

A NEW ADVERTISING TECHNOLOGY CHANNEL

“DRIVE DISCOVERY & DISTRIBUTION OF YOUR BEST DIGITAL CONTENT”

› THE PROBLEM <

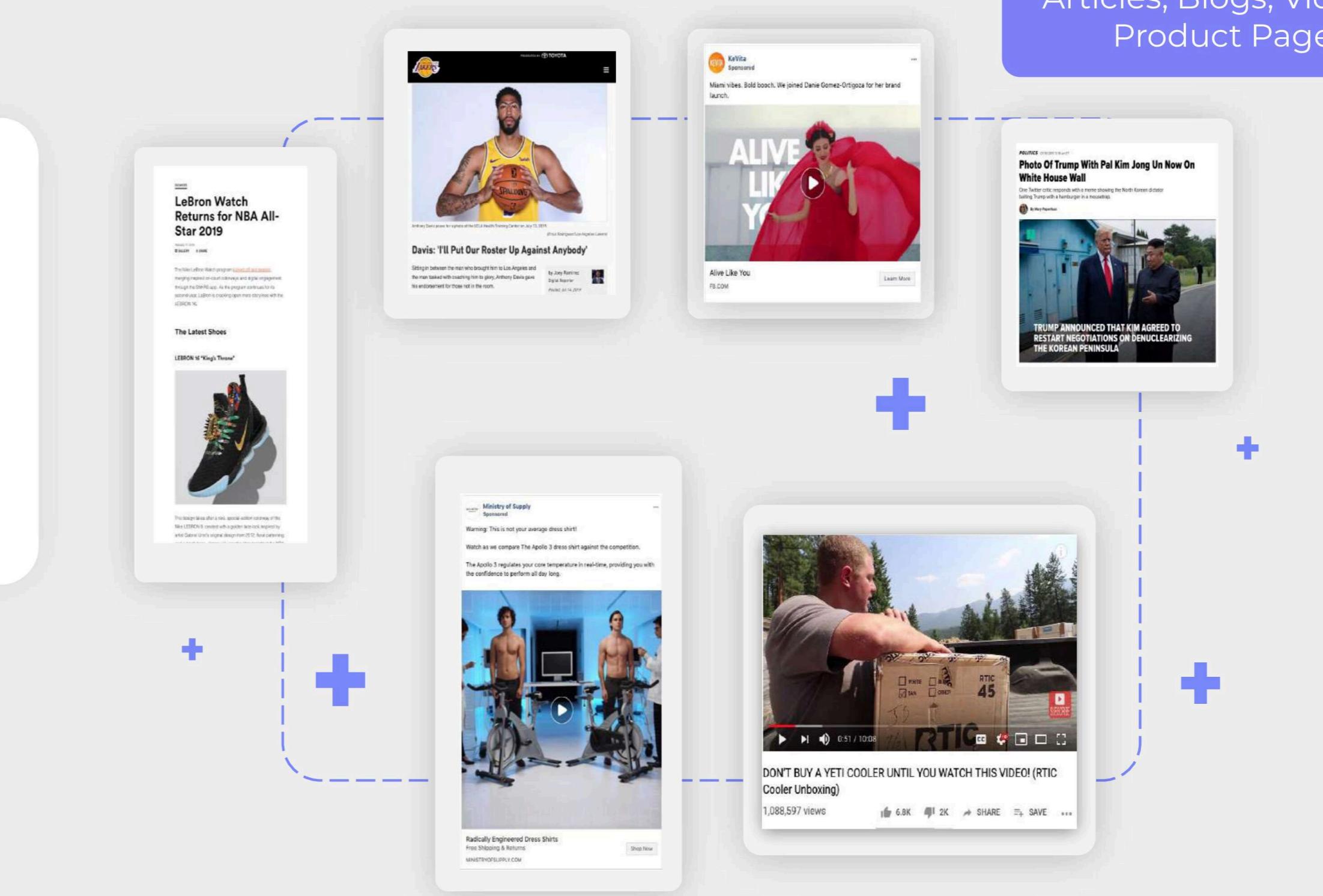
BRANDS INVEST \$50B A YEAR INTO
CREATING DIGITAL CONTENT THAT WILL
NEVER BE SEEN

› WHAT IS RAD? <

ADWORDS FOR ALREADY MADE
CONTENT DISTRIBUTION

➤ HOW WE DO IT? <

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



zumby

zumby

12 Ways to Do the Keto Diet on a Budget

You can make the high-fat plan work -- no expensive specialty foods or supplements required.

Avocado toast

Smoothies

Breakfast

Carbs

Keto

Diet

Health

Food

Vegetables

Carbs

Carbs

Proteins

CPM: \$2.19

POST ON FACEBOOK

9 Tricks to Help You Start Working Out and Actually Stick to It

You know you should exercise, but how do you keep up your dedication to the gym? If a training routine in your schedule is punctuated with a million other things, from work to household responsibilities to travel and other social engagements, it's hard to push yourself to start working out. It's been years (or basically forever) since you last had a good workout session!

CPM: \$1.88

POST ON FACEBOOK

LatinX Artists Are Dominating the 2019 VMAs

LatinX artists are taking over the 2019 VMAs! From Bad Bunny to J Balvin, the LatinX artists are making their mark on the stage. Check out some of the best moments from the show.

2019

VMA

Red Sea Resort

Resorts

MTV

CPM: \$2.78

POST ON FACEBOOK

Hear Me Out: Netflix's "Red Sea Diving Resort" Isn't Worth It

Netflix's "Red Sea Diving Resort" is a flop. The movie is a letdown and fails to deliver on its promise of an exciting adventure. Here's why you should skip it.

2019

Red Sea Diving Resort

Reviews

CPM: \$2.49

POST ON FACEBOOK

Trump names Maguire acting director of national intelligence; Deputy Gordon resigns

CPM: \$0.00

POST ON FACEBOOK

SHARE FEED

HERE'S HOW USERS SHARE CONTENT

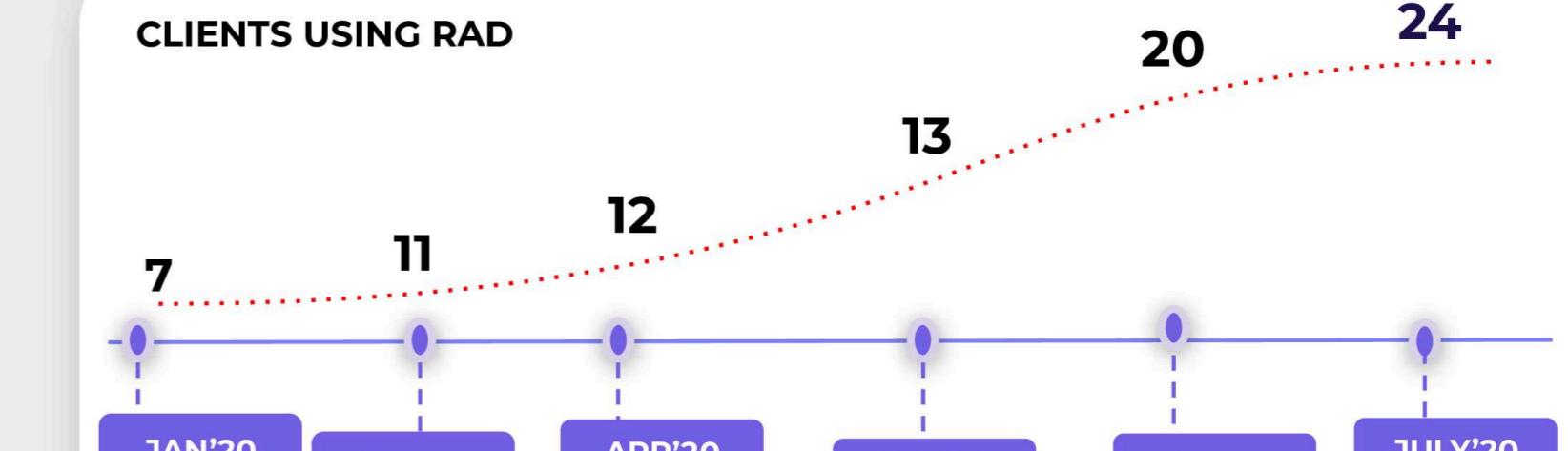
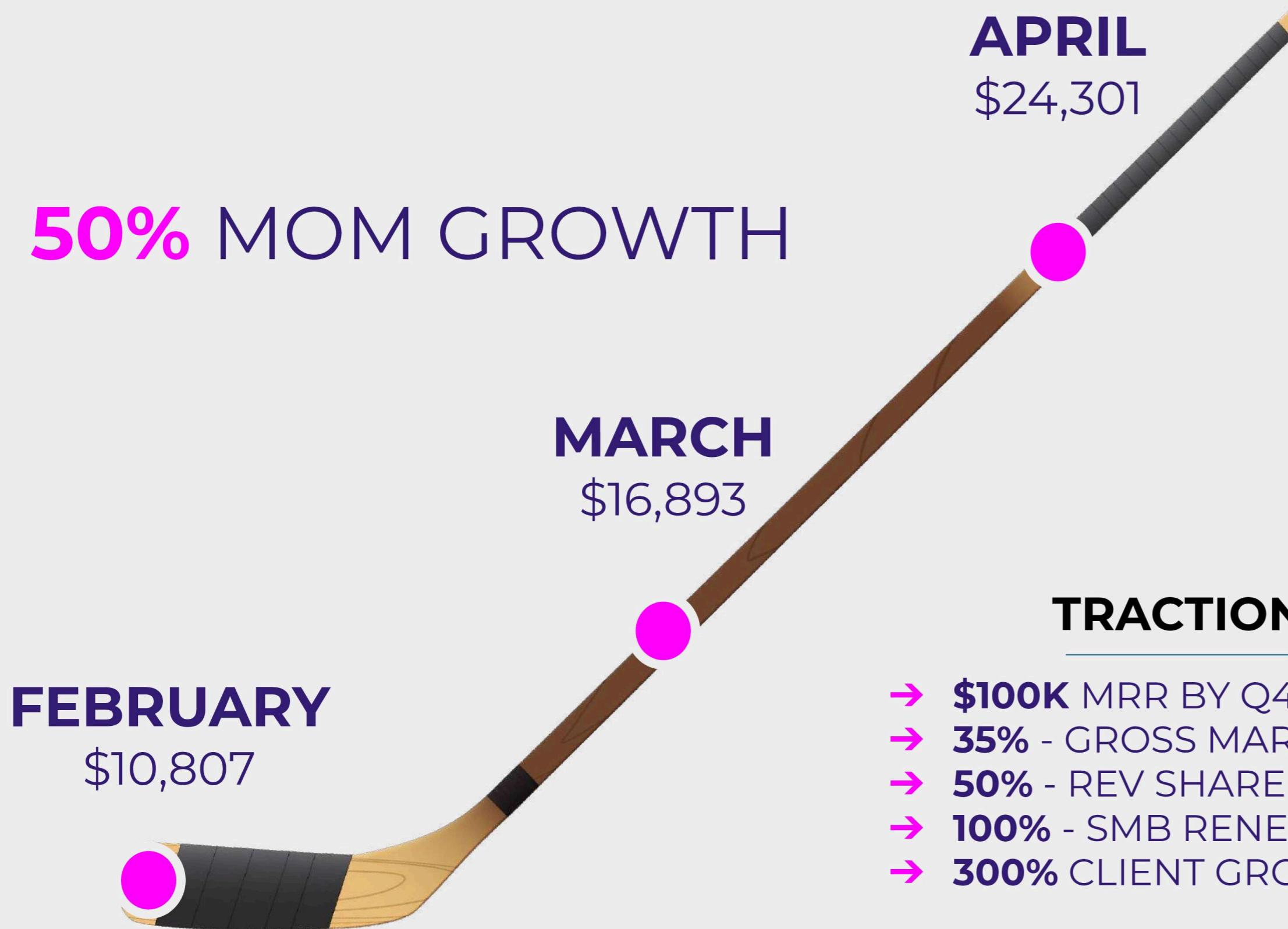
CONTENT IS SHARED

CONTENT IS SELECTED

A pink arrow points from the 'SHARE FEED' text to the top of the Facebook feed interface. A dashed pink arrow points from the 'CONTENT IS SELECTED' text to the image of the Netflix movie poster.

The image shows a Facebook feed for a user named Robert Palmer Watkins (@RobertPalmerWatkins). The feed includes a post from the user with a photo of a jungle landscape, a post from a friend with a photo of a couple, and a post from the user with a photo of the same couple from the movie poster. The interface includes a sidebar with a list of friends and a 'Community' section.

REVENUE & CLIENTS



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.



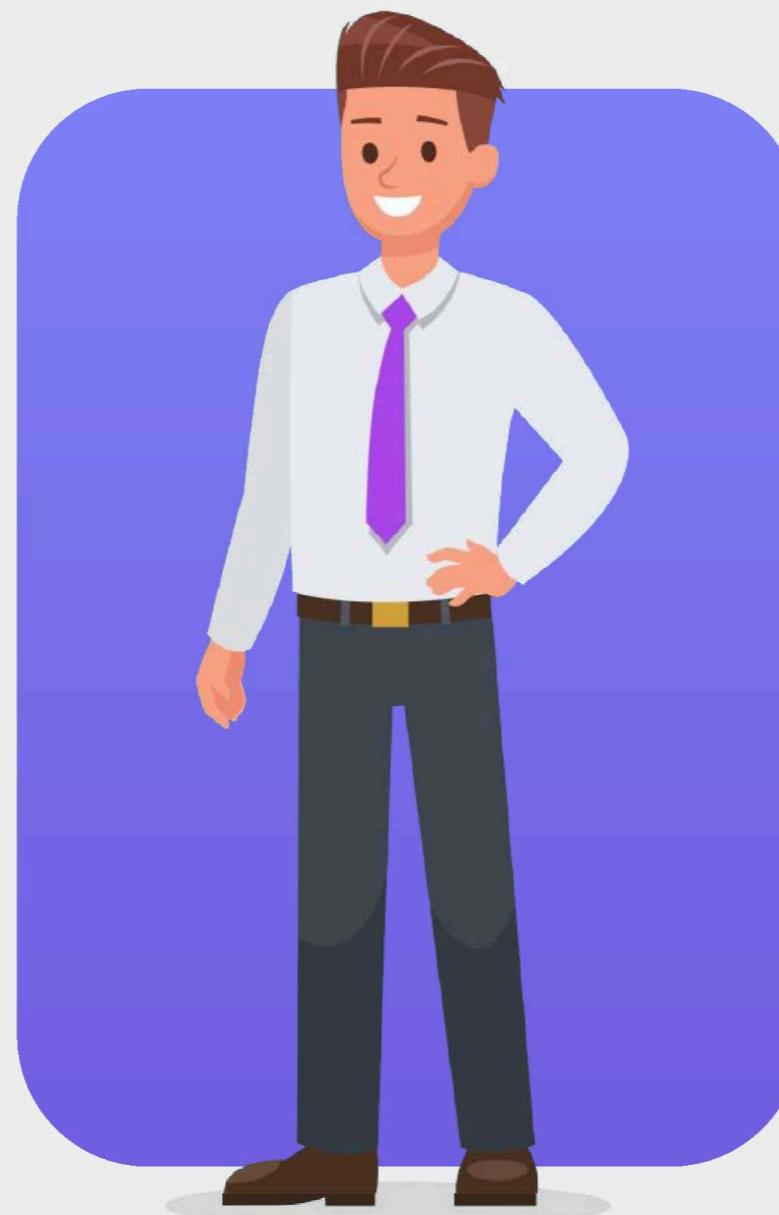
CLIENT PROFILE

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.



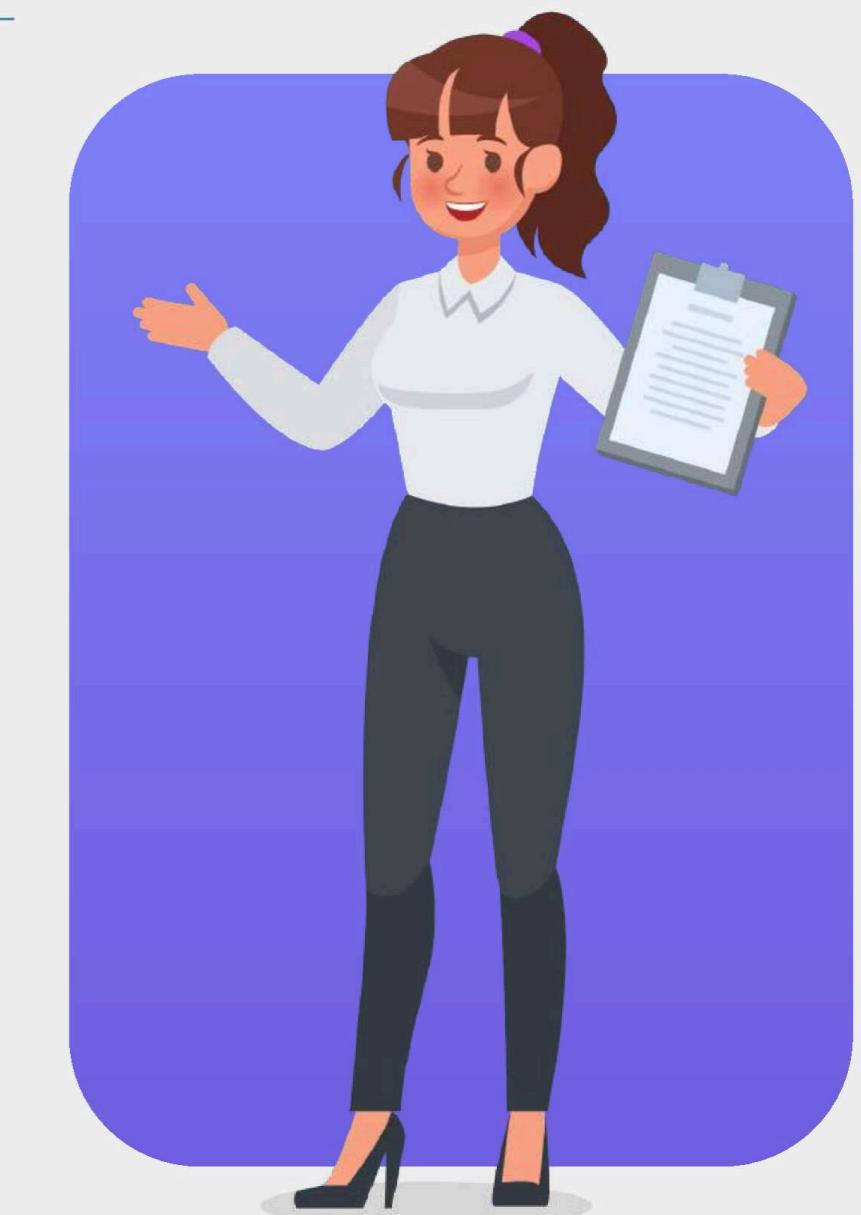
PUBLISHER PIPELINE



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.



BRAND PIPELINE



› 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 FUTORO, BOGATA



| OSF.ORG

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

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



UNDONE
BEAUTY

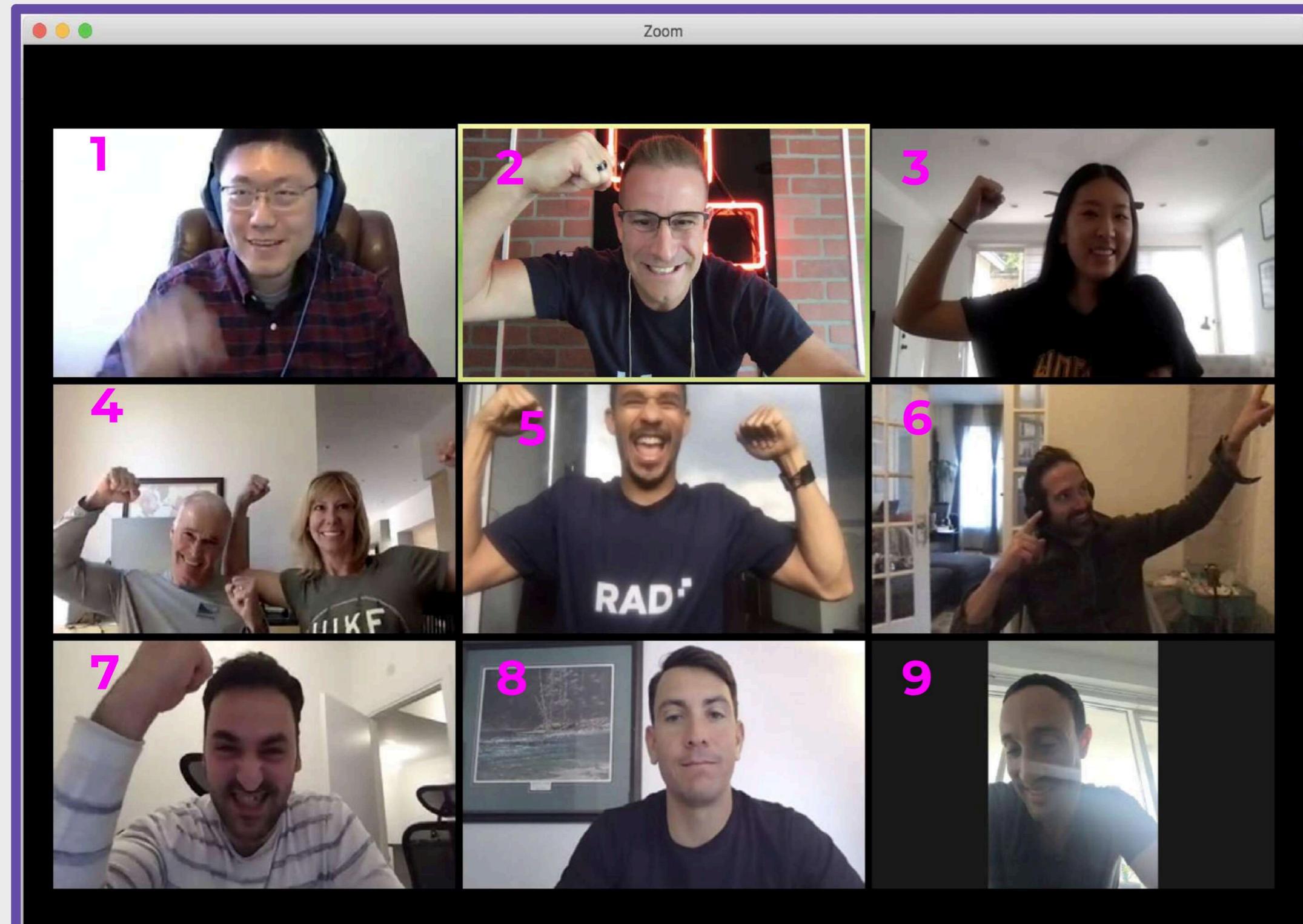


Paused

Cancelled

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

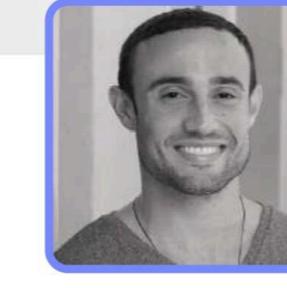
Jeremy Barnett
FOUNDER & CEO



TRENDY BUTLER

George Michalopoulos
PRODUCT



VITAMINVAPE
TRENDY BUTLER

Mark De Castro
CO FOUNDER & COO



Aaron Kuntz
PARTNER & CFO



Marco Hansell
CRO



Huaxin Gong
TECH



Nicholas Anthony
TECH



J.P.Morgan 
BRICKWORKS 

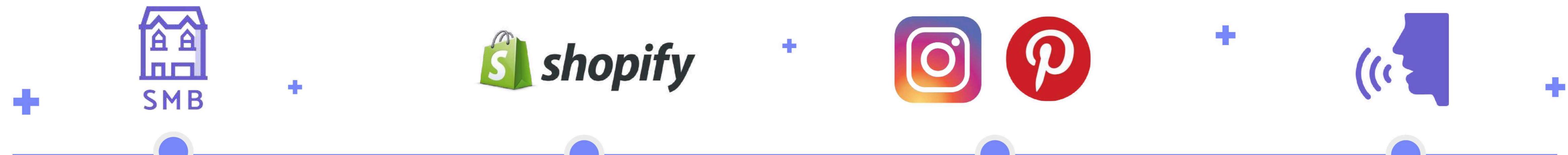
YODA
HEAD JEDI OFFICER




USE OF PROCEEDS

RAISE | \$1,500,000



MEDIA BUYING TOOLS &
AUTOMATION
FOR SMBs

SHOPIFY MARKETPLACE
INTEGRATIONS

API INTEGRATIONS ACROSS
PINTEREST & INSTAGRAM

CONTENT REGENERATION
INTO USER VOICES BY USING
MACHINE LEARNING & NLP

RAD:



Microsoft
for Startups