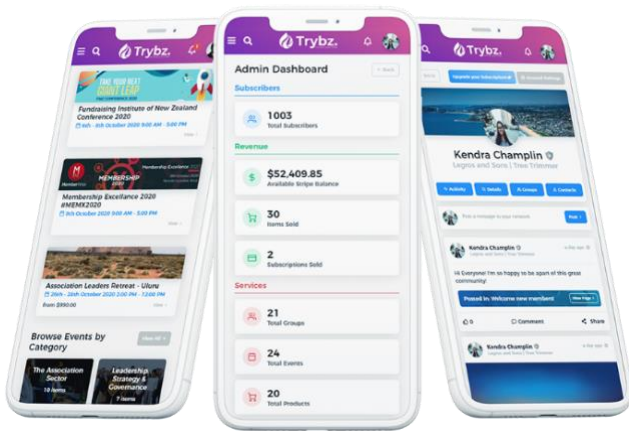


## Unleash the power of your community.

Trybz is a new type of member-centric association platform that creates far greater value for members, strong revenue streams, more streamlined operations and greater ease of use.



Join the increasing number of associations that switched from their traditional membership software because they found with Trybz the member satisfaction overwhelming and that the benefits far exceeded the cost.

## Why Trybz is a game changer.

Traditional membership software is very association centric. It starts with a list of members and then plugs in features around that list. The focus is very much on the “association-to-member” relationship. Yet the most powerful membership organisations in the world – the big social and professional platforms such as Facebook and LinkedIn – have an entirely different approach. They focus on creating pathways to enable participants on the platform to connect in meaningful ways – and they monetise those connections and interactions. In this way, the better value members are generating, the more successful and financially sustainable their business.

Trybz gives associations an easy to use and less expensive tool to establish this kind of business model by allowing them to create their own social and professional networking platform. Trybz can seamlessly connect with your existing membership database. It can also run as a stand-alone product for those wanting an all-in-one-solution.

Trybz is Australian owned and developed and new features are tested with our partner, Answers for Associations. The association professionals who participate in the Answers online community are contributing to the ongoing process of refinement of a product that is dedicated to helping them adapt successfully into an increasingly digital world. Join the growing number of Australian associations switching to Trybz to experience a whole new level of association productivity and member satisfaction.

# Build Strong Revenue Streams.

Trybz provides the tools and the platform for you to strengthen existing revenue and build powerful new income streams including:

## Generate Income Through Microtransactions

As your members and suppliers transact with each other through the site, your organisation will generate a percentage of each sale. As the success of the platform increases, and sale volumes increase, so does this potentially significant passive income stream.

## Connect and Engage Successfully with Your Members

The tools on the site, including engagement insights, enable you to target your campaigns to ensure members are being alerted to relevant products and services – enabling more value to be generated for each member – and more revenue to the association.

## Expand Your Reach and Prospective Member Base

A rigid fee requirement can limit membership growth. Providing a flexible level of access into the community which delivers compelling value, enables you to build a large pool of prospective members who can then be targeted for membership and other products that otherwise may previously been overlooked.

## Grow Your Membership and Other Income

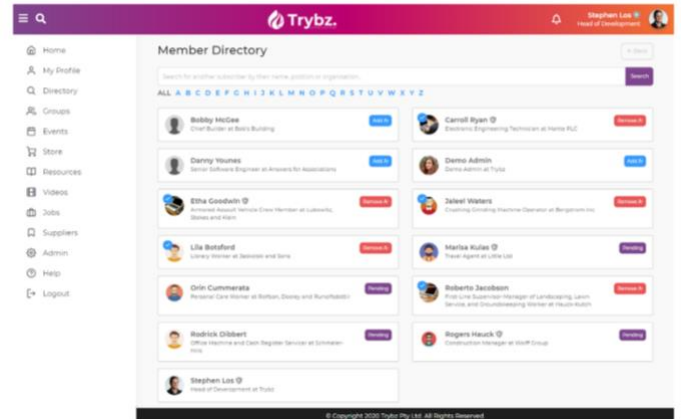
The flexible membership options delivers value that will keep members coming back and attract new ones. The marketing automation tools give you the power to effectively attract and grow optional free members into financial members through demonstrating value, and making the ask, consistently and in an appropriate manner.

## Generate Advertising Income

Use the marketing automation and e-marketing tools to more effectively promote your associations products, services and events to those members who most need or want them.

## Sell Your Products and Services

Advertisers and sponsors can ensure the right people are getting the message via the inbuilt advertising system. This creates a powerful value proposition that enables income to be generated from new and current advertisers and sponsors.



## Create Compelling Member Value.

Trybz has many pathways that enable your members to generate value. This ever-growing list includes the ability for you and your members to:

- Create and Share Member Profiles
- Join and Create Groups
- Register and Run Events
- Find and List Jobs
- Watch and Post Videos
- Find and List Resources
- Discover and Share Suppliers



## Streamline Your Operations.

Trybz brings your members together on one platform to support and build strong and engaged communities.

### White label and fully customizable.

No two versions of Trybz look the same as we provide a customisation service to ensure you target your audience effectively.

### Integrate with your systems.

From the Website to CRM functions, we can connect with your existing systems and ensure a seamless experience for your members.

### Benefit your sponsors.

We know how vital sponsors can be and have built in tools to ensure you can provide them with new value to strengthen your relationships.

### Marketing automation.

Create sophisticated email marketing channels based on your member behaviours or send manual email marketing campaigns.

### Manage your members.

With our onboard CRM you can manage and organise your members and view data from across the platform.

### Control the conversation.

With tools to help you stay in control you never need to worry about troublesome comments or content.

### Reduce your software expenses.

With Trybz you can replace your website, CRM, email marketing system, member engagement platform and more. Talk to us about how we can fit into your digital environment.

### Stable & Secure.

With world leading servers and features such as two-factor authentication there's no need to worry, our platform is built to stand the toughest test

# We Guarantee You'll Love Us

## Program Includes

- ✓ Consultation session to assess your associations personal customisation needs (homepage, styles, fonts, wording, and features).
- ✓ Customisation plan and branded demo during the planning stage.
- ✓ Self-branded Mobile app connected to your member community, available on both iOS and Android as native apps, with push notification support for members. (Optional Extra)
- ✓ A 2-hour workshop where we will work with you to define the platform you will make available to site users & the benefits available to each.
- ✓ A 2-hour workshop where we will work with you to develop the launch strategy to building the momentum of your community. Determine how to manage self or auto-enrol.
- ✓ A 2-Hour training workshop with your administration team on use of the platform.
- ✓ Ability to recommend items for incorporation into the development roadmap.
- ✓ Unlimited access to Trybz Support Service Desk to access help desk ticketing system and Help Manuals and Videos.

## Customisation:

Trybz has been designed to fit your organisation and therefore we pride ourselves on being able to utilise the vast array of options within Trybz to suit your organisations needs without customisation however below are some of our most frequent requests but it is not an exhaustive list. If you are looking for something different, let us know.

### Customised Database Integration

This customisation enables your community site to link to your existing database to streamline member record keeping.

### Customised Reporting

Want to track a particular segment or behaviour in your audience? Add custom reporting features to ensure you never miss data that is important to you.

### Customised Guest Pages

Your public facing website should be unique and suit the style of your audience. That's why, aside from your homepage, we can create additional customised pages to suit your needs with our in-house design team ready to make it yours.

## Pricing

We don't believe your member platform should cost the earth, this is why we have developed this flexible pricing model to suit your needs and ensure you can have the best for your members without breaking your budget.

Payment:	0-2,500 Members	2,500-5,000 Members	5,000-10,000 Members	10,000+ Members
<b>Monthly</b>	\$1,500	\$2,000	\$4,000	Speak with us!
<b>Annual</b>	\$15,000 (Save 16%)	\$20,000 (Save 16%)	\$40,000 (Save 16%)	Save up to 20%

### Things to know:

- ✓ Our native mobile app is available for an additional \$15,000 once off payment.
- ✓ Our standard platform is fully responsive for all desktop and mobile devices.
- ✓ Included is your customised series of workshops prior to release to help your team plan and be trained on the system.
- ✓ Minimum 12-month commitment on all payment options.
- ✓ Our Standard Timeline for implementation is 4 – 6 weeks.
- ✓ We offer tailored payment options and discounts for NFP's.
- ✓ Our prices exclude GST.

### Optional Additions:

- ✓ Integration with LMS, CRM or other API based software platform for flat fee of \$5,000 per integration unless otherwise specified.
- ✓ Custom features, fields and functionality able to be quoted upon request.

### Want to discuss payment?

Call our team today on 0403 081 916 to discuss a tailored payment plan to meet your association's needs.

## Frequently Asked Questions

Following are actual questions we have been asked. These are included in case you have the same questions ...

### **Why are you called Trybz?**

Trybz (pronounced Tribes) gets to the heart of what associations are - gatherings of people who are working to be better together than they are apart. Our job, and what we are passionate about, is helping associations gather and grow in a new way. We want you to carve out a spot in the new world and we are here to make it a simple and affordable process.

### **I spend all my time trying to keep my association going, will it be easy to implement?**

Our model includes full support as you go through the journey of creating your own online platform. Our timeline can be scheduled to suit you, and we offer ongoing personalised support to take away the hassle and frustration that comes with new technology. Our platform is designed specifically with the needs of the association in mind, which means we have made this process as painless, time saving and intuitive as possible so you can easily adapt Trybz into your current structure.

### **What are the most significant reasons platforms are successful?**

I would suggest this comes down to organisational strategy. An online community is not a "quick win" it is a long-term investment to build a thriving community and so the correct strategy from the top down makes the biggest difference between success and failure, technology is just the tool to facilitate a great strategy building a thriving community.

### **Our budget has been affected by COVID-19, why should we allocate funds to a new project at this time?**

Our model includes passive revenue streams that are generated from the moment your platform is live. This means that not only are you ensuring the long-term survival of your association in an increasingly virtual world, but you can also create an immediate financial buffer to help with the impact of COVID-19. Talk to us today about our revenue generation calculator to see how much Trybz could make for your association.

### **What is the timing to roll out the platform after signing the contract?**

From a technical perspective, 4 to 6 weeks. Although this depends on how quickly you can provide the information required to setup the platform and whether you're looking to integrate with your existing systems. Once its live, we suggest allowing 1 to 2 weeks for your staff to familiarise themselves with the platform and populate information into your community before you live launch to your members, suppliers, and sponsors.

### **Is there a company and an individual sign up (so a large organisation can pay for so many log-ins vs an individual payment)?**

Yes! We have built the ability for both corporate and personal memberships on the platform. With corporate memberships you can set a limit to how many staff members they are allowed. Corporate memberships also come with a “my company” page for them to manage their membership across their organisation.

### **We would like to give our members access through their membership fees. We are happy for others to join but want to limit access to member-only groups. Is this possible?**

Yes! We have built all our services around the idea that they can be for either members or not and you can limit all content to why type of user you want to be able to see it.

### **I have a website already. Do I have to get rid of it to use my own Trybz platform?**

It's up to you. Trybz is a full feature experience so, it can replace and centralise your online presence, allowing you more data and control than a traditional website. It can also run concurrently with your existing website and database.

### **Can members access the platform through a single sign in function via our website?**

Yes! This feature is available for this purpose and is an additional investment to integrate with your system.

### **Can we sync the Cart feature to our online store and vice versa?**

It is certainly possible and just depends on if your current provider lets us, but from our perspective it isn't an issue. Tell us what you're using, and we can confirm this for you.

### **Can members sell products through the site?**

Yes! This is built into all versions of Trybz. Your members can post their own products for sale and your organisation makes a commission on any transactions through the site.

### **The platform will store a lot of member data. What is the security like?**

We have a number security features on the platform such as SSL and encrypted data in the database. The entire software is written with industry standard security measures. We've also implemented two-factor authentication for users who want to opt-in (although this could be required if you like). We are very sensitive to what data we store on our servers and the encryption used so more than happy to talk to the IT team about this. These days you aren't allowed to integrate with other systems without meeting some strict standards, so we are confident that we'll pass any test.

### **How does advertising work?**

Our advertising system allows you to create advertising agreements with your sponsors and supporters and display them on the site. The platform doesn't contain any monetisation of this feature, meaning you can set your own rates/duration/saturation for ads. For the ad's themselves, we have no pre-described sizes or formats, you can add dynamic video/animation ads or just images/text, it's up to you.

### **How do we link our webinars?**

We have integrated with Zoom so you can connect your zoom account and launch your meetings and webinars directly inside the platform.

### **Can an admin make changes directly from the mobile app?**

There is no "admin area" in the app as you have today in your web version however anything an admin can do on the member interface, they can also do via the app. We recommend using the web version for any administration work.

### **How often will the app be updated?**

We will aim to update the app at least twice per year as part of our normal process however significant updates to the functionality of the web platform may require additional app updates to ensure the features across both are consistent.

### **Do we need an Apple and Google Account to have the app on the stores?**

No, you're app will be listed under the Trybz development account on both app stores however will have your own associations branding and content. This means that all technical enquiries will come to us, and you don't need to manage different app store subscriptions.

## **Let us show you how Trybz will be a game changer for your association.**

Contact our team today or schedule in a no obligation demonstration of Trybz for you and your team. [Click here to book in your demo](#) or email us at [info@trybz.com.au](mailto:info@trybz.com.au)