
- Information Memorandum -

Tuesday May. 8, 2018

**Tech Entrepreneur Pledges 4% of his Company to
Raise Millions for Nonprofits**

That's the message from Boston Tech Entrepreneur Barry Hinckley, who this week (Target May 17, 2018) launches his innovative new growth mechanism in a play on words termed "IPO" or Initial Philanthropic Offering.

In what is considered the first of its kind, Hinckley's IPO will see him pledge 4% of his company, to nonprofit organizations that partner with Yotme.

The launch pad for Hinckley's pioneering IPO mechanism is the Yotme, an events-driven, network powered, CRM used by *brands* and *nonprofits* to turn attendee data into actionable marketing intelligence.

It is Hinckley's aim to combine his CRM building success at Bullhorn to build the next generation of CRM, that he states "will look act and feel like a social network", hence making the ultimate platform for an events driven CRM.

Hinckley acknowledges the challenge ahead: "In the world of technology entrepreneurs, I am probably considered an old timer, but I'm leveraging my experience and muscle memory to innovate and cut new jungle in this startup eco-system."

"Having co-founded and built a successful technology business in the form of Bullhorn, I know the pain and sacrifice that goes into a high growth startup. When we initially financed Bullhorn we did it the old-fashioned way by leveraging venture capital. With Yotme I wanted to find a higher impact way to grow the business early on through the velocity of revenue rather than venture capital alone."

Inspired by Pledge 1% and the work of The Boston Foundation, Hinckley conceived of a way to pledge not just 1% of his personal shares in Yotme, but at least 4% to nonprofits that leverage Yotme, and possibly more if the incentive program is successful. With Hinckley's goal being to build a "billion dollar business" and the market opportunity there to do it, early adopting nonprofits that begin leveraging Yotme's platform, will be eligible to share in a potential equity stake of millions of dollars.

Under the terms of the IPO, nonprofits that use the Yotme platform to sell tickets to their events, may be eligible to a 5% credit against the revenue they generate. These credits will be tracked internally by the Yotme team. On the occasion of a liquidity event, the Boston Foundation, as the custodian of the Yotme Charitable Fund, will be responsible for

distributing grants to eligible charities based on the resulting available funds. For example, \$1000 in ticket sales would mean a \$50 credit in the Yotme Donor Advised fund, with the goal being that over time, as nonprofits continually use the Yotme platform, the number of credits grows. While there are no guarantees, the goal is for the first time, nonprofits will be able to share in the potential success of an early stage technology company.

"The Boston Foundation has a long history of working with business and other organizations to strengthen and expand their philanthropy," said Paul Grogan, President and CEO of the Boston Foundation. "This IPO concept is a unique way for Yotme to demonstrate its commitment to the nonprofit sector and potentially drive millions of dollars in charitable donations in years to come."

The great news for 501(c)3 charities, who Hinckley has noted are often budget constrained and "under-teched", is that Yotme is giving access to its platform for free. With Yotme, organizations can do everything from invites, ticketing, event and consumer relationship management (CRM), event marketing and real-time messaging.

"In a sadly divided world, I want to create a platform that brings people together and rewards them for positive social activity. By sharing our technology and growth with brands and nonprofits, we believe we can nurture an ever increasing society of people and businesses who strive to combine **commercial viability with social responsibility."**

Contact:

Yotme:

Ian Parkes
Chief Brand Officer
ian@yot.me

www.yot.me