

# posse

Influencer Audience Sharing Platform



CONFIDENTIAL, 9/4/19



# INSTANT RESULTS

- Posse.io is a revolutionary platform that **improves Influencer marketing campaigns by 95%** and removes the need for costly endorsements, creatives or blind trust.
- Posse.io provides instant brand testing into any Influencer audience to insure positive ROI.



Company Name:	Posse.io
Industry:	SaaS - Adtech/Martech; Advertisement and Marketing Technology
Sub-Sector:	Influencer Marketing
Headquarters:	San Diego, California (Encinitas)
Investment Opportunity:	Series A: \$5,000,000 - \$10,000,000.00

Pre-Money Valuation:	~\$35,000,000
Use of Funds:	General growth working capital; Sales & Marketing, Incremental Research & Development, Engineering Support and Administration
Investment Structure:	Negotiable - Convertible Preferred, bifurcated Common & Preferred or Common



# PLUG & PLAY SaaS

- Posse.io is a plugin platform for any agency.
- Posse.io allows agencies who manage Influencers to instantly generate revenue for their Influencers and segment their Influencer audiences for powerful brand campaigns.
- Posse.io allows agencies who do not have Influencers to instantly run campaigns against Influencers already on the Posse.io platform without the need for Influencer management.





# PROBLEMS

**Currently, brands have no way of knowing who is following any Influencer.**

- ↳ Are they real?
- ↳ Are they potential customers?
- ↳ Are they outside the brands core demographics?

**Brands have no efficient way of measuring ROI on Influencer campaigns.**

- ↳ Are there any purchases coming from this campaign?
- ↳ Can reporting be done without the Influencers involvement?
- ↳ Which Influencer is performing the best?

**Brands cannot effectively run ads towards branded Influencer posts.**

- ↳ How do I reach the people who like our posts?
- ↳ How do I market to followers who have engaged with content?



# 95%

# MORE EFFICIENT OVER TRADITIONAL INFLUENCER MARKETING



Traditional

posse

▶ Find an Influencer

30 days

1/2 day

▶ Negotiate a Contract

30 days

0 days

▶ Content Creative to Approval

60 days

0 days

▶ Run Test Campaign

10 days

1 day

**TOTAL**

**130 days**

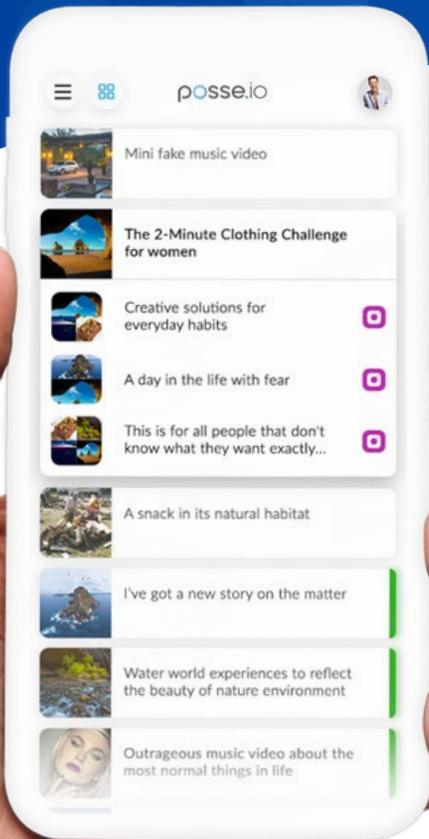
**1 1/2 days**



# LOOK AT THE AUDIENCE, NOT THE INFLUENCER

- ↳ Remove the Influencer from the equation and you have a collection of people that share a common behavior. Isolate the behavior that best describes your customers and bingo, now the audience is a pool of customers.
- ↳ An Influencer has a finite audience.
- ↳ A behavior is an infinite audience.
- ↳ Seek behaviors not Influencers





# BE A PART OF THE DISRUPTION

Concept Proven?



Technology Built?



Team Assembled?



Funding Partner? ●●● (Pending)



is the largest hotel company in the world, although they don't own any hotels.



is now the world's leading taxi company, without owning a single taxi.



is the biggest audience data network, without owning a single audience.