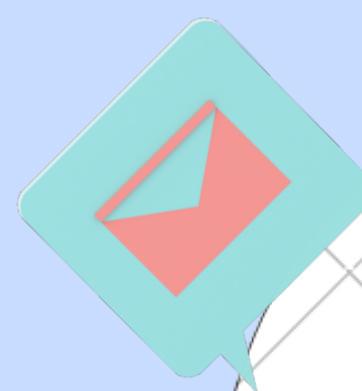
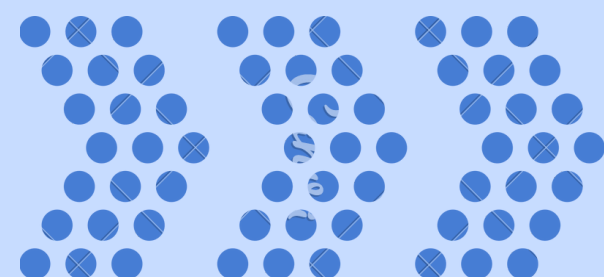




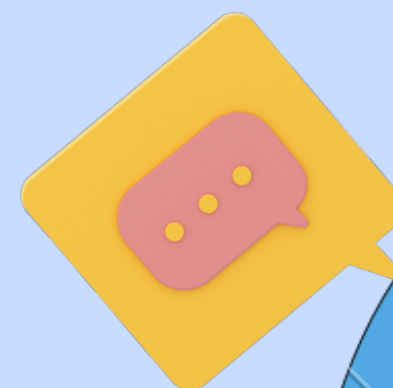
PROTOTYPE PRESENTATION

InfluencerIQ

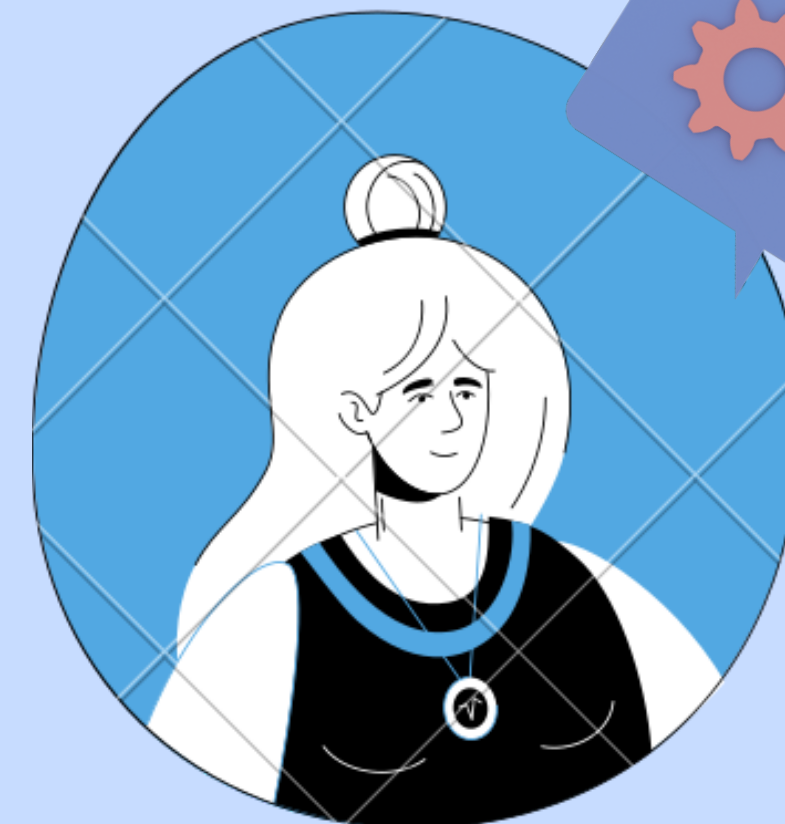
TEAM AWESOME



YOUTUBE



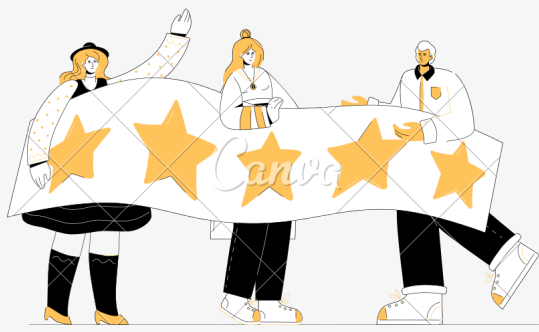
LINKEDIN



INSTAGRAM



TIKTOK

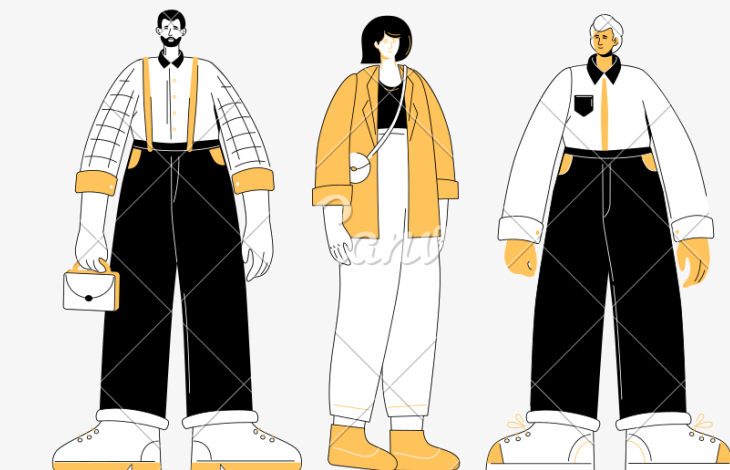


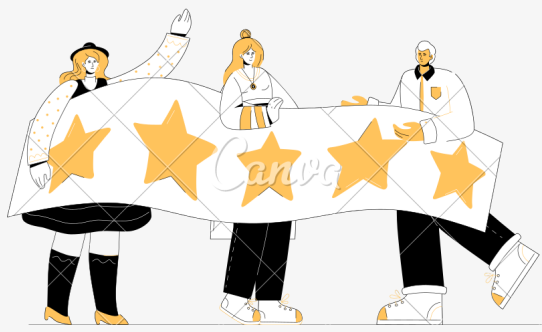
OVERVIEW



InfluencerIQ

**A predictive analytical platform
that removes the struggle of
finding the right influencers for
your brand.**

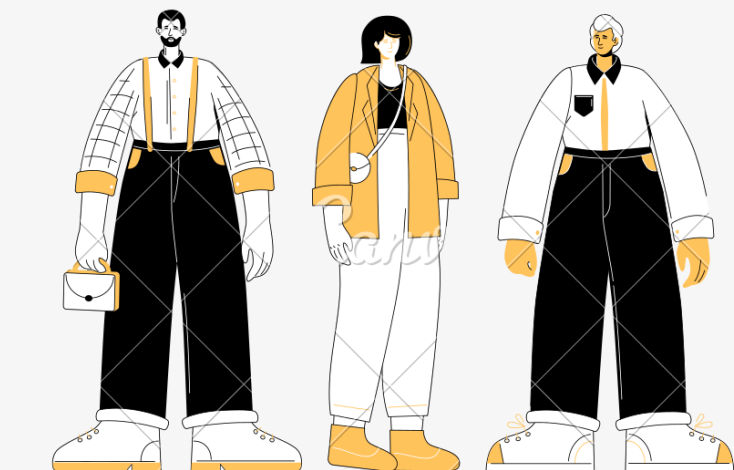




PROBLEM OVERVIEW

**Brands and Agencies
STRUGGLE to find the right
influencers.**

We can HELP!



01

PROBLEM

Finding the Right Influencer is a Real Problem

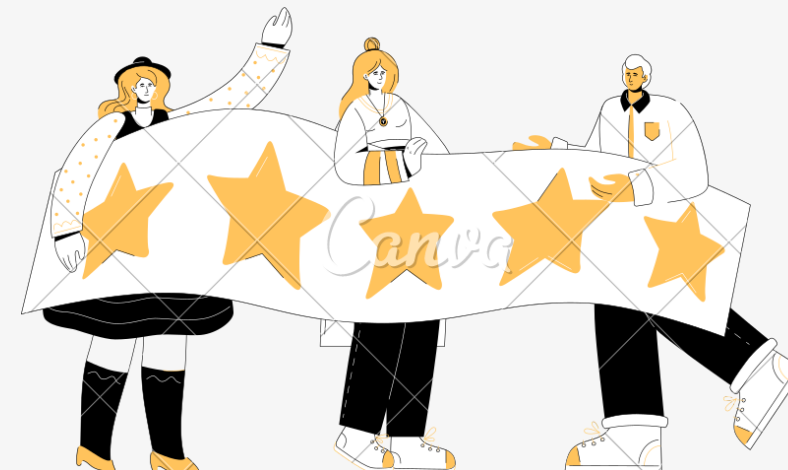
'It's difficult to match our product to appropriate Key Opinion Leaders.'

- Creative Director at PatPat



'I don't find influencer platforms very helpful. So I do it manually and hope who I find are aligned with the brand's benchmarks.'

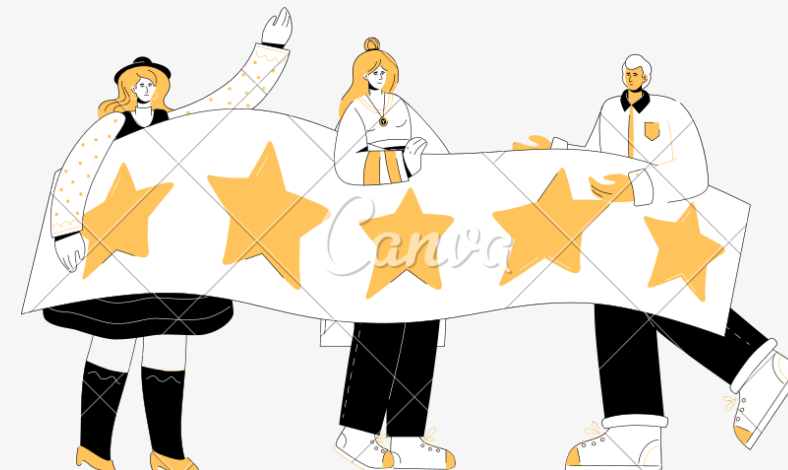
-Influencer Specialist at Golin agency



02

OPPORTUNITY

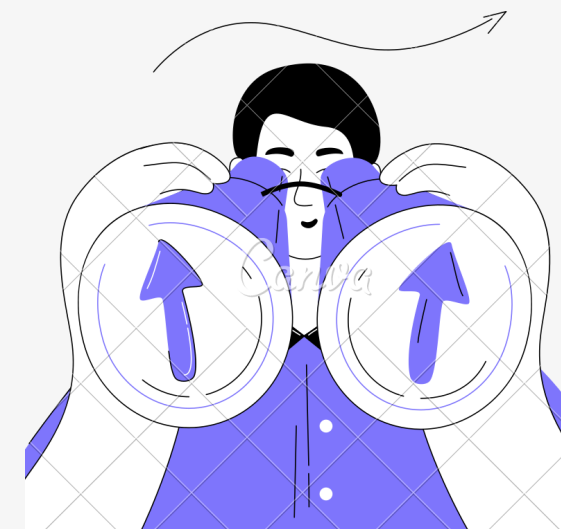
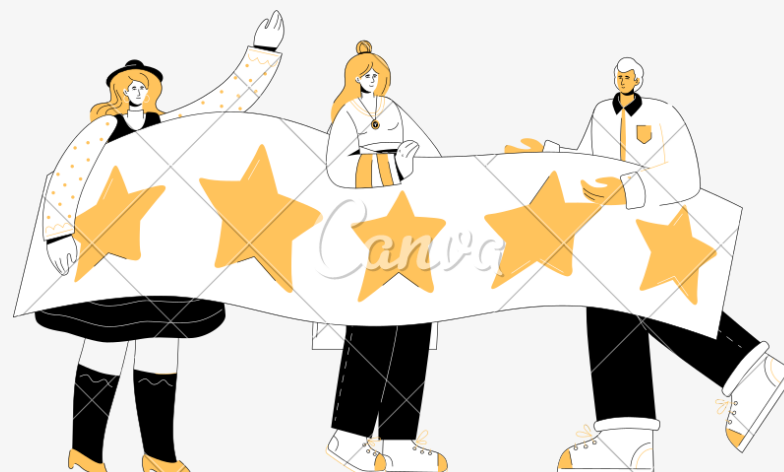
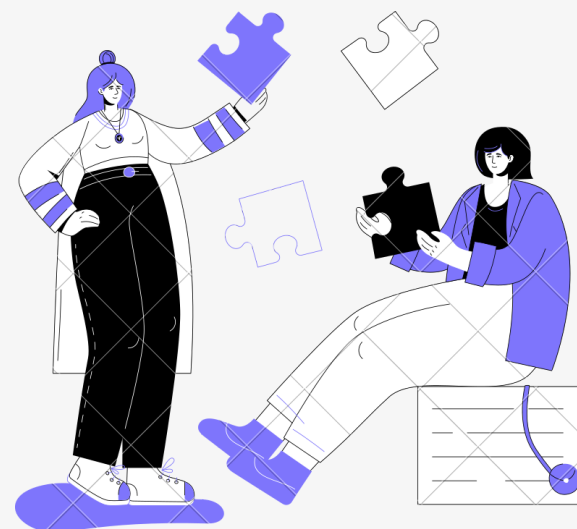
We narrow the universe of influencers (smart filters**) and show just what they'll do for your brand (**impact prediction**).**



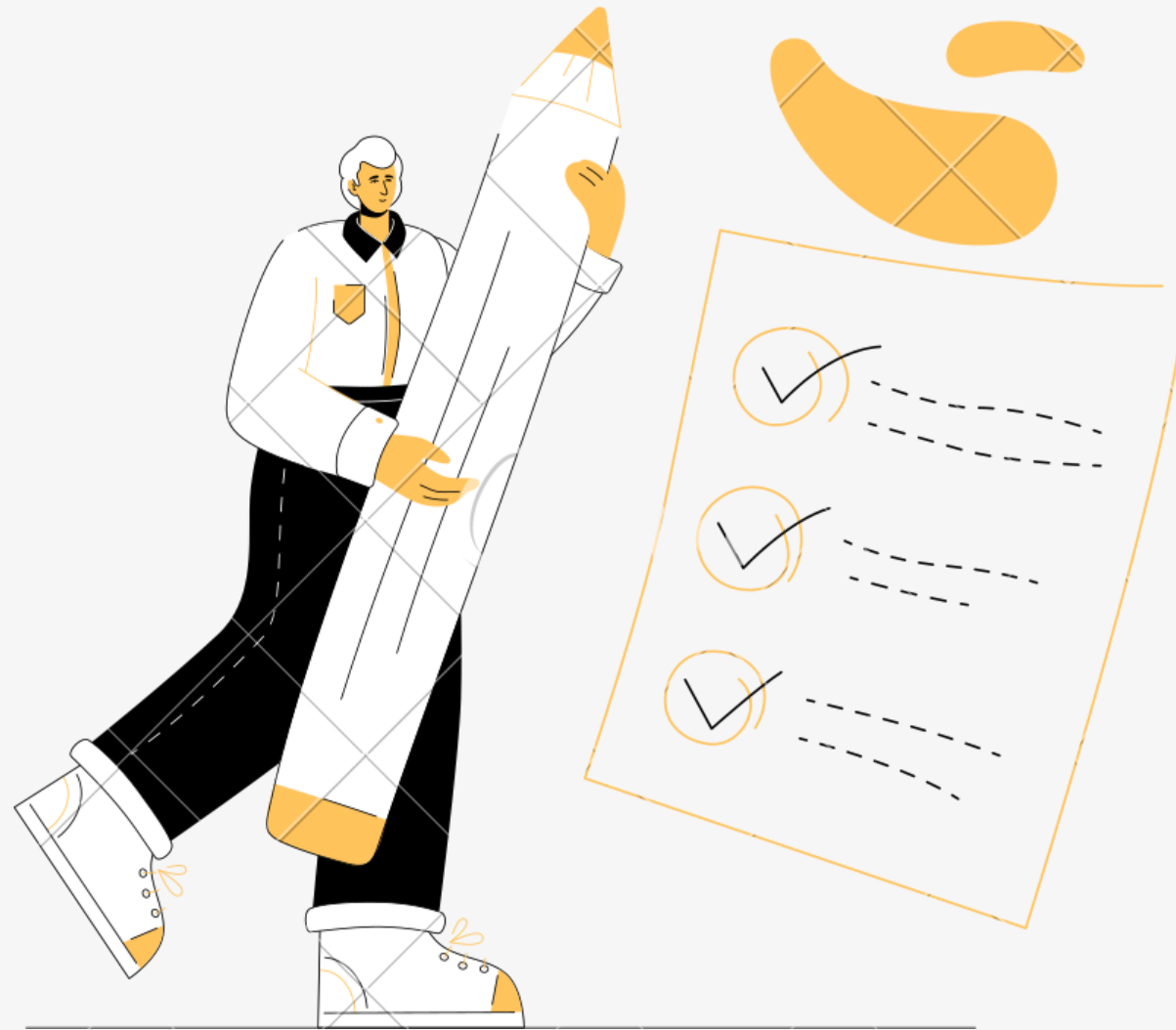
03

SOLUTION

Our influencer discovery platform provides a superior search engine that allows seamless searching (smart filters**), influencer list creation/export, and predicted impact (**Earned Media Value**)**



WHY IS THIS A KNOWLEDGE DRIVEN BUSINESS?



01

Superior knowledge about influencers is the **core** of our competitive advantage

02

Our product utilizes data & information from social media to create [**A PREDICTIVE Knowledge driven**] list of influencers that fit the brand's needs

03

Results get better over time, incorporating feedback

Search page



InfluencerIQ

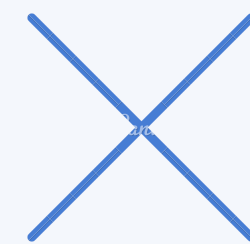


Find Relevant Influencers Now...



InfluencerIQ

Q Acne Spe



Q Acne Specialist

Q Acne Dermatologist

Q Acne influencer

Acne Specialist

Search

FILTER

CONTENT FEATURES

INFLUENCER INFORMATION

CORPORATE INFORMATION

OTHER FILTERS

Form

Number of Fans

Quotation

Fans Profile

Styles

Note Type

Recent Corporate Industry

Lifestyle

Gender

Skin Color

Country

SEARCH RESULTS

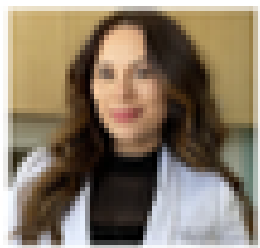
Sort By

Overall Score

Page: Previous | 1 | 2 | 3 | 4 | Next



	Lindsey Zubritsky Search Term Relevance Follower Size : Pageviews: ★★★★★ 160K 453,630 (median)	Engagement Rate: 3.5% Likes: 11,676 Saves: 1,229 Comments: 143 (median)	👤 Board Certified Dermatologist 📧 dermguru@gushcloud.com 📺 TikTok @dermguru 400K+ 🔥 Featured in @womenshealthmag	88 out of 100 Overall score Weighted average score based on 101 Metrics What's this?	EMV Prediction Add to my List
	Daniel Sugai Search Term Relevance Follower Size : Pageviews: ★★★★★ 130K 323,120 (median)	Engagement Rate: 3.4% Likes: 9,576 Saves: 1,103 Comments: 126 (median)	#Harvard Trained #Hawaii 🌴 -> #Boston -> #Seattle Board Certified 🏥 #YouTuber (>95K subs) #TikToker (500K+) #Bellevue WA	72 out of 100 Overall score Weighted average score based on 101 Metrics What's this?	EMV Prediction Add to my List
	Camille Howard-Verovic Search Term Relevance Follower Size : Pageviews: ★★★★★ 110K 313,130 (median)	Engagement Rate: 2.8% Likes: 8,730 Saves: 1,024 Comments: 97 (median)	#dermatologist #beautyentrepreneur Founder @girlandhair and 📍 NYC Made in JAu, DADE, & BK 📧 dermbeautydoo@gmail.com	66 out of 100 Overall score Weighted average score based on 101 Metrics What's this?	EMV Prediction Add to my List



Lindsey Zubritsky

Search Term Relevance

★★★★★

Follower Size :

160K

Pageviews:

453,630 (median)

Engagement Rate:

3.5%

| Likes 11,878 | Saves 1,229 | Comments 143 (median)

Board Certified Dermatologist

dermguru@gushcloud.com

TikTok @dermguru 400K+

Featured in @womenshealthmag

Minor
EMV

\$17K

Medium
EMV

\$31K

Major
EMV

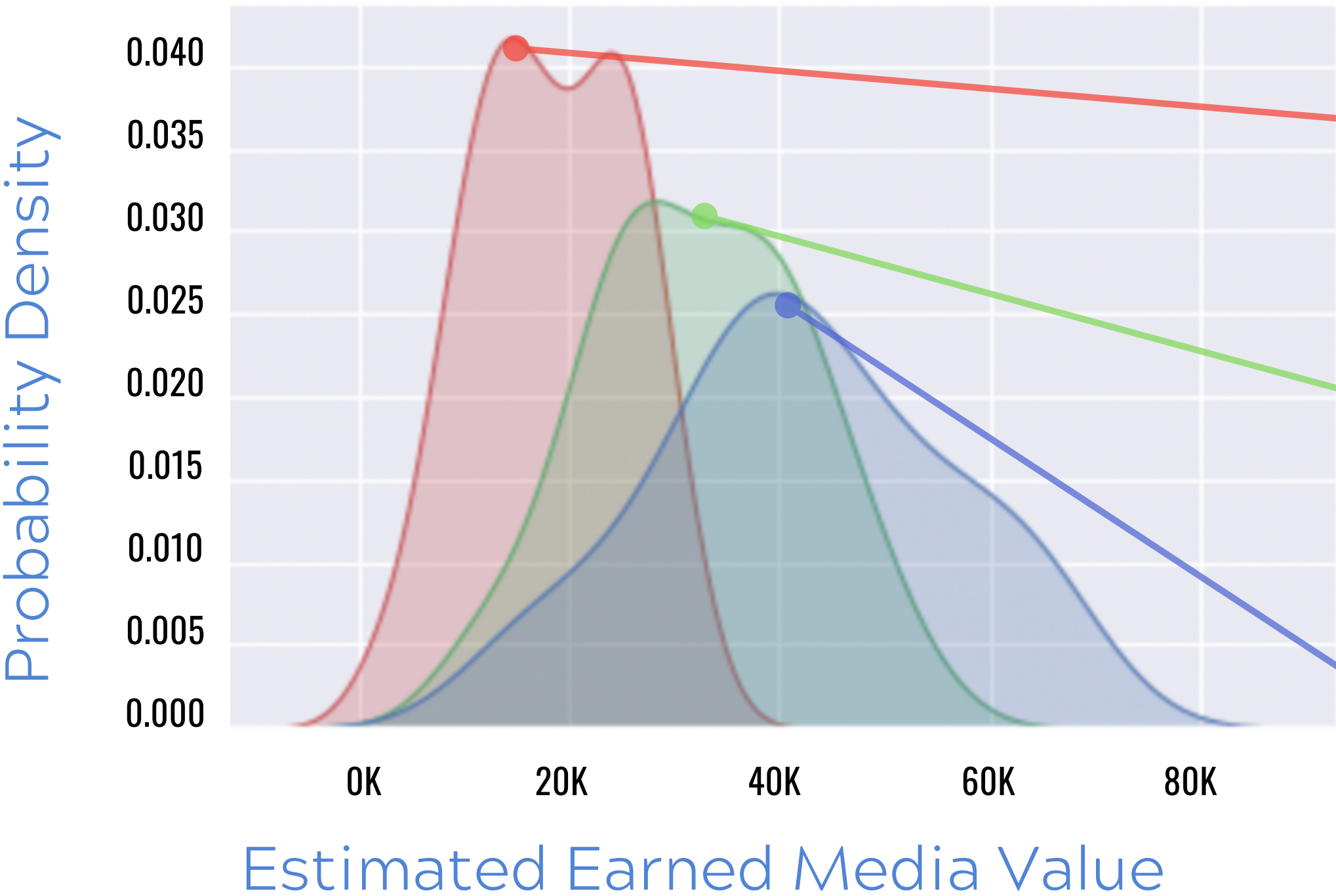
\$44K

EMV Prediction for Lindsey Zubritsky by Campaign Types

[What is EMV?](#)

[Return](#)

[Add to my list](#)



- For **Minor endorsement**, social media coverage but no blog post, the predicted EMV median is **\$17,000**.
- EMV includes **50%** from **views**, **35%** from **likes**, and **15%** from **comments**.
- Data is collected from 34 past campaigns.

- For **Medium endorsement**, social media coverage with blog post, the predicted EMV median is **\$31,000**.
- EMV includes **24%** from views, **60%** from likes, and **16%** from **comments**.
- Data is collected from 23 past campaigns.

- For **Major endorsement**, **3+** posts with a live event plus social media creation (TikTok video), the predicted EMV median is **\$44,000**.
- EMV includes **14%** from views, **45%** from likes, and **41%** from **comments**.
- Data is collected from 14 past campaigns.



Acne Specialist

Search

FILTER

CONTENT FEATURES

Form

Styles

Lifestyle

INFLUENCER INFORMATION

Number of Fans

Note Type

Gender

Skin Color

Country

CORPORATE INFORMATION

Quotation

Recent Corporate Industry

OTHER FILTERS

Fans Profile

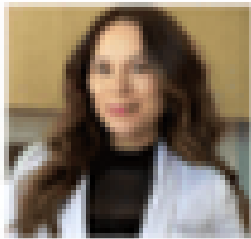
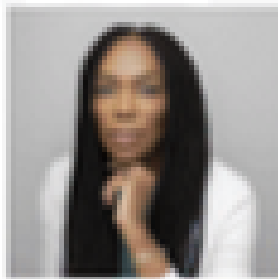
SEARCH RESULTS

Sort By

Overall Score

Page: [Previous](#) | [1](#) | [2](#) | [3](#) | [4](#) | [Next](#)



	Lindsey Zubritsky Search Term Relevance ★★★★★ Follower Size : 160K Pageviews: 453,630 (median)	Engagement Rate: 3.5% Likes 11,676 Saves 1,229 Comments 143 (median)	Board Certified Dermatologist dermguru@gushcloud.com TikTok @dermguru 400K+ Featured in @womenshealthmag	88 out of 100 Overall score Weighted average score based on 101 Metrics What's this?	EMV Prediction Add to my List
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	Camille Howard-Verovic Search Term Relevance ★★★★★ Follower Size : 110K Pageviews: 313,130 (median)	Engagement Rate: 2.8% Likes 8,730 Saves 1,024 Comments 97 (median)	#dermatologist #beautyentrepreneur Founder @girlandhair and NYC Made in JAzz, DADE, & BK 📍 dermbeautydoc@gmail	66 out of 100 Overall score Weighted average score based on 101 Metrics What's this?	EMV Prediction Add to my List

VIEW YOUR LIST



InfluencerIQ

SHOWING

FIRST/LAST NAME



PRICE



OVERALL RATING



NARROW RESULTS

- Content features

Styles (756)

Lifestyles (277)

Forms (7)

Follower market (127)
- Influencer Information

Number of fans (3580)

Note Type (23)

Gender (2500)

Skin Color (580)

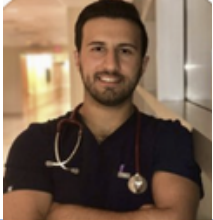
Country (52)
- EMV Rating

Minor (3580)

Median (23)

Major (2500)

YOUR ORDER

QTY	INFLUENCER	NAME	ENGAGEMENT RATE	Major EMV	DELETE
1		CAMILLE HOWARD - VEROVIC	5.3%	66k	✕ REMOVE
1		LAURA SCOTT	4.8%	59K	✕ REMOVE
1		ZION KO	4.9%	62K	✕ REMOVE

Export as CSV

Export as XLS

Export as PDF

Export as Google Sheets

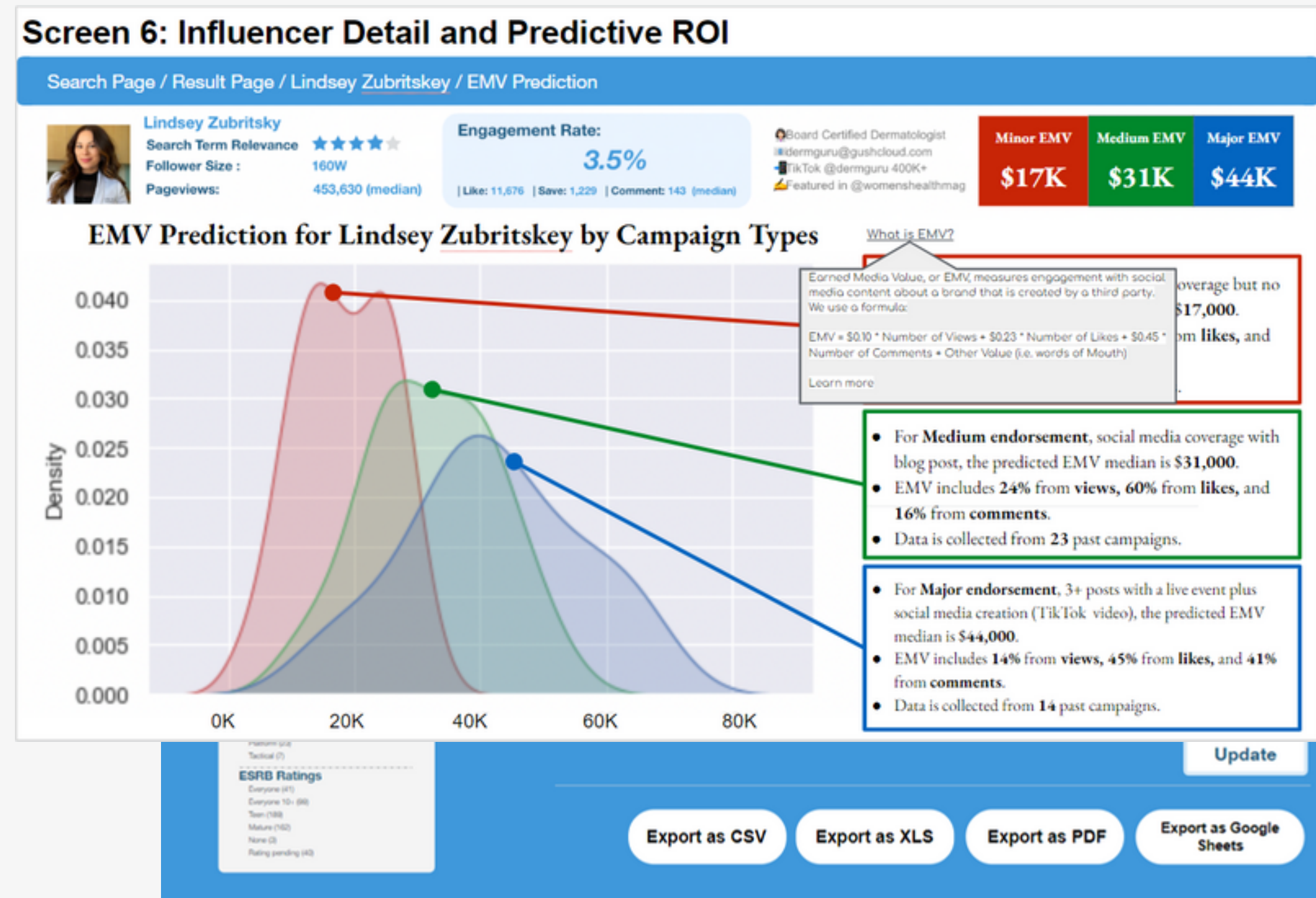


UNFAIR ADVANTAGES

We will build Advanced Analytics no one has achieved, building our trust and brand around this "wow" moment:

"If they can do that, what will they do next?"

- Unique focus on future value (**predictive ROI**) during the endorsement decision-making process
- **Easily create a short list** for personal research AND **team review** for easy Knowledge Sharing.



“If you can accurately predict their performance that would be a game changer.”

KATIE PENNY

GOLIN



Doug



Daisy



Christie



Joyce

What did we learn from customer and industry discovery?



- "No – I don't really know of any platforms that are predicting results...If you can accurately predict their performance that would be a game changer."

-Katie Penny, Golin

- "Researching influencers is a very time-intensive process. We've just completed this process, and a platform like this would have helped us tremendously".

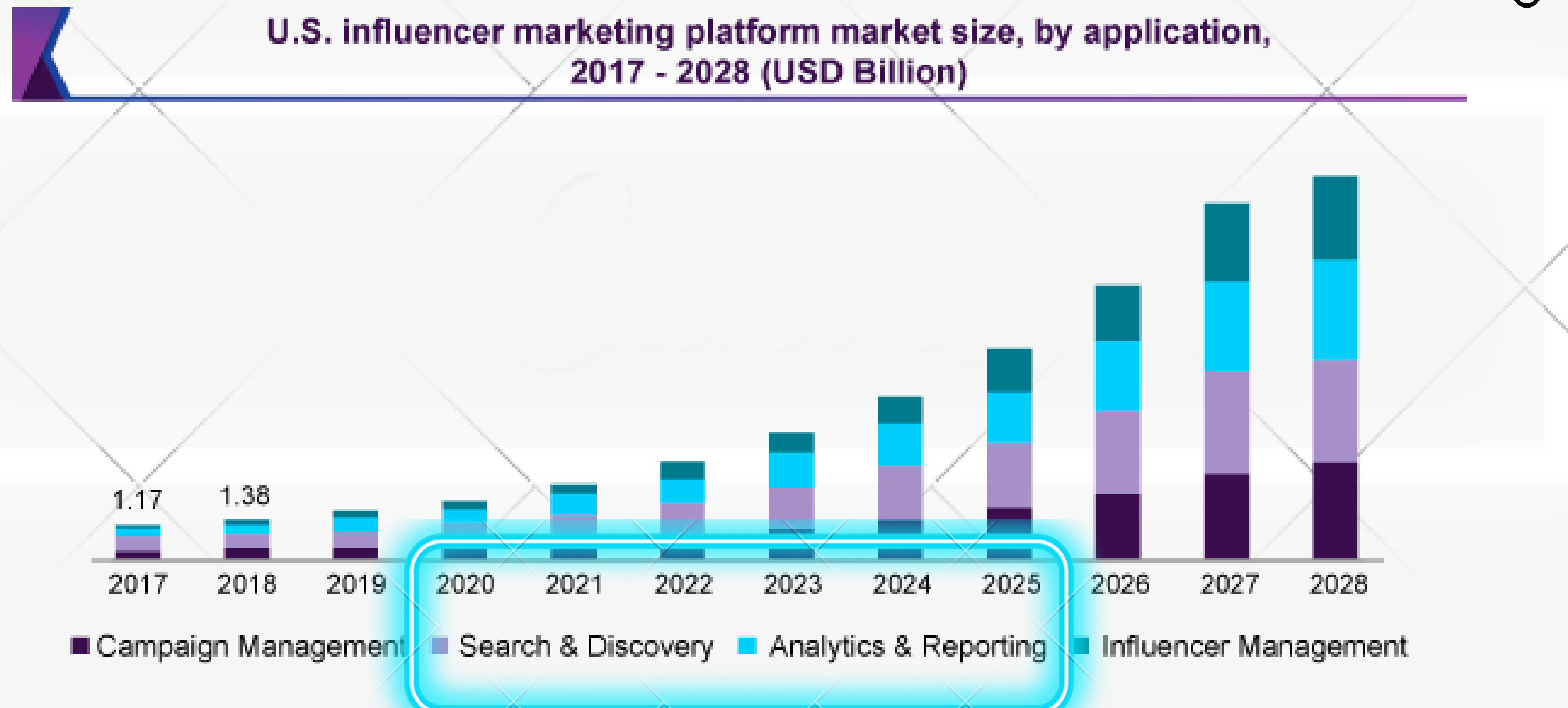
-Christie Lunsford, Osmosis Beauty

- "Earned Media Value which normalizes the dollar value of all different kinds of social media interactions ...Great for marketers to understand Influencer ROI."

- Doug Jensen, SVP Estee Lauder

MARKET SIZE

Influencer Marketing Platforms had revenue of \$7.68 Billion in 2020, with forecasted CAGR of 30.3%. Our TAM is **4.6 Billion** for the two segments.

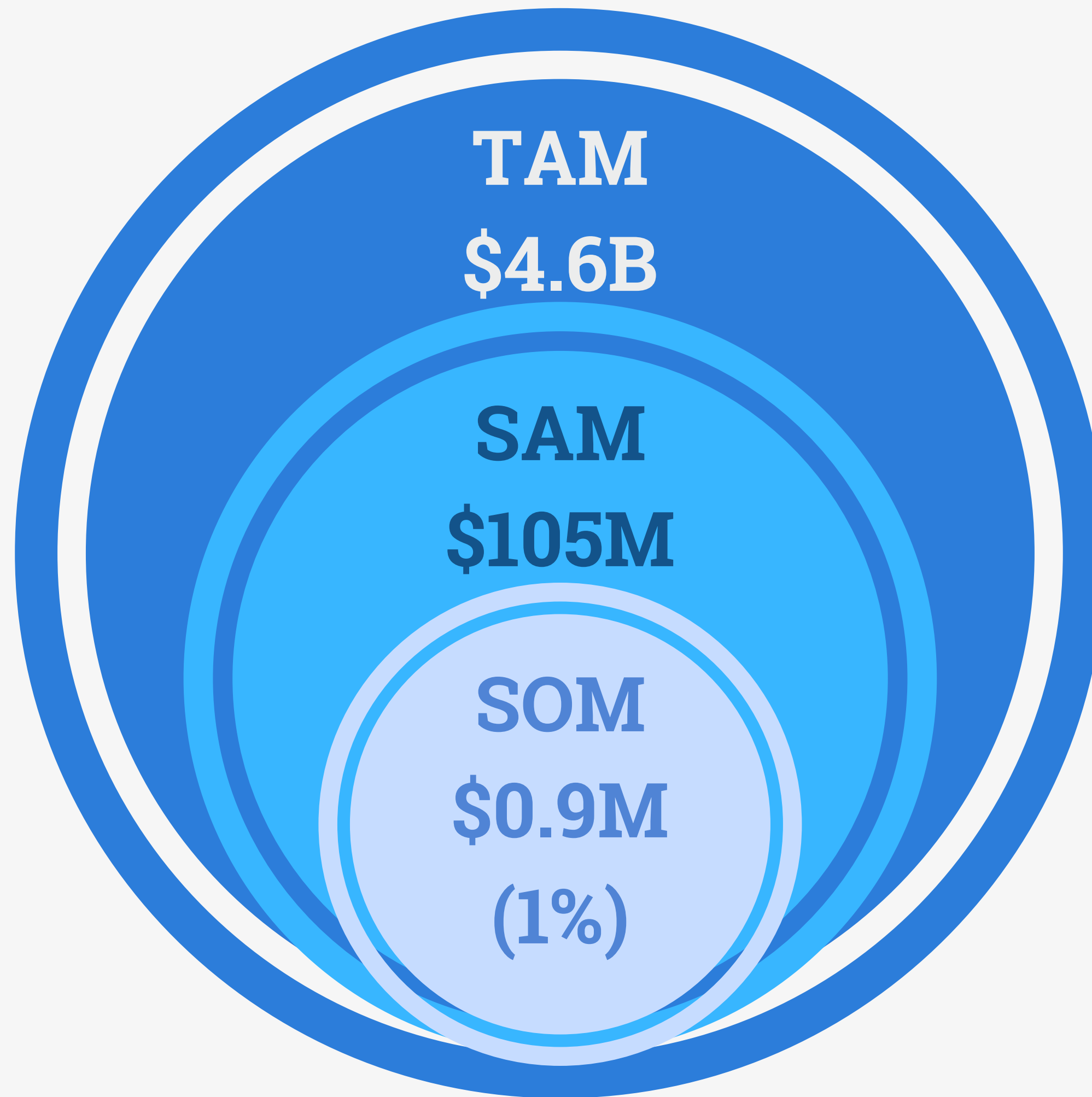


Source: www.grandviewresearch.com

OPPORTUNITY SIZE

SAM

- Influencer Marketing Platforms
- Small, Medium, Large Brands
- Located in US



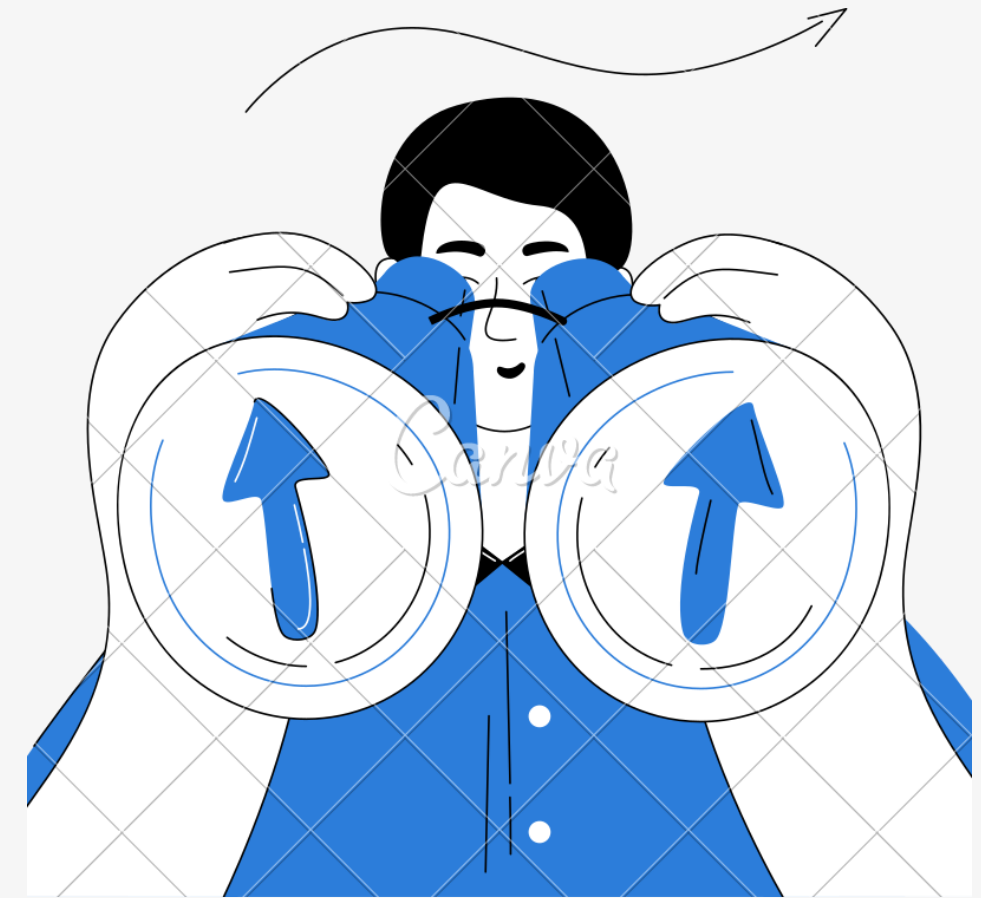
SOM

- Small and Medium Brands
- Beauty and Dermatologist Oriented Brands

BUSINESS MODEL

We help medium and small brands select the best influencers for product endorsement partnerships easily, using the most targeted influencer filters available.

This ongoing need will be provided through a subscription model, proving value as we study retention and willingness-to-pay.



BUSINESS MODEL



CUSTOMER

CUSTOMER SEGMENT:

- Beauty Brands & Agencies (Medium and Small, with limited Large customer involvement for strategic co-development)



CUSTOMER VALUE PROPOSITION

PREDICTIVE VALUE:

- Predictive Value using EMV

SHORT LIST & TAGS:

- Ability to Short list and Create tags to share with your team instantly!



GROWTH & GTM

Estee Lauder partnership will establish strong credibility and provide early co-development income.

Augment our B2B sales strategy with digital marketing (Google Ads, LinkedIn) and viral awareness through short list sharing.

Expand to other markets such as other beauty categories, cosmetics, home products



REVENUE

ANNUAL SUBSCRIPTION:

- B2B revenue

- Tiered Pricing from 10k - 30k for different search needs

SECONDARY:

Co-development with strategic customers (income to develop functionality in Statement of Work format)

REVENUE SOURCE	YEAR 1	YEAR 2
B2B SUBSCRIPTIONS	\$150,000	\$650,000
CO-DEVELOPMENT	\$200,000	\$200,000

BUSINESS MODEL

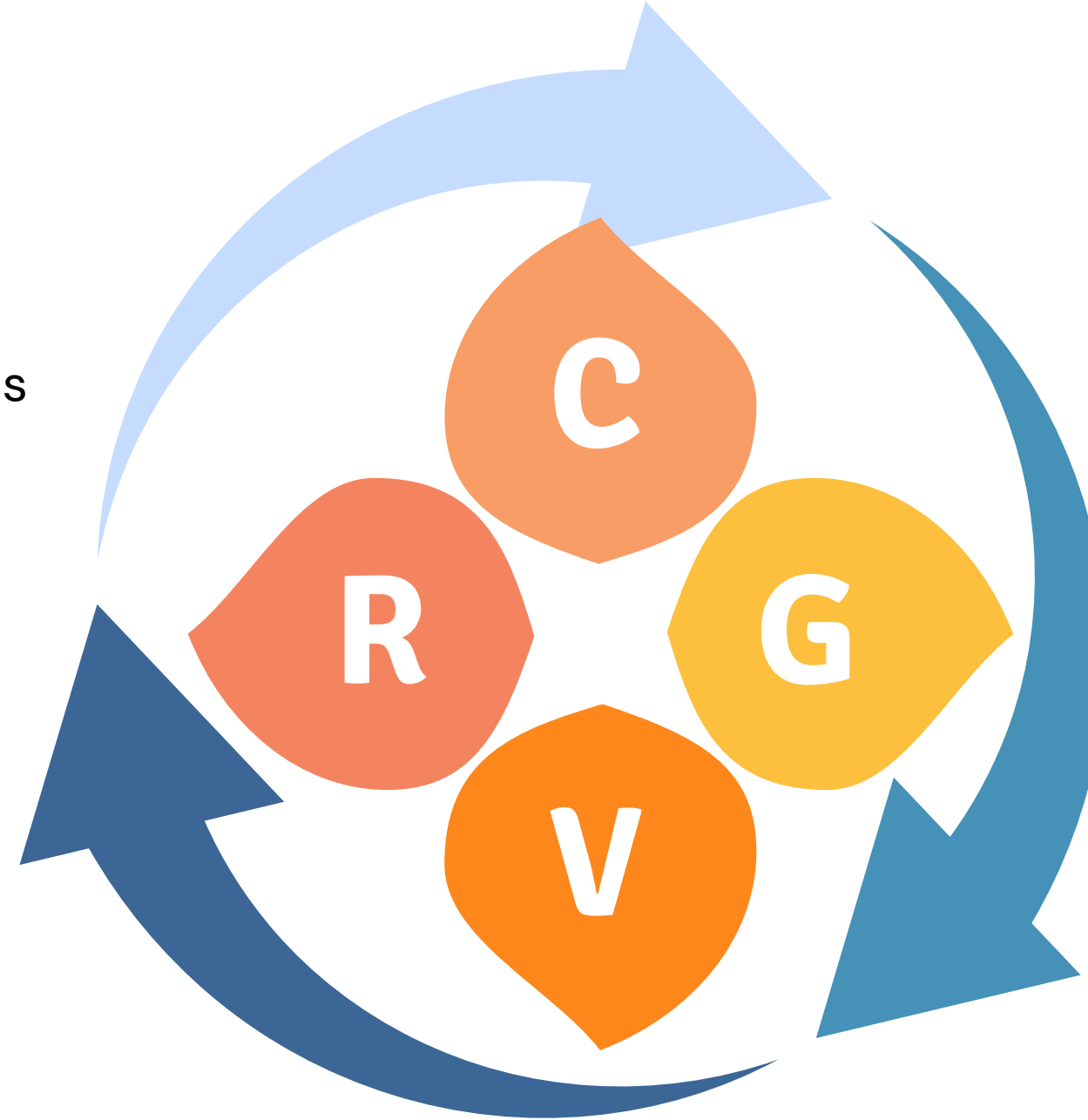
CUSTOMER

CUSTOMER SEGMENT:

- Beauty Brands and Agencies (Medium/Small)

CUSTOMER VALUE PROPOSITION

- Predictive value using EMV
- Most Accurate keyword tags search



REVENUE

ANNUAL SUBSCRIPTION:

- B2B revenue
- Tiered Pricing from 10k – 30k for different search needs

SECONDARY:

- Co-development with strategic customers (income to develop functionality in Statement of Work format)

GROWTH

- Expand to other markets such as other beauty categories, cosmetics, home products

- **Market** is relatively unconcentrated, with medium-low barriers to entry.
- **Pricing** varies by segment and by company positioning. Each competitor has quite different unique value proposition.
- We use the **competition customer volume** to benchmark our assumption

COMPETITION

	MARKET SHARE	PRICING	CUSTOMER VOLUME	UNIQUE VALUE PROPOSITION	LIKELY REACTION
 INFLUENCER IQ	YR 1 0.3%	10 - 30K PER YR	3	Predictive Influencer Impact	
 CREATOR IQ	10%	30 - 70K PER YR (FULL FEATURED)	500+	Cultivate authentic partnerships with creators	May Partner with us to complement searching ability
 TRAACKR	5.8%	• 5 TIERS • 6K PER YR	3000+	Enabling global scale influencer marketing programs	May develop similar feature outside our geographic scope
 UPFLUENCE	1.2%	STARTS AT • 2.5K PER YR	1600+	"All the tools they need" to streamline their influencer campaigns	May Provide similar feature to directly compete with us

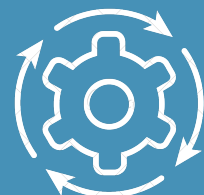


- Greatest initial costs are **Software Development** and **Analytics Capabilities**, followed by **Go To Market**
- Delivering our "**Game Changer**" predictive analytics in 9 months is our top priority and will build early enthusiasm and customer traction
- **Founders** will each contribute \$40K

SOFTWARE
DEVELOPMENT



ANALYTICS
DEVELOPMENT



GO TO MARKET
EXPENSES



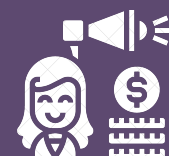
ADMINISTRATIVE
EXPENSES



PROFESSIONAL
SERVICES



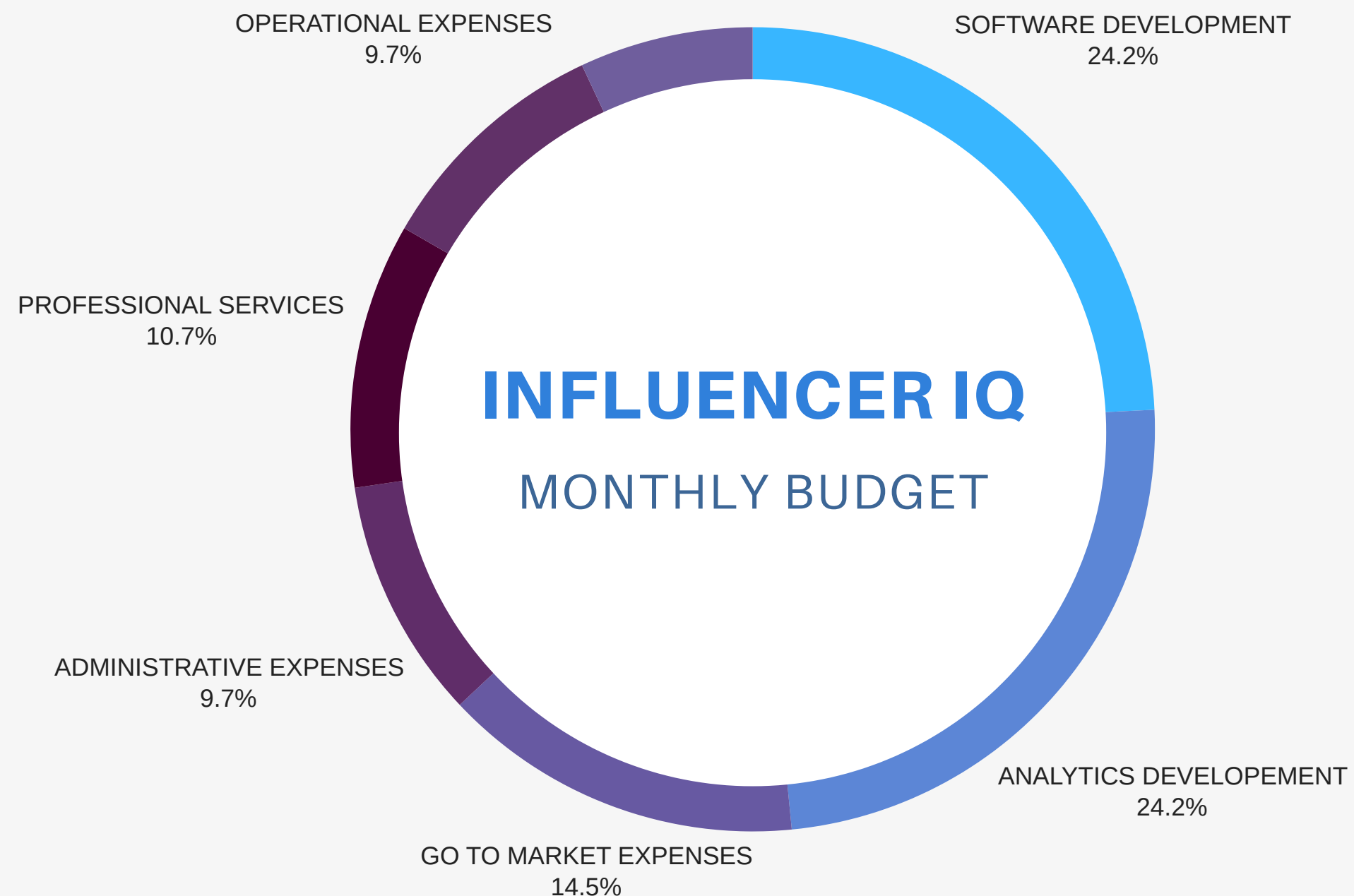
OPERATIONAL
EXPENSES



LEGAL EXPENSES



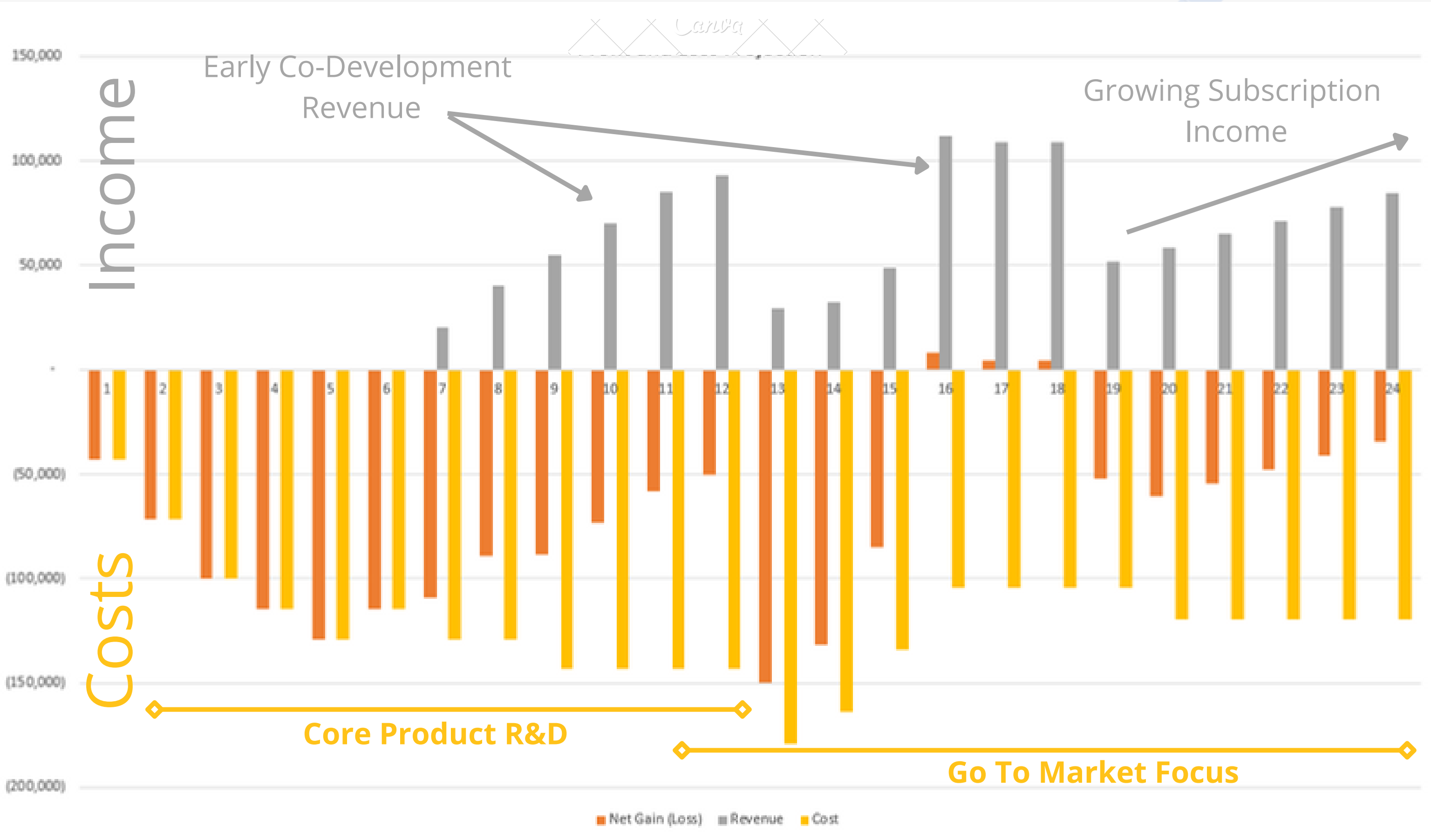
MONTHLY EXPENSES



Total Monthly: \$129,506

YEAR 1: \$1,554,072

FINANCIAL PROJECTION



Month 7: First revenue (Co-Development Statements of Work with strategic customers)

Month 10: General Availability Launch

Month 16: Projected Net Profitability

Month 18: Series A Round



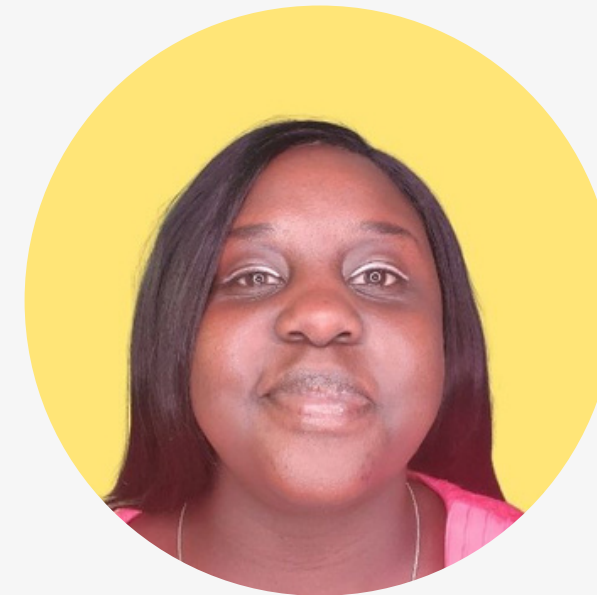
FOUNDERS



Ryan
Chief Executive Officer

Ryan:

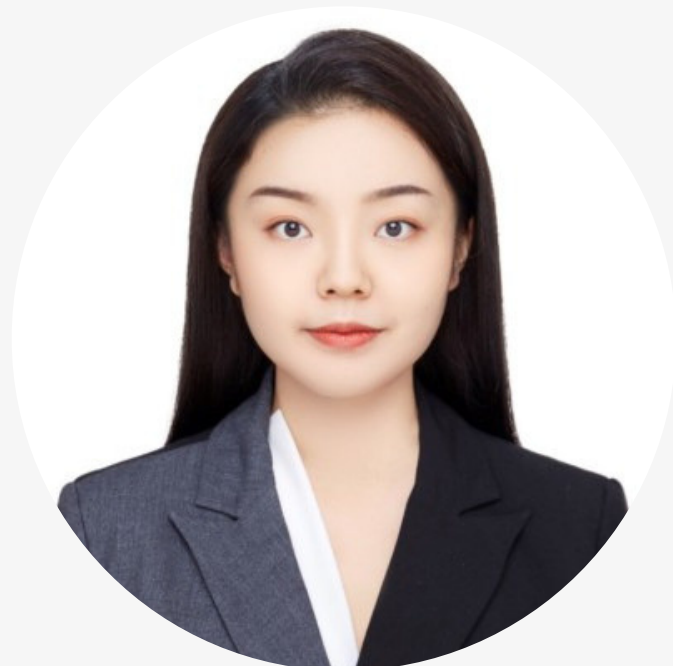
- Has led high-performing data and analytics organizations at Nike, FLIR Systems, Amazon
- Strong background in Technology, Analytics, Strategy, Go To Market, Lean Start-Up Methodology



Elizabeth
Chief Finance & Operations Officer

Elizabeth

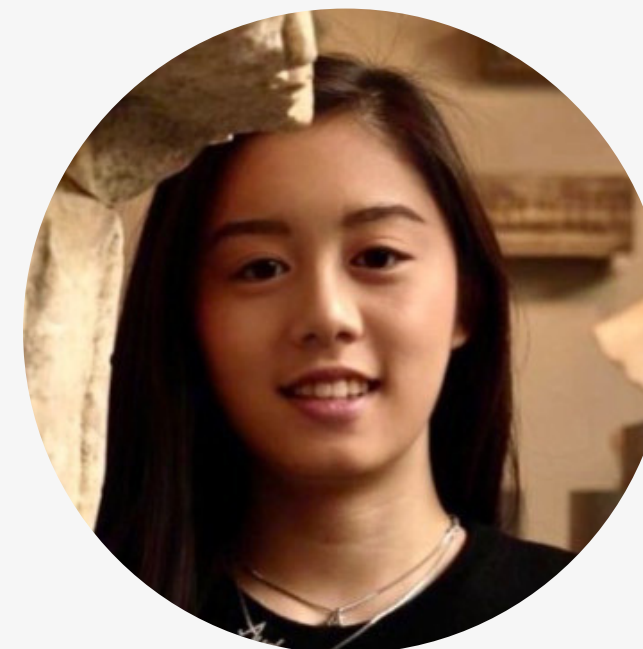
- Holds a Bachelor's of Science in Psychology and Leadership from Marist College.
- Award winning General manager with more than 14 years of operation experience at a Fortune 500 company.
- Specializing in employee culture, guest satisfaction, budgeting and forecasting.



Lee
Chief Innovation Officer

Lee

- Holds a Master of Science in Marketing from Pennsylvania State University Park.
- Current student at Columbia University in Applied Analytics program
- Have work experience in the tech startup company, Go To Market; digital advertising company, content planner.



Eugenie
Chief Marketing Officer

Eugenie

- Holds a Bachelors of Fine Arts in Communications and Culture from Fordham University.
- More than four years of experience working with social media and digital content creators creating campaigns and marketing initiatives.

FOUNDERS

Shayne

- Currently in Applied Analytics at Columbia University
- Holds a Bachelor of Arts in Economics at University of California, Santa Barbara
- Had plenty experiences working with e-commerce companies in Marketing and facilitating digital transformations



Shayne Chen

Chief Information and Analytics Officer

ADVISORS



MARY PALMIERI



RALPH POOLE



GAVIN WASSUNG

ASK

INVESTMENT

- We are seeking:
 - **\$1.5M investment** for our seed round (24 month runway),
 - industry connections (beauty, especially skin care), and
 - knowledge-based digital product guidance
- What we'll deliver:
 - **Year 1** investments (Product R&D focus) will deliver our game changing **Technology and Predictive Analytics**
 - **Year 2** (Go To Market focus) **accelerates customer traction** with viral short list sharing, digital marketing strategy, and growing subscription income



WE SEEK

ASK

- \$1.5M Seed-Round Investment
- Industry connections (beauty, especially skin care)
- Investors versed in Knowledge-based product strategy

WE DELIVER

- Our game changing Technology & Predictive Analytics
- Accelerated customer traction and sustainable subscription income

PHASE 1:
MAY 2022

PHASE 2:
NOV 2022

PHASE 3:
FEB 2023

PHASE 4:
AUG 2023

PHASE 5:
OCT 2023

FUND REQUEST

Funding requests: 1.5M

PRODUCT R&D FOCUS

- APRIL 2022:
Begin Product Development

FIRST REVENUE

First revenue will come from Co-Development Statements of Work (strategic customer partnerships)

LAUNCH

General Availability launch

PROFITABILITY

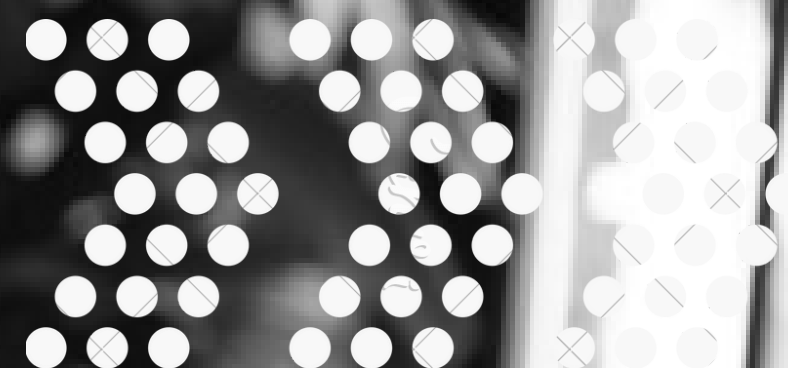
Profitability projected in month 18 from:

- Subscriber increase
- Co-development Statements of Wrk

GO TO MARKET FOCUS

Accelerating customer traction with:

- viral short list sharing
- digital marketing strategy
- growing subscription income

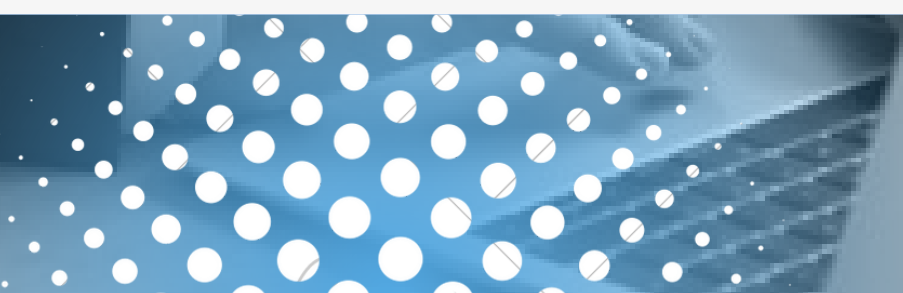


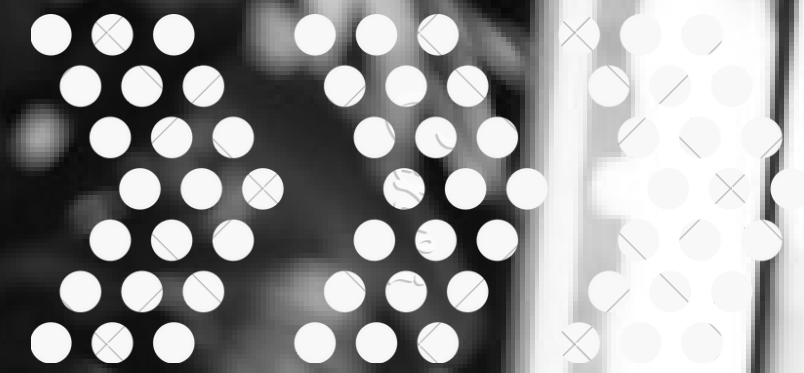
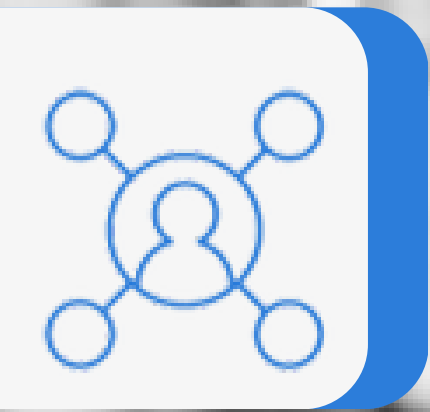
InfluencerIQ

Thank You



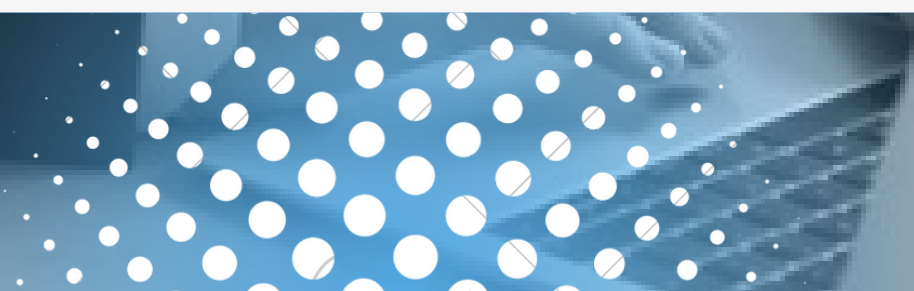
Please let us know if you have any questions.

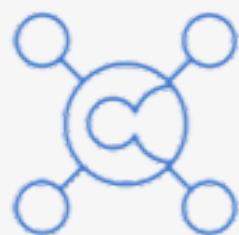




InfluencerIQ

Appendix
.....





2 YEAR PROJECTION

ITEMS	YEAR 1	YEAR 2
		1.05
MONTHLY EXPENSES	\$ 129,506.00	\$ 135,981.30
Software Development	\$ 32,376.50	\$ 33,995.33
Analytical Development	\$ 32,376.50	\$ 33,995.33
Go to Market Expenses	\$ 19,425.90	\$ 20,397.20
Adminstrative Expenses	\$ 12,950.60	\$ 13,598.13
Professional Services	\$ 14,245.66	\$ 14,957.94
Operational Expenses	\$ 12,950.60	\$ 13,598.13
Legal Expenses	\$ 9,324.43	\$ 9,790.65
	ANNUAL	
Annualized Expenses	\$ 1,554,072.00	\$ 1,631,775.60
Revenue Forecast	\$363,333	\$ 943,333
Net Income EBITDA	\$ (1,299,072.00)	\$ (946,775.60)
Net Profit	-509.44%	-138.22%

