



Pixmarx EDU

mobile marketing + design + management

E X P E R I E N C E

High School





Pixmarx EDU

**A better way to learn
mobile marketing,
digital design &
data analysis.**

A Real App Business for Your School

Pixmarx EDU is designed to give students real life experiences marketing and managing a custom photo app for the entire school. Within 10 days, your school will have their very own iOS and Android photo app that utilizes the Pixmarx patented technology.

Pixmarx EDU promotes real world experiences in these areas:

- Graphic Design
- Data Analysis
- Accounting
- Marketing
- Social Media
- Branding
- Sales
- Service
- Teamwork



Dawg Cam

Pixmarx EDU is not *like* running a business, it **IS** running a real tech business in the hottest tech sector at this time.



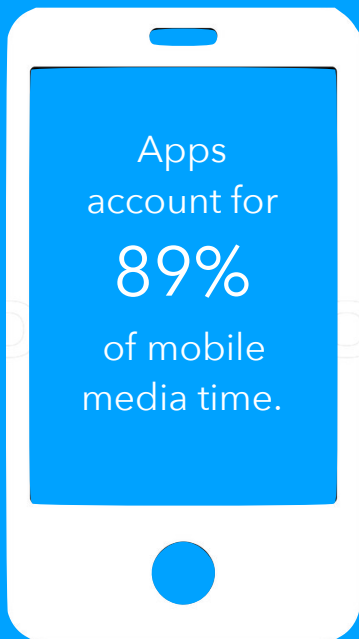
Student Managed

Students design and load filters into their cloud.
App users access filters simply by opening the school's app at a specific location!





mobile
marketing
+
design
+
management



Pixmarx EDU: a custom photo app for your school and much more!

Get Real

OK:

Pixmarx EDU is a real app marketing program that places students in a real work environment with real customers, tasks and profits!

Here are just a few things students will do:

- Design an app button
- Name the app
- Create filters
- Market the app to users
- Track and report data
- Sell co-branded filters to sponsors



**A brand new way to
promote school spirit and
teach mobile marketing,
design and management.**



1.2

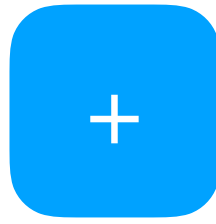
TRILLION
photos snapped
in 2017

Our cloud-based technology automatically displays the right filter in the viewfinder BEFORE you snap the photo.

Your school's app is customizable and controlled by your students.

 App Store

 Google play



Your App

Your school will have its very own iOS and Android photo app in the AppStore and Google Play. Your app will use the patented Pixmarx technology that automatically displays the correct photo filter in the viewfinder before you snap the photo.

Students participating in the initial startup phase of Pixmarx EDU will learn about branding, teamwork, copywriting and app marketing in the Apple AppStore and Google Play.

Experience areas for this section:

- Initial app branding
- Write the marketing copy for the Apple AppStore and Google Play Store
- Participate in app upgrade online focus groups
- Respond to user comments in the AppStore and Google Play
- Interact with Apple iTunes Connect and Google Play



“The only source of
knowledge is experience.”
- Albert Einstein



Creative + Content

Students will use graphic design software such as Adobe Photoshop or Illustrator (not included) to create the filters that automatically appear in the viewfinder. A well designed filter can render thousands of snaps where a poorly designed filter will hardly be used at all. There is literally no limit to the number of filters students can create for the school and school events.

In addition, the student lead design team can create seasonal filters. A typical high school could utilize over 100 filters per school year. Students will be creating multi-layered GIF files as well as PNG files to be used in their photo app.

Experience areas for this section:

- Graphic design
- Data driven performance adjustments to design
- Purpose driven content
- Teamwork

User Experience Designer
median income 2017
(10 year growth 22%)

\$95K
PER YEAR



Data + Accounting

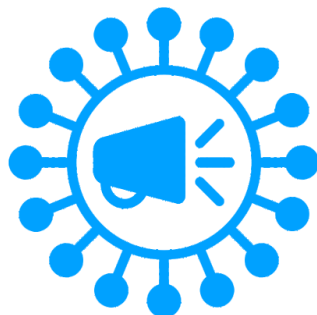
Students will experience data collection, analysis, reporting and accounting. Students will be able to determine which filters amass the most users based on design, event or season. Students will also be responsible for collecting and accounting for any funds generated via the sale of sponsored filters. Additionally, the data team will consistently work with the creative and marketing teams to develop more effective strategies.

Experience areas for this section:

- Data collection, analysis, reporting
- Marketing strategies
- Design strategies
- Teamwork

28%
by
2020

IBM predicts demand for data scientists will soar 28%.



Marketing + Branding

Students will experience the rush of launching a new app and the eventual *slowdown* that affects every app. Students will learn the importance of a consistently creative marketing campaign to keep user interest and attract new users.

Students will create a website, social media pages and traditional print marketing materials when applicable. In addition, students will learn the importance of on-the-ground marketing at major events like sporting events and graduation ceremonies.

Experience areas for this section:

- Digital marketing methods
- Promotional campaigns
- Data driven marketing adjustments
- Branding
- Teamwork

68% of companies have integrated mobile marketing into their overall marketing strategy

68%



Sales + Service

Students will learn how to sell and service accounts. Students will quickly learn how to execute exceptional service and the importance of following up with potential and existing customers.

Customers can be businesses in the community looking for more brand exposure for their business via a co-branded event filter. Customers can also be non-paying teachers or club leaders in need of an event filter for their event.

Experience areas for this section:

- Asking for the sale
- Customer service
- Data driven sales adjustments
- How to follow up
- Teamwork

80%

80% of sales require 5 follow-up calls after the meeting. 44% of sales reps give up after 1 follow-up.



Profits

Your school has the potential to offer co-branded filters to local businesses for a fee. By utilizing the power of your school logo and public events such as football games, local sponsors are sure to pay top dollar to have their logo appear in a game day filter.

The more app users your students acquire, the more valuable game day filters will be. And the best part is that the students will witness the value of their app and sponsored filters grow as they market and promote their app.

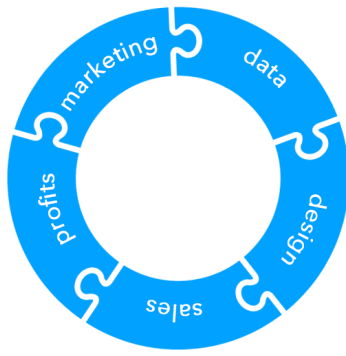
In the end, students should experience all the working parts of a small company and take part in the successes and challenges.

Experience areas for this section:

- How to price for profit filters based on data
- P/L balance sheet reporting
- How to determine customer acquisition cost
- How to calculate the value of a monthly user
- The impact active users have on profitability

Annual mobile advertising spend in 2020 (projected worldwide).

**\$247
BILLION**



Teamwork

One of the most valuable lessons students will learn marketing their own app and analyzing the results is teamwork. Being able to work within a real group environment is a critical skill set students will need when they enter the the workforce.

Experiences for this section:

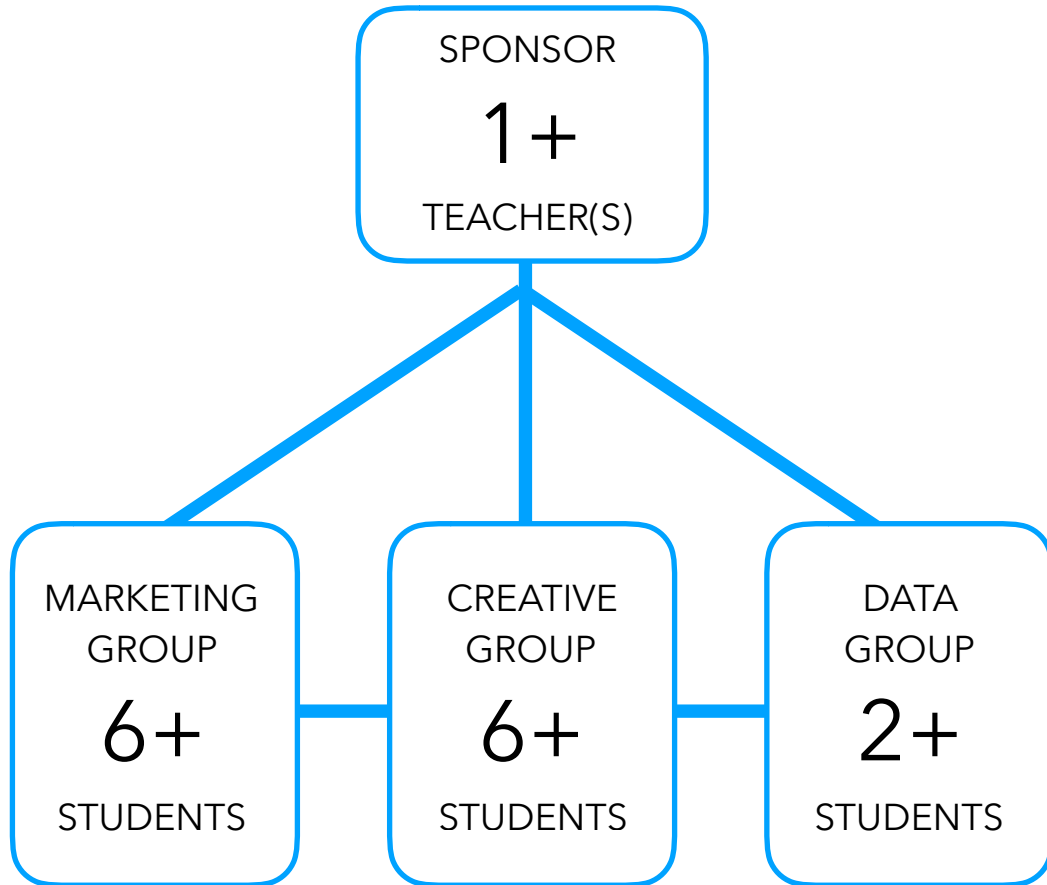
- *What Worked, What Did Not* group sessions
- Negotiating with outside businesses
- Negotiating with booster groups
- The power of a group with the same goals



“Talent wins games, but teamwork and intelligence win championships.”
– Michael Jordan



Organization



"With the right people
anything is possible."
- Richard Branson



Cost

First year cost = \$5,000.00

Yearly cost after first year = \$2,400.00

What you get:

- iOS photo app with your own app name, app button and descriptions in the Apple AppStore.
- Android photo app with your own app name, app button and descriptions in the Google Play Store.
- 1 - Leadership program book for sponsor (teacher).
- Toll free and email tech support.
- License to use the Pixmarx patented technology.
- Unlimited filter loads.
- Unlimited photos and videos
- Unlimited app users.
- Includes cloud services for your school's app.
- App updates - we make sure that both the iOS and Android apps are up to date with the latest technologies as operating systems continue to change.

All schools will receive a signed dealer agreement with Pixmarx the Spot LLC.

Why Pixmarx EDU?

The average teen is already spending **5 hours a day** on their phone. Why not spend some of that time developing a skill set?

Summary of Pixmarx EDU Benefits:

- Real work experience for dozens of students (or more).
- Real profits for the school via sponsored event filters.
- Promotes school spirit.
- Easy to implement - be up and running in less than **10 days** with your own app.
- Affordable.



Our Story

Pixmarx the Spot LLC is an app development company based in Austin Texas. We began creating online training content for retail sales organizations in 2008 under the name Focustrain. We quickly realized that the preferred distribution method of training content was the mobile device. In 2009 we began creating mobile apps for the purpose of distributing training content. Since then we have published over 14 apps. One of our apps, Pixntell for iOS has been downloaded over 300,000 times and is being used in over 17 countries around the world in elementary and middle schools.

Our Team

Barry Crutchfield

owner/sales since 2008

- BA University of Texas at Austin
- 5 years in retail sales (Conn's, Texas)
- 13 years in executive retail marketing and merchandising (Conn's, Texas)
- Author - Toxic Apps: a Guide for Parents (available on Amazon)
- Chamber of Commerce consultant (Dripping Springs, Texas)
- Parent

Gary Lipps

owner/technology development since 2008

- BS University of Louisiana Monroe
- MBA Florida Institute of Technology
- 20 years Lockheed Martin (NASA Space Shuttle ET Project)
- 7 years as retail IT consultant (Menlo Park, CA)
- Chairman of UMC District Board of Trustees (New Orleans, LA)
- Parent

Contact

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