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Dear Business Owner,

I'm the founder and CEO of TUIO Payments Inc. We are a financial technology company that works with private schools across North America to digitize their payments. Over time, we've become the #1 payments portal for private schools across the continent. I wanted to write this Letter of Endorsement to speak about Dhawal Tank's contribution in making this happen.

Dhawal was the first help I got on the business side of TUIO. He came in at a very early stage of the company where there was much to be done, and in the space of a few months he has proved to be an invaluable asset in engineering the growth of TUIO.

The first thing Dhawal did was to immerse himself in the universe of our target markets; he learned about their goals, their pain points, and what keeps them up at night. In a few weeks, he knew as much or more than myself about our different buyer personas.

Strong with this knowledge, he was able to help me decide the best angle, copy, and animations that we should be using for our first corporate video. To date, this video remains the investment that has delivered the highest ROI, and a lot of that was thanks to Dhawal's input.

Another strategic area where Dhawal contributed immensely was the complete overhaul of our website. He suggested the overhaul, recommended a platform of designers, and managed the project along the way to successful completion. Today, our website looks so great and the copy is so on point that I continuously receive compliments on it, be it from clients, investors or even competitors.

I could go on and on - as I said, Dhawal's contribution to our operations have been many, and those are just 2 examples. It does not mean that he cannot do demos to prospects (he has), close leads (he also has), nor set up email campaigns (also done). Just recently, he spearheaded the research, negotiation and signing of 2 major strategic partnerships that give us access to 1,600 potential new clients.

In other words, if you need a smart, driven and easy to work with MBA who can help grow your business, look no further.

His work was so impressive that I had to offer him options in my business to make sure he's with me for the long haul!

If you're a business owner that wants real leverage to grow, you absolutely need a great marketing person. I believe Dhawal is that person. His ideas work practically for startups, as well as small and medium sized companies. I highly recommend working with him to grow your business. And no, I have not been compensated in any way to write this letter.

Lelian Girard

A handwritten signature in black ink, appearing to read 'Lelian Girard', written over a light blue horizontal line.