



EXPERIENCE – DISCOVERY – INSIGHT

Little Birdy

TURNING USERS INTO PATRONS

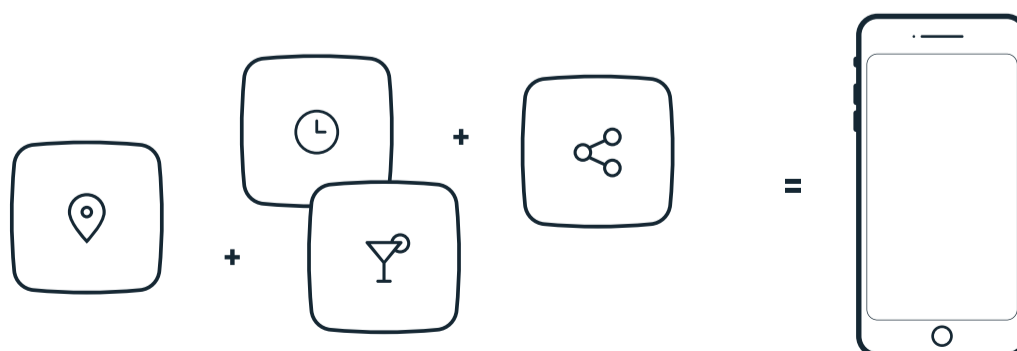
The Little Birdy mobile app is the public's guide to experience and discovery in real-time.

It allows users to receive exclusive offers, venue information and promotions direct to their phone, whilst they are out and about and interacting LIVE with local venues. Users get rewarded for their efforts in more ways than just a transaction.

The Little Birdy Network converts Users to Patrons. As a community focused, proximity based, rewards service app the Little Birdy Network is a tailored eco-system for engagement, rewards and analytics. Using the latest technology, and balanced with a sophisticated Admin Dashboard, Venue's now have access to LIVE insights on how patrons are participating and reacting to their environment.

Live Rewards

Reward patrons from the moment they set foot in a venue. Patrons are automatically checked-in to venues and continue to earn points the longer they stay. Patrons earn additional points for sharing LIVE in the venue and by purchasing drinks and getting points via the SmartBase.



Interact with your Customers

ENGAGEMENT IS KEY

The Admin Dashboard is where a venue controls the number of points a patron can earn and redeem for actions like; checking-in, buying drinks, staying at the venue longer, or sharing the venue on social media.

A venue can run a promotion where points are increased for a few hours to reflect the traditional happy hour, or better yet a venue can incentivise patrons to share the venue on social media for more points and in turn generate more exposure for the venue.

Promo Codes

PROMOTE TO THE MASSES

We are all familiar with the traditional way of engaging with patrons on the street. By promo staff handing out discount cards to hopefully encourage patrons into a venue. This way of promoting has never been entirely trackable which leaves venues uncertain of conversion rates and their return on investment.

Well now there is a better way - Little Birdy Promo Codes. Generate a promo code instantly and promote to the masses through social media. Then check your Admin Dashboard to view how many codes were activated and how many of those potential patrons actually redeemed the code in your venue.



Banner

INTERACTIVE AND TRACKABLE ADVERTS

Do you have an exclusive event to promote or a product to sell?

The Little Birdy app offers an in-app advertisement banner. This exclusive section is sure to grab the attention of users the second they open the app.

This hand-held, and interactive billboard is completely cloud based and gives our ever-growing user base the ability to get involved with the promotion quickly and easily.

Live Analytics

SMART, SECURE, LIVE

Patrons use the App to connect with a venue, whilst the venue utilises the LIVE Admin Dashboard to reward patronage, post into the App, launch promotions, track your rewards and communicate key messages directly to patrons anytime, anywhere from multiple devices.

All patron interactions within a venue are securely logged through the automatic pairing of a users phone with the SmartBases, along with our unique cloud based algorithms, enabling a fast, easy and secure system.

Through the Admin Dashboard, venues are presented with graphically interpreted statistics, and a bird's eye view on patron demographics, peak periods, successful promotions and greater insight into their behaviour to provide more directed marketing strategies moving forward.

The more the system logs the smarter it gets.

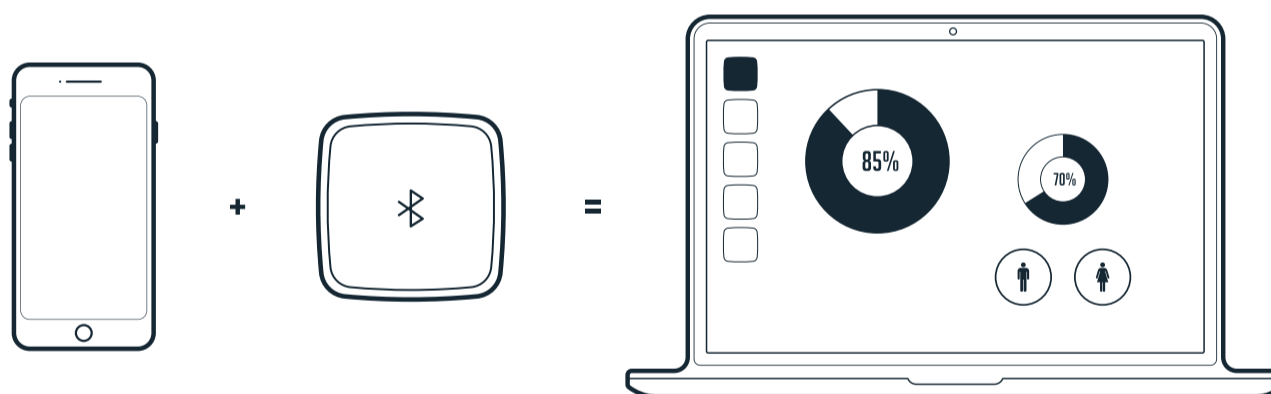
Join the network

INNOVATION FOR YOUR BUSINESS

Joining the Little Birdy Network gives a venue access to one of the most affordable yet sophisticated rewards and analytics systems available on the market today.

By integrating a SmartBase into a venue, patrons have access to the full LIVE experience, and can be rewarded through all available avenues; from checking-in, to staying longer, sharing a venue, and purchasing drinks.

The best part! You are in complete control over what the patrons earn and redeem, whilst gaining true insight along the way. Promoting your venue, and rewarding your patrons won't ever be as simple or as direct as it can be with the Little Birdy Network.



How to get started?

Based on an initial assessment of a venues size and some simple suggestions by our experienced team, a venue will be set up with their own SmartBase, Admin Dashboard and App Profile in a matter of days.

We built it, so you don't have too.



Little Birdy app

FREE TO DOWNLOAD

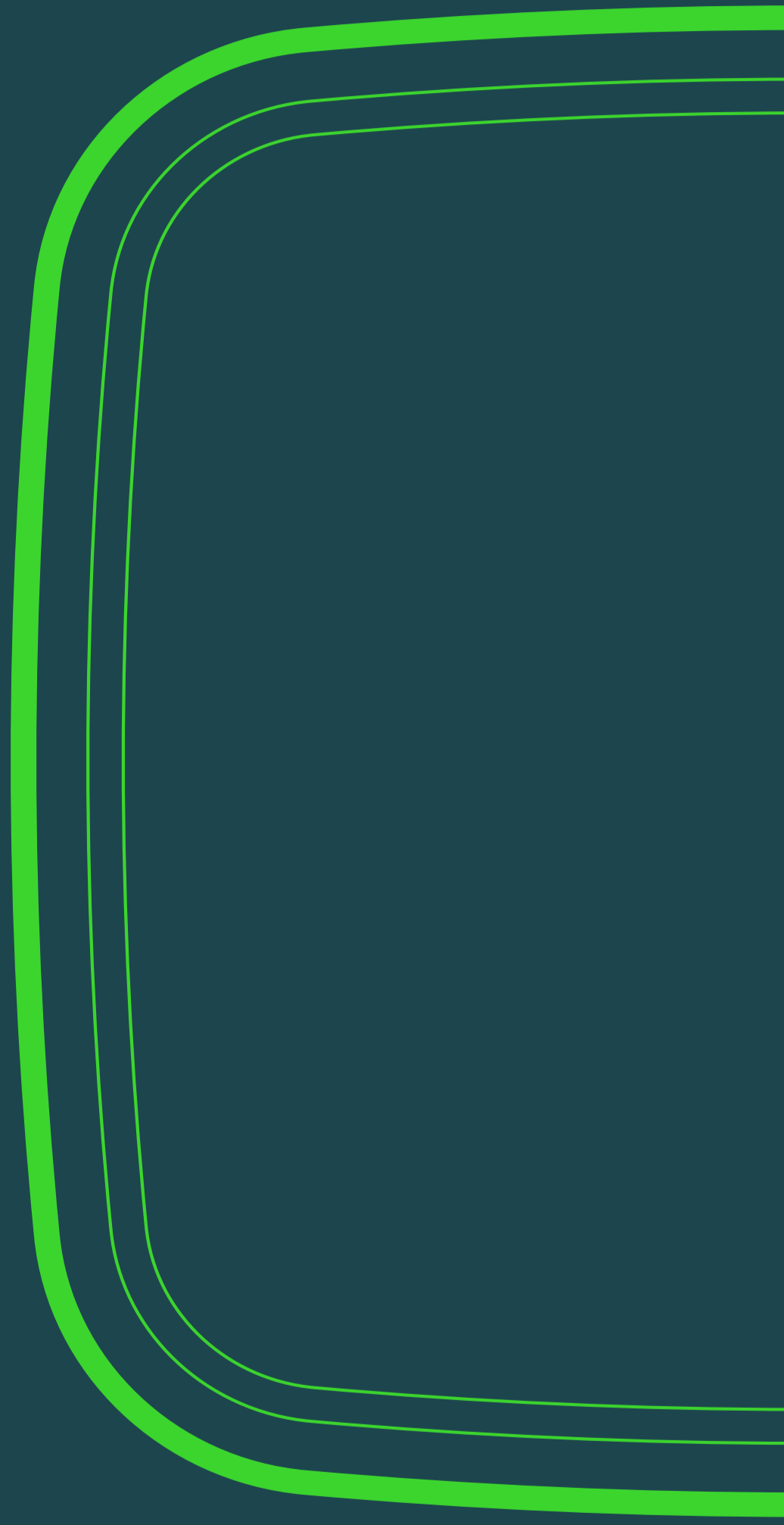
The Little Birdy App is the go to app for rewarding venue patronage. One simple download gives patrons access to an ever-growing network of venues in their city.

Patrons won't ever need to carry a loyalty card with them again, as the app becomes their digital rewards wallet.

"Exciting times watching Little Birdy grow from both sides of the bar, a great application adding a whole new element to the bar experience and customer interaction. It's been great watching Little Birdy grow and take flight!"

Andrew Franklin

ASSISTANT MANAGER - The Norwood Hotel



SmartBase™

BLUETOOTH TECHNOLOGY

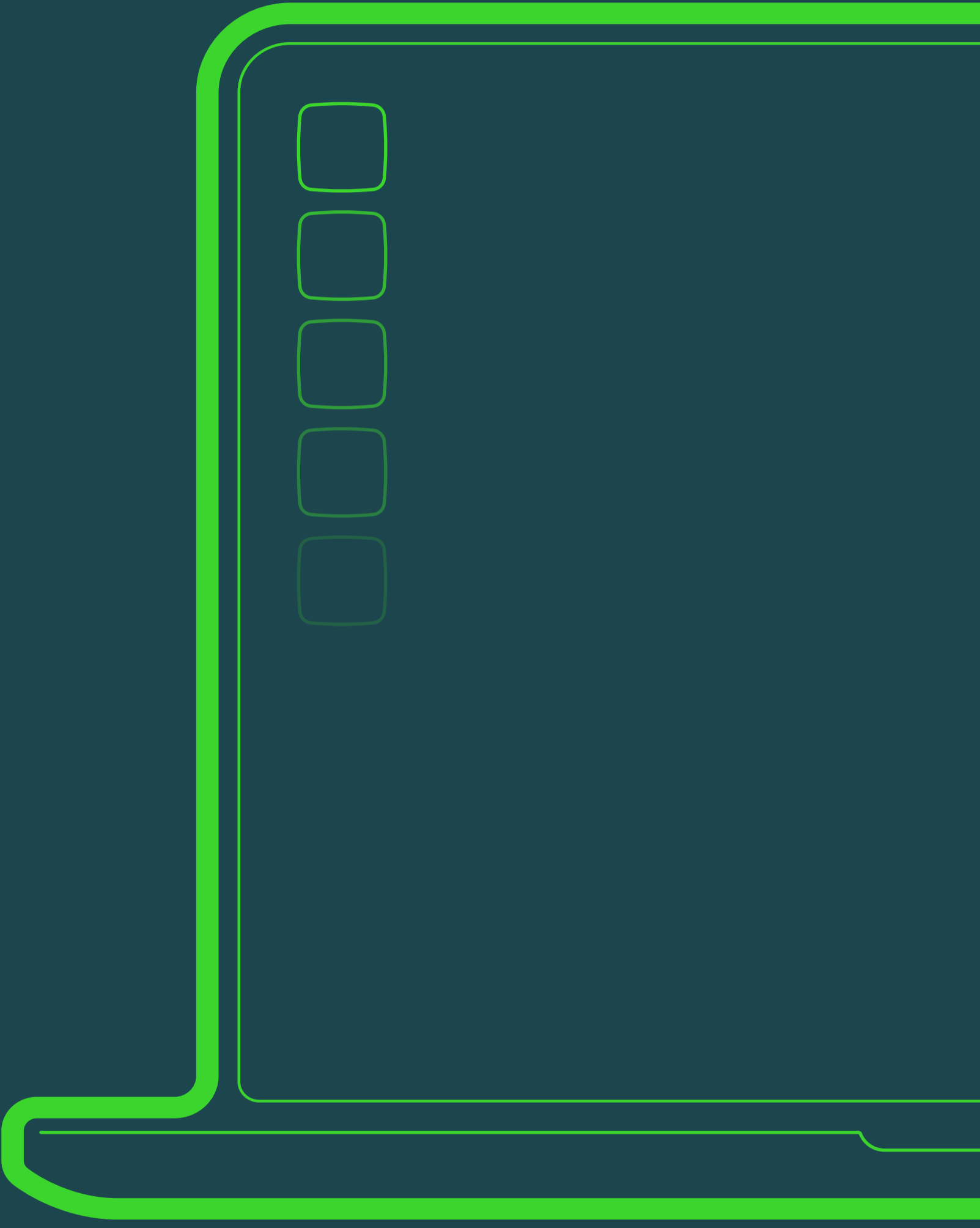
Our patented SmartBase technology is the back bone to the Little Birdy Network.

It allows patrons to earn points for purchasing items across the counter and once enough points have been accumulated the patron can then redeem the points for special offers set by the venue, simply by holding their phone over the SmartBase.

"Little Birdy is set to bring a new dimension to city nightlife, and the entertainment and music industries! This innovation allows consumers to find out what was happening in venues LIVE! Watch this space, its very exciting to be working with Little Birdy and to see this huge potential becoming a reality."

David Grice

MANAGING DIRECTOR - Musitec South Australia



Online Dashboard

BIRD'S EYE VIEW

The online Admin Dashboard is where venue owners and marketing managers have access to full statistics on their listed venues.

This is where venues are able to track venue performance and compare week to week, or month to month, at the click of a button.

The longer a venue is a part of the Little Birdy Network, the more significant, insightful and smarter the system will get, allowing a venue to make more informed marketing decisions for the future.

"The team at Little Birdy have shown they have an exciting product. Given the right opportunities Little Birdy shows great potential to provide assistance for venues in their promotion and data collection. Their team is motivated and in recent times have overcome early hurdles to show great promise with refined product with a lot of potential."

Darren Brown

FOUNDER - IVY Entertainment

Join the network

LITTLE BIRDY IS CHANGING THE WAY
CONTENT IS RECEIVED, TAILORING IT,
BASED ON USER INTERESTS AND
PROVIDING A MORE PERSONALISED
TOUCH FOR THE CONSUMER.



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