

# RAD Ai

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The gold standard solution for  
AI-informed creative intelligence

*Our investor materials may contain forward-looking statements, including financial projections, forecasts, and expectations regarding future performance. These statements are based on assumptions, estimates, and projections, and are inherently subject to risks, uncertainties, and changes in circumstances that are difficult to predict. Actual results may differ materially from those expressed or implied in these forward-looking statements, and investors should exercise caution when relying on them as they involve inherent uncertainties.*

# The problem.



Marketers spend thousands of hours deciding on the creative direction for content and campaign decisions



Most digital marketing content is created by a human with biased opinions using incomplete data.



Marketers lack resources, tools and the actionable insights needed to implement ROI based marketing strategy.



Understanding the emotional levers that produce marketing ROI requires data processing power, API connections and generative AI.



# **How Marketers Create Digital Content Across the Marketing Mix Today**

# Having the Data-backed Creative Strategy is Critical for Success.

## Yet, nobody tells you...

1. What you should make
2. Why it should be made
3. Who should make it
4. Where it should be distributed
5. When it performs best

## So content is created with biased opinions & incomplete data

1. Copy and content messaging
2. Social posts and images
3. Brand and mid-funnel videos
4. Influencers content creation

## This biased content is then distributed everywhere

### **Brand owned channels**

Blogs, Articles, Emails & Landing pages

### **Social and paid channels**

Meta, TikTok, Snap, Google, YouTube, Reddit, LinkedIn, Trade Desk & Taboola

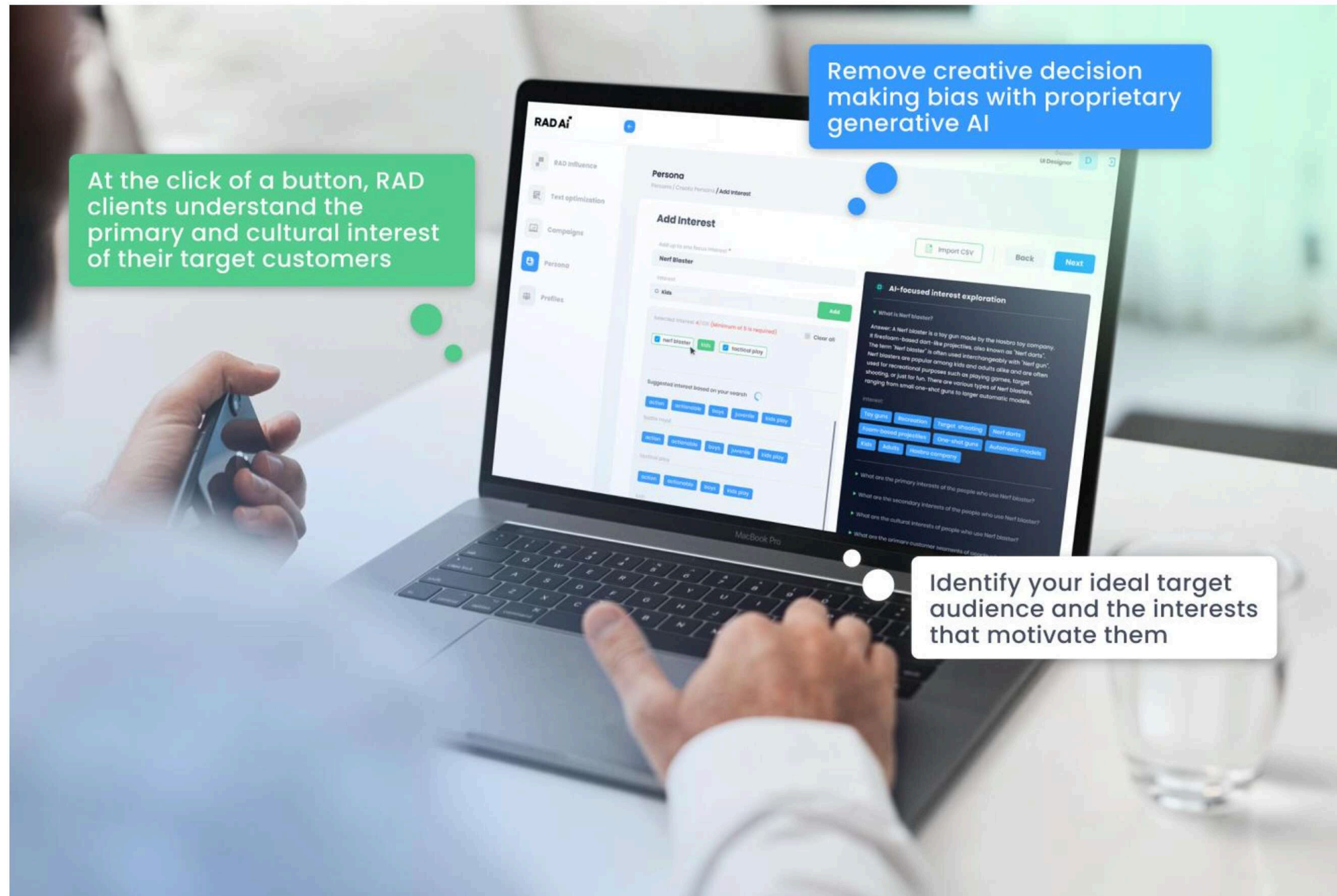


Now, Marketers **Remove All Doubt.**

# Introducing RAD AI

Generative AI for unbiased creative direction across  
social, paid and influencer marketing

# Making content faster and smarter with artificial intelligence.



We believe ROI-based digital marketing requires AI automation, intelligence, and workflow systems to drive insights about the customers our clients want to attract.

# Proprietary Differentiation.

**125K+**

AI-based personas

**2.5B+**

Data points processed per campaign

**12B+**

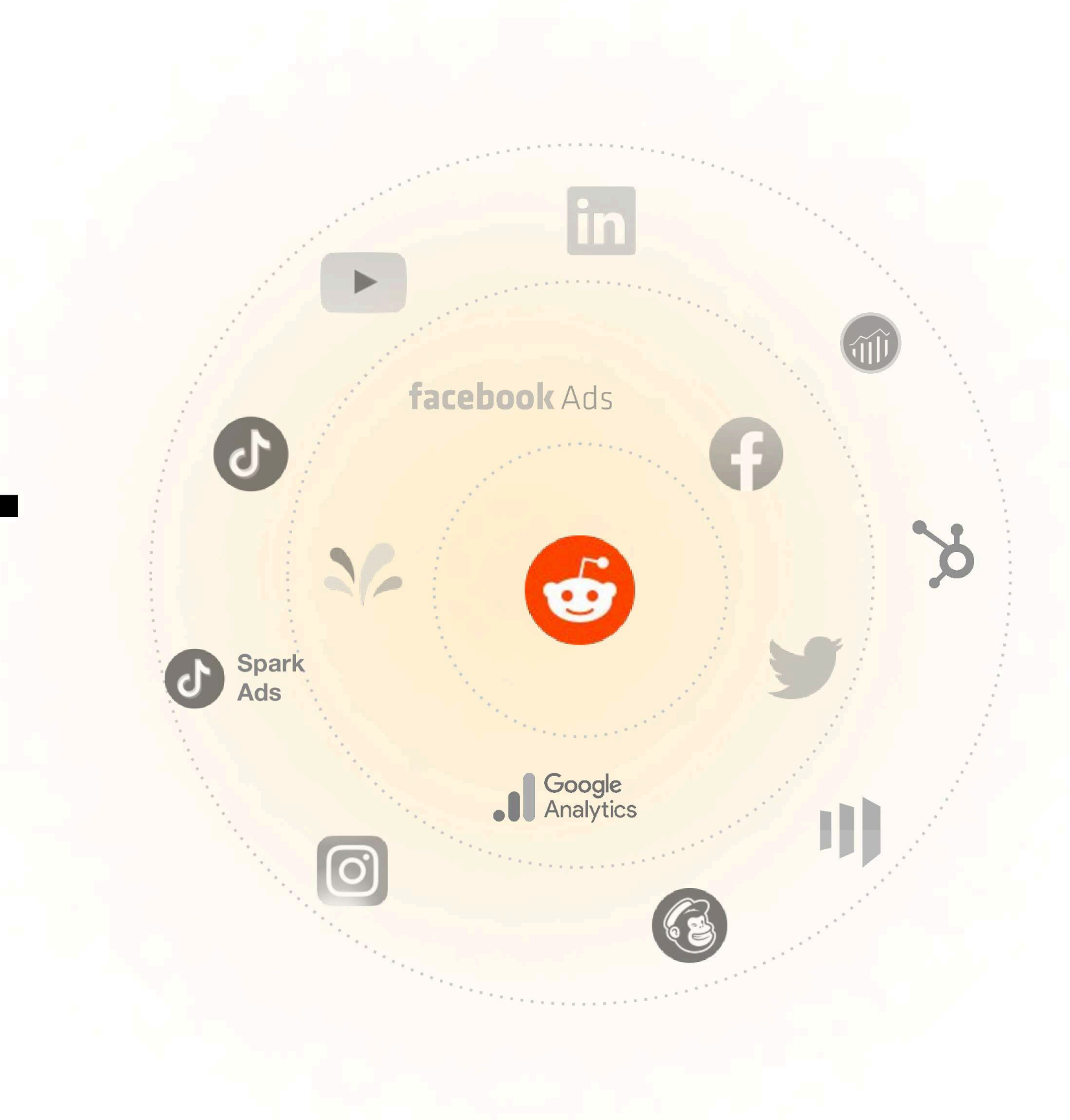
Words, images and videos analyzed

**90B+**

User engagements, comments and likes analyzed

**RAD AI**

600 API Connections





# Artificial Intelligence that drives results that matter.

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



Client: 

**Industry:** Healthcare

**Content type:** RAD AI informed views

**Case Study:** [Link](#)

**Data Analyzed:**

**250 million** phrases, words, images & videos

**Results:**

**68** Pieces of unique content created

**152K** Total engagements

**3.7X** Validated ROI

**681+** Hours saved



# The Value we Deliver.

Industry | Entertainment



**MGM RESORTS**

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



**Case study:**

Results of hospitality [link](#) campaign using RAD AI persona and creative intelligence.

**Data Analyzed:**

**300M** phrases, words, images and videos

**Content type:**

Micro, mid and macro influencer content

**Results:**

**3.3x** ROI increase on benchmarked channels

**7.1%** Engagement rate

**482k** Total engagements

**267** Brand approved content published

# Trusted by.

See our [case studies](#)

sweetgreen





# TAM & Traction

# The Addressable Market is Huge

In-market with traction



Opportunity markets

\*Sources available upon request



Join our mission to become the **gold standard** artificial intelligence for unbiased creative direction across social, paid and influencer marketing

**2X**

YoY revenue has doubled from 2022

**Deal size, frequency and renewal business is consistently growing**

**3X**

Projected revenue growth w/ Q4 sales bookings for 2023

sweetgreen

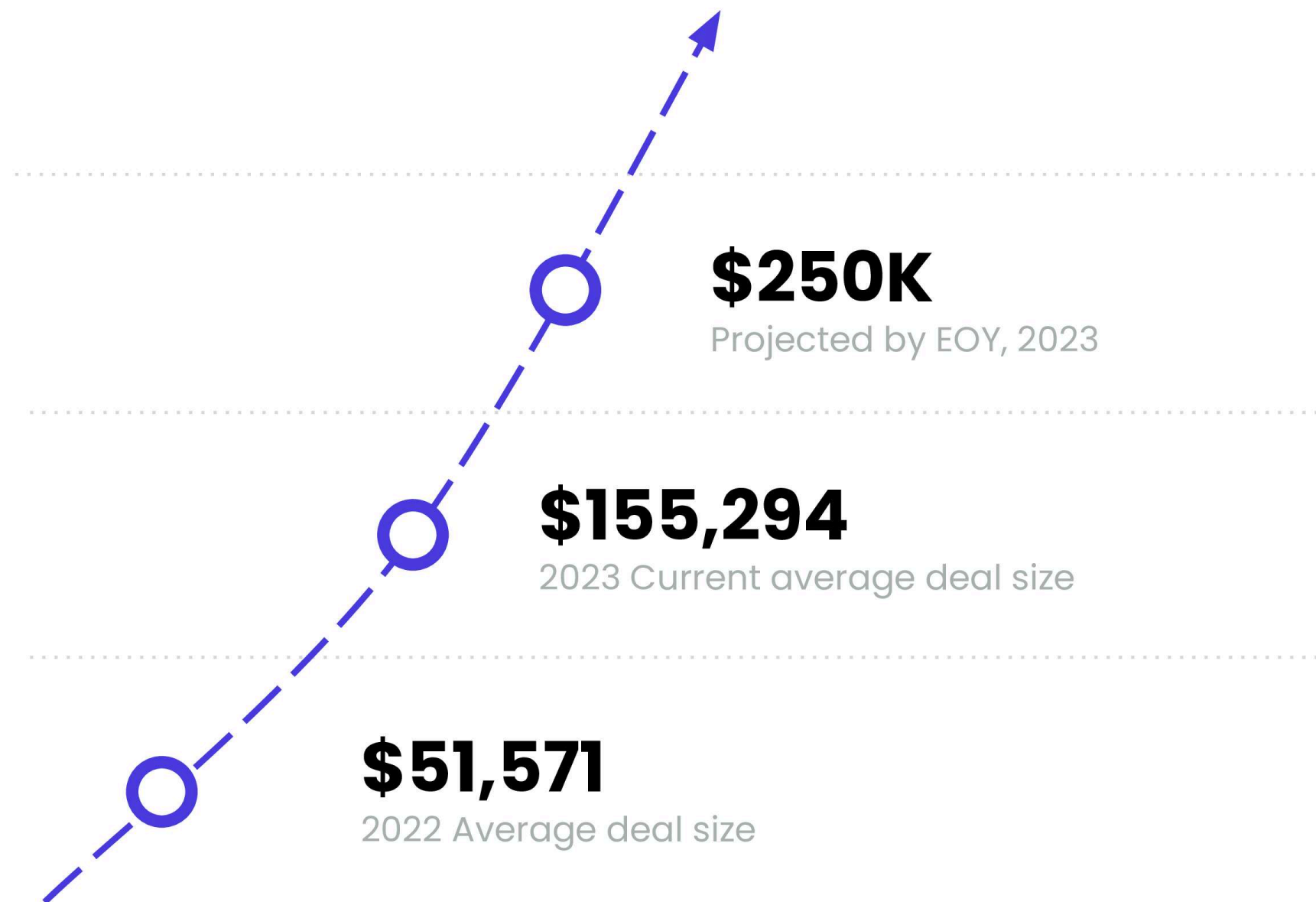


**SKECHERS**

Material accounts closed in the last 120 days

*This slide includes forward thinking projections that cannot be guaranteed.*

## Deal size growth by year



## Sales funnel closing %



*\*Sales process, messaging + methodology is proving to be efficacious with correlating closing %'s based on lead source and stage in the funnel*

*This slide includes forward thinking projections that cannot be guaranteed.*



# **Team and Press**

# The Team.



Jeremy Barnett  
CEO



Bradley Silver  
President



Emily Duban  
Head of Growth & Innovation



Katie Gerber  
VP Marketing



Steven Elliott  
VP Sales



Alex Wissner Ph.D.  
Founding Advisor



Matthew Samson  
ML and NLP Dev.



Hassan Zia,  
Sr. Full Stack Dev.



Pavlo Parkhomenko  
Data Scientist



Seth Weinkranz  
Client Success



Udeet Patel  
ML Engineer



Preet Patel  
ML Engineer



Tyson Black  
Client Success



Emillian Tita  
Lead Engineer



Fatimah Elshanawany  
Talent Manager



**TRENDY BUTLER**

Exit



Exit

**Brookfield**

**BYU**





# The Press Loves RAD AI



Entrepreneur

Sponsored Content

### Rad Intelligence (RAD AI) Discloses AI Efficacy for the World's Largest Entertainment Brands

RAD AI today released twelve months of performance across entertainment campaigns demonstrating the effectiveness of its custom built AI platform.

By Rad Intelligence September 21, 2022

[f](#) [t](#) [in](#) [e](#)

RAD AI today released twelve months of performance across entertainment campaigns demonstrating the effectiveness of its custom built AI platform.

Martechvibe

### Marketing AI RAD AI Raises Over A Million Dollars In First Week

By Staff Writer April 8, 2022

Latest Posts

- Simplex Introduces the EngageFlow Suite to Eliminate the Customer Service BPO
- Ultima Updates Its Email Optimization Solution
- Klayco Launches SMS Assistant To Make Text Copywriting Easy
- ServiceNow and Zoom Expand Partnership
- Swifbox Closes \$2 million Seed Round

HUFFPOST

### AI And The End Of The Human Author

Seeking to make my life a bit easier, I recently set out to explore some new breeds of writing and grammar tools dedicated to making me a better writer. I've been a user of the Grammarly tool for a while and have had pretty excellent results.

By Reuven Cohen

Founder Fractional, Angel Investor, Growth Hacker, Writer

08/02/2017 12:26pm GMT | Updated February 9, 2018

TechCrunch

### Equity crowdfunding appears immune to market volatility, on track for its best year yet

Rebecca Sahuta @rebecca\_sahuta 11:00 AM EDT • July 9, 2022

While that isn't too big of a leap, industry players are encouraged by the growth and see scope for more improvement later in the year, as crowdfunding typically sees an uptick around the fourth quarter.

"A few years ago, VCs wouldn't care about or touch companies using crowdfunding, but that has changed now," Nick Tommaseo, the founder and CEO of crowdfunding platform Wefunder, said. "It's hard to separate out how much of the growth is due to the increasing prestige of doing community rounds and how much is due to founders needing to extend their runway."

Tommaseo thinks there will be an increase in funded startups turning to the strategy this year as a way to avoid raising a round round in current market conditions. He said he just spoke with a "Tier 1 VC" this week who advised their startup to raise on Wefunder to build momentum and test the sea.

Kristen Arnes, the founder and CEO of Anso Proact, also predicted a rise in users for the same reason in 2022, although he noted VCs have already been quietly doing this for years.

"As unfortunate as COVID-19 was to the larger venture economy, and as a recession is to the larger U.S. economy, it is almost forcing founders to look for alternative ways to raise capital," Arnes said. "It's like they give [equity crowdfunding] a shot, and are like, 'Why didn't I do this to begin with?'"

Jeremy Barnett realized he had much more control over the round when he turned to Wefunder to fund Rad Intelligence, an AI-driven marketing startup he co-founded, in the midst of the brief funding pause in March 2020. He said he would have had less control if he raised directly from VCs, and he still ended up with a handful on his cap table.

"I like the idea of betting on myself, and venture capital at the time had completely dried up, Barnett said. The idea of this structured fundraiser, where I controlled the start date, the end date and the value of a structured fundraiser, is great. Compare that to when you do a seed round — you are always raising until someone writes you a check."

SHOUTOUTLA

### Meet Jeremy Barnett, Rad Intelligence Founder & CEO

August 18, 2022 | 12 mins read

MARKETING ARTIFICIAL INTELLIGENCE INSTITUTE

### How to Use AI to Engage Your Highest Value Personas

By Paul Roetzer on June 6, 2022

VentureBeat

### Rad Intelligence (RAD AI) and LA HOPE DEALER Join Forces to Integrate AI-infused Street Art and Marketing

Business Wire August 18, 2022 9:25 AM

The company appoints Corie Mattie as its first "Artist in Residence"

LOS ANGELES—(BUSINESS WIRE)—August 18, 2022—

RAD INTELLIGENCE (RAD AI) and LA HOPE DEALER today announced the formation of a strategic partnership designed to conceive and execute authentic, purpose-driven brand campaigns through the combination of creator marketing, street art and Artificial Intelligence (AI). The partnership will focus on Fortune 1500 companies that understand the importance of taking the lead in the creation of cause-related marketing and branding campaigns, especially in

### RAD AI Activates Creators for the Bright Horizons Foundation for Children.

jeremy.b@radintelligence.com Learn More

## Why RAD AI was Chosen?

Nasdaq

### Splinterlands and Rad Intelligence to Work Together to Expand Global Guild/Scholar Program

PUBLISHED APR 28, 2022 11:18AM EDT

SPONSORED BY [Ametrade](#) Join TD Ameritrade. LEARN MORE

Philadelphia, Pennsylvania—(Newsfile Corp. - April 28, 2022) - Splinterlands today announced that it will work in partnership with Rad Intelligence (RAD AI) to help expand its global Guild/Scholar program. The scholar program gives entrepreneurs the opportunity to own their own Guilds and create meaningful opportunities for themselves and people around the world.

businesswire

### World's First Marketing AI Built to Understand Emotion Raises Over \$1,000,000 in its First Week

RAD AI gives enterprise companies the opportunity to connect authentically with diverse digital audiences at scale, revolutionizing the \$120B marketing technology industry.

April 07, 2022 10:15 AM Eastern Daylight Time

LOS ANGELES—(BUSINESS WIRE)—Rad Intelligence (RAD AI), a marketing technology company that created the world's first AI marketing platform with emotional intelligence, launched a community investment round on Wefunder last week. RAD, a venture-backed company with Fortune 500 clients is choosing to invite retail investors - who would ordinarily only get access after an IPO - to invest. The investment round has already raised over \$1,000,000 just in its first week of being live.

RAD's AI can be used on written, still images and video content to deliver authentic marketing tailored to modern audiences across the globe. RAD's AI uses historical performance analytics and public data from search, social and publishing content to detect the best form of marketing needed to communicate authentically with millions of customer profiles. This enables companies to create high-performing social media posts, blogs, captioned videos, and paid media ads, effectively targeting each desired audience persona. RAD's technology is built on \$20M of R&D by Atomic Reach, a marketing technology company RAD acquired in 2021.

TechCrunch

### Atomic AI helps marketers write better

Frederic Lardinois @fredlrd / 6:01 AM PST • December 12, 2016

yahoo/finance

### National CineMedia Partners with RAD AI to Enhance Audience Engagement

February 14, 2022 - 3 min read

In this article:

- NCM +17.07% Watchlist
- Significant Event 6d National CineMedia Inc Re...
- AMC +17.40%
- CNK +13.94%

NEW YORK, Feb. 14, 2022 /PRNewswire/ -- National CineMedia (NASDAQ: NCM) today announced a strategic partnership with Rad Intelligence (RAD AI), leveraging the power of recommendation and referral with machine learning to drive distribution of advertisers' messages through targeted social influencer networks.

RAD AI's marketing platform uses machine learning (ML) and natural language technologies to deliver authentic content specifically tailored for today's savvy audience. The partnership recently completed a year-long test of the RAD AI influencer solution across 10 regional NCM campaigns for select advertisers in categories such as education, government, recruitment and healthcare, with

# Thank you



**Jeremy Barnett**

CEO and Co-founder

[jeremybarnett@radintel.ai](mailto:jeremybarnett@radintel.ai)

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