

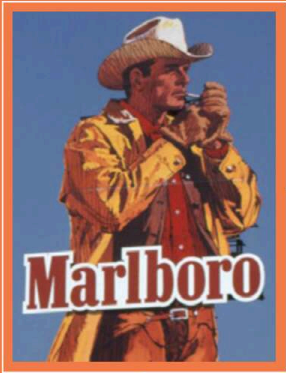
A child in a blue shirt is climbing a colorful rock wall. A parent in an orange shirt is assisting the child from below. The wall is divided into large triangular sections of orange, red, and yellow, and is covered with various climbing holds. The scene is brightly lit, suggesting an outdoor setting.

KYNDOO

**The data platform
solving for influencer
fraud, attribution,
and safety.**

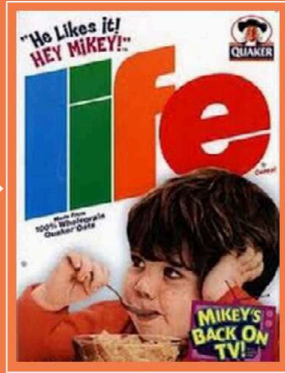


The future is *personalized*



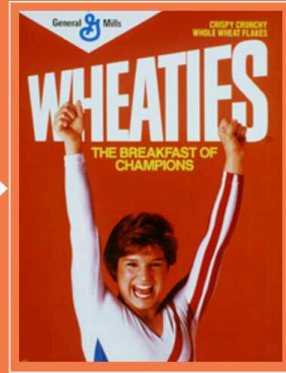
The
50s

Persona-based
marketing



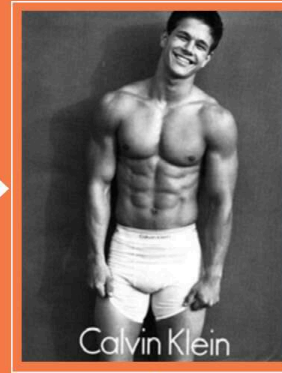
The
70s

Targeting
everyday life



The
80s

Rise of the
athlete endorsement



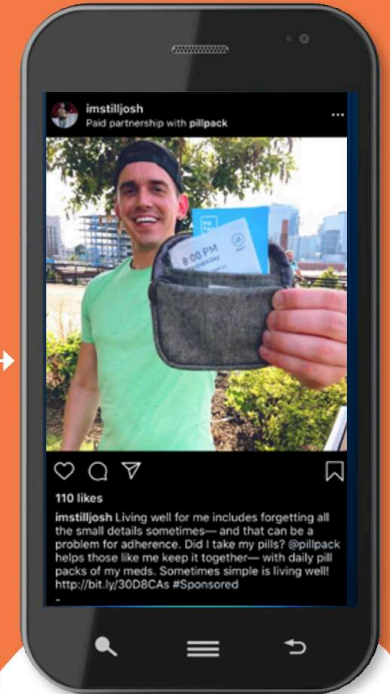
The
90s

Celebrity-level
endorsements



Early
2000s

Reality TV and social
product placement



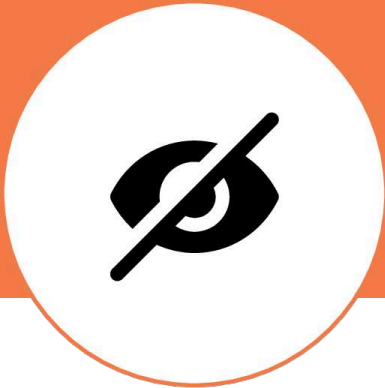
2020s
and beyond

Real people and real
recommendations

Why we're all #ThrowingShade on influencer marketing

\$5 billion will be lost
to **influencer fraud**
in 2021 alone.

Brands are marketing to audiences that don't exist



89% of social media followers are outside of the US

Brands have little to no visibility into who the influencers' followers really are.



60% of "influencer" accounts show fraud

Most common forms are bought followers, likes and comments.



Tracking and performance is broken and fragmented

Too much lost time and energy, regardless of business size.

The Kyndex Report

We score influencer authenticity and track results

REACH & PERFORMANCE DATA

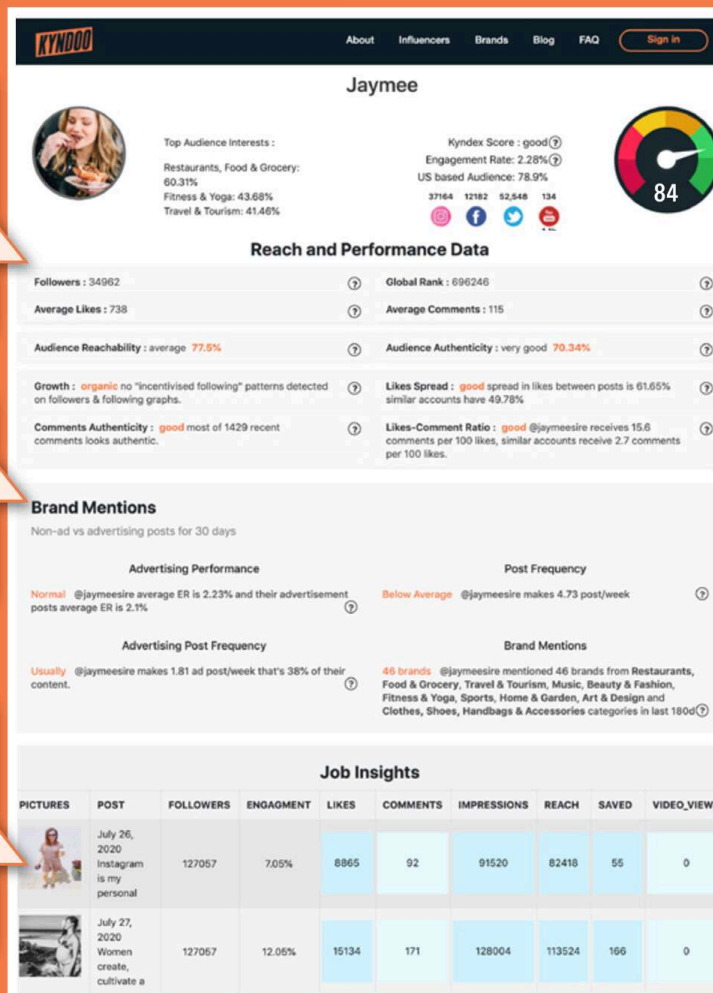
Key data about their audience reachability, authenticity and engagement.

BRAND MENTIONS

Analysis of post performance and how much branded content influencers showcase.

INSIGHTS BEYOND THE POST

Move beyond the vanity metrics and understand how the audience engages.



Authentic Audience Demographics

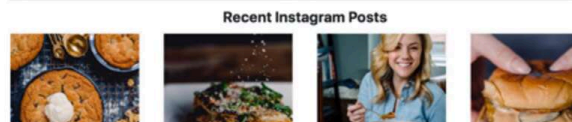


AUDIENCE INFORMATION

Overall assessment of the influencer's real people followers – audience age, gender, location, interests, and more.

RECENT POSTS

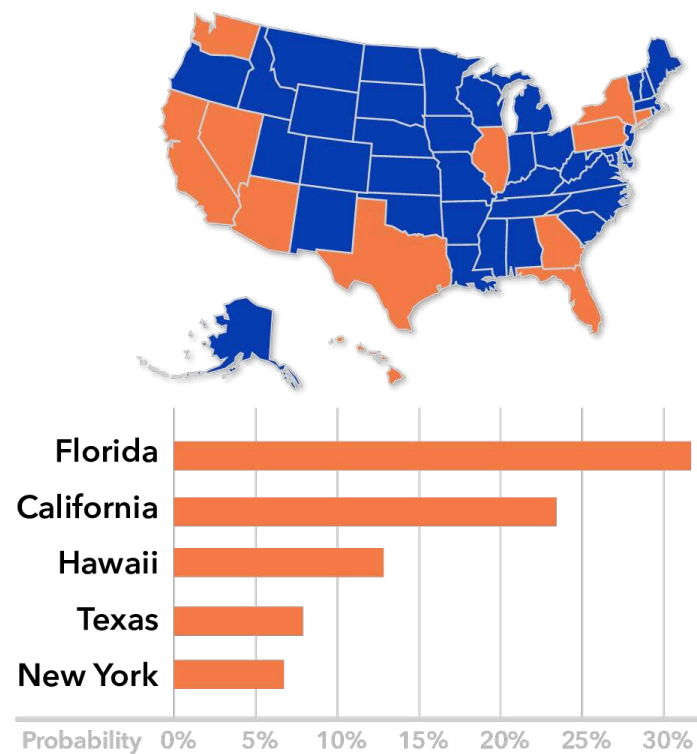
See examples of recent posts.



Pathfinder

We provide *Beyond the Swipe Up* attribution

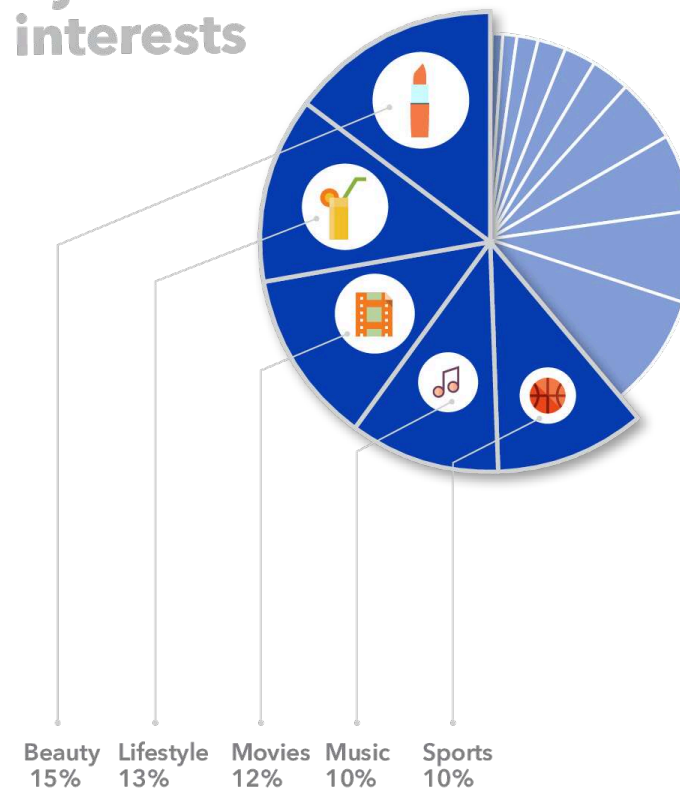
By their State



By their age and gender



By their interests



And we provide
a 14-point
brand safety
check on
all content.



This is a Big Data opportunity

SOM

\$1.1 Billion

7.5 million monthly sponsored
posts in 2025 × \$150 avg
take per post

**Influencer Marketing
Spend in 2025**

\$15 Billion

TAM 2025

\$23.9 Billion

Global predictive analytics*

*Market size was valued at \$8.2 billion in 2020, and is projected to reach \$23.9 billion by 2025, growing at a CAGR of 23.2% from 2019 to 2025.

We Kyndoo it!



Kelly McDonald
CEO, Co-Founder

Expert in Sales, Operations and Market Networks

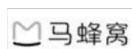
- Senior VP, Revenue, Operations & People, RealtyShares
- VP of Sales and Operations at Movoto
- VP of Sales, Operations and Data at RME360



Jin Yu, PhD
CTO, Co-Founder

Expert in big data, AI, and large scale distributed infrastructures with five patents

- Serial Entrepreneur – 3× Founder
- CTO at AsiaInfo Data – managing 1,600 engineers
- VP Engineering and Chief Architect at OpenX



Core team



Speed Yu
Senior Data Architect

- Data Architect, Transamerica
- Staff Data Engineer, OpenX
- Principal Architect, Portaura



Amy Romero
Chief Marketing Officer

- CMO, Creative Drive
- SVP, Marketing & Business Development, Ketchum
- Director of Broadcast and Digital Media, RAPP



Jia Wen
Sr. Software Engineer



Shawn Zeng
Software Engineer



William Ye
QA Engineer



Julia Nazario
Sales and Marketing Specialist



Kyndoo.ai knows who has *real* influence and who's a *fraud*

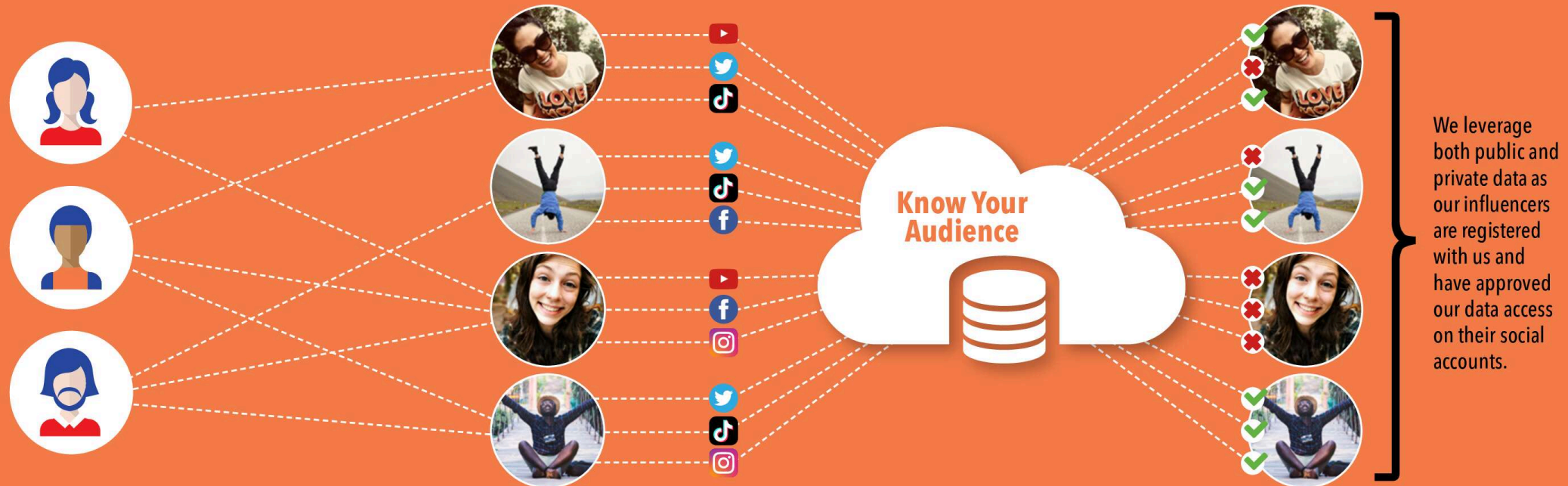
1 Identify and validate followers.

We curate profiles for social insights including age, gender, location, interests and ethnicity.

2 Determine the influencers with whom followers are most engaged.

Our influencers are vetted for audience authenticity, engagement and brand mention performance across multiple channels.

3 Input into our proprietary technology and determine who the brand should hire for the best performance.



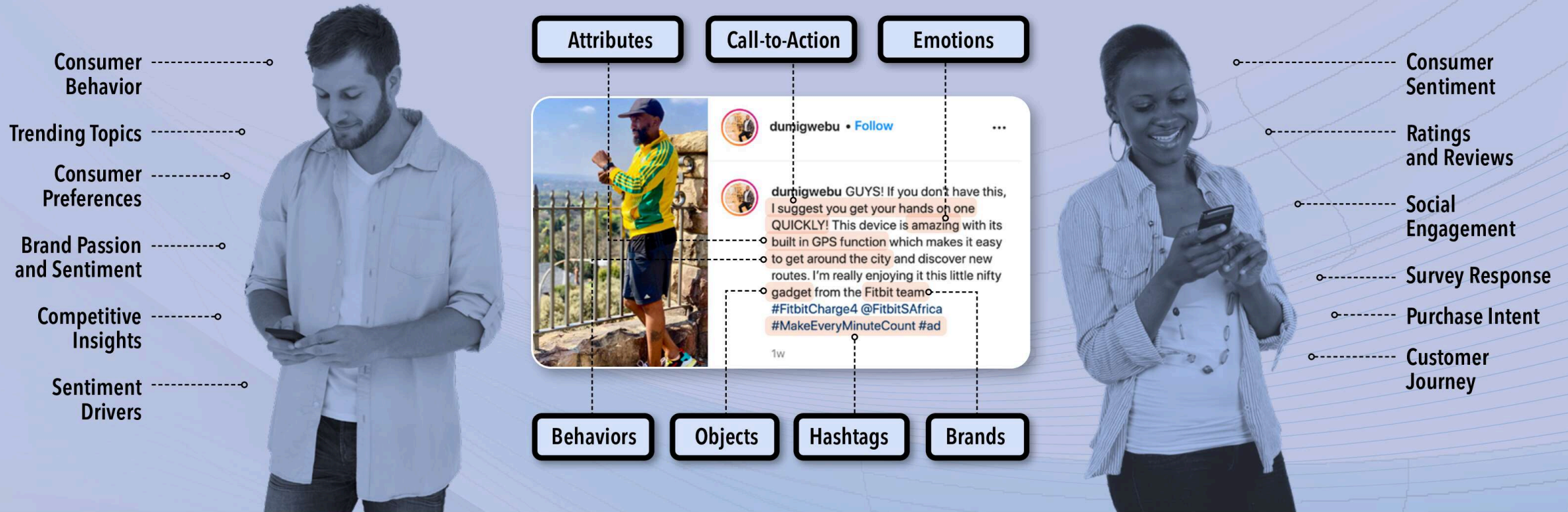
Business defensibility | Data network effects



AI data products



Our next generation



**Know Your Audience
(KYA) Database**

**Caption
Intelligence**

**Predictive Outcomes
for the Customer Experience**

Revenue model

Current



- We charge 20% on top of negotiated fees
- Self-serve subscription model in Beta—tiered cost-based on Kyndex and attribution product usage

Expanding with Product Pipeline



- Data API
- Model based on predictive or guaranteed outcomes
- Influencer training and business management

Who we are working with now

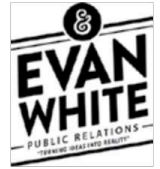


Public Habit.

PLUTO

HandsFree
HEALTH

oōtem



myEcharge



DEFINITELY REAL

R3SET
natural stress support



salted



CANNAcRAFT

minted.



Early proof points

In side-by-side tests against competitors, our influencers out-perform them every time

Prompt given to the influencer:

Show the product in your daily life and encourage your followers to purchase in the CVS *Calm and Mood* section

- Kyndex scores an average of **20 points higher** than competitors' suggestions
- Our brands are **repeating at a 70% rate**



Kyndoo influencer

Kyndex Score	78
Engagement rate	7.8%
US-based audience	67%
Audience in target age	66%
Cost per engagement	\$0.10

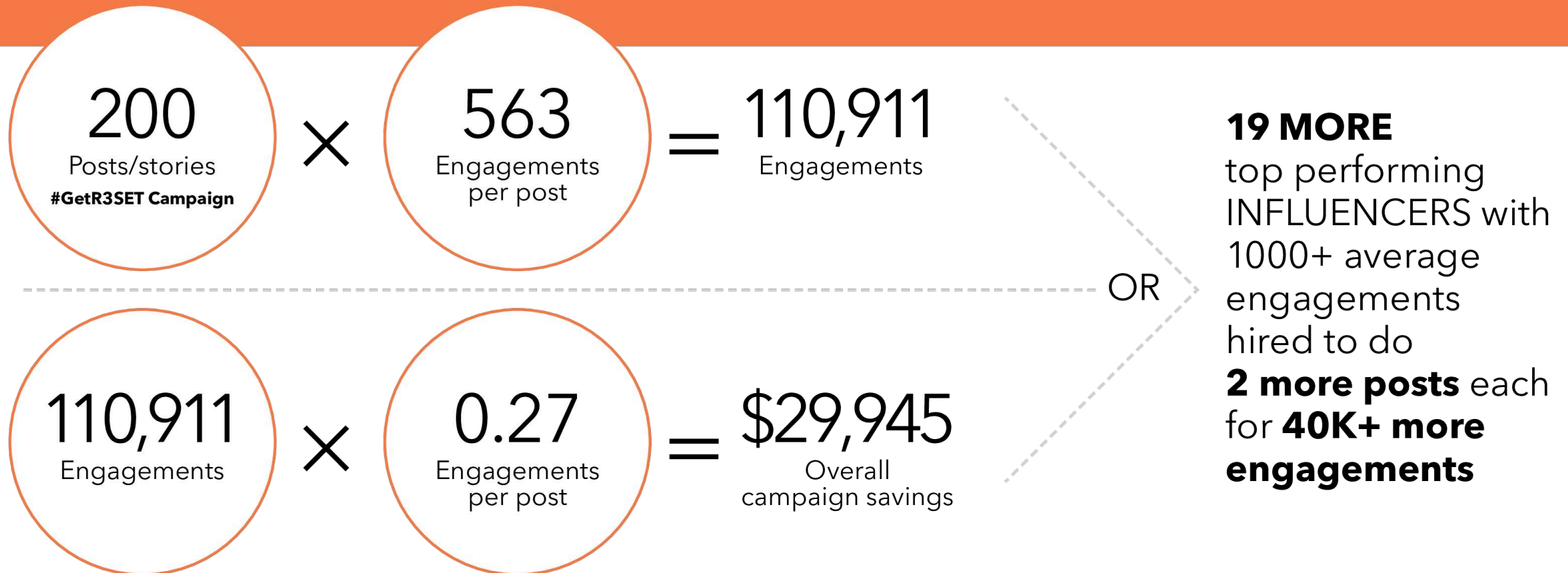


Competitor influencer

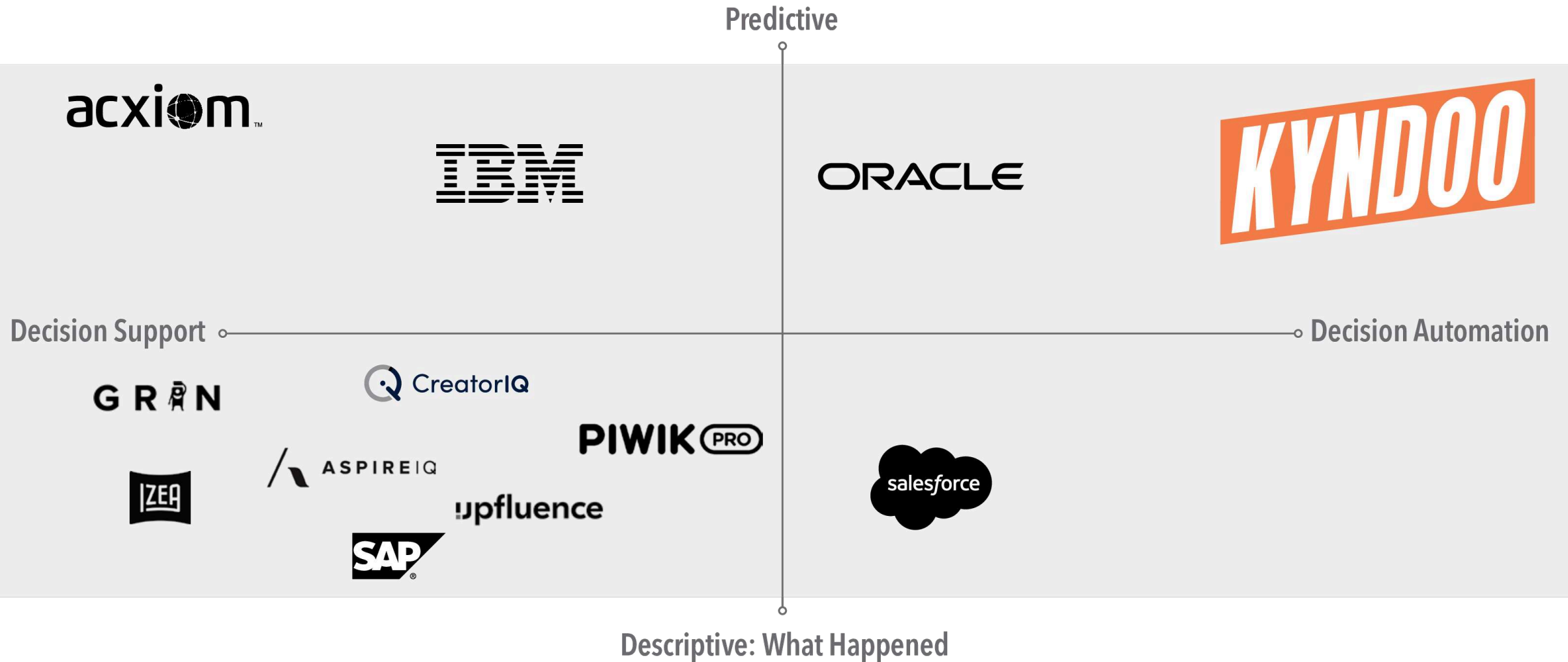
Kyndex Score	19
Engagement rate	1.85%
US-based audience	24%
Audience in target age	49%
Cost per engagement	\$0.37

Costs
0.27¢
more per
engagement!

How does **27cents** per engagement add up?

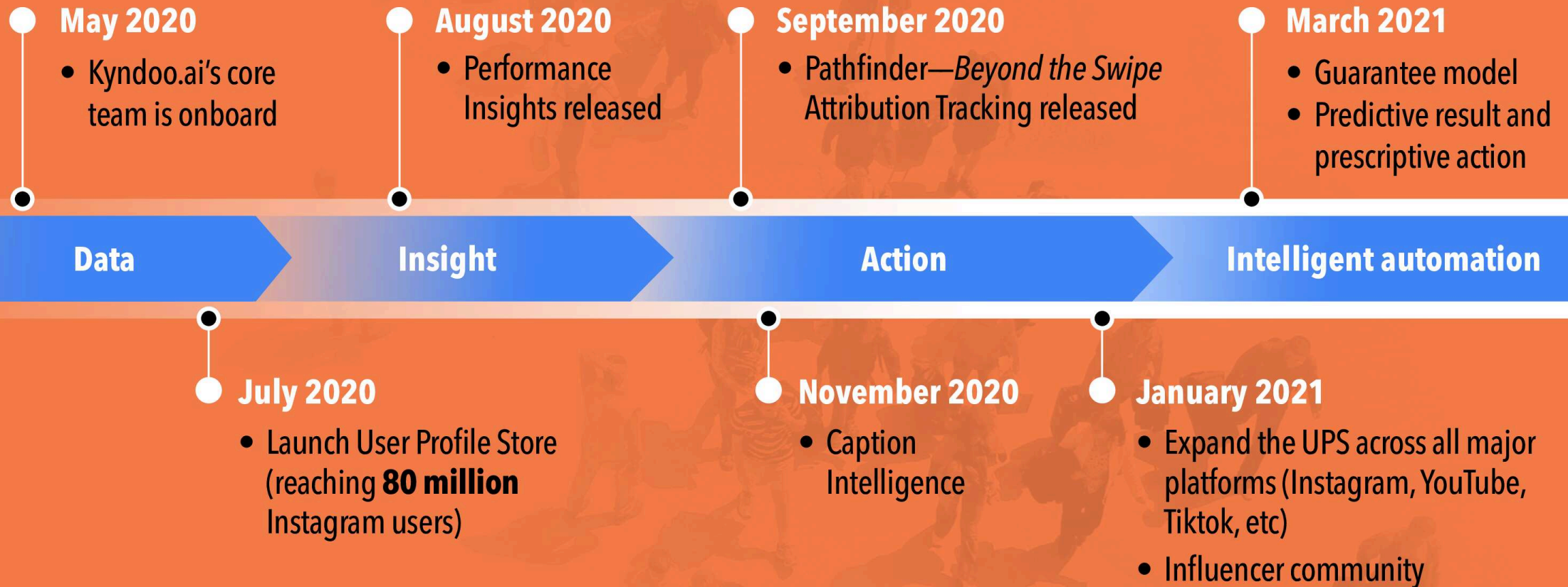


Competitive landscape



Our roadmap

Predictive results—Prescriptive actions



Milestones achieved prior to May 2020 can be found on page 20

Our advisors and investors

Advisors



Arjun Dev Arora

Founder & Advisor, Valence Advisory



David Murray

Cofounder & President, Confirm



Jon Low

Co-Founder & Advisor, Valence Advisory



Barton Warner

CEO and CoFounder, R3SET



Kristie Gan

Director, New Verticals



Investors



500 Startups



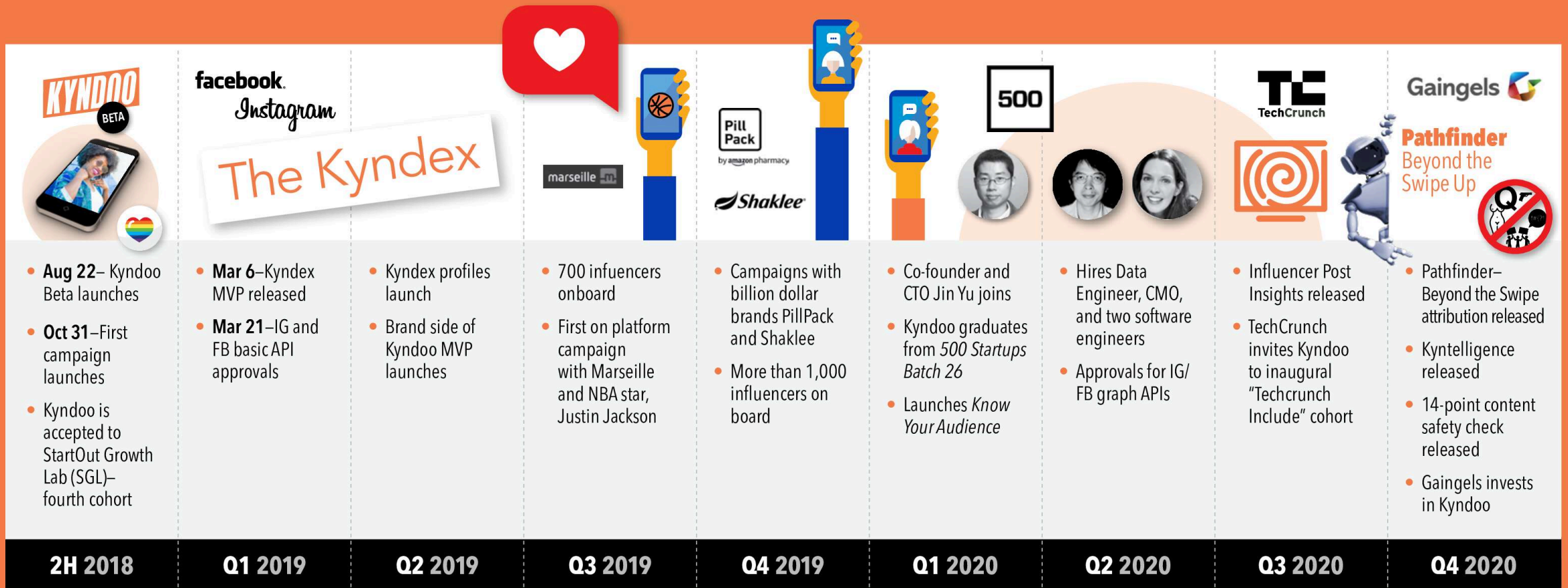
Bin Yang

Angel,
Managing Partner,
CV Capital



Appendix

Major milestones



Go-to-market plan

- Profile sharing
- Metrics sharing
- Referral program
- Reviews

Organic

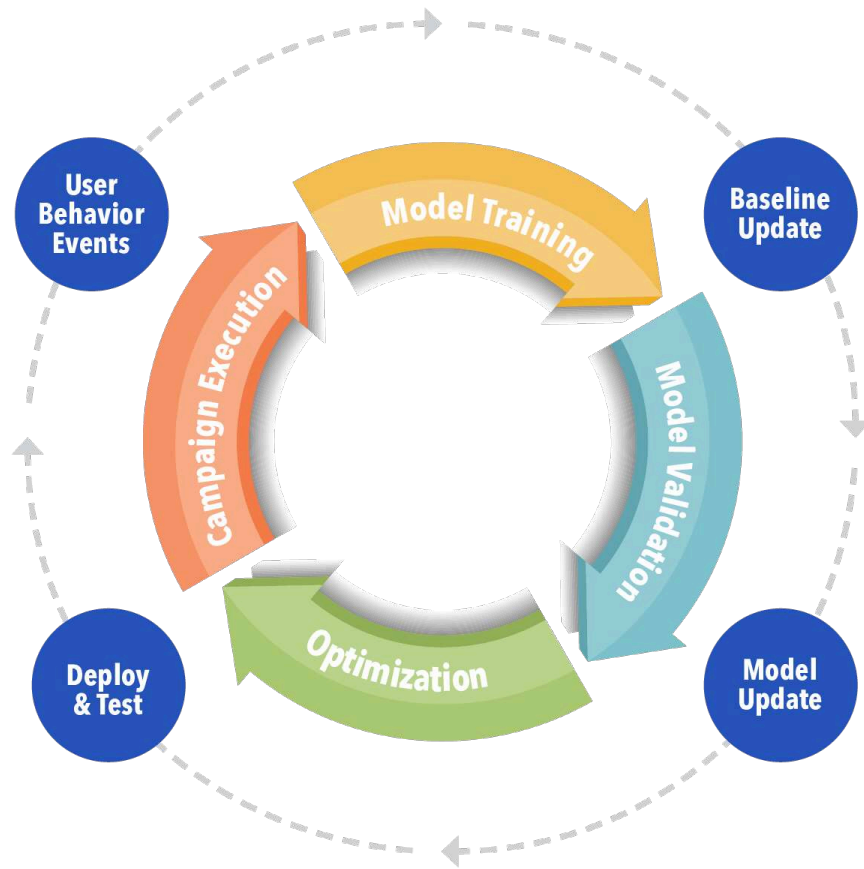
Partnership

- Media agencies
- PR agencies
- Shopper networks

**Lead
Generation**

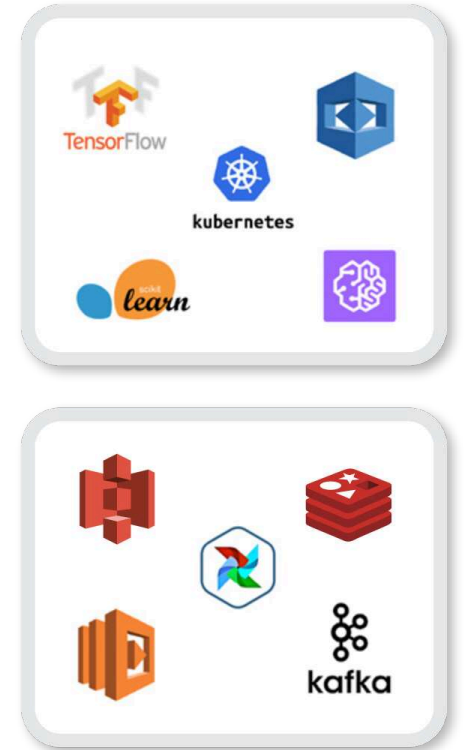
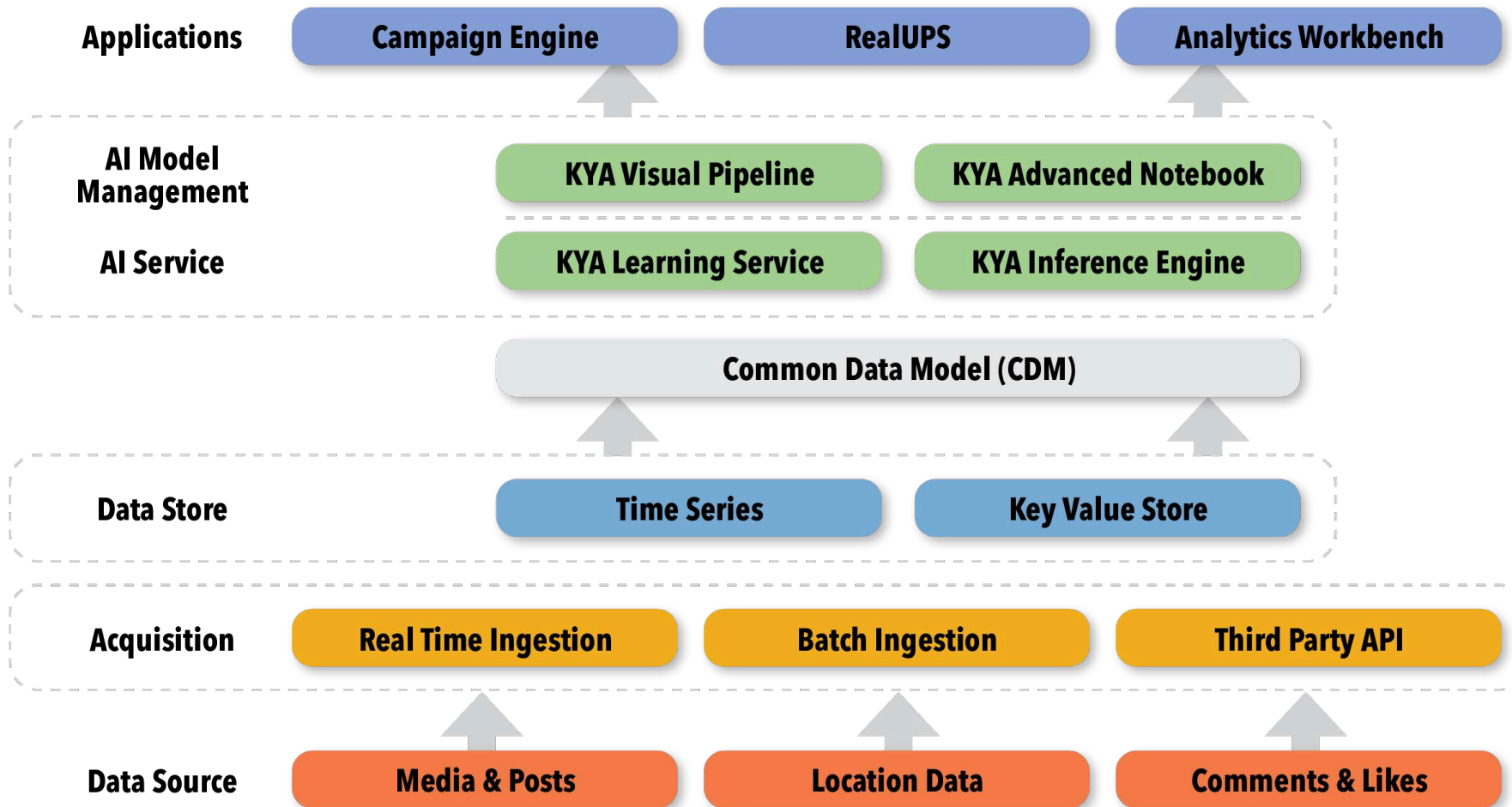
- Cold Targeted Outreach
- Email marketing
- Virtual networking & tradeshows
- Influencer webinars with brand audience

Predictive campaign execution

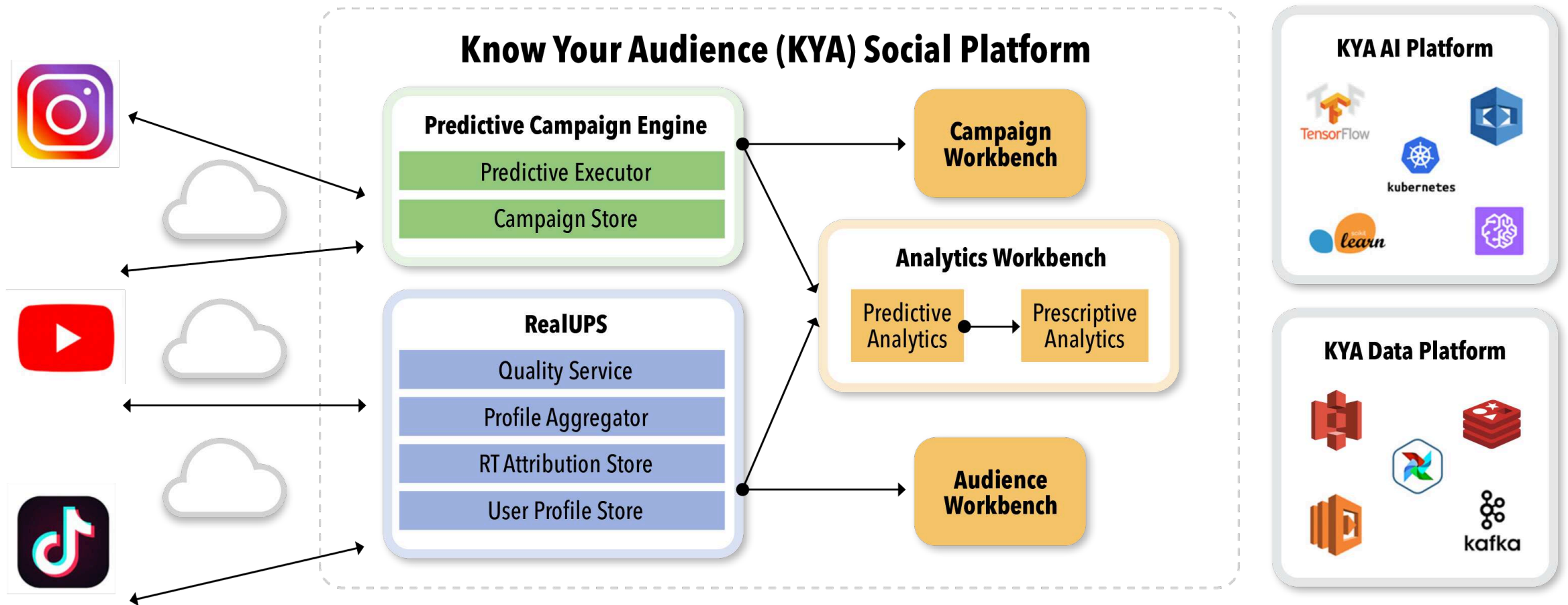


- Closed loop for all phases of data, from training, testing, to campaign results
- Adaptive campaign model optimization based on closed feedback loop
- Continuous, automated model training
- Container-based model inference. Trained models are packaged as micro services running in K8S containers for rapid deployment and real time serving

Technical architecture



Product architecture



Kelly McDonald

investors@Kyndoo.com

kyndoo.ai



KYNDOO