



January 2017 - CONFIDENTIAL Update for the 'StayBilley Stable'

Hello StayBilley supporters (aka 'the Stable')... Happy New Year!

HEADLINES

New Affiliate: Rideau Canoe Club (RCC), Ottawa

Pending Contracts: We have five pending affiliate contracts, three of which went out in December. I anticipate additional contracts being finalized/executed once our affiliate targets are back at their desks for 2017.

BUSINESS

User Update: Our 1st Year Goal is 1000 Users (March is coming up fast!)

Month over month % increase in registered Users:

Oct - Nov >> 20%

Nov - Dec >> 19%

Dec - Jan >> 5% (we will be kicking this hard in January!)

Average Month over Month increase to date: 18.5%

Business Update:

On the CAO front, [Rob Adams](#) will be joining the team officially this month. More to come regarding his specific role and responsibilities - in the meantime, let me say I'm **delighted** Rob has chosen to #ComeOnIn

Rob has an extensive background in leadership, technology and entrepreneurship ... and, as a former Mayor, he understands how municipal administrators and federal regulators operate.

Thanks to advisor Dan Latendre of [Igloo Software](#) for helping to uncover this serendipitous opportunity. Our 'shared roof' goes as far back as our high school days!

The potential investor mentioned last month continues showing interest in StayBilley. We met on Dec. 24th (*who sets a meeting on a Christmas Eve Saturday?*) for several hours to do some honest sharing and conduct a 'chemistry' test. The meeting went well. Let's see what the new year brings.

MARKETING & TECH

[Social Media and PR](#) team members are preparing a number of marketing initiatives for January: the official launch of the Ryerson University affiliation, the RCC launch as well as media 'push' in the Ottawa market with the Run Ottawa/Ottawa Marathon team, and updates for our partners at Sail Canada and Canoe Kayak Canada.

Radio Campaign: The first campaign ran in York Region (Toronto) on [105.9 The Region](#) for much of November and December. The copy/creative is being updated and the next campaign will be running in early 2017. We'll post a link to the new creative when it launches on air. You can hear the first radio ad pinned to the top of our [Twitter](#) page. Thanks to Debra McLaughlin for facilitating our creative production & air time.

Dragon's Den: Since they ask participants to 'keep them posted', I spoke with one of the producers when we received the recognition from Skift...<https://skift.com/2016/09/23/guidling-staybilley-and-more-in-todays-travel-startup-watch/>

<https://skift.com/2016/11/14/5-new-travel-startups-defining-short-term-rental-challenges-in-2016/>

... they're still editing Season 11, but is it unlikely the StayBilley pitch in the Den will make it in to a show - quite simply, it isn't compelling television watching a woman and a laptop! LOL If something changes, I will let you know.

WHERE YOU CAN, AS ALWAYS, HELP...

1. [Register!](#) Become a Guest if traveling; list your space as a Host
2. Follow us on [Twitter](#); like us on [Facebook](#); **retweet and like our posts**
3. Leads/introductions for seed &/or angel investors/financing/funding sources are always welcome
4. **Spread the word** to your friends, family, colleagues... encourage them to be [HOSTS \(check out our current 'requests'\)](#). We'll here to help set them up on the site, should they have any concerns.

Please let me know if you have any questions or if any of this message requires additional clarification.

Thanks for your continued support of StayBilley. May this be a warm and friendly year... (the world needs it).

Barbara

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Shared Interests. Shared Roof.



ABOUT STAYBILLETY

Launched in March 2016 and based in Cambridge, Ontario (Waterloo Region), [StayBilley](#) is an international affordable, online accommodation service connecting like-minded guests and hosts. Celebrating community with its unique affinity-based affiliate model, StayBilley is also a social enterprise whose business supports charitable organizations. With StayBilley, guests traveling for concerts, commencements or competitions connect with enterprising hosts who share their common interests. Click here for [press kit](#) and [media page](#). Visit StayBilley's [Facebook](#) and follow [@StayBilley](#) [#ComeOnIn](#)



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