



**LOCAL HEROES, USA**  
FAMILY • FRIENDS • COMMUNITY

"Business for Good is  
Good for Business"

## VISION

Local Heroes has developed its GeN "X" Technology to create a more socially-balanced environment in which business and consumers exchange value. A virtual Platform and currency that is designed to provide relevant & valuable incentives to Program Participants each time they patronize **local-only** businesses. The software electronically deducts a designated portion of the transaction amount from Cardholders who benefit when they complete a Transaction. The value is instantly transferred as a charitable donation to a cause(s) that has been preset by Cardholders. The value is then transferred to the bank account of the Beneficiary in real-time, and a tax receipt is sent to Cardholders. The donations will directly benefit Programs in communities where Transactions take place. Beneficiaries include schools, churches, nonprofits organizations & NGO's, the homeless and Extreme Need & Microcredit Funds.

### Company Information:

**Web:** [Local Heroes](#)

**Spanish:** [Angel Card Project](#)

**Markets: Initial Launch-**Santa Clara, San Benito, Monterey, Santa Cruz, Marin, Napa/Sonoma, and Contra Costa Counties in Northern California & Secondary Launch, (Q-2-13) in the States of Guanajuato & Queretaro in Mexico where the Company has spent 3 years in preparation.

**Products:** Merchant Processing, Prepaid Debit & Payroll Cards, International Remittance, Stored Value & Gift Cards, CRM Programs, Mobile Payments/Coupons, SKU-based Data Mining.

**Program Models:** Charitable Giving, (Angel Card), Education, Tourism, Publishing, Event Management, Professional Sports, UseCard, Microcredit & Homelessness.

**Status:** Local Heroes began operations in Mexico/US in June of 2008. The Company has begun preliminary implementation of its Angel Card Programs in Santa Clara County.

**Current Investors:** \$1.25M Founders, (family trust), 4 angel investors in the US & Mexico, (\$750K)

**Milestones:** Certification of Phase 1 development of the GeN "X" Platform; completion 16 months of launch preparation in the US & Mexico, 2500 targeted Merchants ready for Acquisition; 100,00 Angel Cards manufactured & ready for immediate Activation through participating churches. Angel Card Activations will result in over \$5M in revenue (half going to member churches); sold first License & Franchise; signed agreements with several Marketing Partners.

## BUSINESS MODEL

The Company has created a unique transaction-based model built on the same principals as the credit and debit card networks controlled by Visa and MasterCard. Coined by our development team as the "third rail", the GeN "X-2" Platform will process electronic transactions and add **value**, (in real-time) in many ways that the credit and debit card networks cannot. Just like Visa/MC, every time an Program Card is swiped and carried over our Network the Company earns a small percentage, (2%-5%) of the gross transaction amount.

## GEN-X TECHNOLOGY

Under the direction of CPS Corporate Local Heroes has designed the GeN "X-2" Platform to accommodate several unique business and humanitarian models. The software seamlessly integrates with existing countertop and point of sale systems and is compatible with most every communication protocol, including GPRS, GSM, IP, XML, RFID and traditional dial-up. This design includes a wide range of user interfaces that allow for instant changes to program design, allowing Member businesses the ability to continually optimize their market strategies as conditions warrant and business cycles fluctuate throughout the year. Local Heroes owns all of its own source code and has researched and begun the filing 4 Process Patents that we/counsel are confident will be granted.

## MARKET/OPPORTUNITY

The GeN "X" Platform will dramatically enhance marketing and promotional efforts of member businesses year-round. Value-added Applications provide Merchants with turn-key access to electronic marketing programs, including statistical/historical data and will help Main Street compete in a market facing greater competition from large corporations. The increased traffic and greater discretionary spending at local merchants will lead to the creation of good paying and sustainable jobs. The increased commerce at these same local businesses will keep more dollars circulating throughout the entire community

## HUMANITARIAN

After 3 years in Mexico and traveling to several remote villages the management of Local Heroes decided to partition it GeN "X" Platform in order to accommodate several humanitarian Programs that are now ready for implementation. The Programs were created with the express intention of providing precise accountability to all donors and their application holds great promise of a better tomorrow for people living in extreme conditions in virtually any corner of the world.

Enabling technology that will travel across borders..  
in search of social and economic justice for all

