



Corporate Backgrounder

December 2017

Headquarters: Raleigh and Wilmington, NC
Nearly 1,000 customers in 3 countries



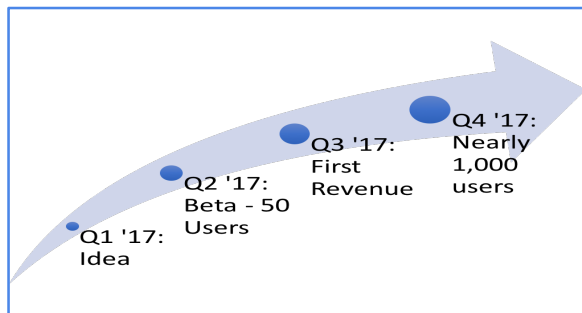
MISSION STATEMENT

Our mission is to empower women to achieve financial independence through entrepreneurship.



OUR COMPANY

We are a technology company founded and led by women, serving a female-dominated market of entrepreneurs.



We offer a contact management system unlike any other, built specifically to address the mobile needs of the growing network marketing industry.



OUR MARKET

In this age of social networking, direct selling is a go-to market strategy that may be more effective than traditional advertising or securing premium shelf space. Some of the best known brands in the world are network marketing companies, including Mary Kay, Avon, Arbonne, Tupperware, Melaleuca, doTERRA, Juice Plus+ and LegalShield.

There are more than 20 million network marketers in the US and more than 103 million network marketers globally, and it is estimated that the vast majority of these people are women. It is reported that 82% of women in the United States who earn more than \$100,000 per year do so through network marketing.

Traditional Customer Relationship Management (CRM) systems have largely ignored this market. Most network marketing brands offer little or no support for sales-focused constant management or customer relationship management. The “norm” for the network marketing industry is using notecards, paper organizers, notebooks or spreadsheets to track leads and manage workflow.

Network marketers now demand technology to help build their businesses and work anytime, anywhere. myBeeHyve sits at the intersection of network marketing, social commerce, financial independence and empowerment of women entrepreneurs. We leverage our experiences in both the technology and network marketing industries to meet this demand.



OUR VALUE PROPOSITION AND PRODUCT

myBeeHyve provides a mobile-friendly, easy to use web-based customer contact and list management system that allows users to get more done in less time, grow their customer base and team and increase sales. The application is designed for all users levels, and all web connected devices. The application works with any browser and mobile device, without plugins or downloads. Customers love the unique chat-bot interface in the mobile view.



Key features of our SaaS platform include daily task scheduling, automated reminders, advanced goal tracking, custom fields with advanced search capabilities, message templates, bulk email with attachments.

Pricing ranges from free to \$19.95/month, depending on user needs. Discounts for annual plans are available.



FOUNDERS

JENNIFER TURNAGE, Co-founder and CEO, is a serial entrepreneur with more than 25 years of experience in the technology and professional services industries. Her career began with 10 years at PricewaterhouseCoopers, followed by C-level positions with eight investor-backed software companies and five liquidity events. She is also an independent consultant for a leading MLM brand.

MEGAN SUMRELL, Co-founder and COO, has more than 20 years in the software industry working in a number of domains including aviation, healthcare, sales, on-line retail, and B2B marketplaces. In 2014, Megan began her journey as an entrepreneur and quickly grew a business in a popular network marketing health and beauty company. Megan leads a continually growing team and is currently in the top 2% with the brand.



CONTACT INFORMATION

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