

# gripevine

Be heard.

**GRIVEVINE INC. (GRPV)**  
**Total Common Shares Outstanding:**  
 120,000,000  
**Float:** 45,000,000 shares  
**Total Warrants:** 13,162,500

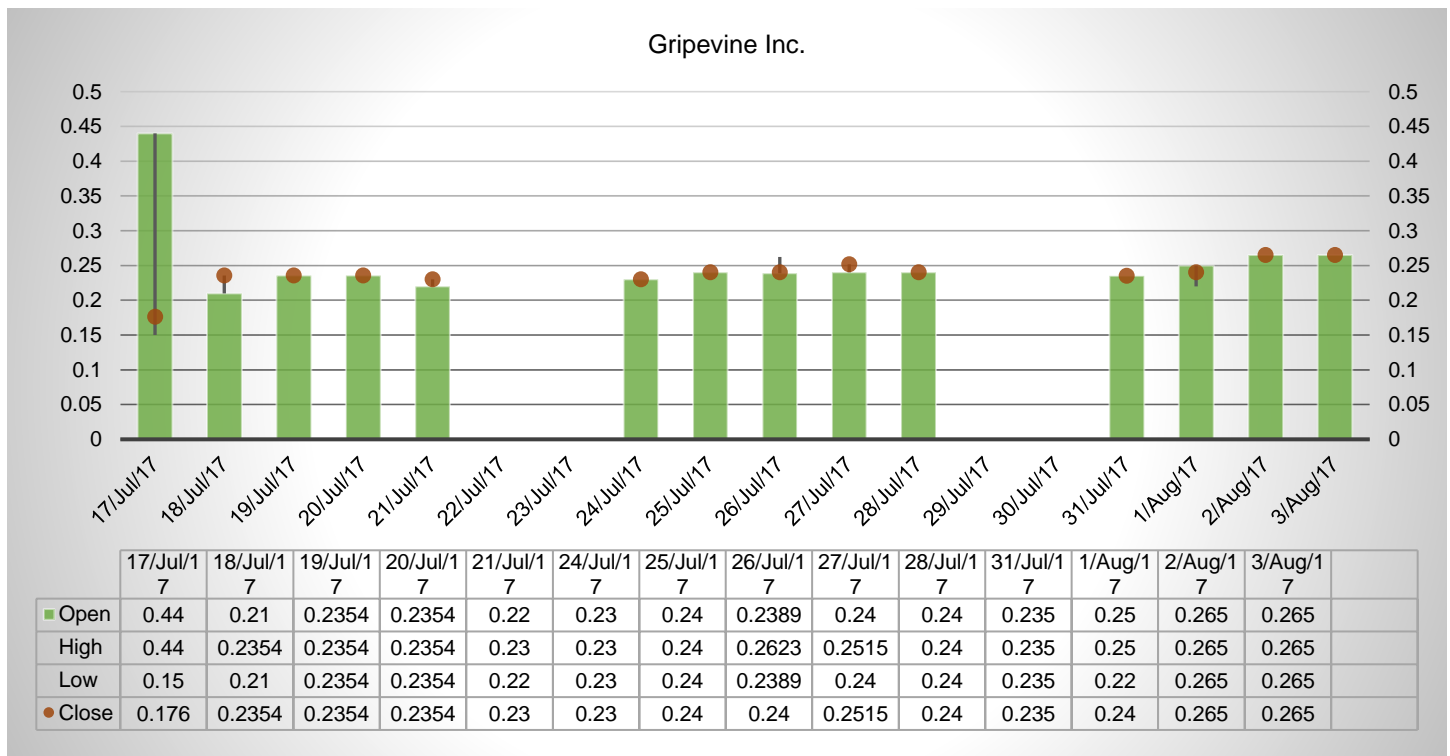
0.265	Previous Close 0.265	Daily Range N/A-N/A	Volume 0	Average Vol(30d) 10,733
Best Bid & Ask 0.235/0.29 (13,191x2,500)	Open N/A	52wk Range 0.15 – 1.05	Dividend N/A	Net Dividend Yield N/A

*Data Provided is from the OTCQB webpage, Gripevine Inc. assumes no responsibility for the accuracy of this data and provides it for informational purposes only. Last Updated: 04/08/2017*

## JOIN THE CUSTOMER SERVICE REVOLUTION

Gripevine (OTCQB: GRPV) is the most practically equipped consumer resolution platform in the space of social customer service. Gripevine fosters and facilitates a level playing field that is safe for the consumer, but also the business who is often neglected or undercut in the social resolution process. Supported by a unique suite of patent pending features, Gripevine offers its user community unprecedented control and engagement and, management believes, is quickly becoming the central hub of social customer service communications for consumers and businesses alike.

Gripevine is committed to a sustainable growth model and a disruptive marketing strategy that is positioned to offer excellent scalable increases in share value as we begin executing our marketing strategy to grow our user base. Benefiting from obsolete business models of our competitors, management believes that Gripevine is rising at a critical time where growth potential is at its greatest thanks to our disruptive “all access - zero paywall” marketing strategy for businesses to communicate directly with their customers.



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**The Gripevine Difference:** Gripevine occupies a unique space in social CRM by balancing the power of the consumer and the company and removing traditional barriers of communication such as business paywalls or anonymous fake reviews. Gripevine's user verification combined with our "freemium" business model disrupts the systems set in place by the competition. We combine user incentive with unique back-end tools for social management to offer businesses and consumers a safe and level playing field to reach resolution.

**Disruptive Sales Strategy:** Gripevine disrupts the current market of paywall review sites which hold a company hostage against the consumer feedback that is posted freely online. Instead, we are capitalizing on the subscription economy to offer value added features and unique social CRM tools for premium business members. This not only encourages higher loyalty and incentive from both sides, but creates a sustainable growth model that removes the negative sentiment and skepticism plaguing the competition. At Gripevine, we foster a level playing field that encourages resolution, while allowing free access for both businesses and consumers.

## KEY INVESTMENT HIGHLIGHTS



**A Primed Market:** Based on current studies, management believes that nearly 70% of consumers are turning to social media to voice their complaints, concerns, and opinions on businesses with which they have had customer interactions and experiences. The increasing mobile and web traffic businesses face today has created an unmanageable bottleneck of consumer contact with no infrastructure to properly manage the "compliant-resolution" flow. As a result, countless dissatisfied consumers are being left with negative sentiment, but Gripevine's innovative model, with its premium tools and commitment to a safe and fair atmosphere, provides the platform and sustainability needed for companies to harness this valuable web traffic to increase resolution and customer loyalty while expanding the market for Gripevine's services.

**Scalable Growth:** Gripevine's engineered SEO means that we consistently appear "organically" at the top of web searches related to business complaints. We believe that many consumers, currently complaining on review sites, will be instead driven to our resolution based platform, and while competitors are charging companies large sums just to access consumer feedback, Gripevine will use that strong web presence to shift those companies' attention to our services that offer actual value and fairness. We believe that our strong web search and social presence, along with our value and utility for companies that need social CRM infrastructure, will pave the way for a strong revenue growth model.

**Expansive Social Marketing:** Gripevine's interactive format encourages sharing and engaging across various platforms, creating a self-inflating, low cost marketing strategy focusing on brand relevance and cultural presence. Our simple sharing and migration tools that transfer complaints from other social platforms, while also using those platforms to promote resolutions and reviews, will shine a spotlight on Gripevine's platform with negligible cost output, increasing value as coverage continues to expand.

**Analysis:** Management believes Gripevine presents growth potential based on its top page web presence and strong SEO presence, its enhanced value when compared to websites focusing solely on reviews, and the increasing corporate focus on social solutions for CRM and public relations. Based on our disruptive sales strategy and experienced, innovative leadership, we intend to guide this start-up to its full potential.

## Leadership

Gripevine was founded by a seasoned management team using agile and innovative approaches to develop its potential. With such an adaptive and experienced team, Gripevine is not entering, but leading the next frontier of consumer and business social networking.



Richard Hue, CEO and founder, has over 25 years of start-up and investment experience with expanding and restructuring various operations.



The Chief Operating Officer James Liolios has worked with the Canadian Dept. of Defense in complex system security architectures, and has honed his leadership as co-founder of the 'Infosec Society' at Seneca College.



Finally, Mark Vange brings nearly 30 years of technical expertise as a developer and advisor from both technology and investment stand points, highlighted by his time as CTO of the digital game division of Electronic Arts Interactive.

*\*This document IS NOT an offer and/or solicitation to invest into Gripevine. It is merely an executive summary of who we are & what we plan to do within the scopes of our business strategy. All forecasts provided are merely projections and speculative in nature. There is a good chance we may not meet these projections and/or reach our objectives due to market conditions and/or the overall business climate where conditions may change and ultimately affect the outcome of such objectives. Anyone considering any investment should consult a licensed financial advisor and/or legal advisor prior.*

### Forward-Looking Statements

*Except for historical information contained herein, the matters set forth above may include forward-looking statements that involve certain risks and uncertainties. Words such as "may", "could", "anticipate", "believe", "estimate", "expect", "intend", "plan", and similar expressions are used to identify forward-looking statements. These forward-looking statements are based on the current beliefs of management, as well as assumptions made by and information currently available to management. Actual results could differ materially from those contemplated by the forward-looking statements. Gripevine does not undertake any obligation to update any forward-looking statements and cautions readers to consider all risks and uncertainties, including those disclosed in Gripevine filings with the United States Securities and Exchange Commission.*