

# TROOPSWAP

## Introducing TroopSwap!

- **Designed** by an industry leading firm honored by *Time Magazine* for a “Best Website of the Year,” TroopSwap is the only online platform specifically designed to address the needs of military communities by allowing service members and their families to buy or sell anything related to military life.

## Why Should A Service Member Use TroopSwap?

- **One-Stop Shop:** Tired of visiting poorly designed websites? Tired of driving to mom and pop businesses? TroopSwap is a platform that is capable of aggregating all of the content relevant to military life - from house listings to tactical gear to household goods and beyond - and TroopSwap’s simple, google-like interface allows users to access that content easily and quickly.
- **Trust:** How do you communicate the selflessness and honor that permeates the military community to those who are not a part of it? TroopSwap’s users share a common set of core values unique to the military. And when you are buying an item you’ve never actually seen, that is a very important point of distinction.
- **Wounded Warrior Project:** Want to help wounded veterans and serve a very special community? TroopSwap proudly donates 10% of all profits to the Wounded Warrior Project.
- **Risk-Free Trial Period:** Still have concerns about using this innovative new channel? TroopSwap sellers are only charged a success fee if they have completed a sale. All listings are always free except for house and car listings. But to celebrate our launch, TroopSwap is offering coupon code “TROOPSWAP” to allow users to list houses and cars for free.

## Who Is Behind TroopSwap?

- **Majority Veteran Owned:** Two of the four co-founders, Matthew Thompson and Blake Hall, are Airborne Ranger qualified officers and have served a combined forty-five months in Iraq and Afghanistan. Mike Slagh is an active duty Naval Lieutenant Junior Grade who once led a humanitarian aid mission in Africa. Abram Walters, the only non-veteran, has a marketing background from General Mills and serves as the voice of reason during team meetings.
- **Reference Accounts:** TroopSwap has received endorsements from powerful government and private sector stakeholders, including Peter Corbett, CEO of iStrategy labs, the private sector advisor to Lieutenant General Jeffrey Sorenson as well as Laurel Ruma, an editor for O’Reilly Media and the co-chair of the Gov 2.0 expo.

## Start Swapping!

- Sign-up at [TroopSwap.com](http://TroopSwap.com) and start listing! Thank you for choosing TroopSwap!