

A photograph of Gandalf the White from The Lord of the Rings, standing on a stone path in a lush, green, hilly landscape. He is wearing his iconic white hat and long white beard, and is holding a wooden staff. A large teal circle is overlaid on the right side of the image, containing the title text.

Gandalf

“The Guide”

Seats X

Guide Training
Manual

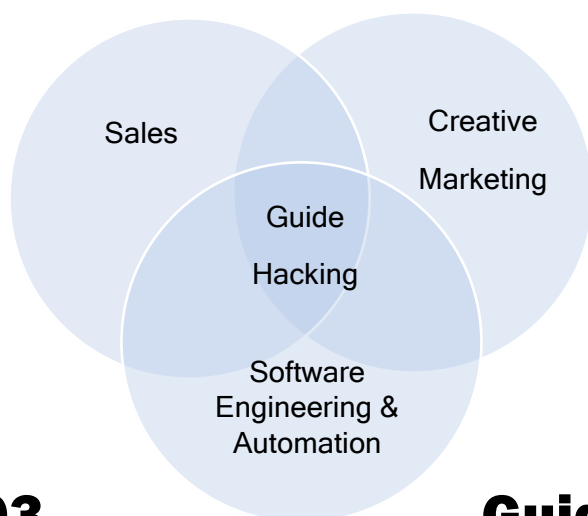
**7 Step Flow Process to winning complex sales
as Guides (Business to Business)**

**5 leading Business to Consumer Guide
Principles**

February 2020

For those not familiar with the term “Guiding”, it is the intersection of software engineering with analytics, marketing and sales.

Companies of the past focused on traditional marketing techniques which are becoming irrelevant and ineffective. Companies of the future will understand computer engineered techniques such as guiding and growth hacking which provide value to the customer and efficiently grow the network which benefits end users.



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SeatsX

Guiding within the B to C context

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SeatsX

Guiding within the B to B context

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Case Studies and Example RFPs which have successfully won the customer hero

Guiding B to C within SeatsX

Guiding in the **SeatsX** business to consumer context is successfully helping a customer hero execute their first trade on the guaranteed ride or package delivery system. There are 5 primary types of B to C activity that build a network and solution for the customer.

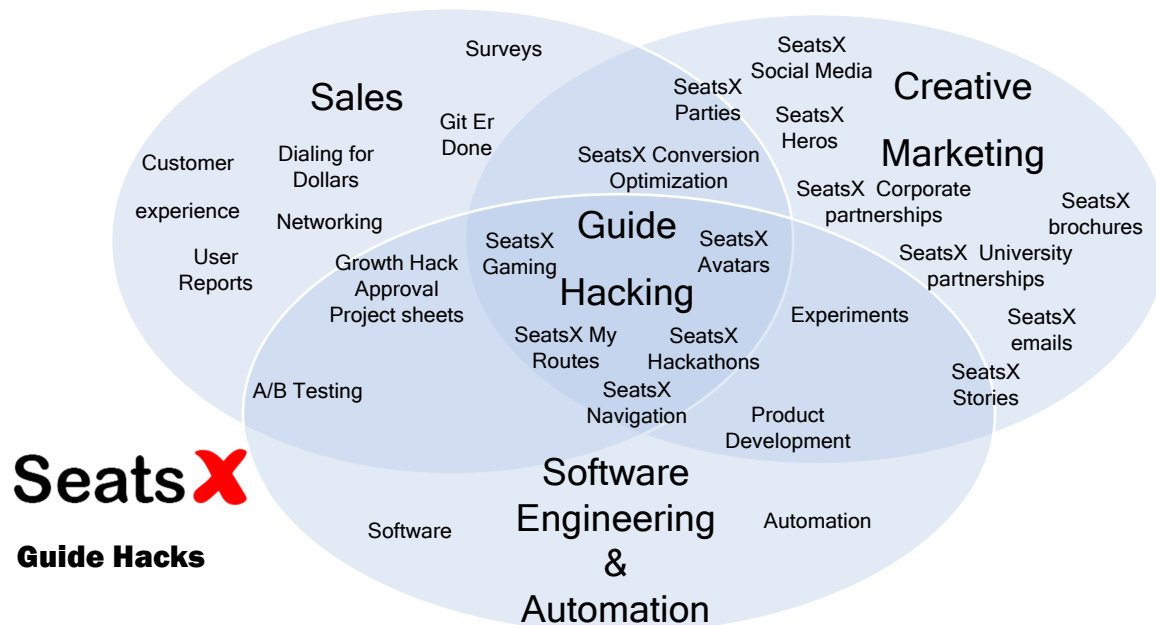
- 1) **Paid Marketing** (Billboard, Flyers, Raffles, Events, etc...)
- 2) **Search** (Less effective these days, Think RoutesX Search in App)
- 3) **Social Media** (SeatsX - Think our Internal Commute Social Network)
- 4) **Partnerships** (Distribution through Navigation, Corporate, University)
- 5) **Word of Mouth and Referrals** (Share Communities, Word of Mouth)

Guiding B to B within SeatsX

Using the 7 Step Flow Process to win complex sales as a **SeatsX** Guide

- 1) **Identification**: Prospect matches Target **SeatsX** Profile;
- 2) **Qualification**: Execute 1st Meeting;
- 3) **Cover the Buying Guided Center**: Map the Opportunity Team to the Buying Center
- 4) **Proposal**: RFP or Sole Source Provider Solution
- 5) **Decision**: Relentlessly pursue and confront customer as Guide (Do not let up until the GUIDE has SOLVED THEIR PROBLEM)
- 6) **Implementation**: GUARANTEE SUCCESS with SOLUTION
- 7) **Account Development**:

Guiding B to C within SeatsX



One of the number one selling books of all time was “The Lord of the Rings” by J.R. Tolkien (150 MM copies sold). The book follows the classic story framework to a precise function. “SeatsX Customer Hero” (Frodo) meets “SeatsX Guide” (Gandalf) who helps Frodo defeat the Dark Lord Sauron who created the evil ring that must be destroyed to save humanity (the SeatsX ring is people losing time and getting stuck in traffic). Meditate on this framework until it has put flesh on our dry bones.

At the highest level of SeatsX guide hacking is the relentlessly loving the customer until you have solved their problem. It is a misconception that confronting a customer is aggressive or it would be better to build a friendship first with the customer. The data suggests over 6,000 trained salespeople, that building a friendship with a customer has a sales close rate of 4% while confronting the customer until you have solved their problem has a close rate of 54%. Instead of the customer viewing you as a “salesman”, the customer views you as a “Guide who solves their problems”. As Donald Miller gives us the recipe for being a world class guide in his book “Creating a Story Brand”, we can build upon those principles to incorporate automated software engineering techniques to relentlessly love and guide our “Hero Customer” until we have solved their problem.

Everyone one likes a good story. We outline on page 5 of this guide training manual how to effectively “guide our hero customers” to success using a story. All good stories follow a recipe, it is not magic. There is a “Customer Hero”, there is a “Guide”, there is a “villain”, there is a “problem” and there is a “solution”. Data does not lie, the data suggests the only effective method of “Guiding” a “Hero” to victory over their problem is relentlessly loving them and pursuing them to confront their problem until a solution has been achieved. This recipe works every time and it is not magic, only execution.

In your development as an employee owner, we encourage high levels of innovation at the employee owner level. SeatsX has developed templates for simple grassroots guide hacks using basic marketing techniques that integrate “SeatsX Heros”, “SeatsX Stories” “SeatsX Parties” with “SeatsX software” as well as more involved and strategic growth hacks incorporating both software adjustments and marketing (“SeatsX hackathons”). The SeatsX growth hacking templates require the discipline of each new employee owner to move from leaning on your mother for milk (SeatsX trainees) to producing meat independent of your mother (SeatsX employee owners). Each template requires employee owners to move away from one who raises an issue or a problem/criticism, which is not very useful, to an employee owner who is proposing a specific solution and implements the solution as a guide.

SeatsX does not need so much an environment which raises concerns or criticism, but rather each employee owner is required to present solutions to their concerns and criticisms. Each solution must have a budget, rationale, effectiveness measurement and return on investment calculations. We encourage experimentation and failure under the context of accountability. As you demonstrate success in your proposals demonstrated by data, not opinion, you will be given increasingly larger roles and responsibilities and capital to experiment with accountability.

Each week, SeatsX will conduct team meetings to review the data and results of all the experiments and growth hacking and the results will be up voted and down voted based on the data, not opinion. You will also be required to understand the resources your proposals consume so that we have an environment of transparency and accountability. All proposals are required to be type written, presented and submitted to the JIRA project management system so that results can be searched, archived, approved or rejected or a request made to present more data or quantify objectives, CAPEX and result measurement.

The disciplines of these processes create a culture of respect for yourself and respect for others. If you don't take the time to provide a meaningful solution in writing with research, you have not earned the right to be heard. If you do take the time to provide a meaningful solution in writing with research, you have earned the right to be heard and present. If someone has taken the time to understand business case study, met with customers, received customer feedback, studied similar failures and success, done due diligence on intellectual property on your idea, written out a rough draft of a 30 to 150 page patent, researched the CAPEX, understand the complexity of your code, written the basic logic principles and perhaps even the test code and justified their position in these matters in writing using our systems and templates, then you have earned the right to be heard and you are showing respect for your peers. Not every proposal requires all of these steps, but all proposals require many of these steps.

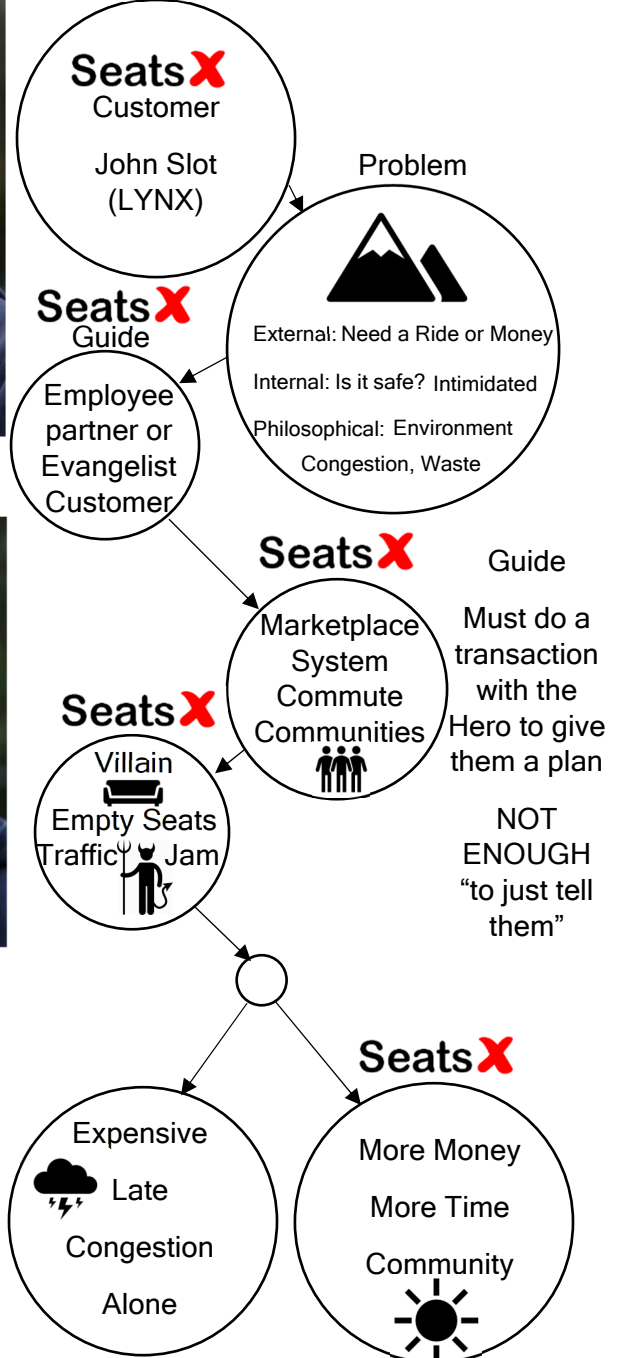
If you take each of the aforementioned steps, employee owners will develop as people, leaders and entrepreneurs. We want to teach each employee owner to be good enough to leave and work on your own, but treat you well enough where you stay. As the famous energy entrepreneur T Boone Pickens once said: “I would rather follow a fool with a plan than a genius with no plan”. SeatsX endeavors to be not only people helping people, but the convergence of fun, positive environment, planning, intellectual rigor and genius. SeatsX is excited for the ride ahead and the innovation coming from our employee/owners.

SeatsX

From our November 2018 video series: **SeatsX** Heros



SeatsX Hero



Seats **X**

When our Hero Customers come to the River for the first time (The first time they use the application).....they are afraid, intimidated and they are thinking "Is it Safe".....These are "internal problems".....the external problem is they need a ride or want to make money.

So then enters the "Guide" who is you our employee partner.

The Hero needs the "Guide" to tell them what to do?

Guide: "May I show you a technology to help you make money or save money as part of a commute Community?"

Hero: "Sure"

Guide: "Go to www.seatsx.com, make a free account and you will get a \$5 ride credit. I will do a transaction with you right now. Login it takes 30 seconds, and I will teach you how it works"

Hero: "Great"

[Note: The Hero will NEVER CROSS the river (login) without a Guide, it is the Guides job to help them cross the river, the hero wants the help, then the hero even becomes a guide and a leader of new heros. Also if the guide is not there, the hero will never come back to the river (our system), ever again]



Story of Apple



Original

Apple Logo



- 1976 - Steve Jobs and Wozniak and Ron Wilson found Apple
- Apple II a big hit
- 1984 - McIntosh (Apple brings computer to the common man)
- Apple hires Chiat Day (premiere marketing firm), they have a woman who has never used a computer write a **19 page New York Times piece** on how McIntosh makes computing accessible to the common man (lost all customers, too much)
- 1985 **Steve Jobs Fired and placed in Exile**
- 1986 Steve Jobs buys Pixar and **learns “Story”**
- 1995 \$50 Million of losses; until 1995 hit Toy Story
- 1997 Steve Jobs comes back to Apple....instead of 19 page NYT spread....two words:



2001 iPod



Think different.™

2007 iPhone

Eight in One - Phone, Music, Movies, Camera, Internet, Alarm, email, text

2010 iPad

2011 Steve Jobs dies:

“When you grow up you tend to get told the world is the way it is and your job is just your life inside the world. Try not to bash the walls too much. Try to have a nice family, have fun, save a little money. ----- That is a very limited life. Life can be much broader once you discover one simple fact, and that is - everything around you that you call life, was made up by people who were no smarter than you. **And you can change it, you can influence it,** you can build your own things and other people can use them. The minute you understand that you can poke life and actually something will, you know if you push in, something will pop out the other side, that you can change it and mold it. That’s maybe the most important thing. Its to shake off this erroneous notion that life is there and your just gonna live it, versus embrace it, change it, improve it, make your mark upon it. **Once you learn that, you will never be the same.”**

SeatsX

What are our two words at SeatsX ? Commute Communities



What are the seven basic survival needs of our customer heros?

Survival Need

- Conserve Resources
- Conserve Time
- Build Social Networks
- Gain Status
- Accumulate Resources
- Desire to be Generous
- Desire for meaning

SeatsX Benefit

Save Money on transport, parking
High Occupancy Vehicle lanes save 30 mins
Commute Communities
Avatar skins in our game and point system
Sell seats on your commute with SeatsX
Help our hero customers save money
Save the environment, cut congestion, oil
Consumption, save on road costs
Leave a Legacy for the next generation

SIMPLIFY, SIMPLIFY, SIMPLIFY

The Guide must lead the hero. You are making heros each day. You are giving people purpose and solving their problems. But there has never been a story in history where the guide does not lead the hero. Accordingly, don't be bashful. Never assume people know what to do as a next step unless you call them to the specific action of signing in and then do a transaction with them. You will then be their "guide for life", their problem solver. They will even come to you to solve other problems. The best part, you have also equipped them to be a guide to new heros.

SeatsX

SeatsX Marketing - How do we take little steps each day, every day, that add up to a big goal?

We have three major types of marketing:

The major marketing types should be done in roughly the following allocation each day:

#1) 10% one to one #2) 50% one to many #3) 40% Many to Many

Some people may focus more on #1 and #2 and some more on #3 depending on technical skill

Type:

Strategy:

One to One:

Helping someone sign up and do a live trade and get their "My Routes" set up for 2-4 everyday drives. Necessary to make sure we are with the customer daily.

One to Many:

Presenting to a corporation or university or city or metro that will then distribute to all employees or all students. Presenting to an "influencer". This is important, but far less than Many to Many.

Many to Many:

These are using the system to do all the network propagation and heavy lifting. These types are the "My Routes" overlapping route notification system, Commute Communities, Game Overlay, Commute Community feeds to Newsrooms on TV, GTFS public transit data auto load and auto notifications. Many to many is exponentially the most effective marketing to grow a platform.

A bad day marketing at SeatsX

An example of a bad day is only giving someone a fish, you did not teach them to fish

- "I told three people, but I did not help them sign up"
- "I made 25 phone calls to corporate, but I did not follow up for persist until I was able to get the proper person who could make a meeting"
- "I made a presentation, but did not ask the audience to make an account so I could do a life trade with them"
- "I did not write up any technical issues I experienced with the system into the JIRA system, I don't even know what the JIRA system is?"

A Good Day marketing at SeatsX

An example of a good day is giving people NOT fish, but rather giving them fishing poles

- "I effectively communicated a story with the commuting problem, the SeatsX solution, and integrated the system into their lives: I signed up 3 - 5 people and did actual trades with them and I set up 4 My Routes for their normal commutes. the customers felt empowered"
- "I presented to a corporation and during the presentation I asked the audience to make an account to do an actual trade with me 5 minutes ahead, so that they learned, and the deal was real, but it did not affect the market."
- "I have started to document a new feature that could fall into the "many to many" category I think I will present to the team Friday. This is like comparing Facebook picture tagging to the My Routes feature and showing an execution design of logic."

SeatsX

Further marketing training from the previous page to expand on “one to one” marketing and “one to many” marketing.

We have copies of a great book for traditional marketing called Story Branding by Donald Miller. Please ask and we will provide you a copy. Donald Miller puts out a weekly podcast, so please subscribe. He will train you greatly in effective sales and marketing.

Donald tries to put some labels on the difference between “Good Marketing” and “Bad Marketing”. It is worth while to learn some of the terms they use because it goes more in depth on how to close deals.

Five Types of Marketing and style: Which type is effective as a self-quiz and the research?

What style has the best result and worst result?

Lone Wolf - Don't like process, independent, get the job done

Hard Worker - Everyday they are the first to work and they contact the most people

Challenger - This person is direct and solves a problem on the spot, no small talk

Relationship builder love people, builds relationships, very caring

Reactive problem Solver -They don't solve an immediate problem, but after an objection, they try to customize a solution

What is your answer for most effective style? (Please don't read on until you answer)

What is your answer for least effective stype? (Please don't read on until you answer)

Out of 6,000 sales and marketing executives who were placed into the buckets of style listed above and realizing there may be some overlap in some styles. The results were not only clear, they were dramatic.

Many people say as “Worst long term” is the “Lone Wolf”.....the actual worst long term is the “Relationship builder”. The sales conversion rate is only 4%. The reason is they are reluctant to solve a real problem for people. When one takes this approach, people view you as “nice” but weak and unsure of yourself. Who wants that?

The actual “Best” is the “Challenger”. The close rate of a challenger is 54%. This person taught the user to sign up for SeatsX on the spot, not to “get a sign up”, but to actually do a trade with them so you “solved their problem” and “taught them how to solve it themselves”. In the customers mind, your were not a salesman, you were “the person who solved their problem - in fact a HERO”. They will actually come to you for help with other problems. Mattress Mack at Gallery furniture is a classic example of this. Some rookies get confused and they think he is a “salesman” when in fact he is a “challenger”. At the front of the “Gallery Furniture” store in North Houston, Mattress Mack stands at the door, he shakes your hand and says: “What furniture set do you need to buy today to make your home your dream home?” They respond and he has his team build a package for the customer and they walk out of the door with their problem solved. While it may be romantic to try to be their friend, it is not practical. They come because they want a problem solved. “ABC” - “Always Be Closing” or always solve problems on the spot.

Commute Community Guide Program:

Fees:

\$75 One-Time Become a Guide Fee to set up your personal Guide Dashboard

\$25/month service technology fee

\$0.02 per ride your commute community hero takes on the system

Income:

Commute Community Example: 250 work days a year X 2 Commutes/day = 500

500 commutes X \$0.02 = \$10.00/year

100 friends = 100 X \$10.00 = \$1,000/year

100 friends sign up 100 friends = \$100,000/year

Seats **X**

Guide Profile

Name: Erik Simpson

Guide Level: Gold

State: Texas

SeatsX since: 2018

Customers OnBoarded: 1,125

[Accomplishments:](#) **X**

[Badges:](#) **X X X**

[Legacy:](#)   

Commute Communities: 15

Message Erik **X** 

Guide Level Timeline:



Bronze 2018

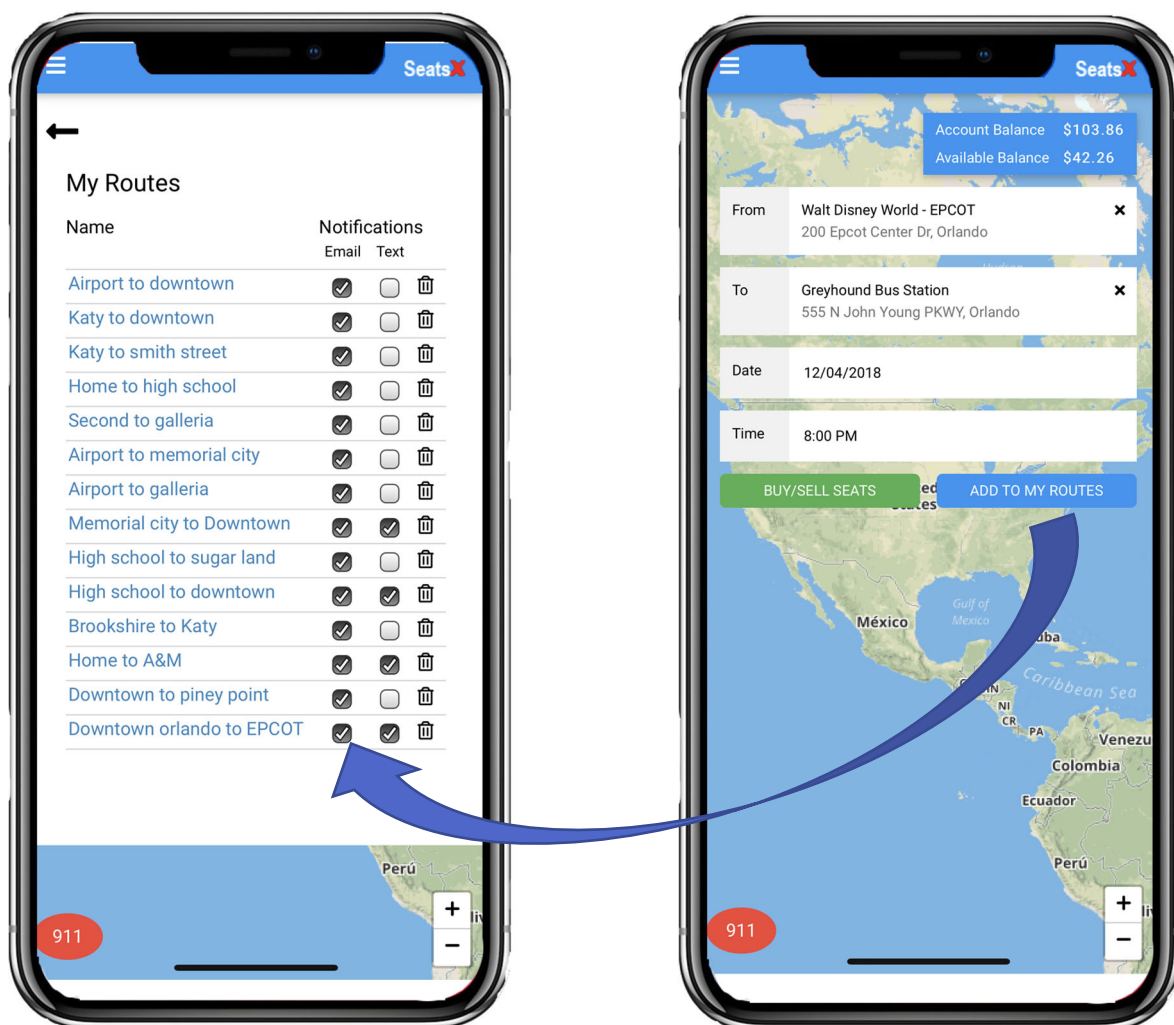
Silver 2018

Gold 2019



SeatsX My Routes feature is a great example of technology meeting marketing. A Users number one interest area in transportation are the routes that they take each day. The My Routes feature of SeatsX accomplishes two major growth hack features:

- 1) Users have one touch access to a route that is important to them after they save a My Route. This makes the system fast and more convenient for repeat actions such as a daily commute.
- 2) My Routes is our most explosive internal network growth hack feature other than navigation distribution. My Routes allows the system to know other users routes and then when routes overlap it creates the equivalent of the Facebook "Friend feature". In other words you have "Friended" your route. Facebook saw explosive growth from "tagging other users friends in pictures". So SeatsX is essentially "tagging" users with My Routes to ping them to remind them to login as they have been "pinged" on a route. My Routes will be far more powerful than Facebook friending as this is a user's ticket to \$3,000 to \$15,000 a year in savings or earnings.

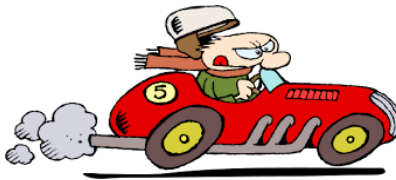




SeatsX viral marketing:


Email marketing to existing **SeatsX** customers (limited time offer):

SeatsX

Get up to \$50 in free rides by inviting your friends to **SeatsX**
For every friend who signs up on **SeatsX** we'll give you both \$5 in free ride credits*
(*up to a limit of \$50)



	Invite your Gmail Contacts	OR	Add names or emails	Send 
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 We won't store your password and
your contacts are secure.

SeatsX

Get more free rides

Upgrade to SeatsX platinum	\$10 ride credits
Refer a friend to SeatsX	\$50 ride credits
Spread the love to your friends, family and co-workers	\$5 per user sign up
Connect your Facebook account	\$10 ride credits
Give the gift that keeps giving	
Connect your Twitter account	\$10 ride credits
Tweet a gift of freedom	

The **SeatsX** community system:

SeatsX has created a series of patents, intellectual property and software to redefine a new space a category in transportation:

Patented technology to convert city routes into objects to which one may subscribe:



Users may subscribe to route topologies within cities or inter city. The SeatsX patents are the first to make routes objects of a social network and brand them as communities. Route communities may be waypoint pairs or sequences of pairs to join multiple commute communities. Such examples of trademarked concepts to further the SeatsX network are as follows:

www.ridecommunities.com

"Ride Communities"

www.transportcommunities.com

"Transport Communities"

www.commutecommunities.com

"Commute Communities"

www.transportationcommunities.com

"Transportation Communities"

www.routecommunities.com

"Route Communities"

The **SeatsX** commute community system:

SeatsX is the first company in the world to patent making routes into communities and providing an economic gateway to transact within the community. These commute community gateways will be linked to the “Local TV/Radio network traffic reports” as we build “commute communities”.

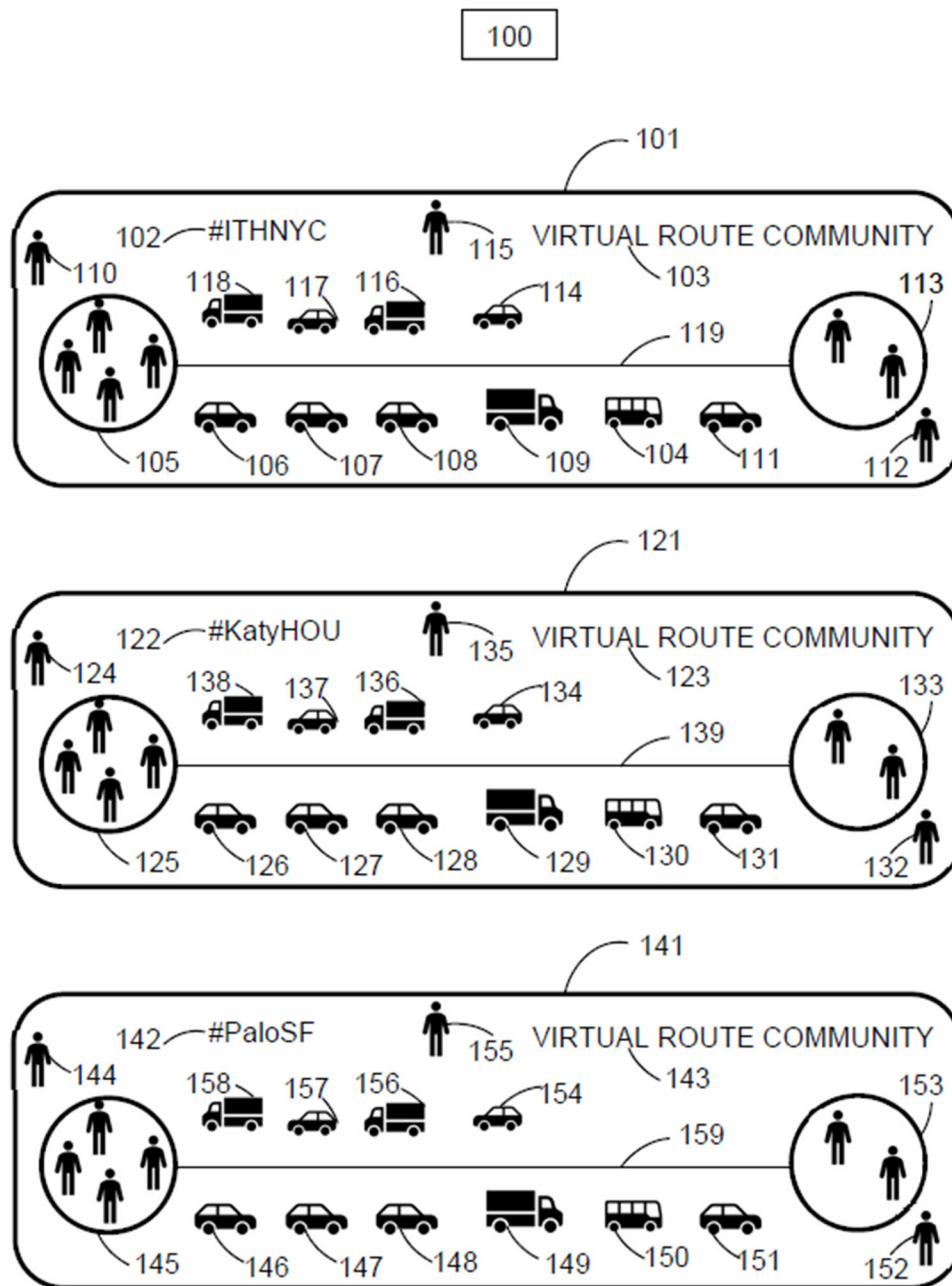


FIG. 1



Commute Communities

- Routes to which one may subscribe, follow, friend...
- Your commute is now a series of communities
- Commute Community info
- License of Commute Communities™

What SeatsX Does?

- Commutes as Social Network of Communities
- Communities based on travel point(s)
- Village or City is now a list of communities based on commutes
- Communities may be sequenced
- Virtual subway in city
- 500+ Cities
- 600,000 hubs
- Rural and metropolitan hub pairs as communities

Ready to get started?

Sign up for free on www.seatsx.com Subscribe today to Commute Communities and earn or save

Contact us today to discuss how to sign up as an individual or onboard your metro or city:

832-916-2001

www.seatsx.com

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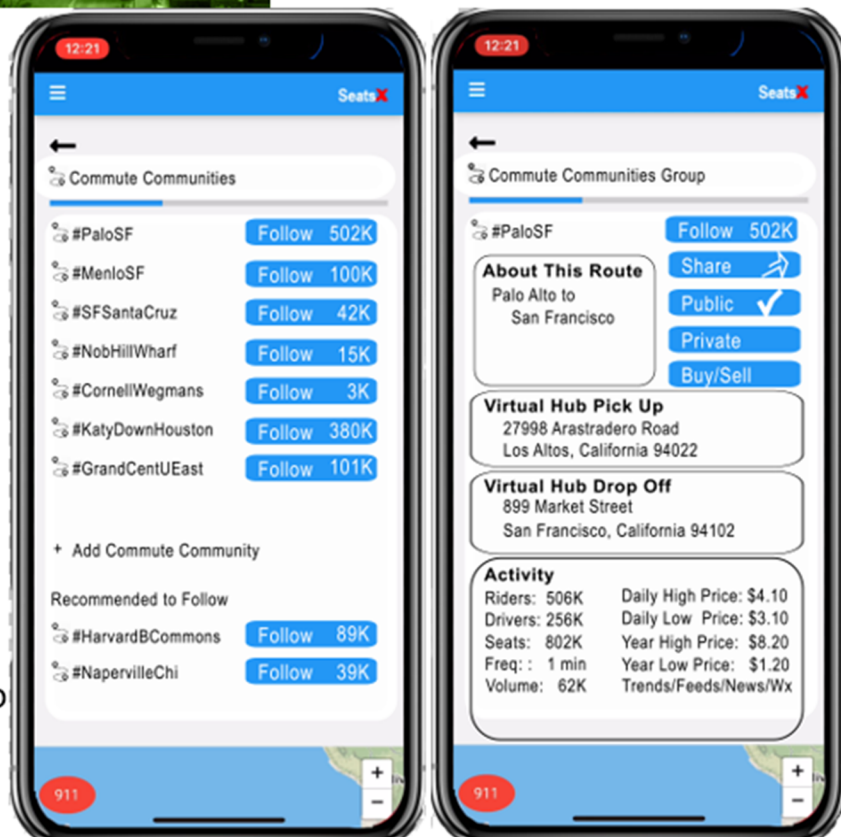
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How are we making SeatsX easy to Share?:

- User Invite System
- SeatsX generated Embed codes in our invite system

YouTube was a master of the embed system. Before Facebook was MySpace. YouTube provided embed codes for the content, and people would post freely on MySpace to generate brand recognition. SeatsX has embed codes as a part of their user invite system and these are freely sharable to ride platforms or college bulletin boards (Each college of engineering and often many other departments have internal bulletin boards run by the students, these virtual communities are key distribution points for SeatsX embeds).

This chart show the growth in search rankings for YouTube as a result of the embed sharing on MySpace and also to a smaller degree on Facebook. These embed's help create backlinks which in turn make SeatsX come up higher in search results.

The most impressive growth hacker, Facebook, used embeds as an early growth hack to make sure that they hit their target of acquiring 200 million new users in one year.



Price Based Navigation Growth Hack as a layer on Apple Maps:



Types of Partnerships

- Auto nav integration
- Navigation integration
- Technology companies
- License of price based navigation technology

What SeatsX Does?

- World's only patented price based navigation system
- Saves commuters money
- Price transparency
- Monetize daily commutes
- Reduces congestion
- Improves air quality
- Reduces infrastructure maintenance
- 500+ Cities
- 600,000 hubs
- Rural and metropolitan hubs
- Integration into existing nav or stand alone



Ready to get started?

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Price Based Navigation Growth Hack as a layer on Google Maps:



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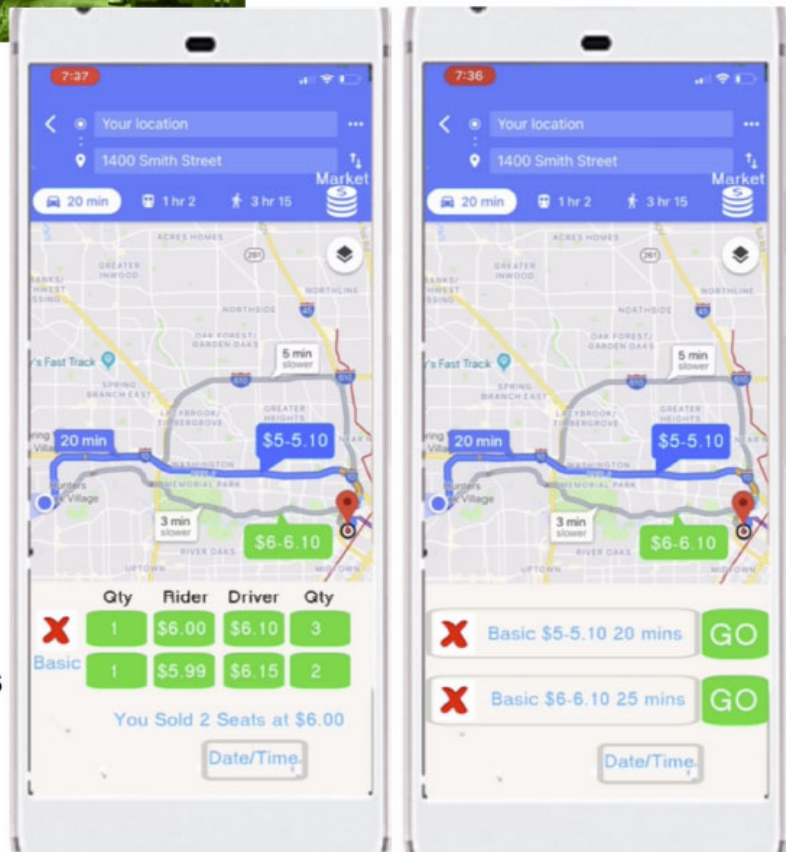
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Public Bus Partnerships as a growth hacking technique:



Types of Partnerships

- Fixed route bus marketing
- Dynamic route routing integration marketing
- Virtual bus extensions
- Boost route frequencies
- Interconnected city/state
- Air quality grants
- Route extension grants

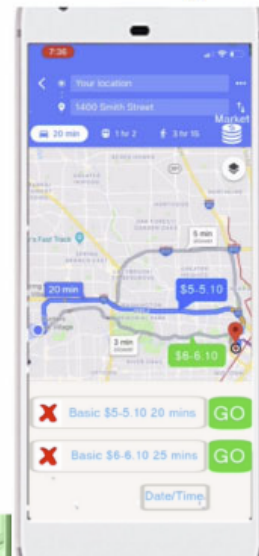
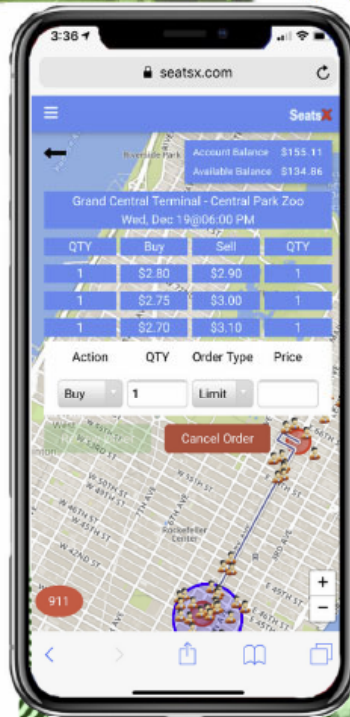
What SeatsX Does?

- World's only patented commodity auction for rides
- Saves commuters money
- Price transparency
- Increases ridership on bus and pooling networks
- Reduces congestion
- Improves air quality
- Reduces infrastructure maintenance
- 500+ Cities/ 600,000 hubs

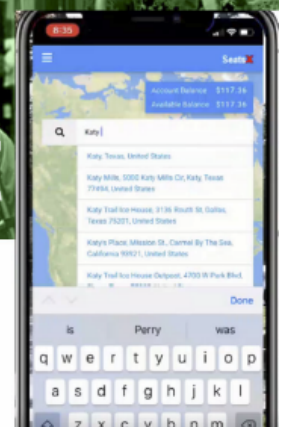


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University Partnerships as a growth hacking technique:



Student/Faculty Benefits

- Save money commuting
- Make \$3,000 to \$15,000 per year depending on commute
- Make money commuting
- Every rider and driver background checked real-time
- 911 real-time security

What SeatsX Does?

- World's only patented price based navigation system
- Saves commuters money
- Price transparency
- Monetize daily commutes
- Reduces congestion
- Improves air quality
- Make a friend
- 500+ Cities
- 600,000 hubs
- Rural and metropolitan hubs
- Integration into existing nav or stand alone



Ready to get started? Sign Up Online Today for Free

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Hackathons at High Schools and University are a great method to onboard early adopters:



HACKATHON

\$500 DOLLAR WINNING PRIZE

Memorial High School CS and Seats **X**

Are sponsoring a hackathon to make improvements to a ride share platform

Bring a friend – learn, make money



Seats **X**

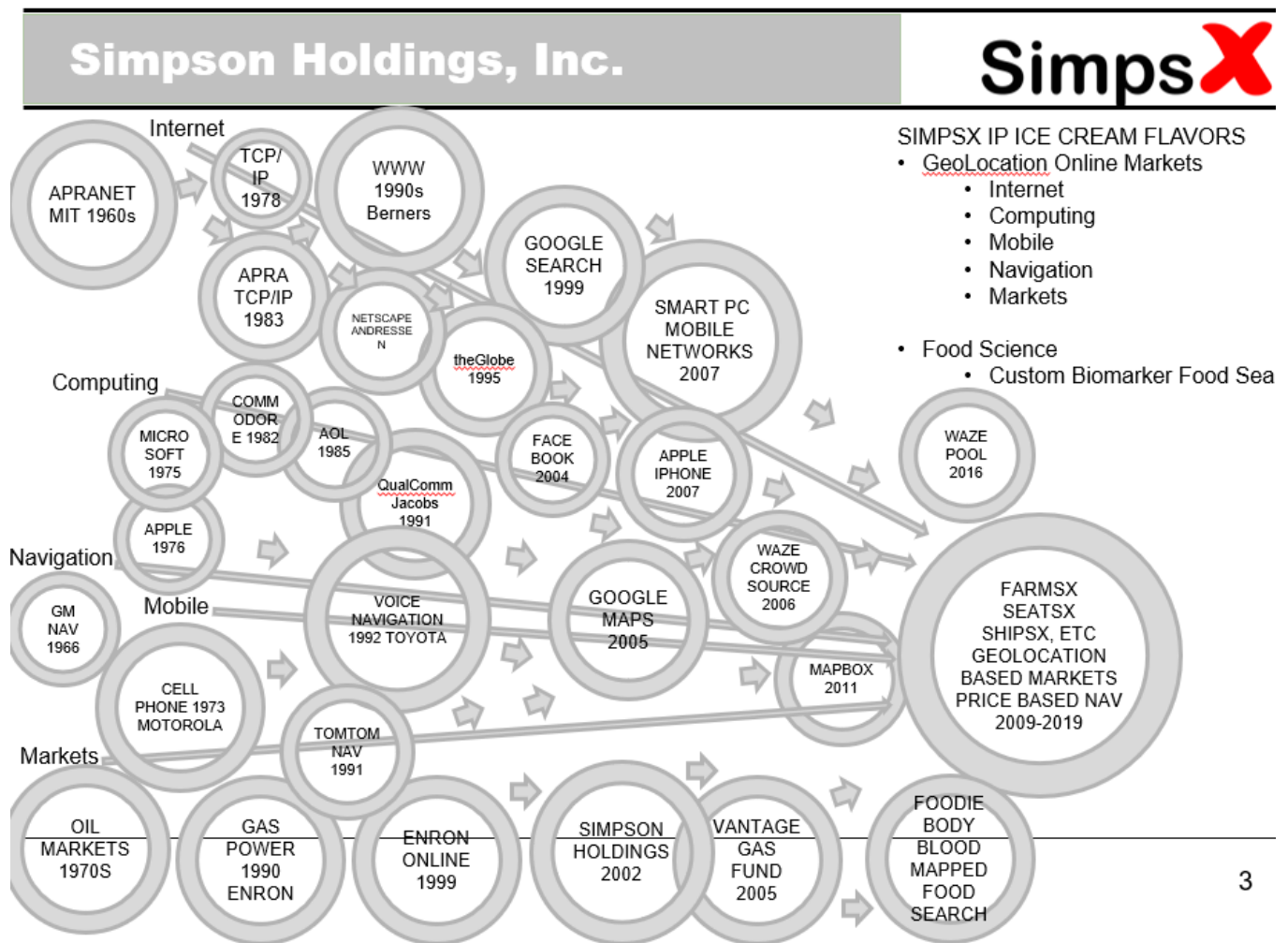
Examples of Sub-Categories of SeatsX growth hacks as subsets of larger node distribution hacks

Seats



Our Intellectual Property Heritage from those that have come before us and how we have innovated differently from our competitors and other market solutions.

Before SeatsX, navigation systems were based on shortest miles or fastest route based on traffic. SeatsX has pioneered a new way of routing navigation based on price. Google, Apple, Waze, Microsoft and others have followed traditional methods of routing. SeatsX has pioneered a new way called "Price Based Navigation" that helps users get between two points by selecting the route that helps them make the most money.



Competition and Respect for our peers:

Waze, Apple and Google: SeatsX has a culture of respecting the contributions of those that have come before us. While Google raised the bar on Maps and shortest route mileage, Waze made a significant contribution by adding “Crowdsourced Maps” to help travelers find police, find hazards in the road, find accidents and they have worked with cities to onboard this information for city planners to help with congestion. We applaud and respect the contributions of other companies and their IP.

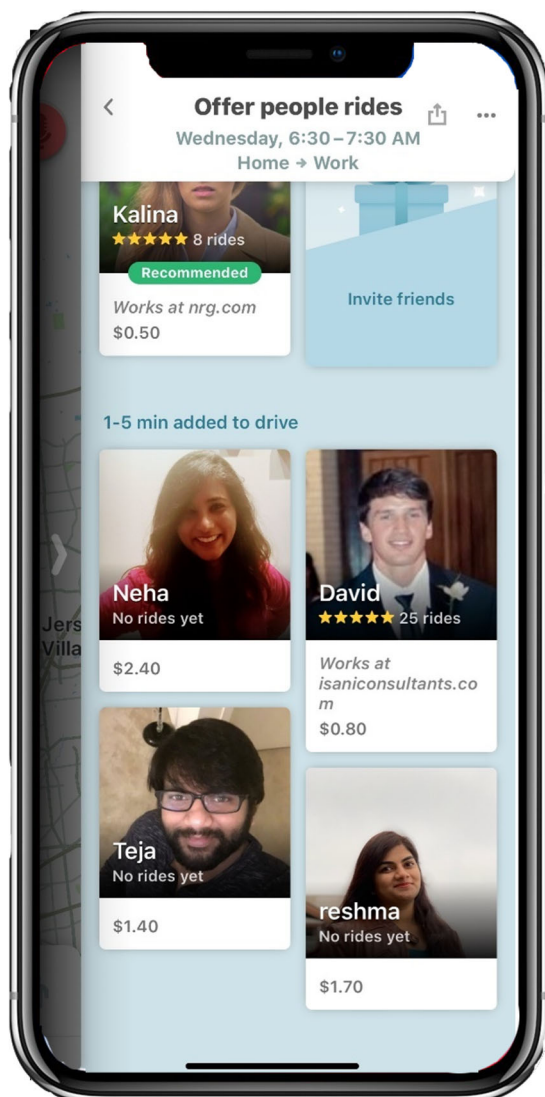
The SeatsX IP contribution has been the securitization of the transportation unit, transparent markets for transportation markets, “price based navigation”, gaming layers over price based navigation, avatars over price based navigation or selecting a route in navigation based on how much you can make if a driver or how much you may save as a rider for various multi-modal methods between two points. While SeatsX has a stand alone application, our primary contributions to navigation and transportation may simply be seen as a layer on top of existing navigation. Accordingly, SeatsX is proud to also license our technology on top of existing navigation applications.

WAZE CARPOOL:

Picture based ride selection

Discrimination system/Non-Firm

No background checks

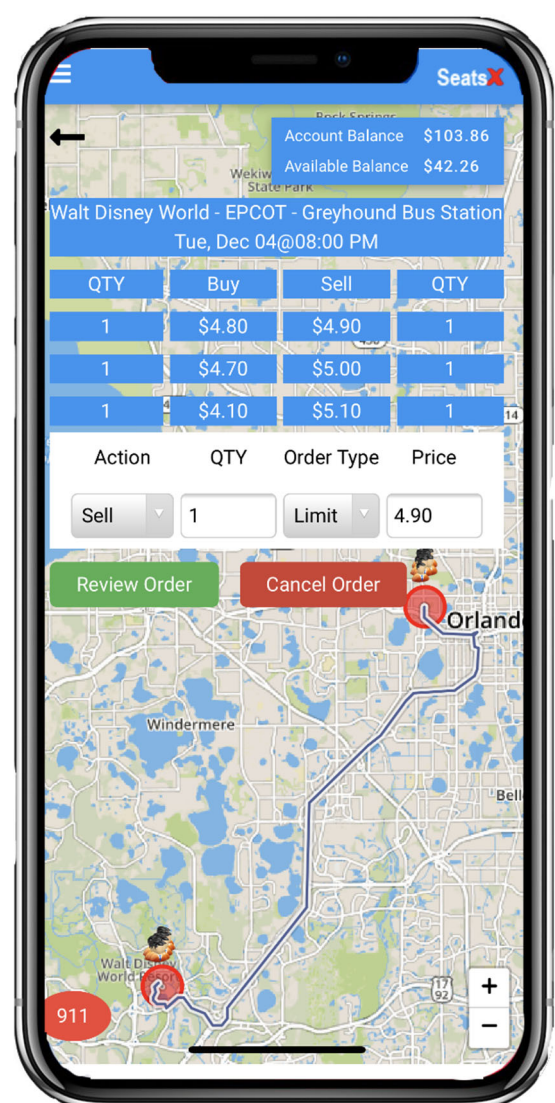


SeatsX

Price based ride selection

No discrimination/Firm Service

Background checks

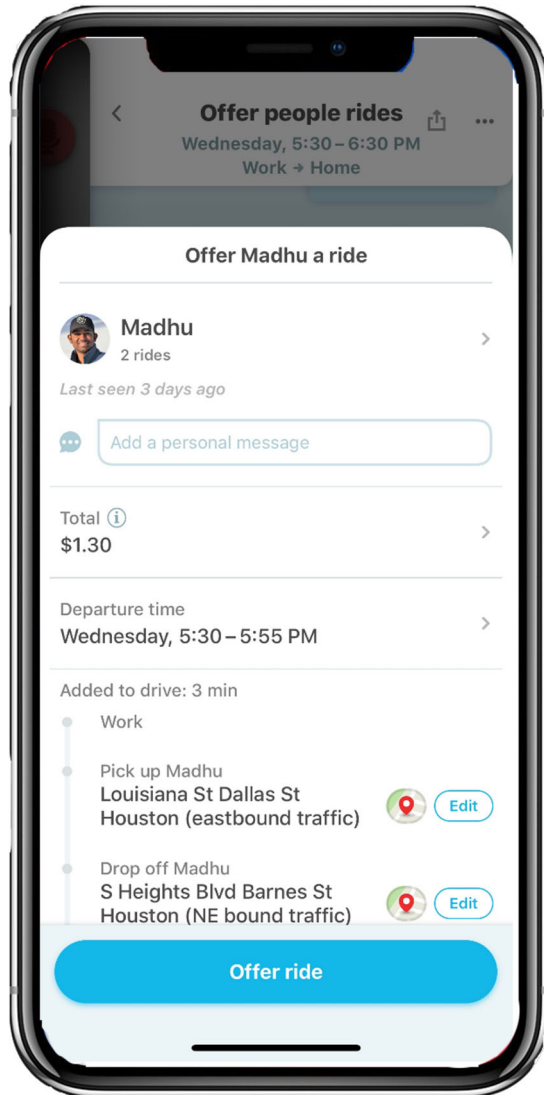


WAZE CARPOOL:

Price set with Bound

Range of Time; not exact

Cancel with no penalty; no accountability

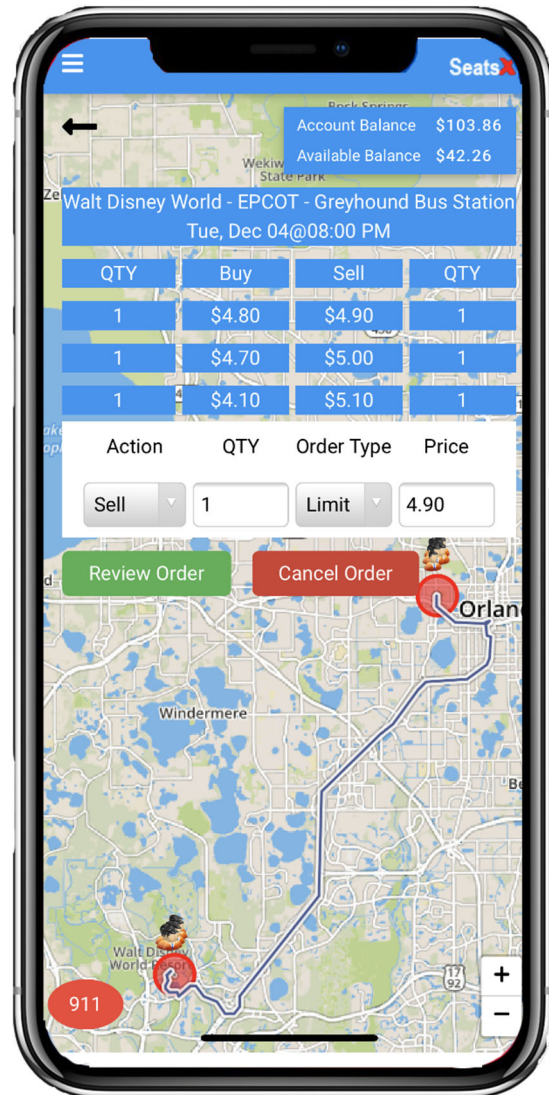


SeatsX

Open market by customers

Firm Service at a Firm Time

Accountability; monetary penalty



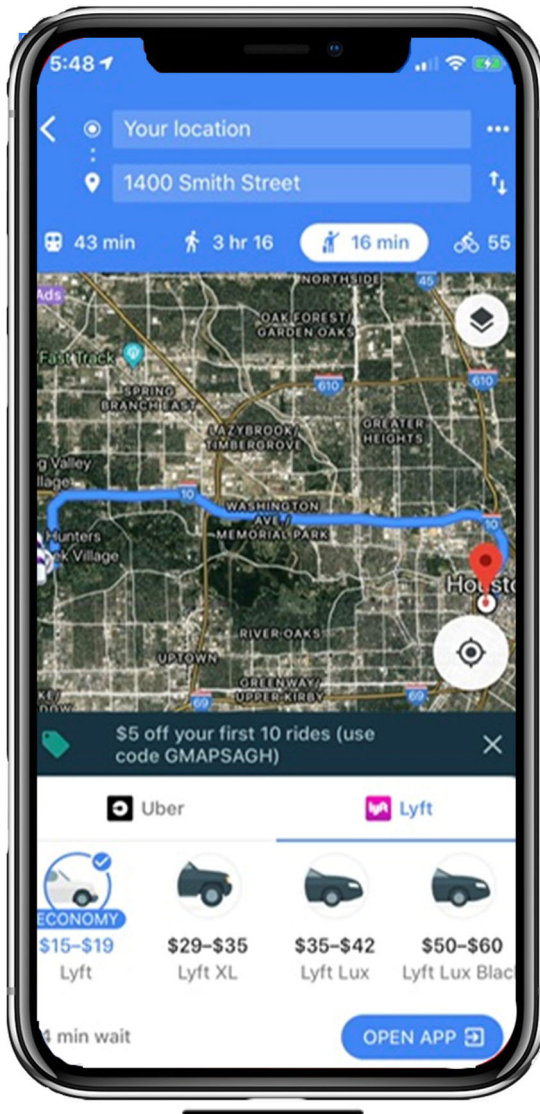
GOOGLE MAPS:

Shortest Routes/Fastest Routes

Sends you to Uber to fill a ride/Non Firm

Advertising Model

No Privacy model

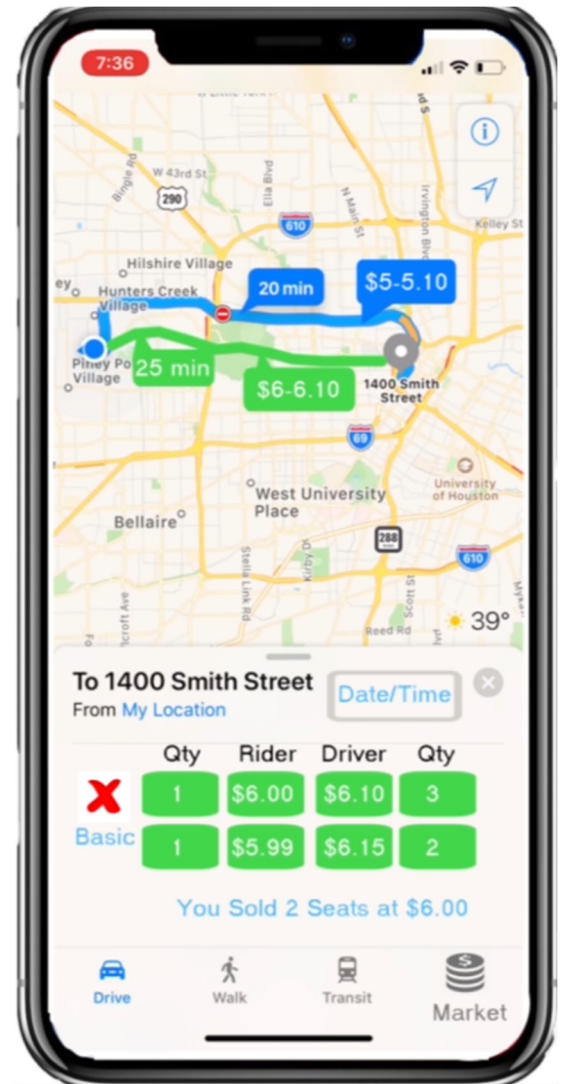


Seats **X**

PRICE BASED NAVIGATION

Select a hot price to make or save money on a route

Transaction model/Privacy



Aggregator Applications such as Bellhop:

How is **SeatsX** different?

- We don't allow branding.....seats are a commodity within classes. Sure SeatsX has basic, intermediate, premium, etc.....not all seats are equal.....but within categories they are. Eventually most of the market will go this way, but it is Uber's and Lyft's worst nightmare for it to happen right away that they get "commoditized" or that they are equal to anyone who can offer a ride or buy a ride.
- Our prices are "hot" or "live", you are on the hook, we are not directing you to another website to close the deal. The price is good at an exact number, not a range like these APIs display for Lyft or Uber
- We have done background checks on both riders and drivers
- We have a new category called "Price Based Navigation"....or "SeatsX", we are not another carpool, rideshare, aggregator etc....
- You can buy or sell our prices, you can trade out. Unlike "carpooling" where they match you with a person, SeatsX matches you with a platform seat. So if you need another time because your plans changed, just sell out your original seat and buy another one at another time. Or if you drove, and you don't want to pick up someone or your plans changed, just buy back the ride you sold and you are free of your obligation
- No discrimination so long as you are approved to go onto SeatsX
- SeatsX is more similar to a mixture of Waze, Uber, Priceline and Ebay (yet distinct)

The screenshot shows the Bellhop App website in a web browser. The page has a dark blue background with the Bellhop logo at the top left. Navigation links include "The App", "About Us", "Help", and "MORE". The main headline reads "Stop wasting money on rideshares." Below this, a sub-headline states: "Bellhop lets you compare pricing across Uber, Lyft and the major rideshares so you can save money on every ride." There are two buttons for downloading the app: "Download on the App Store" and "GET IT ON Google Play". A section titled "AS FEATURED ON" lists logos for WIREID, CNBC, Mashable, and THE POINTS GUY. At the bottom, it says "cheddar". On the right side, there is a large image of a smartphone displaying the Bellhop app interface. The app screen shows a map with a pickup location at "142 W 26th St, New York" and a drop-off location at "Grand Central Terminal". It lists several ride options with their respective prices and pickup times:

Service	Price	Pickup Time
UberPool	\$4-5	7 minutes
Shared	\$4-6	7 minutes
Juno Bliss	\$9.05	6 minutes
Curb Taxi	\$10.00	2 minutes
Lyft	\$9-12	7 minutes
UberX	\$10-13	7 minutes

The bottom of the page features the text "Bellhop gives you access to" followed by a small, illegible line of text. The browser's address bar shows "https://bellhop.app/". The bottom right corner of the browser window displays the time "8:33 AM" and the date "1/24/2019".

Understanding Marketplaces and how **SeatsX** is a new category:

				
Aggregator Allow Branding Also allow blind bidding Price not live Not commodity but close Sorting Advertising	Aggregator Open Market Allow bidding Bid may fail Reseller Pay now PayPal New/Used "Buy it Now"	Aggregator Allow Branding Fixed Price Buy or no buy Reseller Pay Now Open Market Comparisons	Aggregator "RideShare" Closed Market Non-Firm "blind match" Pay After No Background check on rider	Aggregator "Carpool" "Picture match" Time Range Pay After No Background check on rider
SeatsX No branding Commodity within class Live Transaction No discrimination Background CK Price based Nav Geolocation Privacy model Open Platform	SeatsX No branding Forward Market Fixed Price Securitization Price based Nav	SeatsX No Branding Forward Market Fixed Price Securitization Price based Nav	SeatsX Firm Service w/penalty "Blind Match" Combine public & private assets (bus/car) Pre-pay or Auto Pay Background Ck Securitization Price based Nav	SeatsX Firm Service w/penalty "Blind Match" Specific Time Price based Nav

What is the SeatsX target market?

While it is true that SeatsX is a unique product that would benefit greatly every human on the planet, we are still in the “early adopter” stage of our life cycle. It will serve us well to understand what this means and to rank the highest use case users and state the logic behind the rationale. Cutting the chase, our sales/marketing time and efforts are best spent on the 35 and under age groups. Later in the manual we also help refine the target market concept by analyzing various case studies around other companies that have established highly scalable networks.

User Group:

High School Young Adults:

- Uber, Lyft, Waze do not allow under 18s. This was a huge coup d'état for Snap as many years ago Facebook did not allow under 18. Snap originally focused on University young adults, but realized that under 18s had no app. Accordingly, Snap hit the exponential growth as the only under 18 app in social media. Facebook later realized the mis-calculation and offered \$3 billion to buy Snap but Snap decided to stay independent. This is important to understand. Further it is important to understand that high school communities are very tight and trusting. Because SeatsX is community based (meaning riders at a hub will only be people from that hub 99% of the time) we have a great chance to take this sector exclusively.
- High School young adults are the most tech savvy of any generation
- High School young adults are always the first adopters of good technology
- High School young adults are the most likely to share rides with peers
- High School young adults may be the most desiring population of freedom to move
- High School young adults want to make money and save money
- Early Adopters of technology cycle

University Students:

- University young adults are the most tech savvy of any generation
- University young adults are always the first adopters of good technology
- University young adults are the most likely to share rides with peers
- University young adults may be the most desiring population of freedom to move
- University young adults want to make money and save money

Transportation Network Company Drivers/Riders

- Usually this demographic is tech savvy.
- 90% of this group is an immigrant population
- These users like the fact that we charge only 25 cents compared to Ubers 30%
- Early Adopters of transportation technology

Corporations:

- IRS commuter benefits is a \$255/month pretax benefit for commuters
- Commuters are park and ride are the easiest sell as they are the quintessential road warriors and early adopters to save money.
- Many companies do not have good bus service, so SeatsX can improve options

How we work at SeatsX?

We are an online marketplace network for transportation. To become experts in networks, you need to use networks for every element of your work. How can we expect to lead the world in network development for transportation if we do not weave these principles into every element of our communication, work strategy, usability and development.

All files and work product must without exception be saved daily on the SeatsX AWS cloud storage system. If you are saving files on your laptop, stop and see the aforementioned sentence. Our culture of sharing, communication, transparency and accountability demands a network based work product.

If you happen to be in a SeatsX office location, your meetings and work are required to be network based and transparent just as remote employee owners. There is no advantage in our network based culture to being in an office environment. If you are in Pakistan, Mali, Colorado, New York, California or Texas, you should feel equally a part of the SeatsX team. Every member of the SeatsX team is a critical player and contributor to the network. We are a network, not a location.

We have a zero tolerance policy for work that is not shared on the network.

Where do I find SeatsX Patents, intellectual property and work files?

SeatsX works on five primary cloud based platforms to keep all employee owners up to date.

Our Social Network (Proprietary Pathfinder):

www.pathfinderone.com

Make an account online.

Our Project management network (Atlassian JIRA):

<https://jira.fraccount.net/secure/Dashboard.jspa>

Upon completing your confidentiality agreement you will be given login credentials

Our Programming Code Base:

We run a proprietary cloud hosted solution on VM Ware. Programmers will be equipped to login and access code branches that they have been assigned on the project management network.

Our cloud-based file sharing system:

<https://fraccount.signin.aws.amazon.com/console>

Upon completing your confidentiality agreement, you will be given login credentials

Where do I find SeatsX files on marketing, brochures, logos?

S3 seatsX>Growth Hacking

What form do I use to make application testing notes or bug reports on Atlassian?

S3 seatsX>Engineering>Application Testing Notes

Where can I learn about Patents?

S3 seatsX>Patents

Where can I learn about hubs?

S3 seatsX>Engineering>Hub Data

How do I contribute to the network?

Your first layer of contribution needs to be as a user and signing up customers. While we expect you to move beyond “one-by-one” marketing very quickly, everyone should be doing 5% to 10% of their day as “one-by-one” marketing. If you did not get someone to sign up, it is a question if this is the right job for you or if you truly believe in the product. If we ourselves are not passionate users of the product, how would we expect others to be? If we are the largest users, we will have the most relevant suggestions. We are each evangelists to empower our customers with SeatsX and the best way to evangelize is to use the system ourselves and teach someone new each day.

Once you move beyond one to one marketing, you need to make a strategy approval form to have higher distribution and productivity to your day.

The forms so that we can work off a standard are in the following directory with some examples:

S3 seatsX>Growth Hacking>SeatsX Hackathon

Fill out this form and submit on JIRA for approval where you will go and list the elements of your plan? Such requests and ideas may be submitted on the JIRA system under the “SeatsX Growth Hacking” category. Remember, it is better to be a fool with a plan than a genius with no plan or discipline. This form would be appropriate to partner with a high school or university to increase your effectiveness in growth hacking.

S3 seatsX>Growth Hacking>SeatsX Parties

Fill out this form and submit on JIRA for approval where you will go and list the elements of your plan? Such requests and ideas may be submitted on the JIRA system under the “SeatsX Growth Hacking” category. Remember, it is better to be a fool with a plan than a genius with no plan or discipline. This form would be appropriate to host a party as a High School, Young Life, University, Student Union, Corporate event, etc.

S3 seatsX>Growth Hacking>SeatsX Invitation System

Fill out this form to understand how a feature request would be made on the system and how to double check integration with Patent intellectual property structure. Such requests and ideas may be submitted on the JIRA system under the “SeatsX Growth Hacking” category. This form may help understand multi-department organization costs for slightly more complex growth hacking techniques.

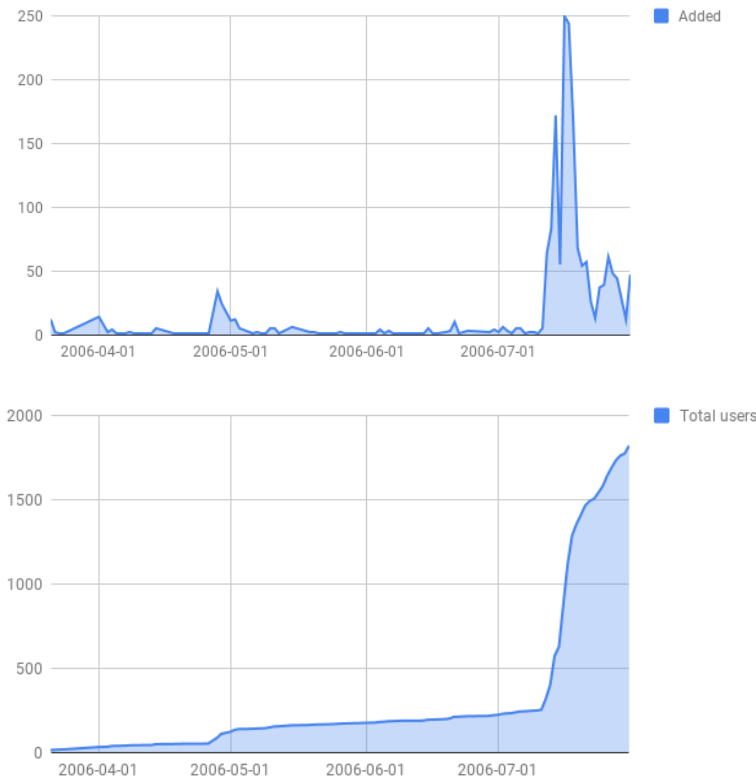
You may use any of the forms above to come up with new ideas to experiment and log the data with the team.

As you develop in the important but higher frequency growth hacks you will become more comfortable suggesting higher level growth hacks that may require patent development and software improvements. These steps are all part of your development as an employee owner.

**Case Studies from
other successful
companies and not
successful companies**



Growth Hacking (The Early Days):



**Note there was no real
growth in Twitter until
the 4-5 month**

So even the monster networks of today started at some point with one user. Whether it was Evan Spiegel handing out flyers at local mall in LA to sign up initial users at Snap or Jack Dorsey at Twitter, there requires an understanding of brute force marketing, viral marketing and growth hacking.

One simple growth hack is to leverage your own social media channels and invite your friends to sign up. This was the method Twitter used the first few months. From there, you may learn such things as “Texas Carpool” on Facebook as a group. You can see real rides people need each day. You can make a quick note to them to point them to www.seatsx.com and tell them in 3 sentences how the system works. This works as these people are carpool experts. Craigslist also has car pool and emails of users. You should be looking at these networks daily for 10 minutes everyday to tell customers about SeatsX as they are already “Searching” for our product.



Twitter - Continued

Growth Hacking (The Early Days):

Look also for “influencers” on social media in the transportation space.

Perhaps one of the largest influencers in the “CarPool” space is at the following website: therideshareguy.com This is a great website to get up to speed quickly on your own “growth hack journey”.

The website hosts take a hard look at the “good, bad, and ugly” of carpooling. While SeatsX has elements of carpooling, we are not another Waze or another Carpool. So please do not use the word “CarPool” to describe SeatsX. SeatsX is the first “Platform Pool” or the first “Market for rides”. This is a key distinction from the “CarPool”. Car Pooling does not work because the riders are not substitutable. The aforementioned is a really important understanding for our employee owners that we will illustrate by example.

Example: Sally is the CEO of JP Meagan. Sally has two employees named David and Ruth. David is an accountant and Ruth works in sales. David and Ruth learned by chance they live near one another in the JP Meagan break room. They thought it was great they even learned they had the same commute because they rarely talk with other co-workers about commuting because it is simply too much to bother another person with this discussion. They both had commuting needs, but it just does not come up and if it does come up, what are the chances you have a similar schedule? Nevertheless, they agree to try to carpool due to their overlapping commute. They are so happy the morning commute worked out on the first day and they both saved \$10 compared to riding alone. Over the course of the year, this would be enough savings to even take their families on a vacation. At 3pm Sally the CEO asks Ruth to stay until 7pm to handle a customer issue. David needs to leave by 5pm for an event with his kids. Both frustrated, they learn carpooling is not such a good idea as now they are both stuck and both David and Ruth learned the time value of their day was worth far more than the \$10 they saved in commute costs. THIS IS WHY CARPOOLING WILL NEVER WORK!

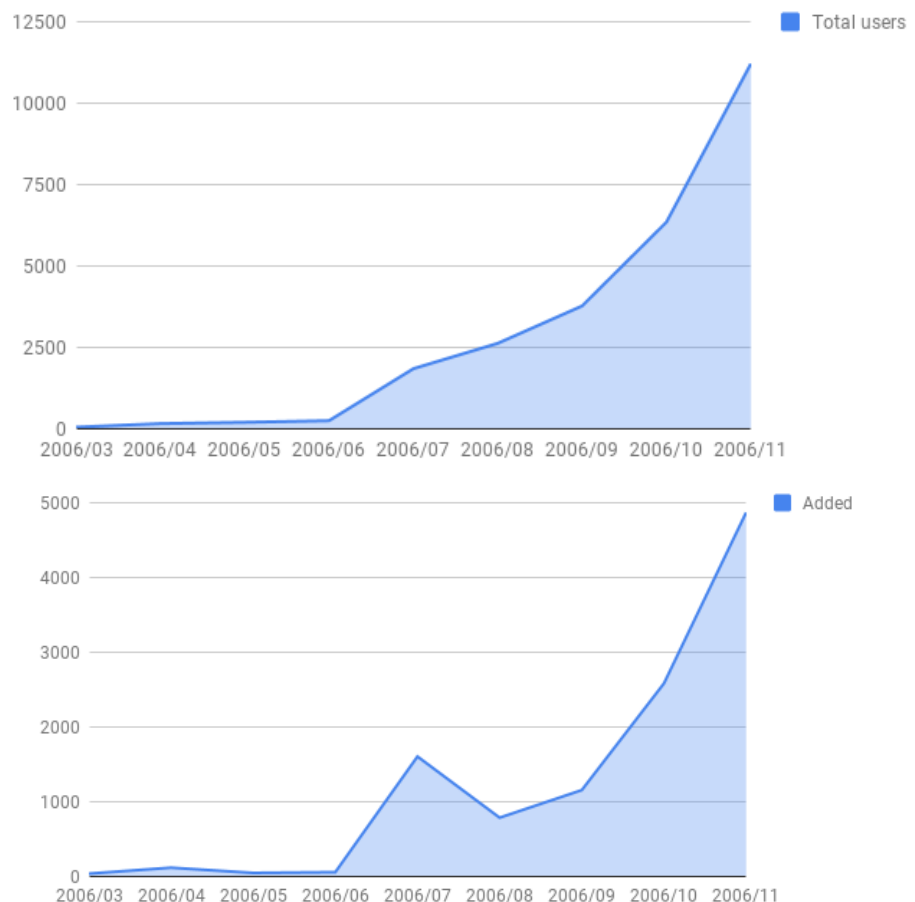
Carpooling is dead and companies who continue to use the word, “carpool” will die a slow and painful death. SeatsX invented the “securitization” of transportation units. In a layman’s terms, we are the first and only company that allows a transportation unit to be traded. That means when David needs to find another way home at 5pm, he goes to the SeatsX market to get another ride and Ruth does the same at 7pm. This means they are both still better off as SeatsX compressed the time value to ZERO!!!!



Twitter - Continued

Growth Hacking (The Early Days):

Moving onto the later months of Twitter's first year, growth really started to accelerate. While Twitter's growth is impressive, this is not up to speed in 2019. We must realize that when Twitter rolled out, growth hacking was new and now, many of the techniques are more well known. Accordingly, expectations from investors are higher in 2019 than in 2006.



Why did the first users of Twitter sign up? @neha " learned about twitter very early because I worked at Google when the Blogger guys did ... I absolutely adore new social technologies and pretty much sign up for everything, so I signed up for twitter. Also, Ev and Biz are interesting guys, and are fun to follow!



Twitter - Continued

Growth Hacking (The Early Days):

The SXSW explosion

In March 2007 Twitter won the top award at South-by-Southwest, and that was when the service really started getting attention. I wanted to see how that was reflected in user growth, so I looked at how a few cities changed between December 2006 and March 2007. Austin had a massive growth spurt, from 61 to 402 users in three months, but what's interesting is that almost every other town also went through a similar rise, with Los Angeles going from 88 to 474 twitterers, and Boise jumping from 6 to 30. That roughly five-fold increase over the 3 months was remarkably evenly spread.

The next three months were less explosive, but the pattern was still very consistent across the country. By June 2007 Austin had 671 users, LA 994 and Boise 53, and most cities had roughly doubled.

The Pioneers

Here's a list of the earliest Twitter users we could find for some major US cities. Everyone here joined before February 2007 and the SXSW boom, so they can claim bragging rights as the true pioneers.

Austin, TX - Paul Terry Walhus

Dallas, TX - Bill Geiser

Memphis, TN - Mark Taylor

Miami, FL - Everett Guerny

Washington, DC - Matt Chiste

Boston, MA - Neha Nerula

New York, NY - Jack Dorsey

Chicago, IL - Quinn

Omaha, NE - Ryan Skarin

Denver, CO - Aaron Bailey

Boulder, CO - Matt Galligan

Phoenix, AZ - PaulP

Salt Lake City, UT - Christian Harrison

Palo Alto, CA - Ted Wang

San Jose, CA - Hook



Twitter - Continued

Growth Hacking (The Early Days):

What have I learned?

What surprised me most was how little geography mattered for adoption . Even in today's world of ubiquitous internet access, I expected that real-life clusters of friends would be the main vectors by which the service would spread. I don't see the sort of city-specific growth spurts I'd expect if that were true, instead the network took root wherever there were people. That has some interesting implications for anyone starting their own service, it looks like focusing on virtual communities instead of physical ones can be very effective.

I'd also never thought of Twitter as an aspirational service, but Neha nailed the atmosphere of the early days. There was an air of exclusivity, of access to an interesting group of Valley rockstars, that gave people a reason to check it out. This feels a lot like the way that Facebook started at Ivy League colleges and then opened up progressively to lower-status groups with the promise of mixing with a 'better class' of people. That might explain why companies like Google have such a hard time launching similar services, catering to the masses they can't pretend they're exclusive, but it bodes well for Quora's approach.

The reality of its rapid adoption all over the country is hard to square with its image as an exclusive Valley club, but maybe that contradiction is the sign of exquisite marketing. Apple gives their users that same sensation of belonging to an elite, even as they sell products in malls across the country. Twitter tapped into people whose dreams were in Silicon Valley, wherever they were in the world.

One explosion of Twitter growth was when they recommended people follow 10 other Twitter Accounts. SeatsX needs to recommend people set up 10 my routes when they login and continue to prompt them to add My Routes with Chat Bots that guide a user on how to add a route.

Finally, one heartening thing for me and any other starving entrepreneur is how eclectic the initial growth was. There were spurts and slowdowns in the beginning, and while it was clearly a success story even at the time, the magnitude of their long-term trajectory wasn't obvious through the noise.

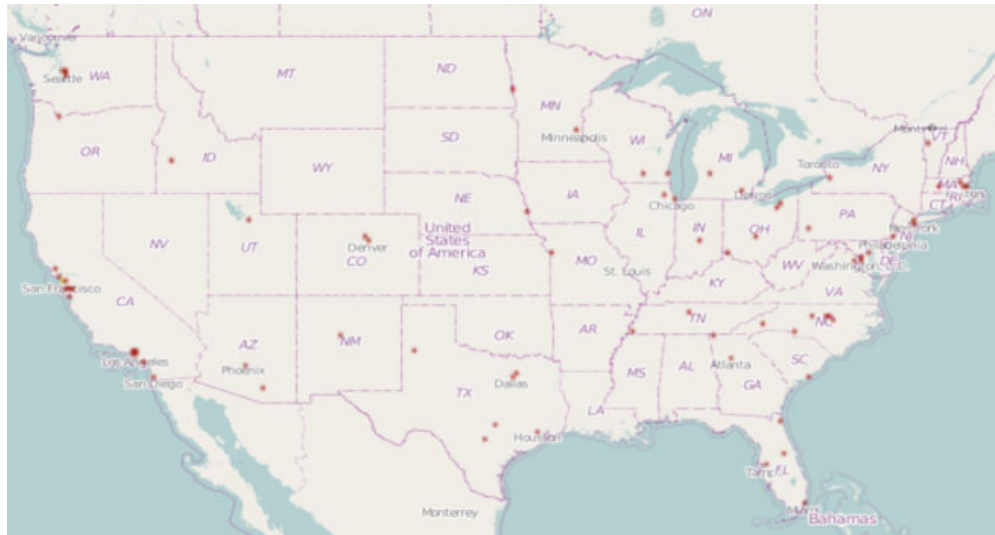


Twitter - Continued

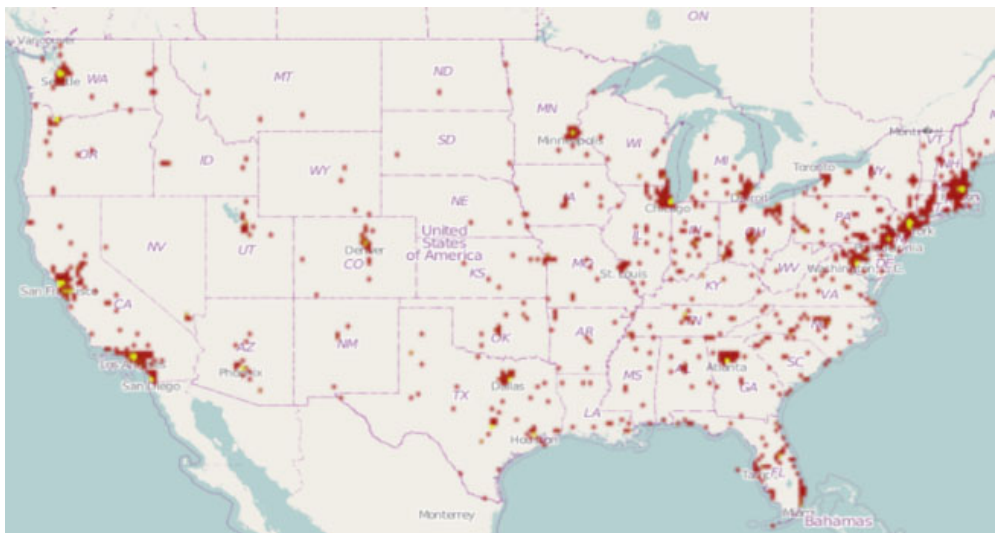
Growth Hacking (The Early Days):

Twitter Growth Maps (Virtual Networking vs. Physical Networking?)

Twitter Circa 2006



Twitter Circa 2007





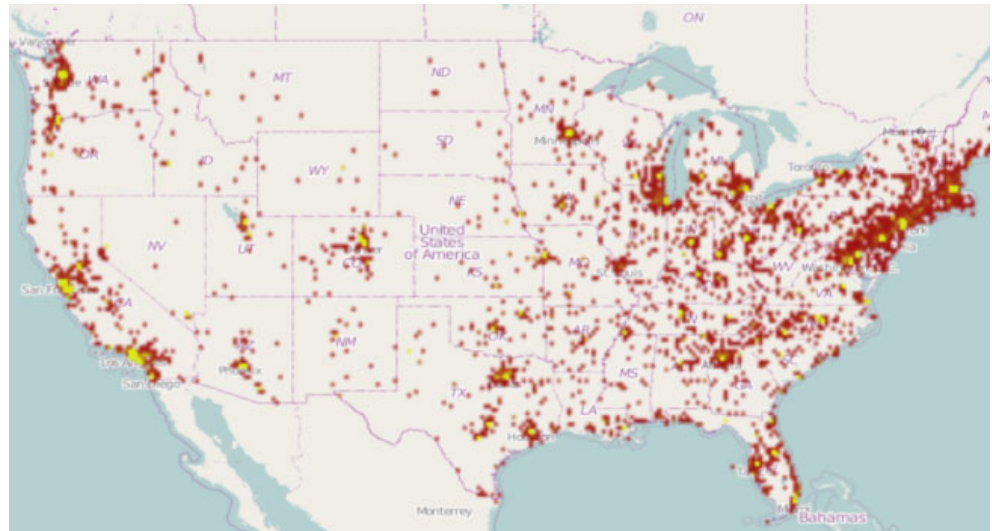
Twitter - Continued

**Case Studies from
other successful
companies and not
successful companies**

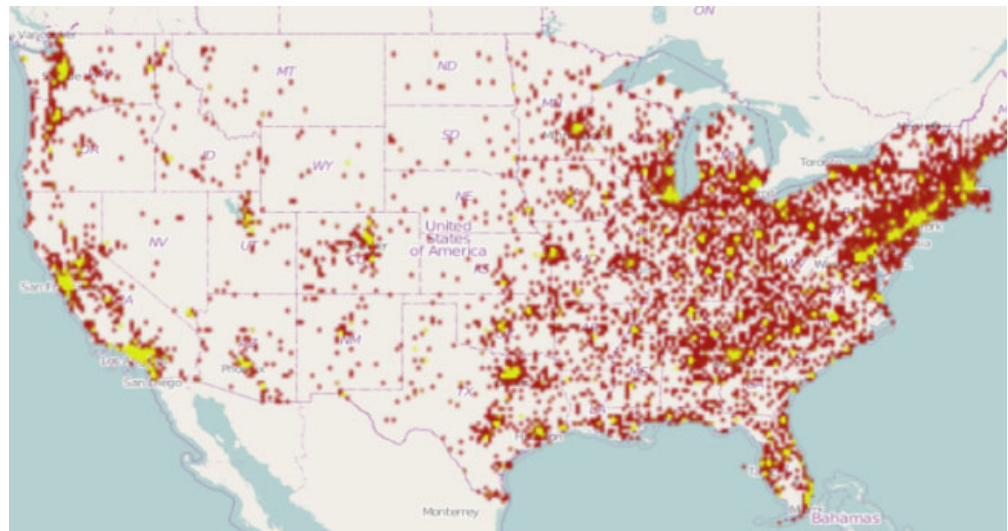
Growth Hacking (The Early Days):

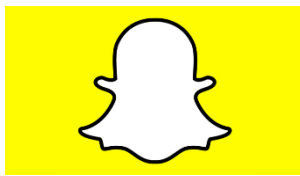
Twitter Growth Maps (Virtual Networking vs. Physical Networking?)

Twitter Circa 2008



Twitter Circa 2009





Snap

How Snapchat Gained Success By Going Viral At High Schools Across Los Angeles?

How important was usage in LA high schools to Snapchat's early traction?

It was extremely important, though not the result of a singular growth plan. Evan was pushing Snapchat on anyone who would listen—students at Stanford, his cousins and sisters who were in high school in LA, pitching every blogger he could email, etc. At one point, Evan was even handing out fliers about Snapchat at a mall near his dad's house in LA. The app started catching on with high schoolers in LA as they could send digital notes back and forth during classes.

Timing was crucial as well, as many students got iPhones with front-facing cameras (letting them take selfies) for the holidays at the end of 2011. By January 2012, Snapchat started spreading like wildfire through every high school in Southern California. Within weeks it was moving very organically to other high schools geographically and to colleges. I don't think Evan ever intended for high schoolers to be the first user base for Snap (he sent it to college friends first), but that's where it caught on so he and the team ran with it and never looked back.

How did Snapchat grow so quickly?

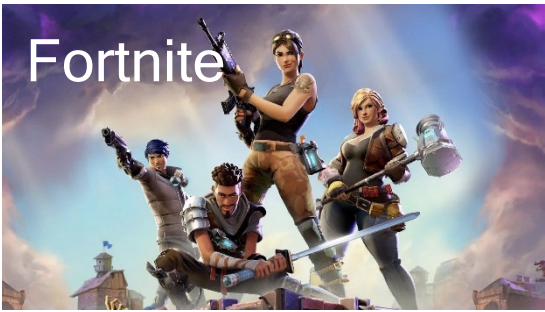
As a messaging app, Snapchat is inherently viral—you want to send snaps to your friends, so you urge them to download it. Snapchat also grew very quickly in tight-knit communities at high schools and colleges, where students interact at a very high frequency and can (and did) tell each other to download Snapchat in between classes. In many ways, some of its early growth mimicked Facebook's early growth at colleges, although Snap never restricted its membership to these groups the way Facebook did early on.

What can founders learn from the early days of Snapchat to be successful with their own companies?

Evan and Bobby and the rest of the early team were incredible at talking to and understanding their users. This was key for them achieving product-market fit. The real trick here is to understand when to build what they're explicitly asking for and when not to build it (e.g. Snapchat released Stories years before it released group messaging, which users begged for).

They were also incredible at shipping product early and iterating very quickly. The earliest version of Snapchat was a simple disappearing photo sharing app only for iPhones; they got it into users hands, learned from how users actually interacted with Snap in the wild, and quickly added an Android app, video recording and sharing, then more.

Case Studies from
other successful
companies and not
successful companies



Fortnite

Speed of development by quick bug fixes using its own UNREAL game engine.

PIXAR type feel to the game is highly unique and artistically creative

Below is the early "Beta Version" of the SeatX augmented reality view version of integrating game distribution over our "price based navigation" features.

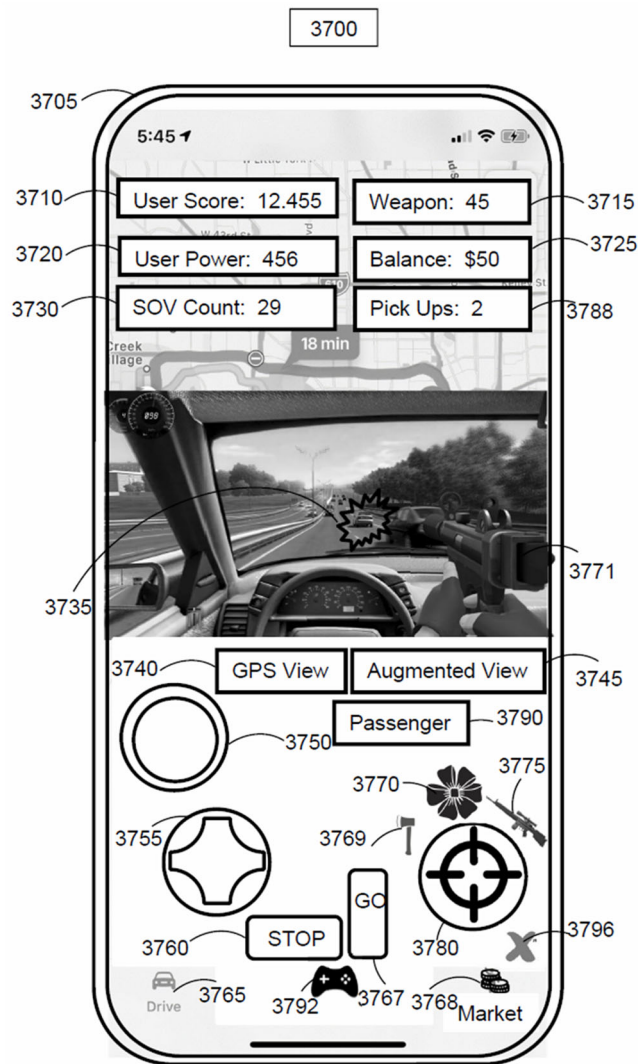


FIG. 37



Microsoft

Case Studies from other successful companies and not successful companies

The idea that would spawn Microsoft was initiated when Paul Allen showed Bill Gates the January 1975 issue of Popular Electronics that demonstrated the Altair 8800. Allen and Gates saw potential to develop an implementation of the programming language BASIC interpreter for the system. Bill Gates called the creators of the new microcomputer, Micro Instrumentation and Telemetry Systems (MITS), offering to demonstrate the implementation in order to win a contract with the company. Allen and Gates had neither an interpreter nor an Altair system, yet in the eight weeks before the demo, they developed an interpreter. When Allen flew to Albuquerque to meet with MITS, the interpreter worked and MITS agreed to distribute Altair BASIC. Allen and Gates left Boston, where Allen worked for Honeywell and Gates was enrolled in Harvard, then moved to Albuquerque (where MITS was located), and co-founded Microsoft there. Revenues of the company totaled \$16,005 by the end of 1976.



The principle of Microsoft was distribution through the main player at the time as a “software layer” on their machines. In 1980, Microsoft formed a partnership with IBM to bundle Microsoft's operating system with IBM computers; with that deal, IBM paid Microsoft a royalty for every sale. In 1985, IBM requested Microsoft to develop a new operating system for their computers called OS/2. Microsoft produced that operating system, but also continued to sell their own alternative, which proved to be in direct competition with OS/2. Microsoft Windows eventually overshadowed OS/2 in terms of sales. When Microsoft launched several versions of Microsoft Windows in the 1990s, they had captured over 90% market share of the world's personal computers.

Allen came up with the original name of Micro-Soft, a portmanteau of microcomputer and software. Hyphenated in its early incarnations, on November 26, 1976 the company was registered under that name with the Secretary of State of New Mexico. The company's first international office was founded on November 1, 1978, in Japan, entitled "ASCII Microsoft" (now called "Microsoft Japan"), and on November 29, 1979, the term, "Microsoft" was first used by Bill Gates. On January 1, 1979, the company moved from Albuquerque to a new home in Bellevue, Washington, since it was hard to recruit top programmers to Albuquerque. Shortly before the move, eleven of the then-thirteen employees posed for the staff photo on the left.



Google - AOL Distribution

Case Studies from other successful companies and not successful companies

Page's web crawler began exploring the web in March 1996, with Page's own Stanford home page serving as the only starting point. To convert the backlink data that it gathered for a given web page into a measure of importance, Brin and Page developed the PageRank algorithm. While analyzing BackRub's output—which, for a given URL, consisted of a list of backlinks ranked by importance—the pair realized that a search engine based on PageRank would produce better results than existing techniques (existing search engines at the time essentially ranked results according to how many times the search term appeared on a page).



Convinced that the pages with the most links to them from other highly relevant Web pages must be the most relevant pages associated with the search, Page and Brin tested their thesis as part of their studies, and laid the foundation for their search engine. The first version of Google was released in August 1996 on the Stanford website. It used nearly half of Stanford's entire network bandwidth.

Some Rough Statistics (from August 29, 1996)

Total indexable HTML urls: 75.2306 Million

Total content downloaded: 207.022 gigabytes

BackRub is written in Java and Python and runs on several Sun Ultras and Intel Pentiums running Linux. The primary database is kept on a Sun Ultra II with 28GB of disk. Scott Hassan and Alan Steremberg have provided a great deal of very talented implementation help. Sergey Brin has also been very involved and deserves many thanks.

— Larry Page

THE ART OF DISTRIBUTION AND LICENSING:

The largest not well known piece of Google history is that they only grew to \$3 MM in revenue alone....Then they did a historic deal with AOL to license the search in 2000 for 15% royalty rate to power AOL search. 85% went to AOL. One year later Google revenue was \$390 MM.



Growth Hack Approval

Forms:

University Hackathon

VERSION 1.1

DECEMBER 2018



TACTICAL MARKETING PLAN

GROWTH HACK MODULE AND PLAN

PRESENTED BY: ERIK SIMPSON
SEAT SX
12335 KINGSRIDE #418
HOUSTON, TX 77024

SEATSX GROWTH HACKING TACTICAL MARKETING PLAN

Use the Tactical Marketing Plan to identify the action items and expectations that surround marketing your product or service. Use this template to begin the process of brainstorming and building your marketing plan.

SeatsX

Growth Hack Approval

Forms:

University Hackathon

PLAN OVERVIEW

Practice:	Name
Name of Campaign:	Cornell University Saturday Hackathon in CS class
Campaign Manager:	Erik Simpson
Subject Matter Expert:	Erik Simpson

OBJECTIVE

Design a hackathon with a \$1,000 grand prize for the student/group with the best growth hack extension onto the SeatsX system. Participants are challenged to use the SeatsX system and recommend a project extension in the software by comparing user techniques from popular platforms such as Fortnite, Snap, Facebook, Instagram, Twitch, etc...

The hackathon is an opportunity to require all students in the CS class to become SeatsX users as well as teach and train them to design software and software features to grow a platform that is useful for mentorship in their own development and education. The grand prize winning team for a student/group is \$1,000.

The grand prize winning group also may vote on the strongest contributor(s) to the group. SeatsX guarantees interview slots for winning team and may offer job employment if the hack demonstrates exceptional characteristics.

This particular method of growth hacking also gets tremendous feedback from a critical user group at a level that would not be obtainable from a general group.

TARGET MARKET

In this section, you need to define your current customers and the potential customers you want to target.

PRODUCT DEMOGRAPHICS

Cornell University Students and faculty in need of rides and able to give rides throughout the Ithaca area. Below 30 age group users are the highest use case of users. The purpose of the hackthon is also targeted not only as users, but contributors to the system. Confidentiality agreements must be signed by all participants.

TARGET CONTACT DEMOGRAPHICS

Cornell University is a key demographic for SeatsX as the below 30 age group is most comfortable with technology and they don't think twice about sharing rides with other students/faculty

MESSAGE SUMMARY

Sign up on SeatsX to make \$3,000 to \$15,000 a year giving rides on your commute. Save money by sharing rides with people who are already going your direction. Cornell University community development.

CALL TO ACTION

Sign ups for SeatsX and teaching how to make money inviting and selling rides. Gain more freedom.

WHAT IS THE DESIRED OUTCOME?

Add new features to the SeatsX product development pipeline. Teach students the principles of measuring growth hack techniques to maximize return on investment and time. Make money giving rides. Save money buying rides. Transportation freedom. People helping people.

WHAT IS THE PULL-THROUGH OFFER?

Grand prize to create a large incentive for the class to perform and make a contribution to the platform and software development.

PROCESS

LIST DEVELOPMENT

Use a class announcement with the CS class from the faculty in the CS department. Use my snap, twitter, twitch to distribute invitations by hand and using electronic texting, emails and social media accounts.

PROSPECTING MECHANISM

Prospecting will be done by asking permission of school and CS department heads to host the hackathon this spring on a Saturday.

PRE-EVENT FOLLOW-UP

Email and text and social media 2 weeks and 1 week and two days before for a total of 3 invite outreaches.

DURING EVENT CONFIRMATION OF SIGN UP

QUICK SIGN UP ON PROJECTOR SCREEN ON WALL TO DEMO SIGN UP. EACH STUDENT MUST PRESENT "CONGRATUALTIONS SCREEN" to get started in using to make features. 6 hour time limit on hackathon output. Students must present a plan and attempt to code the logic of a stand alone extension of the platform that would function and accomplish a small but meaningful task.

POST-EVENT FOLLOW-UP

Daily text and emails will be sent to students (now that they are users) at 6am to remind them to post rides and buy rides if they need one. Secondary email/text at lunch time to get their rides for the afternoon at 3pm.

December
2018

Tactical Marketing Plan

2

SeatsX

Growth Hack Approval
Forms:

University Hackathon

OPPORTUNITY QUALIFICATION PROCESS AND CRITERIA

Define your opportunity qualification process and criteria.

PROJECT PLAN

NECESSARY EVENT RESOURCES

Resource	Role	Estimated Work Hours
Computer Science Room to host group	Role	7.0
Projector (optional)	Role	0.5
Pizza	Role	1.0

BUDGET

Compile a list of pertinent items that you will use to create your budget line items (for example, booth rental, amenities, travel). Use the Marketing Budget Plan template to build your final budget.

- \$1,000 for grand prize
- \$200 for pizza snack and water at lunch for participants

METRICS AND EXPECTATIONS

- Metrics of hackathon are 50 kids @\$1,200 is \$24 per person
- The program hack extension feature must also be measured for how many new users the student proposals will contribute which may end up greatly reducing the acquisition cost per user of \$24 to an exponentially lower number.
- Measure non-direct effects of people who sign up without incentive

APPROVAL

Title	Name	Date 1	Date 2
CEO	Erik Simpson	12/1/2018	Date 2
Campaign Manager	David Aronica	12/1/2018	Date 2
Product Manager	David Aronica	12/1/2018	Date 2
Project Manager	Name	Date 1	Date 2
Title 5	Name	Date 1	Date 2
Title 5	Name	Date 1	Date 2

Seats

Growth Hack Approval
Forms:

University Hackathon



CAMPAIGN SIGN-OFF

The undersigned accept this Marketing Campaign as described herein.

Growth Hack Approval
Forms:

University Hackathon

Print First and Last Name	Title	Signature	Date.
Print First and Last Name	Title	Signature	Date.
Print First and Last Name	Title	Signature	Date.
Print First and Last Name	Title	Signature	Date.
Print First and Last Name	Title	Signature	Date.
Print First and Last Name	Title	Signature	Date.
Print First and Last Name	Title	Signature	Date.
Partner (Printed Name)	Partner (Signature)		Date.
Print First and Last Name	Title	Signature	Date.

Note: Additional signatures might be required if the document changes significantly per the client’s request.

SeatsX

Growth Hack Approval
Forms:

High School Pizza Party

VERSION 1.1
DECEMBER 2018

SeatsX

TACTICAL MARKETING PLAN

GROWTH HACK MODULE AND PLAN

PRESENTED BY: GAVIN SIMPSON
SEATX
12335 KINGSRIDE #418
HOUSTON, TX 77024

SEATSX GROWTH HACKING TACTICAL MARKETING PLAN

Use the Tactical Marketing Plan to identify the action items and expectations that surround marketing your product or service. Use this template to begin the process of brainstorming and building your marketing plan.

SeatsX

PLAN OVERVIEW

Practice:	Name
Name of Campaign:	Memorial High School Pizza Party Evangelism
Campaign Manager:	Gavin Simpson
Subject Matter Expert:	Gavin Simpson

OBJECTIVE

Invite as many kids as possible to a pizza party that requires a sign up in return for free food and fun

Teach the participants how to give and take rides on SeatsX to make money and save money

Teach the participants how to become evangelists to earn SeatsX Credit Money by inviting friends. For each friend that signs up, they get \$5 credit that can be used for SeatsX rides.

Part of the objective of the format of a pizza party COMBINED with the teaching of the invitation system is to do a test to compare the result of a combination of a technology based growth hack of invitations in the system with a traditional hack of a party. The results should help contribute to the team understanding of these various methods for a typical high school demographic.

TARGET MARKET

In this section, you need to define your current customers and the potential customers you want to target.

PRODUCT DEMOGRAPHICS

Memorial High School Students and teachers in need of rides and able to give rides throughout the memorial area. Below 30 age group users are the highest use case of users.

TARGET CONTACT DEMOGRAPHICS

Memorial High School is a key demographic for SeatsX as the below 30 age group is most comfortable with technology and they don't think twice about sharing rides with other students/teachers

MESSAGE SUMMARY

Sign up on SeatsX to make \$3,000 to \$15,000 a year giving rides on your commute. Save money by sharing rides with people who are already going your direction. Memorial High School Spirit.

Growth Hack Approval
Forms:

High School Pizza Party



CALL TO ACTION

Sign ups for SeatsX and teaching how to make money inviting and selling rides. Gain more freedom.

WHAT IS THE DESIRED OUTCOME?

Make money giving rides. Save money buying rides. Transportation freedom. People helping people.

WHAT IS THE PULL-THROUGH OFFER?

\$5 per person you invite that signs up as a SeatsX credit to take rides on the system. Free food to sign up.

Growth Hack Approval

Forms:

PROCESS

High School Pizza Party

LIST DEVELOPMENT

Use my snap, twitter, twitch accounts and young life and tennis teams to distribute invitations by hand and using electronic texting, emails and social media accounts.

PROSPECTING MECHANISM

Prospecting will be done by asking permission of Young Life leader to make an announcement for a pizza party to explain SeatsX. Ask tennis coach to host a pizza party. Include general friends on Social media and ask friends to invite their friends to learn more.

PRE-EVENT FOLLOW-UP

Email and text and social media 1 week and two days before for a total of 3 invite outreaches.

DURING EVENT CONFIRMATION OF SIGN UP

QUICK SIGN UP ON PROJECTOR SCREEN ON WALL TO DEMO SIGN UP. EACH STUDENT MUST PRESENT "CONGRATUALIONS SCREEN TO GET THE PIZZA". AFTER STUDENT GET PIZZA DEMO A FEW HACKS FOR HOW THEY CAN MAKE MORE MONEY GIVING RIDES OR SAVE MONEY GETTING RIDES.

POST-EVENT FOLLOW-UP

Daily text and emails will be sent to students (now that they are users) at 6am to remind them to post rides and buy rides if they need one. Secondary email/text at lunch time to get their rides for the afternoon at 3pm.

OPPORTUNITY QUALIFICATION PROCESS AND CRITERIA

Define your opportunity qualification process and criteria.

PROJECT PLAN

NECESSARY EVENT RESOURCES

Resource	Role	Estimated Work Hours
Room	Role	1.0
Projector (optional)	Role	0.5
Pizza	Role	1.0

BUDGET

Compile a list of pertinent items that you will use to create your budget line items (for example, booth rental, amenities, travel). Use the Marketing Budget Plan template to build your final budget.

- Pizza per 100 people is 30 pizzas @ \$600
- \$5 ~~SeatsX~~ credit per person who invites a new person that signs up 10.....~\$5,000 for 1,100 users

METRICS AND EXPECTATIONS

- Metrics of Pizza are \$6 per person
- Metrics of evangelism are \$5 per person
- Measure non-direct effects of people who sign up without incentive

APPROVAL

Title	Name	Date 1	Date 2
CEO	Erik Simpson	12/1/2018	Date 2
Campaign Manager	Gavin Simpson	12/1/2018	Date 2
Product Manager	Gavin Simpson	12/1/2018	Date 2
Project Manager	Name	Date 1	Date 2
Title 5	Name	Date 1	Date 2
Title 5	Name	Date 1	Date 2

SeatsX

Growth Hack Approval

Forms:

High School Pizza Party

Seats

X

CAMPAIGN SIGN-OFF

The undersigned accept this Marketing Campaign as described herein.

Growth Hack Approval
Forms:

High School Pizza Party

Print First and Last Name	Title	Signature	Date.
Print First and Last Name	Title	Signature	Date.
Print First and Last Name	Title	Signature	Date.
Print First and Last Name	Title	Signature	Date.
Print First and Last Name	Title	Signature	Date.
Print First and Last Name	Title	Signature	Date.
Print First and Last Name	Title	Signature	Date.
Partner (Printed Name)	Partner (Signature)		Date.
Print First and Last Name	Title	Signature	Date.

Note: Additional signatures might be required if the document changes significantly per the client’s request.

EXAMPLE RFP THAT GUIDED OUR CUSTOMER HERO TO VICTORY OVER SAURON AND THE RING OF LOSING TIME AND TRAFFIC CONGESTION.

SeatsX

CONFIDENTIAL

Welcome

Dear Sarah and Denton County Transportation Authority,

We are very excited about the prospect of you joining SeatsX ("The Company") as a Mobility as a Service and Platform as a Service partner. As a Texas based company, SeatsX is exceedingly pleased to make a Texas sized effort to work together with DCTA to provide leading edge innovation in the DCTA transportation services region. Together, DCTA and SeatsX can guide the citizens of DCTA to world class technology solutions that will increase transportation frequency options, monetize underutilized assets, reduce congestion and build community around commutes. SeatsX is unlike any other mobility solution in that it is entirely configurable and customizable to the needs of DCTA. Specifically, SeatsX will partner with DCTA to customize the following technologies (Compliant Federal/Non-Federal/Combinations):

Commute Communities™ - Configurable Social Network of rides that make commutes routes, social media topics.

Ride Marketplace - Complete integration of DCTA/DART and private ride assets onto one technology solution.

If you have any questions at all, please feel free to call me at 713-818-9298. I look forward to your response and (hopefully) working together. www.SeatsX.com

Best,

Erik Simpson
CEO SeatsX
12335 Kingsride #418
Houston, TX 77024

SeatsX

Three Revolutionary Products in One
(Commute Communities, Next Generation Navigation, Ride Marketplace)



Letter of Transmittal

DCTA - Denton County Transportation Authority
1955 Lakeway Drive, Suite 260
ATTN: Sarah Martinez
Solicitation #19-05

SeatsX

12335 Kingsride #418
Houston, Texas 77024
832-916-2001
www.SeatsX.com

Authorized SeatsX Representative for DCTA:

Erik Simpson, CEO SeatsX

Email: erik@seatsx.com

Phone: 713-818-9298

Proposal funding Categories:

Federal, Non-Federal and Combination of Federal and Non-Federal

Proposal elements will be compliant with both Federal and Non-Federal guidelines

SeatsX is pleased to allow other agencies within the DCTA region to utilize SeatsX

Binding Signature of SeatsX for proposal and cost schedule

Erik M Simpson – CEO – SeatsX LLC a Texas Company

Proposal terms and services are valid and binding for 90 days following the RFP due date.

TAB 1: STATEMENT OF PROJECT UNDERSTANDING

SeatsX is exceedingly pleased to propose an integrated MaaS and PaaS solution which is configurable to the changing needs of DCTA, cost effective and innovative toward building community out of standard commutes. SeatsX utilizes background checks and multiple tiers of security for rider and driver safety.

DCTA Integration of Public Transit Network alongside Private Citizen Cars onto the SeatsX platform:

The SeatsX system incorporates each fixed route public bus route onto the system with integration for both dynamic and fixed routes. The dynamic routes may be uploaded nightly to improve fleet utilization rates for both DCTA paratransit units and DCTA larger bus units. The benefits for DCTA are as follows:

- Public assets are used with priority in our patented price-time priority queue system. The SeatsX system allows for private and public assets to offer rides on the same routes based on price-time priority of the ride fare. Since public assets use very economic fares, the system naturally gives public assets priority.
- DCTA may upload empty seats each day to the SeatsX network. The SeatsX network will notify/ping members when their route requests overlap with public transit. This system approach increases utilization of public fixed routes as well as dynamic routes and paratransit routes.
- DCTA fare structure is programmatically placed on the SeatsX platform for each route alongside route by route directions for transfers. Bus Pass integration into completed fare purchases allows for visual (or scan) presentation to bus driver units.

DCTA Configurable Commute Communities™:

- SeatsX intends to work with DCTA to dynamically create needed Commute Communities™ which are social media groups (may be private or public) that allow for a community to develop between two or more waypoints.
- Virtual Commute Communities™ are low cost methods to allow for “virtual bus and subway systems” to develop with the private citizens within the DCTA region.
- Virtual Commute Communities™ are ideal for both rural and metro networks as they may be configured in partnership with DCTA to meet the dynamic needs of the network.
- Commute Communities™ also allows social media excitement to build around Commute Communities™ that trend for larger events within the area of DCTA or the greater North Texas Area which may even include long haul Commute Communities™ from DCTA to university campuses across Texas and the USA. Either DCTA or private citizens may administer Commute Communities™ to provide maximum local benefits.
- Guaranteed ride home system features which may be configured to allow a specific allowance for this feature based on the needs of DCTA.

DCTA Navigation Integration with Ride Marketplace:

- SeatsX provides DCTA navigation integration with the Ride Marketplace (which includes public and private transit options on one pricing grid).
- One pricing grid approach favors public transit, but when public transit is not available, route frequency is increased by private citizens who offer rides on similar routes. Increasing transportation frequency is the number one reason of why citizens move to efficient transport methods.

TAB 2: EXPERIENCE AND QUALIFICATIONS

SeatsX LLC is a Texas Company who is a Subsidiary of Simpson Holdings, Inc which has been a Texas based corporation since 2002. SeatsX has been developed over the past 3-4 years taking a very unique, yet power approach to transportation markets. SeatsX is the only company that has pioneered the concept of making a Seat or Ride a commodity to make a dynamic marketplace for rides which maximizes the benefits for citizens. It is well known that Texas led the world in innovating oil and gas markets to organize them as a commodity which is well known to be the most advance system for oil and gas in the world. SeatsX has also pioneered similar concepts to innovate a ride marketplace in such a way that public transportation assets may be utilized at much higher levels if they are allowed to compete on a price basis with private cars along a given route. Further, such a structure allows the system to be configurable such that under utilized public dynamic route assets may benefit to increase utilization rates.

SeatsX has innovated the concept of making a normal transit route a “Community”. These Commute Communities™ are a secret sauce that adds the concept of building community in a region based on commuting. In the past commutes have left people isolated. To date, no social network has structured a system to make a Commute a Community. Simply stated, Commutes are communities in that all riders have a common goal to get to their destination.

Simpson Holdings Inc founded 2002 (Parent):
Firm Size \$125 MM
SeatsX LLC affiliate founded 2018
SeatsX – 18 employees that are Texas Based and

Overview of Current Mobility Projects:

City of Orlando – LYNX system – John Slot CTO

- On boarding City Metro System fixed routes
- On boarding Dynamic and Paratransit routes
- Commute Communities

Paychex Partnership – Commuter Benefits Payroll
allow pretax payroll benefits to accrue to employers
public and private transport

City of Houston - 19,000 Virtual Hubs

- Integration of Commute Communities™ with

City of Ithaca, NY

- Cornell University Commute Communities™ –

New York State and New York City

- Michael S. Wojnar Asst Sec of Transportation
- Debra Nelson NYMTC Council of Governments

City of Los Angeles Inglewood

- Mayor James Butts

USA – 550,000 Virtual Hubs



available to work with DCTA

benefit onboarding system to
who use the SeatsX system for

local media traffic reports

Gary Creemens



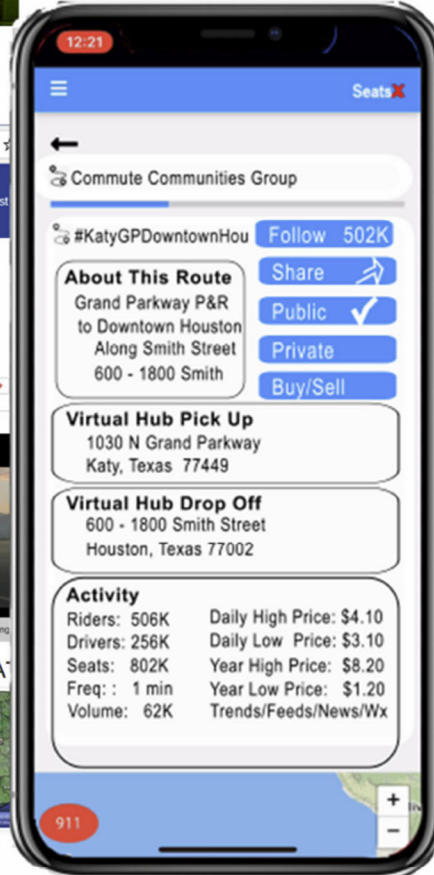
Seats **X**
Commute Communities
#KatyDowntownHouston


- Routes to which one may subscribe, follow, friend...
- Your commute is now a series of communities
- Commute Community info
- License of Commute Communities™

← → ↻ 🏠 ⓘ Not secure https://abc13.com/traffic/ ⓘ

☰ menu **abc 13 EYEWITNESS NEWS** 📺 WATCH LIVE Houston Southwest Southeast Northwest Northeast

TRAFFIC



Onboard your Traffic Report today with our API **Seats**.com

Sign up for free on www.seatsx.com Subscribe today to Commute Communities and earn or save

Contact us today to discuss how to sign up as an individual or onboard your Media Outlet:

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University Partnerships for Commute Communities:



Student/Faculty Benefits

- Save money commuting
- Make \$3,000 to \$15,000 per year depending on commute
- Make money commuting
- Every rider and driver background checked real-time
- 911 real-time security

What SeatsX Does?

- Patented Price Based Navigation™ system
- Commuter Communities™
- Online Ride Marketplace
- Saves commuters money
- Price transparency
- Monetize daily commutes
- Reduces congestion
- Improves air quality
- Make a friend
- 500+ Cities
- 600,000 hubs
- Rural and metropolitan hubs
- Integration into existing navigation or stand alone



Ready to get started? Sign Up Online Today for Free: **SeatsX** web app

Contact us today to discuss how to onboard your university, metro or city:

832-916-2001

www.seatsx.com

info@seatsx.com

SeatsX LLC

12335 Kingside #418

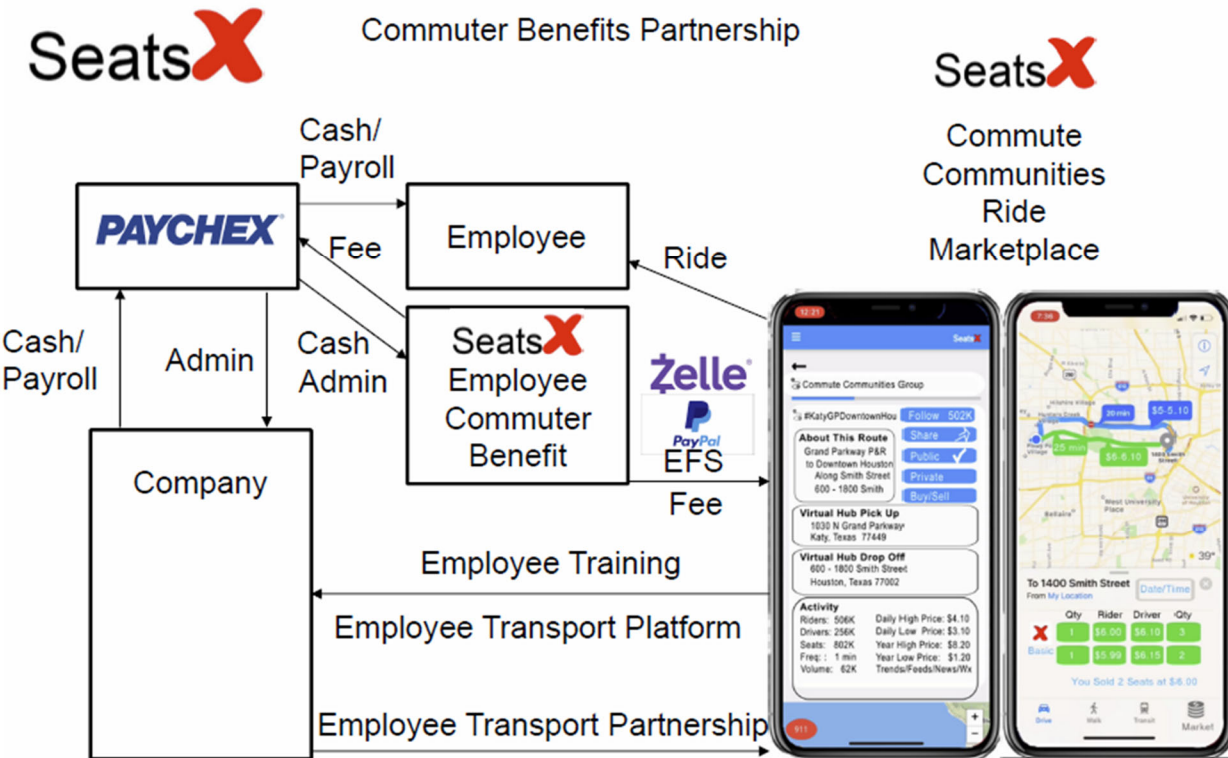
Houston, TX 77024

SeatsX.com

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Paychex Commuter Benefits Partnership for \$255/month pretax benefit to employees of participating companies and integration with payment systems such as Zelle/Paypal/Credit Cards:



City of Orlando On Boarding of Public Fixed and Dynamic Routes:

Interface with Trapeze routing software and general fare structure files and GTFS routing structures



Types of Partnerships

- Fixed route bus marketing
- Dynamic route routing integration marketing
- Virtual bus extensions
- Boost route frequencies
- Interconnected city/state
- Air quality grants
- Route extension grants

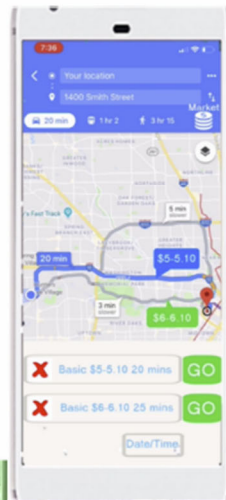
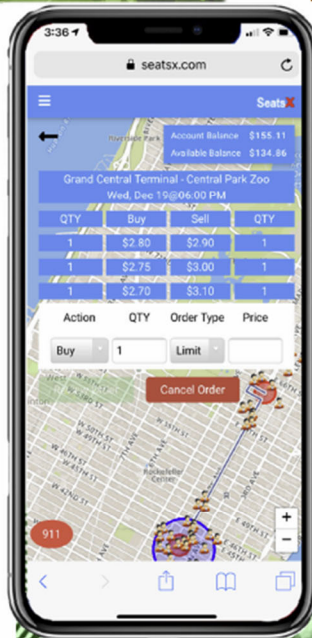
What SeatsX Does?

- World's only patented commodity auction for rides
- Saves commuters money
- Price transparency
- Increases ridership on bus and pooling networks
- Reduces congestion
- Improves air quality
- Reduces infrastructure maintenance
- 500+ Cities/ 600,000 hubs

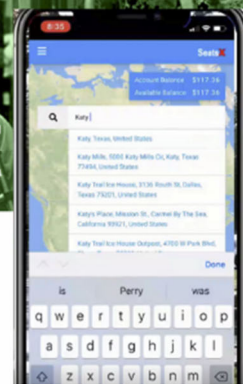


Ready to get started?

Contact us today to discuss how
832-916-2001
www.seatsx.com
info@seatsx.com
SeatsX LLC
12335 Kingside #418
Houston, TX 77024



SeatsX.com



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SeatsX

Commute Communities

#ArlingtonFtWorth

Commute Communities

- Routes to which one may subscribe, follow, friend...
- Your commute is now a series of communities
- Commute Community info
- License of Commute Communities™

What SeatsX Does?

- Commutes as Social Network of Communities
- Communities based on travel point(s)
- Village or City is now a list of communities based on commutes
- Communities may be sequenced
- Virtual subway in city
- 500+ Cities
- 600,000 hubs
- Rural and metropolitan hub pairs as communities

Ready to get started?

Sign up for free on www.seatsx.com Subscribe today to Commute Communities and earn or save

Contact us today to discuss how to sign up as an individual or onboard your metro or city:

832-916-2001

www.seatsx.com

info@seatsx.com

SeatsX LLC

12335 Kingsride #418

Houston, TX 77024

SeatsX.com

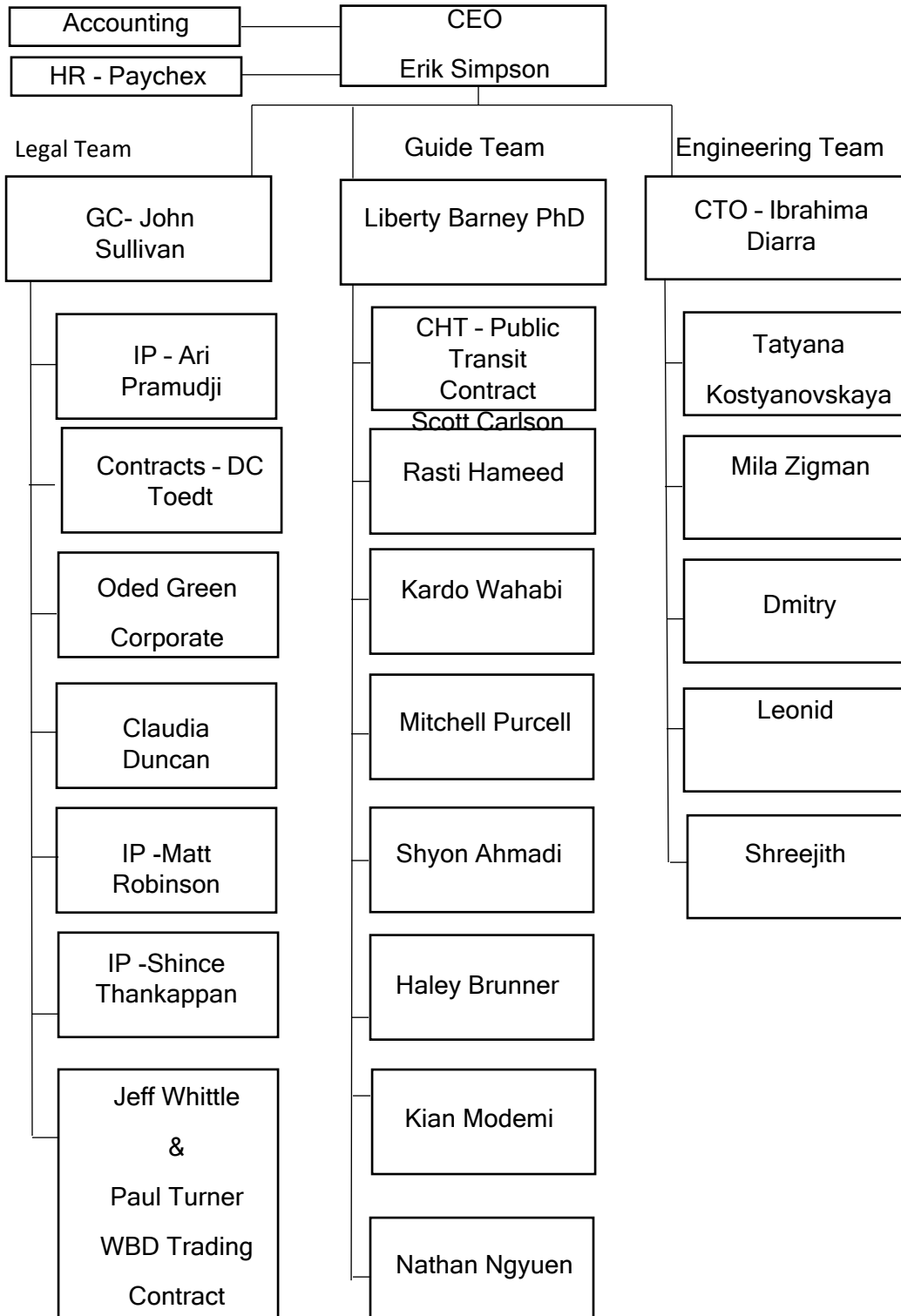
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Seats

Technical Organization Chart for Texas Region

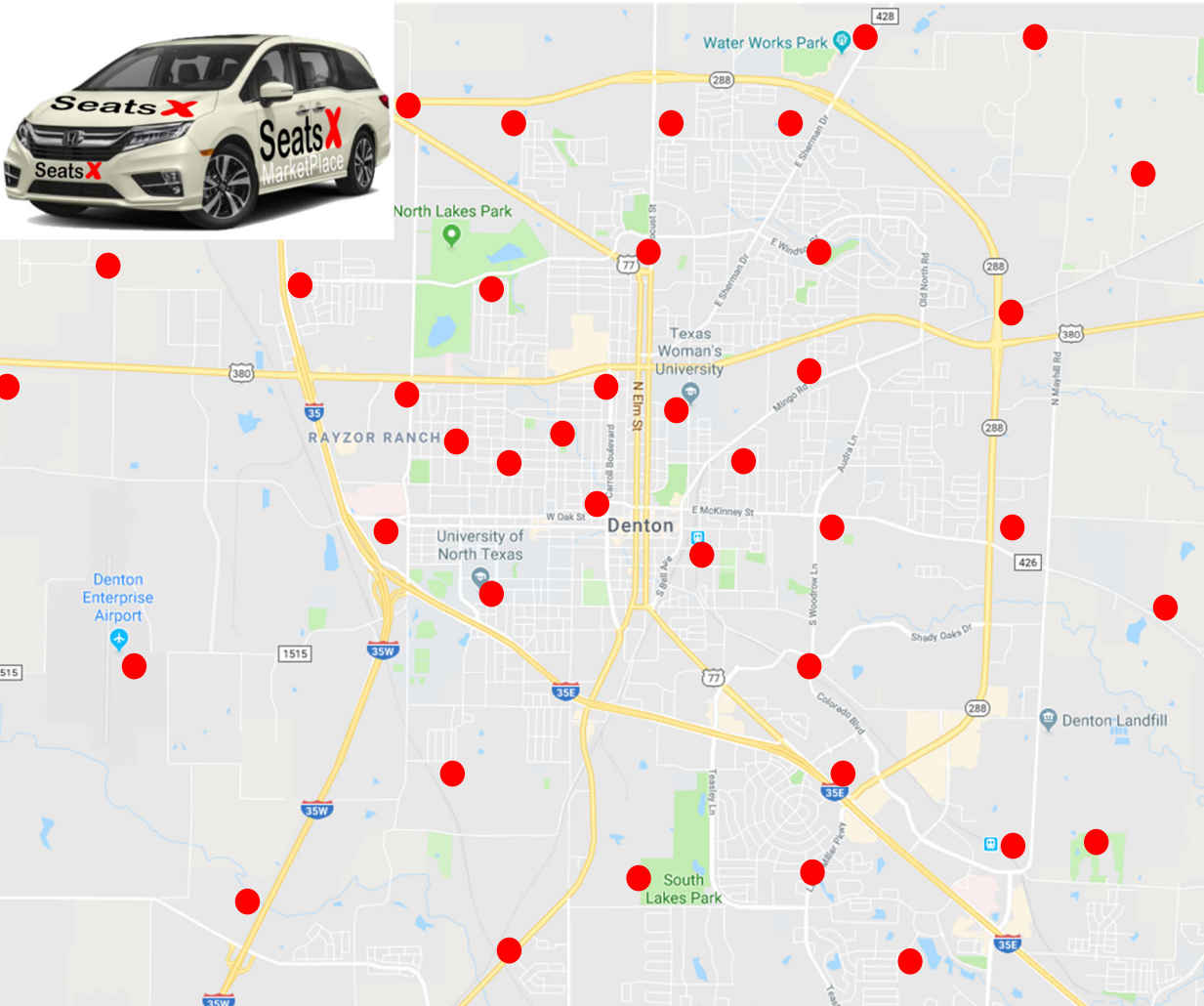


TAB 3: PROJECT APPROACH

- SeatsX will intends to work daily with DCTA staff to customize additional virtual hubs in our initial build-out for the DCTA region to cover both public fixed routes, dynamic routes, paratransit routes and new developing areas in need of transit.
- The custom DCTA virtual transportation hub plan will make a series of dynamic Commute Communities™ in partnership with SeatsX. DCTA and SeatsX will work to make these communities also media feeds for local websites and other media forms to integrate with traffic reports.
- SeatsX will also integrate navigation solutions with connectivity to Commute Communities and the Ride Marketplace which integrates public (DCTA/DART) and private transport solutions in an integrated manner. Private citizens in Commute Communities™ may offer rides on all hub combinations.
- SeatsX will market to partner with local businesses in DCTA to integrate Paychex commuter benefits programs across the greater region to allow for additional payment and integration options and to leverage federal benefits.
- Guaranteed ride home programs will be supported with SeatsX mini-van assets as well as other DCTA assets that may be utilized or offered up over the MaaS and PaaS system.

**SeatsX Commuter MiniVans
to backup Guaranteed Ride Home**

**● DCTA -SeatsX Commute Communities™
Customized Virtual Hubs (Example)**



DCTA Configurable Commute Communities™:



DCTA will be beyond the cutting edge in the world with the SeatsX MaaS and PaaS software.

No other transport method has the following benefits:

- Full integration of public assets with private assets
- Social Media format where each Commute is a Commute Community™
- Each Commute Community may be configured to be Public or Private. Citizens of Denton may be “Admins” over each commute community.
- Commute Communities™ may be public or private invite only for such areas as school zones or if people simply prefer to have a private commute community
- Commute Communities™ integration with local media traffic reports
- Ride Marketplace is 100% configurable to let the citizens of Denton set the prices and DCTA/DART all independently
- Social media Commute Communities™ sharing features to promote communities integration with Facebook, Twitter, Snap, Instagram, YouTube, LinkedIn or other social media platforms.
- Price time priority queues to promote a free market and low prices.
- Background checks for riders/drivers
- Activity information updates

SeatsX is both a MaaS and PaaS solution for transportation.

The service model is to include all public transport service assets as well as all members private vehicles (no vehicle may be older than 10 years) on to one system to provide maximum utility to the entire DCTA area. The SeatsX Commute Communities system is fully configurable by DCTA or SeatsX to allow dynamic formation of Commute Communities as the DCTA area expands or transportation needs evolve. The virtualization of Commute Communities™ allows for the lowest cost methods to provide maximum transportation frequency and quality over the largest geographic area.

Perspective of the DCTA operator, DCTA transportation dept and DART:

- Base service model integrates public transportation assets
- PaaS allows full private transportation integration as a layer on top of public transportation assets
- Fully configurable virtual hubs to move transportation virtualization capacity as the needs of the system change
- Fully configurable fare structure for public assets such as DCTA and DART. They set their fares, not SeatsX. Bus/Train pass integration layer for presentation to drivers when tickets are purchased.

Perspective of DCTA clients (universities, corporations, hospitals, citizens):

- SeatsX - Paychex commuter benefits integration for payroll integration and federal tax benefits
- Higher frequency transportation

Innovations pioneered by SeatsX Commute Communities™

- Only transport network that has patented making transport routes communities in a social media context which one may “Follow”, “Friend”, “Subscribe”, etc.
- Patented Social Media system design to provide gateway to integrated Ride Marketplace that combines public and private transport options
- Patented Navigation integration of ride marketplace
- Patented Price-Time Priority Queues to efficiently integrate public and private transport options

User Experience (UX) Model:

- Web-Application Login and user account creation which is supported by any mobile phone running a web browser
- Commute Communities™ -Follow, Friend, Subscribe model for preset large hub commutes
- Custom “From” – “To” virtual hub integration with ability to save “My Route” for a common commute that may not overlap with the larger Commute Communities™
- Common route users are notified via the text notification system of available rides on a route
- On Demand Rides are available / Call-In rides for those who can’t operate a mobile phone

Customer Service:

- SeatsX runs an internal call center located in Texas as well as extensive email support, video archives for users on the UI/UX model and social media presence with user interaction.
- SeatsX will have limited assets driving in the service area as a backup for guaranteed rides
- Texas based customer support 832-916-2001
- Email support support@seatsx.com
- Background Checks are run on SeatsX systems over 61 state database systems on crime and 12 national and international databases. Criminal history is re-run daily and users will be dis-allowed for temporarily flagged if the system verifies an felony issues against crime databases. SeatsX does not allow convicted felons to participate on the system.

SeatsX

Hardware Requirements Users:

Mobile phone running a web browser (Chrome, Safari, Edge, etc...)

Hardware Requirements Administrators:

PC or Mobile Phone running a web browser (Chrome, Safari, Mozilla, Edge, etc...)

Fare or Payment Collection:

InBound Payments:

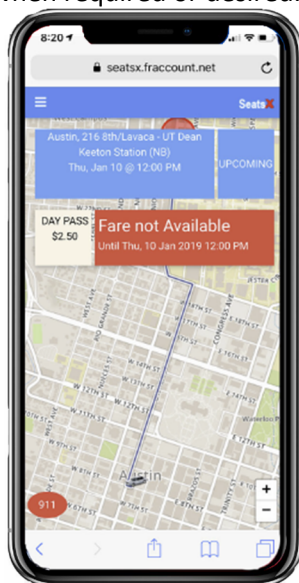
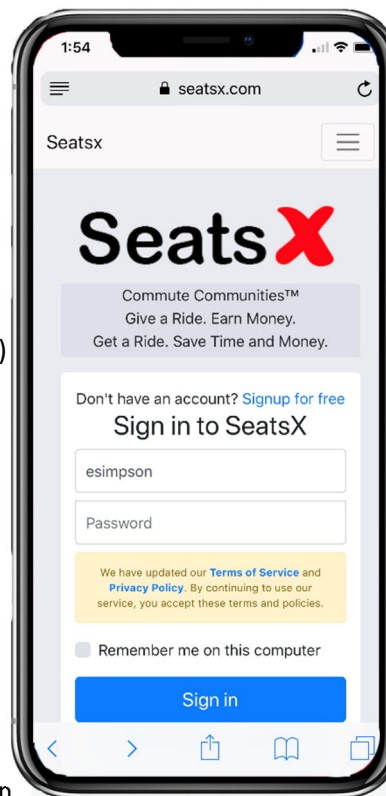
- Major Credit/Debit (AMEX, Visa, MC, Discover)
- PayPal
- Zelle
- Check/ACH
- Paychex Payroll deposit or Commuter Benefits Card
- Upcoming (Apple Pay, Android Pay, SeatsX Gift Card, others)
- Metro Cards

OutBound Payments (to agency or operator or driver):

- SeatsX Account
- Bank Account Transfer/ACH
- Wire

Integration with DCTA or DART for bus pass or train pass display:

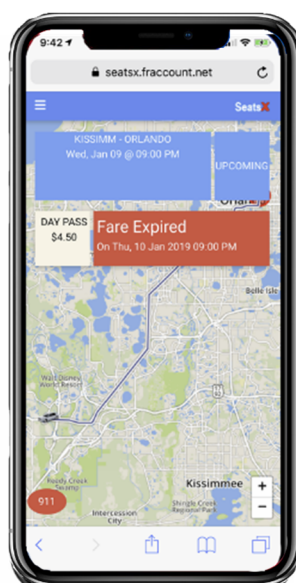
- Multiple fare structures permitted which expire as 2 hour, All Day, All Week, All month or any custom configuration
- Bus pass Display with Picture Verification
- SeatsX is an open system, we will partner with any system and will facilitate custom API for platform integration when required or desired.



SeatsX bus interface pass

← If Upcoming

If expired →



3.3 Accessibility: 3.3.1 Discuss how the service would accommodate a variety of passenger types:**Senior Citizens:**

- SeatsX partners with public assets through API to allow paratransit dynamic routes to sell excess empty seats on the system to increase utilization rates while maintaining advance bookings for Paratransit services.
- SeatsX has a paratransit service tier where private vehicles with handicap capability may participate the ride market and Commute Communities alongside DCTA vehicles which are handicap capable.

Individuals with disabilities:

- SeatsX partners with public assets through API to allow paratransit dynamic routes to sell excess empty seats on the system to increase utilization rates while maintaining advance bookings for Paratransit services.
- SeatsX has a paratransit service tier where private vehicles with handicap capability may participate the ride market and Commute Communities alongside DCTA vehicles which are handicap capable.

Unbanked users:

- SeatsX does take checks or cash may be deposited into a Bank of America Account to money@seatsx.com which will credit a users account the transportation funds
- Paychex may allow commuter benefits to direct deposit to any users account through a government or employer

Users without mobile access:

- SeatsX has a Texas based call center where rides may be arranged for customers without mobile phone services 832-216-2001

3.4 System and User Training, and Customer Support: 3.4.1:

- Online Training Manuals and Documentation
- Video User support on YouTube.com/SeatsX social media channel
- SeatsX personnel on call in DCTA to do Training Seminars for Corporates/Universities/City/DCTA/DART

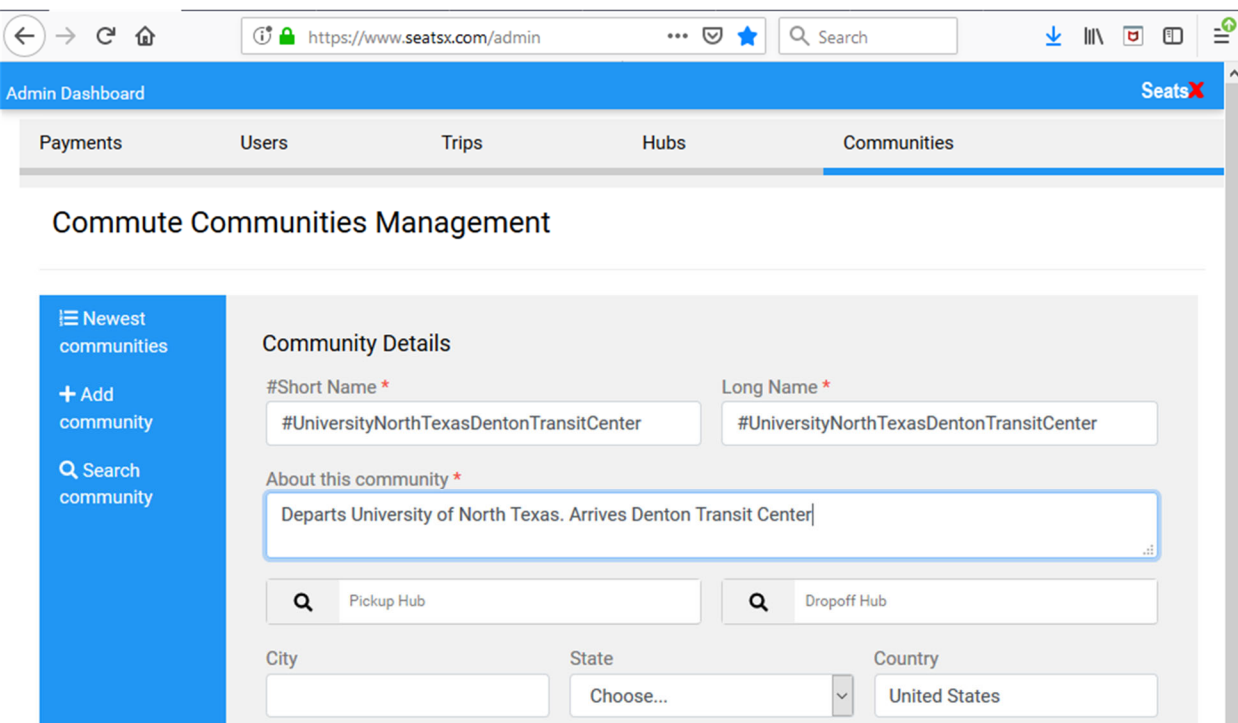
3.4.1 Describe the programs used to train drivers, dispatchers/schedulers, and project managers:

- SeatsX has a comprehensive 61-page customer service manual and technical support manual available online
- Support training may be scheduled with 1-2 weeks notice as SeatsX is a Texas based company
- Video Training Available 24/7 on-demand
- 24/7 customer support call center Texas based in Houston 832-916-001
- Email support support@seatsx.com

3.4.2 Describe how agency staff and partners will be trained to use any dashboard/reporting tools:

- SeatsX staff are on call to schedule admin view training and customer support for DCTA
- Support training may be scheduled with 1-2 weeks notice as SeatsX is a Texas based company
- Video Training Available 24/7 on-demand
- 24/7 customer support call center Texas based in Houston 832-916-001
- Email support support@seatsx.com

Commute Community Admin Management Web Portal



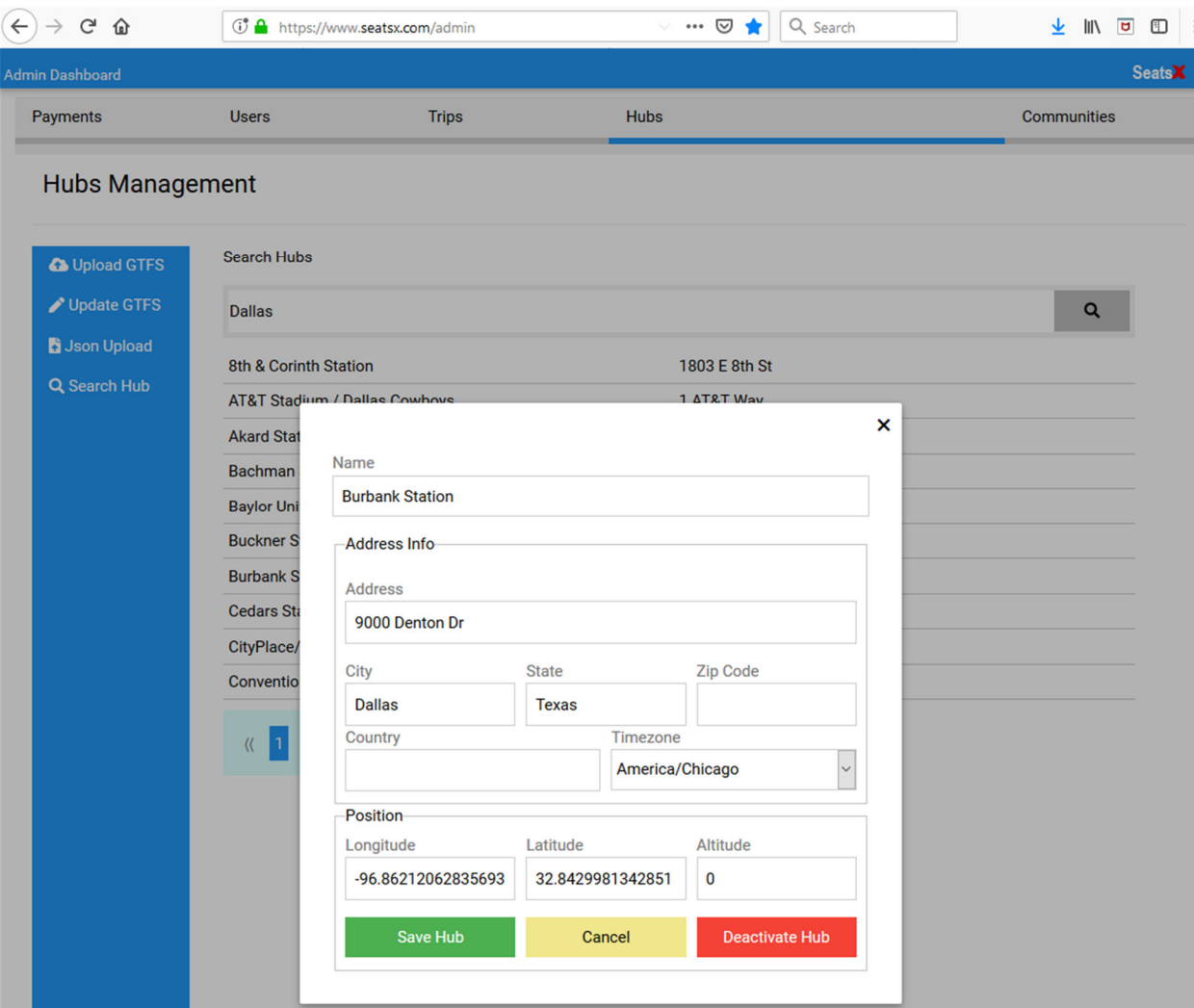
The screenshot shows the 'Commute Communities Management' web portal. The browser address bar displays 'https://www.seatsx.com/admin'. The page has a blue header with 'Admin Dashboard' and the 'SeatsX' logo. Below the header is a navigation bar with tabs: 'Payments', 'Users', 'Trips', 'Hubs', and 'Communities'. The 'Communities' tab is selected. The main content area is titled 'Commute Communities Management'. On the left is a blue sidebar with options: 'Newest communities', '+ Add community', and 'Search community'. The main form area is titled 'Community Details' and contains the following fields:

- #Short Name ***:
- Long Name ***:
- About this community ***:
- Pickup Hub**:
- Dropoff Hub**:
- City**:
- State**:
- Country**:

3.4.3 Describe the technical support available to staff, operators, dispatchers, and project managers:

- SeatsX staff are on call to schedule admin view training and customer support for DCTA
- Support training may be scheduled with 1-2 weeks notice as SeatsX is a Texas based company
- Virtual Hub Admin Management
- Video Training Available 24/7 on-demand
- 24/7 customer support call center Texas based in Houston 832-916-001
- Local workers will be assigned to DCTA area for on-ground assets and guaranteed ride home program
- Email support support@seatsx.com

Virtual Hub Address Management Tool



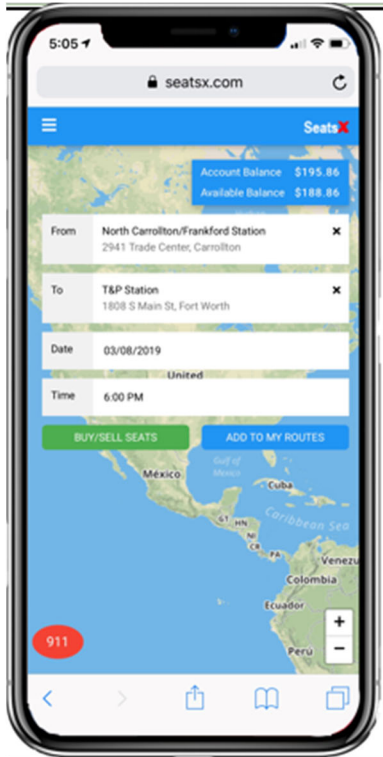
The screenshot displays the 'Admin Dashboard' for SeatsX, specifically the 'Hubs Management' section. A modal form is open for adding a new hub. The form includes the following fields:

- Name:** Burbank Station
- Address Info:**
 - Address:** 9000 Denton Dr
 - City:** Dallas
 - State:** Texas
 - Zip Code:** (empty)
 - Country:** (empty)
 - Timezone:** America/Chicago
- Position:**
 - Longitude:** -96.86212062835693
 - Latitude:** 32.8429981342851
 - Altitude:** 0

At the bottom of the modal, there are three buttons: 'Save Hub' (green), 'Cancel' (yellow), and 'Deactivate Hub' (red).

3.4.4 Describe the customer support system in place for agency customers. This section should also outline the following:

User Interface Training Examples:



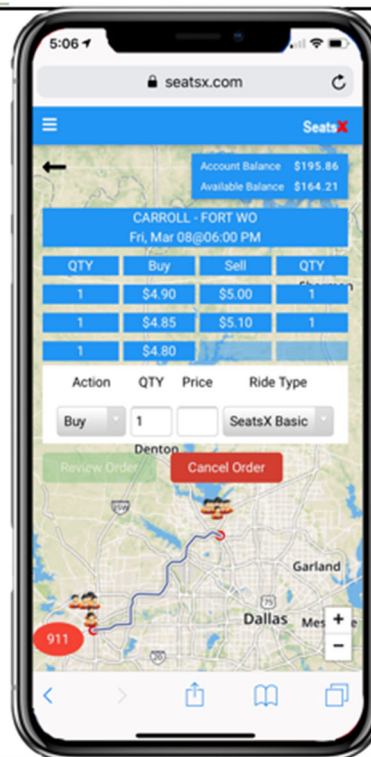
SeatsX

“From” User Input:
Denton, Texas

“To” User Input:
Fort Worth, Texas

Pick Date/Time

User may “Buy/Sell” or “Add to My Routes” if they want notifications and it is a frequent route

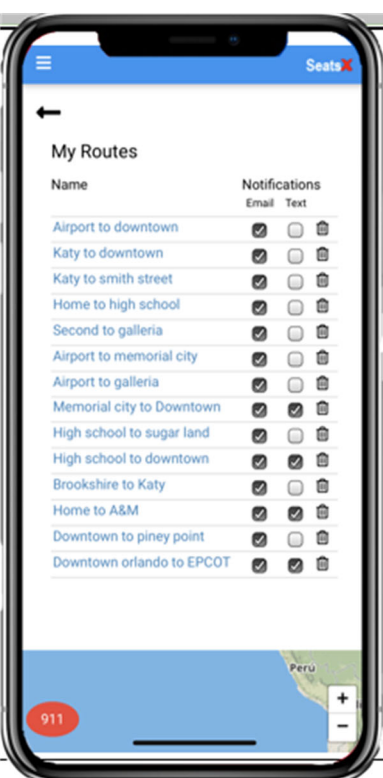


SeatsX

“My Routes” interface

SeatsX notification by text or email

If bus route overlaps with “my route” customer is notified of available seat

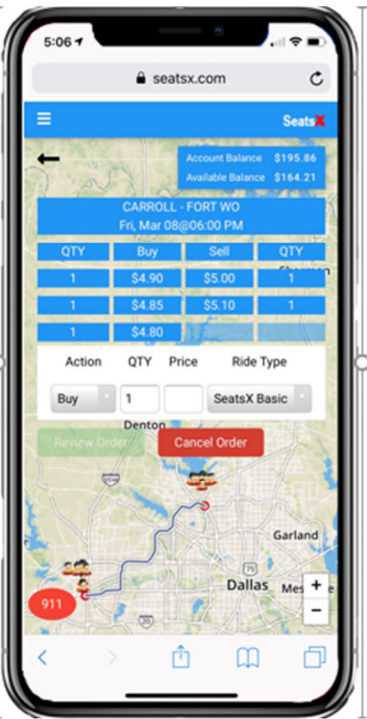


SeatsX

“My Routes” interface

SeatsX notification by text or email

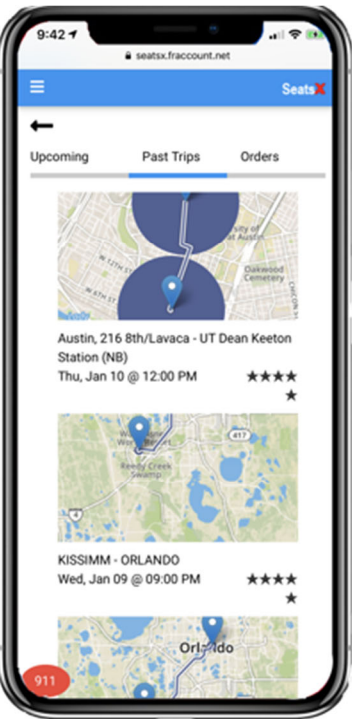
If bus route overlaps with “my route” customer is notified of available seat



SeatsX is effectively an efficient marketing arm of DCTA

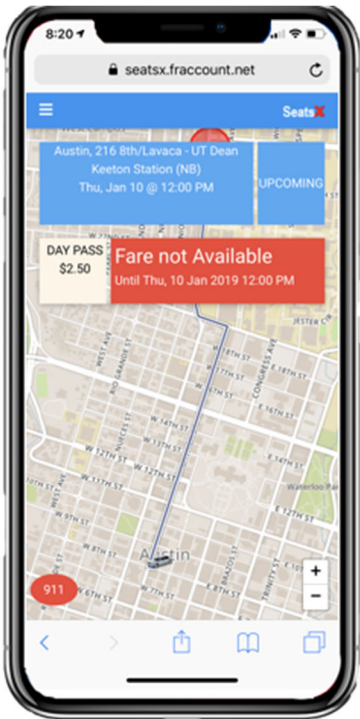
- Select "Buy"
- Bid or match price
 - If lower than "sell" alert sellers
 - Match confirms deal
- Review Order
- Submit Order
 - Match texts user and makes "Trip"

System also notifies users if their "my route" overlaps bus route that a seat is for sale

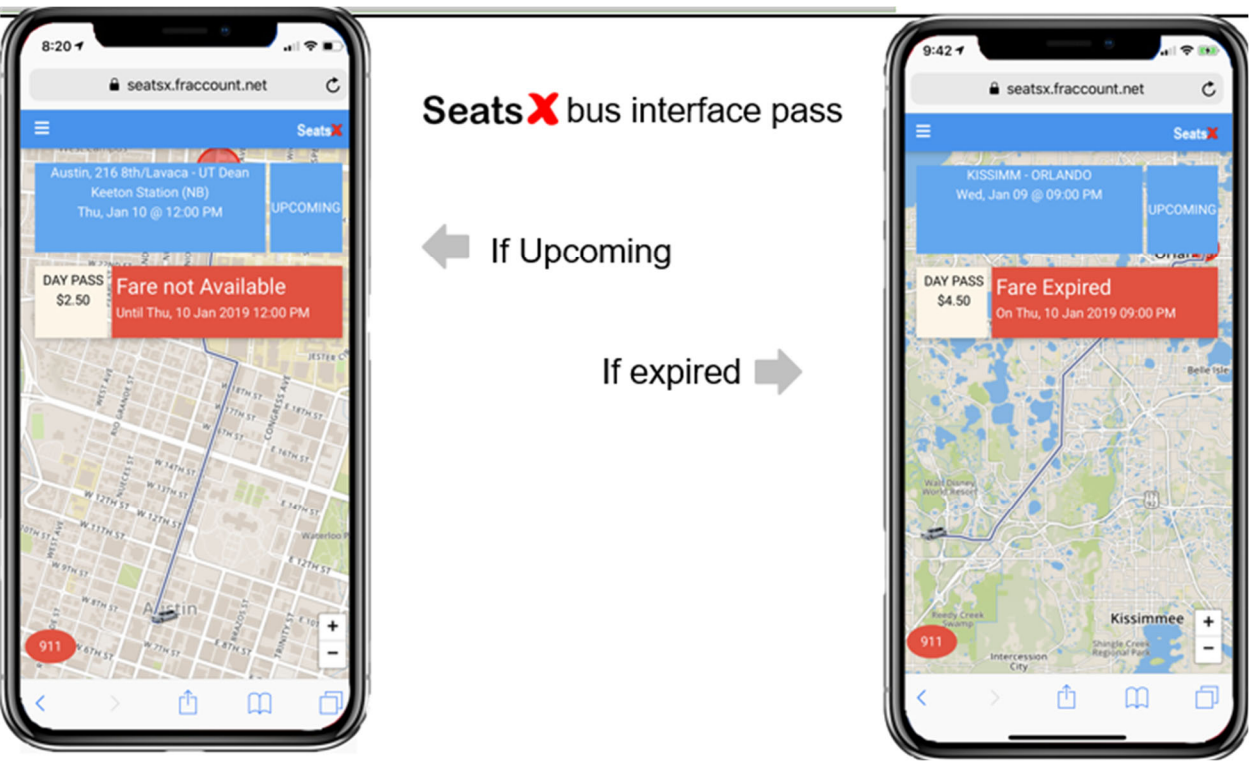


SeatsX Trips Interface

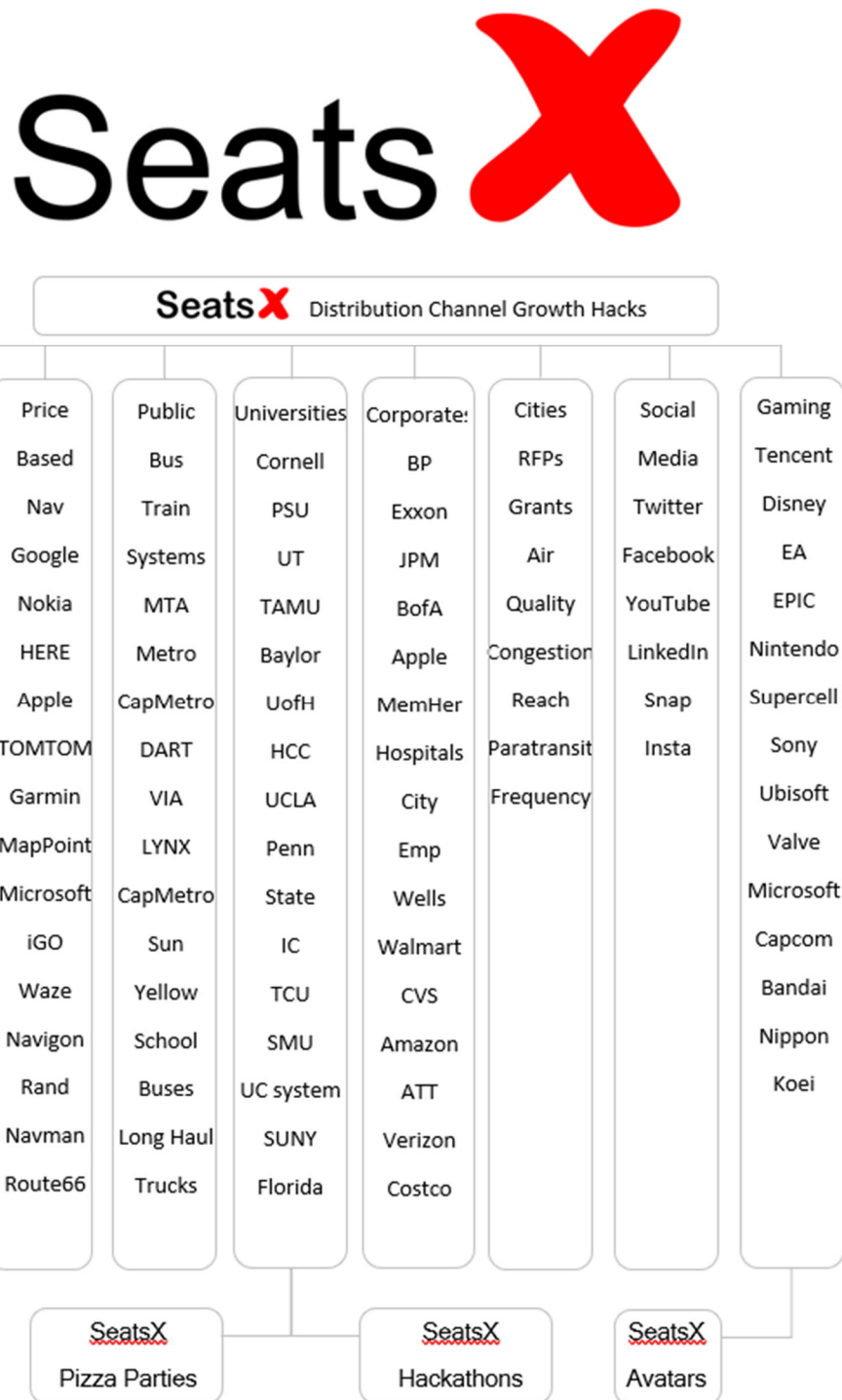
- If trip is "Upcoming" select trip
- For fare interface flash screen



DCTA may desire “Picture Photo alongside Fare Pass” for bus driver verification of rider



3.5 Marketing and Promotions Plan: 3.5.1 Integrated Marketing from SeatsX comes from the following channels (both as a stand alone application and as a software layer on other technology applications):



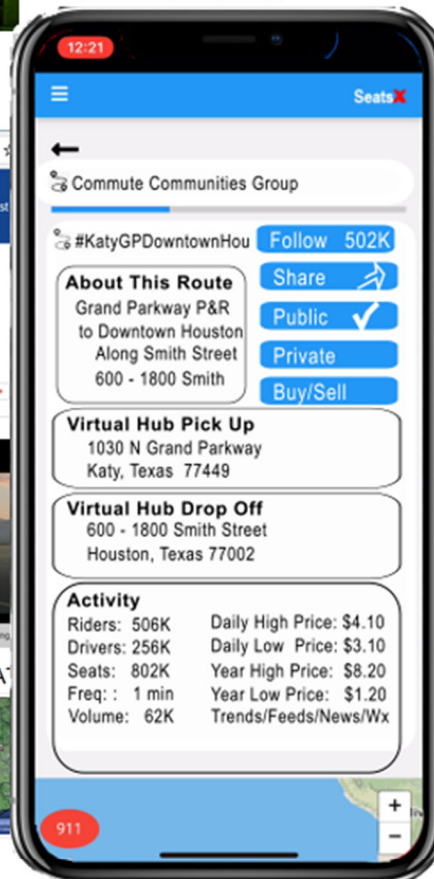
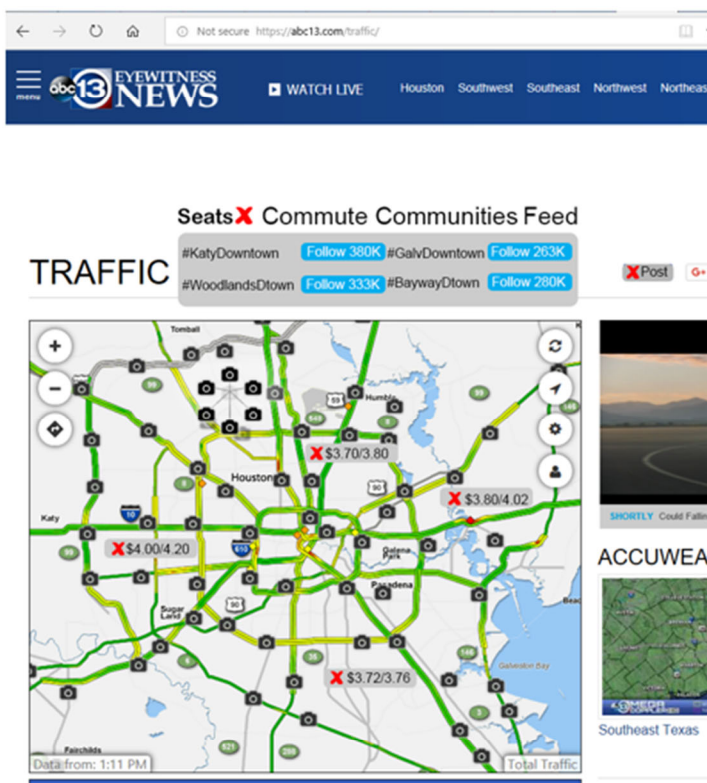
Additional Marketing Material for New Media Traffic Reports, Local Universities and Corporates:



Commute Communities

- Routes to which one may subscribe, follow, friend...
- Your commute is now a series of communities
- Commute Community info
- License of Commute Communities™

What SeatsX Does?



Onboard your Traffic Report today with our API **SeatsX.com**

Sign up for free on www.seatsx.com Subscribe today to Commute Communities and earn or save

Contact us today to discuss how to sign up as an individual or onboard your Media Outlet:

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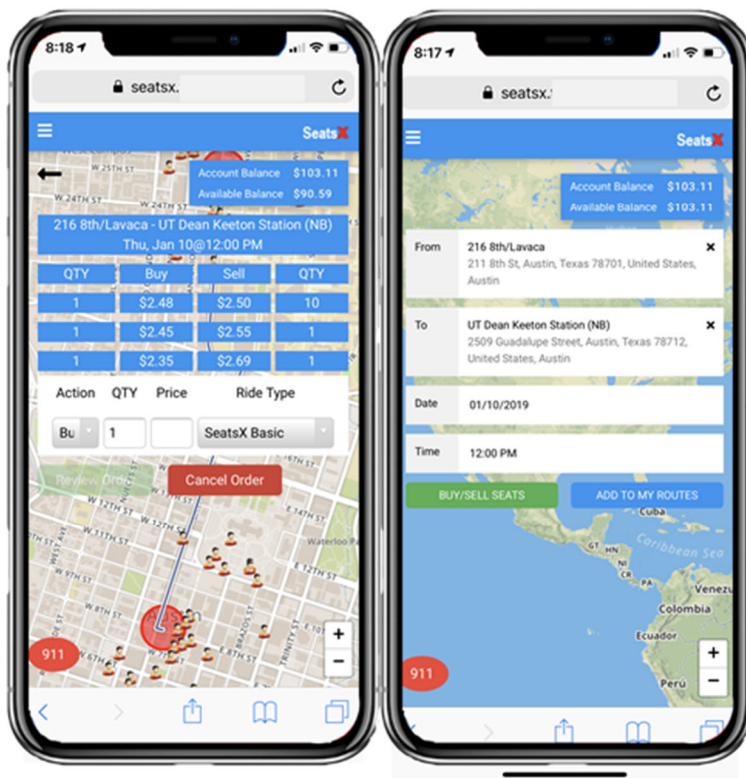


Student/Faculty Benefits

- Save money commuting
- Make \$3,000 to \$15,000 per year depending on commute
- Make money commuting
- Every rider and driver background checked real-time
- 911 real-time security

What SeatsX Does?

- Patented Price Based Navigation™ system
- Commuter Communities™
- Online Ride Marketplace
- Saves commuters money
- Price transparency
- Monetize daily commutes
- Reduces congestion
- Improves air quality
- Make a friend
- 500+ Cities
- 600,000 hubs
- Rural and metropolitan hubs
- Integration into existing navigation or stand alone



Ready to get started? Sign Up Online Today for Free: SeatsX web app

Contact us today to discuss how to onboard your university, metro or city:

832-916-2001

www.seatsx.com

info@seatsx.com

SeatsX LLC

12335 Kingsride #418

Houston, TX 77024

SeatsX.com

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SeatsX Commute Communities

MBA Capstone Project

- One of a kind transportation technology integrating communities, networking, navigation and markets
- Build and Pilot a micro SeatsX community in Austin as CEO

MBA Pilot Guidance:

- Work with the City of Austin
- Work with St. Edwards U
- Make a strategy plan for scale technology platforms in micro communities
- Sequence route student scatterplot
- Contribute to Austin



greenspace, air quality, lifestyle, traffic flow patterns with the city, etc...

Ready to get started? Sign up for free on www.seatsx.com

Make a free account online to demo the software for your technology MBA capstone project.

SeatsX Website contains background, company history and our community.

Contact us today to discuss how to sign up as an individual or onboard your University or city:

832-916-2001

www.seatsx.com

info@seatsx.com

SeatsX LLC

12335 Kingsride #418

Houston, TX 77024

SeatsX.com



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3.6 Data Reporting: 3.6.1

SeatsX records the following detail on each ride (anonymous encryption to protect identities):

Start Waypoint (GPS) Coordinates:

End Waypoint (GPS) Coordinates:

Vehicle Make/Model/Year/Plate/VIN/Insurance:

Trip Start time/End Time:

Vehicle Miles:

Riders per vehicle:

Fuel Type:

Passenger Miles:

Unlinked passenger Miles:

Price per Seat/Ride:

Passenger Age:

Disability/Non-Disability:

Speed of trip:

Duration of Trip:

Location of Trip: address, street, city, state, country:

Data may easily be configured to suit the needs to DCTA or data dumped to format towards the National Transit Database format and requirement.

3.7 Fleet (if applicable): 3.7.1 Describe type and quantity of vehicles available to serve various scales of projects in the service area. Areas to address include:

Various Fleet Sizes may be utilized depending on the scale of project which DCTA decides to partake. As SeatsX is a PaaS and MaaS service 98% of the platform is to optimize DCTA and private citizen vehicles. SeatsX vehicles are only intended for backup, service availability routing and in certain cases building virtual commute communities.

Mini Van Assets May be deployed as guaranteed ride home fleet depending on scope and scale. Guaranteed ride home fulfillment would be guaranteed within the DCTA region at \$50/trip.



Certain deployments have utilized larger vehicle deployments:



How many ADA accessible vehicles are proposed?

SeatsX PaaS utilizes DCTA ADA accessible vehicles as well as third parties and these vehicles may have daily routing deployments on an API interface which can then dispatch notifications to network members to increase utilization rates.

Describe your ability to scale the number of vehicles up or down based on demand.

5 unit mini-van deployments may be ramped up or down on a monthly basis depending on scale and scope. Vehicles are owned.

Storage will be on DCTA city property in a mutually agreeable area.

3.8 Regulatory Compliance (if applicable): 3.8.1 Clearly outline the ability to work within current government regulatory frameworks for transportation services and to adapt service proposals and data reporting to different public transportation funding sources.

SeatsX has under contract legal resources with extensive service at large metro transportation service organizations who have formerly served as general counsel officers within Texas.

SeatsX is confident in our ability to abide by local, state and federal transportation and commerce laws.

TAB 4: INTEGRATION WITH EXISTING SERVICES/TECHNOLOGY

Outline how your services could integrate with regional mobile app and fare payment systems, as well as other potential regional transit applications that DCTA or its partner transit agencies will develop in the future. Currently, DCTA utilizes GoPass, a regional fare app and payment system developed by Dallas Area Rapid Transit (DART). GoPass utilizes Vix Technology, a system integration firm, to streamline DART's payment environment to allow customers to purchase DCTA and regional fare media.

DCTA's Transit Tracker is a vehicle tracking system that provides passengers with access to real-time information for the DCTA A-train, fixed-route bus and shuttle services. Passengers can track vehicles via phone, online, text and free mobile application. The real-time information in DCTA's Transit Tracker system is powered by Swiftly who generates schedule data in General Transit Feed Specification R package (GTFSR) format and real-time Automatic Vehicle Location (AVL) data (GPS trackers installed on agency vehicles).

Routematch is DCTA's provider of hardware and software for the monitoring and scheduling of Paratransit service.

Generally, with very few exceptions, SeatsX anticipates it can fully integrate GoPass payment, AVL GTFSR format data feeds to allow for real time vehicle tracking in app for DCTA and DART vehicles. SeatsX utilizes real time tracking through GPS networks for phone based private vehicles. SeatsX also utilizes GTFS data feeds for public transit networks and routing.

Integration timings may run 1-4 months depending on the requirements and scope.

TAB 5: PRICE**Pricing Models:****Ride Matching (95 - 98% of the proposal):**

Ride matching of vehicles in the DCTA market area (public or private) is \$0.25 per ride match seat regardless of fare structure. The fee can be managed as a net back or extra fee.

Vehicle Fleet for Guaranteed ride Home and spot coverage where not bus route exists (2-5%):

\$50/trip

Integration Fees for DART/DCTA fleet route uplink module and fare pass integration (negotiable depending on scope):

\$50,000 one-time fee

On Demand Fleet Rental:

\$1000/month for 7 passenger mini vans + cost of trip/rides

Training Fees:

\$1,000 per day for 2 people on site

Financial Partnerships:

- Dual Federal and MPO Grant Fulfillment with DCTA and SeatsX (CMAQ, route extension, etc.)
- IRS \$255/month pretax benefit partnership with Paychex to deploy the usage for more workers to use public transport and pooling systems.
- Forward pre-pay partnership with JP Morgan for private citizens who are willing to provide daily rides along a given commute (collateral is the car). These pre-pays can accelerate participation and pooling participation.

SeatsX is willing to consider alternative pricing formats that may meet the needs of DCTA.

TAB 6: ATTACHMENTS/FORMS

Include company brochure, acknowledgement of any Addenda issued, and any other attachments or acknowledgement required as part of this submittal.

Identify any conditions (i.e. bankruptcy, pending litigation planned office closures, impending merger) that may impede the Firm's ability to perform the services

None. No actions of any type have been brought against SeatsX or Simpson Holdings since 2002 the formation of the parent company.

EACH PROPOSAL SHALL INCLUDE A SEPARATE AND SEALED ENVELOPE WITH THE FOLLOWING INFORMATION MARKED CONFIDENTIAL:
FINANCIAL AND BACKGROUND INFORMATION

Provide a bank reference, including the name, address and phone number of a contact person, or a letter of reference from the bank where your firm holds a corporate account.

Bank of America

8773 Katy Freeway

Houston, Texas 77024

(713) 827-3600

Gregory Curtis

RELATIONSHIP MANAGER

SPRING BRANCH

8773 KATY FREEWAY

HOUSTON TX 77024

713 827 3600

gcurtis@bankofamerica.com

TAB 7: APPENDIX : Exhibit A: Bidders Questionnaire:



BIDDER'S QUESTIONNAIRE

1. Name of Contractor ("Business", herein)	SeatsX LLC
2. Doing Business As (other business name if applicable)	
3. Federal Tax ID Number	83-2841227
4. Business Mailing Address (include City/State/Zip Code)	12335 Kingsride #418, Houston, Texas 77024
5. Business Email Address	erik@seatsx.com
6. Business Telephone	832-916-2001
Business Fax Number	
7. Business Type	<input type="checkbox"/> Individual <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Joint Venture
8. Number of Years in Business	Simpson Holdings, Inc Parent 17 yrs.....SeatsX LLC subsidiary 2 years
9. Annual Gross Revenue for the past three years (M = Millions)	<input type="checkbox"/> \$1M or Less <input checked="" type="checkbox"/> \$1M-\$5M <input type="checkbox"/> \$5M-\$10M <input type="checkbox"/> \$10M-\$16M <input type="checkbox"/> \$16M+
10. Number of Employees	<input checked="" type="checkbox"/> 100 or Less <input type="checkbox"/> 101-500 <input type="checkbox"/> 501-750 <input type="checkbox"/> 751-1,000 <input type="checkbox"/> 1,001+
11. Is Business a DBE Firm?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
12. Is Business Owned by Minority Ethnicity?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
13. Ethnic Group	<input type="checkbox"/> Black American <input type="checkbox"/> Asian Pacific American <input type="checkbox"/> Other <input type="checkbox"/> Hispanic American <input type="checkbox"/> Subcontinent Asian American <input type="checkbox"/> Native American <input checked="" type="checkbox"/> White/Caucasian
14. Woman Owned?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
15. Veteran Owned	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
16. Type of Work Performed	<input type="checkbox"/> Construction <input type="checkbox"/> Wholesale/Distributor <input type="checkbox"/> Manufacturing <input type="checkbox"/> Professional Service <input type="checkbox"/> Retail <input checked="" type="checkbox"/> General/Technical Service
17. Has the Business, or any officer or partner thereof, failed to complete a contract?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
18. Is any litigation pending against the Business?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
19. Has the Business ever been declared "Not Responsible"	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
20. Has the Business been debarred, suspended, proposed for debarment, and declared ineligible, voluntarily excluded or otherwise disqualified from bidding, proposing or contracting?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
21. Has the Business ever been a defaulter, as principal, surety or otherwise?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
22. Has the government or other public entity requested or required enforcement of any of its rights under a surety agreement on the basis of a default or in lieu of declaring the Business in default?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
23. Is the Business in arrears upon a contract or debt?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

24. Are there any proceedings pending relating to the Business' responsibility, debarment, suspension, voluntary exclusion or qualification to receive a public contract?
☐ Yes ☒ No

25. Have liquidated damages or penalty provisions been assessed against the Business for failure to complete the work on time or for any other reason?
☐ Yes ☒ No

26. If a "yes" response is given to questions 17-25, please provide a detailed explanation including dates, references to contract information, contacts, etc. (attach additional pages as necessary). DCTA reserves the right to inquire further with respect thereto.

N/A

27. List the name and business address of each person or each entity which has a 10% or more ownership or control interest in the Business (attach additional pages as necessary).

Simpson Holdings, Inc
Erik M Simpson
248 Bryn Mawr Circle
Houston, Texas 77024

I, individually and on behalf of the business named above, do by my signature below certify that the information provided in this questionnaire is true and correct. I understand that if the information provided herein contains any false statements or any misrepresentations: 1) DCTA will have the grounds to terminate any or all contracts which DCTA has or may have with the business; 2) DCTA may disqualify the business named above from consideration for contracts and/or 3) DCTA may have grounds for initiating legal action under federal, state or local law. **Note: This questionnaire is also a certification form; the information requested will be used to determine small business status as per 13 CFR Part 121. Additionally, this information will allow DCTA to report the amount of subcontracting activity for DCTA.**

Printed Name Erik M Simpson

Title CEO

Signature of Owner /Erik M Simpson/

Date 3/9/2019

Email Address erik@seatsx.com

(Owner, CEO, President, Majority Stockholder or Designated Representative)
Questions about this document should be directed to the Procurement Manager

Exhibit B Prohibition of Contracts with Companies that Boycott Israel

Prohibition of Contracts with Companies Boycotting Israel***This form must be completed and submitted with the bid/proposal***

House Bill 89, effective September 1, 2017, amended the Texas Government Code to add Chapter 2270, Prohibition of Contracts with Companies Boycotting Israel.

Effective September 1, 2017, a state agency and a political subdivision (which includes a transportation authority) may not enter a contract with a company for goods or services unless the contract contains a written verification from the company that; (i) it does not Boycott Israel; and (ii) will not Boycott Israel during the term of the contract.

"Boycott Israel" is defined to mean refusing to deal with, terminating business activities with, or otherwise taking any action that is intended to penalize, inflict economic harm on, or limit commercial relations specifically with Israel, or with a person or entity doing business in Israel or in an Israeli-controlled territory, but does not include an action made for ordinary business purposes.

"Company" is defined to mean a for-profit sole proprietorship, organization, association, corporation, partnership, joint venture, limited partnership, limited liability partnership, or limited liability company, including a wholly owned subsidiary, majority-owned subsidiary, parent company, or affiliate of those entities or business associations that exists to make a profit.

"I, Erik M Simpson (Name of certifying official), the CEO (title or position of certifying official) of SeatsX LLC (name of company), does hereby verify on behalf of said company to the DCTA that said company does not Boycott Israel and will not Boycott Israel (as that term is defined in Texas Government Code Section 808.001) during the term of this contract.

/Erik M Simpson/
Signature of Certifying Official

Title: CEO SeatsX LLC

Date: 3/9/2019

Exhibit C Form CIQ Conflict of Interest Questionnaire

CONFLICT OF INTEREST QUESTIONNAIRE**FORM CIQ**

For vendor or other person doing business with local governmental entity

OFFICE USE ONLY

Date Received

This questionnaire reflects changes made to the law by H.B. 1491, 80th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code by a person who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the person meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the person becomes aware of facts that require the statement to be filed. See Section 176.006, Local Government Code.

A person commits an offense if the person knowingly violates Section 176.006, Local Government Code. An offense under this section is a Class C misdemeanor.

1 Name of person who has a business relationship with local governmental entity.

N/A

2 ☐ Check this box if you are filing an update to a previously filed questionnaire.

(The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date the originally filed questionnaire becomes incomplete or inaccurate.)

3 Name of local government officer with whom filer has employment or business relationship.

N/A

Name of Officer

This section (item 3 including subparts A, B, C & D) must be completed for each officer with whom the filer has an employment or other business relationship as defined by Section 176.001(1-a), Local Government Code. Attach additional pages to this Form CIQ as necessary.

A. Is the local government officer named in this section receiving or likely to receive taxable income, other than investment income, from the filer of the questionnaire?

☐

Yes

☐

No

N/A

B. Is the filer of the questionnaire receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer named in this section AND the taxable income is not received from the local governmental entity?

☐

Yes

☐

No

N/A

C. Is the filer of this questionnaire employed by a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership of 10 percent or more?

☐

Yes

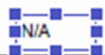
☐

No

N/A

D. Describe each employment or business relationship with the local government officer named in this section.

N/A

4


Signature of person doing business with the governmental entity

Date

GOVERNMENT-WIDE DEBARMENT AND SUSPENSION (NONPROCUREMENT)

Instructions for Certification: By signing and submitting this bid or proposal, the prospective lower tier participant is providing the signed certification set out below.

(1) It will comply and facilitate compliance with U.S. DOT regulations, "Non-procurement Suspension and Debarment," 2 CFR part 1200, which adopts and supplements the U.S. Office of Management and Budget (U.S. OMB) "Guidelines to Agencies on Government-wide Debarment and Suspension (Non-procurement)," 2 CFR part 180,

(2) To the best of its knowledge and belief, that its Principals and Subrecipients at the first tier:

a. Are eligible to participate in covered transactions of any Federal department or agency and are not presently:

- (1) Debarred,
- (2) Suspended,
- (3) Proposed for debarment,
- (4) Declared ineligible,
- (5) Voluntarily excluded, or
- (6) Disqualified,

b. Its management has not within a three-year period preceding its latest application or proposal been convicted of or had a civil judgment rendered against any of them for:

- (1) Commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction, or contract under a public transaction,
- (2) Violation of any Federal or State antitrust statute, or
- (3) Commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making any false statement, or receiving stolen property,

c. It is not presently indicted for, or otherwise criminally or civilly charged by a governmental entity (Federal, State, or local) with commission of any of the offenses listed in the preceding subsection 2.b of this Certification,

d. It has not had one or more public transactions (Federal, State, or local) terminated for cause or default within a three-year period preceding this Certification,

e. If, at a later time, it receives any information that contradicts the statements of subsections 2.a – 2.d above, it will promptly provide that information to FTA,

f. It will treat each lower tier contract or lower tier subcontract under its Project as a covered lower tier contract for purposes of 2 CFR part 1200 and 2 CFR part 180 if it:

- (1) Equals or exceeds \$25,000,
- (2) Is for audit services, or
- (3) Requires the consent of a Federal official, and

g. It will require that each covered lower tier contractor and subcontractor:

- (1) Comply and facilitate compliance with the Federal requirements of 2 CFR parts 180 and 1200, and
- (2) Assure that each lower tier participant in its Project is not presently declared by any Federal department or agency to be:

GOVERNMENT-WIDE DEBARMENT AND SUSPENSION (NONPROCUREMENT)

- a. Debarred from participation in its federally funded Project,
- b. Suspended from participation in its federally funded Project,
- c. Proposed for debarment from participation in its federally funded Project,
- d. Declared ineligible to participate in its federally funded Project,
- e. Voluntarily excluded from participation in its federally funded Project, or
- f. Disqualified from participation in its federally funded Project, and

3. It will provide a written explanation as indicated on a page attached in FTA's TEAM-Web or the Signature Page if it or any of its principals, including any of its first tier Subrecipients or its Third Party Participants at a lower tier, is unable to certify compliance with the preceding statements in this Certification Group.

Certification

Contractor SeatsX LLC

Name and Title of Contractor's Authorized Official Erik M Simpson, CEO SeatsX LLC

Signature /Erik M Simpson/ Date 3/9/2019

NON-COLLUSION AFFIDAVIT

This affidavit must be completed and submitted with the bid/proposal

The authorized representative for bidder/proposer, SeatsX LLC, being first duly sworn, deposes and says that he or she is of the party making the foregoing bid, that the bid is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation; that the bid is genuine and not collusive or sham; that the bidder has not directly or indirectly induced or solicited any other bidder to put in a false or sham bid, and has not directly or indirectly colluded, conspired, connived, or agreed with any bidder or anyone else to put in a sham bid, or that anyone shall refrain from bidding; that the bidder has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the bid price of the bidder or any other bidder, or to fix any overhead, profit, or cost element of the bid price, or of that of any other bidder, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract; that all statements contained in the bid are true; and, further, that the bidder has not, directly or indirectly, submitted his or her bid price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, partnership, company, association, organization, bid depository, or to any member or agent thereof to effectuate a collusive or sham bid.

/Erik M Simpson/

Signature of Authorized Company Representative

Erik M Simpson CEO SeatsX LLC

Name and Title of Authorized Company Representative

3/9/2019

Date

Subscribed and sworn to before me on 3/9/2019 (Date)

(Notary Seal)

Signature Notary Public

Exhibit E Certification of Suspension and Debarment (only if applying for federal funded projects)

GOVERNMENT-WIDE DEBARMENT AND SUSPENSION (NONPROCUREMENT)

Instructions for Certification: By signing and submitting this bid or proposal, the prospective lower tier participant is providing the signed certification set out below.

- (1) It will comply and facilitate compliance with U.S. DOT regulations, "Non-procurement Suspension and Debarment," 2 CFR part 1200, which adopts and supplements the U.S. Office of Management and Budget (U.S. OMB) "Guidelines to Agencies on Government-wide Debarment and Suspension (Non-procurement)," 2 CFR part 180,
- (2) To the best of its knowledge and belief, that its Principals and Subrecipients at the first tier:
 - a. Are eligible to participate in covered transactions of any Federal department or agency and are not presently:
 - (1) Debarred,
 - (2) Suspended,
 - (3) Proposed for debarment,
 - (4) Declared ineligible,
 - (5) Voluntarily excluded, or
 - (6) Disqualified,
 - b. Its management has not within a three-year period preceding its latest application or proposal been convicted of or had a civil judgment rendered against any of them for:
 - (1) Commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction, or contract under a public transaction,
 - (2) Violation of any Federal or State antitrust statute, or
 - (3) Commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making any false statement, or receiving stolen property,
 - c. It is not presently indicted for, or otherwise criminally or civilly charged by a governmental entity (Federal, State, or local) with commission of any of the offenses listed in the preceding subsection 2.b of this Certification,
 - d. It has not had one or more public transactions (Federal, State, or local) terminated for cause or default within a three-year period preceding this Certification,
 - e. If, at a later time, it receives any information that contradicts the statements of subsections 2.a – 2.d above, it will promptly provide that information to FTA,
 - f. It will treat each lower tier contract or lower tier subcontract under its Project as a covered lower tier contract for purposes of 2 CFR part 1200 and 2 CFR part 180 if it:
 - (1) Equals or exceeds \$25,000,
 - (2) Is for audit services, or
 - (3) Requires the consent of a Federal official, and
 - g. It will require that each covered lower tier contractor and subcontractor:
 - (1) Comply and facilitate compliance with the Federal requirements of 2 CFR parts 180 and 1200, and
 - (2) Assure that each lower tier participant in its Project is not presently declared by any Federal department or agency to be:

GOVERNMENT-WIDE DEBARMENT AND SUSPENSION (NONPROCUREMENT)

- a. Debarred from participation in its federally funded Project,
- b. Suspended from participation in its federally funded Project,
- c. Proposed for debarment from participation in its federally funded Project,
- d. Declared ineligible to participate in its federally funded Project,
- e. Voluntarily excluded from participation in its federally funded Project, or
- f. Disqualified from participation in its federally funded Project, and

3. It will provide a written explanation as indicated on a page attached in FTA's TEAM-Web or the Signature Page if it or any of its principals, including any of its first tier Subrecipients or its Third Party Participants at a lower tier, is unable to certify compliance with the preceding statements in this Certification Group.

Certification

Contractor SeatsX LLC

Name and Title of Contractor's Authorized Official Erik M Simpson, CEO SeatsX LLC

Signature /Erik M Simpson/ Date 3/9/2019

Exhibit F Certifications and Restrictions on Lobbying (only if applying for federal funded projects)

LOBBYING RESTRICTION CERTIFICATION*This certification must be completed and submitted with the proposal*

The undersigned Contractor, SeatsX LLC, certifies, to the best of his or her knowledge and belief, that:

- (1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
- (2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for making lobbying contacts to an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form--LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions [as amended by "Government wide Guidance for New Restrictions on Lobbying," 61 Fed. Reg. 1413 (1/19/96). Note: Language in paragraph (2) herein has been modified in accordance with Section 10 of the Lobbying Disclosure Act of 1995 (P.L. 104-65, to be codified at 2 U.S.C. 1601, et seq.)]
- (3) The undersigned shall require that the language of this certification be included in the award documents for all sub-awards at all tiers (including subcontracts, sub-grants, and contracts under grants, loans, and cooperative agreements) and that all sub-recipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by 31, U.S.C. § 1352 (as amended by the Lobbying Disclosure Act of 1995). Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

[Note: Pursuant to 31 U.S.C. § 1352(c)(1)-(2)(A), any person who makes a prohibited expenditure or fails to file or amend a required certification or disclosure form shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such expenditure or failure.]

The Contractor, _____, certifies or affirms the truthfulness and accuracy of each statement of its certification and disclosure, if any. In addition, the Contractor understands and agrees that the provisions of 31 U.S.C. A 3801, et seq., apply to this certification and disclosure, if any.

/Erik M Simpson/

Signature of Contractor's Authorized Official

Erik M Simpson, CEO SeatsX LLC

Name and Title of Contractor's Authorized Official

3/9/2017
Date