

ASK ANYTHING

Unrestricted Cost-Free Networking

A key element of *Beeotto* is to offer our Members unlimited cost-free access to one another through *Ask Anything*—a private, secure forum in which Members may freely communicate, seek and offer advice, and even collaborate with one another on the thousand and one issues that crop up when running a small business.

The forum will not only offer peer-to-peer guidance and practical solutions, but it will perform an important social service. No one wants to feel alone, and our *Ask Anything* platform will assist in alleviating the isolation felt by too many Mom & Pop owners. It will connect Main Street merchants, in turn supporting one another and maintaining the cohesiveness and economic prosperity of our neighborhoods.

On the *Beeotto* side, we believe offering a forum for private communication throughout the *Beeotto* ecosystem will enhance the “stickiness” of *Beeotto*, plus the forum’s added value will be a vital component in promoting loyalty and ongoing membership in the *Beeotto Family*.

(Note 1: BThrifty recognized the importance of providing an internal, secure network more than 12 years ago [beta version BThrifty 2008–09]. See the “Community” tab to find actual copy of how BThrifty connected the business community with local neighborhoods.)

(Note 2: Unlike paid services like LinkedIn™ or Alignable™, *Ask Anything™* is free to all *Beeotto* Members and is included in each subscription package.)

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