with the local heroes that align with their corporate philanthropic philosophies. We imagine a scenario where your xo score could help you land that big job.

What are your future plans for the platform—what's in the works?

We've got a lot of plans. Continual refinement of the xo score. APIs. Continually improved user experiences. A marketplace where the best among us are rewarded. Tools for charities, brands and corporations. Reporting. And a lot more!

What's the business case for the platform?

We'll be developing that with strategic partners over the next six months. We see a marketplace where brands can connect with the local heroes that are making the biggest difference. We've got other ideas, but have some work to do before we talk too much about them.

Q&A with MICHAEL SALVATORI

CO-FOUNDER AND CHIEF EXPERIENCE OFFICER, IOU CONCEPTS INC.
CREATORS OF XOCIAL™ and INVENTORS OF THE XO SCORE™

What's an xo score?

Your xo is your social impact number. It's calculated via a unique and complex algorithm that measures the authenticity of your actions within the platform.

Why measure our social impact?

The xo score allows us to measure and compare our positive social impact. We can't deny that we're a society that likes numbers. Using numbers, we can identify our everyday heroes, inspire more good actions and breed the healthiest form of competition—the drive to make a difference.

In designing this platform, you're hoping to make the world suck a little less. What exactly does that mean?

We think the xo score will help us consider the impact we have on our community, and breed some healthy competition to, well, be better to each other and to think harder about how we impact the place we live.”

What's going to sustain user engagement?

People will keep using it because it feels good to recognize the good we see. Because we like numbers. And because the xo score will breed healthy competition among us to see who is making the biggest difference—whether that 'who' is an individual, a corporation, a brand, a non-profit, a neighbourhood, a state or a country. We also see a marketplace where the best among us are rewarded.

What has influenced the development of the platform?

Talking to people. Considering what really matters to us, to our community. And we've done a lot of testing and pivoting along the way.”



What has been your experience as a young startup in Canada?

You need a support network. You need to be confident and realistic about what that can give you. We have a lot of support from friends and family. And perhaps most importantly, investors have a lot of confidence in our team. The startup communities are phenomenal. We've been fortunate to get mentorship from Communitech in Waterloo, and participate at Innovation Factory in Hamilton. We like to call southern Ontario 'Silicon Valley North.'"

What would you say to other young startups out there?

Believe! Be passionate. But be sensible."

THE XOCIAL™ APP

We live at a time when a celebrity's butt can break the Internet and online bullies have 24-hour access to kids who sleep with their smart phones under their pillows. Isn't it time to start using technology to make the world suck a little less?

The xocial app is the easiest way to take baby steps to a better world. All it takes is two words—thank you—sent with the tap of a finger.

The principle is simple: See good? Say thanks. Do good? Get thanks. Hubby let you sleep in? Say thanks. Your son slayed the monster mess in his bedroom? Say thanks. You stayed late to help your co-worker finish that report? Get thanks. You picked up the tab at dinner? Get thanks. You can send and receive thank yous from anyone who uses the app, including your Facebook friends and LinkedIn contacts.

And the best news? This beautiful circle of thank yous sent and received is going to put us on the fast track to happiness. Study after study has shown the positive effects of gratitude—on the person who is grateful and the person receiving the recognition.

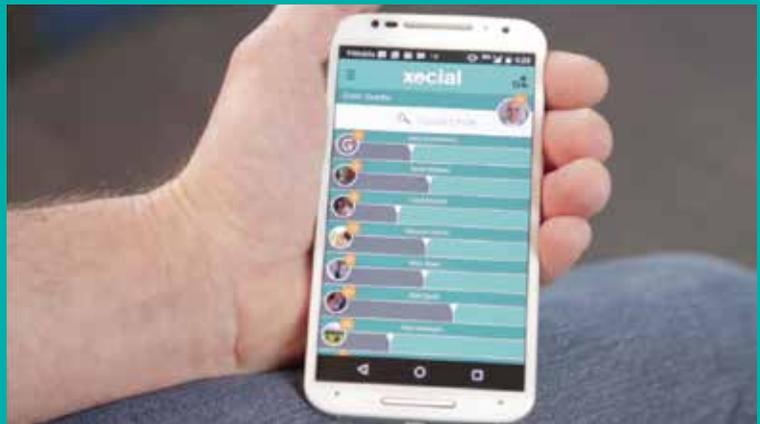
Thanks sent and received through the app build your xo score™—a number from 1 to 100 that measures your social impact.



Add your friends to your social circle through your facebook or linkedin contact.



Select a friend in your social circle that you want to thank.



Thank your friend for the good deeds they're doing by sending them social points.



See your XO score rise the more thank yous you send, the more thank yous you receive and the more people you interact with in your social circle.



xocial™

For additional information about xocial or to request a meeting,
please contact business@xocial.com or visit: xocial.com

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