



CORTEX

AI FOR VISUAL COMMUNICATION

Brands spend
**\$600
Billion**
per year on
visual content



That's stuff like photos, videos, animations, graphics, and more.

And this content is used everywhere from social media to print ads. From websites to TV. From billboards to packaging.

But marketers
today have no tools
to help them
**understand
& optimize**
their visual content



Marketers have had tools and software to help them optimize their text for decades.

But the world is becoming more and more visual every year, and until recently, the technology didn't exist to help marketers with this enormous challenge.

This makes
marketing and
advertising a very
risky
investment
and the chance of
failure is high



Each new campaign is a gamble.

*Strategies and creative direction
even at some of the most
sophisticated companies in the
world are still based on guesses
and intuition.*

*Marketers' careers are always on
the line.*



***Did you know?** job turnover for executives
in marketing is double that of other
disciplines*



**Cortex is the
solution to this
\$600B problem**

It's not a line of life
www.danford.com | Samuel Grant

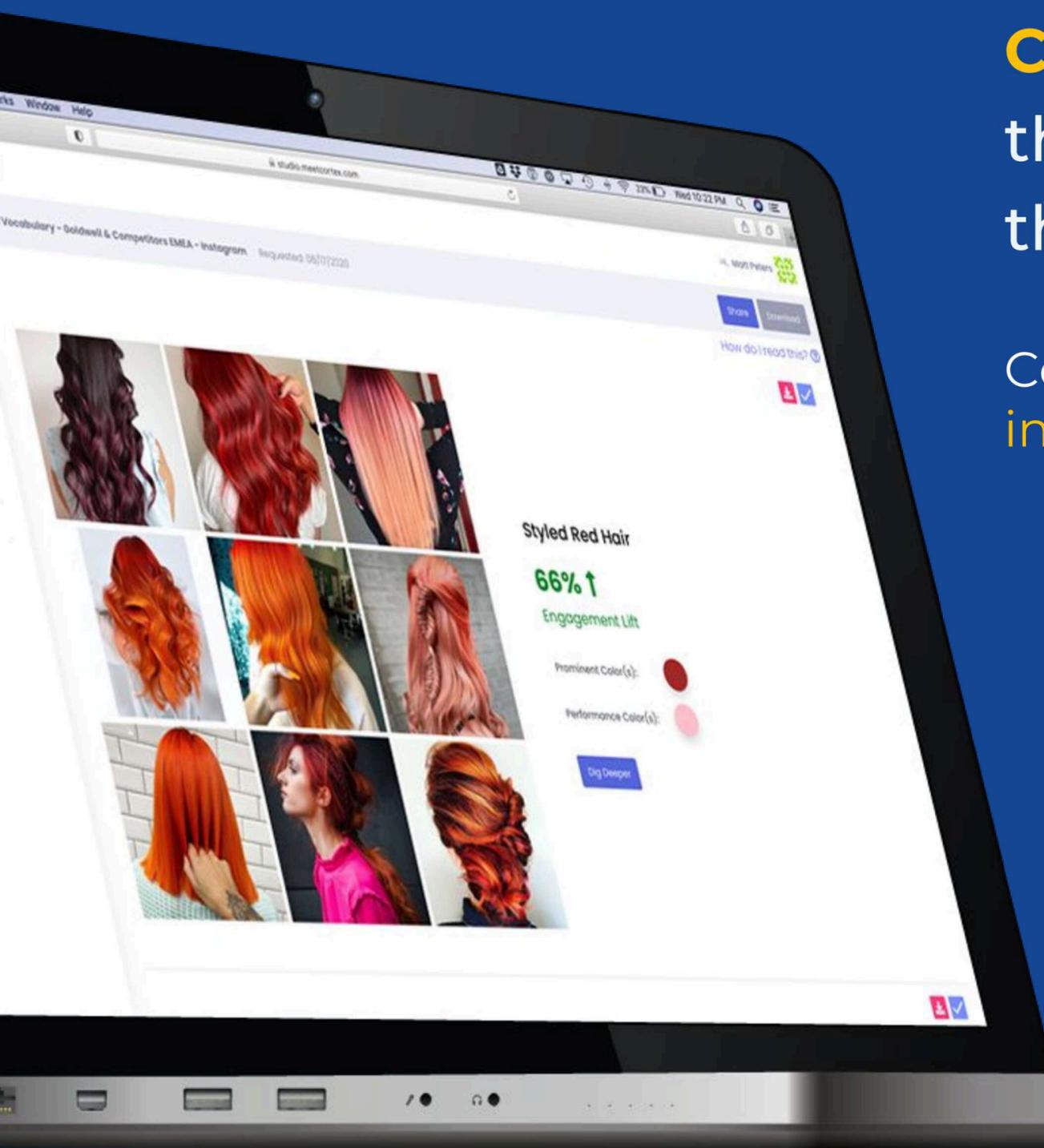


Solution

Cortex is an enterprise SaaS platform that uses **machine learning** to predict the performance of visuals

Cortex enables brands to **invest with confidence**

Cortex enables professionals to **rest easy**



“Cortex’s insights were very clear and gave the context and numbers around a lot of ideas people had in their heads. Now we have actual facts that say ‘this is what’s not working.’ With Cortex’s reporting it’s very clear what actions we can take.”

- Freddy McLaughlin, Lead Analytics Manager
Mondelez International (Oreo)





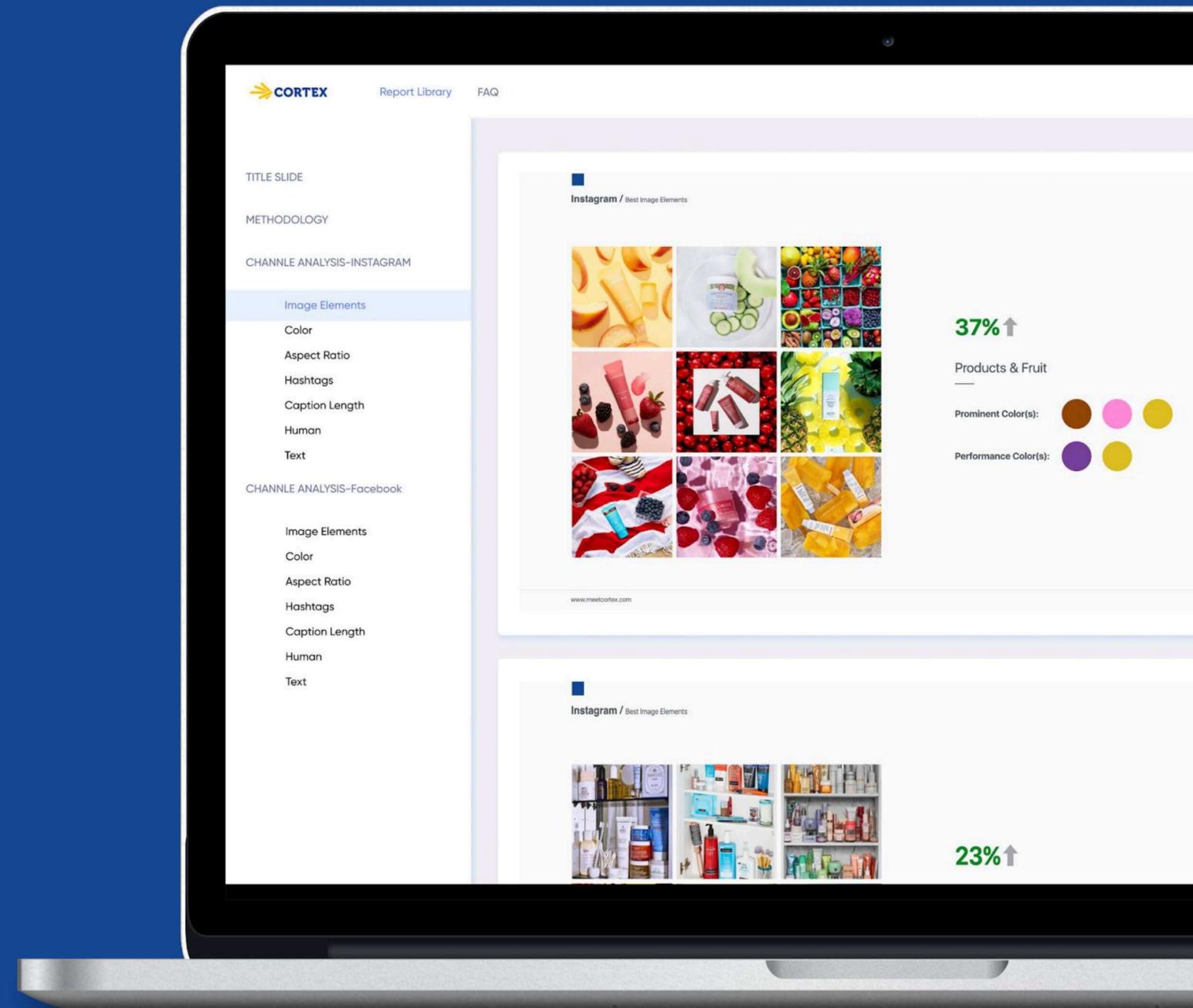
Product

SaaS machine learning platform that tells brands how to make content consumers actually like

Insights delivered **before time or money is spent**

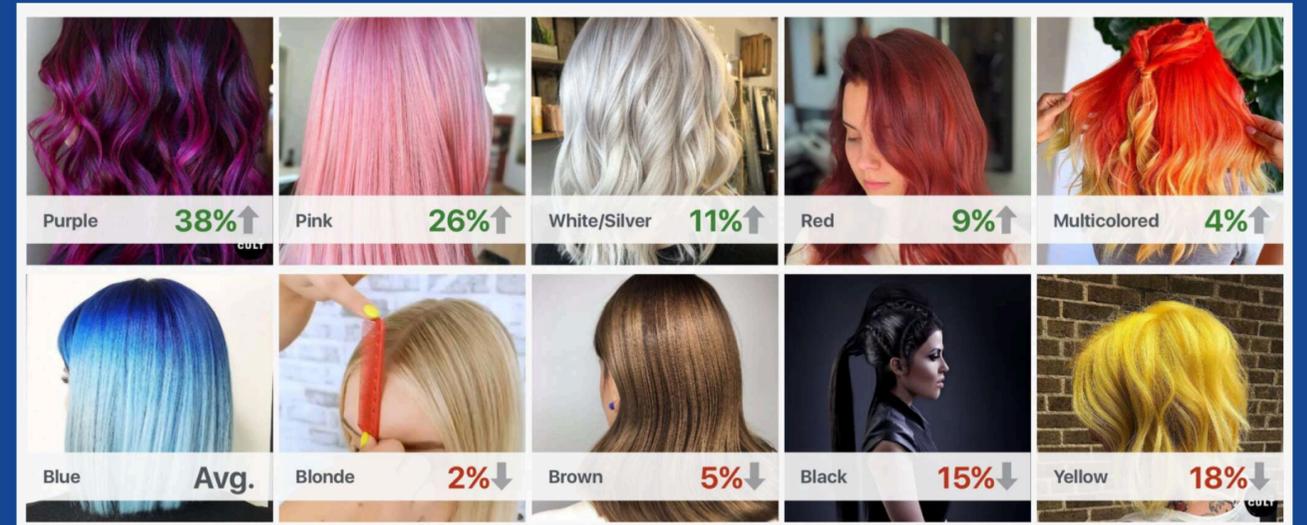
Peace of mind for marketers; never gambling their jobs again

Increases performance by over 50% - creates massive value in a \$600 billion dollar market



Every day, Cortex gathers more data, **increasing our data moat**

New customers pay for custom machine learning models which **increase our value to them and makes it harder for a competitor to catch up**



Did you know? Cortex analyzes more visual content every 12 hours than a marketer will in their entire career





Customers

L'ORÉAL
PARIS



tarte



VICHY
LABORATOIRES



GOLDWELL.

gettyimages®



Deloitte.

FLEXJET

Land & expand approach to close fast pilots and convert to annual subscription

Charge premiums for custom models that also increase stickiness

\$10,000

Pilot

+

\$30,000

Annual **recurring** SaaS Subscription per brand

\$600,000

Run rate

46 companies own **2,165 brands**
in our target industries

In Process

Donnone
General Mills
Mars
Unilever
Sumitomo
AB Inbev
Heineken
Brown Forman
Kraft Heinz
Pepsico
Pernod Ricard

Targets

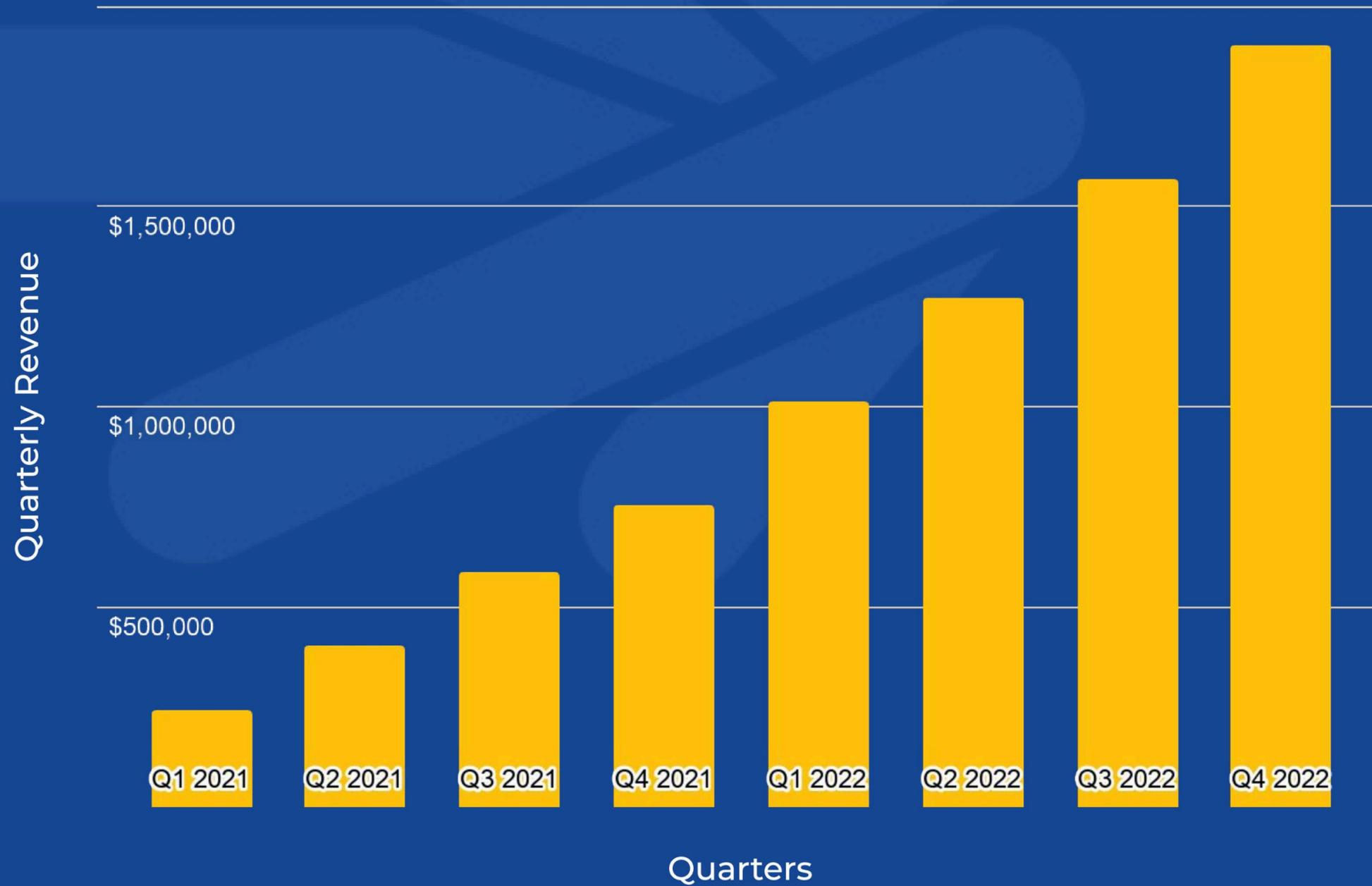
Kellogg	Accord
Nestle	Luxottica
Kimberly Clark	Estee Lauder
Clorox	Richmond
Bayer	Kering
SC Johnson	The Swatch Group
Diageo	LVMH
Constellation Brands	General Motors
Molson Coors	Fiat Chrysler
Kirin Holdings	TATA Motors
Asahi Group	BMW Group
Wyndham	Volkswagen
IHG	FCA



Cortex hits 2021 plan by landing just 10 more of these companies in the next 12 months.



Did you know? *Cortex prices are designed to be under procurement thresholds for these type of companies, speeding up our sales process by up to 70%*



\$2,000,000

Revenue in 2021

\$6,000,000

Revenue in 2022

These are forward-looking projections that cannot be guaranteed.



The Perfect Team

Entrepreneurs who've lived the problem



Brennan White | CEO



Matt Peters | CCO

Founded a successful content marketing agency for Fortune 500 brands. Inc 5000 company multiple years. \$10M in annual revenue



The Perfect Team

**Experience Building
Products with ML**



Dimitry Kudryavtsev | VP of Engineering

Built SaaS and ML products for
DataXu + the US Govt.

**PhD in Machine
Learning**



Dung Phan | Lead Data Scientist

PhD in Multivariate Optimization



The Perfect Team

**Marketing Expert +
Growth Hacker**



John Lahr | Marketing Director

Builds extremely successful inbound
campaigns

**30-year Partnerships
Expert**



Herman Uscategui | SVP of Partnerships

16 years leading Starbucks'
Partnerships

Total team = 12
5 business and 7 Engineers

Raising \$1,070,000

- \$8.42M pre-money valuation
 - Equity Round
-

Previous funding

- \$690,000 Angel
- \$100,000 Revenue-based Financing
- \$100,000 **Techstars Boston 2020**
- \$420,000 equity round Q3 2020

Use of Funds

- Dedicated team for our new partnership with **one of the largest advertising agencies** in the world
- Funding our own advertising, marketing and **growth operations.**
- Accelerating the rate of **machine learning model creation** to sustain our moat
- **Securing patents** on novel video-focused tech



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