Maximizing the Impact of Digital Marketing with Emotionally Intelligent AI

THE PROBLEM

Traditional Marketing is a Guessing Game: Inefficient, Ineffective, Costly

- Generalized content marketed to broad, cold audiences is hit or miss and leads to suboptimal results
- Big Tech dominance limits options: Facebook, Google Ads

Many Companies Lack:

- Large, current and segmented marketing lists
- Ability to extract data and utilize it effectively
- Specialized expertise in multiple, complex systems, including data analytics and search engine optimization

THE SOLUTION

HiveSkill's Emotionally Intelligent AI, Segmented Dataset and Specialized Expertise Enables Hyper-Specific Targeting and One-to-One Marketing That Delivers Results

Removes Guesswork: Increases Efficiency and Effectiveness, Reduces Costs
- Robust, segmented, dataset:
    - Hyper-specific targeting of a warm audience
- Proprietary, emotionally-intelligent AI interprets responses:
    - One-to-one follow-ups
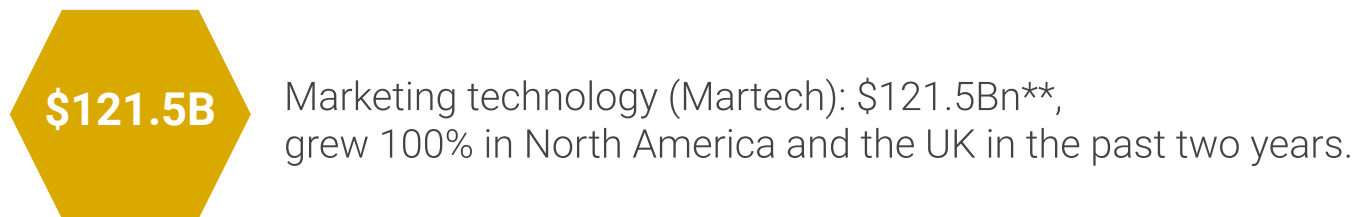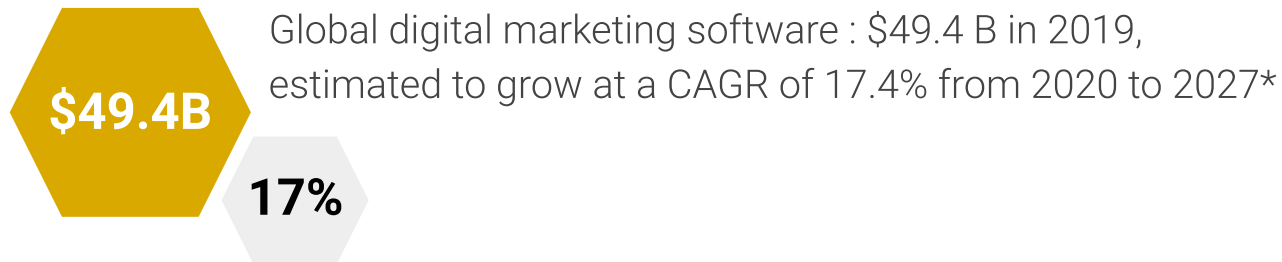   - Retargeting via Facebook and Google

Provides Cutting Edge Data and Talent:
- Experienced team with deep expertise maximizes impact:
    - Data analysis
    - Custom content
    - Build and run campaigns that deliver results

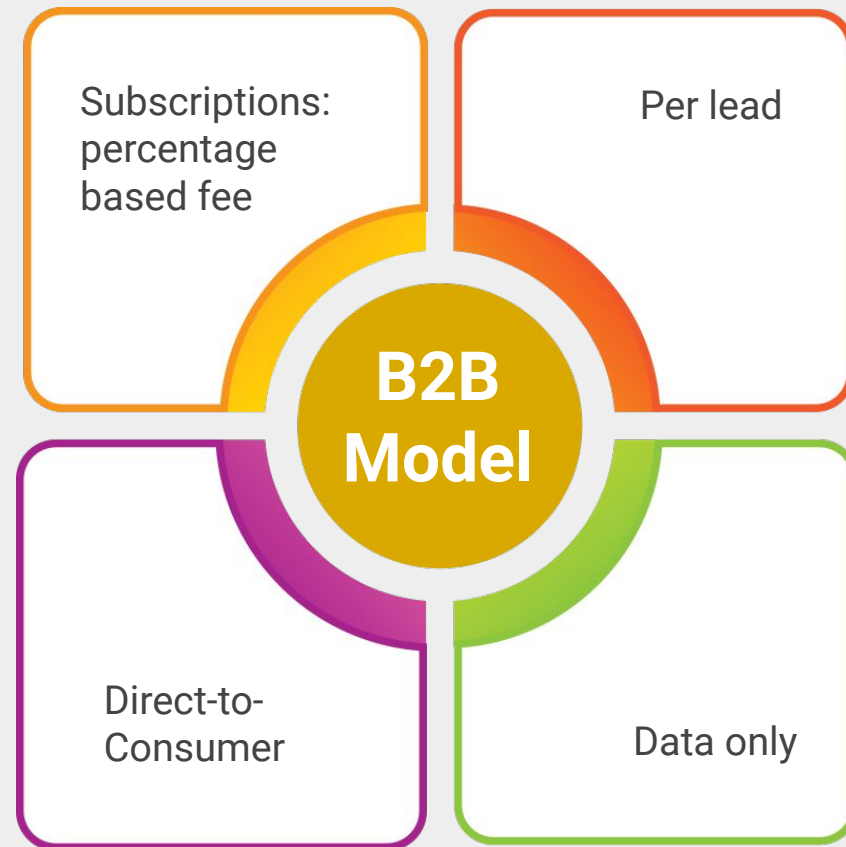**Hive Skill**

MARKET OPPORTUNITY

Total Addressable Market: Digitization and Innovation Driving Rapid Growth

Large and Growing Addressable Market:

**$49.4B**

17%

Global digital marketing software : $49.4 B in 2019,
estimated to grow at a CAGR of 17.4% from 2020 to 2027*

$121.5B

Marketing technology (Martech): $121.5Bn**,
grew 100% in North America and the UK in the past two years.

HIVESKILL BUSINESS MODEL

Flexible use cases enable a robust customer base

Subscriptions: percentage based fee

Per lead

B2B Model

Direct-to-Consumer

Data only

Hive Skill

COMPETITIVE ADVANTAGES

- Digital Media Partnerships: Crunchbase, HubSpot

- Experienced leadership team offers deep expertise in AI, marketing and sales

- Proprietary, highly-segmented data, constantly enhanced with AI

  - Early mover advantage affords machine learning scale

- Differentiated offering combines a uniquely robust dataset and deep expertise

- Easy-to-use campaign-builder and simple ROAS (return on ad spend) dashboard in development

Hive Skill
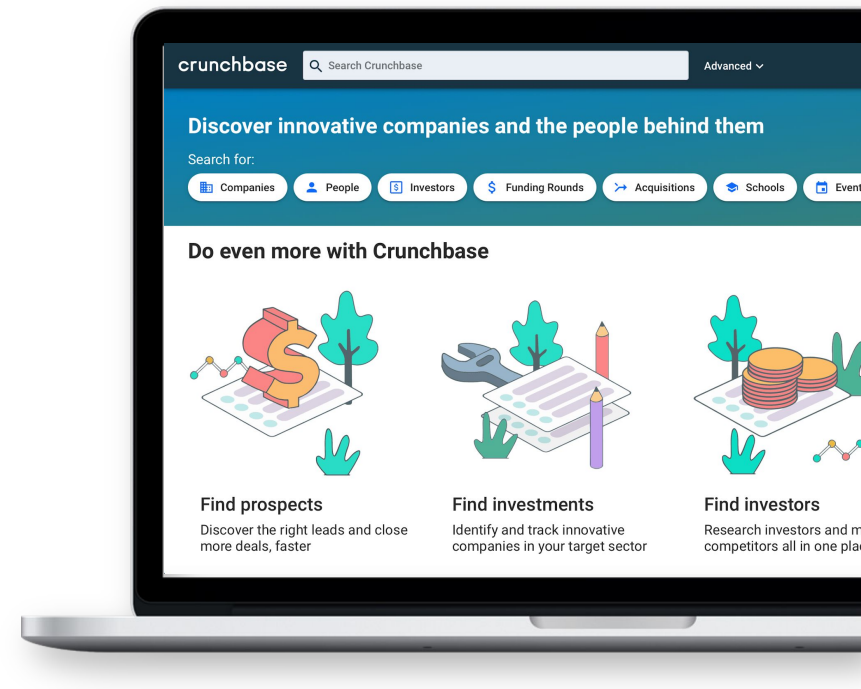
MEET THE TEAM

Sophia Becker

Manager

- Harvard University: B.A. in English Literature
- Merkle
- Good Apple

Will Kellett

Technology

- Southern New Hampshire University: B.A. in Information Technology
- Twenty year track record: CTO, Launch Angles

Patrick Cahill

Sales

- Bates College: B.S. in Business/Managerial Economics
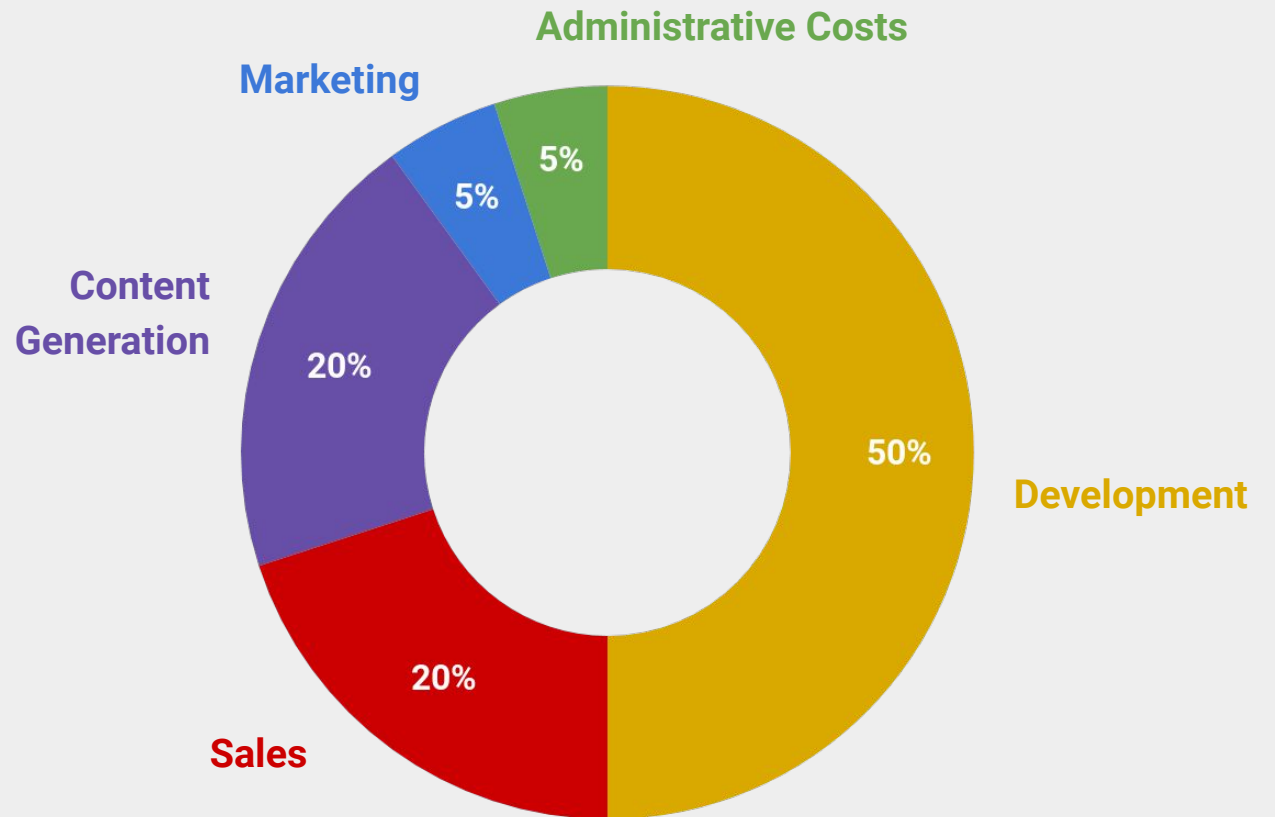- MAC Venture Capital Group

Michael Fanning

Founder

- Bentley University: Current Student (Business)
- Zelgor

FUNDRAISING: USE OF PROCEEDS

Administrative Costs — 5%
Marketing — 5%
Content Generation — 20%
Development — 50%
Sales — 20%

HiveSkill: Maximizing the Impact of Digital Marketing

Our emotionally intelligent AI and deep expertise can market your business to the people most likely to open your emails, purchase your products, or invest in your company.