

Part 1: "Elevator" Introduction

Brief elevator pitch for your company

InfluenceLogic is a SaaS platform that helps businesses market their products on YouTube through Influencer Marketing. Businesses are expected to spend \$5 billion annually on influencer marketing by 2020, and we're poised to capitalize on this by focusing on the dominant media type: video. We make money by selling monthly subscriptions to our marketing software, and by providing professional services to select companies at a premium.

Part 2: Market and Industry Analysis

How large is your market? What market segments are you going after and why?

Influencer marketing is an emerging market just hitting the mainstream and is currently at \$500M a year, expected to be \$5B by 2020. This market also shares close ties with the current \$3B affiliate marketing space, and is a sub-market of the larger \$30B marketing software space.

For our SaaS product, we are targeting companies in the fitness, fashion and gaming verticals with between 10 and 50 employees. For our professional services, we target companies who currently have affiliate programs with large markets and high affiliate margins, such as the health and financial segments.

Is this market growing? How fast?

Both influencer marketing and affiliate marketing segments are growing rapidly. Each is expected to be \$5B market within the next 3 years. This is due to businesses migrating their television budgets (current annual TV ad spend is \$70B) to both of these newer segments, as more businesses accept influencer marketing as an effective channel.

Who is in the market already? What is the nature of competition – direction, indirect, substitutes?

We have a number of indirect competitors in the market. In the influencer space, there are Influencer Marketplaces (Famebit, TapInfluence, FindYourInfluence). We are not a marketplace – We help businesses work directly with influencers and own their relationships. The second set of competitors are technology providers to businesses in the affiliate marketing space (HasOffers, Cake, etc).

Part 3: Go-to-Market Plan

Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you.

Our customers are businesses who are building, or are looking to build scalable affiliate marketing channels with influencers, either by using our software or through our professional services. We have validated both of our models with actual sales. The majority of our customers are in the fashion, health and non-profit verticals. In companies with 10 to 50 employees, we'll sell to C level and director level. In companies with 50-500+ employees, we typically sell to CMO, Directors, and Affiliate Marketing Managers.

Describe how you win customers today. Describe your future customer acquisition strategy.

Currently we acquire customers three ways: 1) Through our affiliate marketing program using social influencers. 2) Through a broader inbound content marketing strategy. And 3) Through a referral program with commissions. In the future, our content marketing efforts (both written and video) will compound over time and become our primary customer acquisition channel.

How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any?

On the technical side, our video intelligence feature that allows customers to identify emerging influencers is an advantage. As for channel partnerships, we are testing software packages with select agencies in the Phoenix and LA area, and we have also experienced success selling to brand groups (such as Deckers Brands in Flagstaff).

Part 4: Technical Product Description and Plan

Briefly describe your product or service.

The InfluenceLogic platform helps businesses build affiliate marketing programs with YouTube influencers. The platform is “end to end,” meaning it facilitates all steps in the marketing process, from influencer identification and recruiting, to campaign management and reporting. We sell this product as a SaaS platform, and also provide professional services to select businesses at a premium.

Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?)

The best evidence is that we currently have 20+ SaaS customers totaling over \$6,000 in MRR with zero churn over four months. We also have large professional services customers like UGG (Deckers Brands) and SkyBell, which contribute \$24K of monthly recurring revenue.

Describe the remaining product development risks and your plans to overcome them.

Scaling the SaaS platform to support a significant increase in usage will be a challenge, but we will put the proper engineering resources in place to scale over time. Our CTO has significant experience in database systems.

Describe your product’s advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors).

Regarding substitute solutions, advertising on television is a \$70B industry and the InfluenceLogic platform has tremendous advantages for advertisers going above and beyond the advantages of “digital advertising.” Our video intelligence feature, or the Digital Talent Scout that helps businesses identify up-and-coming influencers, is an advantage over other influencer marketing and affiliate marketing software. Moreover, the alternative to our platform is recruiting your own influencers through a manual identification and management process (which is a real pain for businesses), or using an Influencer Marketplace which taxes every transaction (for both businesses and creators) and limits influencers to their specific network.

Describe your company’s current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?)

We have no issued patents at this time.

Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you as well as what challenges you may face such as manufacturing arrangements, distribution contracts, partnerships, etc.?

Our biggest competitive advantage is our team’s passion and vigilance. We’ve weathered many storms to build InfluenceLogic and the content creation space is one that each team member both relates to and loves. We’ve also each spent several years in the media and marketing spaces, which bolsters our authority in the space. That being said, we do not take competition lightly – Especially in a competitive space like influencer marketing. Companies in this space are well funded and backed by large media companies, which may lead to challenges in customer acquisition and strategic partnerships as the space consolidates in the next 3 years.

Part 5: Risk vs. Talent Narrative

By selling our product and delivering value to clients, we’ve mitigated risk regarding technology, market and operations. However, as a software platform in the marketing space, risk mitigation will be a constant focus. Our next risk-reduction milestone will be executing on building the right team for scaling and instilling a culture that fosters positive energy.

Joel Robinson – Founder/CEO – Joel Robinson has a background in finance, which plays an important role in the data-driven approaches of the InfluenceLogic platform.

Steve Messa – Founder/COO – Steve is an expert in media theory and has published articles on the way technology changed political landscapes in music and now video. Steve was also employee number 5 at Mosaic Storage Systems, sold to OnOne Software in 2014.

Ron Emrick – CTO – Ron is a senior software engineer with 20+ years experience.

Aaron Thuringer – VP of Marketing – Aaron is an Arizona native, formerly in marketing at the Scottsdale Cultural Council.

Our **key advisors** include Tom Kuegler (TK) and Chris Yeh of Wasabi Ventures. Jennifer Deutsch, EVP at Doner Advertising Agency. Alan Lobock, Founder of SkyMall. Jeff Greenfield, Founder of c3 Metrics, and Peter Chase, Founder of Scribe Software.