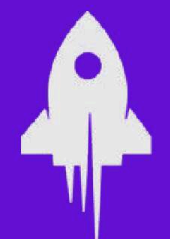


A NEW ADVERTISING TECHNOLOGY CHANNEL

“DRIVE DISTRIBUTION AND PERFORMANCE OF YOUR BEST DIGITAL CONTENT”



Microsoft
for Startups

RAD⁺

› THE PROBLEM ‹

**ONLINE ADVERTISERS WASTE OVER \$75
BILLION A YEAR ON INEFFECTIVE DIGITAL
MARKETING CAMPAIGNS**

➤ WHAT IS RAD? ◀

**A PERFORMANCE MARKETPLACE THAT USES
INFLUENCER AUDIENCES TO PROMOTE
ADVERTISER CONTENT**

HOW BRANDS USE RAD

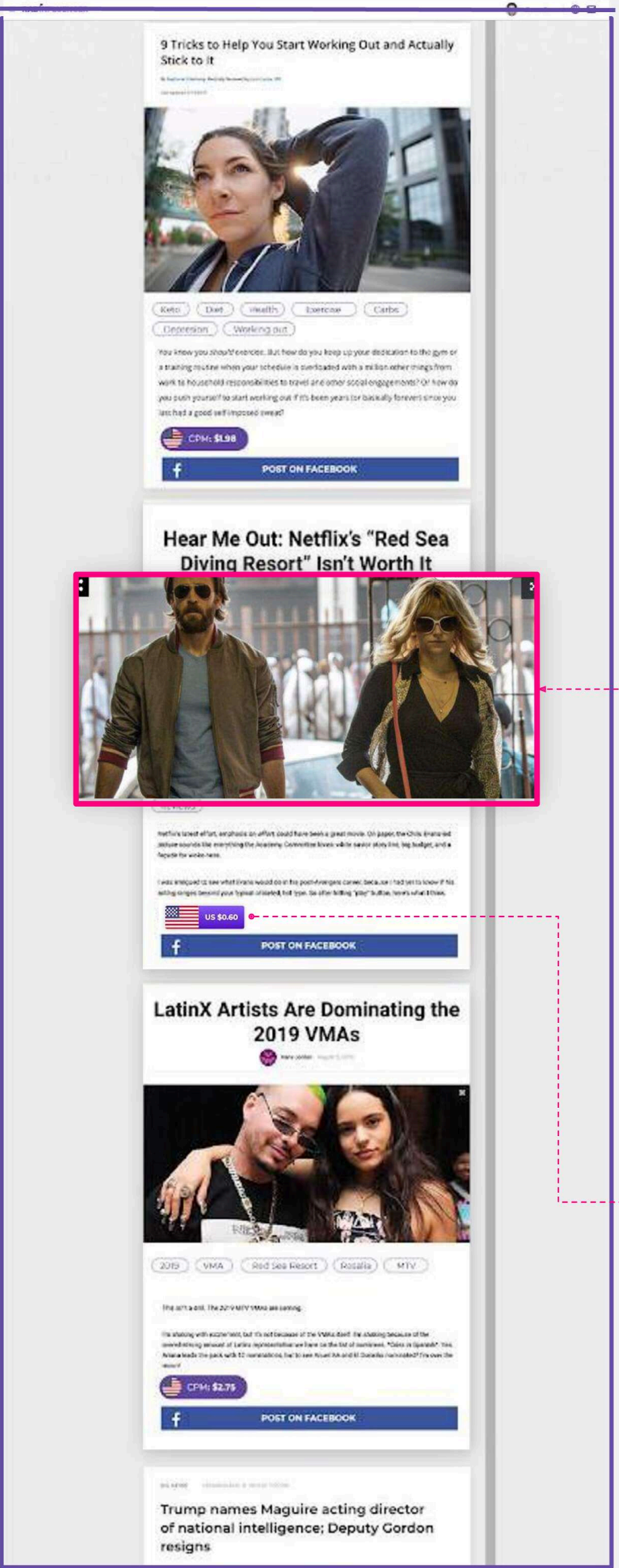
ADVERTISERS PROVIDE
THE CONTENT

“STEP 1”

ADVERTISERS
PROVIDE AND PRICE
THE CONTENT THEY
WANT SHARED

ADVERTISERS PRICE
THE CONTENT

REVENUE PER CLICK

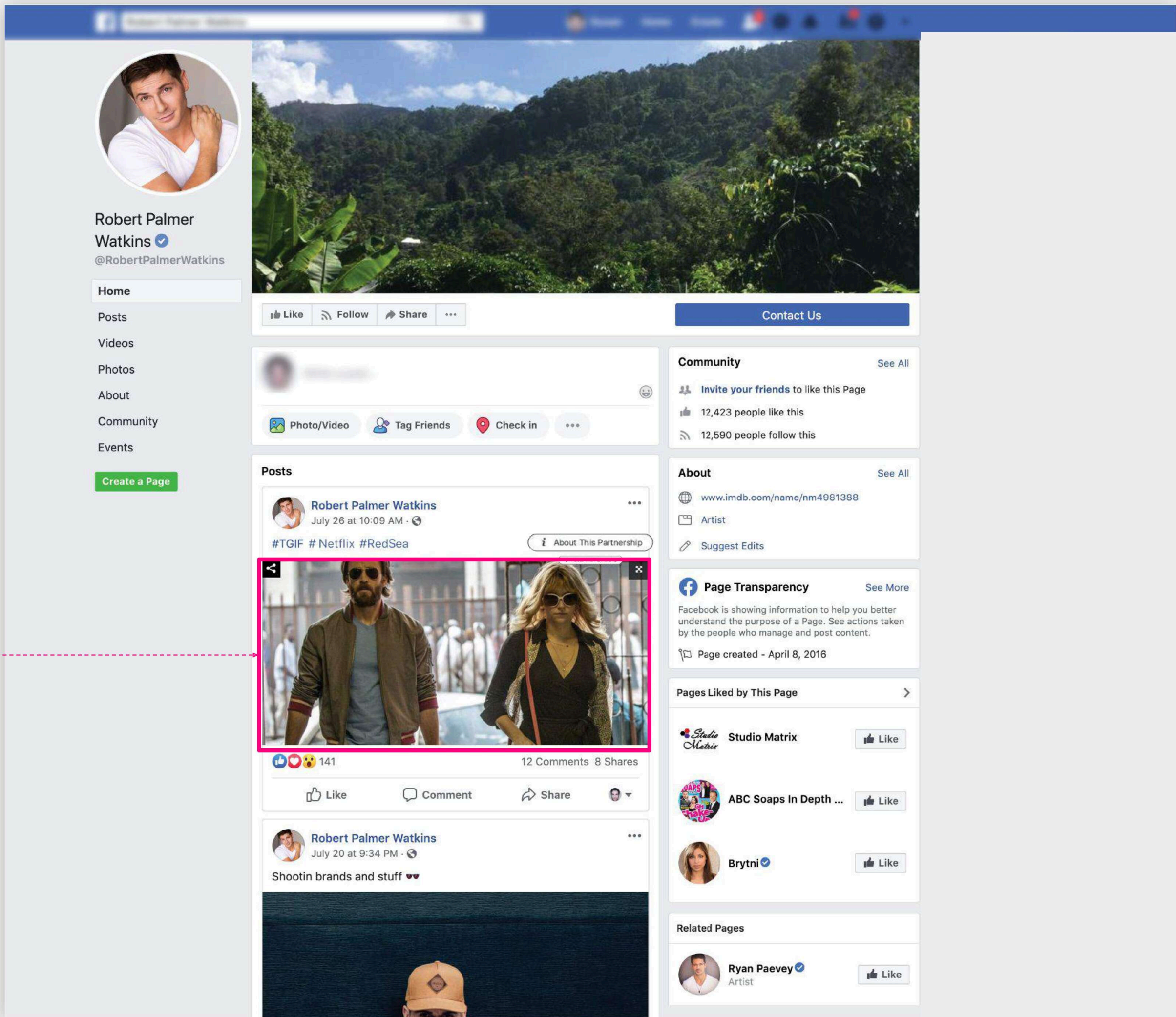
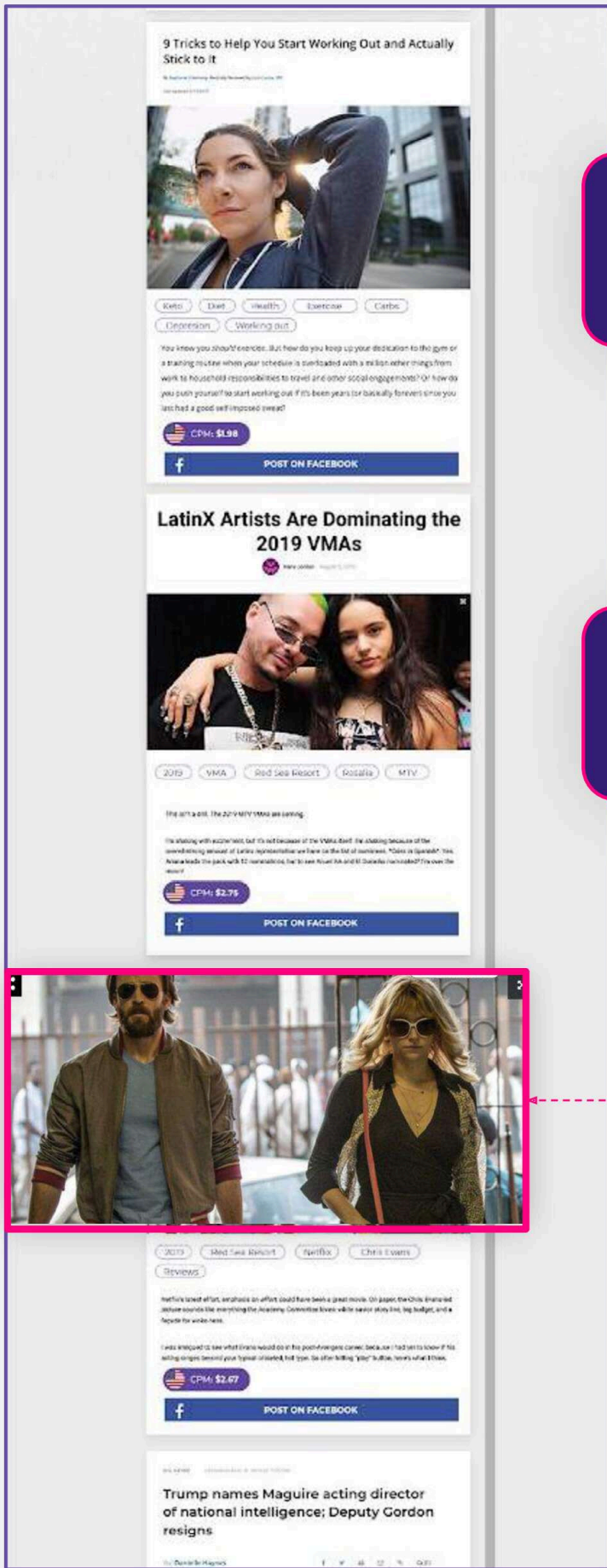


HOW RAD ACTIVATES CONTENT

“STEP 2”

USERS SHARE TO
THEIR SOCIAL FEED

CONTENT IS SELECTED
BY RAD'S **USERS**



“STEP 3”

INFLUENCER I.D

Excellence in campaign execution starts with making smart data-driven decisions.

By testing advertiser content with different influencer types, RAD gets the performance and audience data to build meaningful influencer partnerships.



I'M LOOKING TO FIND INFLUENCERS THAT SPEAK TO GEN Z's THAT ARE ECO CONSCIOUS.



AM I LOOKING FOR INFLUENCER THAT COMMUNICATE MESSAGING CONSISTENT WITH WHAT GEN Z's CARE ABOUT?



HOW DO I MEASURE PERFORMANCE?




AM I LOOKING FOR CONSUMERS TO BECOME EVANGELISTS OF MY BRAND?



AM I LOOKING FOR INFLUENCER CONVERSATIONS THAT TRIGGER ORGANIC GROWTH?

STEP #4


INFLUENCER LANDING PAGES



Sarah D.


Public

Found this new DIY kitchen prep product and I love love love it! 🥰🥰🥰🥰🥰🥰🥰



Sarah D.

@sarahfit



INVITES YOU TO LEARN MORE

RADCAMPAIGN.CO

Prep Deck Kitchen DIY

Sarah D. recommends Prepdeck

Add to Your Post

Post

INFLUENCER LINK
FETCH PREVIEW

PRODUCT
ASSET #2

PRODUCT
ASSET #3

INFLUENCER
CUSTOM COPY

INFLUENCER
COUPON

Prepdeck

20% off with Sarah!

ORDER NOW

INVITES YOU TO GET
YOUR PREPDECK

INFLUENCER
RECOMMENDATION

SOCIAL PROOF ASSET

PRODUCT
ASSET #1

I am IN LOVE with the prepdeck. I am a private chef and it is so convenient to prep things and store them neatly! As a private chef, there are a lot of tools you have to take but this makes its easier with including this tools and is very compact! I use the traveling case to take it to my events. I love it!!

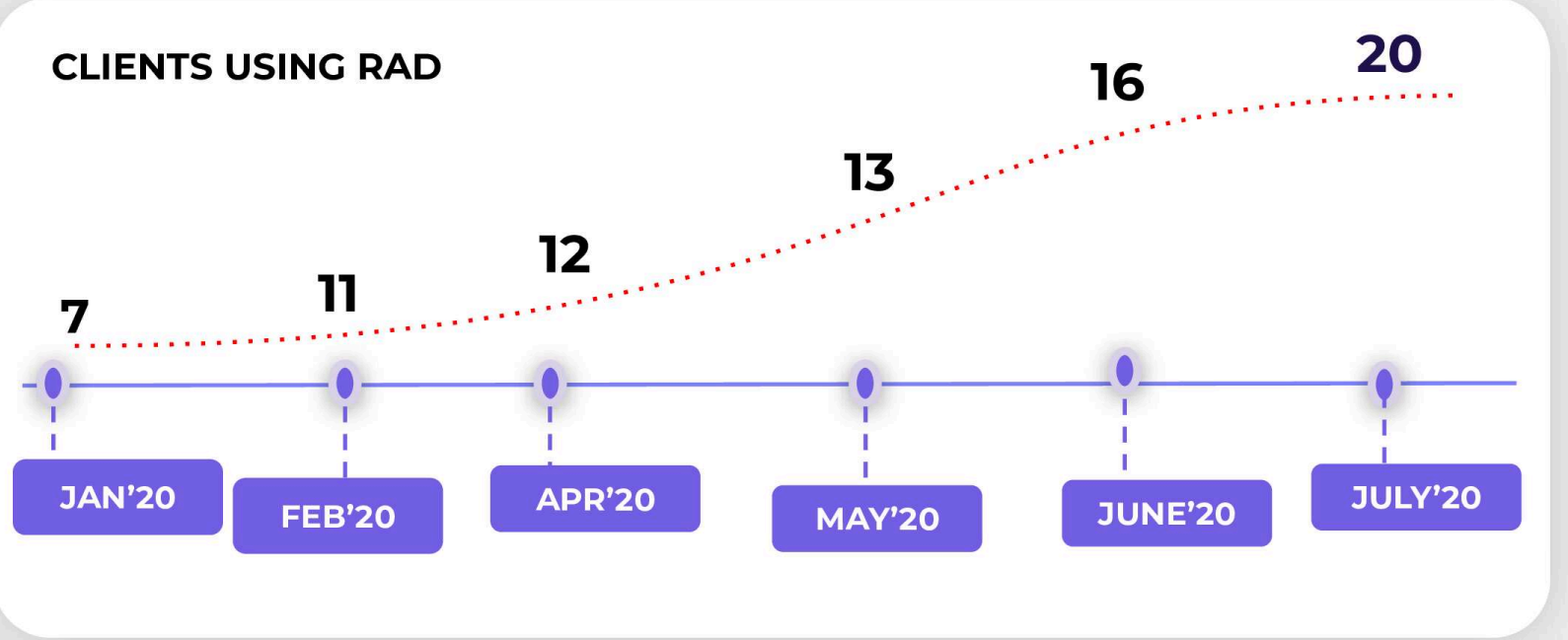


REVENUE & CLIENTS



TRACTION

- \$100K - MRR BY Q4, 2020
- 35% - GROSS MARGINS
- 50% - REV SHARE W/ USERS
- 100% - SMB RENEWAL RATE
- 300% - CLIENT GROWTH
- \$40k - BURN RATE



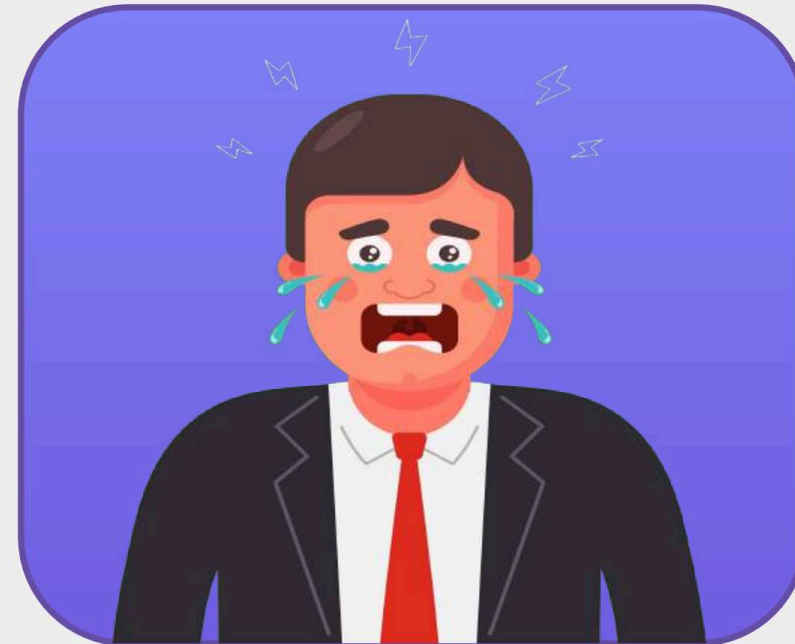
CLIENT PROFILE

WHO LOVES RAD?

SMBs USE RAD NOW AND STICK AROUND

MEET JACK

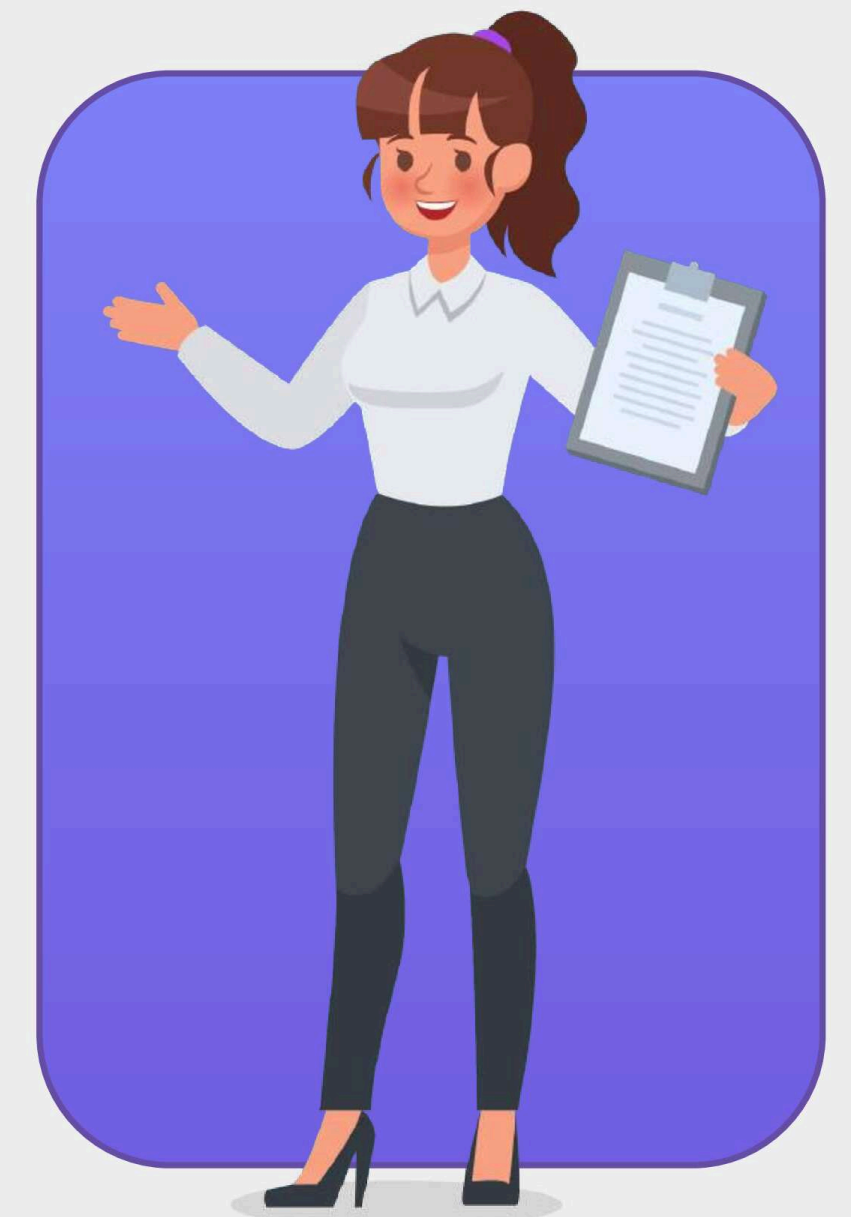
Meet Jason, he owns a small digital commerce brand on Shopify. His eCommerce revenue is \$107k per year. Jason can't afford to make any mistakes on how he spends his limited marketing budget.



THE PRAGMATIST IS READY TO GET RAD

MEET SARA

Sara is a Sr. Media Director at a mid sized company. Her job is to test new marketing products once others have validated. Her brand has great digital content for distribution. Larger budgets & longer sales cycles.



TOTAL ADDRESSABLE MARKET



ANY DIGITAL BRAND

ROAS / BRAND FOCUSED



CLIENT TYPES

CONTENT RICH BRANDS & SMBs



REVENUE TYPE

ALWAYS ON, RECURRING

RAD TEAM | MORE UNIFIED AND EVEN STRONGER

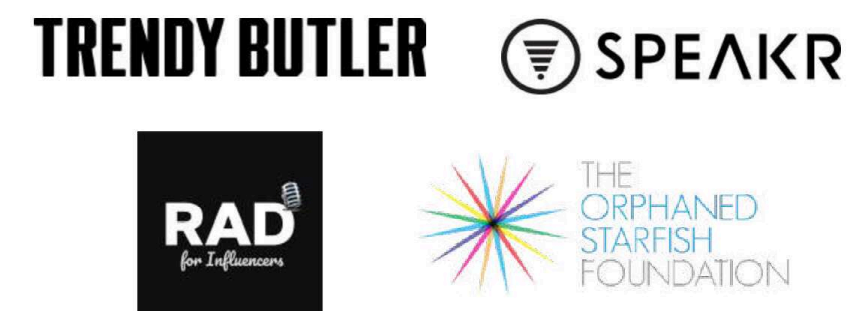


- 1) **Brian M.** - *"Just a RAD Leprechaun trying to buy low & sell high!"*
- 2) **Jeremy B.** - *"It's going to take more than a world apocalypse to stop RAD!"*
- 3) **Leah K.** - *"My pythons are too massive for this frame!"*
- 4) **Tom & Krista** - *"Can we please get back to our afternoon wine tasting?"*
- 5) **Marco H.** - *"Unlock your superpowers!"*
- 6) **Peter W.** - *"Did someone say dance party?"*
- 7) **Dusan P.** - *"Serbia strong baby!"*
- 8) **Natacha G.** - *"Welcome to the gun show!"*
- 9) **George M.** - *"I'd like to get back to my 3000 piece puzzle.."*

RAD INTELLIGENCE

MANAGEMENT TEAM

Jeremy Barnett
FOUNDER & CEO



George Michalopoulos
PRODUCT



Marco Hansell
CHIEF \$\$ OFFICER



Yoda
HEAD JEDI OFFICER



Aaron Kuntz
CO-FOUNDER & CFO



Natacha Gaymer
TECHNOLOGY & OPS



Krista Waddell
BOARD MEMBER

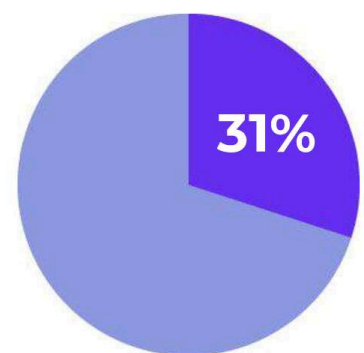


KEY TEAM MEMBERS

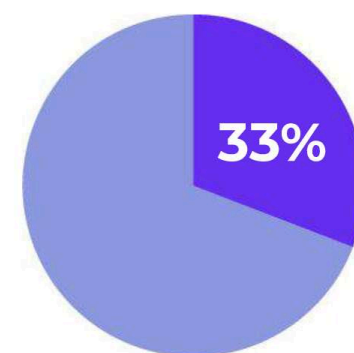
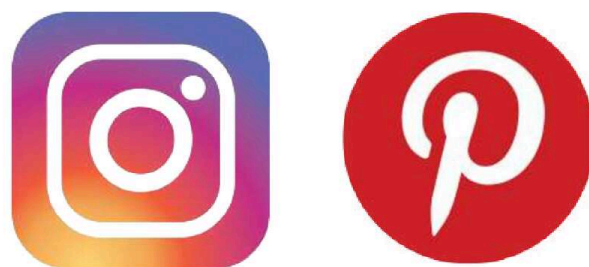
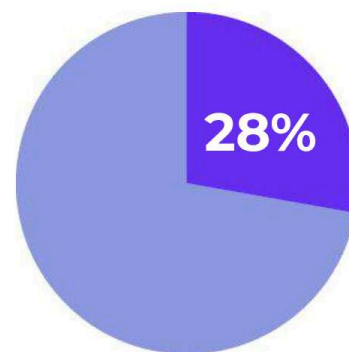
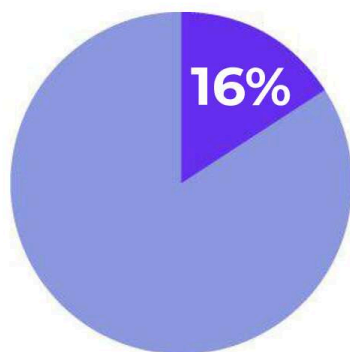
LEAH KIM | AD OPERATIONS
DUSAN POPOVIC | CREATIVE DIR.
PETER WANG | DIR. OF COMMUNITY
PATRICK G. | TECHNOLOGY
EDMUND B. | TECHNOLOGY

USE OF PROCEEDS

RAISE | \$1,070,000



SMB



MEDIA BUYING TOOLS &
AUTOMATION

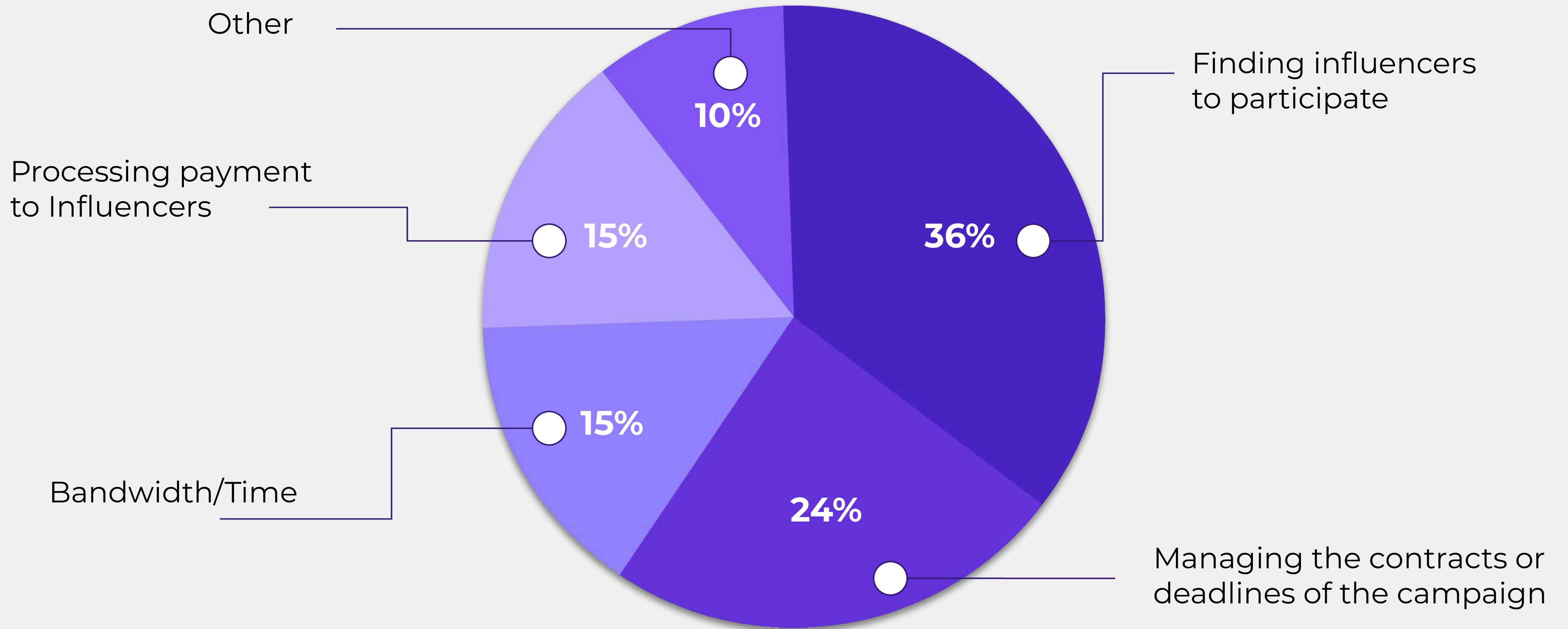
SHOPIFY MARKETPLACE
INTEGRATIONS

API INTEGRATIONS ACROSS
PINTEREST & INSTAGRAM

CONTENT REGENERATION
INTO USER VOICES

APPENDIX

CHALLENGES WITH MANAGING INFLUENCER CAMPAIGNS



Source: <https://influencermarketinghub.com/influencer-marketing-2019-benchmark-report/>

CONFIDENTIAL

RAD²