



Who is Brushfire?

Headquartered in Tempe, Arizona, Brushfire Mobile (brushfiremobile.com) is a subsidiary of Epic Think Media (epicthink.com) and sister company of Shotzoom Software (shotzoom.com). Epic Think's mobile platforms focus on empowering individuals around the world with the tools needed to compete, connect and change culture.



- The home-grown products division of Epic Think
- #1 mobile company worldwide for amateur sports.
- Golfshot is the #1 mobile application for the sport of golf
- #5 revenue generating app out of 300,000

- The client services arm of Epic Think
- **Personalized mobile and web solutions focused on revolutionary new products.**
- Partnering with organizations to drive a results-based digital strategy



A Few Things We're Proud Of

- + 4 products in Top 15 grossing sports apps on Apple iOS world wide.
- + Largest active online amateur golf community worldwide (<http://golfshot.com>) and some of the world's most popular non-profit campaign based websites world wide (Hannity, Limbaugh, ADF).
- + Established **leadership position in the mobile space with unique recognition from Apple**. Our world class development talent spanning web, Android, social media, and Windows Phone development. Our ground breaking apps include Wine PhD (featured in USA Today), International Justice Mission, Call + Response (featured on CNN), Mission of Mercy, and others.
- + **International Justice Mission app was featured in Microsoft Case Study as an outstanding app** in it's category on the Windows Phone platform. (http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?CaseStudyID=4000011209)
- + Plugged In app has consistently been one of the **most downloaded non-profit apps** across Android and Apple platforms with over 150,000 families using the app.



Unprecedented Collaboration with Apple

Strong relationship provides Brushfire and Shotzoom with multiple advantages

- + Apple requests product roadmap and offers insights into new technologies for Company to consider
- + Brushfire and Shotzoom often recommended by Apple for partnership development

Every Shotzoom product has been promoted by Apple

- + Global TV commercial featuring multiple Shotzoom products
- + In-store merchandising & store-front large screen promotion



Top Honors from Apple



Winner of the 2011 Apple Design Award
For Outstanding Design Innovation

Recognized for app development excellence
in 2010 Steve Jobs key note address.

The Growth of Social Technology

Social Media

- Facebook - 700m users, 300m access via mobile. Mobile Facebook users are 50% more active
- 30 BILLION pieces of content are shared through FB every month
- Twitter now has 50m tweets per day!
- YouTube has averaged 5 billion US video views per month
- Flickr gets 3000 images/minute

Smartphones and Mobile Apps

- User base for smartphones expected to reach 1 billion by 2013
- 40%+ report using the internet more on their phone more than on their computer
- 75m iPhones sold. 15m iPads. Android has almost equalled Apple for market share
- Over 10 billion iPhone apps downloaded. \$15 billion in app sales expected for 2011.
- App downloads expected to reach 50 billion by 2012.

Sample Work : Golfshot GPS

(iPhone, iPad, Android, Social Media, Web Integration)

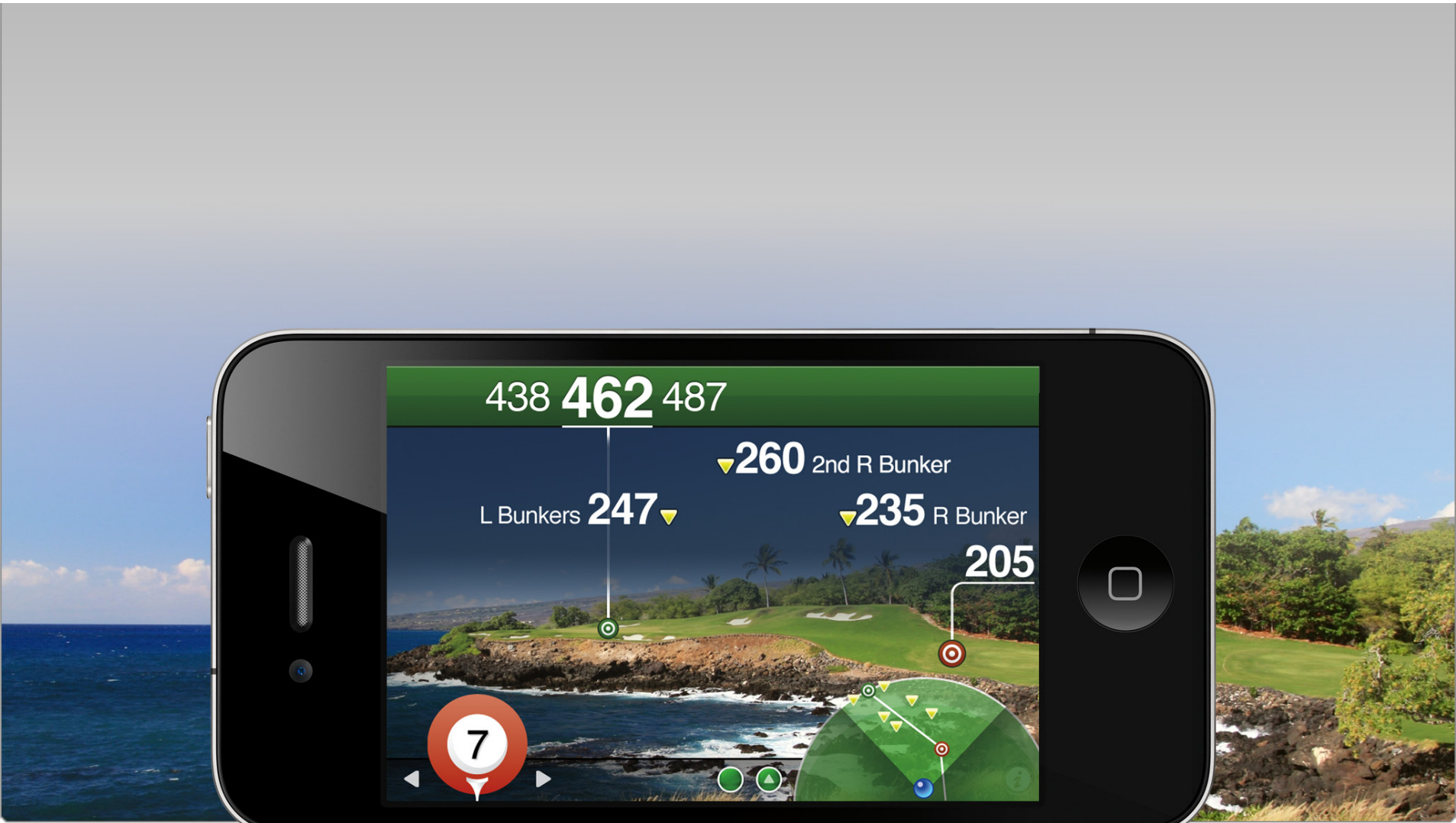
The #1 App for the Sport of Golf Worldwide. Ultra highly-engaged and brand loyal users.



Sample Work : Golfscape

(iPhone)

The #1 Augmented Reality App for Sports. Winner of Apple's App Design of the Year 2011.



Sample Work : Tiger Woods : My Swing

(iPhone, iPad)

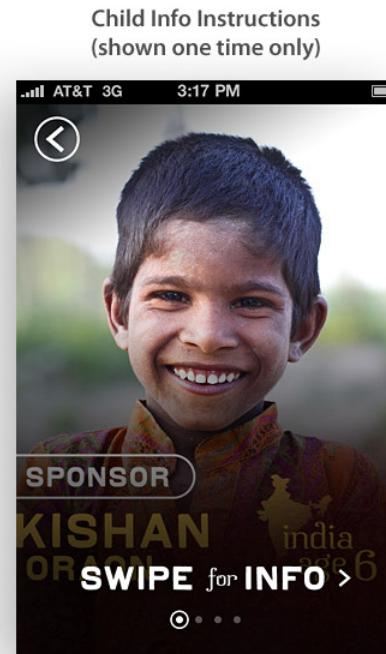
Exclusive mobile app developer for Tiger Woods. Visually stunning video capture and swing analysis.



Sample Work : Mission of Mercy

(iPhone, iPad, Android, Blackbaud Integration, Social Media, Web Integration)

Connecting givers to the front lines of child sponsorship and global poverty relief



Typical Brushfire Deliverables

Expert Consulting from Our Team of Mobile, Social, Web, and Design Gurus

A Clear Roadmap and Holistic Strategy for Technology Initiatives

Highly Visual Web, Facebook, iPhone/iPad, and Android Applications

Content Aggregation Tools to Manage and Re-Use Content and Media

Integration with Existing Back-end Systems

Customized Marketing Materials to Help Promote the New Platform

How to Engage with Brushfire

Option 1 : Ongoing Strategy, Design, and Development (Contract Basis)

We come alongside your organization and act as your strategy, design, and development arm for new technology initiatives. The Brushfire Team will work with your key stakeholders to understand your organization's current strategy and help create a new, results-driven strategy to deepen relationships with your customers by leveraging the latest technology. Our world class design and development team can then implement the strategy to ensure your new technology goals are met.

Option 2 : Fixed Bid Projects

For large, defined projects Brushfire can work on a fixed bid basis to create and launch your initiatives. This process begins with a shortened consulting period to create a detailed spec for your project.

- + Building the Spec - The Napkin : We work closely with key stakeholders to define features which maximize ROI.
- + Visual Design - The Blueprint : The Brushfire design team will create comps for the major screens in the product.
- + Development - Breaking Ground : Development begins and your vision starts to become a reality.
- + Adoption : Brushfire will provide a marketing package to help your organization gain maximum adoption for the platform.

Option 3 : Mobile Strategy Assessment

This is a great first step for organizations trying to navigate the mobile space. As part of the assessment we spend a day with your team and assess your current mobile strategy - and then provide a full assessment and a set of recommendations. The final assessment presentation includes market information on how you stack up against key competitors along with recommendations and a roadmap for pursuing a holistic mobile strategy