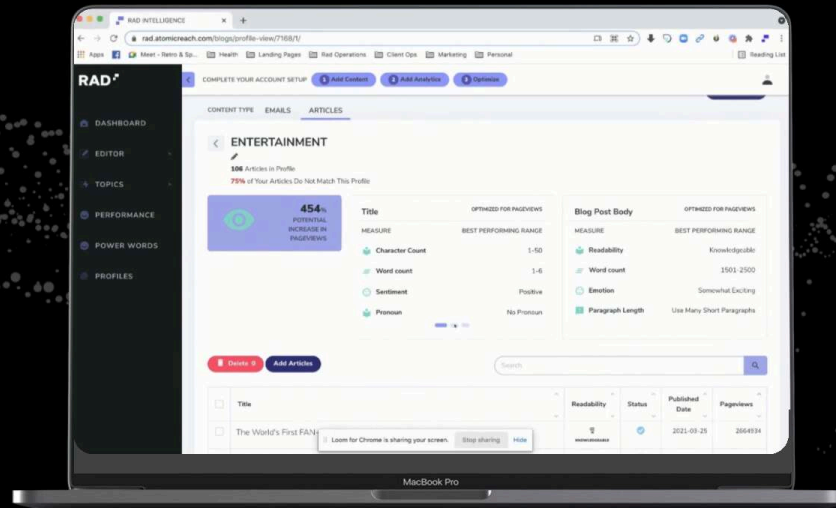# RAD

The Marketing AI Platform with an EQ

We're bombarded by spam all day every day.

Companies waste over $75 billion a year on ineffective marketing campaigns.

They lack the capability to connect with diverse audiences at scale, leaving loyalty on the table.

RAD is the **AI marketing platform with an EQ**.

Now brands can connect with people authentically.

radintel.ai

The largest companies on earth use RAD

Projected 2022 Revenue Run Rate: $5.5 Million

accenture

Dignity Health

CONDÉ NAST

Financial services company
with $3 trillion in AUM*

Fastest growing healthcare
brand valued at $5BN*

$30BN travel and
hospitality brand*

* Under NDA

radintel.ai

"**RAD** is our marketing AI platform because it delivers authenticity and performance."

Adam Hua
Senior VP, Innovation at Condé Nast

How our platform works

RAD has a 92%* accuracy rate.

1. Our AI analyzes millions of personas and data points

2. Our AI shares these insights with clients to improve performance

3. Our AI creates and deploys marketing with authenticity

When A/B testing against Google's language AI [Bert], our AI performs with 30% more accuracy.

radintel.ai

Marketing with an EQ delivers unmatched ROI

400%
....
Increase in content
volume

100M+
....
Impressions powered by
artificial intelligence

250%
....
Performance improvement
across digital channels

radintel.ai

And it's working in big way.

310%
annual revenue growth

$1.1 million
revenue run rate

Doubled
annual contract value

radintel.ai

The market is experiencing **explosive growth.**

$120BN

The marketing technology market

Marketing automation
14% CAGR

Market revenue in billion USD

2017 2018 2019 2020 2021 2022 2023

statista

AI software
40.2% CAGR

Market revenue in billion USD

2018 2019 2020 2021 2022 2023 2024 2025

statista

radintel.ai
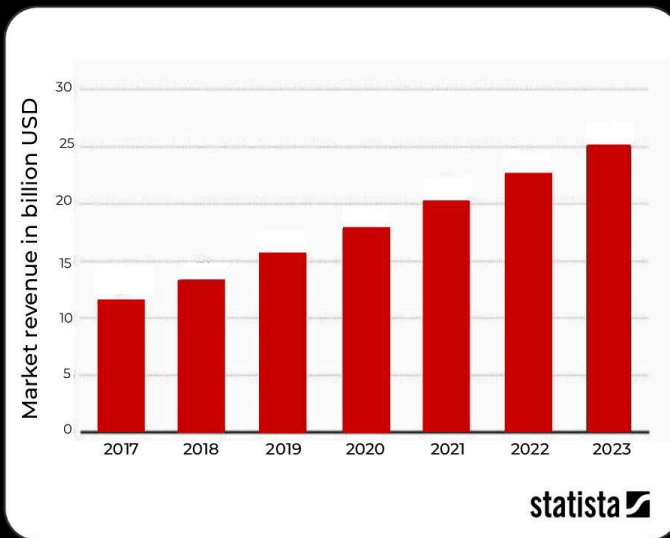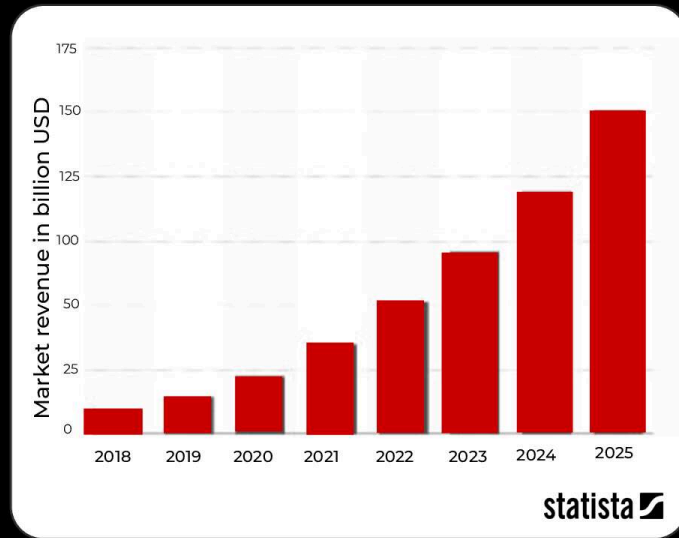
We're pioneering a **new category** in marketing.

Powered by Artificial Intelligence

Low Emotional Quotient

High Emotional Quotient

Low Artificial Intelligence

radintel.ai
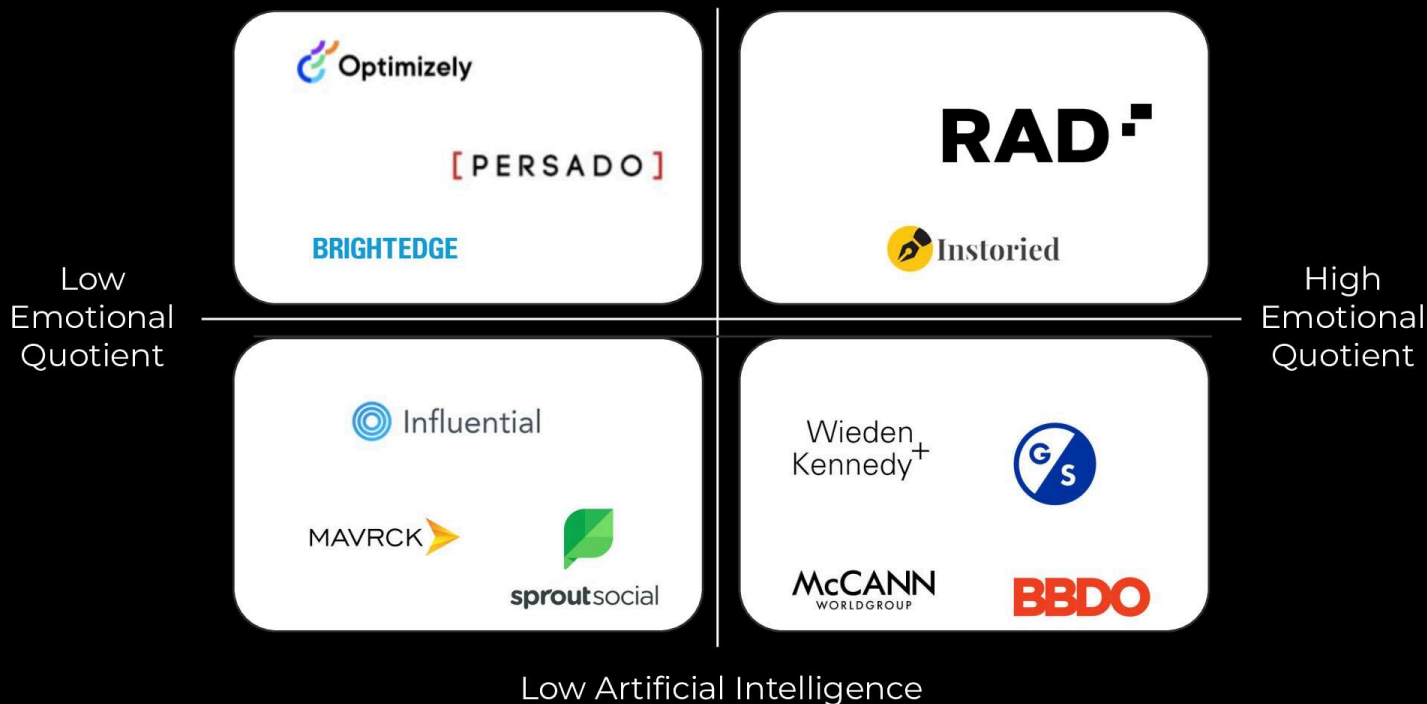
We tripled revenue last year & we're not slowing down.

The potential serviceable market from existing contracted clients is **$300M per annum** alone.

$105.1M

$50.5M

$23.8M

$11.4M

$5.5M

$1.1M

REV RUN RATE

2021   2022   2023   2024   2025   2026

$105M
2026 revenue run rate

158%
average annual growth
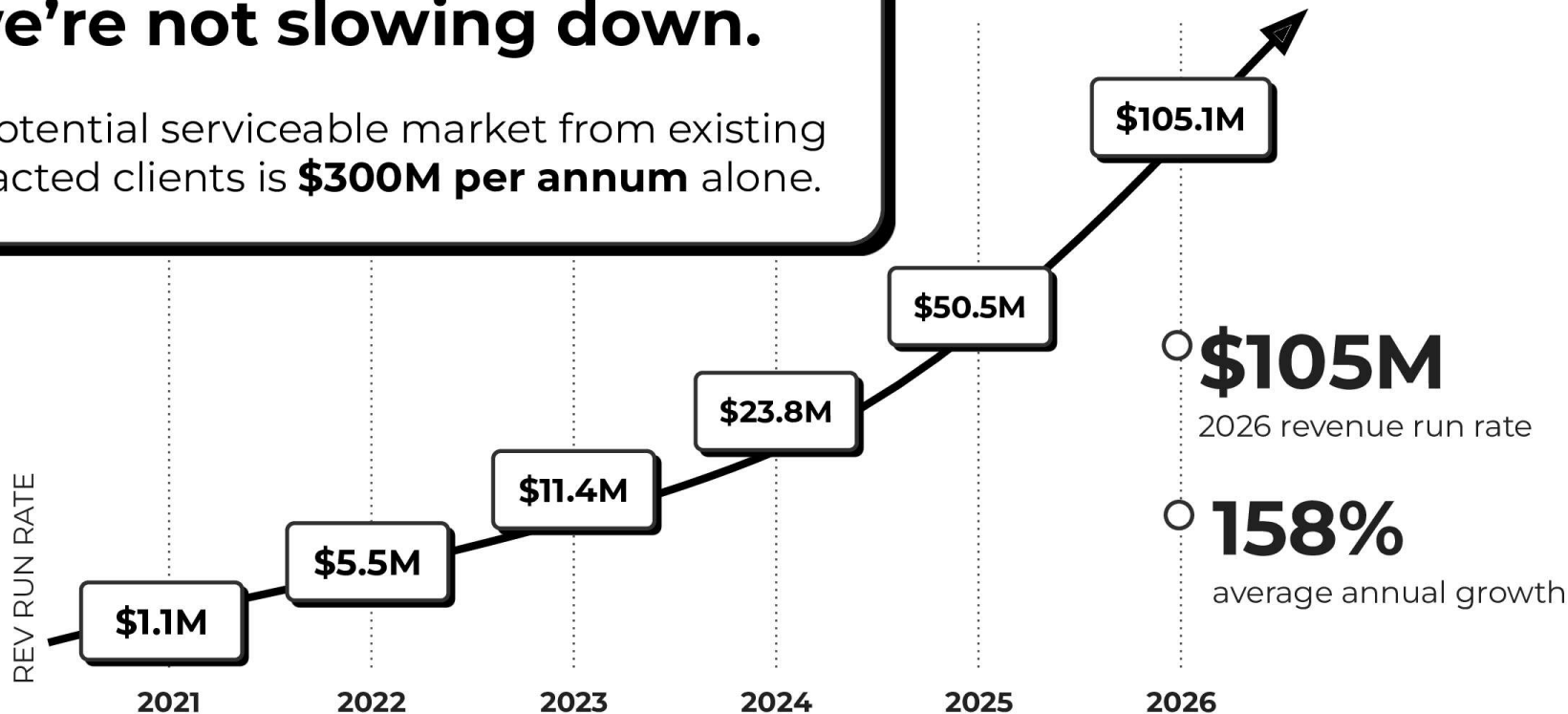
NOTE: Forward-looking projections cannot be guaranteed.

The RAD Land and Expand Strategy.

SaaS Pilot Program

SaaS Annual Contracts

SaaS Product Expansion

Additional Service Revenue

90-Day pilot program proves the efficacy of RAD's platform.

Companies sign annual or multi-year SaaS contracts.

SaaS expansion achieved through product add-ons, including premium AI-enabled tools.

Attachment services include influencer marketing, strategy & social management.

Expansion in healthcare, entertainment, financial services & travel/hospitality will **accelerate SaaS revenue growth.**

Multi-year contracts
Brands integrate with the RAD platform to deploy all marketing campaigns.

AI Content Editor
Content mapped to audiences, campaign objectives, & personas

EXISTING	NEW	SOON	SOON

$20M IP Investment
positions RAD to own the market.

Authenticity Index
The proprietary standard brands use to measure resonance, behavior and emotion.

radintel.ai

Jeremy Barnett
CEO

Bradley Silver
President

Stephen Klein
CGO

Leah Kim
Sr. Dir. of Client Success

Emillian Tita
Lead Engineer and DevOps
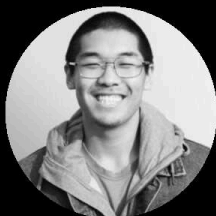
Matthew Samson
ML and NLP Developer

Hassan Zia, Sr.
Full Stack Developer

Pavlo Parkhomenko
Data Scientist

Leah Ghavami
Content Marketing

Justin Kim
Data Ops

Ally Kim
Marketing

Dusan Popovic
Creative Director

Team with experience scaling companies to $30M+ in ARR

USC Marshall
School of Business

Fidelity INVESTMENTS

Northwestern University

DREAM POPS

HARVARD UNIVERSITY

experian.

DENTONS

Marketing you want.

RAD