



MiO-A media marketplace and sales intelligence tool.

MARKETPLACE

INTELLIGENCE

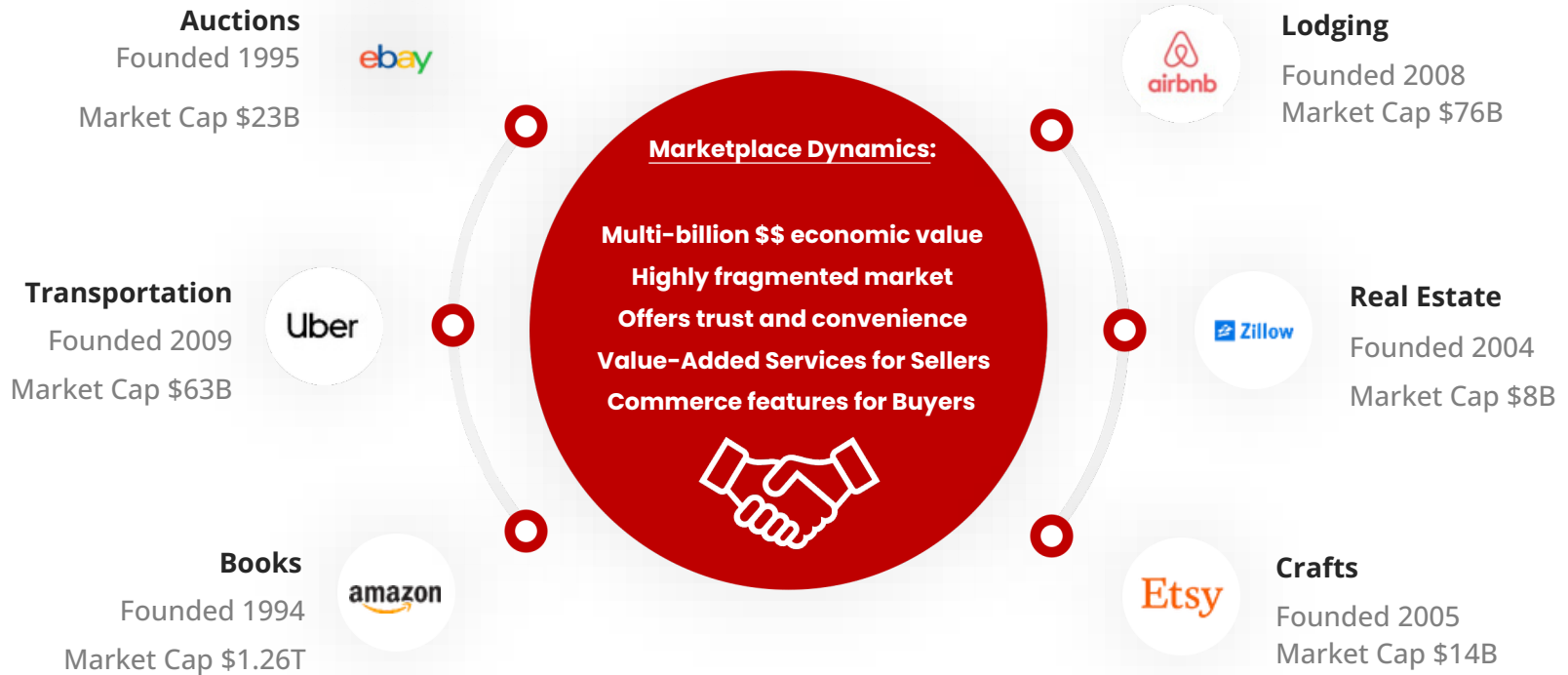
OPTIMIZATION

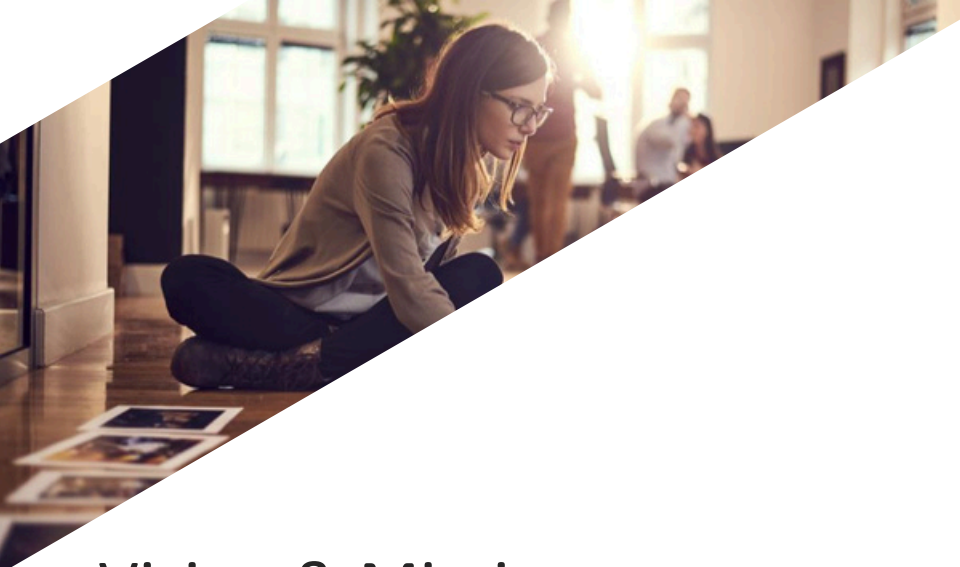
Investment Overview
Pre-Seed Financing

Evolution of Online Marketplaces

Marketplaces have created tremendous value in the last 20 years as evidenced by

the massive increase in aggregate market capitalization of publicly traded players.





Vision & Mission

The media industry is nearly **\$1 Trillion annually**, but it is highly fragmented with 100,000's of buyers and sellers wasting effort soliciting, pitching, and negotiating ad sales.

MiO Marketplace seeks to solve the B2B sales dilemma for the media industry.....and then tackle it for everyone.



Problem

Despite all the advances in online connectivity, commerce, and deal/data management tools, there doesn't exist a **single platform** to source, research, connect, consummate, and analyze online and offline media transactions.

1

Inefficient Communication

Buyers and sellers can connect on LinkedIn and communicate via email and Slack. But the litany of messages necessary to move deals forward from sales to signature is overwhelming and unproductive. The average sales cycle has increased 25% since 2016, and 40% of B2B sales take over 3 months to close.

"communication is a real pain in the ass"

2

Disconnected Commerce

CRMs like Salesforce provide a wide array of software and cloud-based solutions for organizing contacts and files. But no CRM allows connectivity between buyers/sellers nor provides a built-in mechanism for transacting commerce. Up to a dozen B2B SaaS systems must be strung together to consummate a media sale.

"it is a fair bit of pain to me right now to package this stuff up and push it to buyers"

3

Lack of Sales Intelligence

Various (highly fragmented) platforms exist across numerous industries to shepherd the RFP process. However, none of these project management tools provide analysis of the deals across the portfolio, nor measure and benchmark best practices. Sales managers cannot capture buyer intent or interest in their media.

"sales rep entries in CRMs is garbage in, garbage out"





Solution

MiOMarketplace creates B2B sales cycle efficiencies, expands opportunities to connect, and provides real-time analytics for media buyers and sellers by allowing them to browse, bid, negotiate, and transact media of every type in a single, easy-to-use online platform.



MARKETPLACE | INTELLIGENCE | OPTIMIZATION

Opportunity

60% of media spend falls outside of DSPs, search, and social media.

MiO is creating a **one-stop-shop** for media buyers to purchase advertising

Traditional

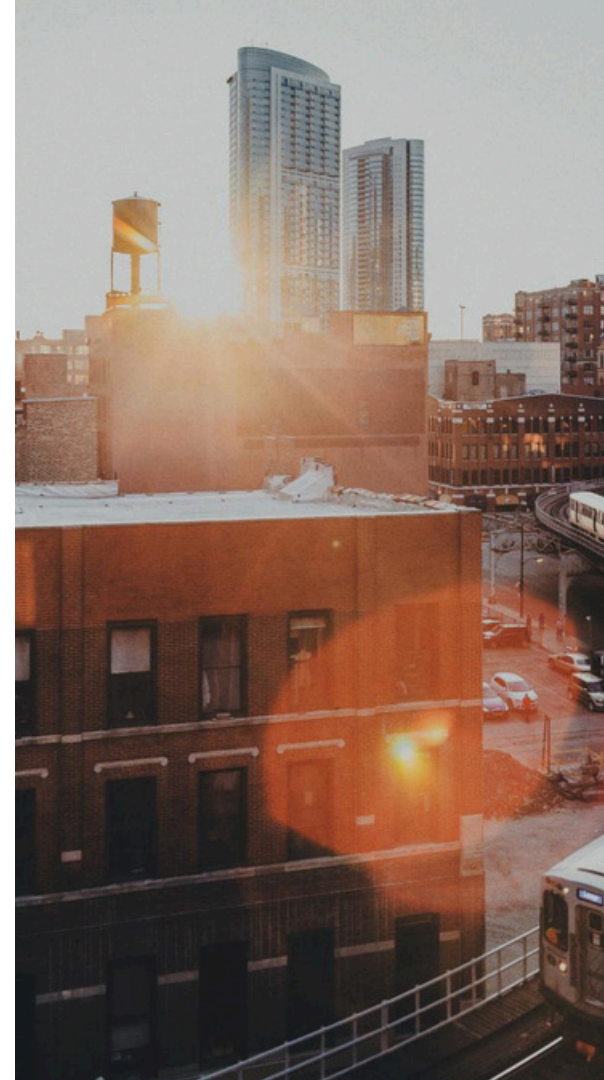
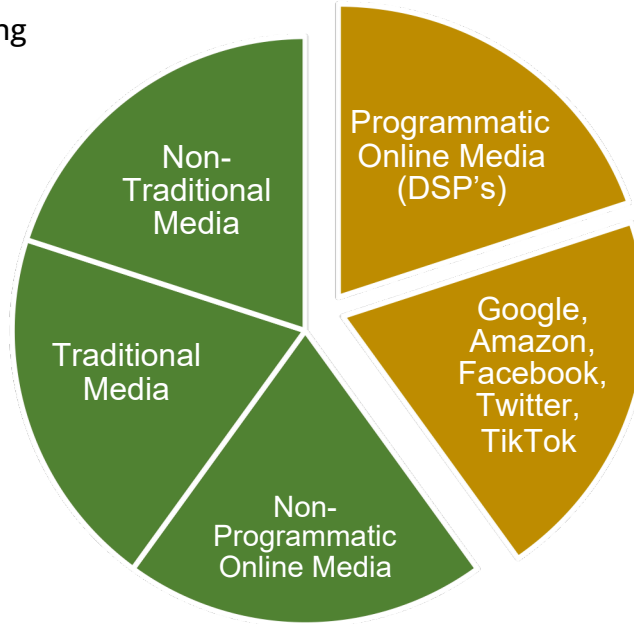
- Print
- Radio
- TV

Non-traditional

- Billboards
- Cinema
- Out of Home

Non-programmatic online media

- OTT
- CTV
- Internet Radio



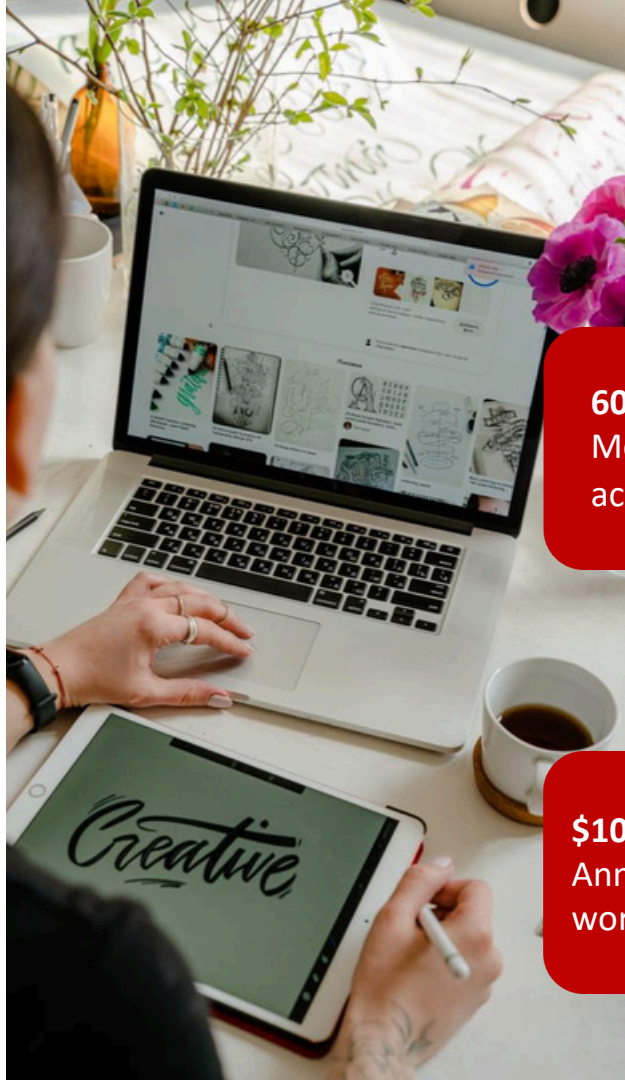
Total Addressable Market



B2B SaaS Platform for Media Sellers*

Market Penetration	Potential ARR	Ent Value (@ 8x ARR)
0.5%	\$13mm	\$105mm
1%	\$26mm	\$210mm
2.5%	\$66mm	\$525mm
5%	\$131mm	\$1.05B
10%	\$262mm	\$2.1B

*Subscriptions @ \$1,500 a month



\$600+ Billion
Total US ad spend in MiO
target media categories

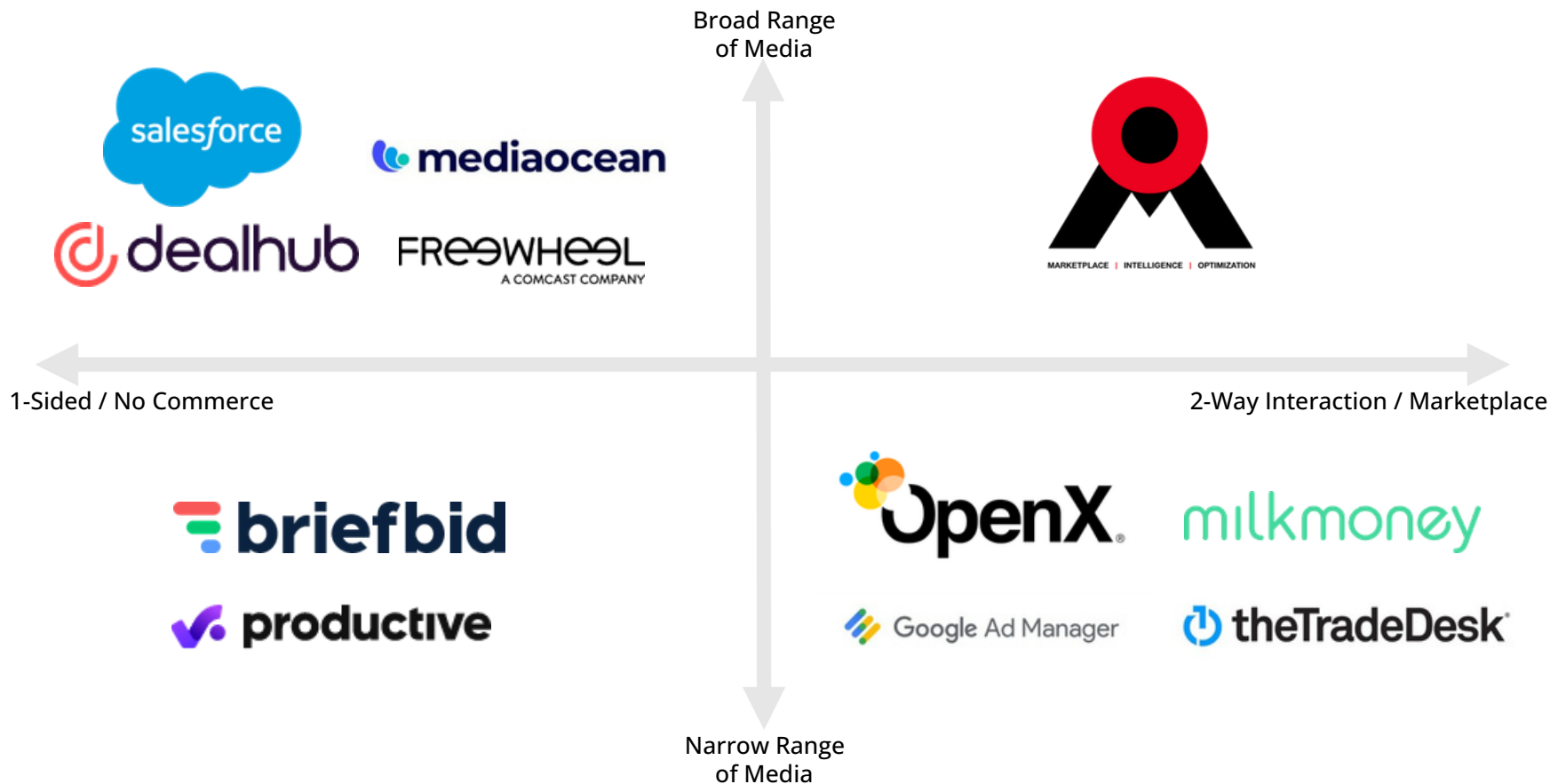
600,000+
Media, brand, and ad agency
account execs trading ads.

25+ Million
Annual ad transactions by
media buyers & sellers.

\$10 Billion
Annual wages of ad sellers
working for media companies.

Sources: ZoomInfo, IBIS, Statista, US Census, WARC Media

B2B SaaS for Media Buyers/Sellers

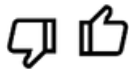


Features for Buyers

MiOmarketplace brings together media buyers and sellers to research, identify, connect, and securely transact advertising.



MiOMailbox –an integrated chat tool to connect buyers w/sellers



Like & dislike provides immediate buyer insights



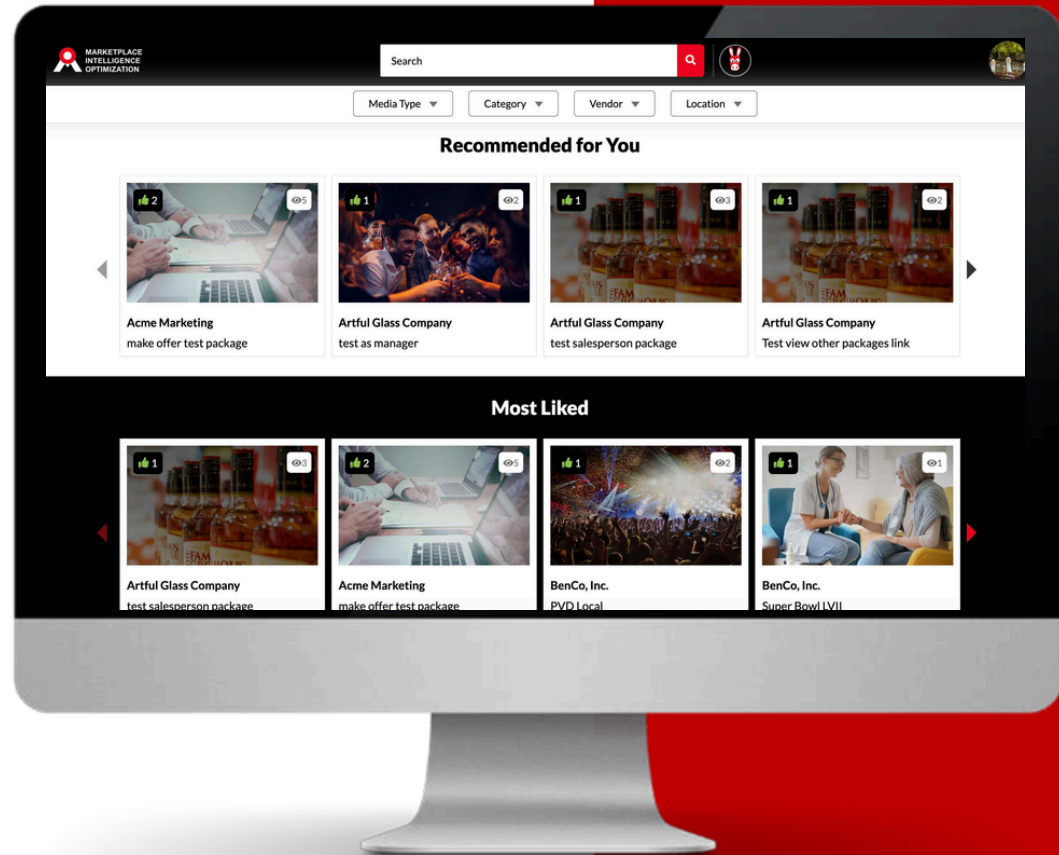
Fetch aka “MiOtheMule” –onsite search and concierge services
Saving vendors tips the algorithm in their favor



Saved packages are tracked



via hashtag technology
DocuSign creation and tracking is built into sales



Intelligence for Sellers

MiOcomes with extensive tools to better assess where there is true opportunity to increase yield as well as gain 1st party / real time insights across your client portfolio.



Save time by tracking actionable opportunities



Campaign package insights



Track sales by category / type / buyer



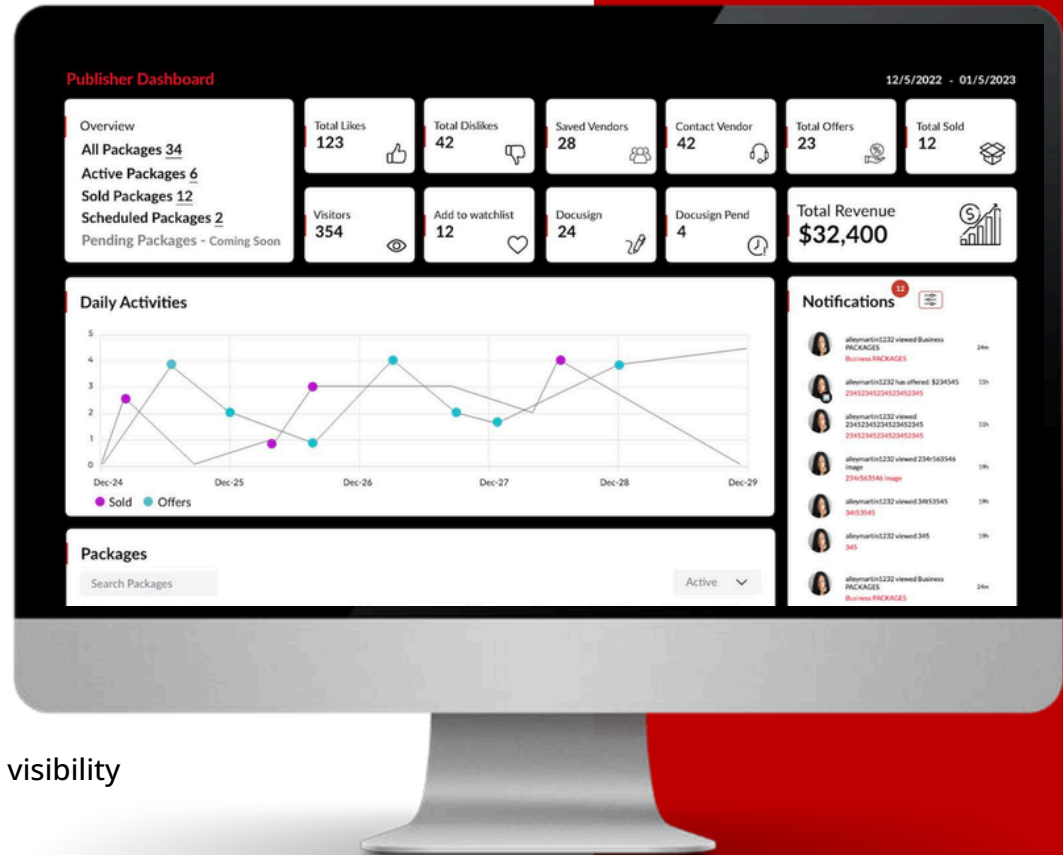
Heatmaps track mouse strokes and movement



Machine learning to optimize campaign visibility



CRM amplification & integration (Q4 2022)





Go-To-Market



B2B SaaS

Sellers charged monthly
Buyers join free (for now)
Transactions free (for now)



Subscription Pricing

Priced per local market
\$995 per month entry level
National \$15k+ per month



Buyer First Strategy

Demand Gen to reach Buyers
Buyer leverage attracts Sellers
RFP's are a successful model



Network Effects

Top 5 Agencies control \$20B
Agencies define buying platform
Few large sellers needed to scale

"If large agencies adopted the system, we would have to figure it out"

"If the buy side is going to be there, then I have to be"



Traction

MediaPartnerstodate (sample)



iHeart
MEDIA

pandora

SiriusXM

AMOBEE

TRIBUNE

**ADVANCE
LOCAL**

LAMAR

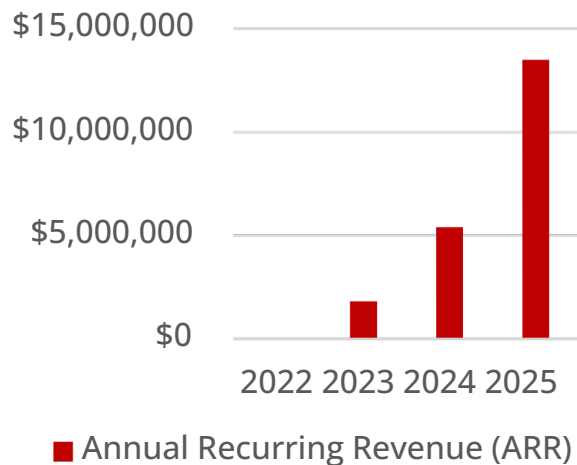
SCRIPPS

Agency Partners to date (sample)

**NOBLE
PEOPLE**

mindstream
MEDIA GROUP

Projections



Financing

Funding to Date

- Founder bootstrapped 2021-2022
- Angel investment \$550K in 2022
- Seeking \$150K in Spring 2023

Current Valuation: \$3.8Million

Owner Shares: 80% / Investor Shares: 20%

Use of Funds

- Software Engineers
- UX/UI Designers
- v2 Website Development
- A/I Integrations
- Direct API Connection Opportunities
- Account Executives (BizDev)
- Senior Exec (COO)
- Marketing to Build Brand Awareness

Founder



Sean Halter

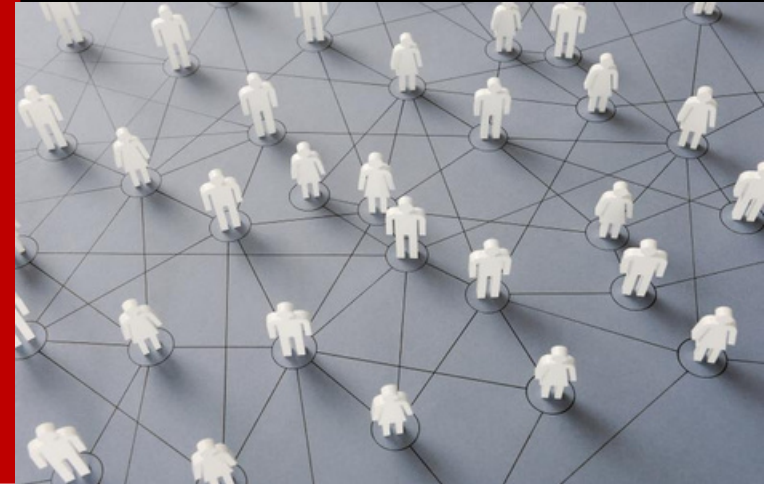
Founder & CEO
MiOMarketplace
MiOmarketplace.com



Sean started his journey in the media & marketing industry two decades ago. After building and exiting multiple successful multi-million-dollar companies on both the buying and selling side, he realized things hadn't changed in decades.

With connections on all sides of the equation, he was determined to find a better way to bring buyers, sellers and buying intent to the forefront!

He's also the host of industry leading podcast The CMO Suite.



Board of Directors



Sean Halter
Founder
MiO Marketplace



Sri Rajagopalan
Chief Customer Officer
General Mills



Todd Schnitt
Media Personality /
Tech Investor



Paul Willett
Connectivity Holdings
CFO



Matt Brown
Thumbstopper
SAAS Advisor



Contact:

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