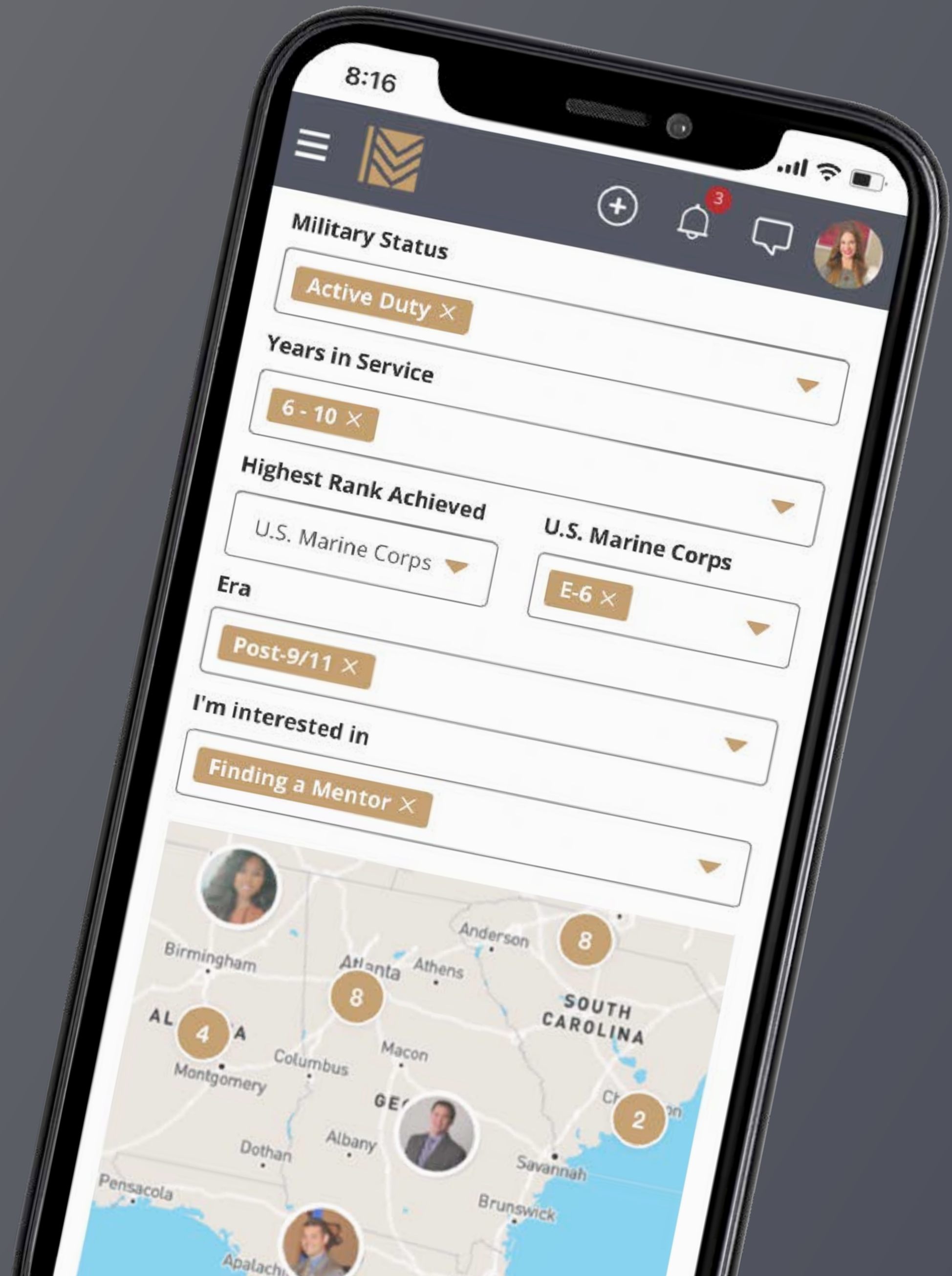
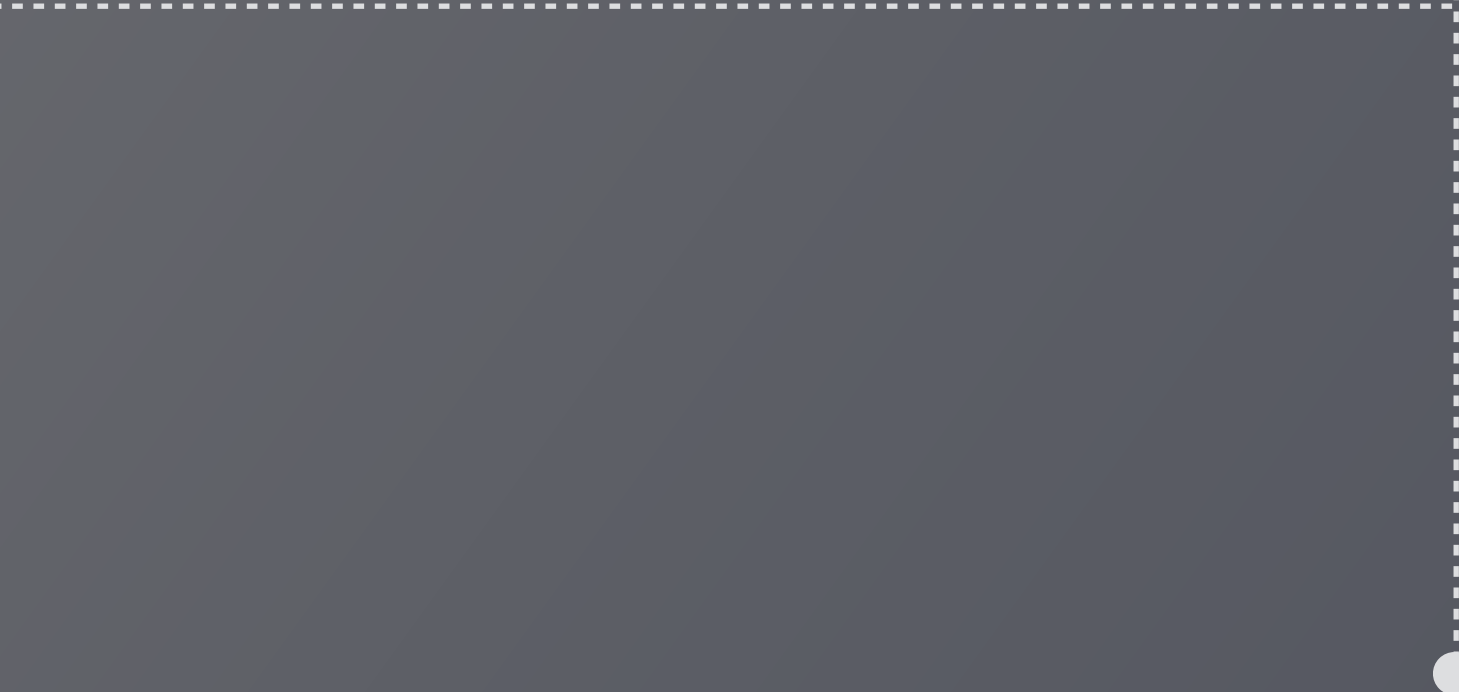




MERITORIOUS

**Business Networking for Military Veterans,
Spouses, and Advocates.**

www.Meritorious.us



MERITORIOUS

an all-in-one SaaS platform making it easier for military-connected professionals, business owners, and veteran friendly organizations to find each other and collaborate while engaging transitioning veterans and military spouses.



Member Portal



Networking Events



Mentorship



Communities

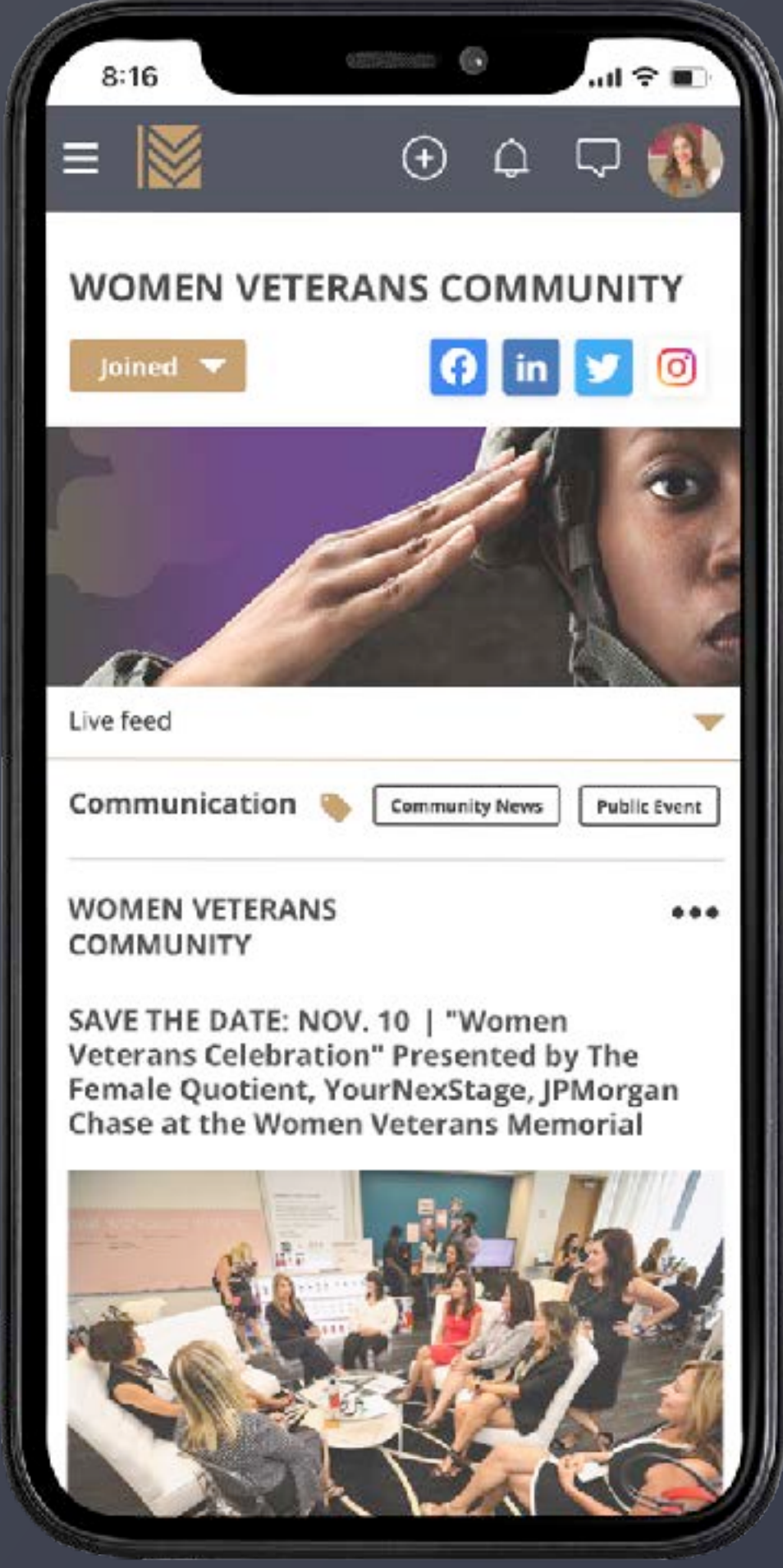
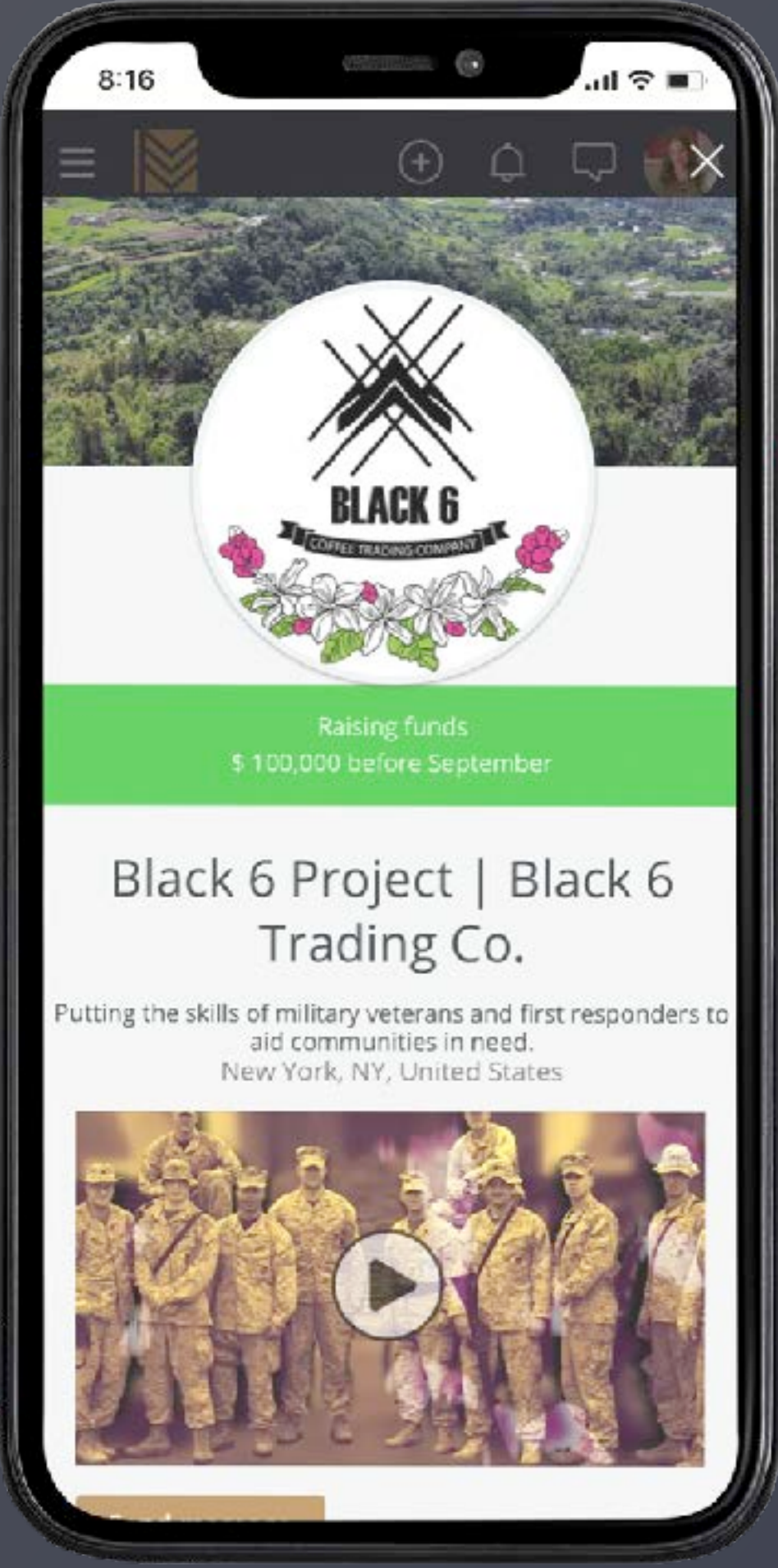
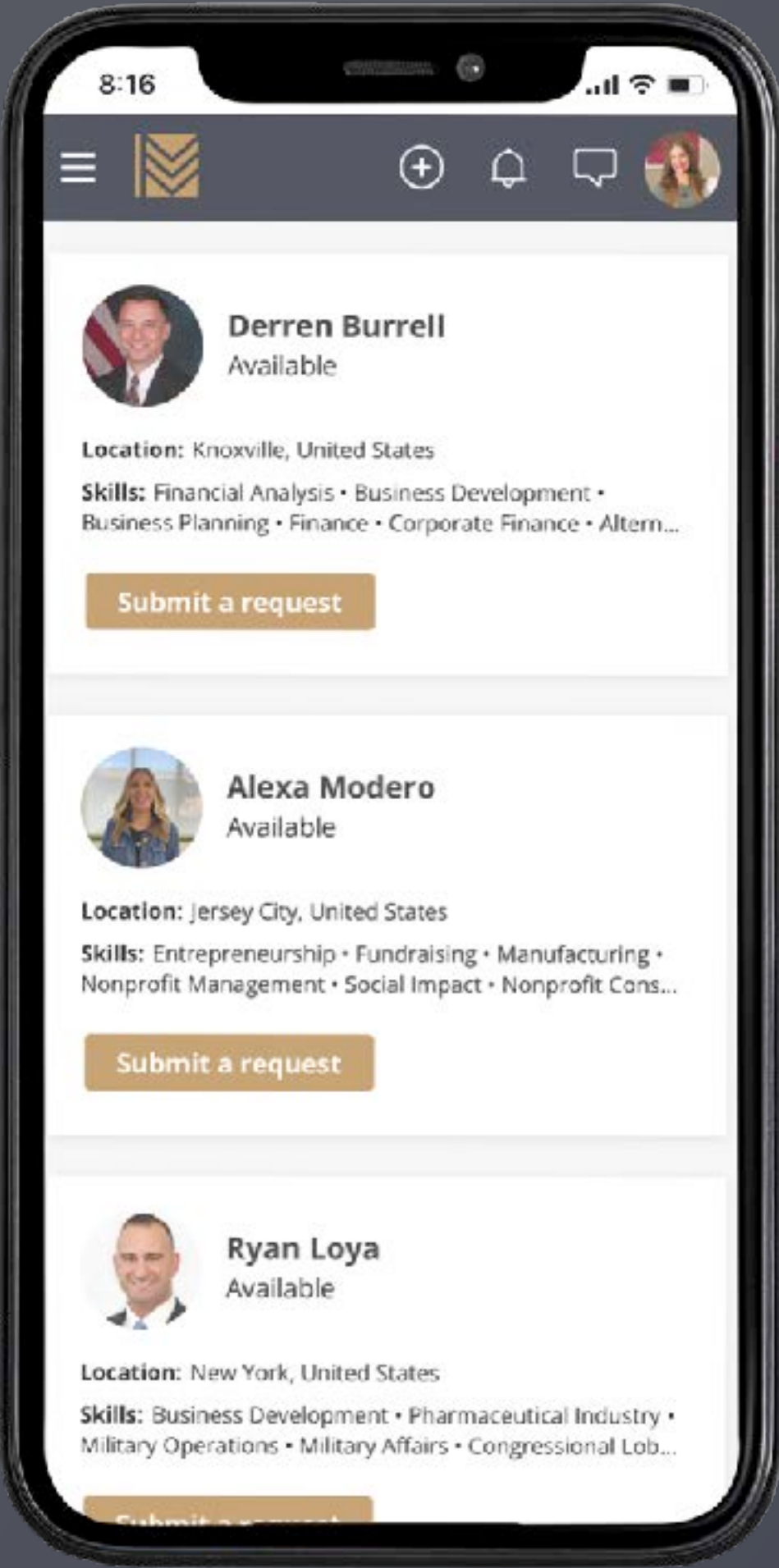
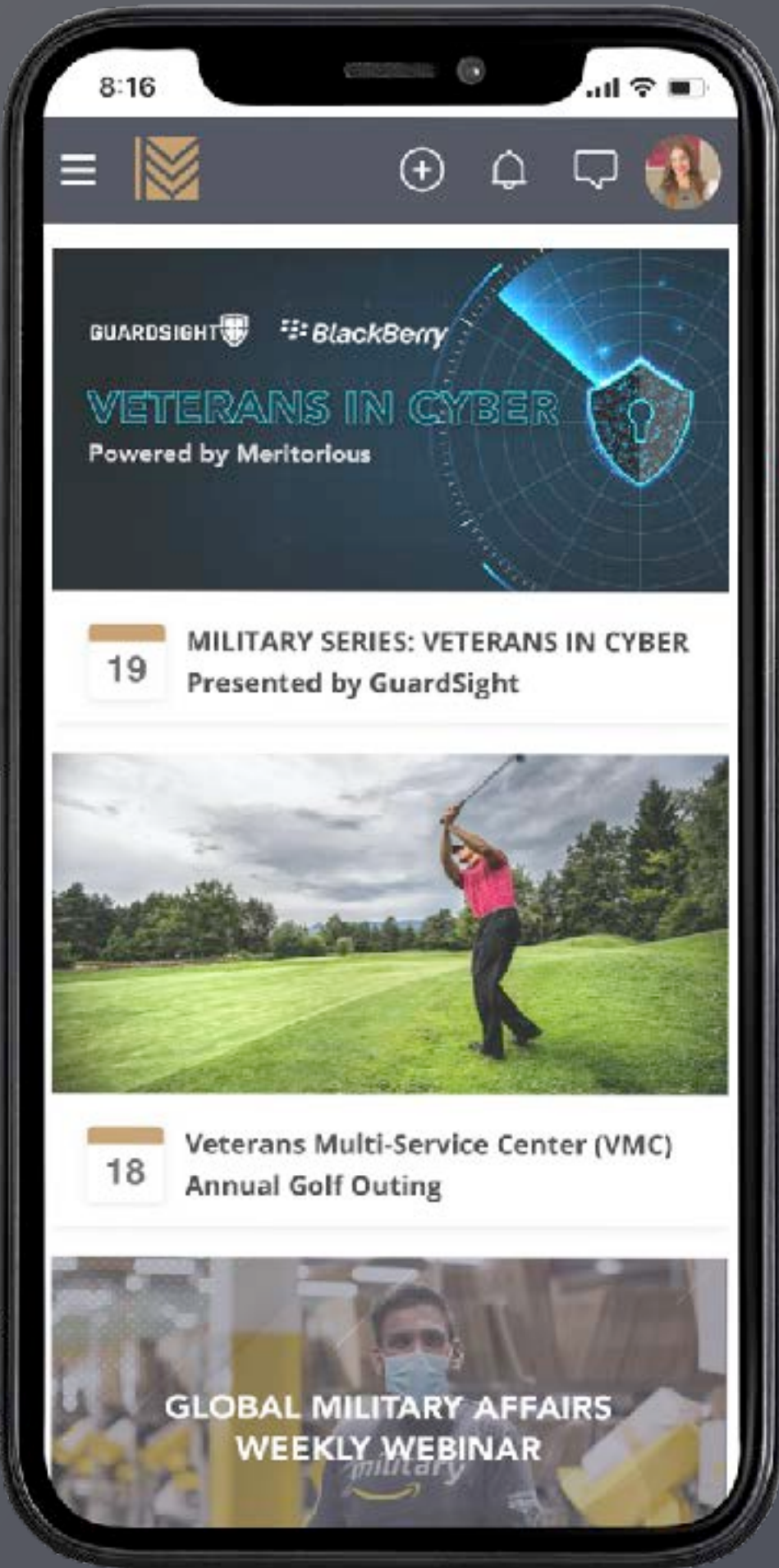


Browse virtual and in-person events for veterans nationwide

Meet military-connected mentors, mentees, recruiters, and investors

Showcase your organization and acquire leads and referrals

Join brand and industry communities or build your own



WHY WE'RE DIFFERENT

Meritorious takes a top-down approach to helping veterans by bringing together successful leaders who have, "been there, done that."

These leaders hire, mentor, invest, and rally organizations to empower transitioning veterans, military families, and their communities.

Meritorious uses tech to deliver a networking platform with needs-based features that support real-time collaboration between individuals and organizations.

This centralized hub provides organizations a cost-effective way to continue services beyond a single point in time and focus area.



WHO WE SERVE



Professionals &
Executives



Business Owners
& Startup Founders



Transitioning
Veterans & Spouses



Veteran Friendly
Organizations



Veteran Employee
Resource Groups

MEMBER DEMOGRAPHICS:

- 50% served < 10 years in military
- 50% served > 10 years in military
- 6% Female Veterans
- 7% Transitioning Veterans & Spouses
- \$120K average salary
- 36% Army; 24% Navy; 21% Marine Corps; 11% Air Force; 1% Coast Guard; 12% Reserves
- Located Nationwide
- 43% are business owners
- 57% are business professionals
- 29% want to mentor others
- 22% are seeking a mentor



"Your network is only as strong as your active presence. Get engaged! Meritorious is a great forum to listen, learn, leverage and develop your network, not just add numbers. Wherever you are in your professional journey, the time you spend here will add value to it."

*Tim Hayden, US Army Veteran (Ret.)
Executive Officer to the Deputy Commanding General
Army Futures Command*



Member Portal



Networking Events



Mentorship



Communities



MEMBER PORTAL (BETA)

830+

MEMBERS

60+

PARTNERS

125+

MENTORS

115+

EVENTS

NEEDS BASED FEATURES

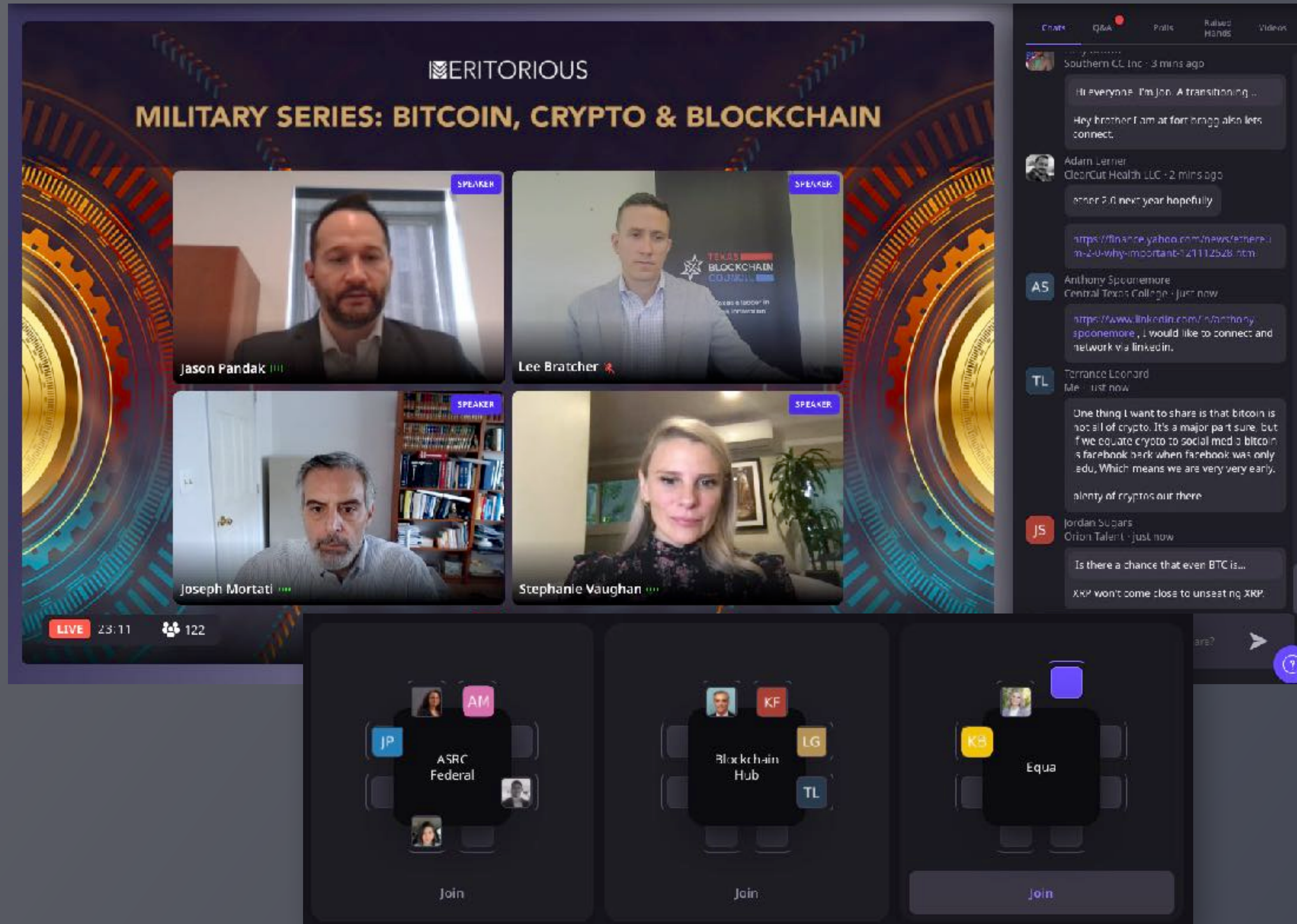
- Social Feed
- Member Directory
- Events Aggregate
- Mentorship Module
- Communities
- Careers
- Small Business Hub
- Direct Messaging
- Mobile App & Geolocation

DATA ANALYTICS CAPABILITY

- Military Demographics
 - Military Branch, Military Status
 - Years in Service, Era, MOS
 - Women
 - Military Spouses
- Engagement Scoring
- Mentorship Connections
- Mobile App & Geolocation Insights
- Survey & Email Campaign Stats



NETWORKING EVENTS



- With national reach, Meritorious virtual networking events combine guest speakers, 1:1 networking, and tables facilitated by veteran friendly companies.
- Our events support both transitioning veterans and seasoned professionals, simultaneously fostering business leads, recruitment, and mentorship opportunities.

State of the Firearms Industry

2,300+ registrants

9,500+ unique event visits

137,394 LinkedIn post views

Elite Meet Mentor Connect Event

4.6/5 rating; 100% would attend again



VETERANS, GUNS & CIGARS

Meritorious' signature event takes a three-prong approach, creating multiple access points, greater engagement, and more meaningful impact. Hosted in sequential order, this unique event series occurs over several months. As participants move from 1.0 to 2.0 to 3.0, the impact is more individualized.

- 1.0** **NATIONAL VIRTUAL NETWORKING EVENT**
"STATE OF THE FIREARMS INDUSTRY"
- 2.0** **REGIONAL IN-PERSON ADVENTURE NETWORKING EVENT**
"VETERANS, GUNS & CIGARS"
- 3.0** **INVITATION ONLY MENTORSHIP EVENT**
"MENTOR CONNECT"

The Meritorious member portal further enriches the experience, enabling participants to connect before, during, and after events, and allows brands and organizations to expand activations.



1.0

NATIONAL VIRTUAL NETWORKING EVENT "STATE OF THE FIREARMS INDUSTRY"

- National event on topic of firearms, Second Amendment, hunting, outdoors.
- Combination of presentations, panels, speed networking, and virtual tables.
- Receives on average, 2000+ registrants and 100K+ unique views.
- Audiences are active duty leaders, transitioning veterans, military spouses, and executives from startup to Fortune 100 companies.
- Virtual tables provide an engagement tool for veteran friendly organizations that hire, advocate on behalf of, and do business with veterans and military spouses.



2.0

REGIONAL IN-PERSON ADVENTURE NETWORKING EVENT "VETERANS, GUNS & CIGARS"

- Regional event combining competition shooting and professional networking.
- 60 - 100 attendees, with an even split between two demographics: (1) active duty and transitioning veterans (costs are sponsored) who seek mentors, business connections, and the healing power of camaraderie; and (2) military-connected executives who seek peer-to-peer networking, and hire and mentor veterans.
- Organizations support through fundraising, employee giving and matching, in-kind donations, volunteering, sponsorship, physical attendance, and more.



3.0

INVITATION ONLY MENTORSHIP EVENT "MENTOR CONNECT"

- Invitation only event for expanded mentorship, career, and entrepreneurship guidance for active duty, transitioning veterans, and spouses.
- Mentors and mentees connect on camera via virtual tables.
- Two, 10 minute guest speakers alternate mentorship sessions.
- Mentees include sponsored veterans who attend *Veterans, Guns & Cigars*.
- Mentors are curated by Meritorious from organizations in the firearms, hunting, outdoor, and manufacturing industries, and include a mix of executives, hiring managers, small business advisors, and nonprofit leaders.



"I highly recommend events like this to any veteran, transitioning or already out, to help maintain that connection to the veteran community and to help gain access to the veteran business community."

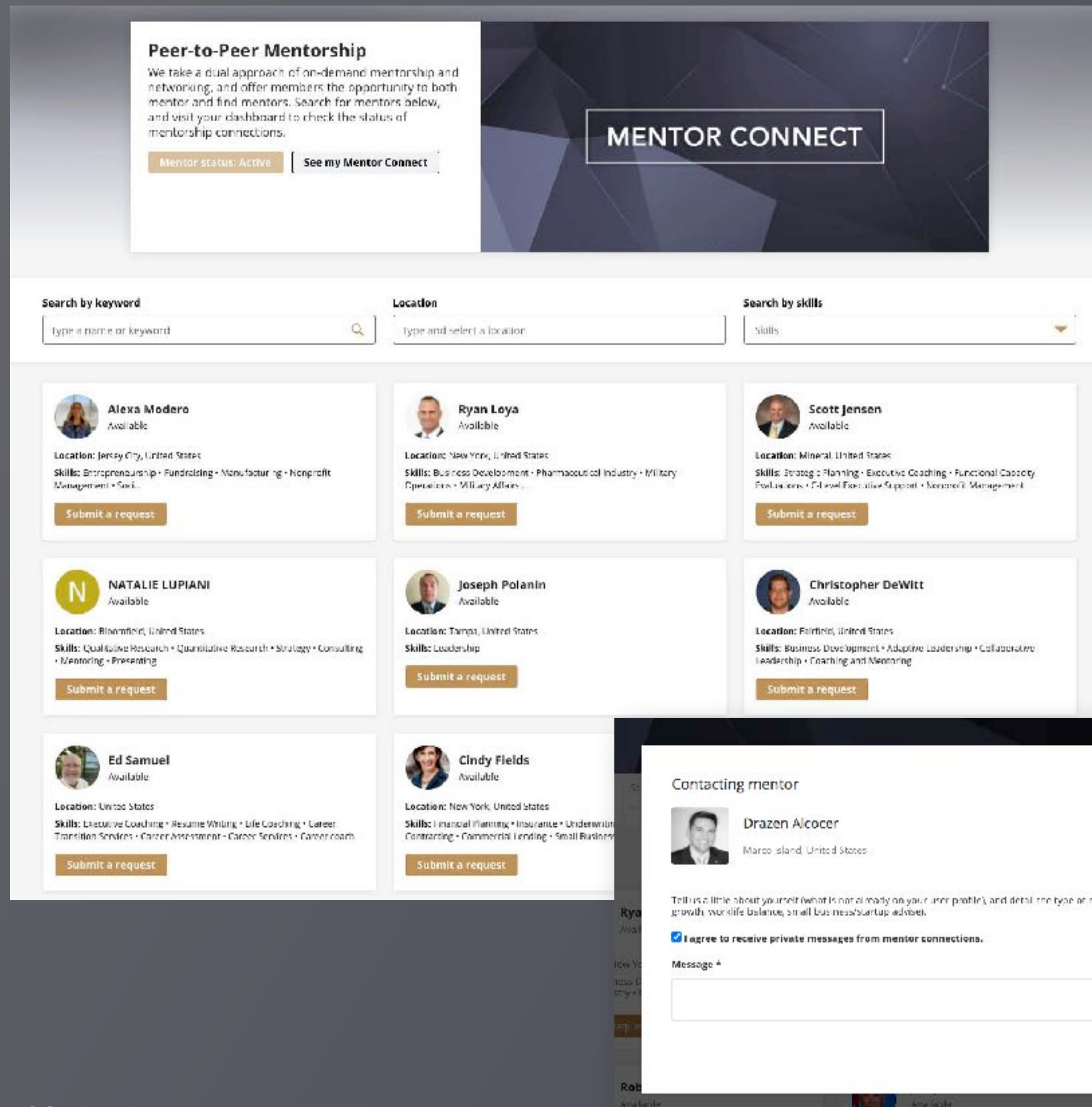
*Jason F.
US Army
Active Duty*

"Meritorious did a great job of finding an incredible venue and bringing different service members and veterans together for a true executive networking event. I hope to attend Meritorious events in the future!"

*Ethan B.
US Navy Veteran
Business Owner*



MENTOR CONNECT



- Mentor Connect is an on-demand, Professional to Professional (P2P) mentorship module on the Meritorious member portal.
- Unique to other mentorship programs, Meritorious members can both mentor and find mentors.
- A dashboard enables mentors to review and accept mentee requests. One-hour calls are a minimum requirement.
- Mentor Connect is not just a mentorship app. It is also virtual and in-person events.
- Meritorious hosts mentorship events to help nonprofits expand their services for transitioning veterans and military spouses.

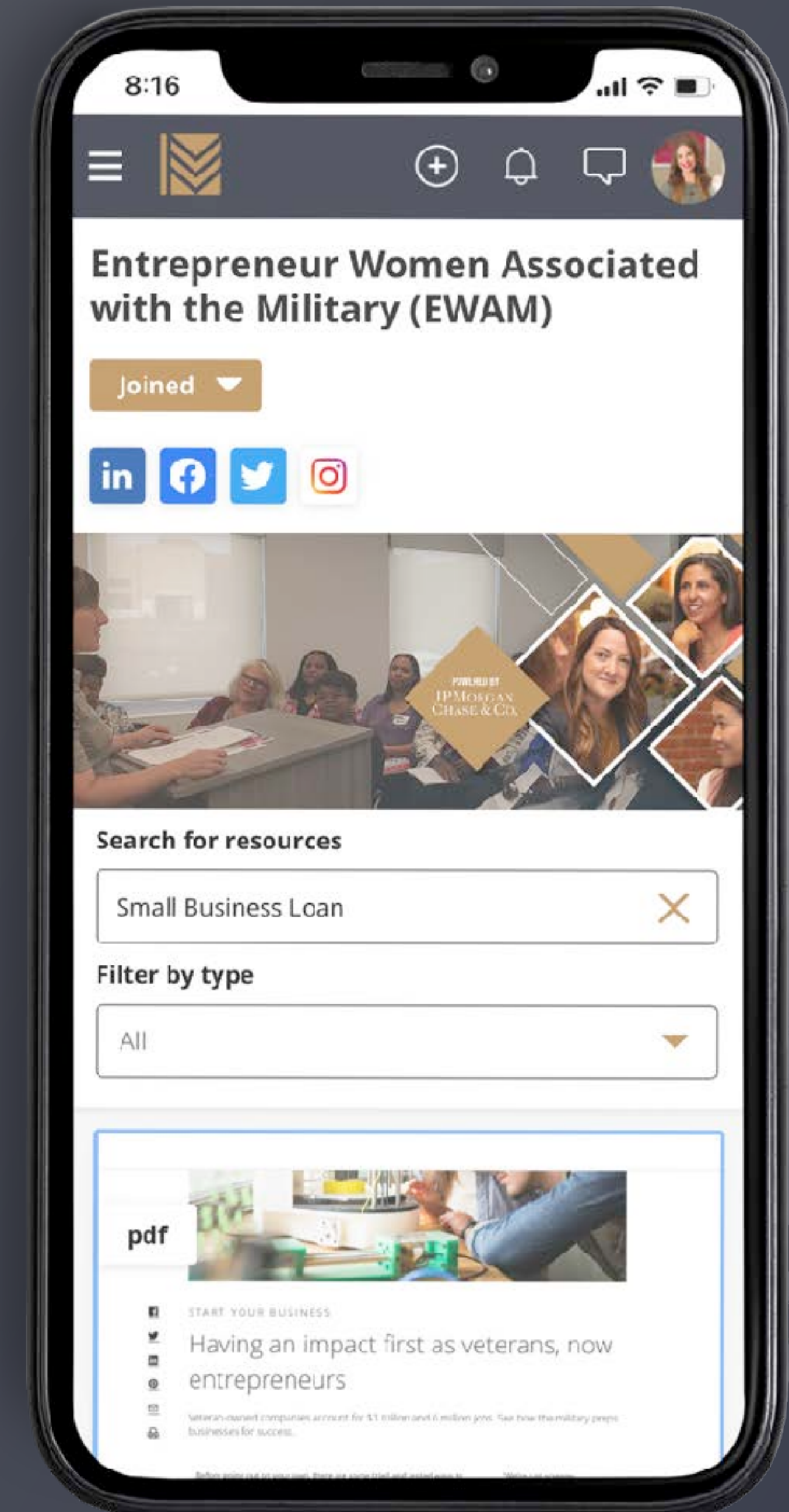


COMMUNITIES

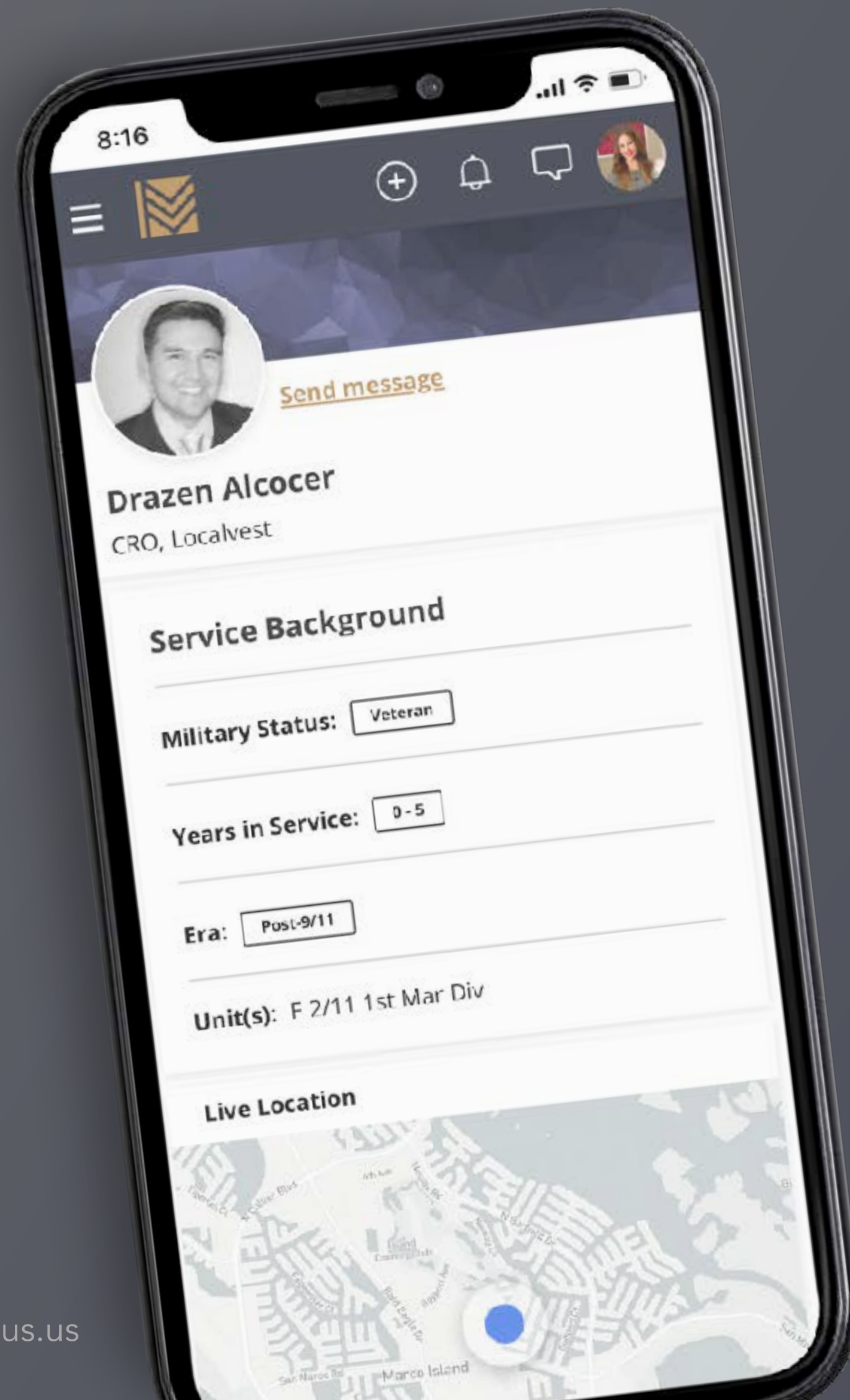
- Meritorious' Community-as-a-Service feature is found nowhere else in the veteran ecosystem.
- Nonprofits, coalitions, brands, and corporate employee resource groups can build multi-faceted, virtual communities to centralize communication, information sharing, and collaboration among professionals, while making it easier to reach more beneficiaries.
- Communities simultaneously serve as a catchall resource enabling beneficiaries to find people, events, and on-demand resources.

BETTER ROI & ANALYTICS THAN SOCIAL MEDIA GROUPS:

- ✓ Clean UX/UI, intuitive backend, easy to learn and manage.
- ✓ Control who accesses community and which content is private or public.
- ✓ No censorship. No algorithms.
- ✓ Import, export, and analyze user data. Easily identify most engaged users.
- ✓ Standard community modules include live feed, member directory, events aggregate, forum, blog, partner showcase. Custom modules available.
- ✓ Email campaigns, segmentation, and analytics.



MOBILE APP & GEOLOCATION



- iPhone and Android apps launching March 2022.
- Meritorious app includes geolocation technology to create a smart, connected veteran ecosystem with more contextual touch points across the user journey.
- App provides users with timely communications, including push notifications, based on who they are, where they are, and what they might be needing.
- Whether an executive travels on business or transitioning veterans return to their home of record, the app makes it easier to locate members and resources nearby.
- Geolocation provides a more integrated experience for networking events, Mentor Connect, and brand activations.





**Business Networking for Military Veterans,
Spouses, and Advocates.**

Free to join. Click to sign up.

www.Meritorious.us