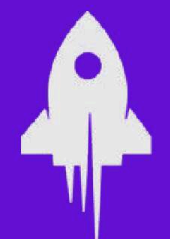


A NEW ADVERTISING TECHNOLOGY CHANNEL

“DRIVE DISCOVERY & DISTRIBUTION OF YOUR BEST DIGITAL CONTENT”



Microsoft
for Startups

RAD 

› THE PROBLEM ‹

BRANDS INVEST \$50B A YEAR INTO
CREATING DIGITAL CONTENT THAT WILL
NEVER BE SEEN

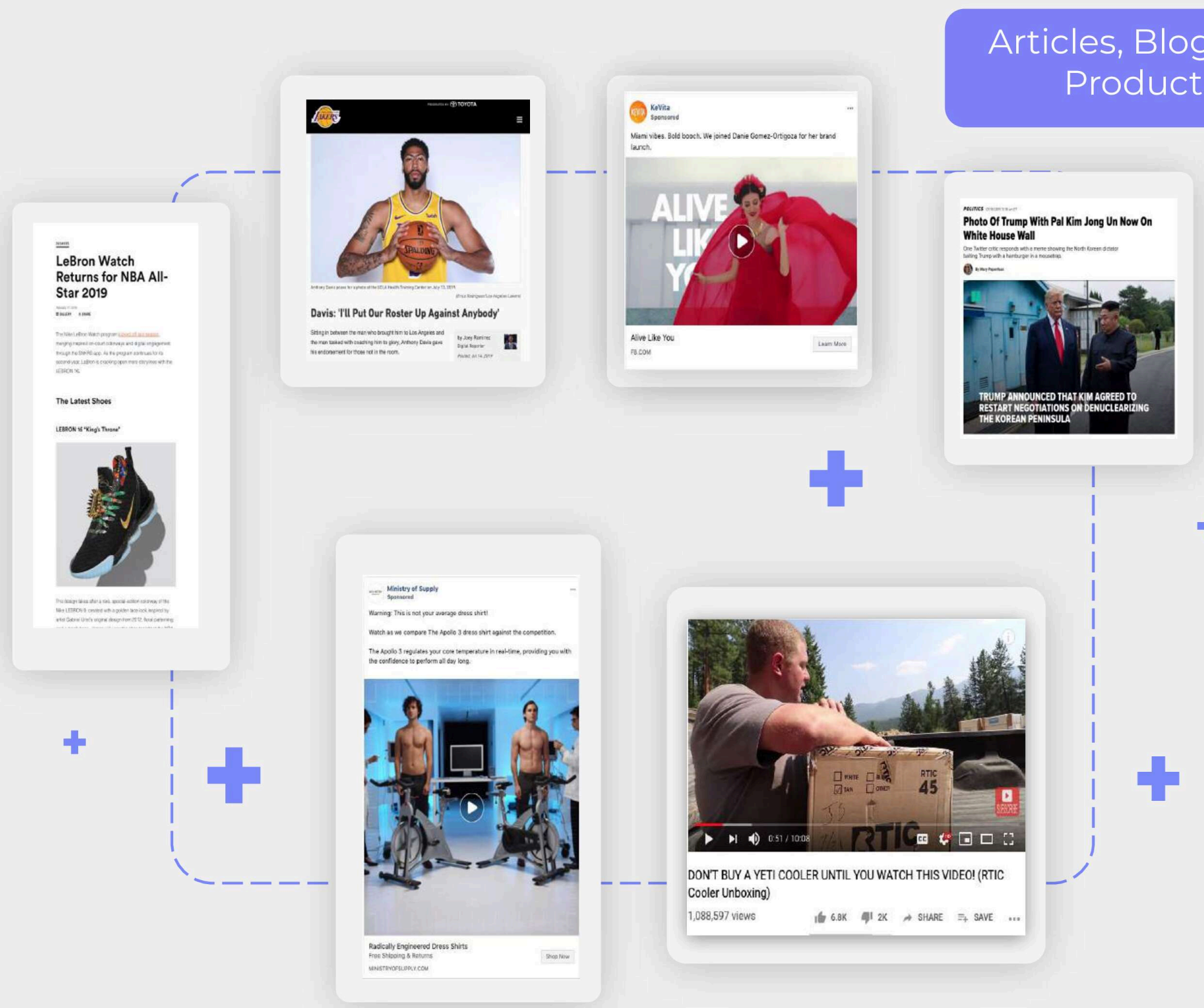
➤ WHAT IS RAD? ◀

ADWORDS FOR ALREADY MADE
CONTENT DISTRIBUTION

➤ HOW WE DO IT? ⬅

1. PROVIDE CONTENT
2. SET A BUDGET
3. USERS SELECT & SHARE

Articles, Blogs, Videos & Product Pages



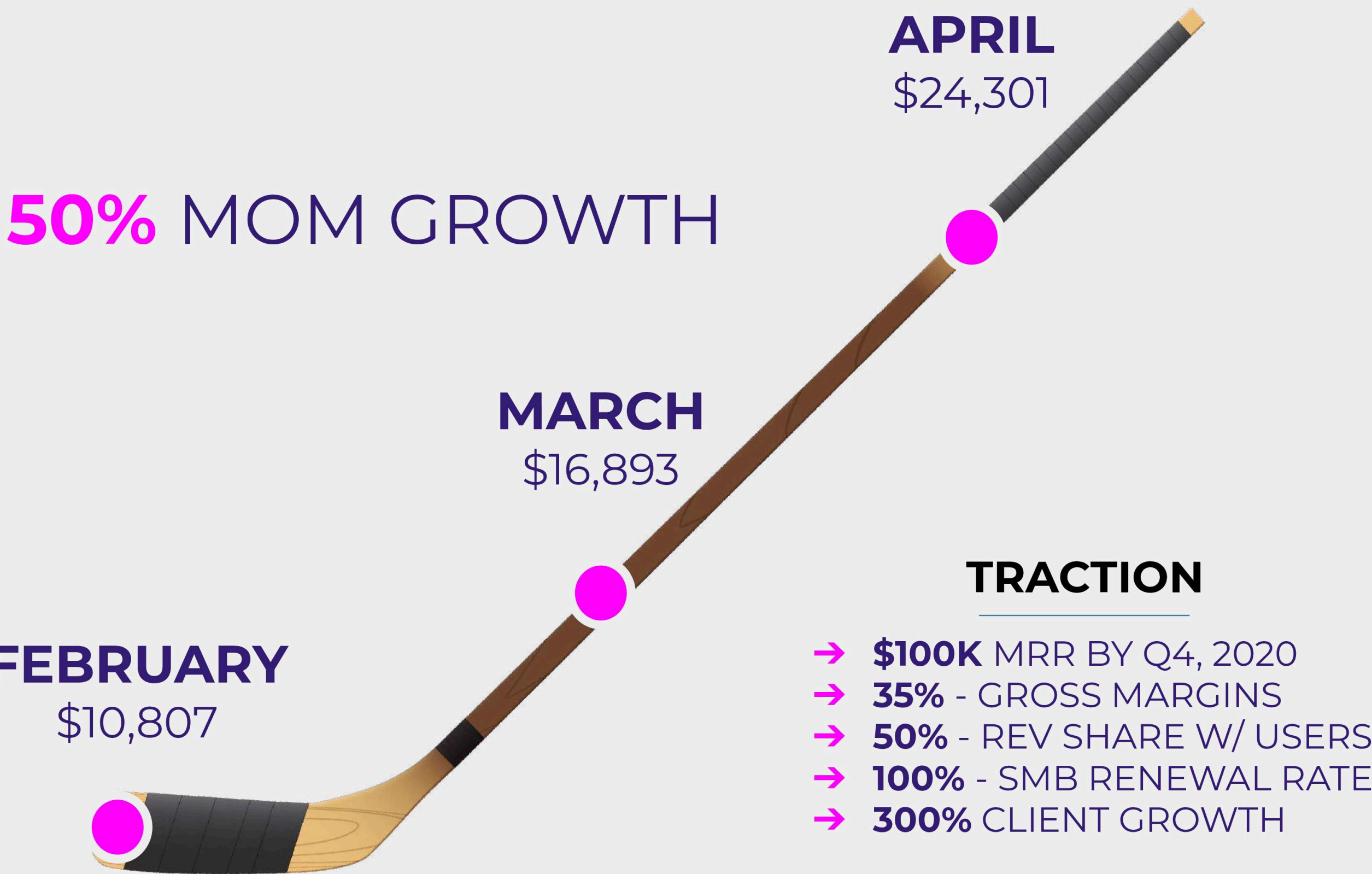


HERE'S HOW USERS SHARE CONTENT

CONTENT IS SELECTED



REVENUE & CLIENTS



LatinX[®]

stackcommerce

+Babbel

Daily Astrology Guide

PREPDECK

XX

VERIBELLA

Ranker

noovie

UNDONE
BEAUTY

GLAMNETIC

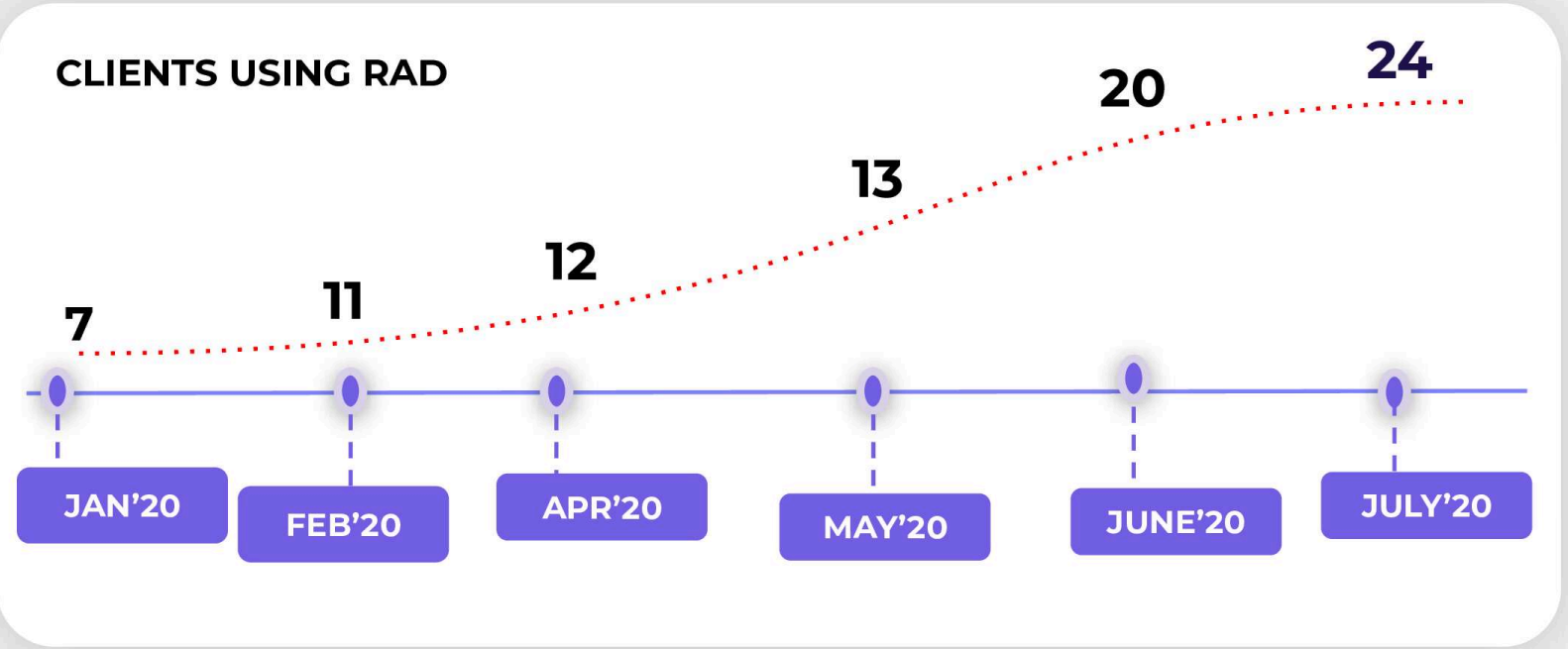
sensate

HAPPY AGAIN

Sublime Daily

NIKOLA
MOTOR COMPANY

CONDÉ NAST



SMBs LOVE RAD

MEET JASON...

Jason 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.



CLIENT PROFILE

SMBs LOVE RAD, BUT WHO ELSE ?

PUBLISHERS USE RAD NOW AND STICK AROUND

MEET JACK

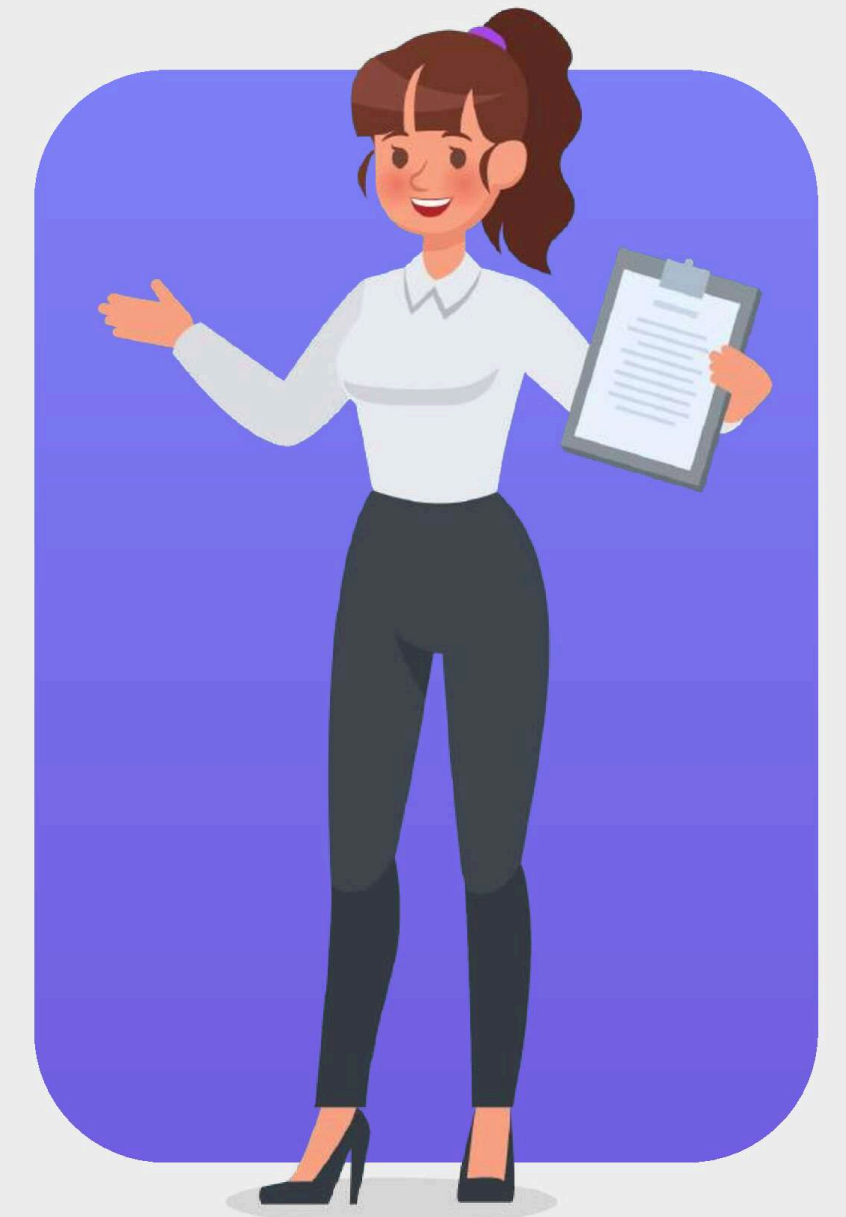
JACK RUNS A LARGE MEDIA ONLINE PUBLISHER. WE'VE HEARD OF THESE TYPES OF ONLINE BRANDS LIKE GQ, MSN & VANITY FAIR THIS CLIENT PERSONA HAS GREAT ARTICLES & CONTENT IT CAN CHOOSE TO DISTRIBUTE TO SOCIAL AUDIENCES.



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.



PUBLISHER PIPELINE



CONDÉ NAST

The INDEPENDENT

BRAND PIPELINE



noovie

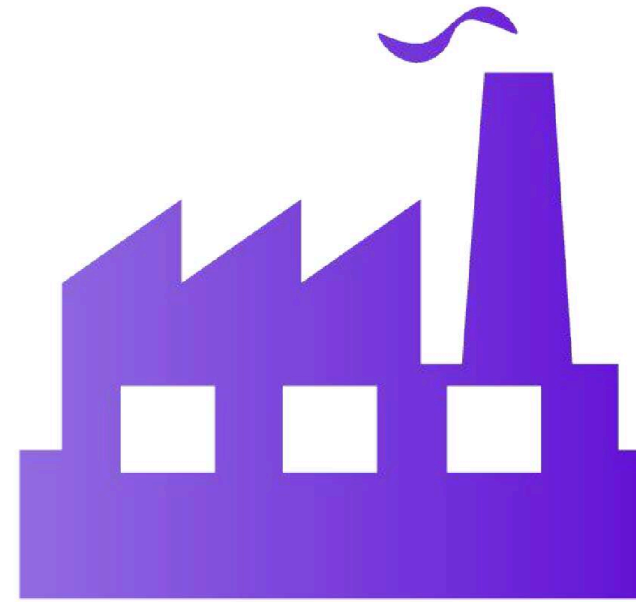
➤ MARKET OPPORTUNITY ◀

THE BIG PICTURE



ANY DIGITAL BRAND

IN THE WORLD



CLIENT TYPES

PUBLISHERS, CONTENT RICH
BRANDS & SMBs



REVENUE TYPE

ALWAYS ON, RECURRING

WHAT **GOOD** IS RAD DOING FOR THE **WORLD**?

WE'VE **DEMOCRATIZED** THE WAY PEOPLE
EARN MONEY ON SOCIAL MEDIA.

SO LET'S TRAIN 14-17/YR OLD **VULNERABLE
CHILDREN** HOW TO MAKE **\$\$** W/ RAD.

SO WE'VE PARTNERED WITH **ORPHANED
STARFISH FOUNDATION**.



NUEVO FUTURO, BOGATA



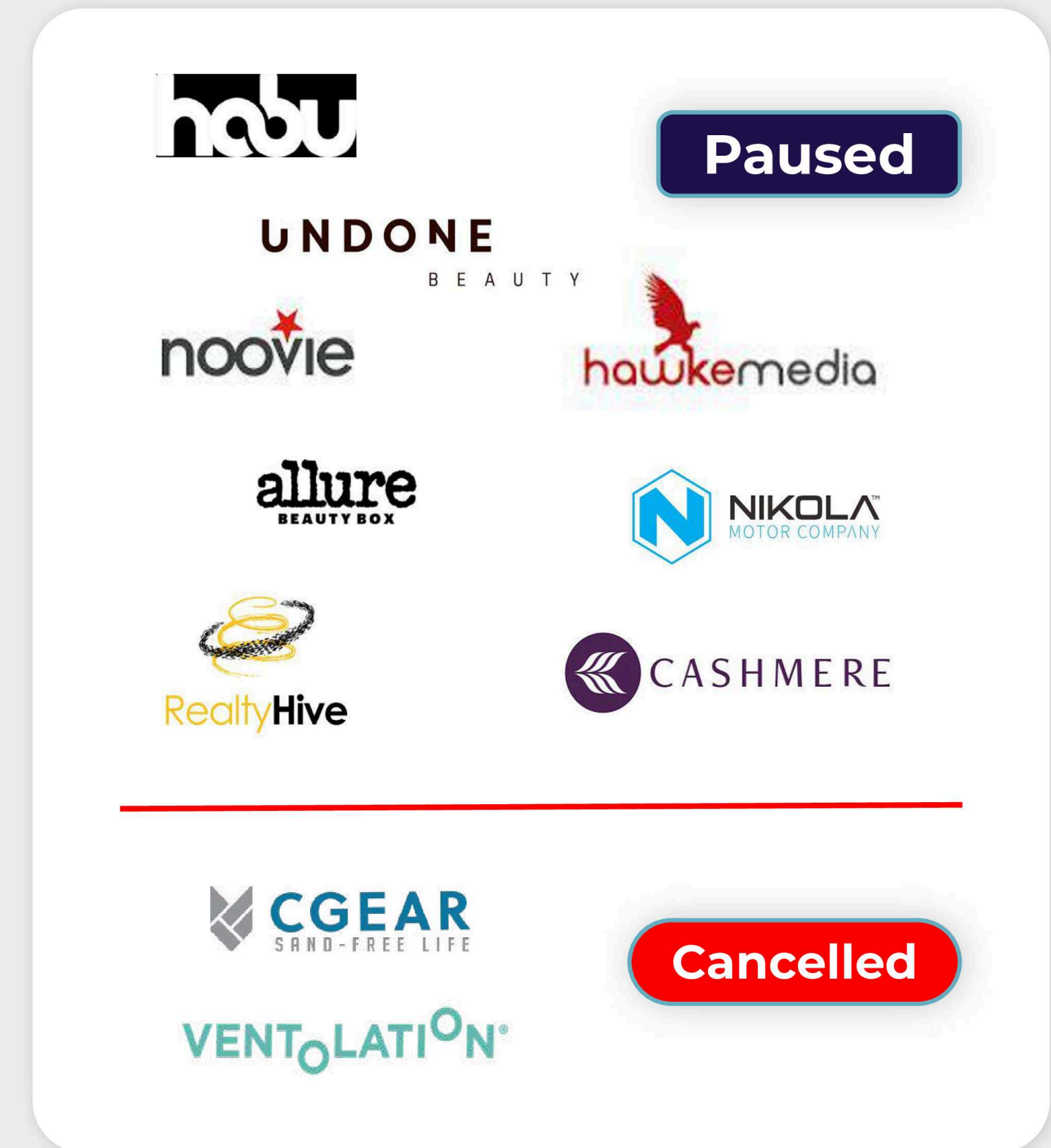
| **OSF.ORG**

29 COUNTRIES | SERVING **15,000** CHILDREN | **68** COMPUTER CENTERS

RAD⁺INFLUENCER

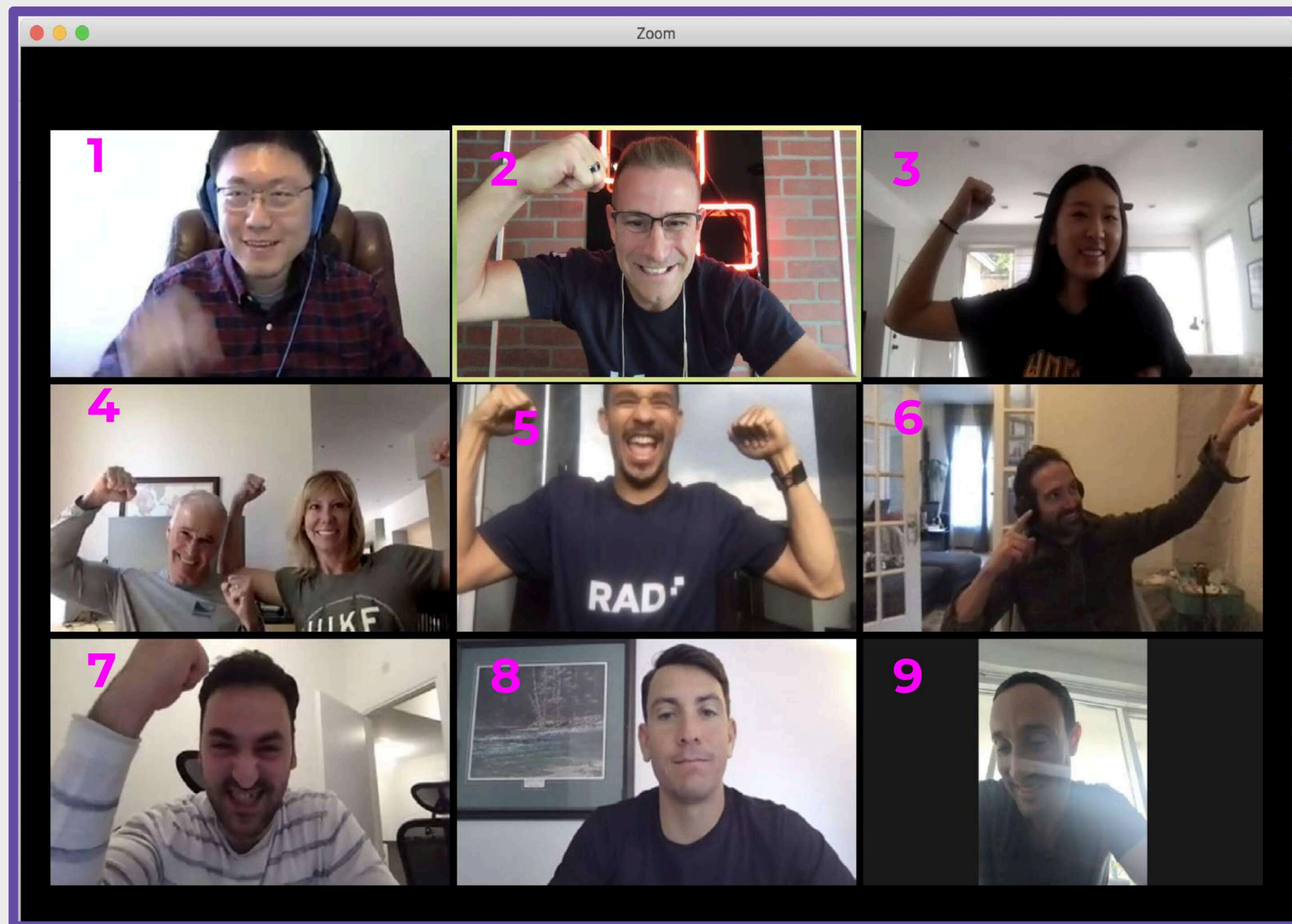
HOW COVID-19 IS AFFECTING RAD INFLUENCER

1. March **+\$16,500** a MOM growth of **48%**
2. Grew from **7 to 11 clients** in Mar '20
3. **2 clients** paused
4. **2 clients** cancelled
5. **6 campaigns** adjusted start date
6. **5 campaigns** paused indefinitely
7. **3 new campaigns** were sold Mar/Apr



*Other biz dev deal on indefinite hold***
The Guardian, Hyundai, WWE, Mitsubishi
and Arby's*

COVID-19 & RAD TEAM | MORE UNIFIED AND EVEN STRONGER



1) Huaxin Gong - *"I promise not to hack into anything you own during this crazy time!"*

2) Jeremy Barnett - *"It's going to take more than a world apocalypse to stop RAD!"*

3) Leah Kim - *"My pythons are to massive for this frame!"*

4) Tom & Krista Waddell - *"Can we please get back to our afternoon wine tasting?"*

5) Marco Hansell - *"Unlock your superpowers!"*

6) Nicholas Treffiletti - *"Welcome to the gun show!"*

7) Dusan Popovic - *"Serbia strong baby!"*

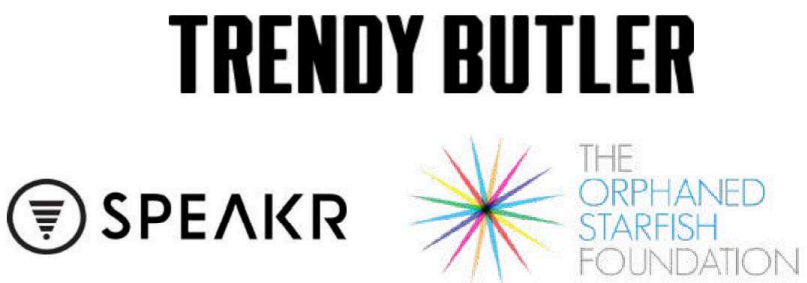
8) Mark De Castro - *"This is my biggest smile..."*

9) George Michalopoulos - *"I'd like to get back to my 3000 piece puzzle.."*

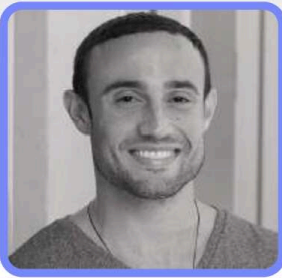
RAD INTELLIGENCE

MANAGEMENT TEAM

Jeremy Barnett
FOUNDER & CEO



George Michalopoulos
PRODUCT



Mark De Castro
CO FOUNDER & COO



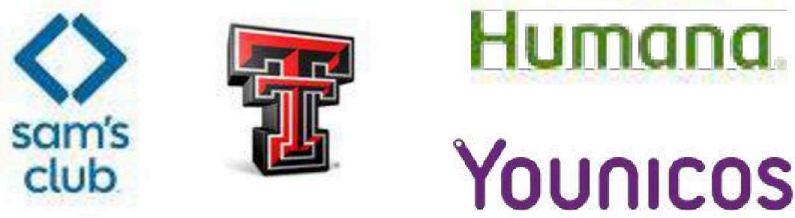
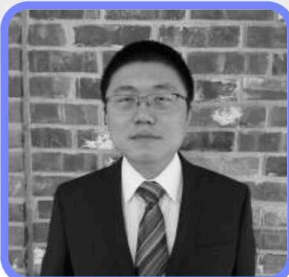
Aaron Kuntz
PARTNER & CFO



Marco Hansell
CRO



Huaxin Gong
TECH



Nicholas Anthony
TECH

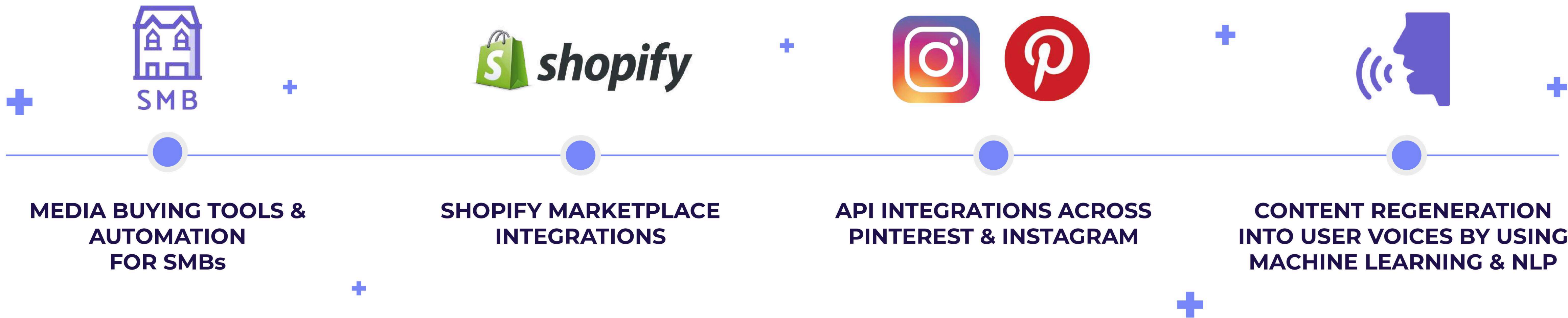


YODA
HEAD JEDI OFFICER



USE OF PROCEEDS

RAISE | \$1,500,000



RAD⁺