



VALU.GURU

Changing the Game

Most of us are too tired or too busy working to search for the very best deal. Yet every month we find ourselves needing that little bit of extra help. More time and money that can help us do the things which truly bring joy into our lives. But where can we find that extra help?

We hear you. **WE ARE YOU**. We are ready to take back our online lives and create a fairer internet **WITH** you. **VALU** is changing the game, we help you make the most of your precious time and money, to do the things you love.

VALU enables Brands to pay directly for the privilege of your business and loyalty. You can now be paid simply by agreeing to receive direct communications and rewards from **BRANDS YOU CHOOSE**.

Changing the Game

Sounds too good to be true, How does it work?

“Tell me what you want, what you really really want” - New and existing brands are desperate to know you..... So why not tell them? By securely sharing your profile with brands they can now know what you truly care about.

Brands save time and money and share the money they would have spent on targeting, tracking and influencing you with rewards that build trust and loyalty, a real relationship.

This replaces the existing situation where brands pay advertising technology corporations (Facebook, Google, and Amazon) to target and track you, (without asking your permission or rewarding you).

WHAT DO CUSTOMERS WANT?



What Do Customers Want?

Maximize my rewards
EARN ON EVERYTHING I DO



Consolidate all payment
methods on one
platform



Be a partner and member



Own my own identity,
Freedom, and Security



Earn and spend VALU
anytime, anywhere



Be part of a community,
building on shared values



Our Customer Has A Problem

There **IS** a root cause of our customers problem
What is the villain in our customers story?

Trauma loop and its effects

Living paycheck
to paycheck



Tired

Finding it difficult managing
my budget and spending



Frustrated

Outdated reward / point
systems designed to exploit



Intimidated

External

What are the problems our customers deal with as it relates to our product or service?

Frustrated, intimidated, and insecure



Too many membership numbers, subscriptions and passwords



Cannot redeem the rewards when I want to use them

Complicated rules
Not making life easy and fun

Internal

How is the villain making our customers feel?

I am not being treated fairly

This is a bad relationship

Lazy, unmotivated
(I can't be bothered to register)

Foolish
(Am I leaving money on the table?)



Anxious

Intimidated

Enslaved

Philosophical

Why is it “just plain wrong” for your customers to be burdened by the problem?

As a customer, i want, need, and deserve



Savings



Loyalty



Communication



Trust

I want to **SPEND** what I **EARN** - Anytime Anywhere

A platform for Brands, Merchants, and Consumers.

Empowerment not Entrapment

How Do We Express Empathy And Understanding



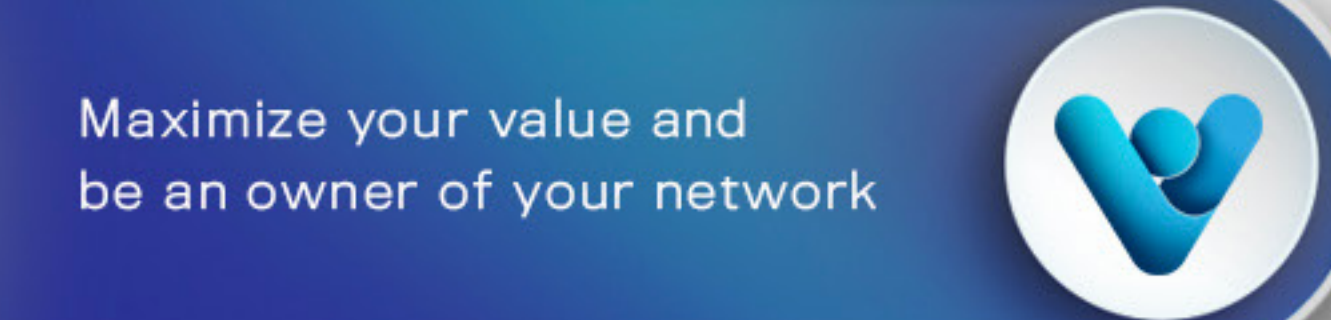
Now you can earn. All the time, and spend what's rightly yours ANYWHERE



Get the most out of your busy life



Securely owning your online identity spending data, loyalty and reputation



Maximize your value and be an owner of your network

We Have The Best Team

YOU AND US!

Supported by a community of mathematicians, cryptographers, economists, corporations, charities, and universities

Securely creating our shared future while reclaiming our identity



Now you can earn what is rightly yours, All the time, and spend Anywhere.



Process

Are there 3 or 4 steps our customers can take that would lead them to sale or explain how they would use our product after the sale?



Download or plug in our key



Register once



Earn with brands you love
effortlessly

Claim your life time value



Agreement

The agreement we make with our customers to alleviate their fears of doing business with us



Trust and Security



Earn and Spend Anytime Anywhere



You can switch network anytime

Transitional

What transitional calls to action do we use to on-ramp customers



Save and Spend



Save the planet



Reclaim Online Identity



Share and Earn LTV

SIGN UP TO



Download Wallet



Answer call

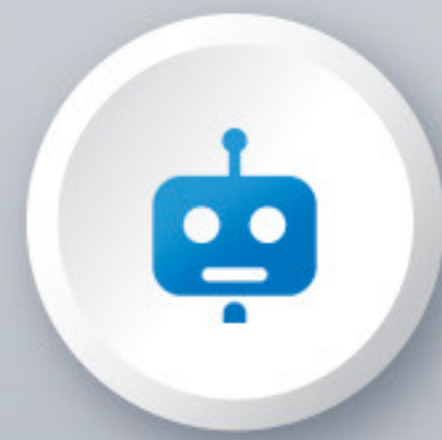


Answer text



While you sleep

EARN LIFE TIME VALUE



Robot calls



Spam Email



Wasteful junk mail

STOP

Character Transformation

BEFORE USING THE PRODUCT AND SERVICE

AFTER USING THE PRODUCT AND SERVICE

Lazy

Foolish



I am the product

Anxious, Intimidated, Enslaved

Motivated

Part of something



Empowered, respected, liberated

I own the product



EMPOWERED

RESPECTED

LIBERATED

VALUVERSE



VALUVERSE



VALU GURU



VALU CHAIN



VALU COIN



VALU CASH

VALUVERSE



VALUVERSE

