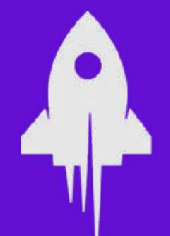


A NEW ADVERTISING TECHNOLOGY CHANNEL

"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

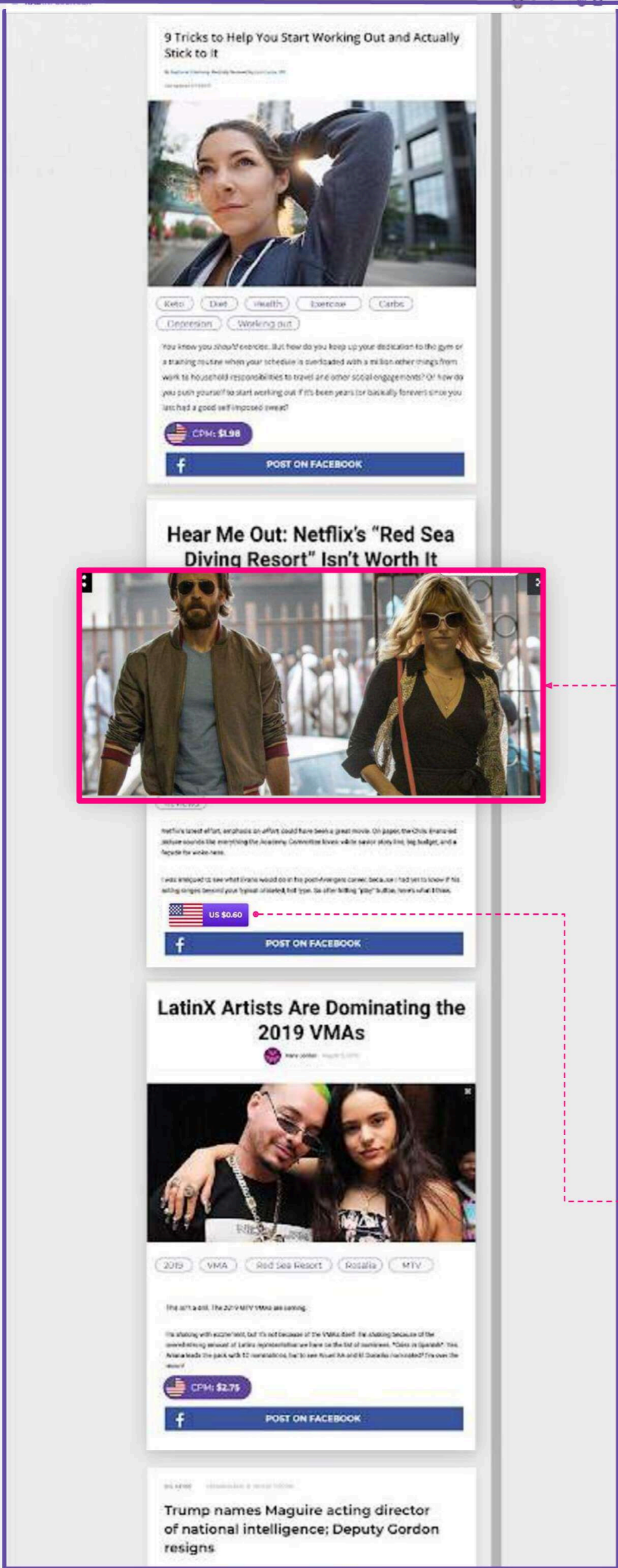
“STEP 1”

ADVERTISERS PROVIDE AND PRICE THE CONTENT THEY WANT SHARED

ADVERTISERS PRICE THE CONTENT

REVENUE PER CLICK

US \$0.60

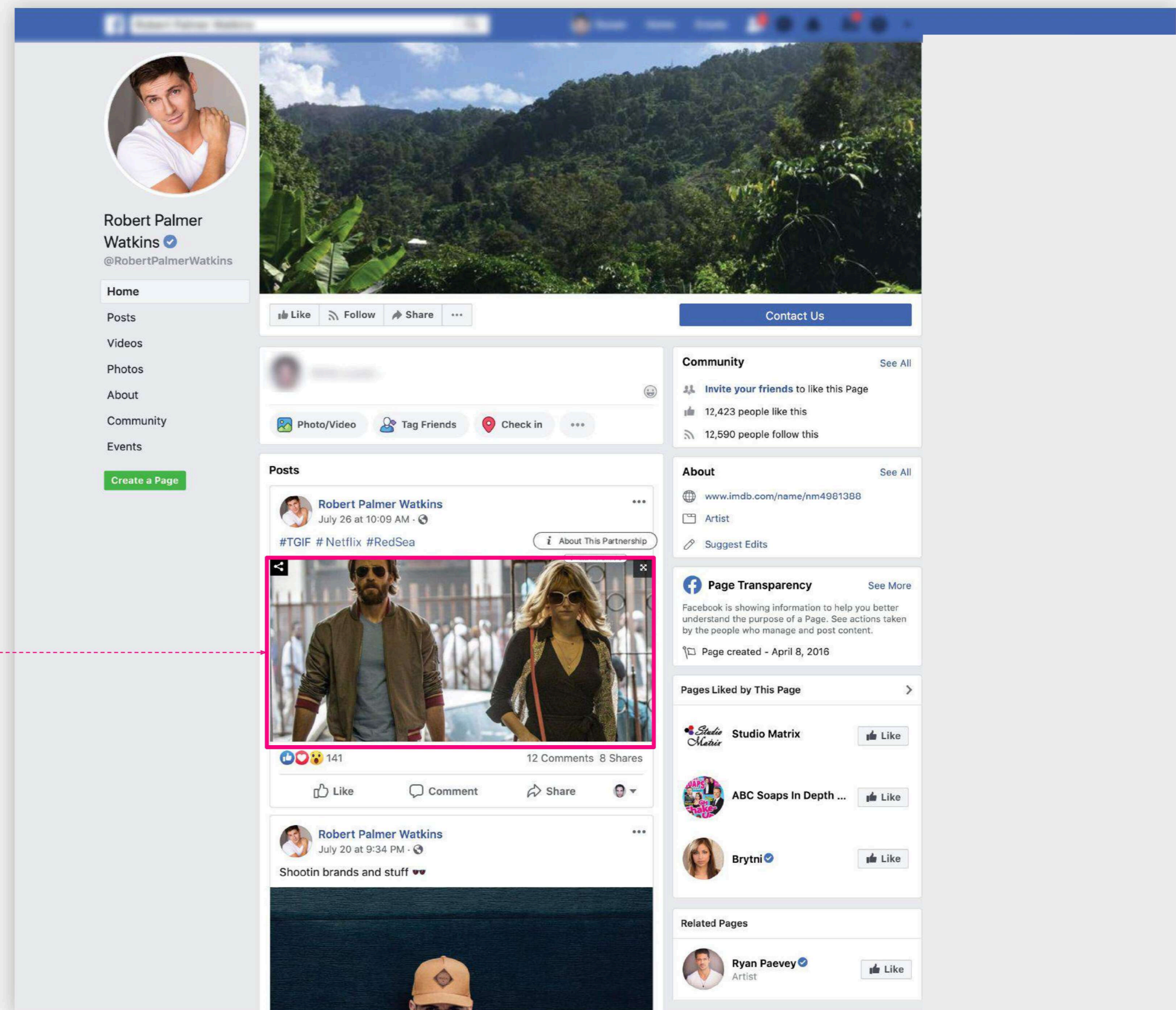
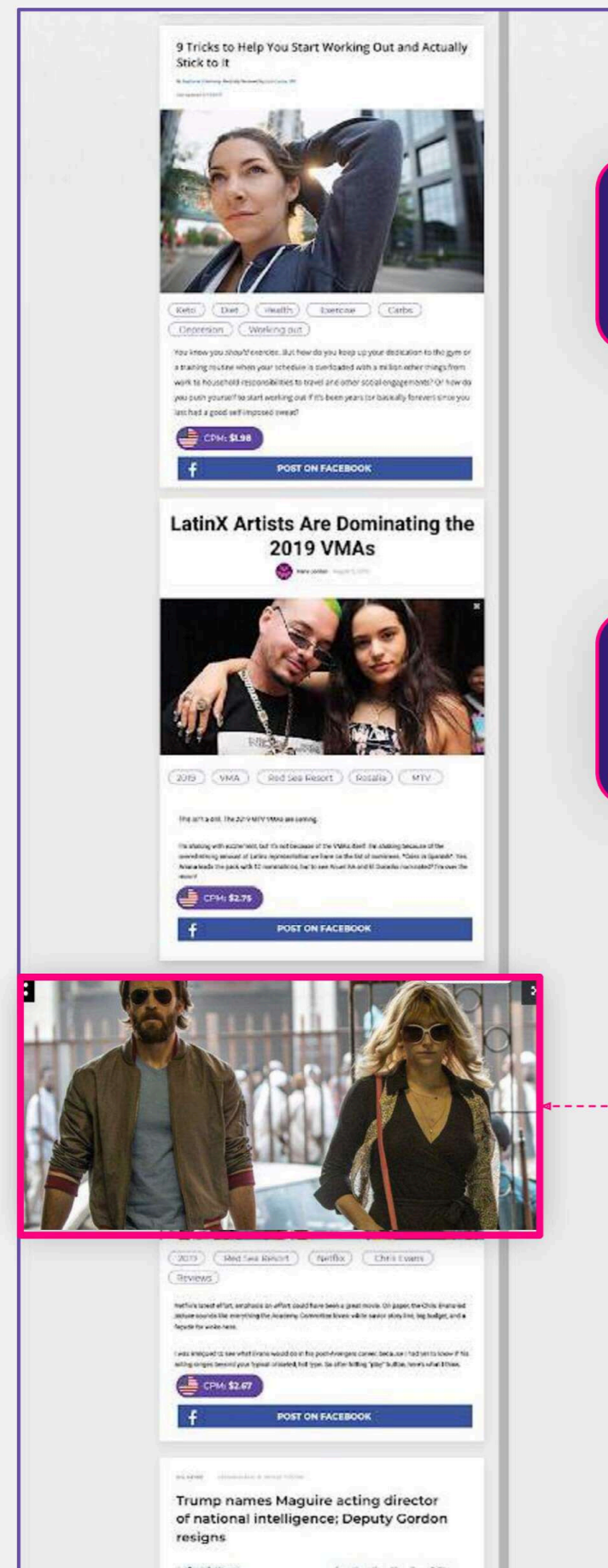


HOW RAD ACTIVATES CONTENT

“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?

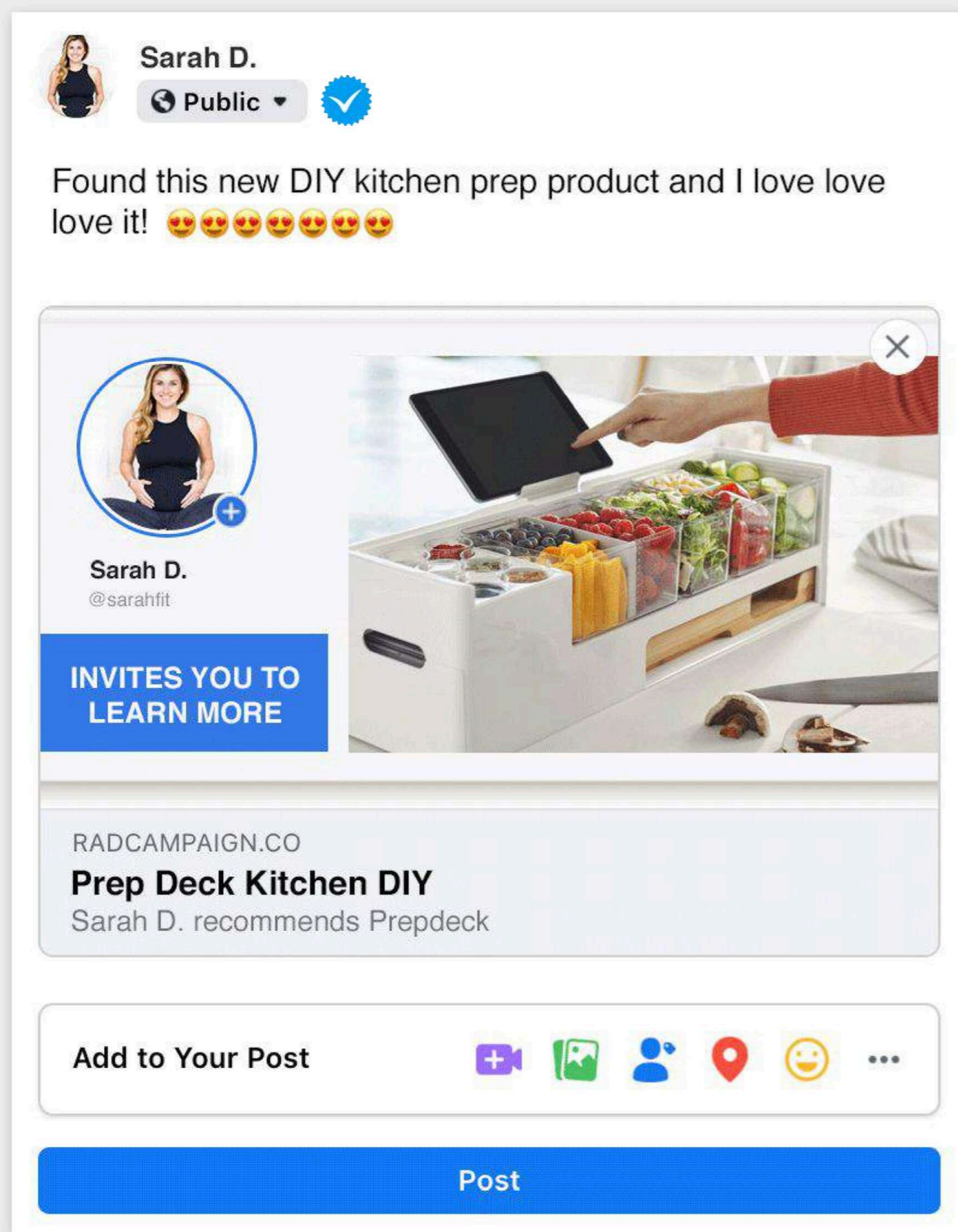
HOW DO I MEASURE PERFORMANCE?

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

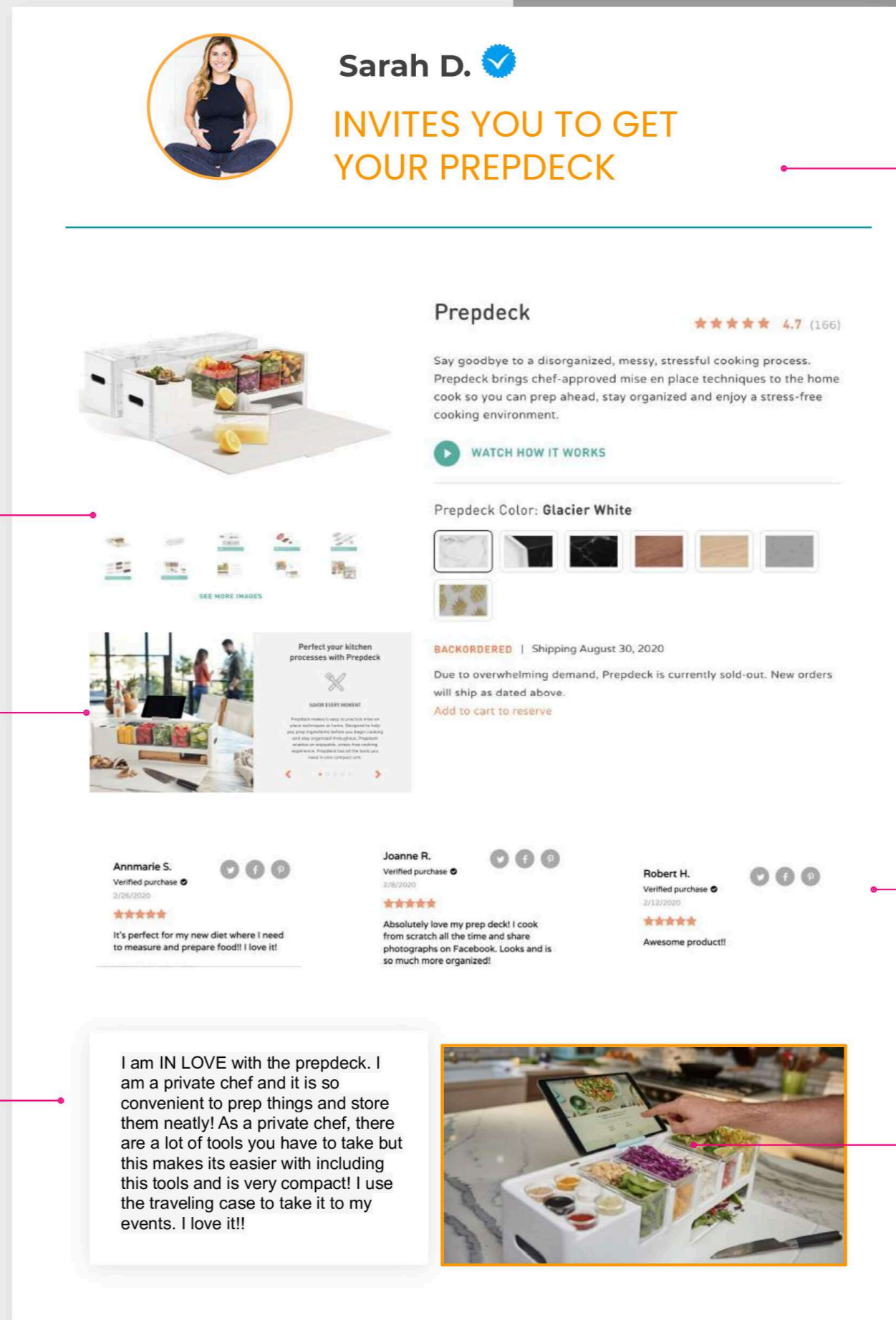


INFLUENCER LINK FETCH PREVIEW

PRODUCT ASSET #2

PRODUCT ASSET #3

INFLUENCER CUSTOM COPY

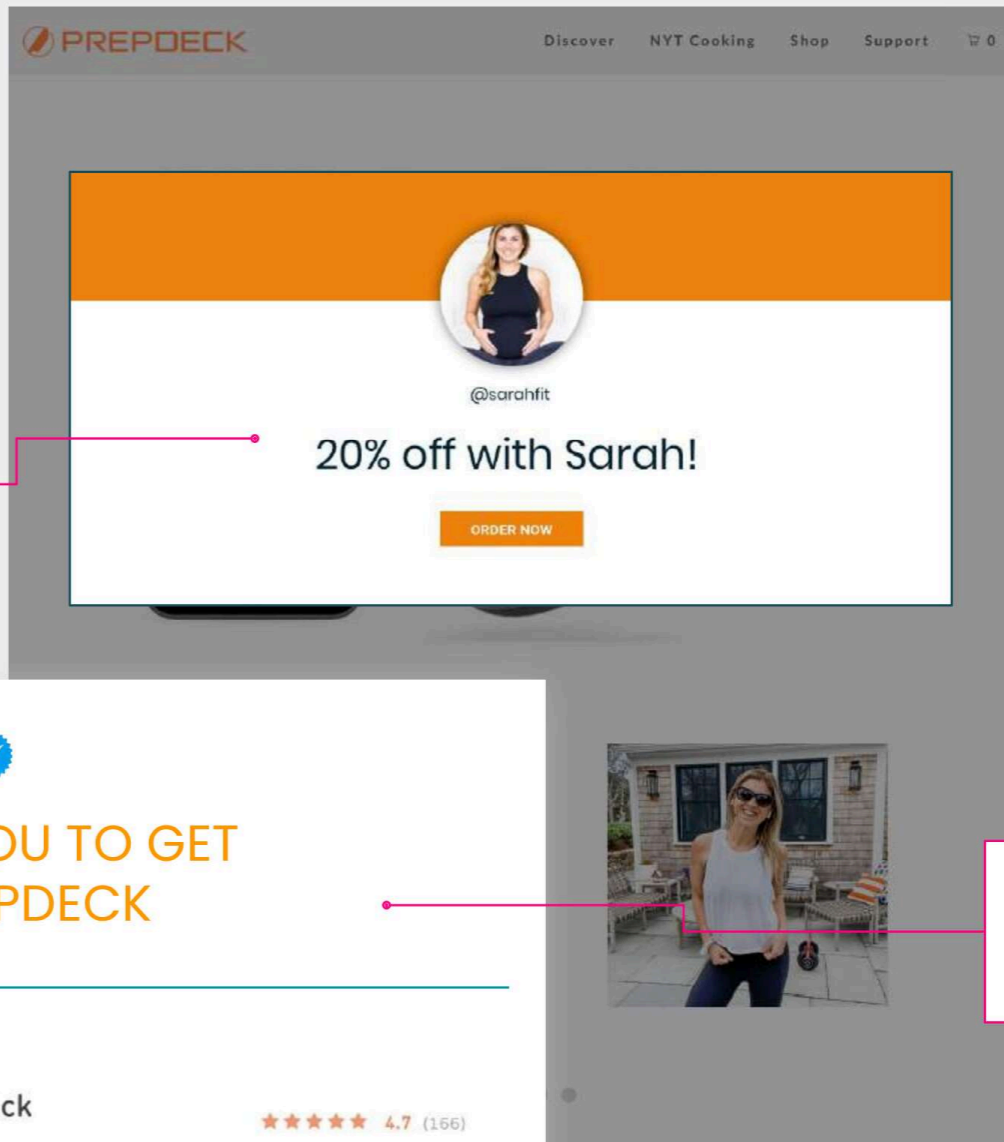


INFLUENCER COUPON

INFLUENCER RECOMMENDATION

SOCIAL PROOF ASSET

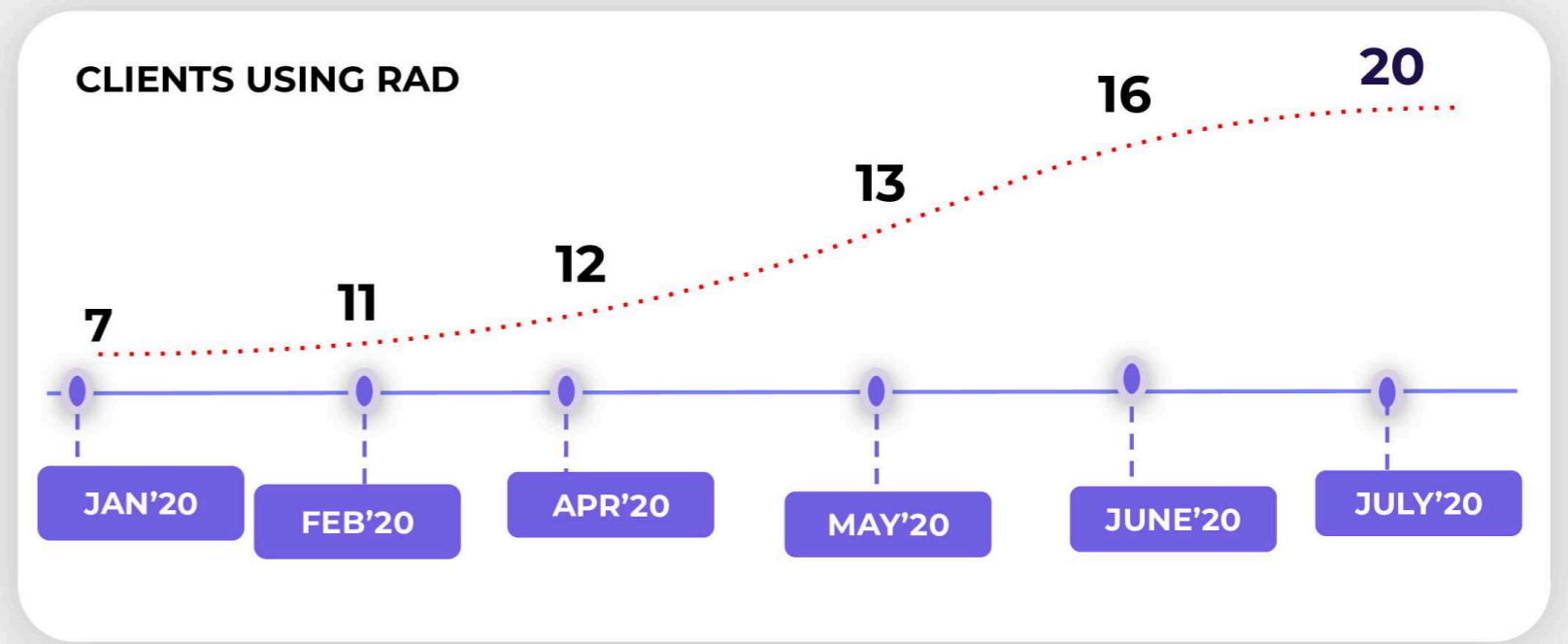
PRODUCT ASSET #1



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

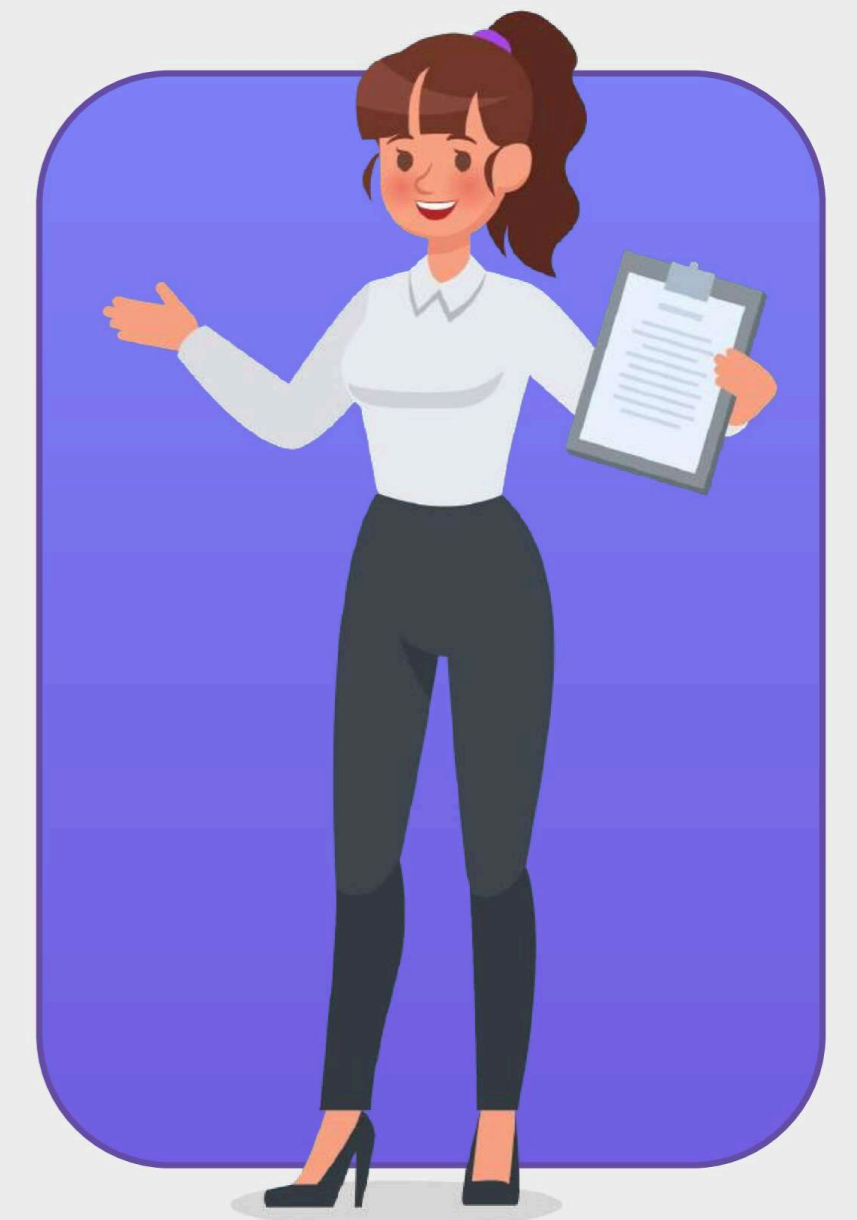
Meet Jason, he owns a small digital commerce brand on Shopify. His eCommerce revenue is \$107k per year. Jason can't afford to make any mistakes on how he spends his limited marketing budget.



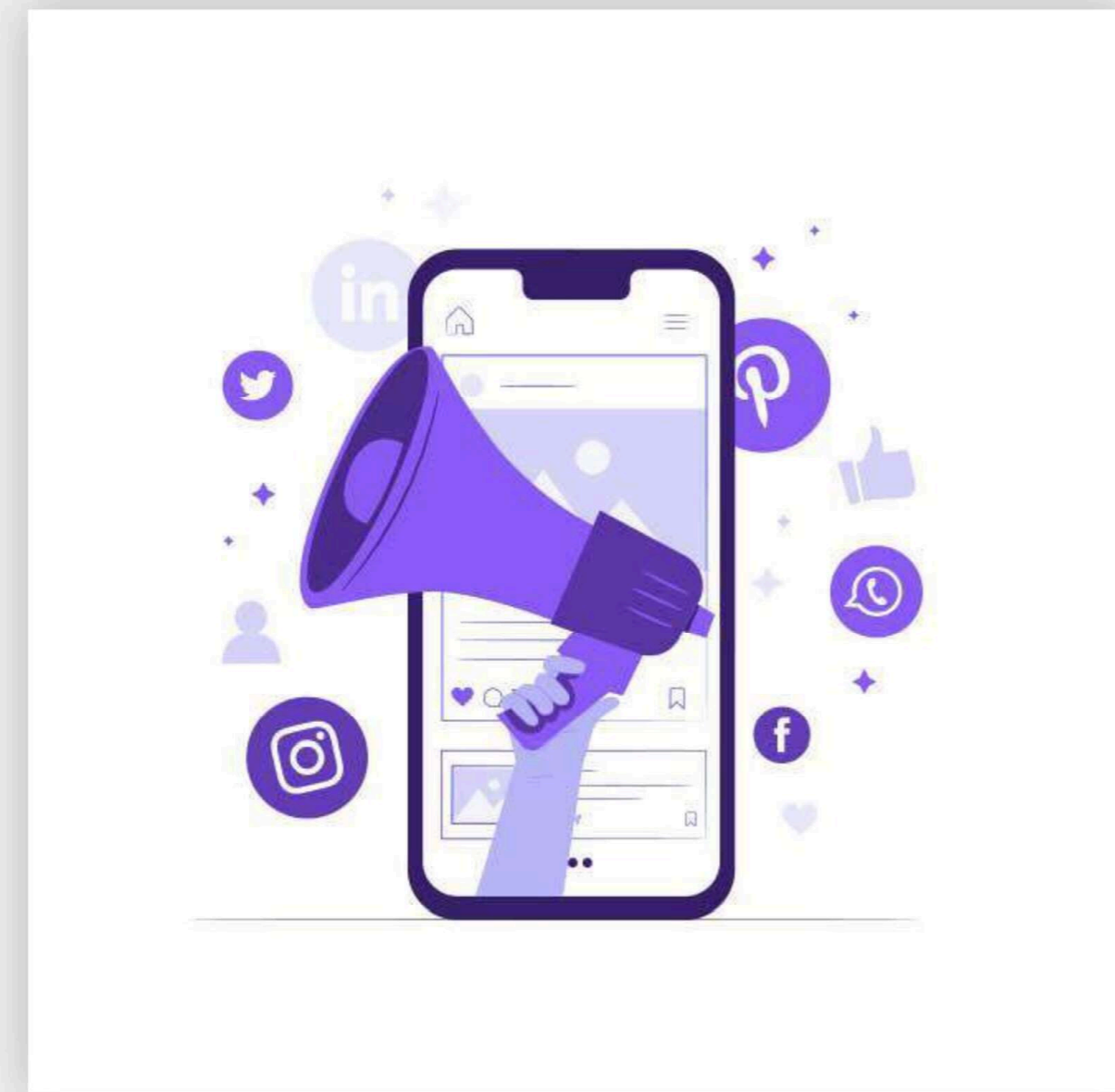
THE PRAGMATIST IS READY TO GET RAD

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.

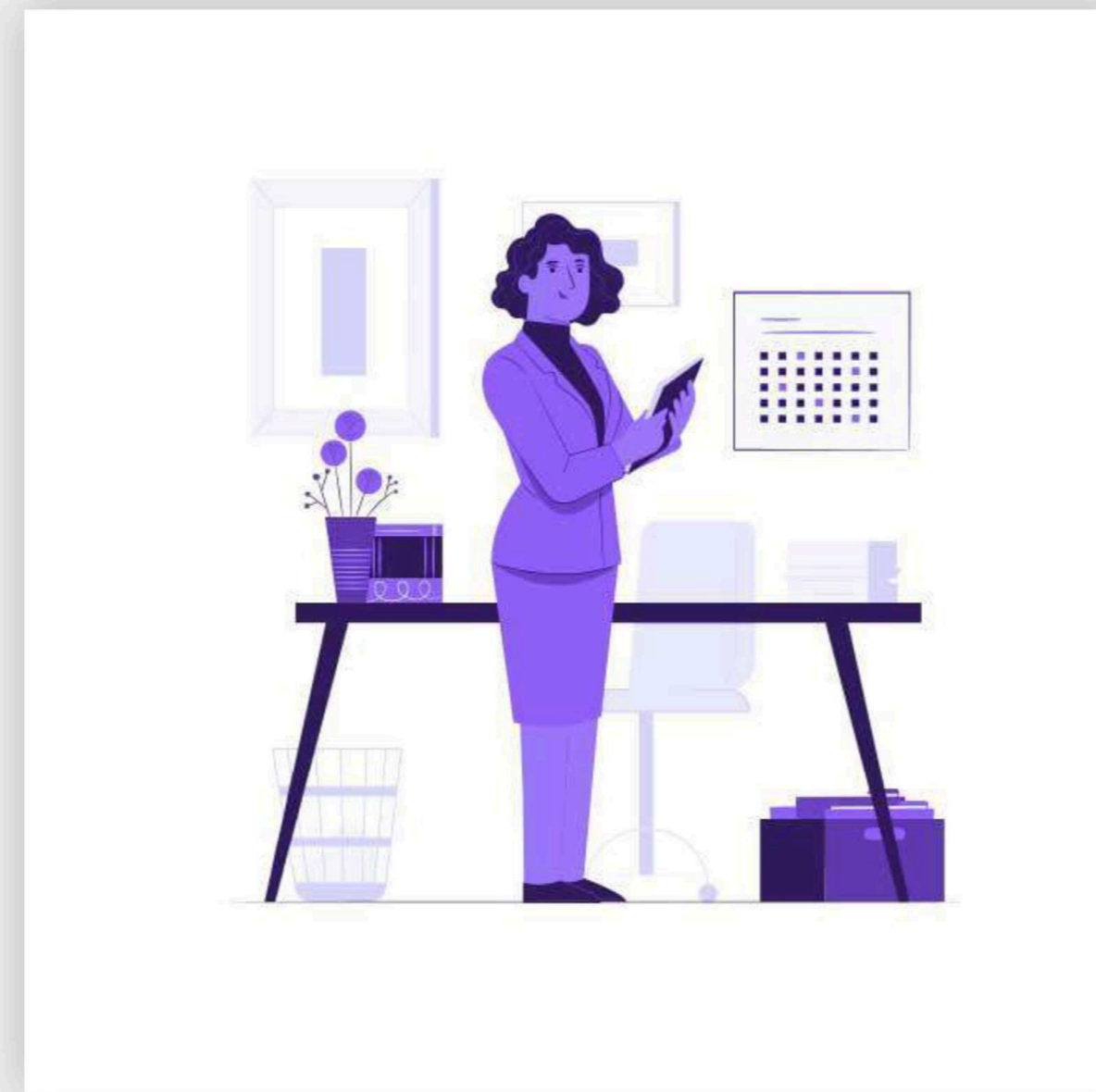


TOTAL ADDRESSABLE MARKET



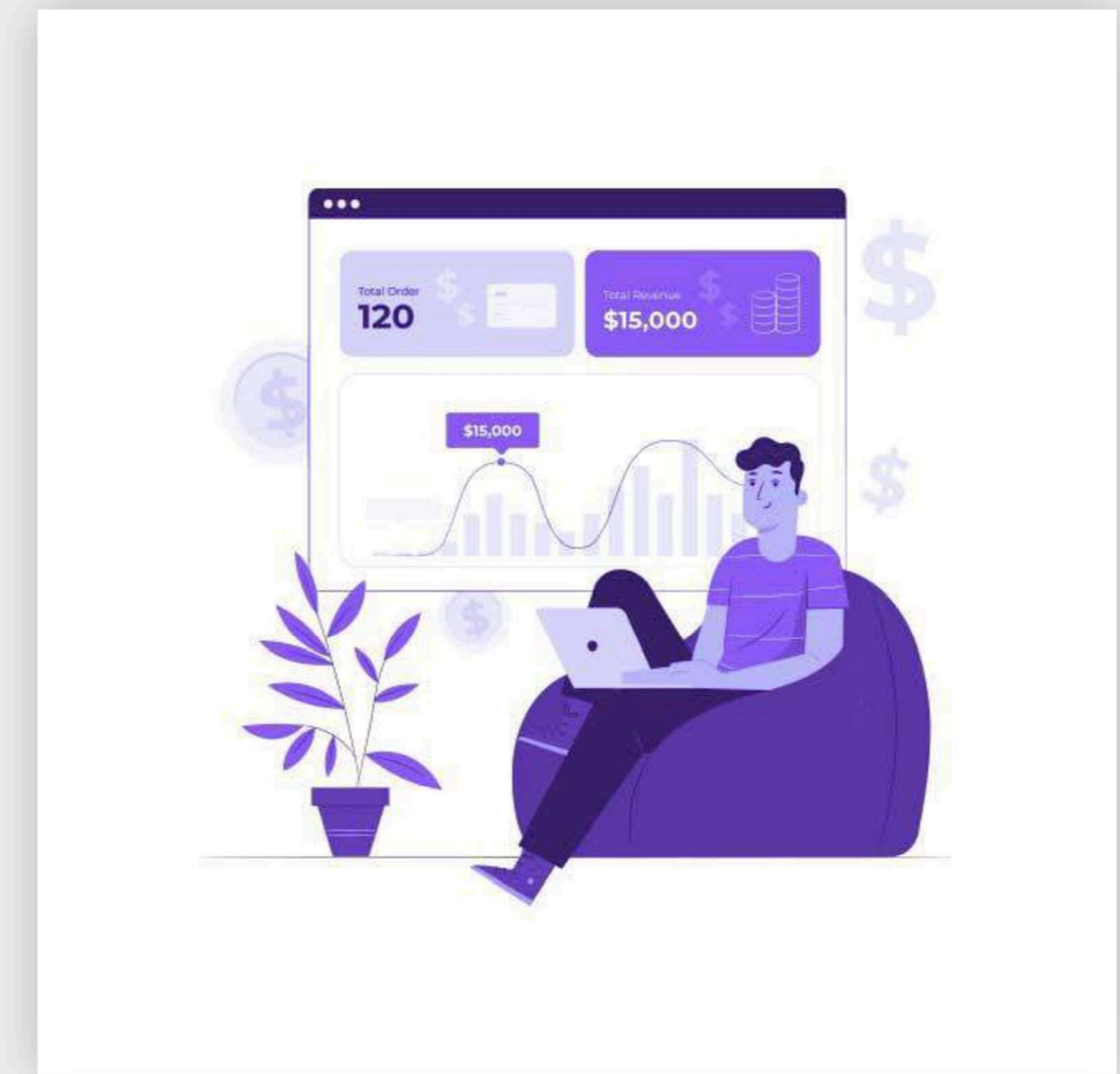
ANY DIGITAL BRAND

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 to 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



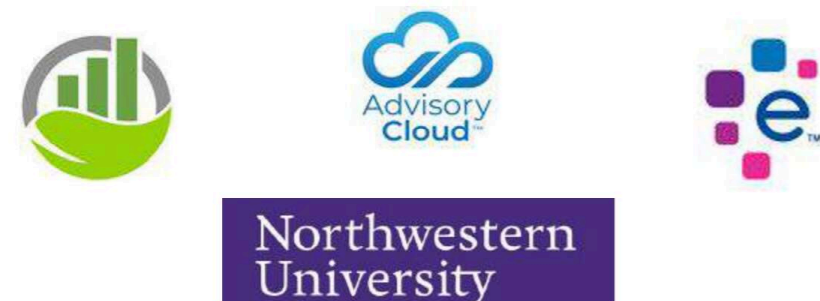
Marco Hansell
CHIEF \$\$ OFFICER



Yoda
HEAD JEDI OFFICER



Aaron Kuntz
CO-FOUNDER & CFO



Natacha Gaymer
TECHNOLOGY & OPS



Krista Waddell
BOARD MEMBER

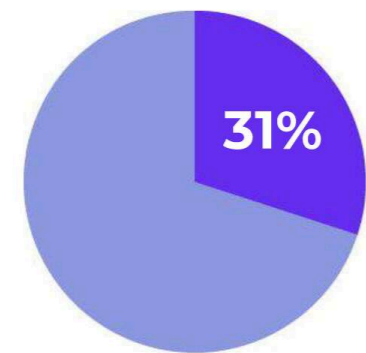


KEY TEAM MEMBERS

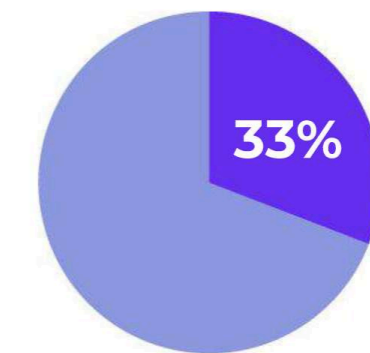
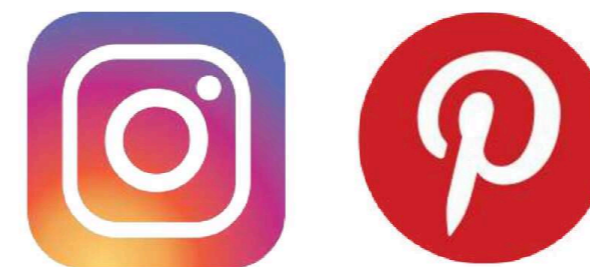
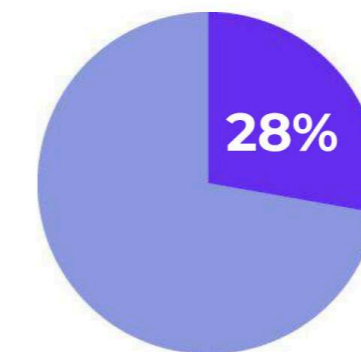
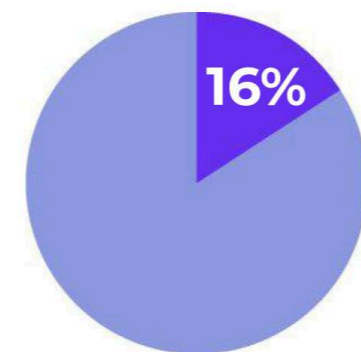
LEAH KIM | AD OPERATIONS
DUSAN POPOVIC | CREATIVE DIR.
PETER WANG | DIR. OF COMMUNITY
PATRICK G. | TECHNOLOGY
EDMUND B. | TECHNOLOGY

USE OF PROCEEDS

RAISE | \$1,070,000



SMB



MEDIA BUYING TOOLS & AUTOMATION

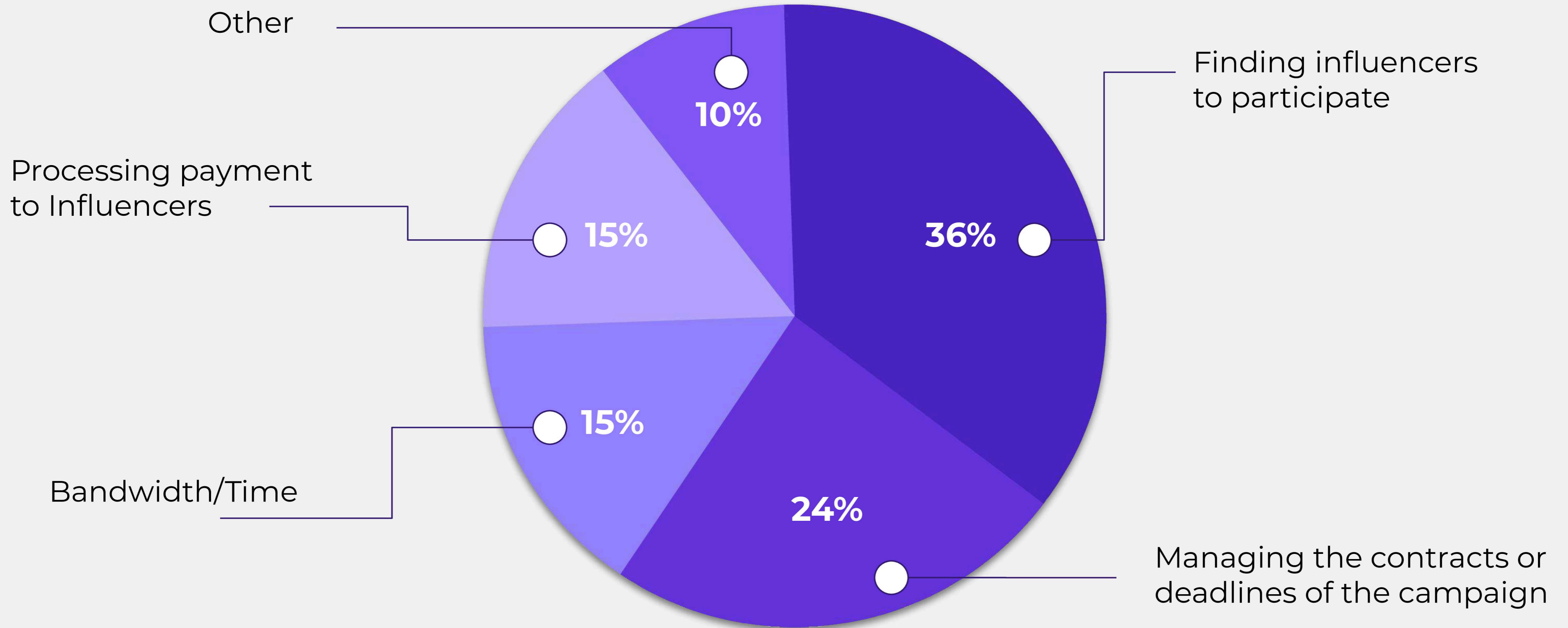
SHOPIFY MARKETPLACE INTEGRATIONS

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