

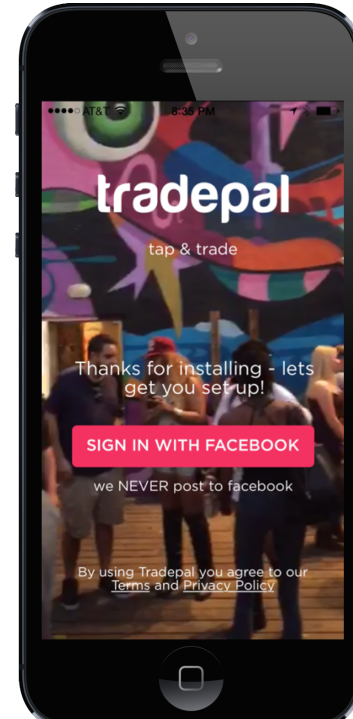
tradepal

... connecting students with their school
community to access needed resources

Mission

TradePal: San Francisco based startup, servicing college communities

Connecting students with their school community via a dedicated **school messaging app** to access needed resources on campus beyond the barriers of time and place.



What is Tradepal?

Differentiators

- Tradepal extends beyond the classroom to offer an intuitive approach to student support services
- Provides instructors and administrators with a toolkit which they can use to more directly support students
- Provides students with a toolkit which they can use to engage collegially with their school community
- Bottom up approach: student approved, student tested, intuitive design for digital native users

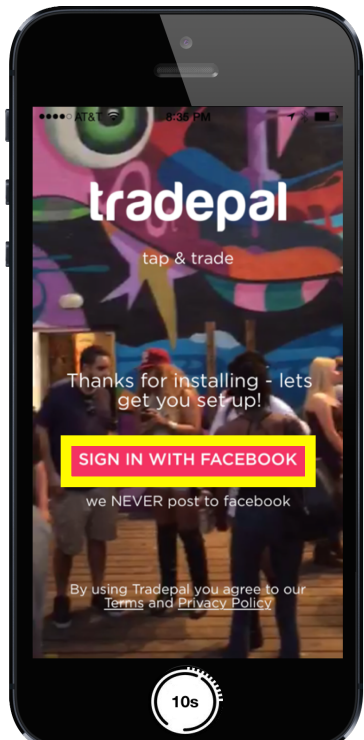
Accessibility

- Discovery on-the-go from your smartphone
- Connects users to their local campus community using their geolocation (.edu email supported)
- Available for iOS and Android for free
- 10sec sign up, 30sec to add a listing, realtime chat (messages not lost in email inbox)



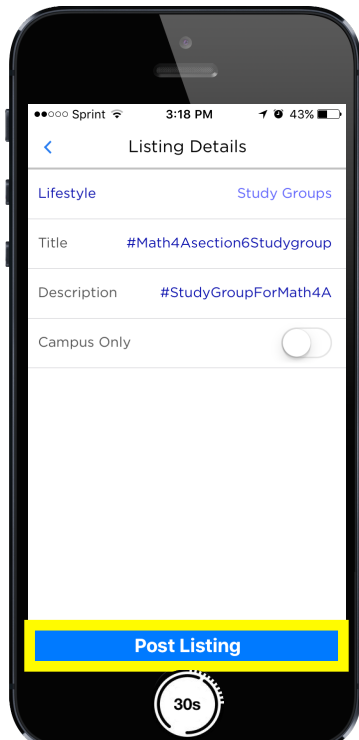
Signup

to your school community



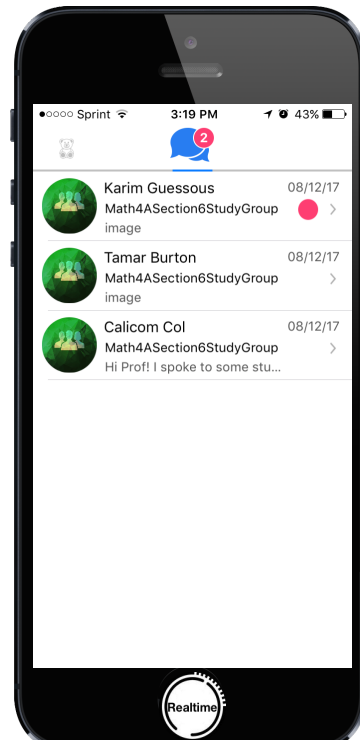
List

class to campus feed



Chat

provide class support to your students



| Benefits to community

- Connects students to their course thereby increasing attendance, performance and retention
- Bridges the gap between introverted students and their instructors
- Offers adjunct professors flexibility to engage students beyond the constraints of an office, time and place



| Professors can:

- List their class for students to access: list class and availability schedule
- Receive feedback/questions from their students while in class, allowing the professor to keep a live pulse on lecture progress
- Maintain the line of communication with students beyond the classroom in realtime (virtual office hours)

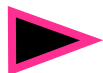


Seamlessly Deploy in Class

Plug'n Play



App readily available
for deployment on
campus



Free



No need to drain on
already strained
school budgets



Intuitive



Intuitive design that
doesn't require any
training for users



User Testimonials

I found Tradepal to be a really interesting app, convenient and very accessible: no tutorial needed and pretty straightforward for my age group
Ariel, UC Davis

The Tradepal app is self-explanatory standard sign up, not sketchy, no randoms, you know who it is - it's college people!
Whitney, SMU

Tradepal gives the immediacy to know what's happening ...kind of like Twitter in real-time but on your campus.
Austin, PSU

It's easier than Facebook groups. Your communication is one to one and it's easy, safe, friendly. You see the distance, can filter down and it's easy to list and chat.
Taylor, UM St Louis

Tradepal would be great for freshman as they don't know how things work and the app would be helpful for them to find out and connect.
Robert, UCSC



| Thank You

Contact:

philip.dailey@tradeportal.com

415-634-7814

