

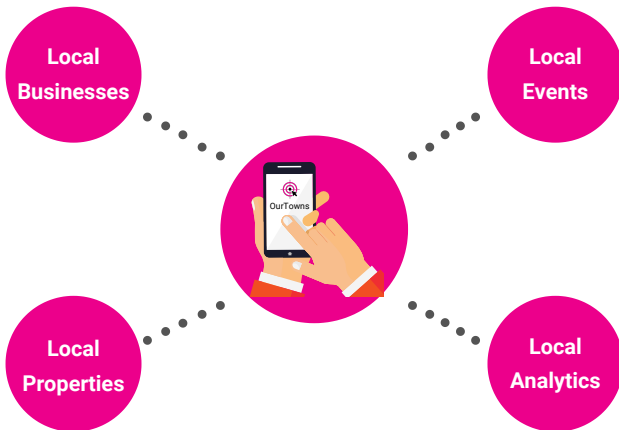


OurTowns

Connecting **Our** Communities

OUR VISION

OurTowns is a social capital company that has developed an app that connects consumers with local businesses, events and properties. The OurTowns app also provides powerful analytics to help build better communities.



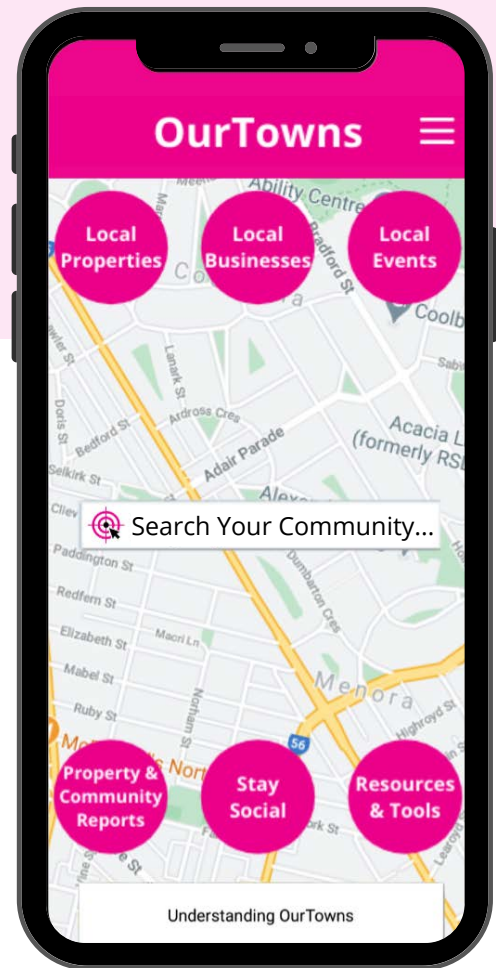
PROGRESS TO DATE

We have had significant take up and very positive feedback of OurTowns with our proof of concept product testing launch in the City of Vincent (test period April - Aug 2021)

PARTNERSHIPS & PUBLIC SUPPORT FROM

- The City of Vincent Place Making Team
- Vincent Town Teams and the Town Team Movement
- Local MLA Honourable Mr John Carey
- Revelation Film Festival 2021

Proposal being put forward to numerous Local Government Authorities (LGAs) to roll out OurTowns into their suburbs.



THE PRODUCT

OurTowns is currently product testing in the City of Vincent, with plans to roll out to all of Western Australia, then Australian and international markets.

LOCAL BUSINESSES & EVENTS

- Giving users instant connections to all local businesses and events

LOCAL PROPERTIES (NEXT STAGE)

- Directory with local properties for sale & rent

PROPERTY & COMMUNITY REPORTS

- Geo pinning based analytics for all WA properties and communities

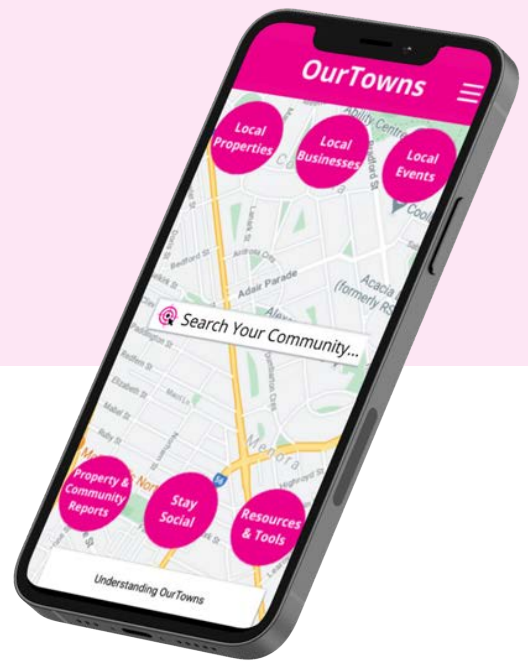
NEXT STAGE

- Visual enhancements
- Expanded geo pinning, searchability and filtering
- Integration of a customer user interface (CUI) for easy management of listings



OurTowns

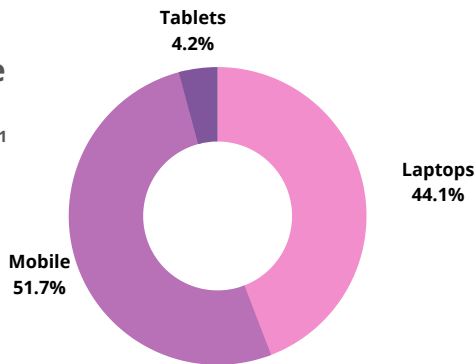
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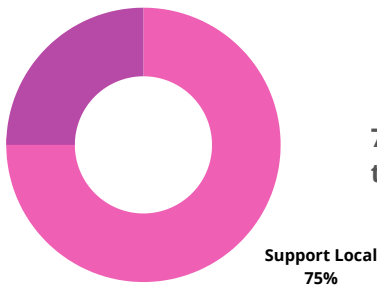
WHY NOW?

There is simply nothing that digitally connects the community to local businesses, events + properties.

51.7% of people prefer to use mobile devices ¹



75% of people want to support local ²



TARGET COMMUNITIES

OurTowns go to market strategy is to target active communities, high streets and destination shopping precinct LGAs; with our sophisticated guerilla marketing and online strategies all built around trust. The combined value of the OurTowns target Australian Market is <\$1B.

1. Internet stats and facts source: [WPForms](#)
2. Consumer desire to support local Source: [Businesswire](#)

THE BUSINESS MODEL

1
Free access to OurTowns + all businesses, events and properties are listed for free

3
Premium Listings and LGA Packages, all listings can easily be upgraded to increase profile and customer reach



2
Build trust with our local communities through free training, resources, tools + affordable analytics reports



4
OurTowns income from our Premium Listings, LGA packages and analytics reports, thus allowing us to give back + connect our communities



For more information and our comprehensive information memorandum, please contact us at info@ourtowns.com.au or [0412 928 504](tel:0412928504).

