



**MicroCap Conference – Toronto, Ontario
June 27, 2017**



Opportunity

- Charitable and nonprofit organizations are constantly looking for funding avenues
- Raffles represent an ask with a promise of something
- Legislative changes create opportunity for online raffles
- Emerging market is significant, untapped & darelle is at the forefront





Introducing darelle

darelle has created a proprietary platform that enables charity and nonprofit organizations to create, sell, deliver and manage raffles and 50/50 draws online...

for the first time



Problem - Demand

- Traditional raffles are expensive
- Raffle administration is time consuming
- Reaching supporters is challenging
- Organizations lack expertise & technological skills



Solution

- Online raffles significantly improve returns by reducing costs
- Streamline selling process for supporter
- End to end turnkey solution
- Technology levels the playing field



darelle The Solution

- First to market in Canada
- First standalone certified random number generator
- Hybrid raffles – online/offline tickets
- Mobile Ticket System with SMS ticket delivery



darelle Business Model

- Launched in March 2016
- Model includes
 - annual set up fee
 - flat processing fee per ticket
- Multi-tier pricing models
- White label platform license



darelle Market Segmentation

- Mega Raffles – prize > \$1,000,000
- Major Raffles – revenue > \$250,000
- Minor Raffles – revenue in excess of \$20,000
- Micro Raffles & Daily Raffles



Market Depth

- Service organizations in Canada
- Service organizations in United States
- International service organizations
- Existing market is a fraction of potential market



darelle Route To Market

- Established platform tested through 2 year beta
- National organizations allow for quick expansion
- Traditional versus non-traditional organizations
- Multi product classes



darelle Competitive Space

- Electronic raffle systems
- Accounting firms
- Consultants and advisors
- Online platform solutions



darelle Management

- **Kyle Kotapski CIM, PMP Founder & President DMI**
visionary behind darelle
serial entrepreneur – 17 years
built/re-engineered companies in variety of industries
- **Dean Bethune CPA, C.A. CEO & President**
managing director of Wescap Capital
fifteen years operational experience
senior executive roles with various TSX & TSX Venture Exchange companies
- **Scott Hamilton CPA, C.A. Chief Financial Officer**
20 years experience in public and private practice
CFO pubco with market capitalization ranging from \$3 million to \$300 million
- **Steven Hazel Vice President, Engineering**
20 years experience in web development, system design and program mgmt.
forefront of innovative technological trends



darelle Summary

- Raffle platform accepted in marketplace
- Business model accepted by customers
- Clear route to market – defined products
- Geographical expansion in progress
- Disruptive technology



darelle Financing Requirements

- Listed TSX Venture Exchange - Symbol “DAR”
- Current financing - \$750,000
- Future financing - \$3,000,000
- One-on-one meetings



Contact darelle

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Thank You