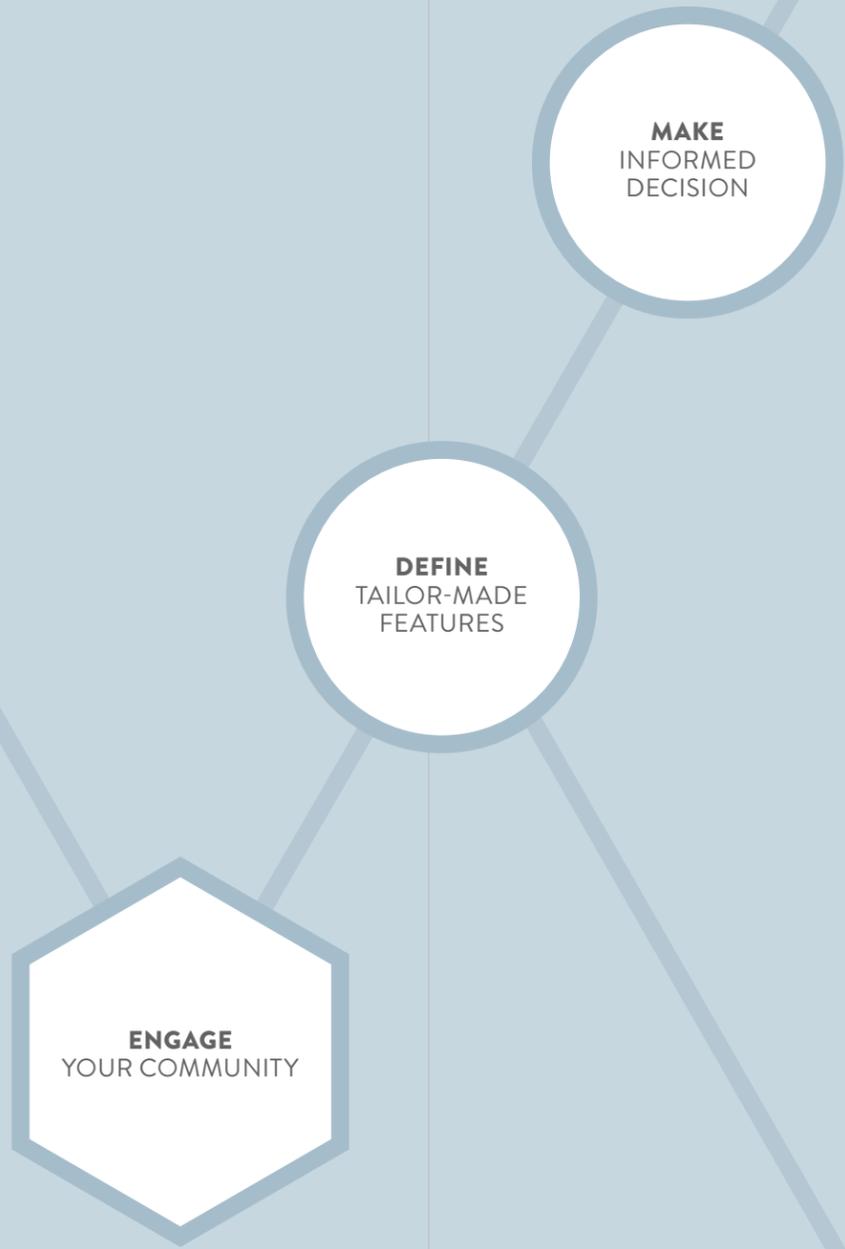


UNLOCK THE FULL POTENTIAL OF YOUR ONLINE STRATEGY

HEAP[™] / the **c³**ms platform

TURBULENT

DEFINING YOUR ONLINE STRATEGY



As a digital media creator, you're focused on producing engaging interactive content for your customers. But as launch day gets closer, you face questions about distribution, marketing, promotion, and community development. How will your fans consume your content? How can you tailor their experience to their needs to make it as enjoyable as possible? How can you generate more revenue?

The quickest implementation usually arrives in a patchwork of existing tools and systems, each designed to answer a specific need: Wordpress or Drupal for publishing, Media Wiki for community, Magento or Steam as a storefront...

Soon you have a situation where visibility and control are clouded by the intricacies of multiple platforms and channels each with their own idiosyncracies.

An ideal solution to this problem meets the following requirements :

- Consolidated access to all user data in all aspects of their online activity in your domain
- An easily customizable publishing platform that simplifies the process and keeps it completely on-brand
- Complete cross-feature user profiling that allows for fine-grained segmentation and simplified conflict resolution
- A phased and modular approach that lets you scale with your needs as your project grows

“The platform brings together content, community and commerce.”

HEAP is a solution built with those specific requirements in mind. The platform brings together content, community and commerce, all centered around a fully integrated, flexible back-office system, and a completely custom front-end.



LEVERAGE YOUR ONLINE PRODUCT ECOSYSTEM

To differentiate yourself from the competition, you need to have a strong product. Consumers are constantly being solicited online either through mobile, email, or in-product referencing, etc. Strong content is viewed as the key to gaining the upper hand and why it is so crucial to successfully launch a first product to build your reputation.

But a smart and innovative idea can only get you so far. Launching a product is all about making and testing assumptions: Who is your target market? What are their needs and wants? What key features will they find most appealing? In an ideal world, you'd be right on the first guess every time. In reality most of us learn and adjust as we go.

It's crucial to have strong information and customer relationship strategies at launch, in order to be ready to watch and listen to consumers as they discover your product. You need the ability to gain insight and adjust your product and the message for your community.

In practice, most companies will implement this ecosystem in steps. Data collection and customer identification can typically be done in-house and additional functions can be added by purchasing licenses of specialized software. Over time, different motivations trigger each purchase and the final situation is a multi-platform, multi-solution suite of softwares and data storage solutions. The information is available, but cross-referencing is difficult and a specialized workforce is required.

Through its experience with diverse clients, TURBULENT developed a specialized set of tools to create a single homogenous ecosystem. These tools come together under the HEAP platform. They were built with live product requirements and have been adjusted and improved according to real user requests and market needs.

Important components to consider before an online launch include:

PUBLISHING

Identify a content management system (CMS) platform that:

- Allows for quick iteration and adaptation
- Is customized to your organization
- Has a built-in content distribution network (CDN).

BROADCASTING & PROMOTION

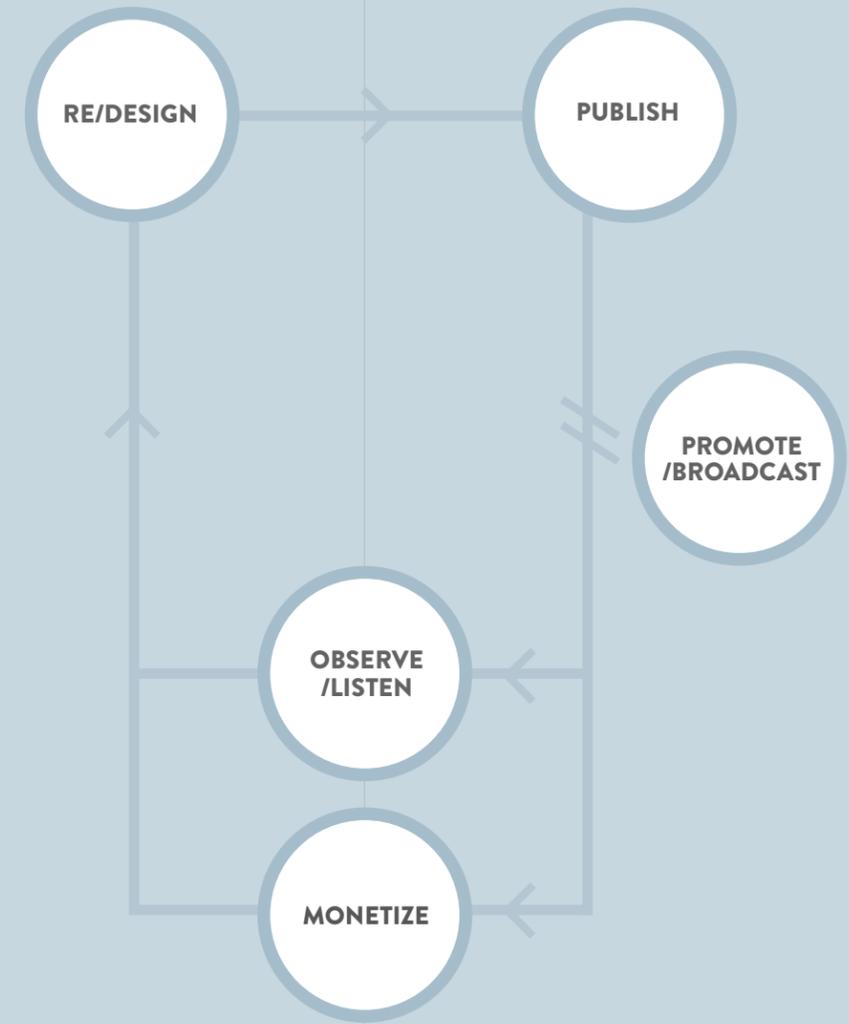
Establish a clear communication strategy with consumers and identify communication channels (i.e. email, social media, in-app communication, etc.) for support and promotion through your customer relationship management (CRM) strategy.

MONETIZATION

Identify eCommerce and monetization opportunities, and plan for additional revenue sources in your product.

OBSERVATION

List important information and key performance indicators (KPIs) for your product (i.e. from geographical location of a user to the time spent using a specific feature). Plan tools to monitor behavior, live, as well as allowing users to contribute directly (i.e.) through surveys, forums, and other tools.



“ Having the ability to understand your users, react to their requests and suggestions, adjust your product, and monetize strategically allows you to make educated decisions and investments. ”

EDUCATION –Editions CEC

“ We developed an award-winning digital platform that supports 70% of primary and secondary school students in the province of Quebec. ”



GAMING –Star Citizen

“ We are behind the Guinness World Record-setting crowdfunded project. ”

MEDIA & CULTURE –TFO

“ We conceived and produced the most successful convergent project in Canada in terms of number of users and impact on client business. ”



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HEAP[™]
the c³ms platform

CUSTOM
SERVICES

CONTENT

COMMUNITY

COMMERCE

WHY HEAP IS DIFFERENT ?

HEAP is a powerful content, community and commerce management platform (C3MS) developed by TURBULENT through their 10+ experience working with media companies.

Its key components are:

CONTENT PUBLISH

Manage and distribute content using a mature, stable and production-ready platform.

COMMUNITY

Promote community engagement by providing forums, chat, feedback opportunities and integrated customer service

COMMERCE

Monetize your content, sell digital and physical goods, or crowdfund your creative endeavours

HEAP's key advantage however, is not just in the feature it offers, but in the fact that these components are combined in a coherent ecosystem. HEAP's plugin architecture allows you to start small and build as your needs progress, in a smart, tailor-made flexible solution.

Because the platform was built with real users, during real product development, HEAP's user interface is designed with users in mind. For example, content creation tools can adapt to the user's preferred publication format, and customer support tools are easy to navigate.

HEAP can also use the current applications in your pipeline as components, making it easy to bring on-board later in production. It picks up where you are. Whether you switch entirely to HEAP's modules in time is up to you.

WHAT IS HEAP

HEAP is a high-performance cutting edge platform. It contains all the tools necessary to manage your Content, Community, and Commerce needs. It leverages common protocols and processes in one unified platform.

CONTENT

FLEXIBLE & PROVEN TECHNOLOGY

PHP5/MySQL Lampstack using Memcached as a cache system to deliver pre-generated Web pages

CDN SUPPORT

Distribute media files on any CDN globally, across regions, for faster access. Store, index, and distribute a diverse range of custom content types

JOB PROCESSING

Media is generated in all formats automatically, and makes the content Web-ready

BEST-IN-CLASS ARCHITECTURE

Roles-based pod architecture is deployed in Docker containers allowing deployment of platform within cluster management technologies such as Google Kubernetes or Mesosphere

SCALABILITY

System can be scaled horizontally and integrated into your cloud provider's auto-scaling system

REST API

Provide access to content via a JSONbased API, which allows other sites and services to pull/integrate content from the platform

ADMINISTRATION

Easy management of content with customizable roles and workflow to fit your organization. Multilingual support at content level, and customizable taxonomy

COMMUNITY

DISCUSSION

Forum and Reddit-style discussion tools integrated within the platform and which can be related to content

GAMIFICATION

Badge and role system for layered access

ACCESS CONTROL

Public and private user profiles

ADMINISTRATION

Moderation, probation, whitelisting, and blacklisting tools

CUSTOMER SUPPORT

Community database integrated with customer support tools

AUTOMATED EMAILING

Community database integrated with automated email systems, such as Mandrill, and segmented customer relations email systems, such as Mailchimp

TRACKING

Browser fingerprinting technology

COMMERCE

STORE MANAGEMENT

Allows for multiple storefronts, product catalogues and SKUs for both physical and digital goods

CURRENCY MANAGEMENT

Multiple currencies and automated conversion rates, including virtual currencies

Order Management

Multiple ledgers and shopping carts

Payment Options

Multiple electronic payment options such as Paypal, Amazon Payments, and Stripe

Real-Time Pricing

Real-time price, stock and availability for all SKUs along with promotions and coupons

Additional Purchase Options

Subscriptions, gifting, and store credits

SHIPPING INTEGRATION

Ability to integrate with shipping house for physical shipping fulfillment

REGIONAL PAYMENT OPTIONS

Management of region and sub-region currencies, taxes, and fees

REFUNDS

Refund and chargeback tools

ANALYTICS

Real-time Sales Statistics

Some features were added with specific applications in mind:

GAMING

LEGAL SIGNATURES

For terms of service, EULA, etc

SINGLE SIGN-ON (SSO)

SSO can be used for game login and also provide digital item fulfillment

ADDITIONAL PAYMENT OPTIONS

Digital River can be added as a payment option

EDUCATION

CONTENT DISTRIBUTION

For many different roles including student, teacher, and parent

DIGITAL RIGHTS MANAGEMENT

Manage user access to specific content, online and offline

MEDIA

SECOND SCREEN

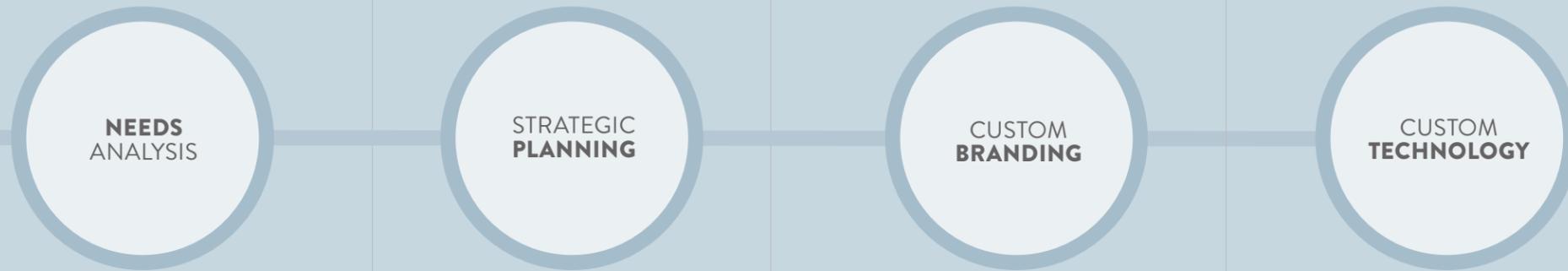
Synchronization with a live broadcast

BROADCAST INTEGRATION

Integration with broadcast management systems such as Louise/Mogador

HEAP
the c³ms platform

GETTING STARTED



CHRIS ROBERTS — Cloud Imperium Games

“It’s not just about raising money. Crowdfunding allows you to build a community early and make the web presence part of the game.”

As an interactive media content creator, a unique platform to manage content, community and commerce is a smart and easy way to improve your product’s ecosystem. HEAP’s flexibility and ease-of-use make it an easy choice for building your strategy.

Once you’ve discussed your needs with us, we can decide together which level of licensing is right for you, based on consumption, revenue and community size. TURBULENT also offers a wide spectrum of services to help with the success of your HEAP integration, including but not limited to design, development, quality assurance, content production and general consulting.

Finally, the current state of HEAP is based on more than 10 years of interactive media creation with hundreds of companies in education, media and entertainment backgrounds. It leverages the differences between these markets to create a well-rounded flexible C3MS platform adaptable to your needs.

TURBULENT has most recently worked closely with Roberts Space Industries (RSI) and their ground-breaking crowdfunded and crowdsourced Star Citizen. HEAP is the platform at the center of this 90M dollar (and growing!) project with more than 1M users. It drives discussions between members on forums, manages commerce transactions, distributes content across multiple platforms, and rewards users with badges and community status.

HEAP, THE EASY CHOICE

Whether you're new to interactive media or have been in the market for a while, HEAP is the easy choice for a platform on which to build your content, community and commerce strategies:

- *Simple and complete content publication workflow*
- *Varied community tools and services*
- *Tried and tested eCommerce tools*
- *Continuous development and improvements*

Contact TURBULENT now to discuss which license is right for you and how you can benefit from HEAP's extensive market-tested feature set and tools!

ABOUT THE COMPANY

TURBULENT founded in 2002 and based in Montreal, Canada, designs and develops web sites and interactive media software and experiences. Creative and efficient, we love challenges and imagining the best solutions to address them.

We believe that the achievement of ambitious projects starts with a creative use of technology. Passionate about our work and working as a team, combining our strengths to always surpass ourselves, we are convinced that the quality of our projects is proportional to the fun we have in achieving them.

HEAP is a result of our strong commitment to our partners and our desire to have top quality tools at the disposal of their communities.

For more information, visit www.turbulent.ca.

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