Village Vesl allows entrepreneurs to launch their own startup with an innovative product that combines the explosive growth of mobile technology and the power of social media.

With a mobile app and website in the brand and exclusive territory of their choosing, entrepreneurs provide an efficiently priced mobile marketing solution to small businesses, allowing them to engage consumers in revolutionary ways.

**Getting started is easy**

1. The entrepreneur licenses platform
2. Selects an exclusive territory
3. Gives the service a name
4. Gets trained during the build
5. Goes live in 60-90 days
6. Launches, builds brand, earns, contributes to community.

**How the entrepreneur makes money . . .**

The Village Vesl service contains features that enable small businesses to reach and promote themselves to local residents.

The service caters to brick-and-mortar businesses in retail, food and others, as well as service and at-home businesses like local dentists, doctors and just about all others.

Each of these businesses pay a monthly fee at a price set by the entrepreneur, and revenue grows month over month.

For more information, please contact us at 631-790-2180 or visit our website: www.villagevesl.com.
Deliverables

**CORE DELIVERABLES**

- Mobile Application (iOS and Android)
- Management Console
- Branded Promotional Webpage

*(includes ongoing updates, enhancements and new features)*

Optional digital marketing services.
*Let us know if you’re interested in learning more.*

**ADDITIONAL SERVICES**

*(all included)*

- Branded Promotional Video
- Logo
  *Optional (you may choose to have your logo created independently).*
- Branded Sales Presentation
  *For optional use when presenting to prospective small business customers.*
- Small Business Sales Messaging
  *Suggested tips on how to summarize the small business benefits.*
- 40 Hours of Appointment Setting
  *Tell us who you’d like to meet with and our team will make the calls.*
- SMB Contract
  *For optional use with small business customers.*
- Marketing Playbook
  *Tips and recommendations on how to market your service.*
- App Store Management
  *Creative assets, description, and public release.*
- Competitive Summary
- Credit Card Processing
  *Securing customer data with leading transaction technology.*
A unique digital product with no direct competition.
By the community and for the community.
The Ideal Candidate

In any business that’s based on interacting with people on a daily basis, success requires people skills. If you’re a people person and you’re thinking about launching your own business with Village Vesl, you can check the most important box.

Village Vesl is a model business for two very specific candidate types:

Traditional Media Sales
These are professionals with experience selling print, radio or direct mail products to small business owners.

Digital Marketing & Social Media Professionals
These are professionals who consult for small businesses or operate their own marketing service on behalf of small to midsized business clients.

Here’s a brief list highlighting the qualities that best describe the Village Vesl entrepreneur:

- Wants to be in businesses for her/himself.
- Enjoys people.
- Is a great listener.
- Is a clear and effective communicator.
- Is a problem solver.
- Has a passion for learning new things.
- Possessing a love for tech and gadgets an obvious plus.

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Connecting your community

Groups
create & join public and private groups

Bulletin Board
stay informed in your community

Flags
location messaging for your imagination

Loyalty
community-wide convenience & commerce

Community Aid
support for the local non-profits of your choosing

Safety
with residents, group members & businesses

Welcome to Village Vesl
Mobile    Social    Charitable
By the community, for the community

serving residents in communities large and small, Village Vesl licensees provide information that truly matters – as it happens, in a trusted environment that all participants are passionate about: their town

Free For Consumers

residents will enjoy your service at no cost – forever
(businesses pay a monthly subscription fee)
Groups

any user can create or join a public or private group

Public Groups

- anyone can join, without waiting for approval
- messaging on the group's bulletin board
- chat capability between one or more members
- flag capability for all group members

Private Groups

- limited to those invited or approved by group moderator
- include messages viewable only by group members
- private member lists
- messaging on the group's bulletin board
- chat capability between one or more members
- flag capability for all group members

Schools  Churches  Neighborhoods  Hobbies  Sports Teams  Non-profits  City Governments  Meet-ups  Parent Orgs.

Village Vesl
Bulletin Board
the hub of the service and outlet for every community

- where all things community are shared
- available to the larger public, creating messaging reach
- businesses presented and accessible via featured placements
- supports text and images
- used as a springboard to direct chat between residents
- good for recommendations, important announcements and much more
Location Messaging

‘virtual billboards’ can be placed for anyone in any physical location

- provides real-time relevance with ‘place-based’ messaging
- flags are ‘tripped’ while the app runs in phone’s background
- can be used privately by residents and publicly by businesses
- adjustable flag perimeter ensures optimal experience
- supports text and images
- creates surprise, serendipity and fun
Loyalty
building commerce across the community

• allows small businesses to reward customers without lifting a finger
• enables your customers to increase their in-store traffic
• establishes redemption point totals and program rewards with ease
• validates redemption in the mobile application or management console
• effortless for consumers, who earn points without punch cards or check-ins
• all participating businesses feed off each other, building community-wide commerce
Community Aid
because it really does take a village

- creates a network of helping hands across the community
- allows for charitable contributions on a recurring basis
- non-profit organizations of your choosing are the beneficiaries
- groups may include local schools, youth sports organizations, churches and much more
- contributions come from small businesses, who build valuable equity in community
Safety

creating peace of mind for the entire community

- significantly raises incident awareness
- helps people avoid dangerous situations
- find out before hearing the sirens or seeing the ambulance
- sends alerts for issues in the neighborhoods, schools, roads and more
- puts first-responder activity in the hands of the community
- peace of mind for schools, neighborhoods, city governments and more
Our Mission Statement

your Village Vesl service was created with a social purpose: to provide communities large and small with a mobile service that enables residents, small businesses and the many groups and organizations that make up our town and communities, the ability to stay connected in safe and exciting ways.

Village Vesl takes a different approach to local. We are local, with local representatives living in the towns where they operate a Village Vesl service. These are our neighbors, they live in our communities, and they have a genuine interest in what goes on in the community.