



Red Dog Networks Company and Vision for the Future of Payments

What are we:

Red Dog Networks builds the eCurrenC product -- is a Multi-Tender Payment Network. It's a subscriber-based service designed for creating, distributing, tracking, authenticating, validating, authorizing, redeeming, settling, disbursing, accounting and reporting on electronic currencies.

The eCurrenC Platform is an electronic system from end to end, using no paper. This platform enables Consumers to save or accumulate points, incentives, or vouchers online and automatically redeem those as currency in participating brick-and-mortar stores, for goods and services. Consumers simply present an identifier such as a NFC or HCE token, phone number, or a loyalty card at the Point of Sale.

This platform provides companies (e.g., banks, airlines, retailers, manufacturers, etc.) the ability to create digital currencies (e.g., points, vouchers, coupons, and rebates) and distribute them anywhere. Companies can also develop consumer-facing applications (e.g., mobile apps, mobile wallets, beacons, email, video ad insertion, loyalty programs, social networking advertisements, and gaming software) to allow consumers to save, manage, and redeem all of these forms of tender types online and offline at any participating retailer.

For example:

A manufacturer's coupon is one form of currency/tender. It's a promissory note issued by a manufacturer [a **Sourcing Agent** (e.g., P&G, Unilever, L'Oreal, Sony, etc.)] to a consumer to be presented to a retailer "in lieu of cash."

This promissory note is sent through a clearing process, much like a check, in order for monies to be transferred from the sourcing agent to the retailer (a **Redemption Agent**) for products and services rendered to the Consumer.

Mobile Wallet Technology Today:

The majority of mobile wallets you see today are just an aggregator of different payment and loyalty instruments. These “Wallets” provide little value to the consumer - they don’t save much more time it takes to pull an instrument out of their physical wallet - and there's no new value to the banks or card issuers. Banks and card issuers still only know the amount to authorize for payment at a retailer. There is no insight into what was actually purchased during the transaction; therefore, it provides little or no value to them.

Our Vision:

We believe that, in the near future, Consumers will combine numerous kinds of digitized nonfiat currencies along with cash, credit, and debit to purchase products and services both online and in brick-and-mortar stores. Some of these currencies include:

- Airline Loyalty Points
- Credit Card loyalty points
- Manufacturer Coupons
- Rebates
- Retailer Discounts
- Social and Gaming Currencies
- Local Currencies
- Insurance Vouchers
- Mobile Minutes (Traded as Currency)
- Federal Emergency Management Agency (FEMA)
- Supplemental Nutrition Assistance Program (SNAP)
- Women Infants and Children (WIC)
- Corporate Credits, Vouchers, Points for Employee Benefits:
 - For instance, using your Garmin to track your workouts so that you can accumulate points from your health insurance company or employer. These points can then be traded in for sports equipment, gym memberships, etc.
 - Vouchers for at-home Internet
 - Mobile phone subsidies

Some of these currencies are item-level tender (like coupons which target a specific item inside a transaction) and some are not and can be used as transactional tender (like credit card points). Most of these currencies already exist today in paper form.

We are going to digitize and “connect” these currencies in a payments network (like Visa, MasterCard, Sirrus, etc.), UNLOCKING the “true value of the Consumer.

Combining these currencies will allow consumers to have more buying power and flexibility because the process lowers the amount of disposable cash or credit required. For instance, Consumers could use 30,000 airline points to buy Bose Noise Canceling Headphones, or they could use 5,000 credit card points to buy \$50 worth of groceries. They could even combine these points together with coupons, vouchers, cash or credit to buy other items, as well.

We also believe this will lead to the advancement of Digital Payment Advisors (DPAs), which are used to calculate the best value for the consumer at the moment of purchase.

We believe that this combination of the advancements in payments, DPAs and the ability to validate at the item level inside the transaction to “close the loop” for consumer targeting and advertising will greatly increase both the value to the consumer and the ROI for participating companies.