



Democratizing the Ad Industry

The Problems



01

Marketing

Impression CPMs are through the roof.

02

Advertising

OOH media is notoriously hard to optimize. It's not yet possible to buy, attribute, and optimize outdoor ad space like they are web ads.

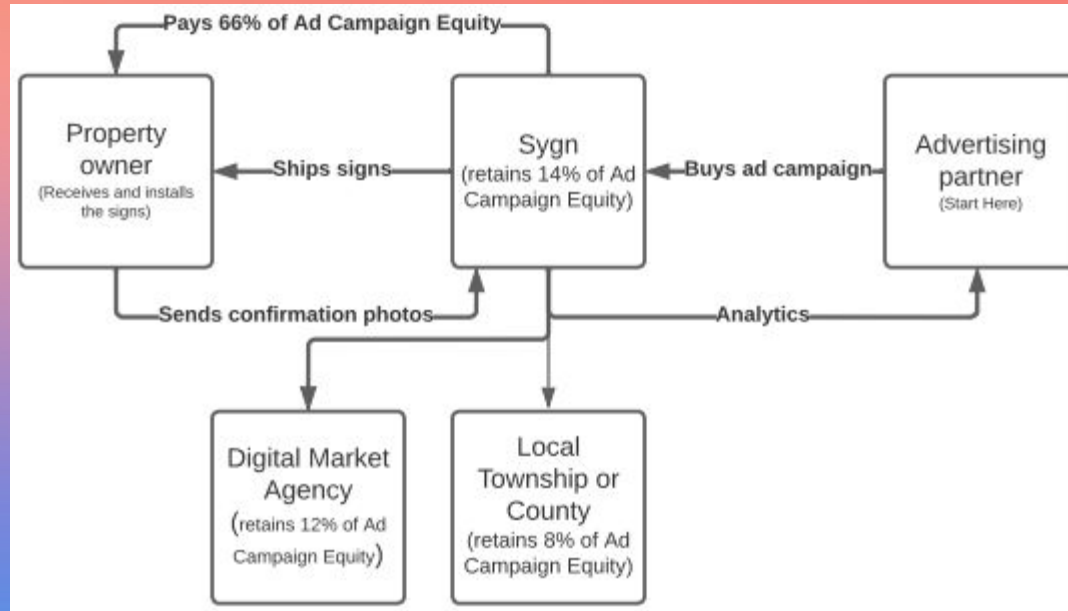
03

Underutilized land

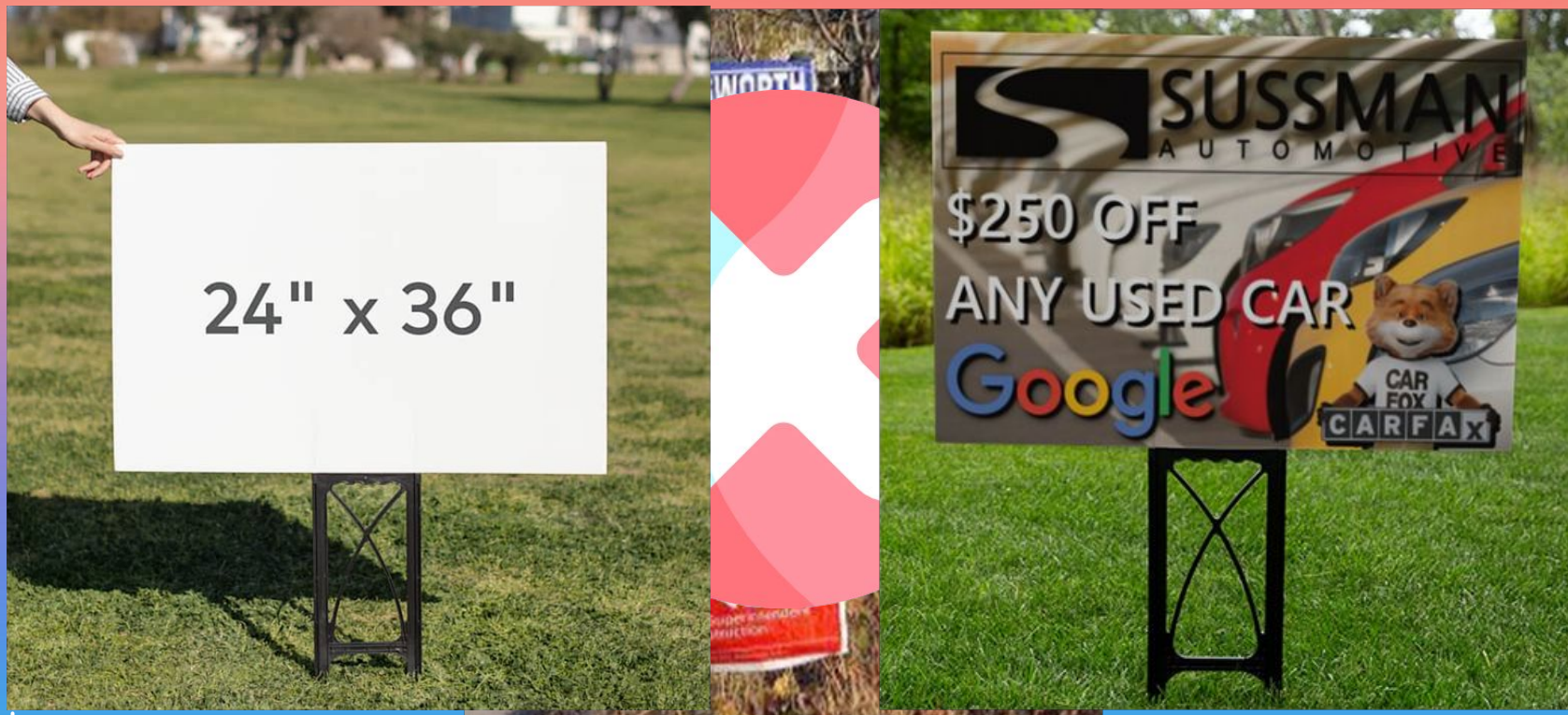
A lot of residential and commercial properties have land that isn't being monetized.



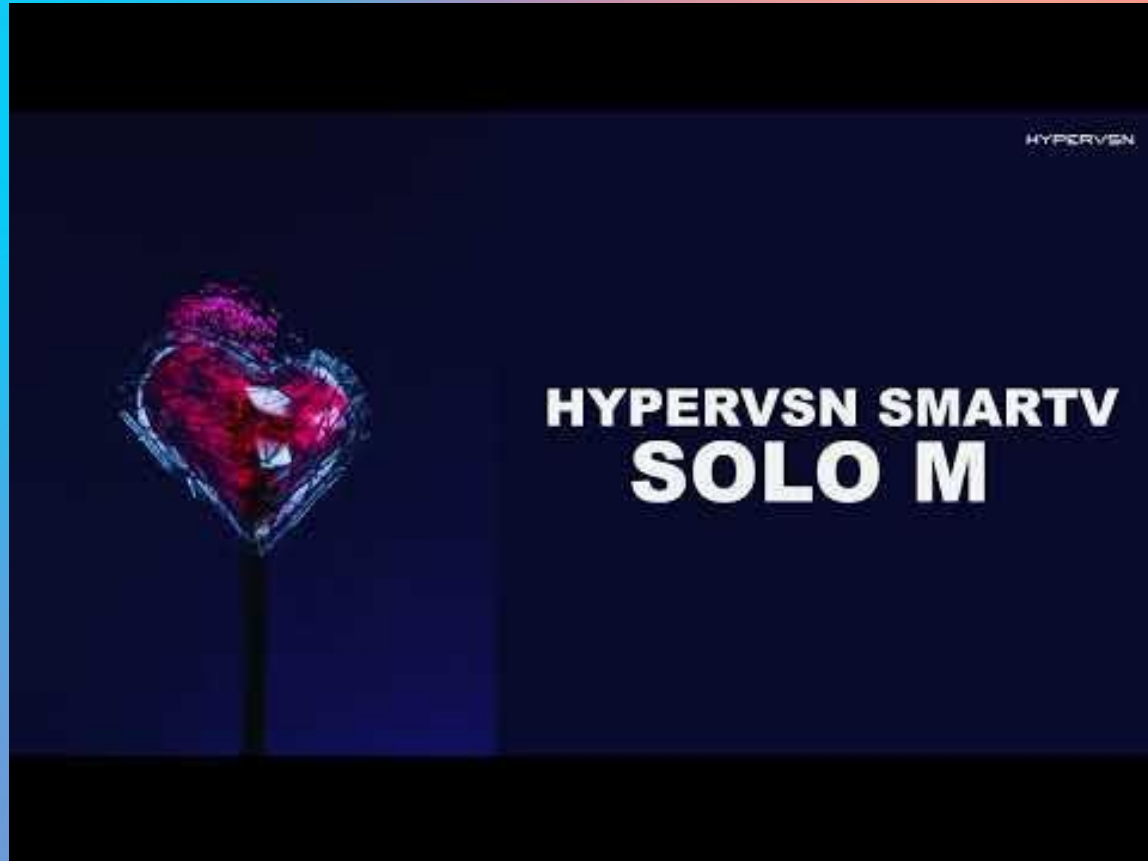
The Solution in Theory



The Solution in Practice



Blast Off



Mission

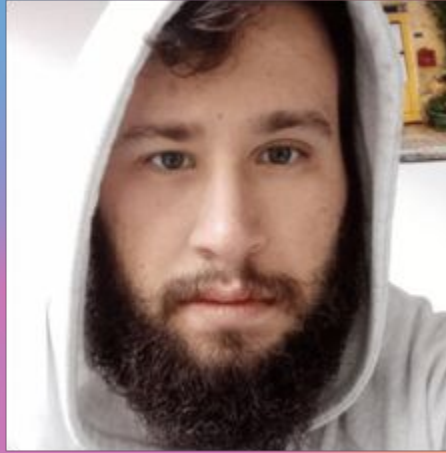
- Develop and deploy a MAdTech platform (DSP & SSP in-one) that minimizes outdoor advertising impression CPMs while helping residential and commercial property owners make the most out of their underutilized land.
- Sell, attribute, and optimize owned outdoor ad inventory like they are web ads.

MarTech + AdTech = MadTech



	MarTech	AdTech	MadTech
Data	• Identifiable individuals • Advanced association	• External data pools • Aggregated sources • Thing data	• External pools of aggregated data tied to individuals & things
Decisions	• Journey tracking • Advanced attribution	• Real time bidding • Behavior-based recommendations	• AI-based bidding, message selection, and content generation
Delivery	• Personalized messages in owned media	• Targeted messages in paid media	• Personalized messages across all media

Team



Alan Avram Shteynberg

- 10 years in eCommerce
- 10 years in marketing and advertising
- Track record of entrepreneurial success

Advisors



Jeffrey Phillips Freeman

- Founder of Syncleus
- Innovator of novel peer-reviewed data analytics algorithms



Jason Barbato

- Senior Director of Growth at Hypr
- Global Growth Leader at IBM



Kevin Matuszak

- Account Executive at Clear Channel Outdoor
- VP of Sales at SpeedPro

Market Size

\$35B

Total available
market

“By 2018, 25% of the
total U.S. population
resided in the large
suburban counties.”

-Pew Research

\$2.5B

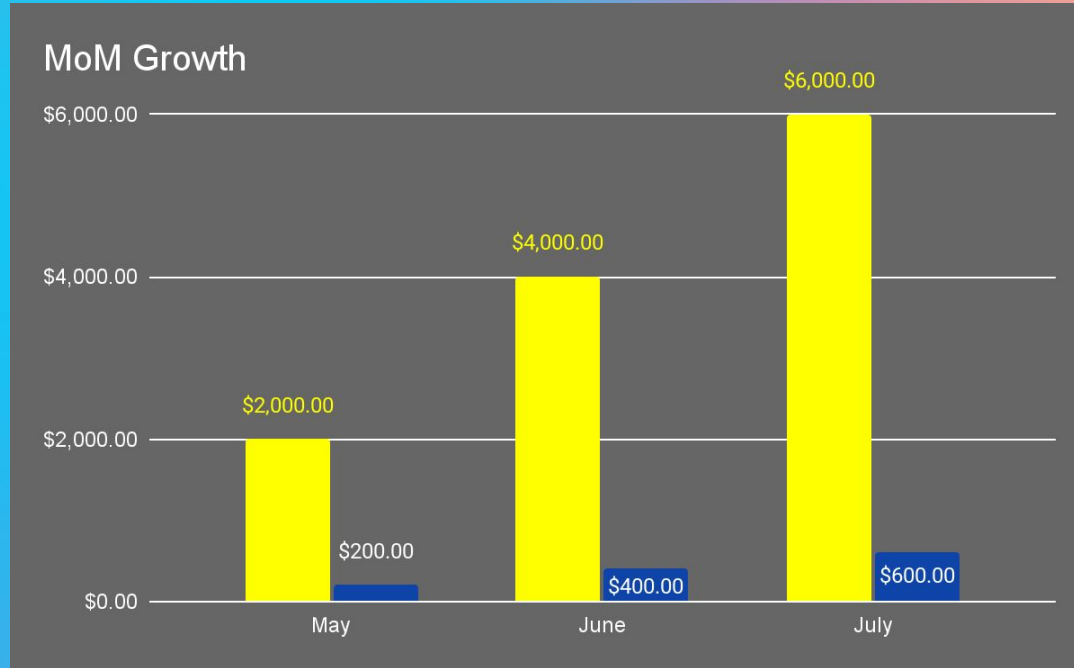
Our target
market
(Capped only by our
self-imposed
regulations)



Competition Analysis

	Sygn	AdQuick	Adomni
Owned Ad Inventory	✓	✗	✗
Ad Democratization	✓	✗	✗
Detailed Analytics	✓	✓	✓
Ad Optimization	✓	✓	✓

Traction



60+

Sygnis sold

Case Study

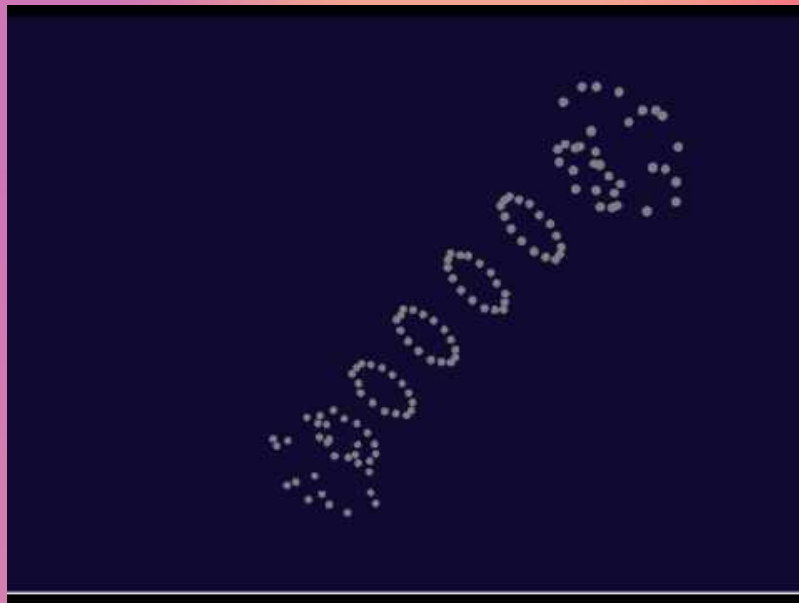
HAMPTON FOOD MARKET

- SMB Sygn Campaign Cost: \$2,000
- Sygns Deployed: 10
- Total Impressions: 600,000
- Total Store Visitations: 275
- Store Visitation Lift: 5%
- Cost Per Visitation: \$7.27
- Return on Ad Spend: 300%



Technology

- The latest Web 2.0 and Mobile app stack (DSP and SSP in one).
- Data pool partners – merging disparate digital and out-of-home data feeds and SDKs for proper campaign measurements, attributions, and optimizations.
- Hyperassociative Map



Regulating Disruption

- Economic engagement - \$150,000+ per year
- Township and county treasury budgets - \$25,000+ per year
- Sygn platform access
- Local Ordinance Exemptions

8% Ad
Equity



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Affiliate Partners

- SMB clients
- 13% Ad Equity
- Acquisition costs: \$0



THE HOT H



KickStart
DENTAL MARKETING



Brands

- Enterprise clients
- Exclusions: luxury goods
- Acquisition costs: Varies

The Zippo logo features the word "Zippo" in a bold, black, sans-serif font. A small red flame is positioned above the dot of the letter 'i'.The Travis logo is rendered in a stylized, red, italicized font. The letters are slanted and have a jagged, hand-drawn appearance. A registered trademark symbol (®) is located at the top right of the word.



Democratizing the Ad Industry

- 13 - 22% Ad Equity

“Previous generation business models traded the end-users data in exchange for informal benefits such as free accounts, free cloud storage, and memes. It’s time to democratize, push one step further, and start trading the end-users their attention in exchange for formal benefits.”