

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 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.

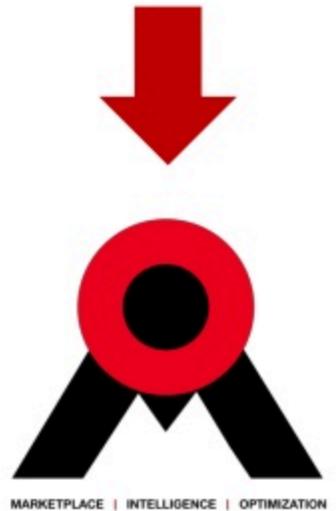
“sales rep entries in CRMs is garbage in, garbage out”





Solution

MiO Marketplace 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.



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

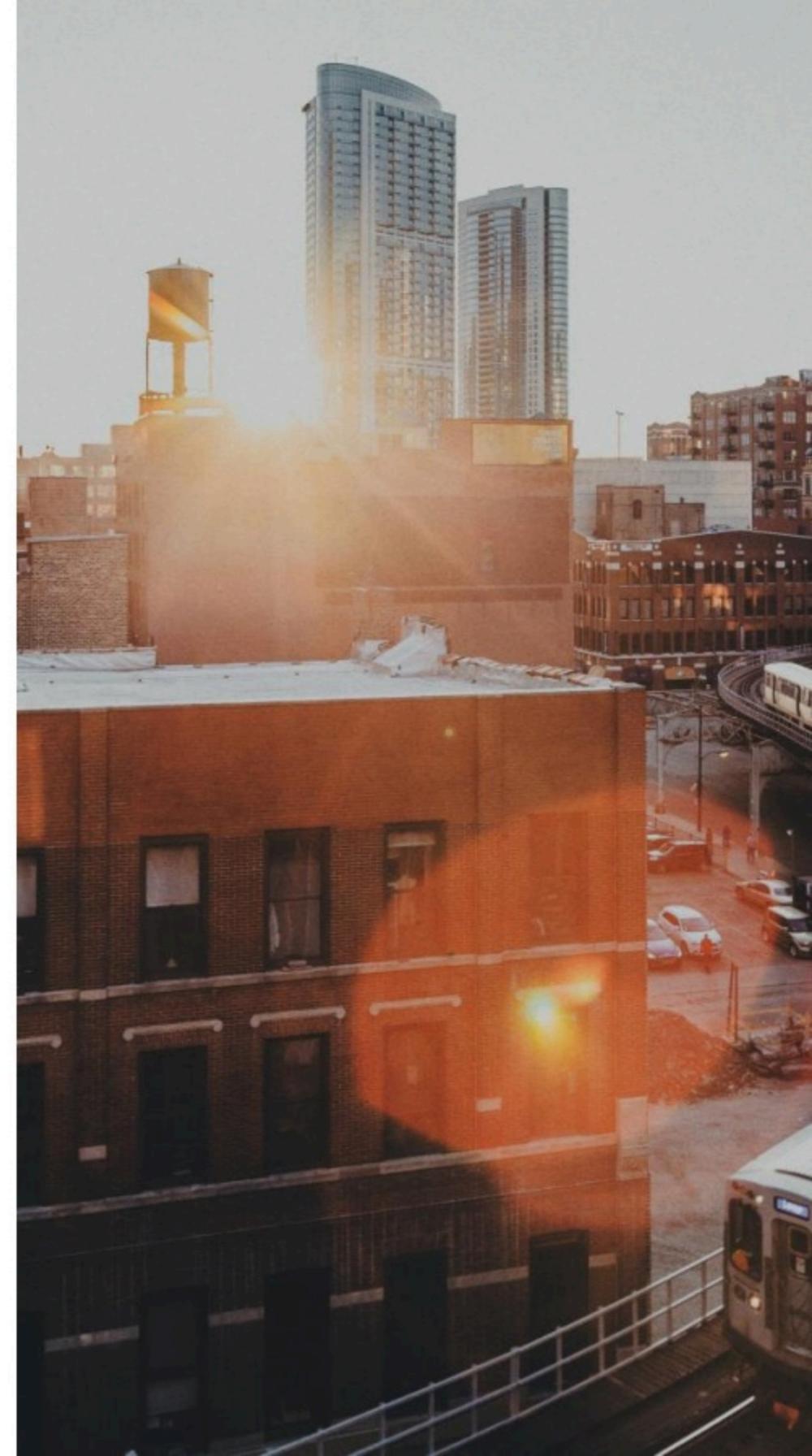
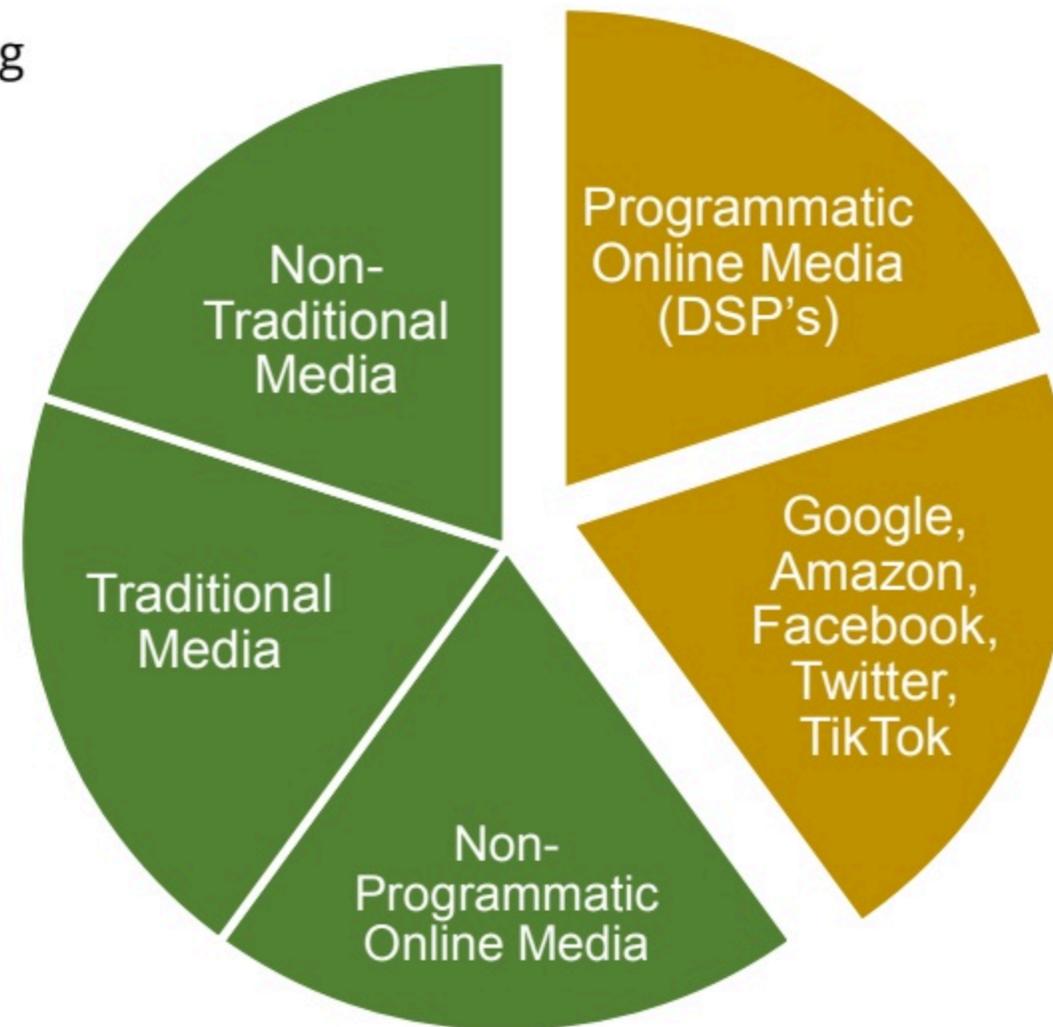
- Print
- Radio
- TV

Non-traditional

- Billboards
- Cinema
- Out of Home

Non-programmatic online media

- OTT
- CTV
- Internet Radio



Total Addressable Market



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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

Broad Range
of Media



1-Sided / No Commerce

2-Way Interaction / Marketplace



Narrow Range
of Media

Features for Buyers

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



MiO Mailbox – an integrated chat tool to connect buyers w/ sellers



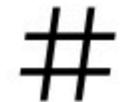
Like & dislike provides immediate buyer insights



Fetch aka “MiO the Mule” – onsite search and concierge services



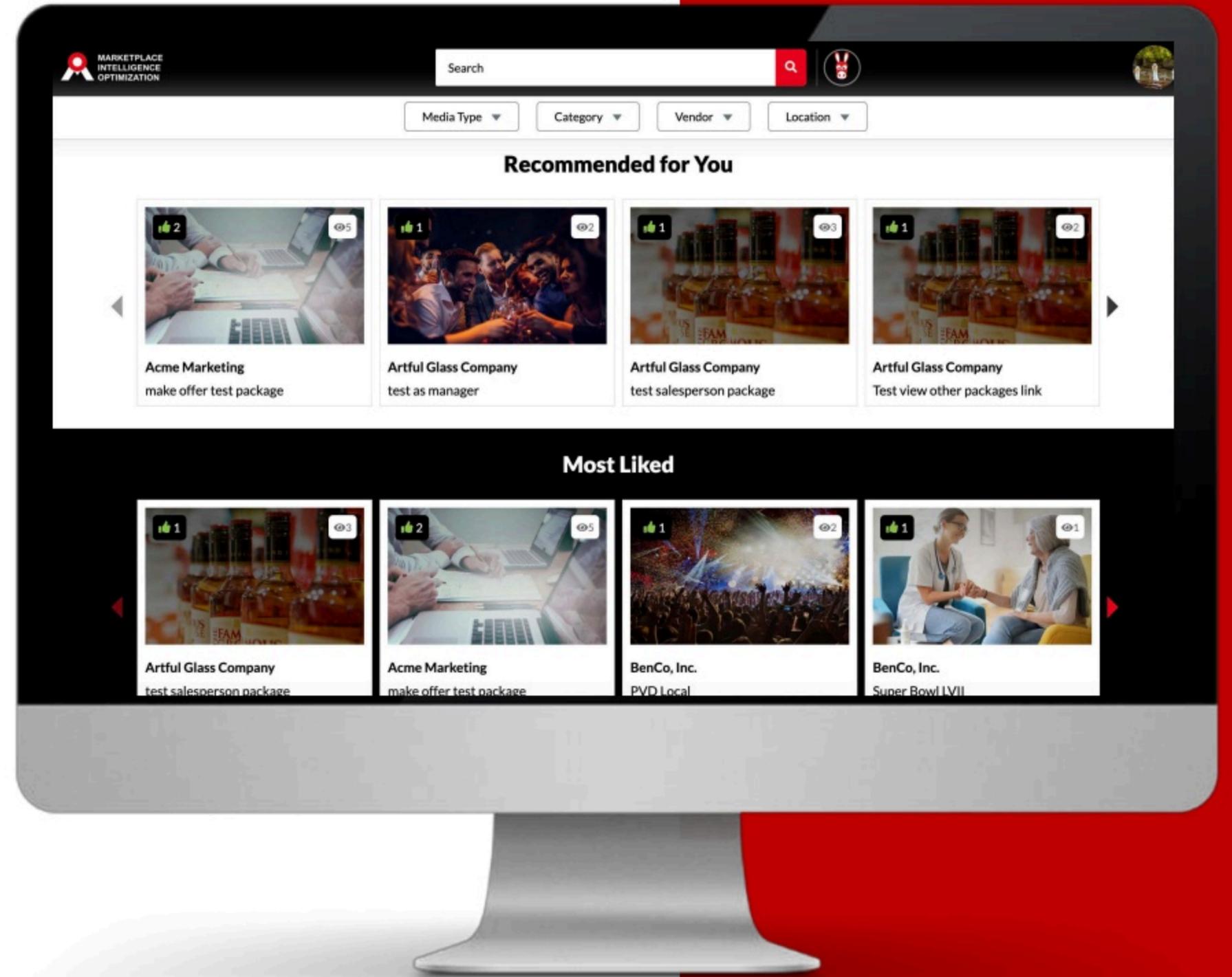
Saving vendors tips the algorithm in their favor



Saved packages are tracked via hashtag technology



DocuSign creation and tracking is built into sales



Intelligence for Sellers

MiO comes 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



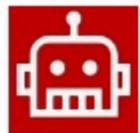
Campaign package insights



Track sales by category / type / buyer



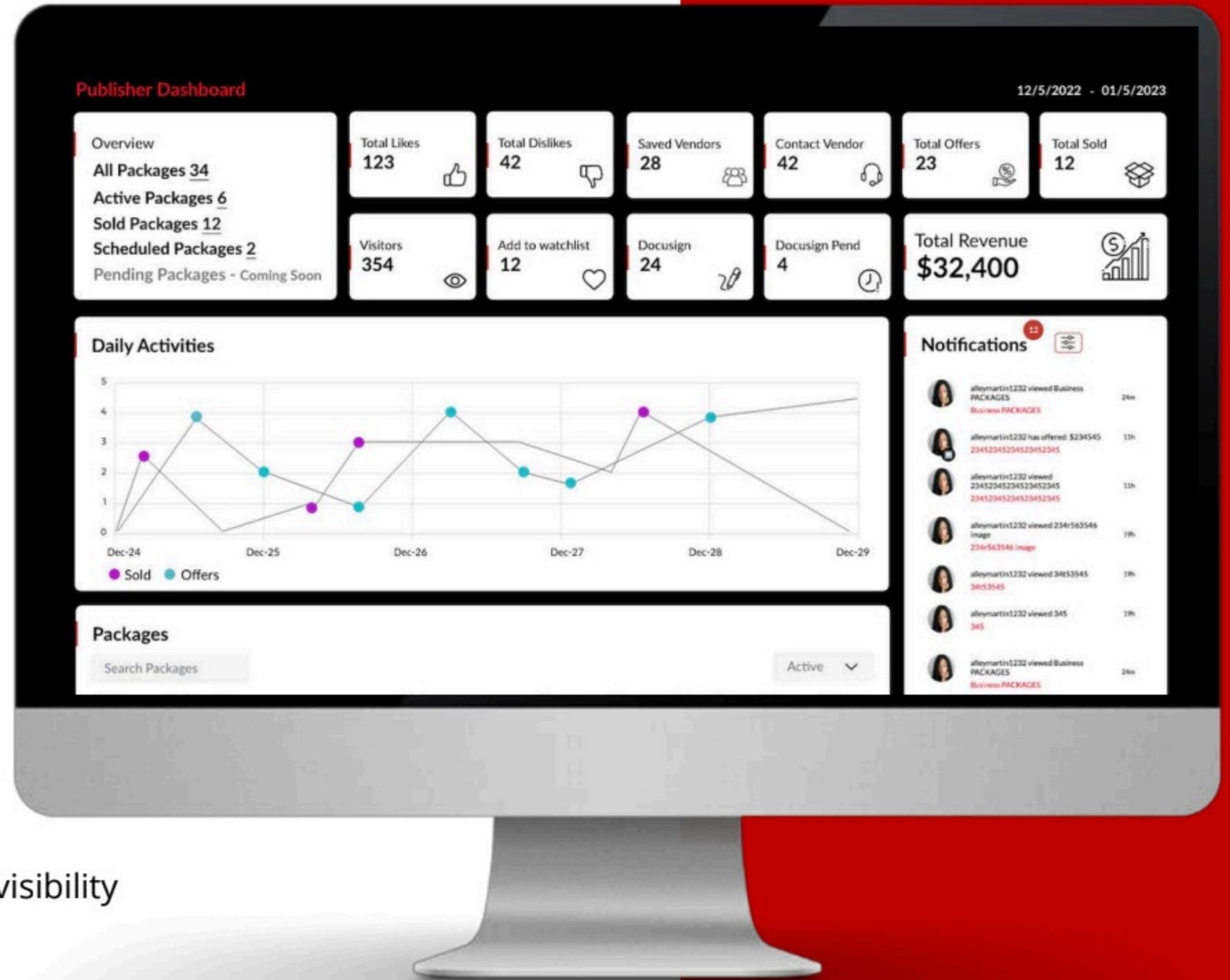
Heatmaps track mouse strokes and movement



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

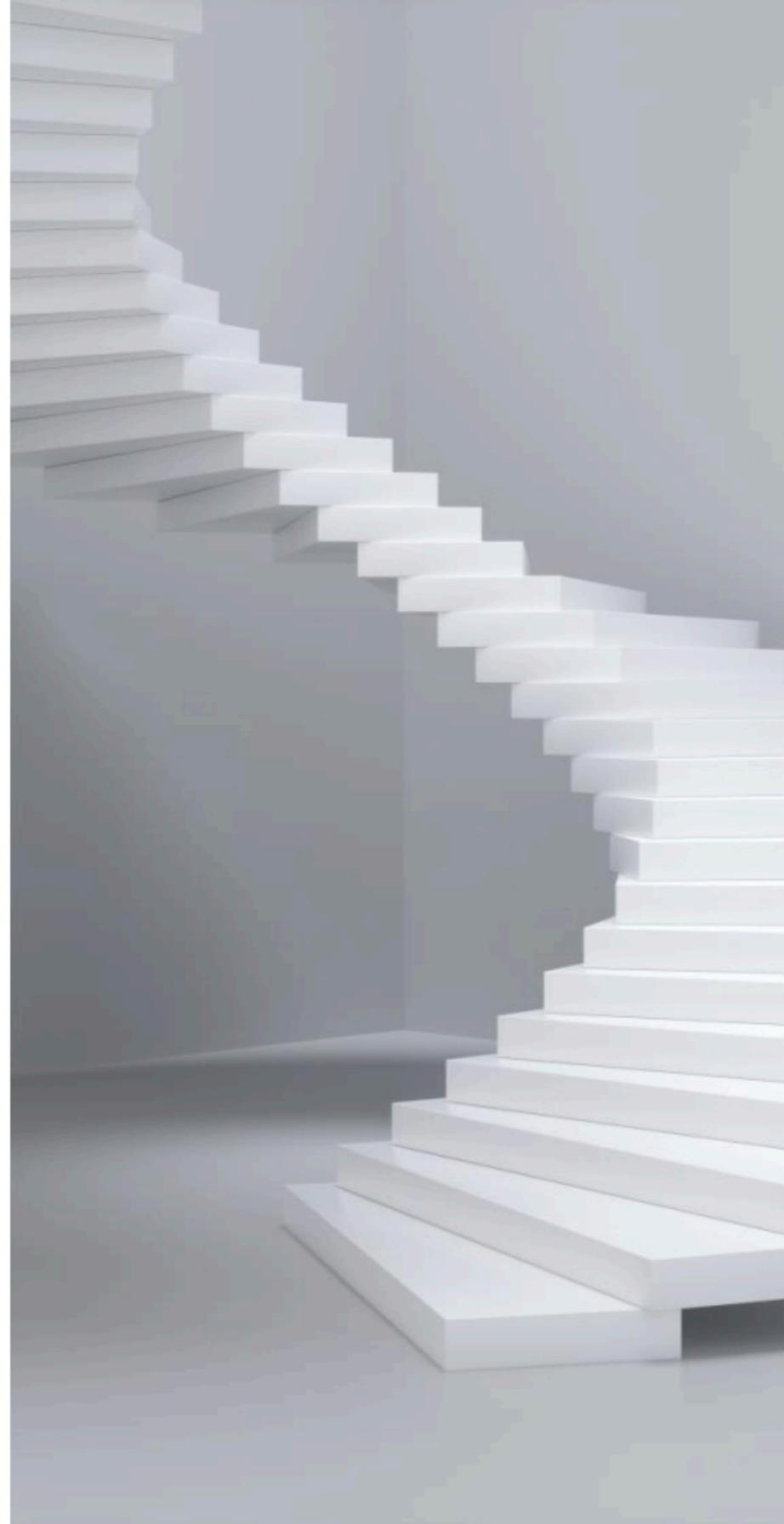
Media Partners to date (sample)



Agency Partners to date (sample)



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

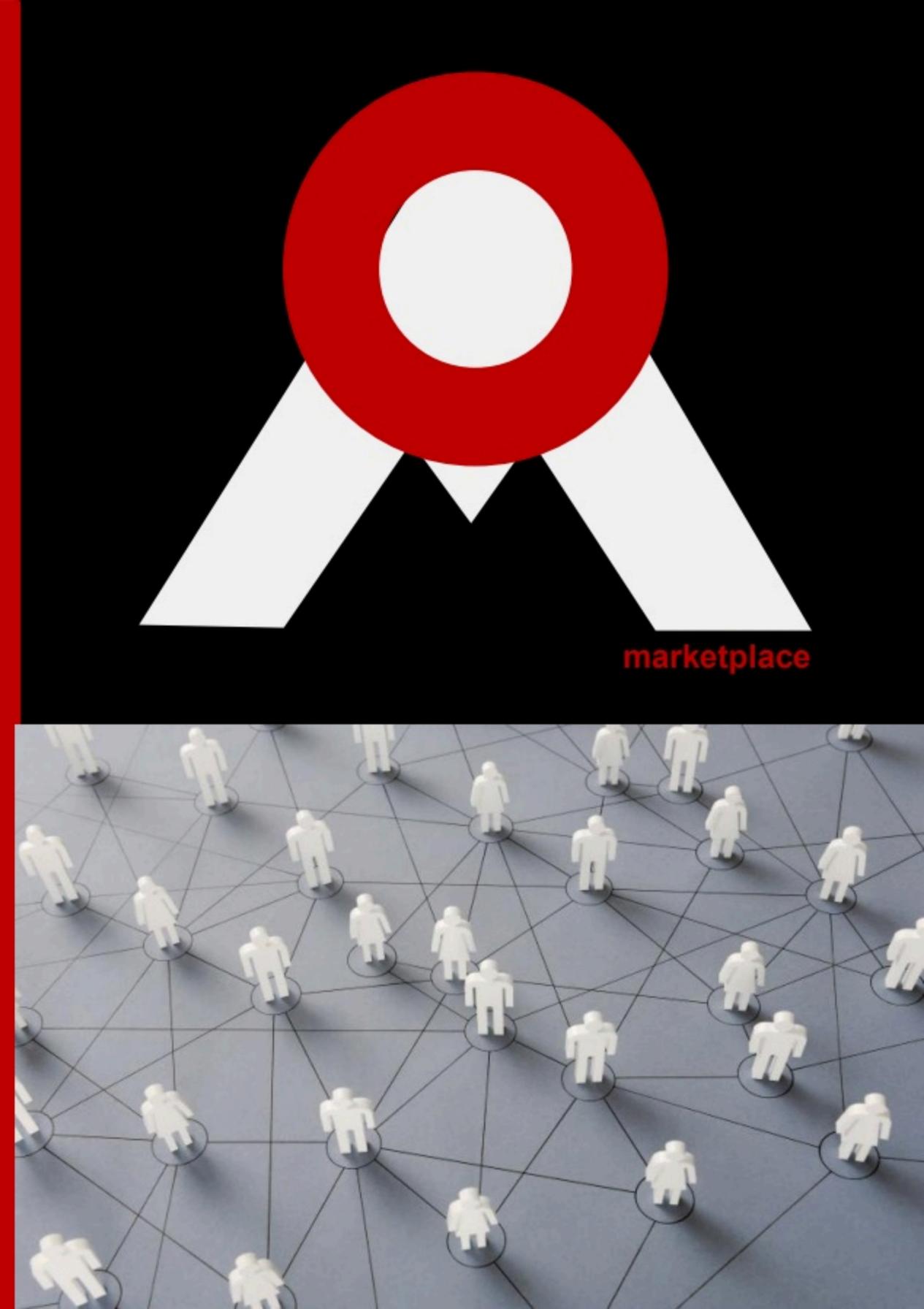
Founder & CEO
MiO Marketplace
MiOmarketplace.com



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



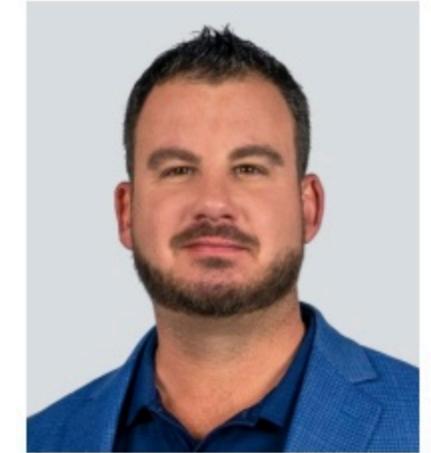
Todd Schnitt

Media Personality /
Tech Investor



Paul Willett

Connectivity Holdings
CFO



Matt Brown

Thumbstopper
SAAS Advisor