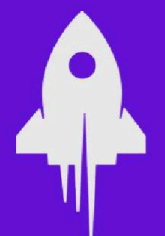


A NEW ADVERTISING TECHNOLOGY CHANNEL

“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 MARKETING PLATFORM THAT PROVIDES
ADVERTISER CONTENT FOR BRANDS TO SHARE**

HOW BRANDS USE RAD

ADVERTISERS PROVIDE THE CONTENT

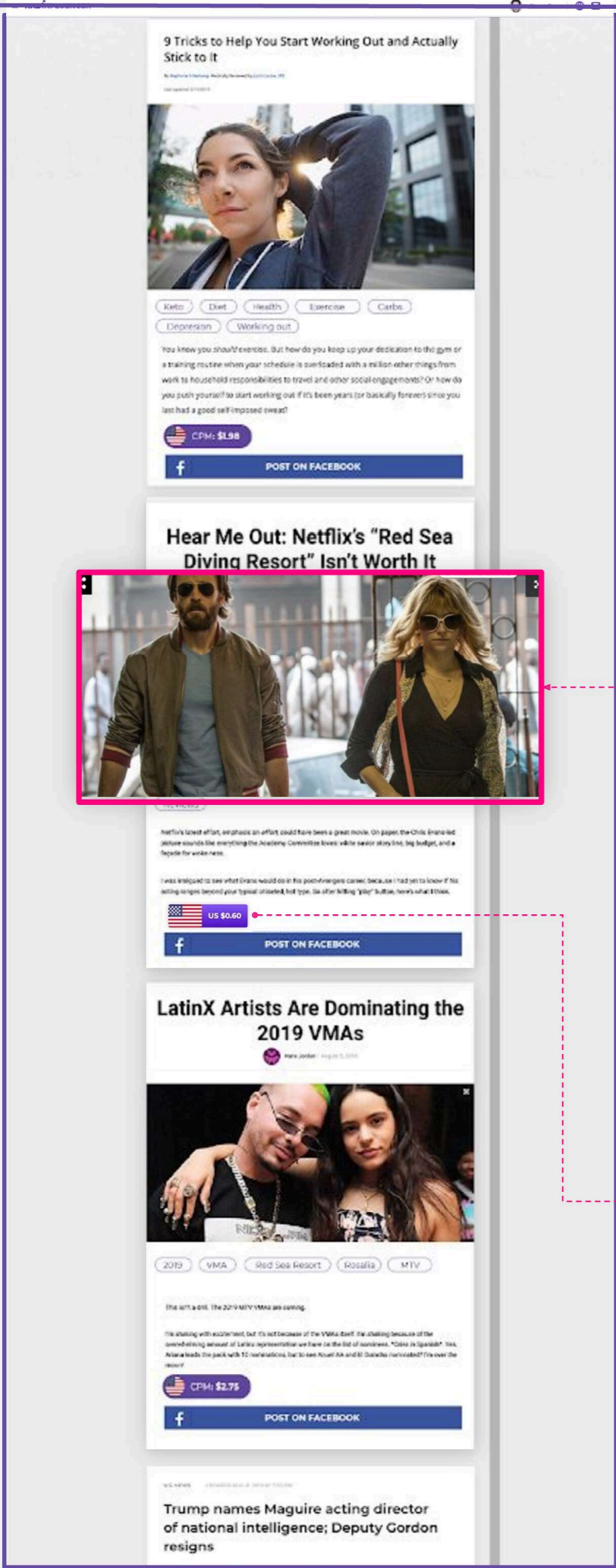
“STEP 1”

ADVERTISERS PROVIDE AND PRICE THE CONTENT THEY WANT SHARED

ADVERTISERS PRICE THE CONTENT

REVENUE PER CLICK

US \$0.60

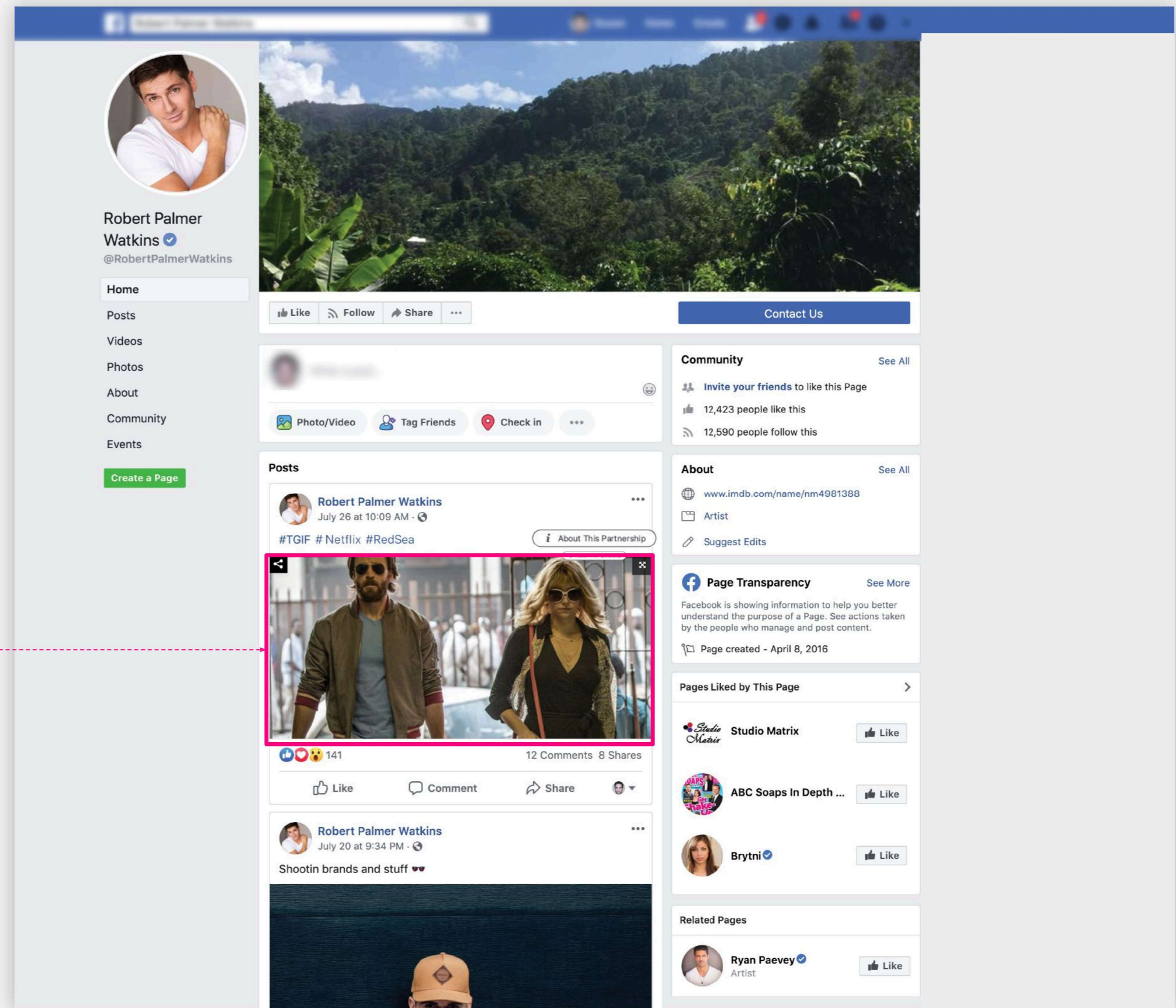
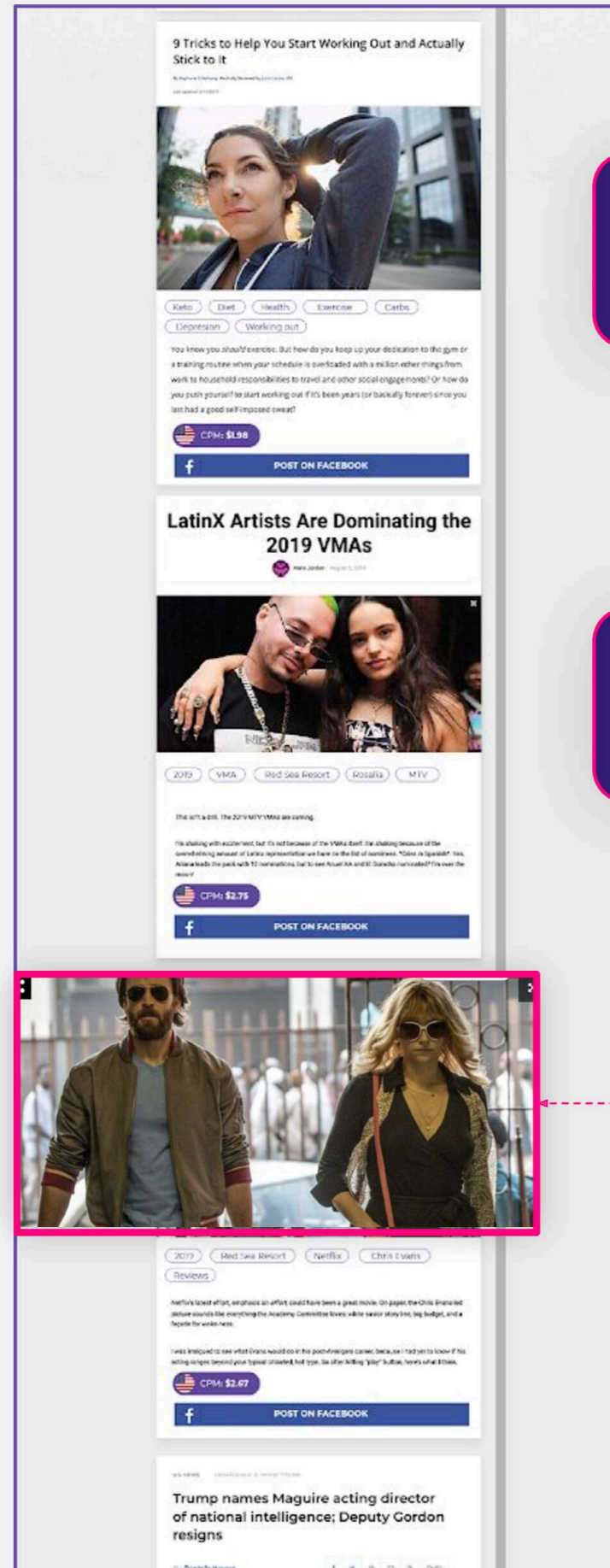


RAD USERS SHARE & PROMOTE

“STEP 2”

USERS SHARE TO THEIR SOCIAL FEED

CONTENT IS SELECTED BY RAD'S USERS

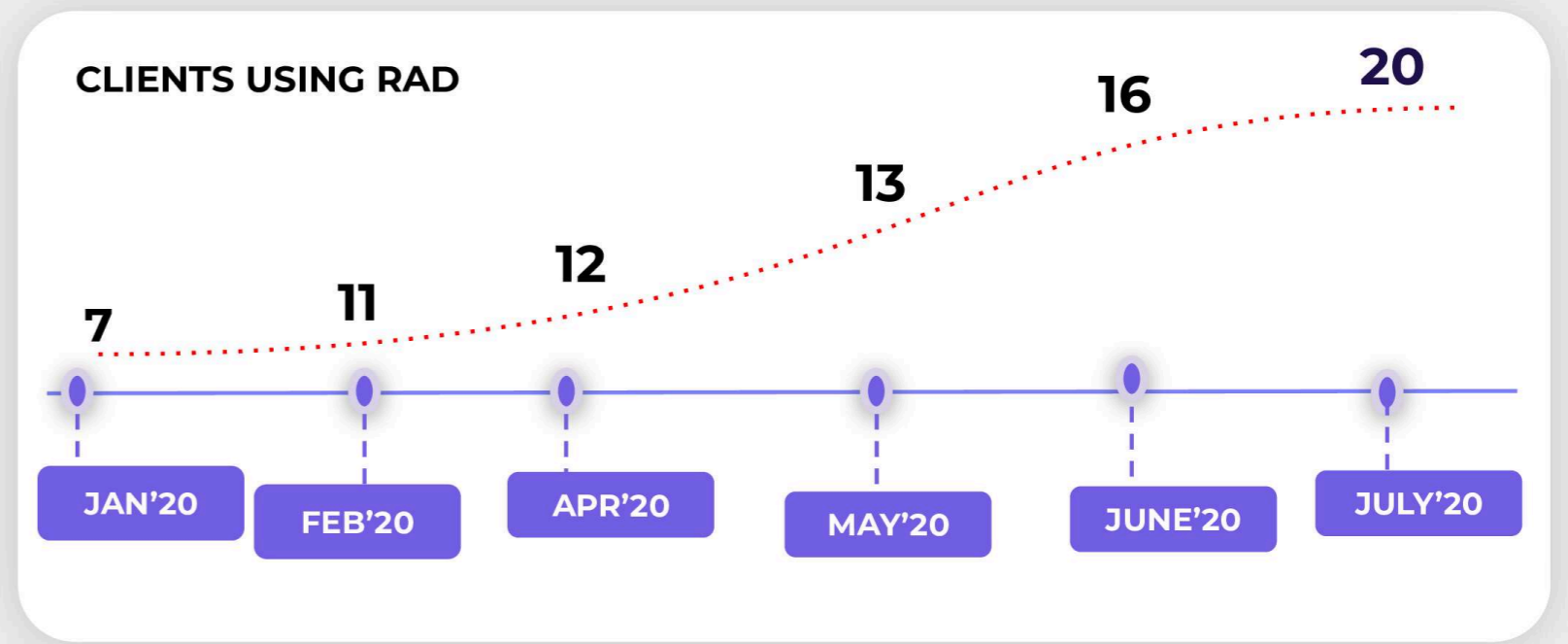


REVENUE & CLIENTS



TRACTION

- \$150K - 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?

PUBLISHERS 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.



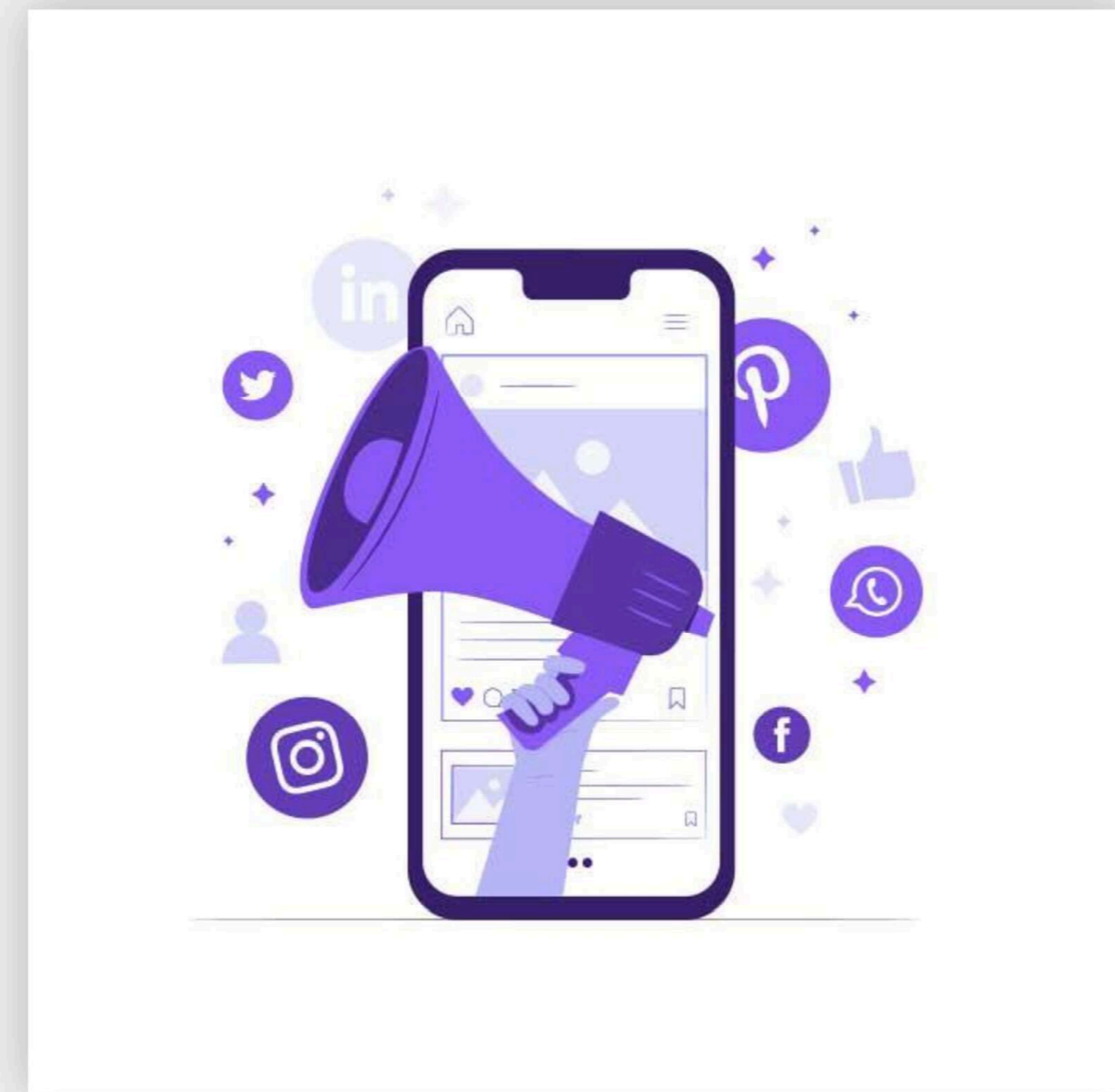
SMB ADVERTISERS



PRAGMATIST ADVERTISERS

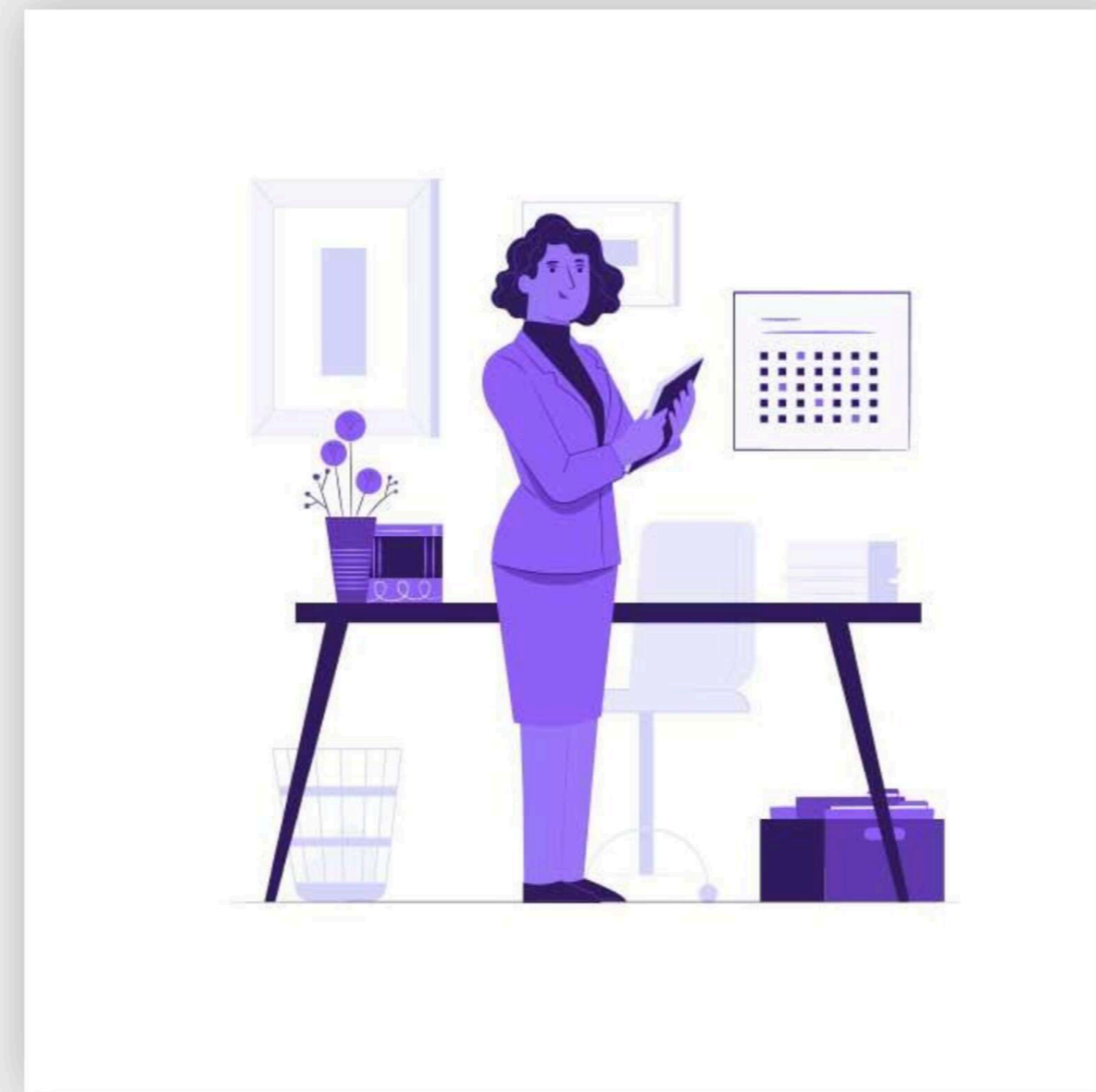


TOTAL ADDRESSABLE MARKET



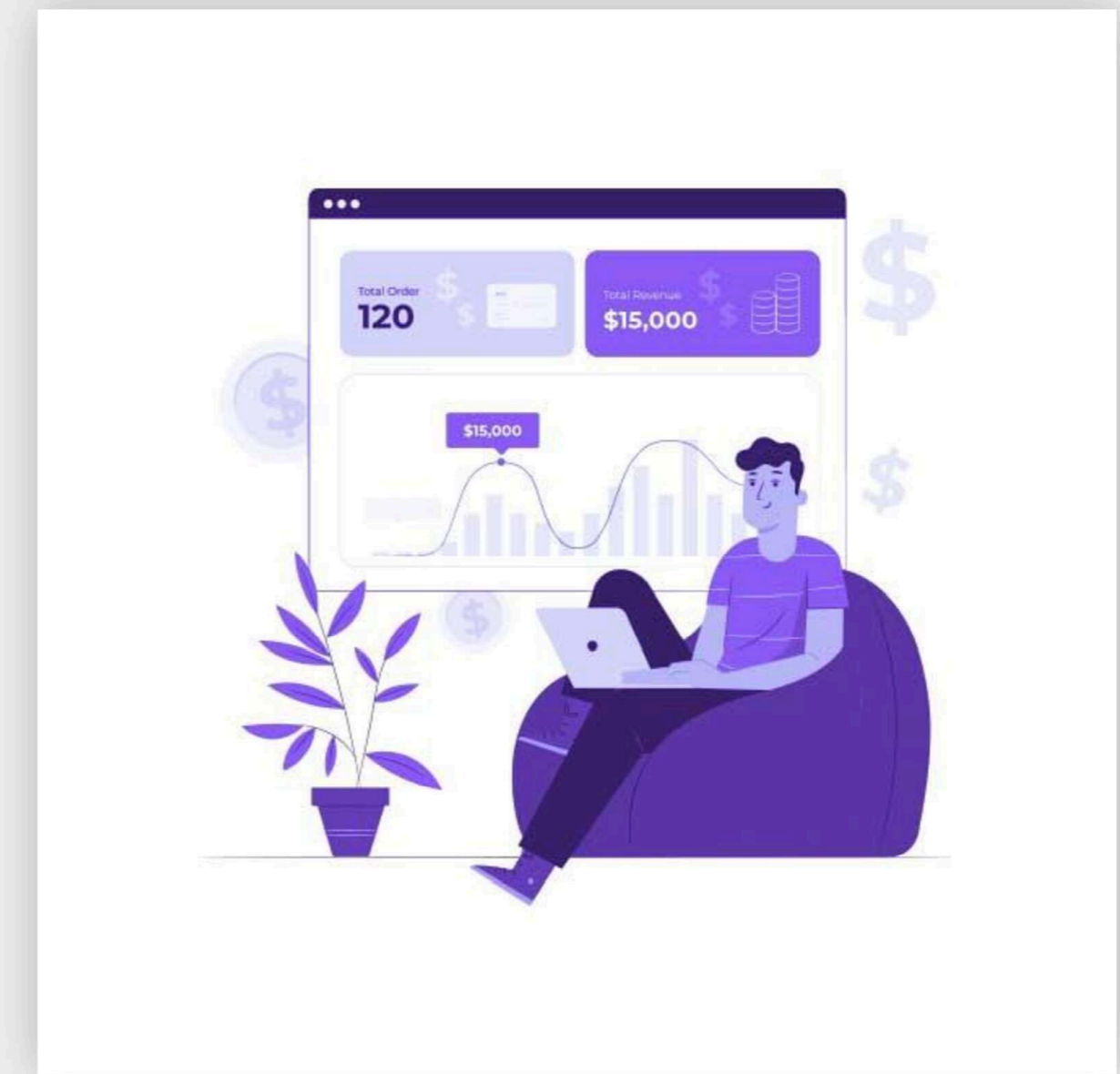
ANY DIGITAL BRAND

*ANY BRAND ON THE INTERNET CAN
BE A CLIENT OF RAD'S*



CLIENT TYPES

*PUBLISHERS, CONTENT RICH
BRANDS & SMBs*

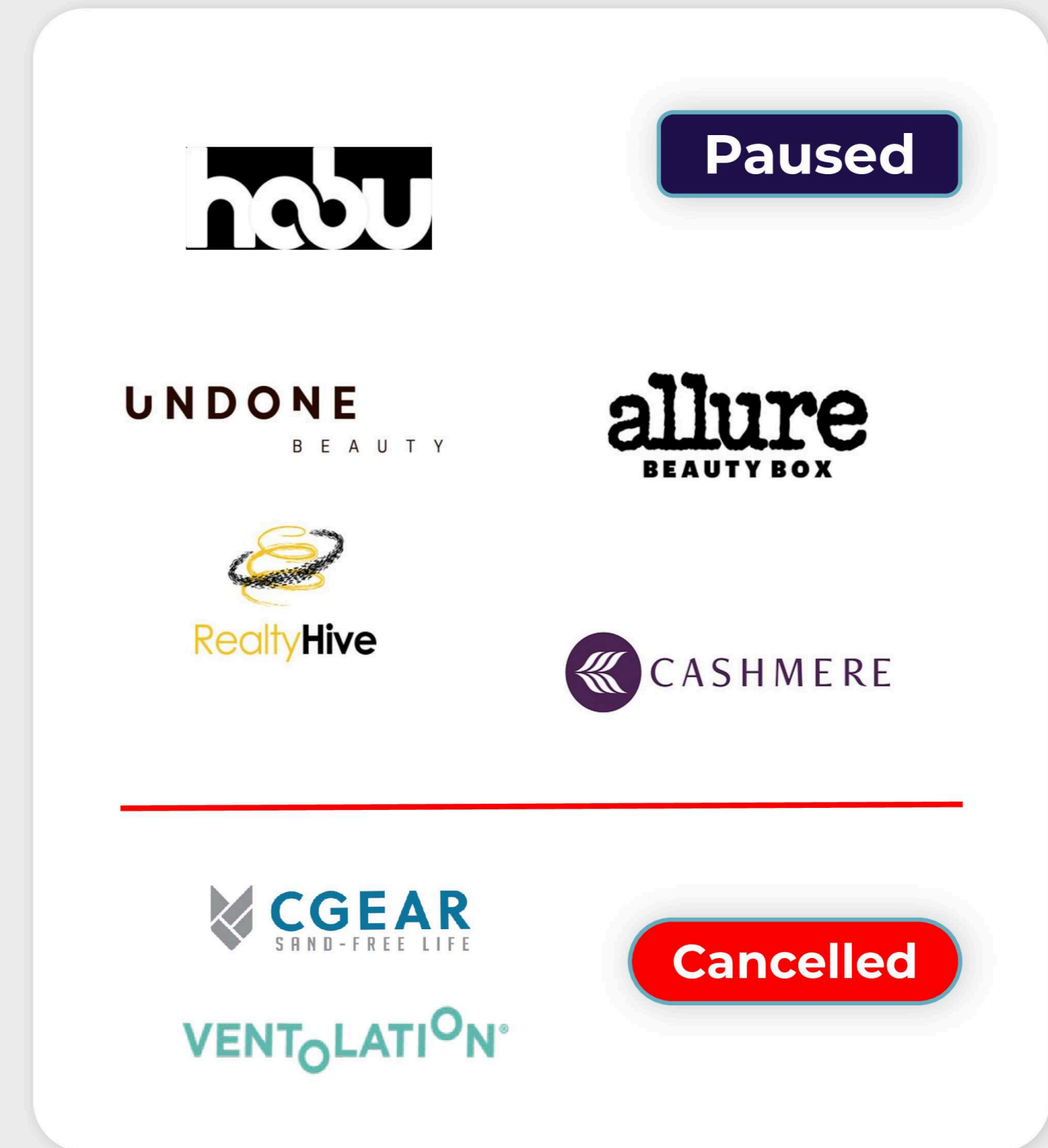


REVENUE TYPE

ALWAYS ON, RECURRING

HOW COVID-19 IS AFFECTING RAD INFLUENCER

1. Q2 Growth **+300%**
2. Grew from **4 to 16 clients** in 2020'
3. **2 clients** paused because of Covid-19
4. **2 clients** cancelled because of Covid-19
5. **6 campaigns** adjusted start date
6. **5 campaigns** paused indefinitely
7. **6 new campaigns** were sold Apr/May



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



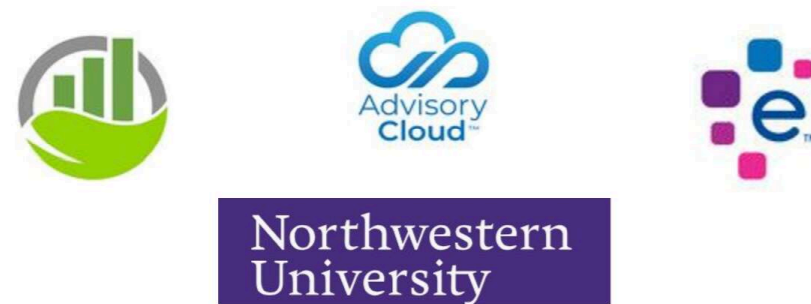
Marco Hansell
CHIEF \$\$ OFFICER



Yoda
HEAD JEDI OFFICER



Aaron Kuntz
CO-FOUNDER & CFO



Natacha Gaymer
TECHNOLOGY & OPS



Krista Waddell
BOARD MEMBER

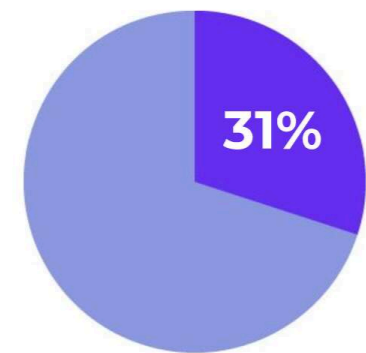


KEY TEAM MEMBERS

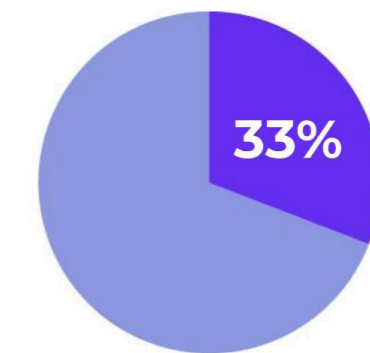
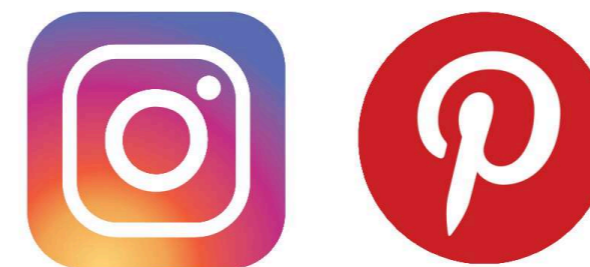
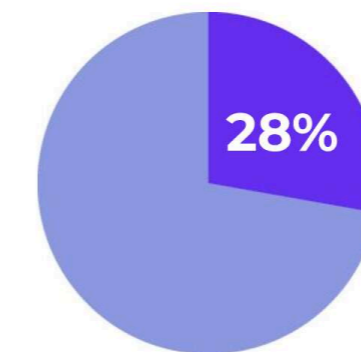
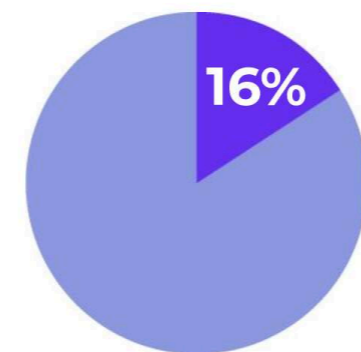
LEAH KIM | AD OPERATIONS
DUSAN POPOVIC | CREATIVE DIR.
PETER WANG | DIR. OF COMMUNITY
PATRICK G. | TECHNOLOGY
EDMUND B. | TECHNOLOGY

USE OF PROCEEDS

RAISE | \$1,070,000



SMB



MEDIA BUYING TOOLS & AUTOMATION

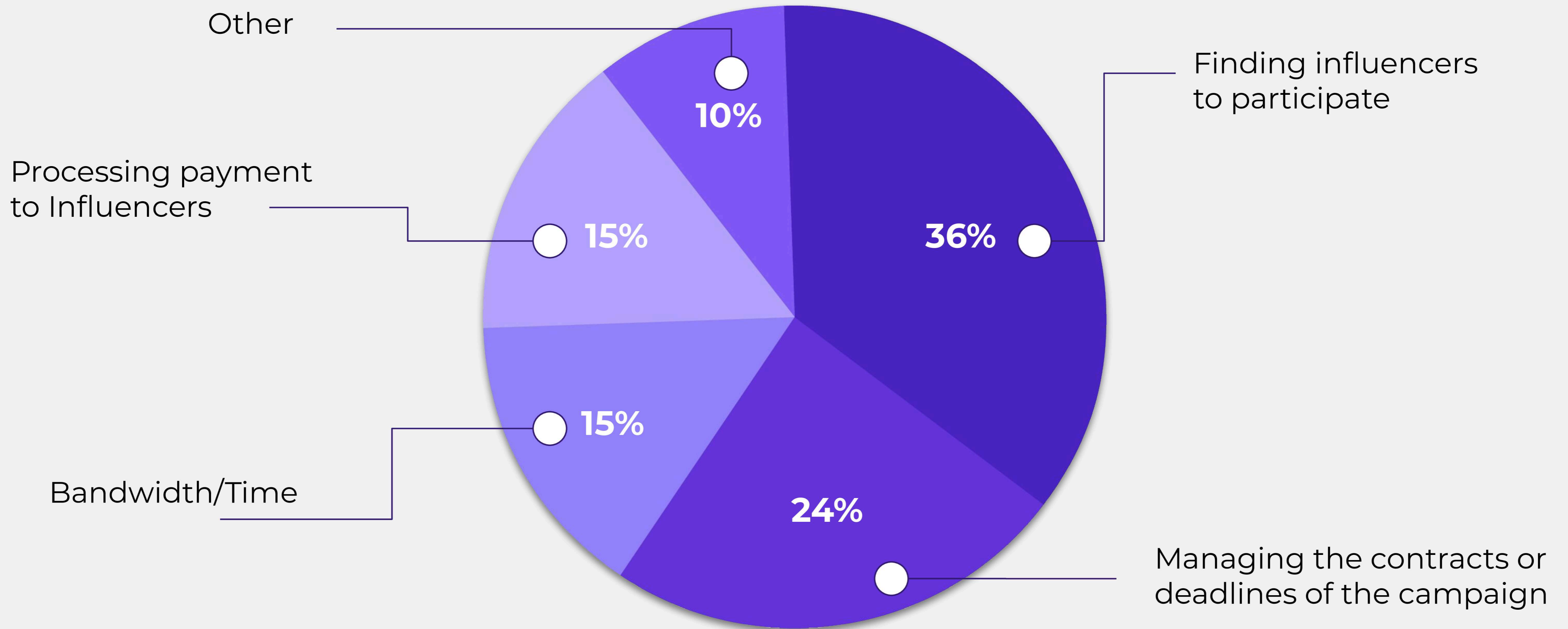
SHOPIFY MARKETPLACE INTEGRATIONS

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