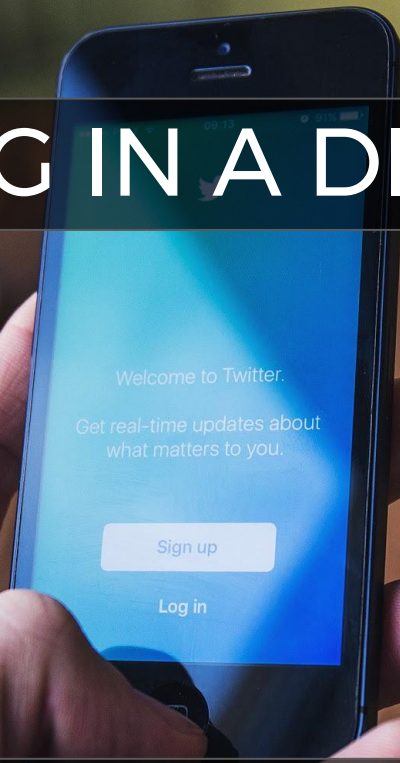




cross-channel social media automation software

# WE ARE LIVING IN A DIFFERENT ERA



Hyper-Local Economy  
*A long time ago...*



YellowPage Economy  
1950's +



Search Economy  
2000's



Social Economy  
Today

# WE NOW LIVE IN A SOCIAL ECONOMY

In today's business environment, social media is the most cost effective and direct way to market a small business. Helping is the new selling, and the currency is quality content shared via social media

# OK, SO WHAT'S THE PROBLEM?



Most small business owners don't have the time, experience, resources, or patience to execute on a great social media presence for their business

and that's where



**Likeable Local** is an easy-to-use social media platform that takes away the stress of managing social media channels like Facebook, Twitter, LinkedIn, and Instagram.

Whether a business owner is looking for help with posting the right content, driving more referrals and leads into their business, or simply staying top of mind with a social media presence they can be proud of, **Likeable Local** is the solution of choice for thousands of small business owners.



# SOFTWARE FEATURES INCLUDE...

- Automated Posting
- Custom Posting
- TurboPost Technology
- Targeted Social Advertising
- Customized Landing Pages
- Referral Generation
- Analytics & Mobile App
- Dedicated Account Manager

so what's the  
market  
opportunity?

27,900,000



Number of small businesses in the United States - a large, highly fragmented, and underserved addressable market\*

87%



Percentage of SMBs who say social media has helped their business\*

17.4%



Percentage of budget SMBs plan to allocate to social media in the next 12 months\*

# who are our best customers?



## #1 - They're Driven By Word of Mouth

Our ideal clients get a lot of their business through referrals and see value in generating leads from their social media network



## #2 - They Have a High LTV

Our ideal clients have a high lifetime value for their own customers - maximizing their return on investment


and verticals that fit  
that criteria include...

1. Dentists
2. Jewelers
3. Lawyers
4. Photographers
5. Event Planners
6. General Contractors
7. Accountants
8. Chiropractors
9. Other Marketers & Agencies
10. ...And Many More!

# AND IT'S WORKING!

- Agreements up to 12 months
- Over 1,200 customers paying between \$200 - \$1,000 a month
- \$2.8MM Annualized Run Rate
- Scalable sales model - produced over \$20K in MRR for 12 months straight

# COMPETITIVE LANDSCAPE




But wait...properly managing social media is obviously a big problem and a huge market opportunity - there must be other companies looking to capitalize, right?

some major  
competitors  
include...



....for us, the presence of these companies **validates** the space we're in

# OUR COMPETITIVE ADVANTAGES

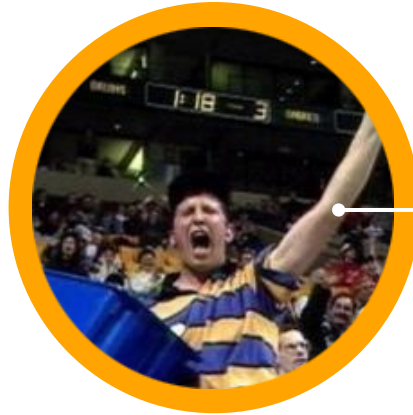


Most competitors are simply offering scheduling tools - you still need to hunt for content. And if they offer content, you still need to set up an ad account to boost it. This is too much for the average SMB

- Our content is integrated **automatically** - we have a content team that creates and curates content for over 60 different “tags” that clients can subscribe to as part of **every** package
- Facebook ads and boosting are integrated **automatically** - TurboPost technology **automatically** boosts **everything** posted through our platform - “like” and referral ads are **automated** too!
- Not to mention our **stellar** executive team...

# Dave Kerpen

CEO



The “Crunch & Munch”  
Guy Increased sales over  
600%



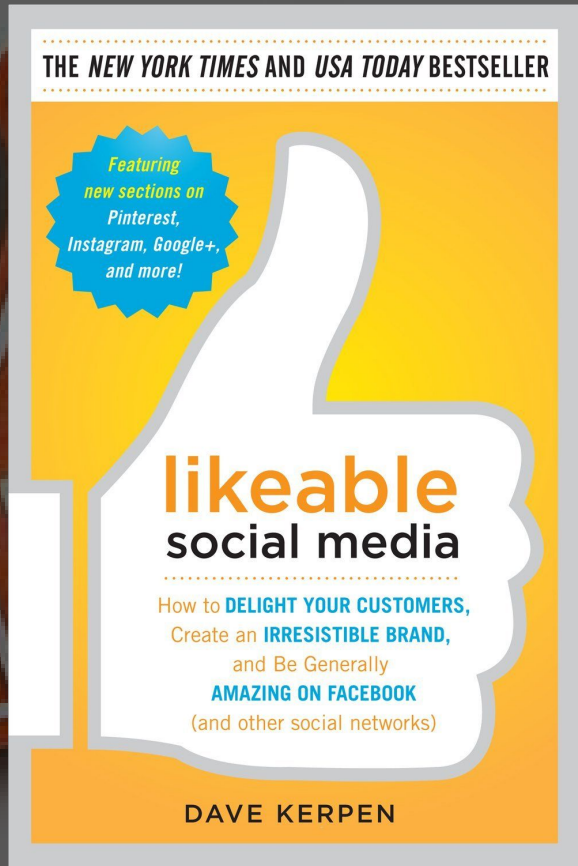
Had a “Sponsored  
Wedding”, Raised 100K



Grew Likeable Media to  
triple digit revenue  
growth for 4 consecutive  
years

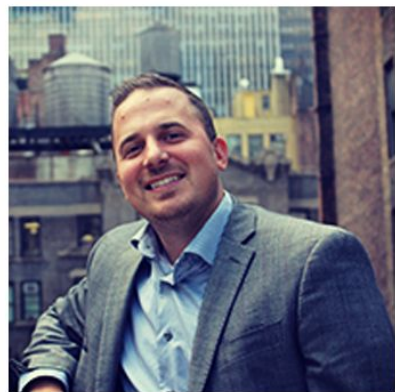


Dave is also a LinkedIn Influencer, public speaker, and is a thought leader on social media for SMBs



# Mark Brooks

COO



10+ years SMB/SaaS  
sales leadership - former  
Director of Sales for  
Yodle



Scaled Canadian sales  
team from 0 to 120 reps  
and produced a \$3.8MM  
run rate in the first 12  
months



Leads Sales, Marketing,  
Client Services, &  
Content Teams for  
Likeable Local

# Hugh Morgenbesser

CTO



Dual degree from MIT in  
Electrical Engineering &  
Computer Science - Also  
holds a patent!



Senior SEM/SEO  
Software Engineer at  
Trip Advisor



Leads Development  
Team in Portland, Maine

# LIKEABLE BOARD



Mark  
Roberge  
Former CRO,  
Hubspot



Milind Mehre  
Co-Founder,  
Yodle

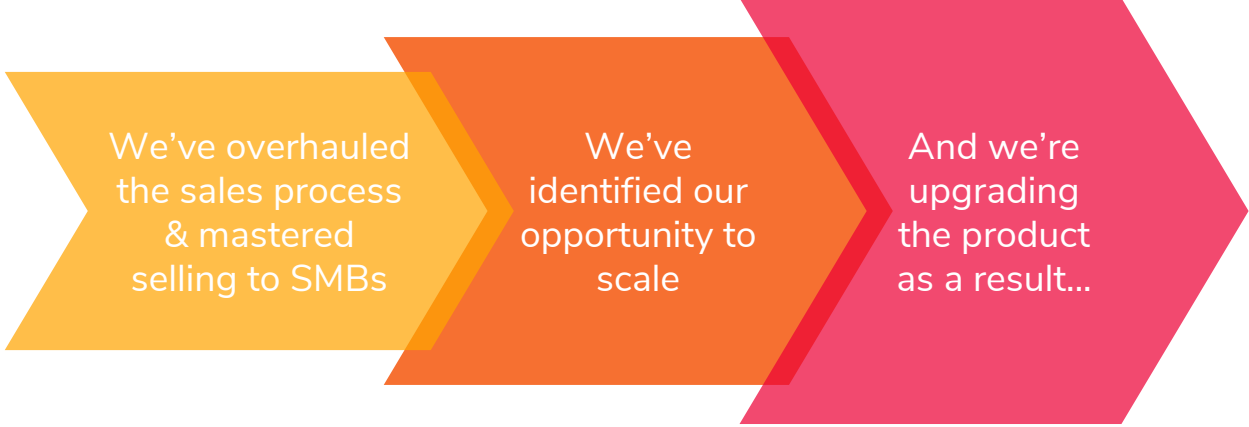


Dr. Ed  
Zuckerberg  
DDS, FAGD  
(Mark's Dad)



Nihal Mehta  
Founding  
General  
Partner, Eniac  
Ventures

where we're  
at...



We've overhauled  
the sales process  
& mastered  
selling to SMBs

We've  
identified our  
opportunity to  
scale

And we're  
upgrading  
the product  
as a result...

# WHERE WE'RE GOING

1. Cross profitability threshold in Q2/early Q3
2. Refocus product & sales - concentrate on agency/strategic partner/enterprise clients
3. Raise funds through SeedInvest to scale business
4. Responsibly staff-up/grow Portland, ME team with emphasis on developers

# PREVIOUS FINANCING



Dave  
McClure  
Founder,  
500 Startups



Roy Rodenstein,  
Founder,  
Going.com  
Acquired by AOL



Maurice Reznik  
Former CEO/  
Chairman,  
Maidenform



Tom  
DiBenedetto,  
Partner,  
Boston Red Sox



Don Douglas  
CEO  
Liquid  
Networkx



Verne Harnish  
Founder/CEO  
EO / Gazelles

“

*How dare you settle for less when the  
world makes it so easy to be  
**remarkable.***

*-Seth Godin*



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