

FISCAL YEAR 2021

# Q3 RESULTS CALL

OTC:

**BZWR**



## SAFE HARBOR: FORWARD LOOKING STATEMENTS

Statements herein that are not historical are forward-looking statements made pursuant to the safe harbor provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The matters discussed, particularly information regarding future revenue, earnings, business plans and goals, consist of forward-looking information are subject to the safe harbor created by these sections and involve risks and uncertainties, which could cause actual results to differ materially from the forward-looking information. Such statements are not guarantees of future performance and involve risks, uncertainties and assumptions that are difficult to predict. These statements are based on assumptions and estimates that management believes are reasonable based on currently available information; however, management's assumptions and the Company's future performance are both subject to a wide range of business risks and uncertainties, and there is no assurance that these goals and projections can or will be met. Any number of factors could cause actual results to differ materially. The Company undertakes no obligation to publicly update or revise any forward-looking statements. All forward-looking information contained herein is subject to the risk factors and uncertainties described in the Company's filings with the Securities and Exchange Commission, which risk factors and uncertainties are incorporated by reference as though fully set forth herein.

### ➤ **Converting 'One-Time' Revenue to MRR & SaaS**

- Acquired strategically aligned businesses
  - ☑ Serve the SMB market
  - ☑ Profitable
  - ☑ Recurring revenue
  - ☑ Sales & operational synergies
  - ☑ Macroeconomic resilience

### ➤ **Emphasis towards MRR & Profitability**

- Successful shift to MRR & SaaS
- Focus on positive EBITDA



## COMPANY UPDATE

- **Fully reporting (audited)**
- **Two acquisitions**
- **OTCQB application submitted**

**65+**

Team  
Members

**30+**

Software  
Developers

**50+**

Medium to  
Enterprise  
Clients

**26K+**

Small  
Businesses  
Helped



## Q3 FINANCIAL RESULTS

### ➤ Revenue changes (9mo view):

- Previous period \$3.3MM compared to \$2.4MM
  - Increase in MRR
- QoQ revenue increase 67%

### ➤ Expense changes (vs Q3 2021):

- Salary & wage expense doubled
  - Expansion of team
- Advertising expense decreased \$1.1MM
  - Based on product ROI

### ➤ S-1 Status & Usage





## RECENT ACQUISITIONS

The logo for Helix House, consisting of the word "HELIXHOUSE" in a white, uppercase, sans-serif font, centered on a blue rectangular background.

**Helix House Advertising**

Acquired 3/16/22

The logo for Alchemy Technologies, featuring a white geometric icon of three nested triangles on the left and the word "alchemy" in a white, lowercase, sans-serif font on the right, all on a blue rectangular background.

**Alchemy Technologies**

Acquired 6/8/22



## REVENUE GENERATING PRODUCTS



**Small Business  
Marketing Services  
that result in ROI**



**Lending SaaS  
For Enterprise  
and SMB's**



**A Centralized  
Small Business  
Resource Tool**

## HELIX HOUSE ADVERTISING

### ➤ Premium marketing services with ROI for clients.

On average Helix House generates **400% ROI** for clients!

### ➤ Profitable

- \$230K in 2021

### ➤ Acquired on Mar 16, 2022

- \$1.2MM cash
- \$1.05MM in restricted stock



### ➤ How are they performing now?

- 2021 - Averaged \$81K monthly revenue
- 2022 - Averaging \$142K monthly revenue
- **79% increase!**

### ➤ Quarterly Comparison

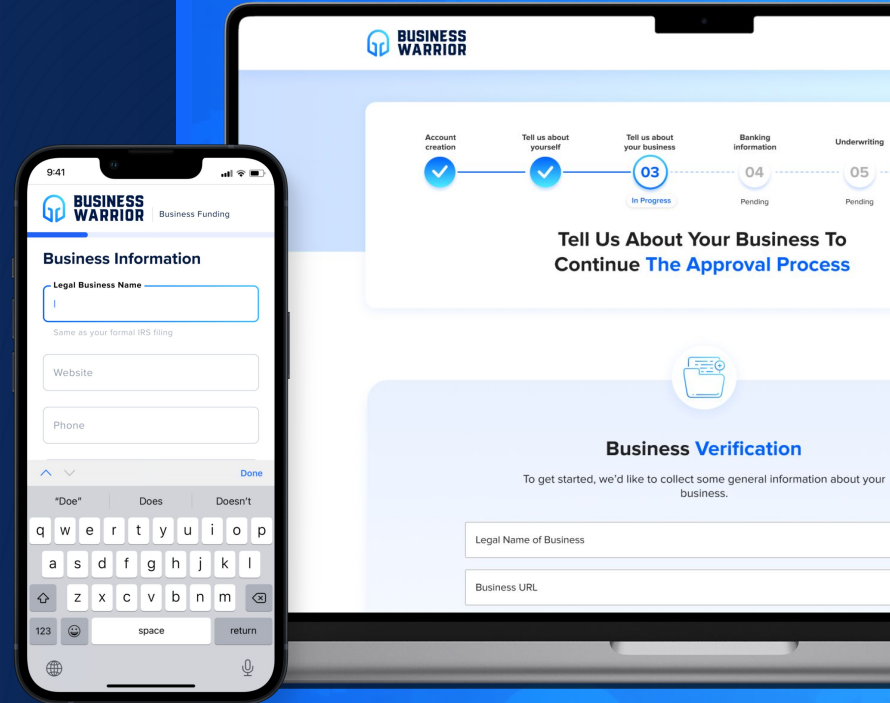
(Dec/Jan/Feb compared to Mar/Apr/May)

- Dec-Feb: \$271,756
- Mar-May: \$521,345
- Quarter over quarter growth = **92%**



## BUSINESS WARRIOR FUNDING

- **Program has been in pilot since February of 2022**
  - Wholesale partners
  - SMB loans
  - Pilot results are profitable
- **Given the recent macroeconomic headwinds and the recent acquisition of Alchemy, our opportunities with lending have expanded.**



## ALCHEMY TECHNOLOGIES

- **Lending as a Service in 5 countries**
- **Over 20 enterprise clients**
- **Acquired on June 8, 2022**
  - **\$2.25MM** in cash
  - **\$5MM** in new Class C Preferred shares
  - **\$450K** in employee stock compensation that will vest over 24 month period



***“Alchemy was instrumental in helping us build an in house financing solution, enabling us to take control of our financing and financial destiny.”***

- **Jeremiah Cole**, Director of Finance  
LaserAway

## ➤ Alchemy financials (unaudited):

- **\$2.8MM** in revenue in 2021
  - **\$100K** per month in SaaS revenue
  - **\$150K** per month in MRR
  - Additional software development revenue = **\$250K per month** total MRR + upside
- **2021 net profit over \$500K!**





**BUSINESS  
WARRIOR**

ProTools  
Roadmap

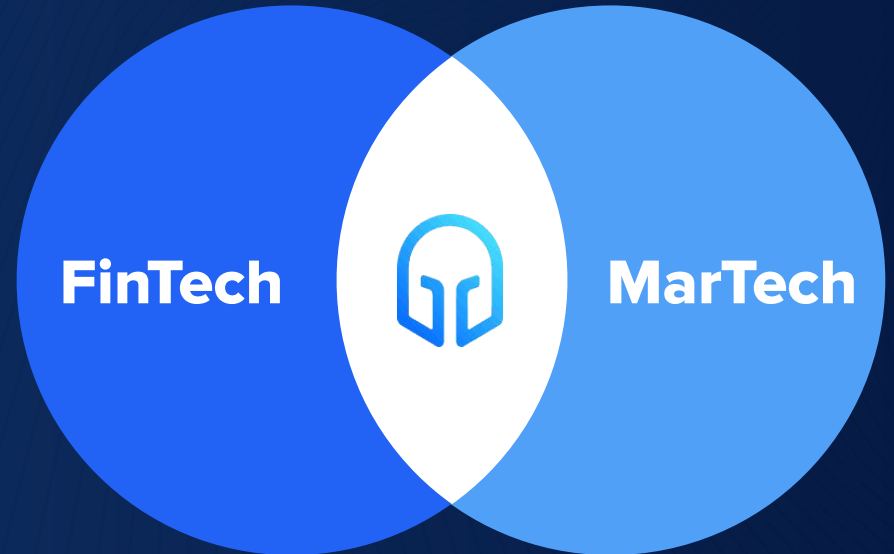
***30 million small business owners are left to fend for themselves. **Business Warrior** brings a suite of ProTools to help small businesses thrive and grow.***

## A POWERFUL COMBINATION

- **One integrated experience:**

The source for small to medium sized businesses for growth and success.

- **Business Warrior integrates FinTech and MarTech platforms to provide small businesses with **ProTools** to grow**





## BUSINESS WARRIOR PROTOOLS



### *Launch ProTools*

- **Working Capital**  
(Q1'22)
- **Buy Now Pay Later**  
(Q3'22)
- **Addl' FinTech tools**



### *Expand ProTools*

- **WebSite / E-commerce**  
(Q3'22)
- **Marketing Optimization**
- **Advertising ROI**

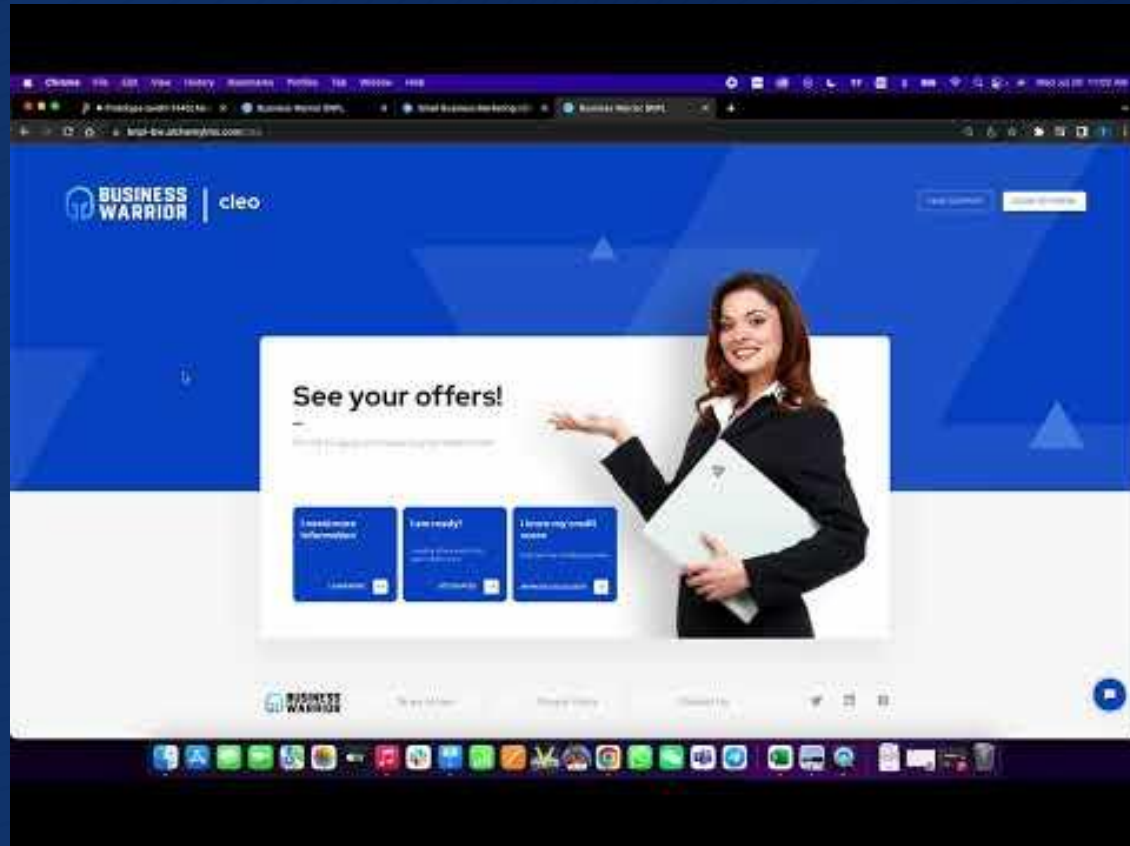


### *Growth ProTools*

- **PPP (Q3'21)**
- **ERC (Q3'22)**
- **Other government funds programs**



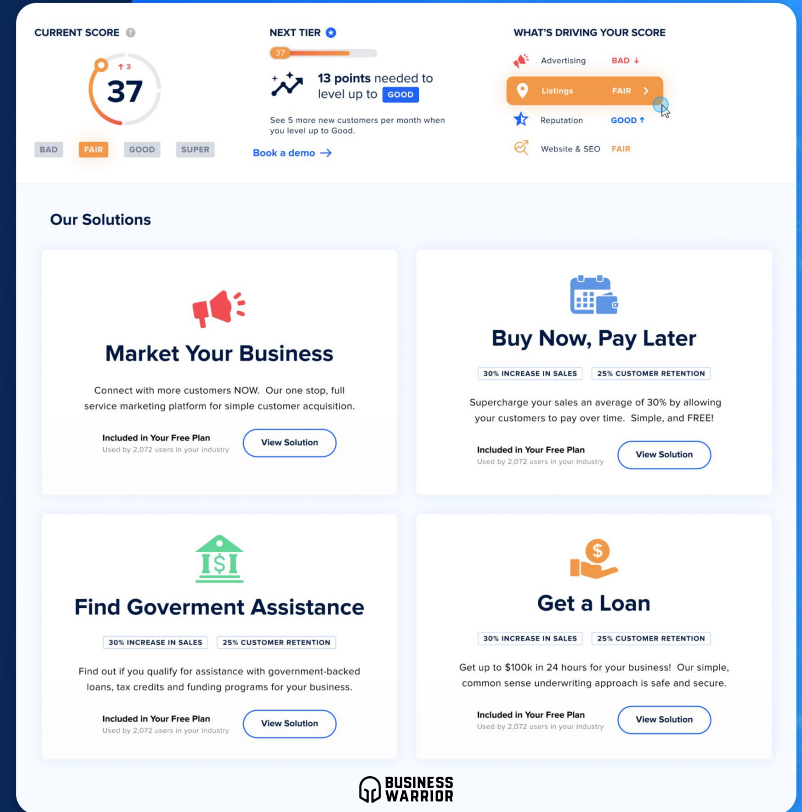
# BNPL PORTAL DEMO VIDEO



## ➤ Market Growth

- Business Warrior
  - Funding
  - Marketing opportunities (ERC)
- Helix House
  - Continued growth in SMB
- Enterprise Clients: Alchemy

## ➤ Lead gen: 1 platform long term



## MARKET CAP ANALYSIS (unaudited)

### ➤ SaaS Platforms:

- \$100K+ SaaS revenue
- \$1.2MM - 10.7x multiple = \$12.8MM

### ➤ TTM Revenue:

- \$5MM - 7x multiple = \$35MM

### ➤ Valuations:

- SaaS/MRR/NR = \$40M
- Based on an average of publicly available valuations for SaaS, MRR and non recurring revenue.



# Q & A



**Thank You!**

[BusinessWarrior.com](https://BusinessWarrior.com)