

# The AI Future of Marketing

We've developed a groundbreaking artificial intelligence that revolutionizes how global enterprises engage with their audiences. By leveraging our AI, these companies can achieve unprecedented levels of authenticity and effectiveness in their communications. And you have the chance to invest in our company as we share it with the world.

[INVEST NOW](#)[Offering Circular](#)[Form C](#)Share Price  
**\$0.33**Min. Investment  
**\$499.95**

## Investor-Exclusive Updates

Get our exclusive pitch deck for investment updates, insights, and early access opportunities with RAD AI.

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MARKET

## \$633B Market Opportunity

Marketing Tech &amp; Data Analytics

**3X** Revenue Growth**6,000+** Investors

MARKET

## \$633B Market Opportunity

Marketing Tech & Data Analytics

### 3X Revenue Growth

Tripled revenue from 2022 to 2023

### 6,000+ Investors

Includes Fidelity, VCs, execs from Google and Amazon

PROBLEM

## Content Strategy and Creation is a Guessing Game



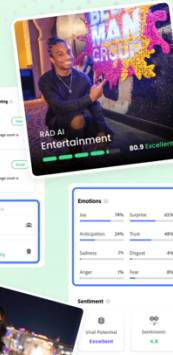
PROBLEM

## Content Strategy and Creation is a Guessing Game

Prior to RAD AI, biased decision-making for content creation was practically industry standard.

Across every major social platform, more than 25 billion pieces of content is exchanged daily. Every social post, share, email, and video is an opportunity for brands to get their product in front of their ideal customer.

These same brands waste time and money identifying and reaching the right people based on "guesswork". Our mission is to eliminate that waste with AI.



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SOLUTION

## We're Removing All Doubt (RAD)

Our advanced AI can analyze extensive historical content patterns across brand, social, and influencer channels. The idea is to give the marketers responsible for digital communication a full, highly accurate understanding of their audiences.

With RAD AI, they can know exactly what worked and what didn't, which ideally results in a higher marketing return on investment.



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#### TRACTION

## 3X Revenue Shows Our AI Is Working

With big-name clients like Sweetgreen, MGM Resorts, Accenture, and more, we've been able to more than triple revenue growth in a single year.



### 75% Gross Margin

On enterprise recurring revenue stream for AI platform access



### 3.5X ROI

Achieved across various clients, campaigns, and marketing channels



### 200% LTV

Improved client value from \$51.6K to \$155.3K over the last 12 months

sweetgreen

Fidelity

MGM

Google

Dignity Health

Accenture

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## Feature Case Studies

Industry | Healthcare



Industry | Healthcare



Industry | Entertainment



## Feature Case Studies

Industry | Healthcare



Ro Health's mission is to supply its customers and patients with healthcare providers that have the skills, training and information necessary to deliver high-quality patient care.

**3.7X**

ROI Delivered by RAD AI

**681**

Hours saved using RAD AI

**5X**

Improved TikTok engagement

Industry | Healthcare



Bright Horizons is a leading provider of early education and preschools, employer-sponsored child care, back-up care, educational advisory services and other work/life solutions.

**18**

Creators activated

**68**

Pieces of content

**654%**

Improved engagement

Industry | Entertainment



We exist to provide humanity an unforgettable escape – a unique world filled with anticipation, entertainment and unparalleled experiences.

**3.3X**

ROI Delivered by RAD AI

**7.1%**

Engagement Rate

**482K**

Engagements

## Featured Testimonials



**Brad Hunter**  
Director of Marketing

"The RAD AI solution was a key catalyst in scaling awareness and engagement among our target audiences with the Roman brand."



**Matt Sutton**  
Chief Marketing Officer

"RAD AI has been a true extension of our team, and has allowed us to scale campaigns that would not have happened otherwise."



**Mike Rosen**  
Chief Marketing Officer

"The RAD AI solution has been an integral part of transforming and scaling our digital product offering."

ACCREDITED & NON-ACCREDITED

## 6,000+ Investors

VCs



Executives From



INVEST NOW



**Brian Mac Mahon**  
VC Investor, over 300 Early Stage Investments Invested \$100K

"The RAD AI team has built technology that flips the marketing technology industry on its head. I'm a big believer of backing founders that have a track record of success and resiliency. I'm obviously a believer in how the RAD AI technology solves the problem of content authenticity. Even more importantly, I'm proud to back such a talented founding team. Truly a group of all stars that I've had the pleasure to invest into... and now, get to watch as they continue to close deals and get commercial adoption."



## RAD AI In Action



#### BUSINESS MODEL

## Designed to Attract the Best Clients

Our SaaS-focused model is designed to sell and upsell enterprise clients and retain them for multi-year commitments. We've already proven this model with 3.5X revenue growth. Here's our plan to scale it even further:

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- Further develop RAD AI technology feature sets that improve paid advertising across Google, TikTok, and Meta
- Innovate and develop enterprise solutions with API partners like TikTok to improve content insights.
- Recruit top-tier talent across AI, product development, operations, and sales.
- Implement additional self-serve feature sets that cater to our growing base of enterprise clients.
- Continuously improve client success rates with AI that informs performance analytics.

## The Visionaries Behind RAD AI

Our leadership team represents a robust blend of seasoned entrepreneurs, growth strategists, and industry innovators.



**Jeremy Barnett**  
CO-FOUNDER AND CEO

3X founder with multiple exits, including Trendy Butler. Backed by venture funds including Fidelity, SOS Ventures, Expert Dojo, and more. Experience building companies from 0-100+ employees.



**Bradley Silver**  
CO-FOUNDER AND PRESIDENT

3X founder with multiple exits, including Brand Protect. Backed by venture funds including Fidelity, Gen Wealth Ventures, Moss AI, and Briggs Capital & Greybrook. Experience scaling companies to \$30M+ in ARR, and building companies from 0-170+ employees.



**Emily Duban**  
HEAD OF MARKETING AND INNOVATION

Wharton. Leader with 20+ years of experience. Former Weber Shandwick, Fleishman Hillard, and most recently Chief Digital Officer at MikeWorldwide. Worked on both brand and agency sides including McKinsey, Citibank, SAP, Amazon, Unilever, Novartis, and LVMH.



**Alexander Wisner-Gress Ph.D.**  
FOUNDING ADVISOR

Harvard, MIT, and world-recognized leader in AI. Has 23 issued, pending, or provisional patents. TEDx speaker, investor in 33 companies, authored 23 publications, featured in WSJ, CNN, USA Today, and Wired.



**Katie Gerber**  
HEAD OF GLOBAL MARKETING

Former President of PMBC Group, President of Venture PR and Founder of Dopamine Group. Built and managed teams in-house and at public companies like Disney, Sony, Expedia, and countless VC-backed startups.



**Steven Elliott**  
VP OF SALES AND OPERATIONS

BYU. Entrepreneurial studies and finance degree. Former Senior Director of Client Development at Branded Entertainment Network (BEN). Built BEN's influencer marketing arm and scaled sales team 4X over two years.



**Joseph Freedman**  
VP OF FINANCE AND OPERATIONS

JD / MBA. Former Securities Lawyer and Senior Vice Chairman, Private Equity at Brookfield Asset Management. Led spin-off of Brookfield Infrastructure Partners (\$24B market cap). Corporate director for companies including Bridgemark Real Estate (TSX:BRE).



**Aaron Kuntz**  
VP OF SALES AND OPERATIONS

BS Finance & Predictive Analytics MS, Northwestern University. Co-Founder of Lead Genesis (acquired) and MarketIntel. Angel investor. Former Datamyx COO and Experian Major Accounts.

## Perks

|   |  |  |   |
|---|--|--|---|
| <b>Tier 1</b><br><b>\$990.90+</b><br><a href="#">Start Investment</a><br>✓ Receive <b>5% Bonus Shares</b> | <b>Tier 2</b><br><b>\$4,999.83+</b><br><a href="#">Start Investment</a><br>✓ Receive <b>10% Bonus Shares</b> | <b>Tier 3</b><br><b>\$9,999.99+</b><br><a href="#">Start Investment</a><br>✓ Receive <b>15% Bonus Shares</b> | <b>Tier 4</b><br><b>\$24,999.81+</b><br><a href="#">Start Investment</a><br>✓ Receive <b>20% Bonus Shares</b> |
|---|--|--|---|

## Time-based Bonus Shares

|  |  |  |   |
|--|--|--|---|
| <b>Private Use</b><br><b>First 1 to 14 days</b><br><a href="#">Start Investment</a><br>✓ Receive <b>20% Bonus Shares</b> | <b>Bonus Tier 1</b><br><b>First 15 to 28 days</b><br><a href="#">Start Investment</a><br>✓ Receive <b>15% Bonus Shares</b> | <b>Bonus Tier 2</b><br><b>First 29 to 42 days</b><br><a href="#">Start Investment</a><br>✓ Receive <b>10% Bonus Shares</b> | <b>Bonus Tier 3</b><br><b>First 43 to 56 days</b><br><a href="#">Start Investment</a><br>✓ Receive <b>5% Bonus Shares</b> |
|--|--|--|---|

## FAQs

### Why invest in startups?

**Regulation CF** allows investors to invest in startups and early-growth companies. This is different from helping a company raise money on Kickstarter; with Regulation CF Offerings, you aren't buying products or merchandise - you are buying a piece of a company and helping it grow.

### How much can I invest?

**Accredited investors** can invest as much as they want. But if you are NOT an accredited investor, your investment limit depends on either your annual income or net worth, whichever is greater. If the number is less than \$124,000, you can only invest 5% of it. If both are greater than \$124,000 then your investment limit is 10%.

### How do I calculate my net worth?

To calculate your net worth, just add up all of your assets and subtract all of your liabilities (excluding the value of the person's primary residence). The resulting sum is your net worth.

### What are the tax implications of an equity crowdfunding investment?

We cannot give tax advice, and we encourage you to talk with your accountant or tax advisor before making an investment.

### Who can invest in a Regulation CF Offering?

Individuals over 18 years of age can invest.

### What do I need to know about early-stage investing? Are these investments risky?

There will always be some risk involved when investing in a startup or small business. And the earlier you get in the more risk that is usually present. If a young company goes out of business, your ownership interest could lose all value. You may have limited voting power to direct the company due to dilution over time. You may also have to wait about five to seven years (if ever) for an exit via acquisition, IPO, etc. Because early-stage companies are still in the process of perfecting their products, services, and business model, nothing is guaranteed. That's why startups should only be part of a more balanced, overall investment portfolio.

### When will I get my investment back?

The Common Stock (the "Shares") of RAD AI (the "Company") are not publicly traded. As a result, the shares cannot be easily traded or sold. As an investor in a private company, you typically look to receive a return on your investment under the following scenarios: The Company gets acquired by another company. The Company goes public (makes an initial public offering). In those instances, you receive your pro-rata share of the distributions that occur, in the case of acquisition, or you can sell your shares on an exchange. These are both considered long-term exits, taking approximately 5-10 years (and often longer) to see the possibility for an exit. It can sometimes take years to build companies. Sometimes there will not be any return, as a result of business failure.

Can I sell my shares?

Shares sold via Regulation Crowdfunding offerings have a one-year lockup period before those shares can be sold under certain conditions. Exceptions to limitations on selling shares during the one-year lockup period:

- In the event of death, divorce, or similar circumstances, shares can be transferred to:
1. The company that issued the securities
  2. An accredited investor
  3. A family member (child, stepchild, grandchild, parent, stepparent, grandparent, spouse or equivalent, sibling, mother-in-law, father-in-law, son-in-law, daughter-in-law, brother-in-law, or sister-in-law, including adoptive relationships)

What happens if a company does not reach their funding target?

If a company does not reach its minimum funding target, all funds will be returned to the investors after the close of the offering.

How can I learn more about a company's offering?

All available disclosure information can be found on the offering pages for our Regulation Crowdfunding offering.

What if I change my mind about investing?

You can cancel your investment at any time, for any reason, until 48 hours prior to a closing occurs. If you've already funded your investment and your funds are in escrow, your funds will be promptly refunded to you upon cancellation.

What relationship does the company have with DealMaker Securities?

Once an offering ends, the company may continue its relationship with DealMaker Securities for additional offerings in the future. DealMaker Securities' affiliates may also provide ongoing services to the company. There is no guarantee any services will continue after the offering ends.

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## Join the Discussion

What do you think?

0 Responses



Upvote



Funny



Love



Surprised



Angry



Sad

0 Comments

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Start the discussion...

LOG IN WITH



OR SIGN UP WITH DISQUS

Name

Share

Best Newest Oldest

Be the first to comment.

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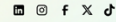
Contact information is provided for investors to make inquiries and requests to DealMaker Securities LLC regarding Regulation CF in general, or the status of such investor's submitted documentation, specifically. DealMaker Securities LLC may direct investors to specific sections of the Offering Circular to locate information or answers to their inquiry but does not opine or provide guidance on issuer related matters.

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PROBLEM  
SOLUTIONS  
TRACTION  
TEAM

RAD AI





Over 4,000 people have invested more than 27 million into our AI technology because they believe, as I do, that we can achieve our vision to help brands communicate with their target customers the right way with real authenticity. Our investors include VCs, family offices, Fidelity, chief marketing officers of major corporations, executives from Google, lawyers, teachers, students, and bankers.

I hope you too will join us as we use our proprietary AI to remove the world of bad communication by helping brands deliver the marketing their customers actually want. Having worked with Fortune 500 brands now for over 25 years, I've seen marketers gush over every shiny object and every latest trend.

This often results in poor misreading of their own customers. There is so much investment in wasted marketing dollars year after year. Clear brands not only need unbiased help but the ability to understand how to create messaging that really resonates with their target consumers. Generative AI promises to make social media user experiences more personalized and engaging.

But that comes at a potential risk to human authenticity. Customer's connection with the content creator and ROI. This is why we've built the world's first artificial intelligence that helps brands connect with their target audiences with real authenticity. At the click of a button, we tell brands who their customer is and how to best message them.

Imagine a world where AI and data give brands unbiased, highly actionable information that they can use to better message their target customer. Everybody wins. Customers connect more deeply with the brand, and brands, they make more return on investment. RAD AI has analyzed over 90 billion social engagements for the sole purpose of better communications.

Now, marketers remove all doubt. RAD. It's no wonder why our recurring business model just works. We AI because of two things. The A plus co-founders and management team have multiple exits between them and a technology that has a 10 times multiple of improvement over what's currently at market. With over 250 early-stage investments in the past four years, we're proud to back companies like RAD AI.

We decided to partner with RAD because their generative AI gets into people's heads and tells us what their true motives are. I always joke with the RAD team, they're like having a super smart friend who has their ear to the ground of everything going on. You know, we live in such a cluttered and noisy world.

So our understanding of not just who our customers are, but why they think the way they do, that's really important to us. The size of the industries that we are taking on today exceeds 500 billion per annum. And the beautiful thing? It's right in the middle of the action. Our team is made up of people who have proven that they can take a company from start to exit, including world-recognized leaders in artificial intelligence, PhDs, and founders with five exits under their belt.

With over two decades of experience in marketing communications, confidently say that we are revolutionizing the industry. Our AI and cutting-edge technology are reshaping how brands approach creative campaigns. I'm proud to say we are setting new performance standards for the entire industry. The days of guesswork are over.

You're invited to join over 4,000 investors, Fortune 1000 brands, and the smartest minds of our time in building the future of communication through artificial intelligence. This is your chance. Join us. The future of communication and artificial intelligence is now.