



EXHIBIT G:
BUSINESS PLAN / PITCH DECK



FUNDOPOLIS



peeka

Where books come to life.

Investor Deck

Are Kids Reading?

Parents want their children to read, but kids prefer technology

For kids, mobile apps outcompete books

Mobile is beating books for attention timeshare. Source: Scholastic “Kids and Reading Report”

Avg child gets their first phone at 6 years old

Access to phones is increasing for children. Source: VoucherCloud Parent Research Survey

Children's print sales up 2.5% through 2018

Parents still want kids to read. Source: Publishers Weekly “Print Unit Sales Up in 2018”



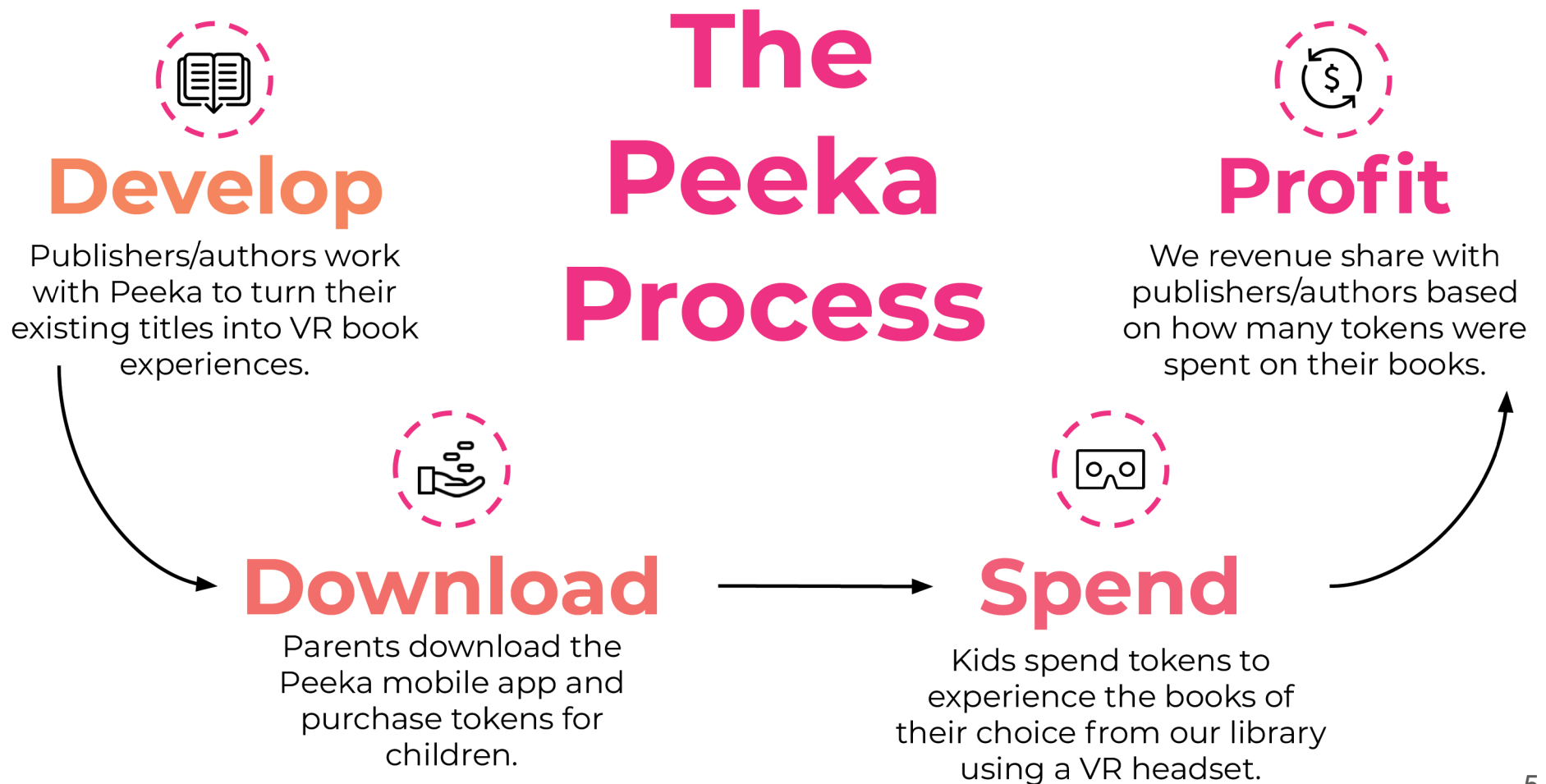
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The mobile platform
where children's
books come to life in
virtual reality.

Engaging Readers on Their Terms

In a world dominated by screens, we meet kids in the middle



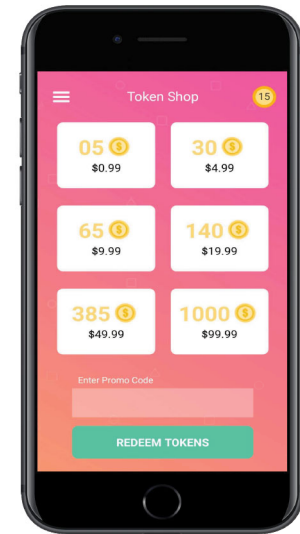


Revenue Models

Peeka is creating an *arcade for reading*

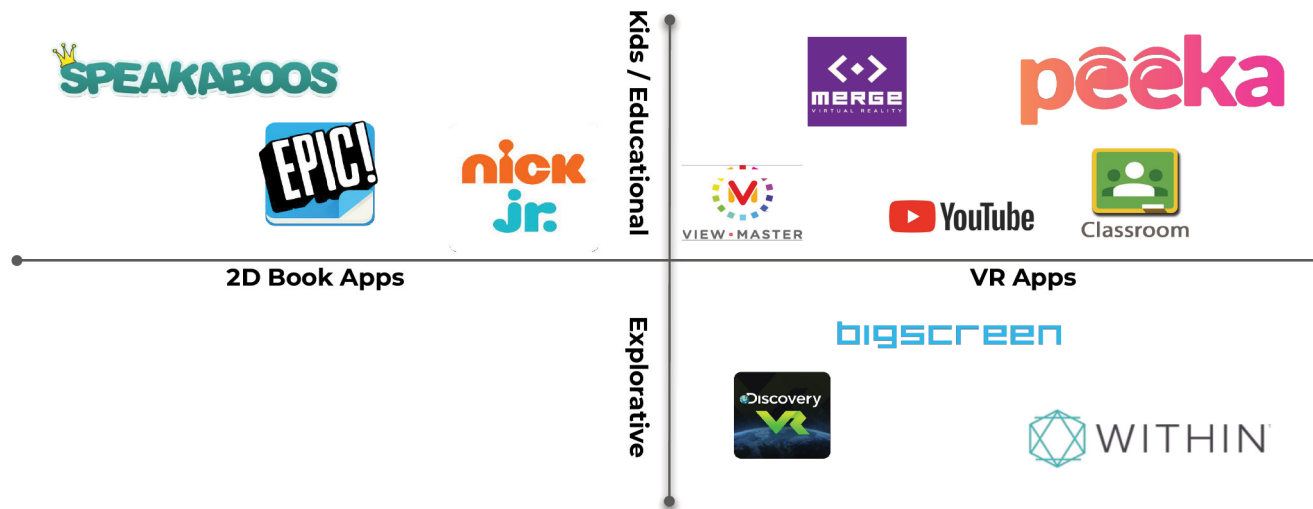
- **Parents purchase tokens in-app for their children to spend on each VR book rental***
- **Consumer bundles (\$40-50 MSRP) includes:**
 - A hardcover book
 - One Peekka headset
 - A code granting unlimited access to the accompanying VR experience
 - 5 tokens to use in-app to discover other Peekka experiences
- **School / Enterprise Bundles**
 - Consumer bundle + iPhones and kid-proof headphones
 - “Hardware onramp” for recurring content purchases

* User can purchase the book outright for 75-100 Tokens (~\$10- \$15)



Competitive Landscape

Peeka aspires to become the home for all children's VR content, rooted in educational and immersive experiences that inspire curiosity and imagination for all young people.



Press and Recognition

GeekWire (06/19)



ABC Savannah (12/18)

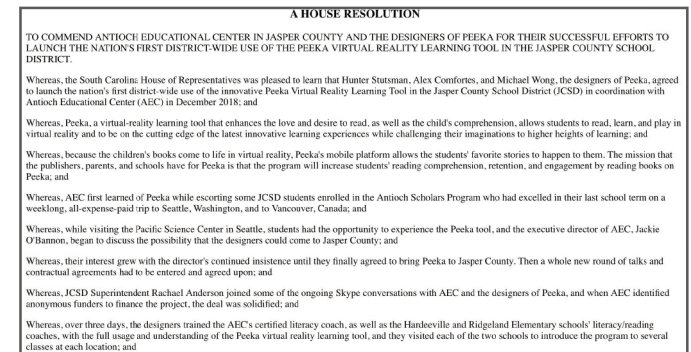
"What new technology will Jasper County students see in their classrooms?" (video)



House Resolution H. 4037



Peeka recognized by SC House of Reps for bringing VR literacy programs to Jasper County



South Carolina Governor McMaster trying Peeka on the SC Capitol building (02/19)

Team + Partners

Advisors: James Cardo, Seaton Gras, Blake Hellman



CEO, founder
Michael Wong



COO, founder
Alex Comfortes



CSO, founder
Hunter Stutsman



Front End Developer
Gavin Fridlund



Backend Developer
Aaron Nguyen



Design Manager
Devin Min



Unity Developer
Chris Dougherty



Unity Developer
Aaron Andrews



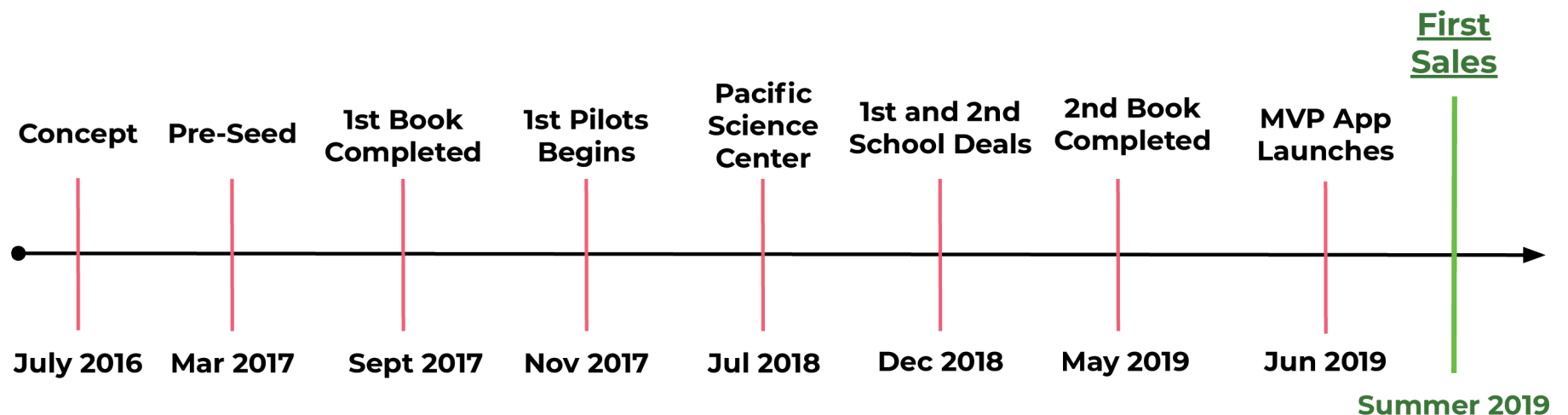
Animator
Chyann Hughes



Animator
Akiko Ambuehl



Traction



This summer has yielded Peekas significant traction in terms of app / platform development, partnerships and our first sales. We're expanding Peekas through school districts and libraries in ID, SC and new ground in MS and FL via different strategic partnerships in those states. We're finalizing a lucrative deal to create VR content for an upcoming Netflix fairy-tale series. We'll be a part of the first batch of companies launching with Fundopolis and their marketing campaign to promote the platform to investors.

Use of Funds

- 1. Complete new app features:** Parent Portal (second screen), Peek a Points (motivation), etc
- 2. Grow content moat:** Create 8+ content pieces, grow content team, articulate partner SDK's and toolkits
- 3. Onboard 10+ enterprise partners:** More School Districts, Hospitals, Daycare, etc
- 4. Acquire 10,000+ downloads** & 2,000+ active users
- 5. Integrate with strategic partners:** Hardware + IP (toy companies)



Reading can be
fun again.

Let's make it
happen together.

peeka

Appendix

Seed User/Revenue Projections

Seed User + Revenue Growth												
USER GROWTH	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
# of Total Downloads	175	525	1,313	2,625	5,250	10,238	19,451	28,204	39,486	53,306	69,298	86,622
Conversion Rate	70.00%	67.20%	63.17%	58.11%	52.30%	46.03%	43.73%	41.54%	39.46%	37.49%	35.61%	33.83%
Total # of Paying Users	123	353	829	1,526	2,746	4,712	8,505	11,716	15,582	19,984	24,680	29,308
USER SPEND	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Total # of Paying Users	123	353	829	1,526	2,746	4,712	8,505	11,716	15,582	19,984	24,680	29,308
Avg Cost Per Read	\$ 0.85	\$ 0.85	\$ 0.85	\$ 0.85	\$ 0.85	\$ 0.85	\$ 0.85	\$ 0.85	\$ 0.85	\$ 0.85	\$ 0.85	\$ 0.85
Avg Reads Per User P/M	2	2.4	2.88	3.46	4.15	4.98	5.97	7.17	8.60	10.00	10.00	10.00
Avg \$\$ Spent Per User P/M	\$1.69	\$2.03	\$2.44	\$2.93	\$3.51	\$4.21	\$5.06	\$6.07	\$7.28	\$8.47	\$8.47	\$8.47
REVENUE PROJECTIONS	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Gross Token Revenue	\$ 207	\$ 717	\$ 2,022	\$ 4,465	\$ 9,644	\$ 19,860	\$ 43,016	\$ 71,106	\$ 113,486	\$ 169,246	\$ 209,019	\$ 248,210
% of Token Revenue To Authors	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
Token Revenue to Authors	104	359	1,011	2,233	4,822	9,930	21,508	35,553	56,743	84,623	104,509	124,105
Token Revenue - Peek	\$ 104	\$ 359	\$ 1,011	\$ 2,233	\$ 4,822	\$ 9,930	\$ 21,508	\$ 35,553	\$ 56,743	\$ 84,623	\$ 104,509	\$ 124,105
Net School Subscription Revenue	6,130	2,170	6,130	28,720	6,130	2,170	6,130	28,720	6,130	2,170	6,130	28,720
School Revenue - Authors	960	240	960	5,040	960	240	960	5,040	960	240	960	5,040
School Revenue - Commissions	2,105	845	2,105	9,320	2,105	845	2,105	9,320	2,105	845	2,105	9,320
School Revenue - Peek	\$ 3,065	\$ 1,085	\$ 3,065	\$ 14,360	\$ 3,065	\$ 1,085	\$ 3,065	\$ 14,360	\$ 3,065	\$ 1,085	\$ 3,065	\$ 14,360
Operational Expenses	75,700	68,200	68,200	75,700	68,200	68,200	68,200	68,200	68,200	68,200	68,200	68,200
Other Expenses	13,250	2,500	13,250	2,500	24,000	2,500	2,500	2,500	2,500	2,500	2,500	2,500
Total Expenses	\$88,950	\$70,700	\$81,450	\$78,200	\$92,200	\$70,700	\$70,700	\$70,700	\$70,700	\$70,700	\$70,700	\$70,700
EBIT	(\$85,781)	(\$69,256)	(\$77,374)	(\$61,607)	(\$84,313)	(\$59,685)	(\$46,127)	(\$20,787)	(\$10,892)	\$15,008	\$36,874	\$67,765
Running Total		(\$155,038)	(\$232,412)	(\$294,019)	(\$378,332)	(\$438,017)	(\$484,144)	(\$504,931)	(\$515,823)	(\$500,815)	(\$463,941)	(\$396,176)
Cash Balance with Revenue	\$914,219	\$844,962	\$767,588	\$705,981	\$621,668	\$561,983	\$515,856	\$495,069	\$484,177	\$499,185	\$536,059	\$603,824
Cash Balance without Revenue	\$911,050	\$840,350	\$758,900	\$680,700	\$588,500	\$517,800	\$447,100	\$376,400	\$305,700	\$235,000	\$164,300	\$93,600

Market Context

Elementary reading levels are Peekaboo's sweet spot.



233 million

Children's
books sold in
2017 in the U.S.

Source: 2017 Book
Publishers Weekly



\$18.52

Average price
per children's
book in 2018

Source: 2018 SLJ Follett



35.6 million

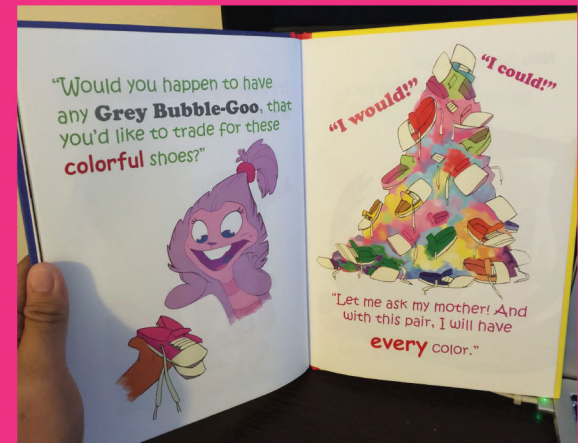
Pre-K through 8th
grade students in
2018 in the U.S.

Source: 2018 NCES

Content Production

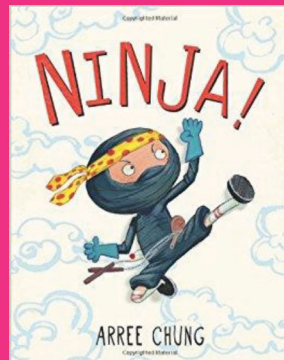
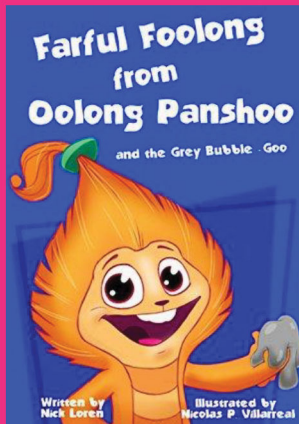
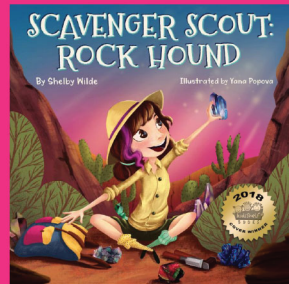
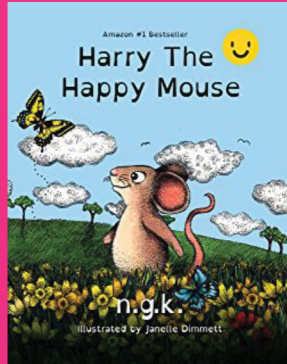
- **We convert picture books into virtual reality experiences**
- **Defining how books in VR work**
 - Like Disneyland rides
- **4 to 8 week production**
 - Can get down to 2-4 weeks
- **Scalable content pipeline**
 - SDK for developers / creators
- **Constant feed of tech talent**
 - Internship program with AIE

Personal & Confidential



Content Acquisition

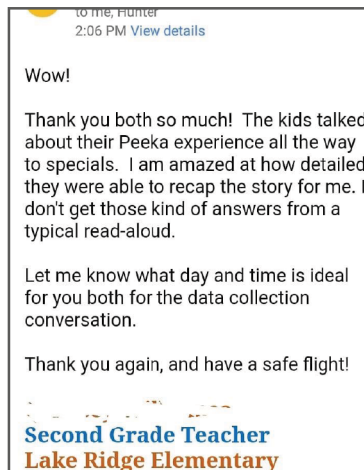
- **Independent Authors**
 - Less barrier to entry
 - We own rights to independent IP
- **Legacy Publishers/Licensors**
 - Hundreds of back-listed titles
 - Acquire rights from licensors
- **Original Content**
- **Content Visions Extends Beyond Books**
 - Roadmap ramps up to a variety of different immersive edu experiences



Research/Testing

Peeka has tested with thousands of kids throughout 2018 - 2019

- **Currently have our product in 4 schools across the US**
- **Working with BSU on an extended engagement research study**
- **Very positive preliminary results with ESL students**



Research/Testing

Peeka has tested with thousands of kids throughout 2018 - 2019. Our educational advisor, a teacher in Idaho where we're live, is working on independent research with Peeka regarding reading engagement and comprehension with ELL students.

	Average	Min	Max
Age	8.83 years	6 years	13 years
Grade	3rd grade	1st grade	8th grade
Hours Spent Reading Per Week	8.53 hours	.5 hours	40 hours
Entertainment (out of 5)	4.67 out of 5	3 out of 5	5 out of 5
Retention Grade (out of 5)	4.50 out of 5	2 out of 5	5 out of 5

Disclaimer

This Confidential Memorandum (this “Memorandum”) has been prepared solely for the purpose of assisting interested parties in deciding whether to proceed with their own independent in-depth investigation and analysis of Peeka, INC. (“Peeka” or the “Company”) and does not purport to contain all of the information that may be required to evaluate the Company. In all cases, interested parties must conduct their own independent in-depth investigation and analysis of the Company and the information set forth in this Memorandum, as well as any other information communicated or made available to the parties.

Nothing contained within this Memorandum is, or should be relied upon as, a promise or representation as to the future. The business analysis and financial projections contained herein are based on information available at the time this Memorandum was prepared, and there is no representation, warranty or other assurance that any of the projections will be realized.

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This Memorandum and other information related to the Company and provided to the recipient shall remain the property of the Company and may not be copied, or distributed to others without the prior written consent of the Company. Peeka reserves the right to negotiate with one or more interested parties at any time and to enter into a definitive agreement without prior notice to the recipient or other interested parties. Neither this Memorandum nor its delivery to any interested party shall constitute an offer to sell or the solicitation of an offer to buy any assets or equity interest of the Company, nor shall this Memorandum be construed to indicate that there has been no change in the affairs of the Company since the date hereof. The information and opinions contained in this Memorandum are provided as at the date of this document.

Peeka also reserves the right to terminate, at any time, the solicitation of indications of interest for the Company or the further participation in the investigation and proposal process by any party.