

eBumps, Inc.

Outdoor advertising like it's the 21st century

The Problem



OOH Advertising



Large Companies & Agencies

- ROI is difficult to track
- Can be expensive
- Billboards are difficult to track impressions

Small Businesses

- ROI is difficult to track
- Limited options
- Billboards are too expensive

Individuals

- Need to express themselves
- Limited to social media and other ways to express
- Billboards are too expensive

Solution



Advertising Platform

Like an Outdoor Facebook Ad Store

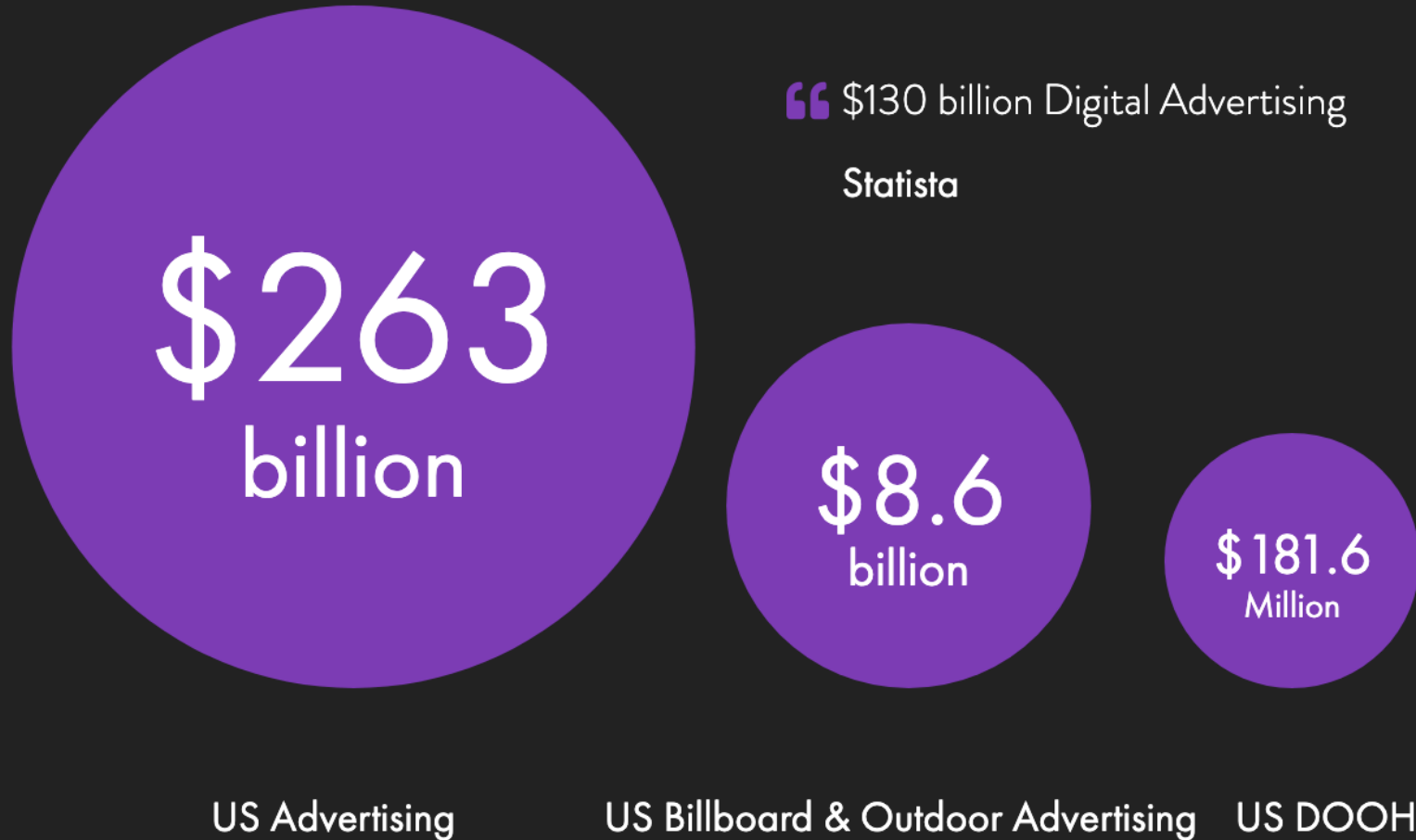


Moving Digital Billboards
with Targeted Advertising



Personal Monetization
Beyond Social Media

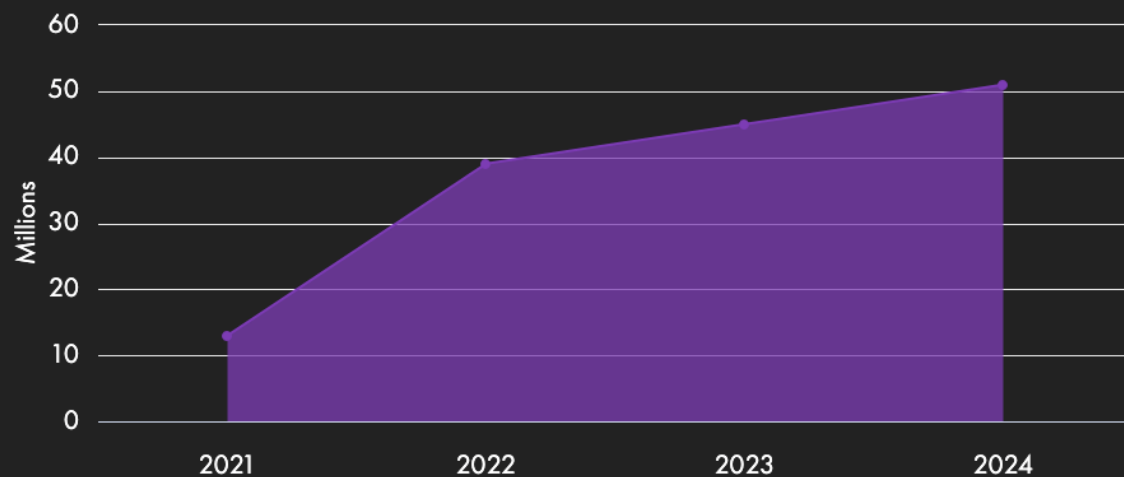
Market Size



Source: IBIS World / Statista / eMarketer

Market Size

Our Market



\$51
Million

<1%

Business Model



Advertisers pay CPM for digital advertising deployed through our platform onto our portable LCD advertising displays.



Strategic MFG & Industry Partners



Competition



Grabb-it (www.grabb.io)



Firefly (www.fireflyon.com)



Halo Cars (www.halocars.co)

- Large & Bulky
- Permanent Fixture
- Require Professional Installation
- Revenue Cap

Why us?



Low cost LCD screens can be easily installed



No professional install required



Not a permanent fixture



Impression Data Collection



No Revenue Cap



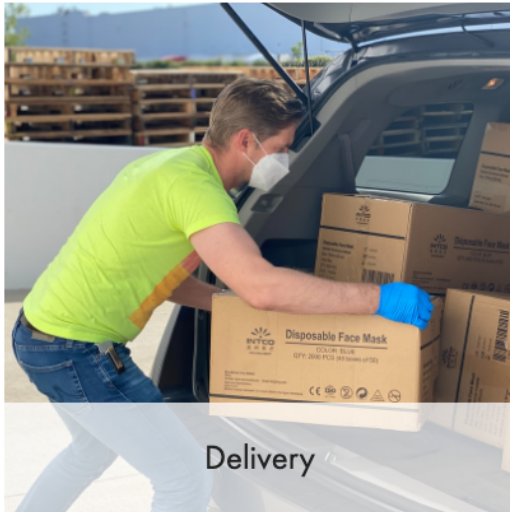
Go-to Market Plan

Customer Acquisition Channels



100+
Drivers

Signed up



Delivery

Drivers & Vendors



NY Driver's

\$5K - \$50K
per day

Billboard Cost in NYC



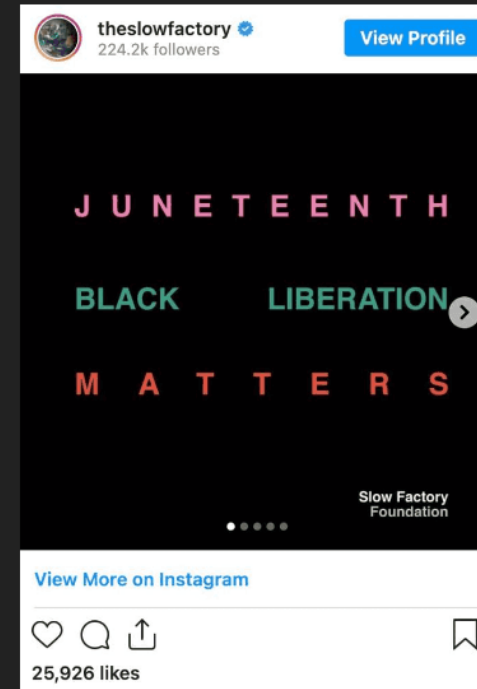
HUMAN INTEREST

Forty Years. One Corner. Meet the Hot Dog Vendor at the Crossroads of the World

Go-to Market Plan

Customer Acquisition Channels

Small Business & Individuals



Go-to Market Plan

Customer Acquisition Channels



Impressions



Page Views



Strategic Partners



Programatic Advertiser (unsold inventory)

Go-to Market Plan

Markets / Expansion



Founding Team



Jonah Tuckman
Co-Founder & CEO



Cole Johnson
Co-Founder & Director of Business
Development



Corin Rose
Co-Founder & CTO

Traction / Milestones



Contracted with Programatic Advertiser (for unsold inventory)



25 Units Will Deploy in March 2021 (revenue)



Signed Up 100+ NYC Drivers



Contracted 7 Screens in Times Square



LOI for International Joint Venture



Patent Pending



Fundraising



Raising \$2 million equity

and \$500K Convertible Note

53%
ROI

We'll use the money to produce and deploy 500+ LCD screens and for Sales & Marketing

- 500 screens will produce over \$16 million/yr

Contact: Jonah Tuckman, CEO

jonah@ebumps.com

