



Reinventing *Member-to-Member Deals* - Pilot Program for Chambers

Introduction: The *member-to-member* deals concept has great potential in increasing chamber memberships; however, lack of a viable and practical solution has made it difficult for member-businesses to participate, and has prevented chambers from realizing the full potential. SharedMall has reinvented the member-to-member deals solution and is launching a 6-month pilot program, offering participating chambers the opportunity to overcome the current barriers and to lead by example.

The Case for Success:

The ideal solution is one that makes it easy for member businesses to create and manage offers on independent websites, makes them either printable or redeemable online 24x7, and simultaneously brings them all together into the chamber's real-time deals platform, without introducing any additional cost or overhead for member businesses.

The member-to-member deals infrastructure on SharedMall supports exactly this possibility.

Pilot Scope: The pilot program will accommodate chambers in each of the following categories:

1. Upto 200 member businesses
2. 201-500 member businesses
3. 501-1000 member businesses
4. 1000+ member businesses

SharedMall will enable and assist each chamber in the capacity of an extended staff for the duration of the pilot. Each participating chamber will be provided the entire online infrastructure and technical and strategic support resources to launch the new member-to-member deals platform, ensuring minimum overhead on chamber staff. Core responsibilities owned by SharedMall include:

- Design, development, maintenance, and hosting of chamber's deals platform.
- Platform access for member businesses to create, manage, and promote offers.
- Guidance for member businesses to enhance offers with e-commerce capabilities.
- All relevant training and support for chamber's staff and for member businesses.

Pilot Schedule: The pilot program starts on July 1, 2017 and ends on 12/31/2017. Major milestones during the pilot phase include:



1. July 2017: Deploy deals infrastructure and implementation strategy
2. Sept. 2017: Make all member deals accessible from chamber website
3. Oct. 2017: Incorporate into marketing collateral for new memberships
4. Nov. 2017: Evaluate against success criteria and future growth potential
5. Dec. 2017: End of pilot.



Common People Services, LLC, DBA SharedMall. 20888 NW Amber View Lane, Beaverton, OR 97006
 Contact: Jatin Patro; Email: contact@sharedmall.com; Ph: 971-267-3701; Website: SharedMall.com

Pilot Costs: There are no costs to participating chambers or their member businesses for the entire duration of the pilot program. This includes the member-to-member deals functionality on chamber website and independent deals management capability for member businesses.

Post-Pilot Costs: Starting Jan. 1, 2018, the below subscription plans will be available to all US-based chambers. Pilot participants will have the additional privilege of continuing the below DEALS package at a 20% discounted rate:

 INNOVATION PACKAGES FOR CHAMBERS  <small>Copyright © 2017 Common People Services, LLC (dba SharedMall)</small>					
PACKAGE*	CHAMBER SIZE				DESCRIPTION
	Upto 200 members	201-500 members	501-1000 members	1000+ members	
LOCATOR	\$25/mo.	\$50/mo.	\$75/mo.	\$100/mo.	UPGRADE FROM CURRENT LOCATOR AND DIRECTORY - includes searchable mobile-friendly "product" locator - supports integrated shopping from within the directory
DEALS	\$50/mo.	\$75/mo.	\$100/mo.	\$150/mo.	LAUNCH DEALS PLATFORM INTEGRATED WITH MEMBER WEBSITE - real-time automatic deals platform for chamber - deals management platform for member businesses
SHOPPING	\$150/mo.	\$250/mo.	\$350/mo.	\$500/mo.	LAUNCH CHAMBER'S LOCAL SHOPPING ALTERNATIVE TO AMAZON - includes LOCATOR and DEALS packages - FREE shopping cart access for all member businesses - chamber's own local search and shopping marketplace - equally accommodates service providers alongside retailers

*Infrastructure, deployment, training, support, and maintenance is included in all packages, for chamber staff and also for member businesses

Demo/Q&A Request: Chambers seeking to learn more about the above innovation packages, and how each position the chamber for increased relevance and accelerated growth in the long term, are encouraged to [request an online demo](#).