



Category Participating Sale System



Endpoint LLC is the developer of the **Category Participating Sale System (CPSS)**.
It is a Gateway for companies to showcase and Cross Merchandise
big ticket iconic brands among peers in the Retail Industry.

The principal focus of the CPSS is to entice every Shopper to view, touch and play
Brandoodles® - The Brand Name Guessing Game® on Cash Register paper & Digital receipts
in exchange for Instant Rewards of substantial discounts at every Grocery, Pharmacy,
Fast Food, Electronic, Gas Station, Building Material & many other outlets.

OPPORTUNITY
Excitement
INNOVATION



Yaltz®
NFT



WELCOME TO THE WORLD OF

Profitabilities with ENDPOINT[®]

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Endpoint LLC is building a partnership with Advertising and Retail companies that have a desire to earn additional cash without having to make any investment commitment.

This system will greatly increase the revenue of every company that adopts game plays on Cash Register paper and Digital receipts and can earn millions of dollars in dividends from billions of pre-sold half-penny advertising “views or clicks”.

The Brandoodles[®] game system creates family-style brand name fill-in-the-blank puzzle excitement to all Shoppers as they discover big savings potential with every visit to their favorite store.

You are cordially invited to join us.

Errol S. Doris, Sr.
Managing Partner

WHO ARE THE PARTNERS IN THE

Group

Partnerships

Core 4 represents three segments of Top Retailers

Ad Revenue Acquisition
Tech and Admin Groups
Manages Revenue input
and Provide Engineering
and Managed Services

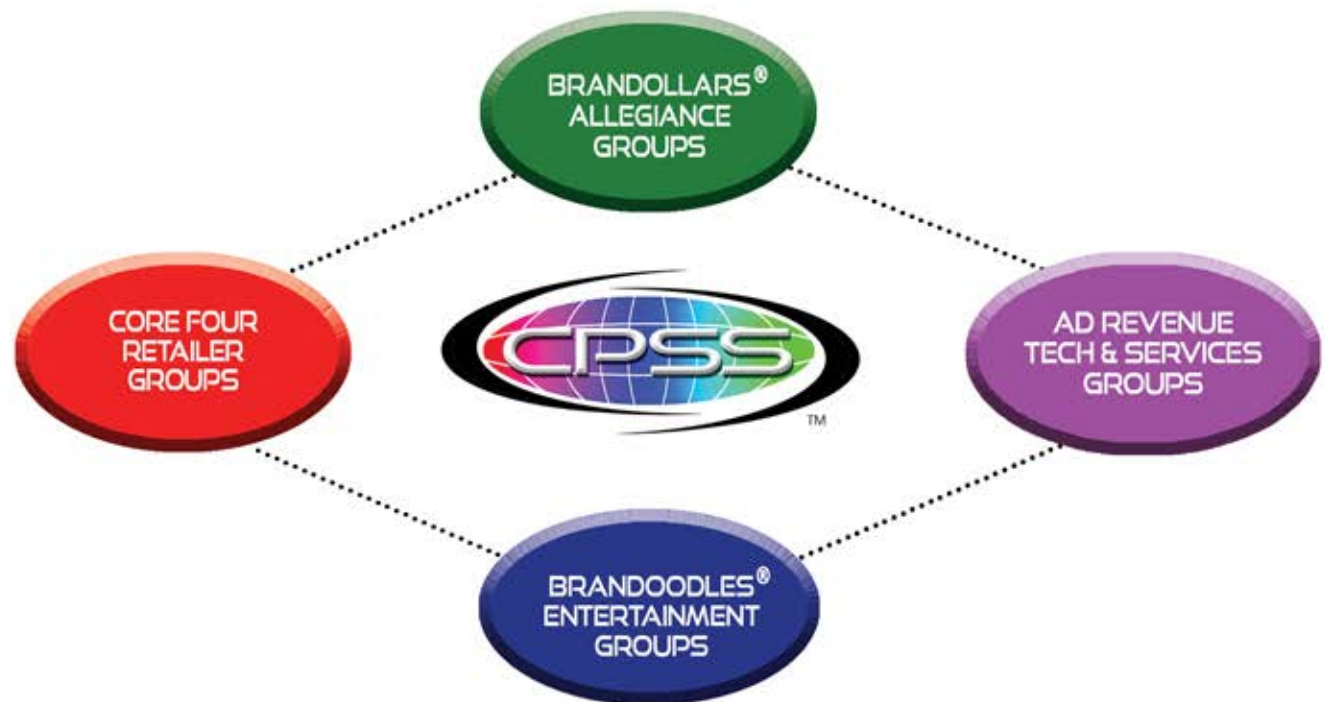
Brandoodles® System
Gaming Technologies and
Digital Media Management

Brandollars® System
Corporate and Customer
Allegiance Programs and
Crypto Bank

The *Category Participating Sales System* is comprised of four facets of management tasked with capitalizing the lowest cost of advertising in order to deliver the greatest ROI ever in the industry.

CPSS encompasses battle tested elements of co-operative advertising and marketing with a fresh approach to “Cross Merchandising”. This new method of selling expands the landscape to allow unsold high profile products in stock piled inventories to have greater exposure and a maximum chance of being sold.

The CPSS is independently managed by a Board of Directors.



HOW WE CHOOSE THE TOP FIFTY RETAIL

Targets

2.3 Trillion Dollars

Gross Revenue reported by the Top 50 Retailers in 2023 in USA.

156,000 stores

These primary targets can effectively produce high additional income at the designated Points-of-Sale.

515,000 Terminals

Devices represent a 20% share of roughly 2.5 million active Point-of-Sale units installed in the system.

Source: National Retail Federation

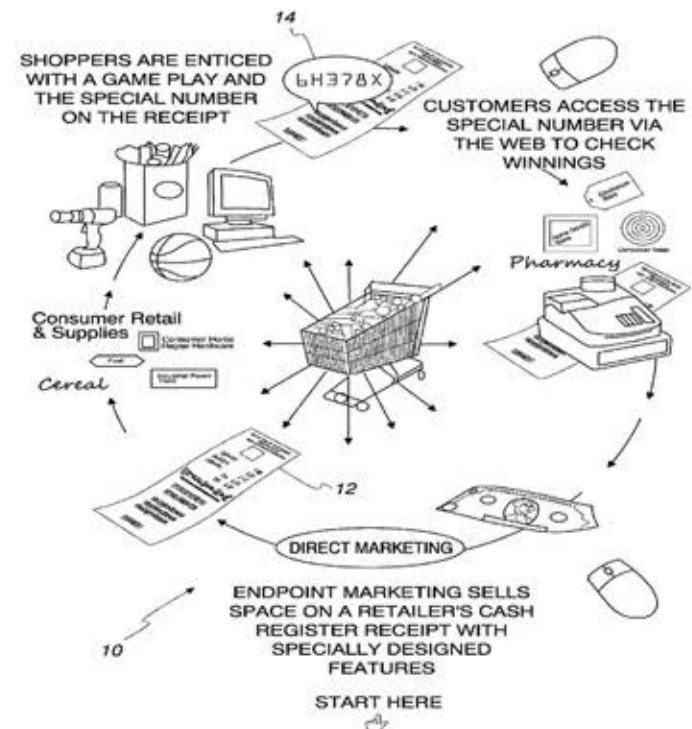
The Top 50 Retailers will be invited to participate in the System and organize into a selective group of four for example:

- Grocery
- Pharmacy
- Fast Food
- Building Materials

Using existing Hardware and Software access, retailers provide space on Cash Register paper and Digital receipts for Shoppers to play and interact with Brandoodles®- The Brand Name Guessing Game®.

Core Four Retailers will display high profile iconic brands to millions of customers and share in the potential 25% gross equal to \$250 million for every \$1.1 billion earned.

CPSS will accept engagement from the first Retailers that make their intentions known in order to secure a priority slot in the Core Four chosen for each category.



EVERYONE WHO PLAYS
WILL WIN THIS

Game

Brandoodles®

is a family style game designed to advertise big ticket iconic brands at the checkout on Cash Register paper or on any Digital device as a puzzle.

Doodle. Play Now. Win.

The Hangman style puzzles displayed on the receipt will entice the shopper to fill in the partially hidden Brand Name guesses & win the discounted prices that are offered.

This gameplay methodology and apparatus is protected under *US Patent 10,769,652* and the *Canadian Patent 3,028,906* in every retail market that supports the promotions with a simple online redemption process.



Puzzle Answer: **TORO LAWN MOWER**

Gaming Statistics

May 2024 survey estimated that there were well over 201.7 million gamers in USA average 35 years.

67% of all gamers are weekly retail outlet shoppers.

- 48% are women
- 29% are 50 years or older
- 50% play on smart phones
- 18 minute daily average

Source: [COMSCORE.COM](https://www.comscore.com)

PLAYING THE GAME REVEALS HIDDEN LETTERS THAT
SPELL OUT THE ICONIC

Brands

Play Smart. Solve. Win. Redeem.



Play the game on your smart phone, tablet or laptop

<https://igamebank.com/branddoodles3/>

Branddoodles® was originally a Family Board Game that was expanded to be played on Cash Register paper in Supermarkets as a Brand Name Hangman puzzle. Later redesigned as a web format Digital Game and Television Game Show that rewards all players with big “wins”.

Branddoodles®
THE BRAND NAME GUESSING GAME

Congratulations! You received **45%** off the Retail Price of
One Toro Lawn Mower
With Smart Park Braking System

REDEMPTION CODE
XTGRHLPE

How To Use the Voucher Code

1. Pull up your Branddoodle from MY BRANDDODDLES Folder.
2. Next visit: <http://br.pr/1knf0H6>
3. Print out the Voucher.
4. Follow steps to the right to complete redemption.
6. If you have questions, contact Branddoodles at info@branddoodles.com. Orders ship only from the retail locale prior to the expiration date.
7. Thank You!

The Fine Print

Limit 1 per person. No cash value.
Not valid with any other offers.
Available only in the 50 U.S.
states including AK/HI. Illinois residents
will incur standard local taxes.

BRANDDODDLES ID:
ESM-D-030-1954



TORO



0 123456 789012

CUSTOMER
I.M. HAPPY

YOU SAVED
\$1870

THE RETAIL PRICE OF
THIS ITEM IS **\$3400**

YOU PAY **\$1530**
PLUS LOCAL SALES TAX
AND ADDITIONAL FEES.

PRESENT VOUCHER IN-STORE
Find Participating Businesses
In your State:
branddoodles.com/retailers

Arizona, California, Colorado,
Georgia, Illinois, Indiana, Iowa,
Kansas, Kentucky, Louisiana

CASH REGISTER PAPER IS AS
VALUABLE AS

Gold

1,077,100

Total Number of Retail Outlets that can join the CPSS revolution to significantly increase their top line revenue with barely any or no financial risk.

1.184 Billion

Average Number of Daily Customer Visits to the Retail System.

\$59.2 Million

Daily Cash potential if only 10% membership is committed to the CPSS.

CPSS partners will generate and earn millions of dollars from the discounted items as Shoppers play the Brandoodles® game on the face of Cash Register receipt paper and all accompanying online Digital receipts issued at the Point-of-Sale (P-O-S).

Retail outlets in USA dispense over 124,000 miles of Cash Register paper each year. These abundant “paper billboards” enshrine the strength of this opportunity despite the push to become paperless. At least 50% of all proofs-of-sale will require paper for years to come.

Studies in 2023 by the Technical Association of the Pulp and Paper Industry (TAPPI) suggest that 2036 may be the date that the decline of paper will begin. Until then, Cash Register and Digital receipts will prevail as P-O-S necessities.

NO. OF RETAIL STORES BY SEGMENT THAT RELY ON PAPER RECEIPTS



SOURCE: U.S. BUREAU OF LABOR STATISTICS 2023

OPPORTUNITIES AROUND IN THE CORE

Four

CORE 4
RETAIL
GROUP

Core Categories

Consists of Four Diverse groups of retailers in low or non-competing specialties.

Core Concept

To promote products that do not conflict with the main business of partner retailers.

Core Participants

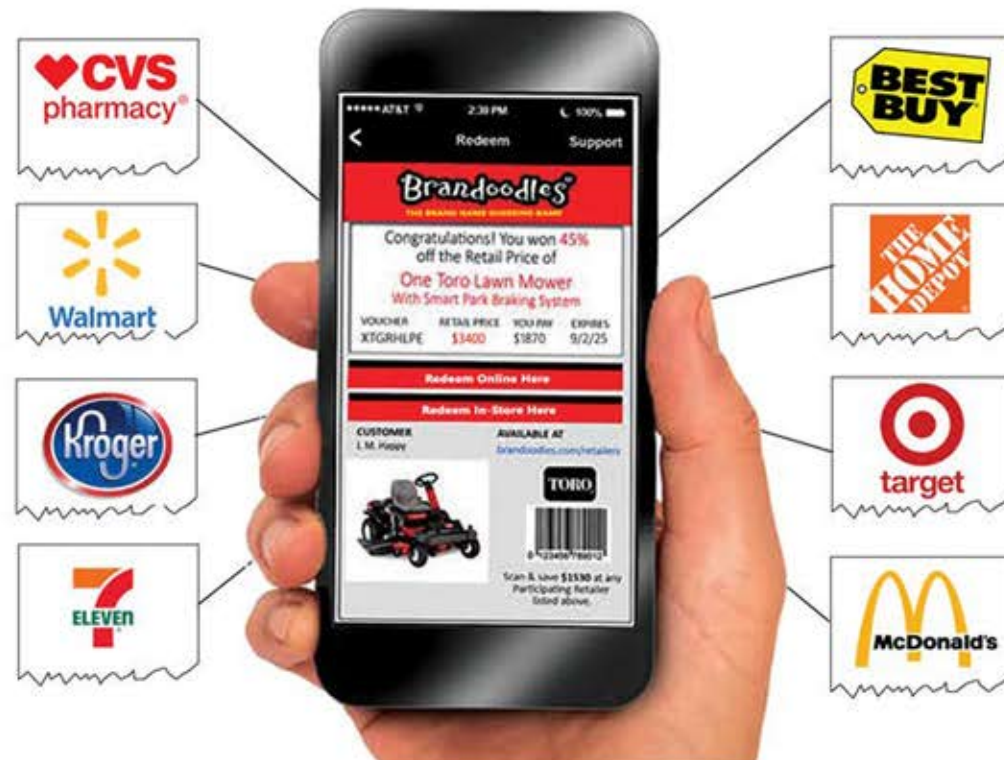
Four Diverse retailers have the ability to choose, reject and approve participants.

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Core Four sales represents a mix of diverse retailers that agree to *Cross Merchandise* and promote products on all Cash Register paper and Digital receipts to earn revenue without a financial investment.

The CPSS *Cross Merchandising* open system allows any retailer, such as a *Grocery Store* to sell Maytag® Dishwashers; a *Pharmacy* to sell Toro® Lawn Mowers; a *Fast Food* business to sell Rolex® Watches or a *Hardware Store* to sell Ford® Automobiles in multiple demographic areas.

Over 90% of all "big ticket" inventories are not exposed to the traditional shopper that passes through a retail store. With CPSS *Cross Merchandising* there is an immediate and dramatically increased chance of exposure and eventual sale to every type of Shopper.



SELECTING THE BEST ITEMS TO

Sell

10 Million is...

The approximate number of single items in inventory of US manufacturers. The selection will represent less than 1% for big ticket items being promoted. Most will be a Suggested Retail Price in a range of \$200 - \$5,000.

Products in these offerings can be sold through any size retailer. Larger stores display 35,000 - 50,000 SKU's having fewer big ticket items in-store. Many manufacturers have a 90% unsold inventory available.

Source: National Association of Mfrs
US Dept of Commerce

The Profile of the products that will be showcased are limited to Big Ticket items. This narrows the selection of products that may be rarely displayed in-store, if ever at all. This is an opportunity for a manufacturer to present unlimited items to the public in a simple format on paper or digital receipt.

\$0.005 The half-penny cost for a single "click or view" is the *Lowest Cost of Exposure* of any media format. For \$5,000, an advertiser can display any product to yield *one million shopping views* on Cash Register receipt paper or digital receipts in game play mode.

Product Selection

Product managers have control of the algorithms that activate "wins", retail value and sale quantities. "Wins" are the price that the customer pays after discounting the original retail price. Promotions may be general or holiday specific.

\$3,400 Example is...

The Suggested Retail Price of this Toro® Lawn Mower. If the Company sells through 1,000 units in the period below, the revenue based on "wins" is **\$2,749,560***.



The Shopper pays the discounted price shown in **red** for each unit sold.

3 wins	5 wins	7 wins	15 wins	30 wins	40 wins	100 wins	300 wins	500 wins
90% \$340	80% \$680	70% \$1,020	60% \$1,360	50% \$1,700	40% \$2,040	30% \$2,380	20% \$2,720	10% \$3,060

* All Values stated are for illustration purposes only. Actual values change according to "wins".

HOW THIS CONCEPT CAN HELP

Shrink

1.08 million

Store Locations in 50 US states lost
18.4% - 33.6% due to shrink in 2023

Source: NATIONAL RETAIL FEDERATION
US BUREAU OF LABOR STATISTICS

3771	≠3
4901	≠1
5333	≠5
6003	≠3
7777	≠7
8354	≠3
9900	≠5

Brandollars® and Brandoodles® concepts were initially developed in a Convenience store to monitor Cashiers and control “shrink” by giving Shoppers incentives to assure that sales were properly recorded.

Once considered to be financial gatekeepers of retail, Cashiers proved to be a significant cause of *Internal theft*. They devised several ways to subvert cash because management was often distracted by the “shoplifting” public. Blatant theft produced extreme losses.

External Theft simply increased with “Friends and family” shopping scams creating cash drains. Cashiers secretly invited groups to “shop” for items that were never rung up as a total sale. Routinely, these types of sales produced very little or no revenue at all.

The most popular offense by a cashier was to hit the “No-Sale” key to open the cash drawer to give the illusion of a legitimate transaction. According to the *New England Loss Prevention Advisory Group*, loss by a single occurrence is \$89.80 and \$1,400 by *Organized Retail Theft*.

The *Cash Register receipt* is still one of the most effective tools to monitor transactions visually.

Cashiers that were instructed to give a receipt to every customer as proof-of-purchase largely ignored the directive and claimed forgetfulness unless the Shopper demanded it.

A more appealing solution was to provide a financial incentive to Shoppers who played a simple game for a cash reward, compelling the Cashier to hand over the receipt or pay the \$5 penalty.

The Cash Register Receipt Serial numbers published on a simple flyer became a popular game. Shoppers immediately earned dollars by matching their numbers to the cash offer. Instant cash awards proved to be a cheaper and more effective when the general public policed cash flow.