

MAPON, INC.

EXECUTIVE SUMMARY

AND SUMMARY OF PROPOSED TERMS FOR THE PRIVATE OFFERING OF UP TO 2,000,000 SHARES OF COMMON STOCK

TOTAL OFFERING: $2,000,000.00

PRICE PER SHARE: $1.00

MINIMUM PURCHASE: 5,000 SHARES

November 29, 2021

**SUMMARY OF PROPOSED TERMS OF THIS PRIVATE PLACEMENT**

The following is a summary of the basic terms and conditions of the Private Offering by Mapon, Inc., a Florida corporation (the “Company”) of up to 2,000,000 Shares of Common Stock (minimum purchase 5,000 Shares) at a purchase price of $1.00 per Share, for a maximum Offering of $2,000,000.00. The Shares will be Offered and Sold pursuant to an exemption from registration under Regulation “D” of the U.S. Securities Act of 1933, as amended. The Shares are being offered and sold in accordance with the terms of the Share Subscription Agreement and Investor Questionnaire attached hereto.

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| ***The Company:***  ***The Offering:*** | The Company is a Florida corporation formed to develop and market an innovative Internet marketing platform that offers businesses an opportunity to gain customers by displaying discounts wherever potential customers are physically located nearby. We presently have under development a proprietary simplified platform that enables small businesses to interact with their customers in real time by offering discount coupons which are redeemable for various goods and services in their local communities.  The Company is offering for sale in private transactions up to $2,000,000 principal value of Common Stock through the issuance of up to 2,000,000 Shares of Common Stock at a purchase price of $1.00 per Share. There is a minimum purchase of 5,000 Shares (minimum purchase price of $5,000). |
| ***Closings:*** | The Company may close the sale of the Shares in one or more closings with one or more purchasers of the Shares acceptable to the Company (the “Investors”). Proceeds of the sale of these Shares will be immediately available to the Company upon acceptance. |
| ***Definitive Agreement:*** | The Shares will be issued and sold pursuant to a Share Subscription Agreement and Investor Questionnaire prepared by the Company’s legal counsel and will contain customary representations and warranties of the Company and the Investors (the “Common Stock Purchase Agreement”), and will be subject to the acceptance by the Company. |
| ***Use of Proceeds:*** | The Company anticipates that the net proceeds will be utilized for acquisitions, inventory, manufacturing expenses, capital expenditures and general working capital purposes. |
| ***Amendment and Waiver:*** | The Common Stock Purchase Agreement may be amended, or any term thereof waived, only upon the written consent of the Company and the Purchaser. |
| ***Conditions to Closing:*** | Closing shall be subject to the standard conditions, including the completion of due diligence, the delivery to the investors of a standard legal opinion of counsel to the Company, and the Common Stock Purchase Agreement. |
| ***Restrictions:*** | The Shares that are being offered and sold pursuant to this private offering have not been registered with the U.S. Securities and Exchange Commission, and are being sold in reliance upon the exemption from registration provided by Regulation D, Rule 506 promulgated under the Securities Act of 1933, as amended. There is at the present time no public market for the sale of the Company’s Common Stock, and there are no assurances that such a public market may exist in the future. The Purchase Agreement may be amended, or any term thereof waived, only upon the written consent of the Company and the Purchaser. PROSPECTIVE PURCHASERS ARE URGED TO CONSULT WITH THEIR OWN LEGAL ADVISORS FOR ADVICE AS TO THE LIMITATIONS ON THE FU­TURE TRANSFERABILITY OF THE SECURITIES OFFERED HEREIN. |

**DESCRIPTION OF OUR BUSINESS**

**Overview**

Mapon, Inc. (the "Company") is a Florida corporation which has been organized for the purpose of developing and marketing an innovative Internet marketing platform that offers businesses an opportunity to gain customers by displaying discounts wherever potential customers are physically located nearby. Our *MapOn!* service is a web based and mobile hybrid app solution designed specifically for the B2C community. We’ve taken an innovative and interactive approach to GPS by providing en route deals, discounts, and promotions to drive consumers to local businesses.

The Company has an authorized capitalization of 100 million shares of Common Stock ($.001 par value) and 1,000,000 shares of unclassified Preferred Stock ($.001 par value).

The Company's executive offices are located at 410 Evernia Street, Unit 611, West Palm Beach, FL 33401. The Company’s principal website is [www.mapon.app](http://www.mapon.app/). Our email address is [info@mapon.app](mailto:info@mapon.app).

**Business Operations**



We are completing the development of a proprietary and innovative Internet marketing platform that offers businesses an opportunity to gain customers by displaying discounts wherever potential customers are physically located nearby the business. The company will penetrate the market by establishing a simplified platform that enables small businesses to interact with their customers in real time by offering discount coupons which are redeemable for various goods and services in their local communities.

Our Company also recognizes the opportunities for helping business owners market their products and services through a dedicated social media platform to increase their profitability and brand awareness. Our *MapOn!* service will serve its business partners by helping to make their business operations and marketing more productive while at the same time helping them to control their expenses. What makes our Company different and special is that we will offer a professional staff of industry experts who possess the skills and abilities required to help our business partners increase their revenues through the implementation of end-to-end social media marketing solutions at an affordable price.

Marketers and advertisers are anxiously investing in mobile and with the current state of the landscape set so low, our strategic platform is ensured to stagger the market. We recognize that everything is moving to mobile; print, TV and radio advertising are becoming obsolete; majority of consumers religiously spend their time engaging with mobile devices. Market stats prove mobile devices are used to search and compare before and during shopping, in fact, many do not even see the in-store ads, because they are so engaged on their phones.

**Business Development and Marketing Objectives and Strategies**

Our business development plan is focused on these vital components:

1. Excellent management that has the ability to choose the right product and the right service at the right time, with an understanding of knowing what its total market is and how to keep gaining a greater share of that market.
2. Provide an excellent product or service that is not only well accepted now but also

whose acceptance and use will continue to grow at an accelerated rate into the future.

1. Develop employee capabilities to ensure a strong foundation for participation in a rapidly growing company.
2. Increase sales and revenue at a rate no less than 10% per year.

In the development and marketing of our proprietary *MapOn!*service. Wewill coordinate worker productivity with increasing market demand to ensure continued company growth and development. Our operational approach emphasizes the individual participation of every employee and member of this organization and the total process of building the company to acquire an ever-increasing market share.

By guiding and helping employees with knowledge and awareness of our goals and expectations, we will build a strong corporate culture and a solid foundation for achieving our Company’s most ambitious goals. We believe that this is the ideal time and business environment to establish our *MapOn!*service and tomove forward in a steady progression over the next five years.

Some of the highlights of its strategy are here briefly summarized:

* Our Company has superior talent and experience for the marketplace.
* Profitability is assured by its preparation of knowing what the market requirements are presently and what they are to be in the next several years.
* With its strategy and budget in place, sales are expected to multiply rapidly and the company expects to be able to successfully compete with the leaders in the industry.

**Our *MapOn!*  Products and Services**

Our Company is is proud of its *MapOn!*  product line and the features and benefits that make up its attractiveness to this ever-growing market. We offer a simple yet powerful CRM tool for retailers to easily execute, track and manage engaging promotional campaigns within minutes.

Our software is designed with a top-of-the-line GPS trajectory and with a clean user interface that provides extreme coordinate accuracy.

One of the principal features and benefits of our core products and services to our clients includes the ability of our account managers to work directly with our clients from start to finish in order to create a personalized campaign for their particular products and/or services. Some of the strengths and capabilities of our services is that we maintain high organic rankings for various industry-searched keywords along with a high propensity to receive large quantities of leads from these high-ranking keyword referrals as clients can find our services more easily than those of other competitors.

The recent pandemic severely impacted our global economy. Many small- to medium-size businesses had to adapt to keep the doors open, while enduring this unprecedented domino effect. As a result, we’ve seen smaller companies make technology decisions quickly, while rethinking how to use digital tools to revitalize marketing efforts -not only to overcome roadblocks, but to stay ahead of the curve.

At our Company, we’re not only committing ourselves to consumers, but more importantly the businesses that make this exchange possible. By strategically implementing promotions to those in proximity of operation, there will be remarkable increases in revenue and brand loyalty. We are working with local organizations to offer impactful support, while making it easier and more accessible for small- to medium-size businesses to build a strong customer base so they can see long-term success in a digitally enabled economy.

Obviously, many businesses have been hurt by COVID in many different ways. Companies such as Groupon really don't give these businesses any sort of benefit by using their platform other than the significant cost to their bottom line by Groupon taking 50% of their revenue. The main focus for our *MapOn!* platform is for small businesses to be able to create their own deals while providing them with the ability to track their data to see how their business has grown by using and redeeming coupons to drive traffic.

From a consumer side, obviously there are a lot of small businesses that are wondering how to build a loyalty brand of customers behind their business. Our *MapOn!* platform is going to provide business owners with increased exposure, expertise on how to market their business, free marketing, free advertising, etc.



As consumers are driving down the street, they will be able**** to open the MapOn! App and search for local deals all around their neighborhood. As people are driving through a specific geographic area any special offers with coupons available will automatically appear on screen. Users simply tap on them and go and redeem them through its social media platform that you're able to share. And if you don't want to share, we make it an incentive for them to market *MapOn!*  through a social media platform. For example, if a consumer is going to get 30% at an auto body shop and they share *MapOn!*  on a social media platform or via verification text message, we will increase the savings to reflect a 40% discount. We would give them an incentive to put our name out there and share it with their friends and family members as well. We believe that this is a very attractive and interesting way for customers to shop local deals and support small businesses. What we're going to bring to the market really has the ability to capture a very large market share of clients, from a consumer perspective and a merchant side.

We will also be generating revenue-building models, whether they're subscription agreements or a small commission on those coupons that are redeemed, where the business's bottom line isn't dramatically hurt. In case businesses do not get return from customers that they're engaging with, for whatever reason, it's still not going to be at a significant cost to them. We will also provide our clients with many marketing tools that they'll be able to use, such as tracking systems for coupon usage.

Our customers will have the ability, as if they're running our *MapOn!*  platform themselves, to change their deals as often as they want. Whether it's seasonal changes or they just want to give out less of a deal, or they want to give out more of a deal, they will have this ability at their fingertips.



**Competition**

The Company has done extensive research and investigation into all of the aspects of the competitiveness of the existing market in which we will be participating. Our business operations and the services we provide to our customers competes directly with entrenched, well funded and highly regarded national and multi-national competitors such as Groupon, Ibotta, and ShopKick. These competitors may be able to secure products and services from vendors on more favorable terms, fulfill customer orders more efficiently and adopt more aggressive pricing policies than we can.

However, we believe that our ability to compete successfully with existing competitors depends on many factors, including the quality of our proprietary *MapOn!*products and services, the market acceptance of our products and services, and the success of our sales and marketing efforts, and the personal service we are able to provide to our customers.

**Employees**

At November 29, 2021, we had no salaried employees and ten hourly employees, as well as a web-development contractor, DIYI Technology. The Company expects to add additional hourly employees, professional salaried employees, or contractors as our growth requires. Proceeds of this Offering may be utilized for salaries and contracted labor expenses, including salaries for Officers and managerial employees of the Company.

**Properties**

Our principal executive office is located at 410 Evernia Street, Unit 611, West Palm Beach, FL 33401. This office is leased on a month-to-month basis, and we believe that this lease arrangement is adequate for our immediately foreseeable business needs.

**USE OF PROCEEDS**

The Company anticipates that the net proceeds of this Private Placement will be utilized for software development, product marketing, legal and compliance expenses, and general working capital purposes.

