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## Overview



Why the Kessler Fellows Program?      Bling Nation



The summer experience      What's happening as a result

## Why the Kessler Fellows Program ?



- > Entrepreneurial dreams + Business Family
- > British Telecomm experience: incremental value
- > Minesweeper experience: setting goals + strategizing
- > Wanted experience in mobile-payments startup
- > Wanted to be inspired by other passionate Fellows!

## Why Bling Nation ?



Innovative mobile payment company  
Small startup  
Serial entrepreneurs / Mentorship  
Growing company  
Location



① **stick**

Stick a BlingTag™ on your mobile phone.



② **tap**

Tap to pay and redeem rewards.



③ **Receive**

Receive text confirmation

## Bling Nation transaction



<http://www.youtube.com/watch?v=nAJnQruUkUg&feature=related>

## Why is Bling cool?



›We **REVOLUTIONIZE** payments

›We **SAVE** the business up to 60% on fees


›We **LIBERATE** data (Transactional vs. Personal)

›We provide a **POWERFUL** platform


›Loyalty solution

›Social-Networking solution

## My summer





Strategic Alliances



Next-gen product


Virality






Sales

Events

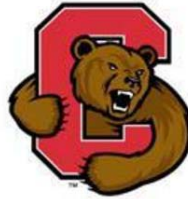


## What I learned



>CHANGING CONSUMER BEHAVIOR IS TOUGH!

Where does Kessler Fellows fit in?



Equity bonus + Full-time job offer

Thank You!



Mr. Andy Kessler, '80



Ms. Tracey Brant, '84