



Higgins

We disrupt the \$3.5T POS market by offering our best-in-class system to business owners for free while generating significant revenues from products & services that are integrated with it.



Higgins

Your Point of Sale Register. Reinvented

There is no effective system in the \$3.5 trillion POS market to manage business sales and operations.

Current Systems

Complicated
Exposed
Isolated
Costly



Our Higgins System

Simple
Secure
Scalable
Free



The Problem

Current Systems Ineffective & Costly

Easily Manage Any Sized
Business Securely and
Remotely. For Free.



The Solution is Higgins

Truly Free. Simple, Secure & Scalable.

Enough Talk. Let's Compare

	Cost	Sales	Labour	Inventory	Cloud	Email Reporting	Remote Menu Management	24-7 Call-Text Remote-In
 Higgins	Free	×	×	×	×	×	×	×
 touchbistro™	\$39+	×	×	×	×			
 SHOPKEEP®	\$49+	×	×	×	×			
 Revel SYSTEMS	\$54+	×	×	×	×			
 LAVU	\$59+	×	×	×	×			
 Square	\$119+*	×			×			

* Based on charges of 1% Sales
In 2014 (S-1 Filing)



Comparison
Truly Free. More Features.

HigginsPOS

Give away best-in-class POS
software & service for FREE.

HigginsHardware
Generate 30% margins
from selling equipment lease.

HigginsSupplies
Generate 35% margins
in supply management

HigginsProducts

Use POS system and data collected to offer shop owners value added products (through our partners) at a savings to what they are currently paying. We share revenue with our Higgins partners.

HigginsPay
Generate 20-50% of profits
from credit & debit payments.

HigginsAccounting
Generate 20% commission
of monthly accounting fees.

HigginsLoans
Generate 10% commission of
loans brokered for clients.



Business Model

Free POS - Revenue from Ecosystem

Free POS. More Revenue.

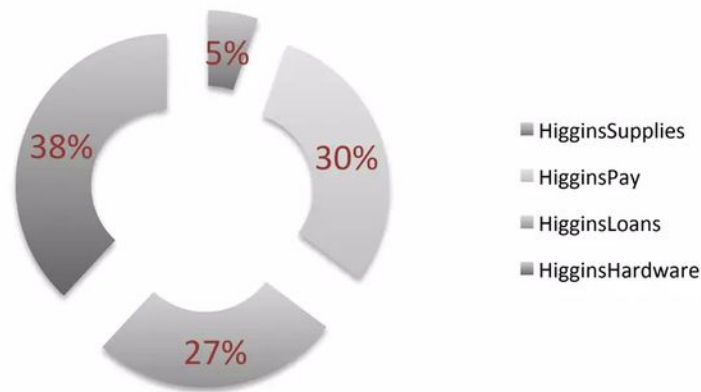
Our Business Model is More Profitable Than the Competition
Despite Giving Away our POS for Free.

HigginsSupplies \$1,898 LTV

HigginsPay \$10,634 LTV

HigginsLoans \$9,494 LTV

HigginsHardware \$13,545LTV



Life-Time Value (LTV)
Per Client is \$35,573



Business Model
Truly Free. More Revenue.

Facebook infers from “likes” what they think customers want and use it to generate revenue – Google uses “search” results – Higgins uses actual “sales data”.

facebook.

Free Social
Community

Uses Likes, Posts
& Clicks data
to collect advertising &
marketing revenue.

Google

Free Search
Engine

Uses Search & Clicks Data
to make advertising, cloud
drive storage & business
management revenue.

 **Higgins**

Free POS
Software

Use Sales & Customer data
To generate credit card,
loan, supplies, accounting,
inventory & leasing revenue.

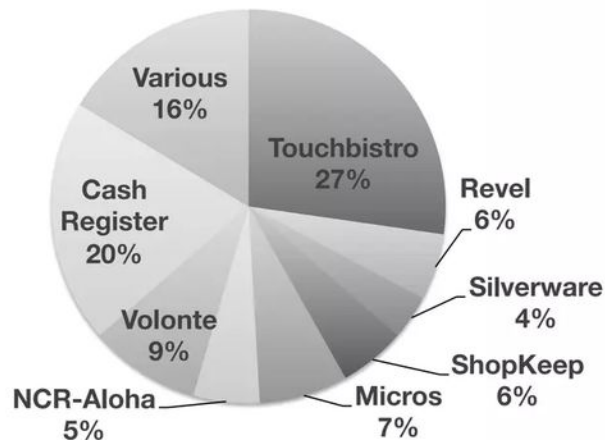


Market Validation

Free = Data = Large Revenue Streams.

Our Performance is Stellar.

Systems Replaced (Competition)

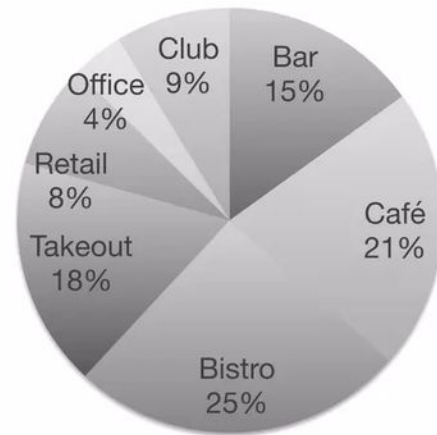


\$60,820,321
in Sales
Through Higgins

9,817,112
Transactions
Uploaded to Cloud

99.9135 %
Up Time
With Higgins

Client Profile (Industry)

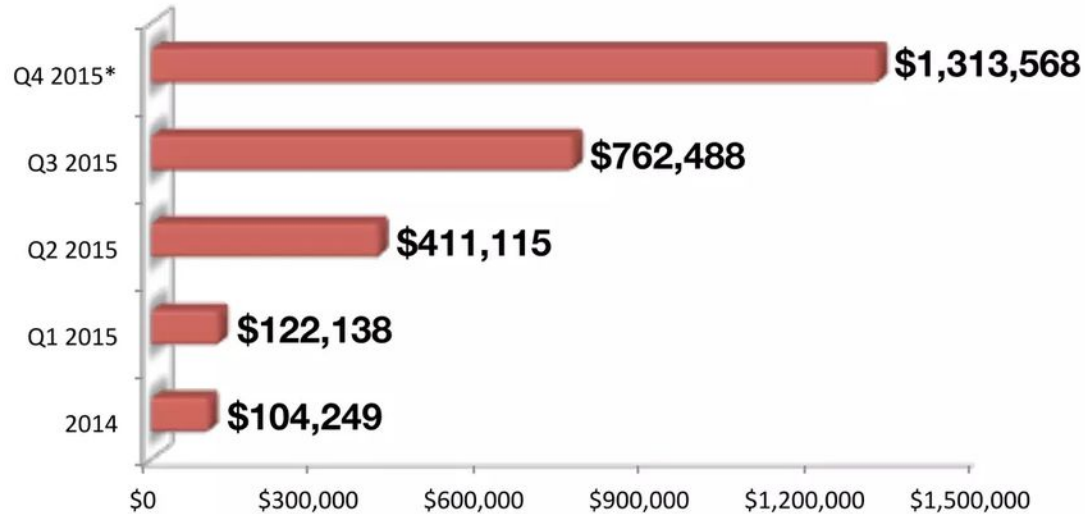


Performance

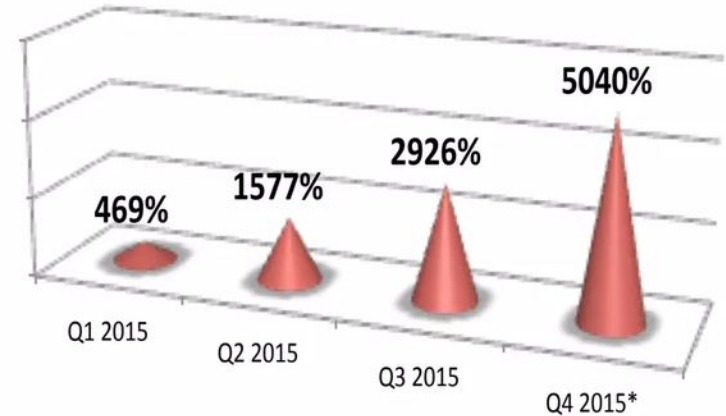
Over \$60 Million Processed. 99% Up.

The Proof. \$1.3M Annual Rate in Six Months.

Revenue
(Annualized)



Growth
(Per Quarter vs 2014)



Higgins

Your Point of Sale Register. Reinvented

Our Valuation. Market Validated.

	Features	Price	Revenue	Pre-Revenue	Post-Revenue
	POS	Monthly	Streams	Based on Seed Round	1-yr Projected Square Benchmark
 Square offers simple register charging 1% of sales with payments focused on small mobile without a physical location	Sales Cloud Email Support	\$119+	Payments Equipment	\$40M (\$0M Revenue)	\$6,000M (\$850M Revenue) 4 Years
 Higgins offers best-in-class free register while offering payments and other products for small to mid-sized brick & mortar business	Sales Cloud Email Reports Labour Inventory 24-7 Call/Text Support	Free	Payments Leasing Loans Supplies Accounting	\$5M (\$0M Revenue)	\$10M (\$1.3M Revenue) 1 Year



Market Set Valuation

Higgins is Square for Shops & Stores

"I can't believe you can reduce your HigginsPay rates to 1.39%, I will sign anywhere you want. "

Larry, Owner, Portuguese Chicken Guys

"I have combed through every other system and there is nothing that beats your value."

John, Owner, Chippy's Fish & Chips

"You guys are awesome to work with bro"

Jose, Owner, The Grow Op

Many customers have expressed how getting the Higgins deal feels like winning the lottery.

"I know I don't say this often but you guys are a pleasure to work with. Glad we're on the same team."

Shirin, Owner, Bolt Fresh Bar

"Really love your reports, much better than any of the other ones I worked with."

Shant, Owner, G for Gelato

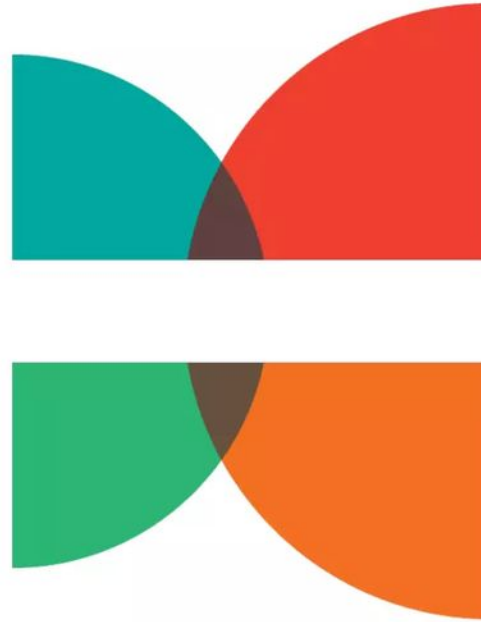
"I have never been so excited to get a POS system."

Ed, owner, 5-Chain Dark Horse Cafés



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Higgins

The First POS Register That Doesn't Suck
