



## INVEST IN ARETO LABS

# Track, moderate and counteract comments in your social media communities

### LEAD INVESTOR



#### Gale Wilkinson

I am investing in Areto Labs because the leadership team has deep NLP experience, there is a growing need for the product, and the company has already generated \$15K in monthly recurring revenue. The content moderation space is expected to grow at a 30% CAGR over the next five years and the M&A appetite is strong with exit multiples larger than 10x. Lastly, the company's technical advisory board spoke highly of the product's ability to counteract online toxicity - the fact that they have a working product and are generating meaningful revenue are great signs of early traction for a pre-seed company.

**Invested \$1,000 this round**

[aretolabs.com](http://aretolabs.com) Delaware Oklahoma

# Highlights

- 1 40% MoM user growth 2M+ international mainstream media impressions
  - 2 Actively working with 7 prominent orgs. in the sports industry including an NHL team and an NBA team
  - 3 Currently at \$15K in MRR and has validated the willingness to pay from its initial customer profile
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# Our Team



**Lana Cuthbertson** Founder and CEO



**Kasey Machin** Founder and COO



**Jacqueline Comer** Founder & Chief Product Officer

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# Pitch





# areto labs

**problem** | Social media is a powerful tool to build brand value, but online toxicity can destroy it.

**Elite athletes** suffer mental health issues

**Broadcasters** can't do their jobs safely

**Public personas** are burning out

**Social media managers** have limited time to manage toxicity & lack solutions

**Marketing VPs** need creative solutions to expand and diversify audiences

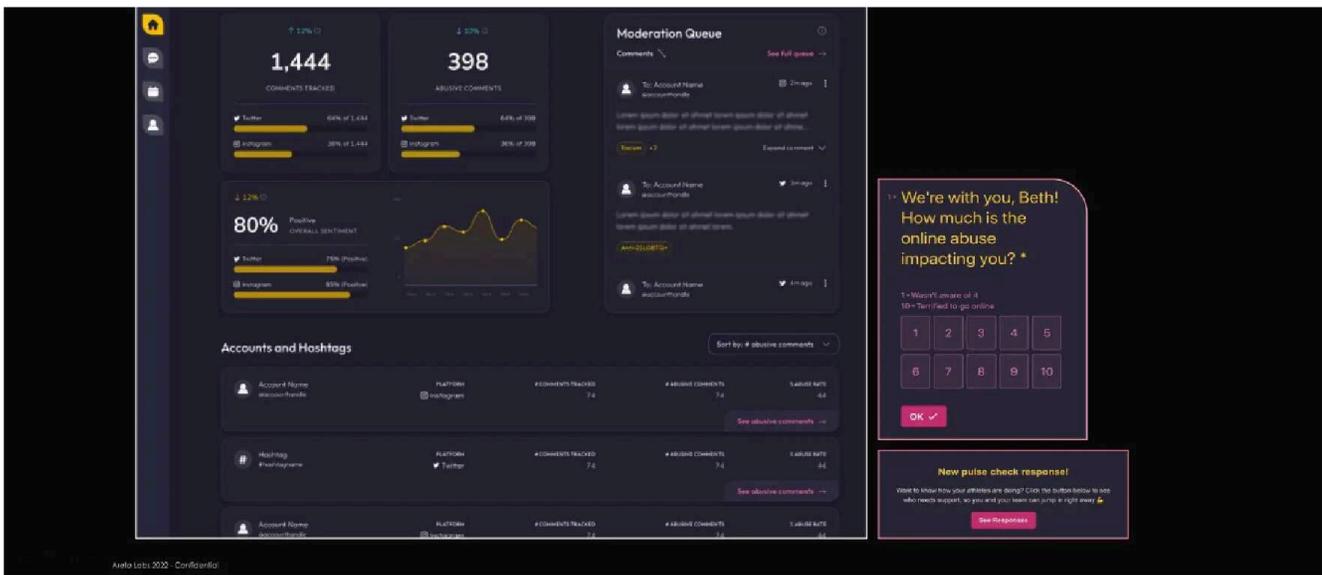
Cost: **\$400B** each year



Areto Labs 2021 - Confidential

**solution** | Introducing **Areto**





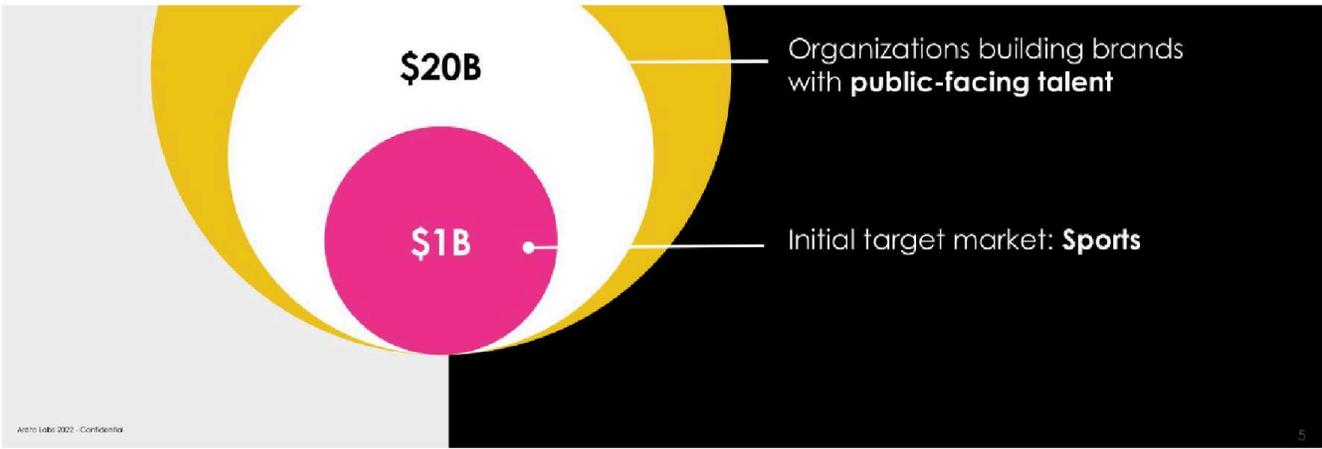
solution | Introducing **Areto**

Areto automatically **tracks, moderates and counteracts** online hate, so companies can grow and diversify their market and share of voice while showcasing their values to fans, sponsors and talent.

market |

\$220B

Global market for social media marketing



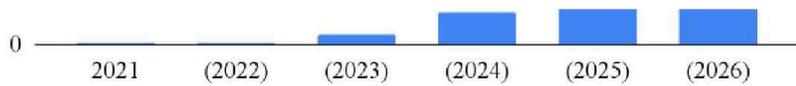
**competition |**

	areto labs	responseology Gobubble  BLOCK PARTY	LIGHT  arwen twchat  VINESIGHT	HIVE bodyworld  spectrum labs
Proactive conversation shaping	✓	✗	✗	✗
Mental health & community support	✓	✗	✗	✗
Personalized reports & contextual analysis	✓	✗	✓	✗
Advice	✓	✓	✗	✗
Auto block/mute/hide	✓	✓	✗	✓

**We charge a monthly subscription fee**

**Business model |**  
B2B SaaS





*Forward looking projections cannot be guaranteed.*

initial target customer |

Marketing leads  
at sports orgs



**Goals & Motivation**

- Diversify & grow fanbase
- Avoid losing sponsors & talent
- Fulfill duty of care
- Protect athletes' mental health

go to market strategy |

Outbound  
sales



Product  
marketing



Partnerships &  
networks



### traction |

 <p><b>\$1.5M</b> pre-seed round</p> <p><b>YALETOWN</b> UNIVERSITY OF CALGARY UCal Startup Investment Funds</p> <p><b>CREATIVE DESTRUCTION</b></p> <p>Threshold Impact</p> <p>SCALE 2020</p>	 <p><b>\$15K</b> monthly revenue</p> <p>SPORT NEW ZEALAND</p> <p>HEROINE</p> <p>Canadian Mental Health Association</p> <p>The Sargona Centre for Democracy</p>	 <p><b>2M+</b> international mainstream media impressions</p> <p>THE STAR REUTERS</p> <p>Global NEWS SPINOFF stuff</p> <p>By Eru Zimani Hirani</p> <p>CTV</p>	 <p><b>2</b> peer-reviewed academic research papers published</p> <p>NEURAL INFORMATION PROCESSING SYSTEMS</p> <p>EAAM02021</p>
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### founders |



**Lana Cuthbertson**  
CEO  
Finance & Operations  
UofA, Carleton, ATB, WPP



**Kasey Machin**  
COO  
Marketing & Sales  
City of Edmonton



**Jacqueline Comer**  
CPO  
Product & Tech  
Tech Futures Lab

### advisors |



**Monica Dinculescu**  
Technology advisor  
Google Brain



**Kory Mathewson**  
Technology advisor  
DeepMind



**Ashia Zawaduk**  
Technology advisor  
Muck Rack

### team |



Rita Lester



Lauren Briske



Arnold Gihozo



Sahaj Shah



Leo Liu



Anas Mohamed



Marina Bankler

fundraising |

## Raising \$1.5M pre-seed round

### Use of funds:

- 50%** Product & engineering salaries
- 30%** Sales & marketing salaries
- 10%** Technology & cloud costs
- 10%** Marketing & sales costs

**\$960K closed to date via SAFE**

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*Only \$124,000 will be solicited through this Wefunder offering.*



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