



Zipinmail

(Private)

Initial Corporate Profile

Page 1

as of Aug 20, 2022

Sector: Technology

Industry: Software Application

www.Zipinmail.com

Company Background

Zipinmail.com, founded in 2021 and based in Santa Monica, CA has created a mailbox in the cloud for every US residential, commercial, and PO Box address. Digital Mailbox, Inc. is the parent company of Zipinmail.com, The Company will facilitate the exchange of information between mailboxes in the cloud, using physical mailing addresses, therefore eliminating the need for paper mail. Zipinmail has the potential to save billions of dollars, provide real time measurement metrics, and preserve nature by saving trees. Zipinmail is not email.

Key Product Highlights

Zipinmail is similar to email but uses a physical mailing address, not an email address, to send and receive mail. You can claim and access all of your mailboxes on your cell phone. From the Zipinmail app, just tap the button 'Compose Zipinmail', type the full physical address, add content and attach any file format -Word, PDF, audio file, photo, etc. (just like an email) and it will be delivered to the recipients' Virtual Mailbox. Businesses can send Mass Zipinmail to thousands of homes, upload coupons in virtual mailboxes by zip code, and give cash rewards as an incentive to use Zipinmail. Zipinmail will be free for the recipients of mail, just like the US Post Office.

Current Status

Vijay Chetty, Founder and CEO, had the vision in Feb. 2021, filed a patent, invested \$520k in cash, built a team and the product, and 'soft launched' the product on March 1, 2022. Zipinmail is currently live on Windows, iOS (Apple), Android, Web applications and all browsers worldwide. About 140 consumers and a dozen businesses have signed up to date. Zipinmail has a highly qualified, experienced, and passionate team. Zipinmail is part of the Cleantech Open Accelerator program (CleanTechOpen.org) based in Los Angeles. Cleantech Open Accelerator runs the world's largest clean technology accelerator program. Since 2005, Cleantech Open has worked with over 1,800 early stage cleantech innovators, helping them develop their business models, engage investors and secure first customers.

Intellectual Property

The Company filed for a PCT application (Global Patent Application) on December 10th, 2021, for a Virtual Mailbox Platform to send and receive mail digitally using a physical mailing address. The patent has been assigned to the Company: PCT Application Number: PCT/US21/62962. Also, filed for on March 11th, 2022, was a US Accelerated Examination.

**Zipinmail**

(Private)

Initial Corporate Profile

Page 2

as of Aug 20, 2022

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www.Zipinmail.com**Market Size**

The market opportunity is huge. In 2021, USPS generated \$77 billion of revenues and the global postal system exceeded \$500 billion worldwide. The U.S. Postal Service is the core of the nation's \$1.6 trillion mailing industry, which employs more than 7.3 million people.

The following types of mail brought in most of the \$77 billion in operating revenue in 2021:

- First-Class Mail — \$23.3 billion
- Marketing Mail — \$14.6 billion
- Shipping and Package Services — \$32 billion
- International — \$2.2 billion
- Periodicals — \$942 million

If it were a private sector company, the U.S. Postal Service would rank 43rd in the 2021 Fortune 500. In the 2021 Global Fortune 500 list, the U.S. Postal Service ranked 123rd. The Envelope Manufacturers Association Mailing Industry Job Study, 2019, reported that there are more than 7.3 million jobs and \$1.58 trillion in revenue attributed to the mailing industry. More information can be found at envelope.org.

Competition

Indirect competitors are:

-USPS: Paper mail is expensive, time-consuming and offers no measurement metrics. Mass Zipinmail saves 90% of the cost of paper mail.

-Mass email providers such as Constant Contact and Mail Chimp: Email has no demographic info while Zipinmail has demographic info based on a physical address so businesses can target their audience.

-Anytime Mailbox, etc.: A middleman that scans and uploads to a virtual mailbox accessible remotely by the end user. Paper mail is not eliminated and adds a layer of cost, time and labor.

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**Zipinmail**

(Private)

Initial Corporate Profile

Page 3

as of Aug 20, 2022

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Zipinmail will generate revenue from subscription plans, mass Zipinmail, coupon management, and a cash rewards program. Individual rates are- Basic Plan: Free, Premium Plan: \$6 per month. For businesses, Basic Plan: Free, Premium Plan: \$100 per month, and the Enterprise Plan is \$350 per month. Additional services available to businesses that will generate revenue for Zipinmail include mass Zipinmail, coupons, cash rewards, and additional mailboxes. The Company recently launched a Regulation CF Crowdfunding campaign on Start Engine to raise \$1.07 million in equity financing (and can expand to \$5M under the Reg. CF Offering) by issuing common stock at \$1.50 per share. Details are available at www.startengine.com/zipinmail.

Zipinmail is valuing itself at \$22.5 M. This figure is based upon a study completed by Silicon Valley Bank and Angel List. The study suggests that the average pre-money valuation of other Seed Stage technology companies that actually received funding was \$25.7 M. Zipinmail valued itself at \$3.1 M less than the average. As of Dec. 31, 2021, total assets of Zipinmail were \$270,433; for the period March 31st, 2021, through Dec. 31st, 2021, the net loss was \$90,542; and the shareholders' equity as of Dec. 31st, 2021 was \$270,433. The company has no material debt.

Management Team

Vijay Chetty, CPA, CMA (Certified Management Accountant), Founder and CEO. Vijay is a serial entrepreneur, and has raised \$10 M for previous ventures, wrote seven patents, was CEO of ScanAps, was of CFO of Kent & Spiegel, has spent 20 years in technologies that reduce consumption of paper, and was ranked among top 1% in the nation in CPA exam. He has two masters degrees and refinanced his home to start Zipinmail.

Prem Sundaram, Board Member and Consultant. Prem has 30 years of experience in software and technology consulting. He is founder and CEO of Circular Materials Co., a company that recycles materials from electronic devices. Prem is a mentor at the Clean Tech Open Accelerator program in Los Angeles. He holds a degree in Materials Science from Cambridge University and an MBA from UCLA.

**Zipinmail**

(Private)

Initial Corporate Profile

Page 4

as of Aug 20, 2022

Sector: Technology
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Gunjan Bagla, Business Strategy Consultant and Board Member. Gunjan has raised VC capital for startups. He is a Managing Director of Amritt Ventures, a business consulting and global strategic partnership company. He is also a writer for the Harvard Business Review and focuses on Indian business developments. Gunjan holds an MBA with Honors and a Mechanical Engineering degree from IIT in Kanpur, India.

Reddy Shivampet, CTO. He was previously Sr. VP of Digital Platforms at Nielsen for 15 Years. He is a startup architect that drives a concept to launch in the least possible time and with the greatest efficiency.

Jagdish Patil, Sr. Technical Engineer. He has 19 years of experience at Nielsen and spearheaded the Nielsen Digital Ad Ratings Program which included partnerships with Facebook, Experian, and Adobe.

Srividya Neelam, Software Engineering Manager. Srividya has over 13 years of software engineering experience. She previously worked for American Express Technology Solutions. Srividya holds a BS in Engineering from the Osmana College of Engineering in India.

Advisors

WallStreet Research and Alan Stone & Company, LLC, Investor Relations/Research
Brill Media, Consumer Marketing
Insource Leads, B2B Sales
KiwiTech, LLC, Startup Consulting and Strategic Advice

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References: Market size: www.statista.com | www.FirstResearch.com | www.Facts.usps.com