

## Proof Points - UGURUS “Example”

| Functional   | Social  | Economic  | Credentials   | Other  |
|--|---|---|---|--|
| <ul style="list-style-type: none"> <li>• 34 years of experience / in business</li> <li>• Started programming at 13-years old and built first website at 15</li> <li>• Orthodox EOS practitioners (Entrepreneur Operating System)</li> <li>• Hired and trained hundreds of employees and contractors</li> </ul> | <ul style="list-style-type: none"> <li>• Donated over 5,000 days of education to kids in Ethiopia</li> <li>• Completed Impact Denver Leadership Program</li> <li>• Over \$100k in donated services to Denver-based causes</li> <li>• Raise over \$500k for renowned Dr. Rick Hodes to help children in Ethiopia get spine surgery to help overcome degenerative diseases</li> </ul> | <ul style="list-style-type: none"> <li>• Started, grew and sold our own 14 person digital agency</li> <li>• Graduated over 700 businesses from 10k Bootcamp</li> <li>• Generated over \$10mm in revenue</li> <li>• Helped clients land \$8,998,256 of 10k and recurring sales in just two years on their own</li> <li>• 300 active clients in our digital agency</li> </ul> | <ul style="list-style-type: none"> <li>• Named one of the top 10 fastest growing companies (2 years) by Denver Business Journal</li> <li>• Adobe MAX speaker and on Adobe’s advisory boards</li> <li>• Interviewed /feature on 12 top industry media sites</li> <li>• Trained 5k+ sales people</li> <li>• Educated 100k+ digital agencies</li> <li>• Presented and pitched over 1,000 projects</li> </ul> | <ul style="list-style-type: none"> <li>• Diverse clients - from startups to billion dollar, publicly traded companies like Dish and Anheuser-Busch InBev</li> <li>• Spent \$500k+ on personal and professional development</li> <li>• Over 50k+ followers on email and social media</li> </ul> |

## Proof Points - george

| Functional  | Social  | Economic  | Credentials   | Other   |
|---|---|---|---|---|
| <ul style="list-style-type: none"> <li>Over 40 years of combined business experience</li> <li>Trina 12+ years design and web experience (and an entrepreneur at 9 years old, selling muffins in the teacher's lounge and cleaning houses for people from church and school)</li> <li>Gretchen - programming since 7th grade (over 30 years of programming experience)<br/>Launched over 100 sites</li> <li>Helped our clients add over x number of leads to their list</li> <li>Work with fitness celebrity, Ben Booker. He is the 2010 Bodybuilding.com Bodyspace Spokesmodel, founder of Second Chance Lifestyle, the inventor of the Razor Hybrid Crossover, a national cover model, and a sought-after motivational speaker.</li> </ul> | <ul style="list-style-type: none"> <li>Support overseas entrepreneurs in Albania, Samoa, Tajikistan and India through a percentage of company giving to KIVA</li> <li>Work with the NY Ad Council for Social Change</li> <li>40+ national campaigns, so potentially millions of people see those</li> </ul> | <ul style="list-style-type: none"> <li>How much money have we helped our clients raise from the funnels etc. that we have helped build?</li> <li>Hours saved from automations?</li> <li>How much did we help Ben make from products, automations, positioning for Daily Burn, etc.</li> <li>Just Glowing With Health has seen - 24.19% growth in the last 12 months. Grown at 81.27% in the last 24 months. (With only 16 unsubscribes in that 24 month period)</li> <li>Briana Michel has grown her list 20% in the last 8 months</li> <li>Matt Avoyer has grown his list over 26.19% over the last 12 months</li> <li>Circle Yoga is averaging over 100 new leads per month since we redesigned their site and built their lead funnel</li> </ul> | <ul style="list-style-type: none"> <li>Teamwork Certified</li> <li>Digital Marketing Certified</li> <li>Over 25 professional development courses and countless hours of ongoing education.</li> <li>Over 2,000 hours of public speaking</li> <li>Presented on Ugurus for Niches and Processes</li> <li>Invited to work for Yahoo, but declined</li> </ul> | <ul style="list-style-type: none"> <li>Professional members of the #1 Digital Agency Mastermind</li> <li>Started the successful and popular feminist site "Girls Can't WHAT?"</li> <li>Have clients in over 16 states and 8 countries, UK, Ireland, Australia, Austria, France, Italy, India, and Iceland.</li> <li>What have our clients accomplished because of the work we have set up for them?</li> </ul> <p>More Economic:</p> <ul style="list-style-type: none"> <li>Doubled our revenue within 1 year</li> <li>20x our recurring revenue within 1 year</li> </ul> |

## Proof Points - Jack

| Functional   | Social  | Economic  | Credentials   | Other   |
|--|---|---|---|---|
| <ul style="list-style-type: none"> <li>● 20 years of experience in web design and development</li> <li>● Launched over 100+ websites over my career</li> <li>● Has created custom Content Management Systems from the ground up for business websites and news agencies</li> <li>● Made multiple clients #1 for their desired search terms</li> <li>●</li> </ul> | <ul style="list-style-type: none"> <li>● Was a board member and marketing director for local non-profit for 4 years, helping them to increase their audience and membership by well over 1000%.</li> <li>● Indy Pride, Inc. Volunteer of the Year 2014</li> <li>● Sponsored dozens of cultural events in the Indianapolis area since the company launched.</li> <li>●</li> <li>●</li> </ul> | <ul style="list-style-type: none"> <li>● Created and implemented marketing plans for new product brands from the ground up</li> <li>● Ayokay grew from a \$100 investment to a 6 figure business in one year.</li> <li>●</li> <li>●</li> <li>●</li> </ul> | <ul style="list-style-type: none"> <li>● Named a finalist for “Indy’s Best &amp; Brightest” in the Technology sector, 2017</li> <li>● Ball State University graduate in Telecommunications, Computer Science and Digital Publishing</li> <li>● Interviewed by many top news agencies regarding Search Engine Optimization</li> <li>● On team that received Regional Emmy Awards for technical achievement and video production, including productions I directed.</li> <li>●</li> </ul> | <ul style="list-style-type: none"> <li>● Diverse clients – from small start-ups to global brands like Zespri Kiwifruit and Toyota</li> <li>● Spoken publicly at conferences about Search Engine Optimization and How to Get More Leads Online</li> <li>● Ayokay has experience in many industries, including e-commerce, automotive, retail, food-service, nightlife, music and not-for-profit.</li> <li>● Google Cloud Partner</li> <li>●</li> </ul> |

## Proof Points - Lauren

| Functional   | Social  | Economic   | Credentials   | Other  |
|--|---|--|---|--|
| <ul style="list-style-type: none"> <li>• Worked with over 600 bloggers</li> <li>• Performed over 100 speed audits</li> <li>• Built first site at 12 years old</li> <li>•</li> <li>•</li> </ul> | <ul style="list-style-type: none"> <li>• Worked with food blogs such as RasaMalaysia.com and TheRealFoodRDs.com</li> <li>• Partnered with industry leaders such as Mediavine, Food Blogger Pro, and Melissa Rose Design</li> <li>•</li> <li>•</li> <li>•</li> </ul> | <ul style="list-style-type: none"> <li>• Grew from a team of 1 to 4 in one year, while tripling revenue</li> <li>• Helped clients build traffic and get approved for Mediavine/ad networks</li> <li>•</li> <li>•</li> <li>•</li> </ul> | <ul style="list-style-type: none"> <li>• Received computer science degree from University of Florida</li> <li>• Digital Marketer certified</li> <li>• Mastermind member</li> <li>• Spent \$30k in professional development for our team</li> <li>•</li> </ul> | <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> |

## Proof Points - Sam

| Functional   | Social   | Economic   | Credentials   | Other   |
|--|--|--|---|---|
| <ul style="list-style-type: none"> <li>● S-has been a web-pro since 2003</li> <li>● Just out of college Marc created custom Web Software for 911 call centers to improve workplace efficiency</li> <li>● Sarah NP Leadership:</li> <li>● Founded the Open Center for Autism</li> <li>● 1st ED of the Helping Children of War Foundation</li> <li>● 1st non-founder Administrator of GRASP</li> <li>● Weekly Facebook Live Show (Brittany &amp; Sarah)</li> <li>●</li> <li>●</li> </ul> | <ul style="list-style-type: none"> <li>● Marc has helped nonprofits at four GiveCamp events (48hour event helping nonprofits with websites)</li> <li>●</li> <li>●</li> <li>●</li> <li>●</li> </ul> | <ul style="list-style-type: none"> <li>● Sarah has worked with over a dozen NPs make a bigger impact. (note: collecting total for the team)</li> <li>● Our Digital Impact Method™ has ____</li> <li>● In the past 2 years nonprofits have invested over \$200,000 with PivotGround.</li> <li>● Pivotground has invested \$____ into continuing education to (??? Stay ahead of the pack ???)</li> <li>●</li> </ul> | <ul style="list-style-type: none"> <li>● s-Autism Society of s-America Speaker</li> <li>● s-Author at AAPC</li> <li>● s-South by Southwest event Panelist</li> <li>● s-MPS in Humanistic Multicultural Education</li> <li>● Our Implementation Strategist, Marc Hewitt, is fully certified in Digital Marketing</li> <li>● Brittany is an Award Winning Social Media Expert</li> <li>● Kim's Ted Talk + Book</li> <li>●</li> <li>●</li> </ul> | <ul style="list-style-type: none"> <li>● PivotGround hires self starters</li> <li>● Designed a custom business framework for nonprofits. (Digital Impact Method™)</li> <li>●</li> <li>●</li> <li>●</li> </ul> |

## Proof Points - Jay

| <b>Functional</b>   | <b>Social</b>   | <b>Economic</b>   | <b>Credentials</b>   | <b>Other</b>  |
|---|---|---|--|---|
| <ul style="list-style-type: none"><li>• 5 years experience running business</li><li>• 10 years building websites</li><li>• over 150 websites launched</li><li>• X page views cumulative</li><li>•</li></ul> | <ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul> | <ul style="list-style-type: none"><li>• saved clients an average of 1000 hours in wages/year</li><li>• 1000 hours -&gt; \$90k</li><li>•</li></ul> | <ul style="list-style-type: none"><li>• Sarnia OBA award</li><li>•</li><li>•</li></ul> | <ul style="list-style-type: none"><li>• clients in 5 continents</li></ul> |

## Proof Points - Cally

| Functional  | Social   | Economic   | Credentials   | Other   |
|---|--|--|---|---|
| <ul style="list-style-type: none"> <li>● Writing copy for over 13 years</li> <li>● Written <b>XX</b> amount of words in the past 13 years</li> <li>● Have personally worked with over two dozen digital agencies</li> <li>● Served on the Board managing communications for 5 different non-profits over the past decade</li> <li>● Managed websites for 4 different nonprofits</li> <li>●</li> </ul> | <ul style="list-style-type: none"> <li>● Worked with University and Dept of Education to create a resource portal for First Nations in New Brunswick</li> <li>● Managed content for primary student portal for over 40K students at University of British Columbia</li> <li>● Helped develop personas and new student portal for over 40K students at UBC</li> <li>●</li> <li>●</li> </ul> | <ul style="list-style-type: none"> <li>● Grew a business from zero to almost 6 figures in annual revenue in less than 2 years</li> <li>●</li> <li>●</li> <li>●</li> <li>●</li> </ul> | <ul style="list-style-type: none"> <li>● Member of one of the top digital agency communities in North America</li> <li>● Degree in English from one of top 5 Unis in Canada</li> <li>● Straight As consistently in University despite being a fulltime student AND fulltime worker</li> <li>● Top 15% of class consistently for all 4 years of university</li> <li>● Celene - Business degree from top business school in British Columbia (Sauder School of Business)</li> </ul> | <ul style="list-style-type: none"> <li>● <b>Partners in over 13 states and 3 countries</b></li> <li>● Have spoken to audiences of upwards of 200 people</li> <li>●</li> <li>●</li> <li>●</li> </ul> |