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## PITOOEY!, INC.

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We have always found low float stocks to be very attractive investing opportunities, and our last low float Report (LiveDeal, Inc. +530%) did very well. And now, we're introducing a company with an even better float and a story that we're looking forward to sharing with the market over the coming months. **PITOOEY!, Inc.** (OTCQB: **PTOO**) is currently priced at \$0.68/share and only has 7.2 million shares in the float, so we feel it's a company that should see some exciting gains as its story unfolds.

PITOOEY! is focused on mobile app and software development, where it is currently building its footprint in the industry with three products: RAADR, Legal 420, and PITOOEY!. In 2014, PITOOEY! welcomed a much stronger team of executives to implement its lineup of products, to grow its user/subscriber base, and to create shareholder value.

In addition to its current assets, PITOOEY! is focused on building and acquiring other mobile apps, products, services, and companies to grow a nationwide network of related businesses that are positioned to serve the app development needs of small businesses and individuals.

Future acquisitions will all have a focus on monthly, steadily-recurring revenue streams, with expected high annual renewal rates.

Given the company's float, its products, management team, and its plan to build shareholder value, we, at Stock Market Media Group, have initiated coverage and a Speculative Buy rating on PITOOEY!, Inc.

PITOOEY!, Inc. 15685 N. Cave Creek Road; Suite 101 Phoenix, AZ 85032 Website: <a href="http://www.pitooeyinc.com">www.pitooeyinc.com</a> Email <a href="mailto:investorrelations@pitooey.com">investorrelations@pitooey.com</a> Telephone: (844) 748-6639	
Company Ticker Symbol	PTOO
Current Price as of 8/01/2014	\$0.68
52-Week High/Low	\$1.14/0.20
Est. Outstanding Shares	103,037,923
Est. Public Float	7,200,000
Market Capitalization	\$70,065,788
Stock Market Media Group Rating	Speculative Buy



### Company Overview

PITOOEY!, Inc. is headquartered in Phoenix, Arizona and operates in the mobile app and software development marketing space. The company, while only formed in late 2012, has been extremely active in its first 18 months of business, all culminating with a strong 2014.

PITOOEY! offers solutions that connect consumers and businesses through mobile-based platforms, and its business model calls for both the development of a core group of products and the acquisition of software and/or other companies in the industry to strengthen its lineup of offerings.

With its fast growth and rapid expansion, PITOOEY! recently enhanced its management team (which we will highlight later in this report) when it named Richard M. Hybner as the company's new CEO and then, by retaining former CEO, Jacob DiMartino, to remain the company's President and work closely with Hybner.

PITOOEY! didn't stop there, however, as just last week, the CEO continued to build his executive team with a press release announcing that entrepreneur and MySocialCloud.com founder, Scott Ferreira, has joined in the role of the company's Chief Development Strategist.

The short-term action plans also call for additional strategic hires in the building and retention of users, marketing, affiliate/revenue share opportunities, and investor relations.

## Company Products

In 2014, PITOOEY!'s plan to create shareholder value through revenue growth took a giant leap forward. In the first half of 2014, PITOOEY! presented three communication platforms under the company's brand; and its current growing lineup includes:

- ❖ **PITOOEY! app** – Available on both Apple iOS and Android  
View website at [www.pitooey.com](http://www.pitooey.com)
- ❖ **RAADR Cloud Based Service** – View website at [www.raadr.com](http://www.raadr.com)
- ❖ **Legal 420 app** – Available on both Apple iOS and Android

This year, PITOOEY! completed the development of its mobile app under the same name, "PITOOEY! ," and the planned re-launch of the app to both the Apple and Android markets.

Then, in February, PITOOEY! acquired the software platform, “RAADR;” and a month later in March 2014, the company announced the development and planned launch of its “Legal 420” app.

So, let’s dig into the products that form the company’s current portfolio and the start of what should help PITOOEY! build its brand and, in turn, drive shareholder value for its investors.



**PITOOEY! app** is the company’s first app to market, and it’s designed to create a marketing channel for businesses and a purchasing channel for consumers.

**For the consumer**, it’s as simple as downloading PITOOEY!, then searching for the businesses in which the consumer is interested or that they frequent the most. Then, the individual can add that business to his or her list. Once the list is built, consumers can start receiving what, essentially, are customized updates and specials from those businesses.

With its global positioning system, the application knows the consumer’s location; and it will provide the user the business options closest to them.

Using the app offers **the business owner** an opportunity to speak directly to their customers or potential customers, by generating a message that is sent to those consumers via the PITOOEY! app and is local in nature.

Consumers will receive messages in the form of...

- ✓ **announcements** – a particular band playing at a local eatery,
- ✓ **retail offers** – 10% off purchase of \$50 or more, or
- ✓ **interactive messaging** – a job posting



**RAADR** is a cloud-based tracking service that monitors the internet to track mentions of its clients, whether they’re an individual or a small business.

RAADR allows individuals and small business owners to monitor what is being said about them on more than 70 social media sites. The service gives both individuals and businesses the ability to protect their image, combat erroneous postings and, probably most importantly, for parents to safeguard their children from online bullying.

RAADR provides parents a certain peace of mind, by providing the timely and critical monitoring of social “mentions” aimed at their children.

RAADR uses a sophisticated algorithm to help parents get “out-in-front” of any potential bullying online—allowing them to avoid the tragic events that are too often reported in the media.

With RAADR, consumers can monitor mentions, discover influencers, archive stories, and participate in the conversation, using the company’s tracking service.

RAADR tirelessly collects and analyzes posts across the social universe, including Facebook, Twitter, Blogs, Pinterest, LinkedIn, and countless other sites. This service also tracks keywords, brands, hashtags, and stories for individuals and/or companies.

Listening to the social conversation is often difficult and time-consuming. Finding the right influencers, separating news from the noise, and acting on the stories that affect you or your business requires specialized knowledge and the use of many different tools.

PITOOEY! accomplishes *just that* with RAADR and its unique combination of “net-wide” listening capability, based on your selected keywords; and the ability to individually tag and track people or concepts allows customers to easily sift-through the clutter.

Moreover, RAADR provides the updates in technology that can often be confusing to the general consumer and small business audience.

PITOOEY! maintains that RAADR is designed to be the most efficient way to capture bits of social flow that matter the most to consumers.

Mentions of a RAADR user's company, a user's brand, or even commentary about an individual, personally, can be easily discovered, categorized, archived, and placed into context.

The service is accessible from any computer or mobile device and tablet—and, the company's cloud-based solution works 24/7 to track and notify users of events and stories.

Scott Ferreira's initial focus with PITOOEY! will be to rapidly develop and launch a robust RAADR app to attract paid user-based growth, with functionality beginning in Fall 2014 and top-line recurring revenues by the close of Q4 2014. According to Hybner, PITOOEY!'s goal is to “laser-focus on monetizing its core assets, one of which is to facilitate family security, through the responsible use of mobile technology for socialization.”



The **Legal 420** app helps the public to stay-on-top of the most current information regarding the location of doctors, caregivers, and legal marijuana dispensaries in the unfolding marijuana debate and legalization battle in the US.

Legal 420 is also a great source for information regarding current legislation for medical or recreational marijuana use in the various states, and the app explains how to actively participate in legislation through local advocacy groups.

Many states are now exploring the legalization of marijuana, as an innovative approach to increasing revenues in a difficult economy, with the hope that marijuana will one day be regulated much like alcohol and tobacco.

### **Company Growth & Revenue Expectations**

Now that PITOOEY! has launched its first three products and has a strong management team in place, it's time to look at the company's future user/subscriber and revenue growth.

First, the company expects that by Q4 2016, it can grow a user/subscriber base of around 1,725,000 people in the US over the three products.

PITOOEY! expects to grow the PITOOEY! app to around 750,000 users, the RAADR service and app to around 725,000 users, and the Legal 420 app to 250,000-plus users over the next two years.

More users and subscribers, of course, equates to more revenues and creates the kind of value in which shareholders are most interested for their investment. So, using the aforementioned potential growth in users, PITOOEY! expects that it can turn that use into more than \$62 million by Q4 2016.

Again, if we were to break it down by app, the company expects the PITOOEY! app to generate more than \$11 million, the RAADR service and app to generate over \$22.5 million, and the Legal 420 app to generate over \$28 million in the next two years. Below is a chart of some potential numbers and scenarios that could potentially play-out, as the company's products grow in both users and revenue generation:

	MARKET DYNAMICS	PROFILE	PEAK	PEAK POTENTIAL	USER VALUE
<b>PITOOEY! MARKETPLACE</b>	Unique visitors Subscribers Recurring Revenue	750K Users 6,500 Vendors 10 Major MMIs \$650 / ARPU	10 MM 50K Vendors Nationwide	\$710MM to \$1 Billion	Location-based social networking apps for use with mobile phones  Valuation between \$71-\$103 per user
<b>RAADR</b>	Recurring Revenue Very "sticky" Evergreen	825K 300K Subscribers  \$9.99/Month CLV: \$183	7 MM High Bundle Expansion to B2B	\$2.8 Billion	Paid identity theft monitoring firms or financial services companies offering diverse recurring benefits to their members  Valuation at \$400 per subscriber
<b>LEGAL 420</b>	"Sticky" Audience Diversified Laws Captive Audience Few Alternatives	250K Users 15K Vendors Subscription Opp CLV: \$1,300	3.5 MM Users 100K + Vendors	\$255 MM	On-line guide with app adaptability or website providing directory-like information and reviews- with emphasis on user- generated content, with revenues generated largely by advertising  Valuation at \$73 per user

While valuations can vary widely, let's take a look at some possible valuations that PITOOEY! could enjoy by 2016.

Market Valuation	2016	
<b>Enterprise- Revenue Based</b>		
High	10X	673,778,250
Mid-Level	5X	336,889,125
Low	3X	202,133,475
Average	Avg	404,266,950

These valuations are based on user growth and expenses and use a variety of multiples to simulate these possible outcomes.

Market Valuation	2016
<b>Enterprise Contribution (Gross)</b>	\$ 37,198,613
Selling & Marketing	(3,719,861)
G&A and Overhead	(4,463,834)
Other	(5,579,792)
Total	(13,763,487)
EBITDA	23,435,126
EBITDA Margin	63%

EBITDA Valuation @ 25X Multiple	585,878,147
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## Pitooey!, Inc. Management Team

### Rich Hybner – Chief Executive Officer



Rich Hybner has built a career as a top level executive who has held numerous positions in both large public companies and smaller, privately-held firms.

Hybner's accomplishments include significant efforts in media convergence from traditional to digital and social media.

Most recently, Hybner was the CFO for BestIT, a leading technology solutions provider, based in Phoenix, Los Angeles, Shanghai, and Guangzhou, China.

Prior associations include transformational work as Unit CFO for \$1.8 billion, *The Wall Street Journal* and Domestic Print Group at Dow Jones. His efforts, in part, focused on what is now viewed as “the right plan” to modernize an influential, yet print-centric, newspaper subscriber model to a content machine providing dynamic reporting and opinion to a then-illusory, but fact-hungry, high demographic readership.

This resulted in a transformation from content delivery to the traditional banking community, as well as the disruptive titans of Silicon Valley, Silicon Alley, and similar centers in Austin, Santa Monica, and the warehouses, incubators, and garages for the future captains of industry. Hybner demonstrated process-driven and operational excellence in his leadership roles at Gannett, The Reader’s Digest Association, and Ziff-Davis Media.

Hybner’s work has included two successful IPOs, significant M&A work, the raising of external investor funds in excess of \$400 million, and numerous corporate turnarounds, rebranding, liquidity effects, and recapitalizations.

His affiliation with the Publishing Media Group/McNamee Consulting in New York also resulted in additional M&A activity in the deal range approaching \$850 Million.

### **Jacob DiMartino – Founder & President**



In 1998, Jacob DiMartino began his career at the age of 18 with Phase 2 Solutions, a start-up company based in Scottsdale, Arizona.

He joined the company as an inside sales rep, quickly advanced to sales manager; and in only two years, he was promoted to Director of Project Management.

With this promotion, DiMartino was responsible for the company’s largest account; and he earned several awards and achievements during his tenure with the company, including “Employee of the Year,” “Salesman of the Year,” and “Mentor of the Year”—

the latter being awarded by employee votes for the manager who motivated and continually inspired others.

In 2004, DiMartino moved to Los Angeles to explore his life-long interest in the world of entertainment. There, he worked on several popular television series: Law & Order SVU, Cold Case, Alias, Gilmore Girls, and was also featured in the movie, Mr. & Mrs. Smith.

By 2011, DiMartino returned to Arizona where he founded Choice One Solutions, a social media services agency. In 18 short months, he guided the company to \$1.2 million in annual sales.

DiMartino was appointed CEO of PITOOEY!, Inc. in 2012, and he was instrumental in taking the company public. He continues to guide the development of the company's flagship product, the PITOOEY! mobile app.

DiMartino's role with the company is to intelligently combine proprietary software, technology packages, the proven sales model he built at Choice One Solutions, along with the exciting lifestyle mobile application, "PITOOEY!," and to lead them all to sustained growth and prosperity.

### **Scott Ferreira – Chief Development Strategist**



Scott Ferreira is a proven entrepreneur, multi-hyphenate app guru, and the founder of MySocialCloud.com, an innovative platform for storing confidential user information.

Ferreira's track record speaks for itself, as MySocialCloud.com has realized success from inception, with strong financial backing by numerous venture capital groups, including visionary Richard Branson of Virgin Group, Jerry Murdock of Insight Venture Partners, and Alex Welch of Photobucket.

The company's initial and ongoing success led to a strategic milestone acquisition by Reputation.com and Ferreira's subsequent tenure in an advisory role as Senior Product Director.

Before MySocialCloud, Ferreira was involved with co-founding a non-profit called, "The Open Table" ([www.theopentable.org](http://www.theopentable.org)), where he still serves on the Executive Board as an advisor. In this endeavor, he was instrumental in raising over \$500,000 to care for the homeless.

He has also worked with several different on- and off-line projects, the most notable of which was the creation of software called, "JomSocial," for the Joomla! content management system (<http://www.jomsocial.com/>), based in Malaysia.

Scott Ferreira also founded FreeBike, a revolutionary advertising medium that creates dynamic brand exposure, while providing free transportation for college students.

## **Plans to Invest in Other Key Hires—Future Strategic Positions**

### **Direct Marketing Strategist**

This marketing leader will focus on direct user growth for the various mobile apps. In particular, this position will develop individual user growth that will emphasize high revenue/per user (RPU) on a monthly recurring basis. The focus will also be to identify "subscribers," who will be "sticky" to the apps—and be committed to having long customer tenures.

### **Association/Affinity Program Marketing Strategist**

Much like the direct marketing strategist role, the Association/Affinity Strategist will work on specialty programs, with an emphasis on revenue sharing. While these "subscribers" will represent historically lower RPU rates, the gain is allowing the addition of a significant number of users, through associations and affinity groups that are favorable strategic "fits"

for PITOOEY! Due consideration will be given to a strong emphasis on tenure, to assure an ever-current monthly recurring revenue.

Another efficiency in the revenue trade-off is that such “subscribers” will *not* require the cost of payment processing by PITOOEY! and *will* add user growth in a more substantial way.

### **Investor Relations Director**

Unlike the more traditional tasks for such a role, PITOOEY!’s CEO will rely on this individual to not only work closely on the corporate communication of progress and milestones, but also to focus on the balance of debt and equity, to assure that investor’s worth is maximized.

Additionally, there will be a need to fully explain the uses of future cash raises and a key focus to leverage any investments on items that not only keep staffing levels lean but also emphasize strategic growth and efficiencies—with a goal to mitigate any dilution.

### **PITOOEY!, Inc. Conclusion**

Unlike many of the companies with which PITOOEY!, Inc. shares the OTC Markets, it is doing all the right things; and it is certainly not wasting any time implementing its plan. In less than two years, the company has been formed, three user-friendly products have been launched into the marketplace, and the company has built an executive team that can compete in the space.

As mentioned, the company plans to strengthen its user base and its revenues over the next two years; and with PITOOEY!’s track record to-date, we have high expectations that it will meet the company’s goals.

Moving forward, PITOOEY! is focused on expanding its footprint in the industry and doing so with successful products. It will get there by building and acquiring mobile apps, services, and companies to grow a nationwide

network of related businesses that are positioned to serve the app development needs of consumers everywhere.

If the first chapter of PITOOEY!'s existence is any indication of what is to come, then we think the company and its shareholders are in for a very interesting ride and a very bright future.

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