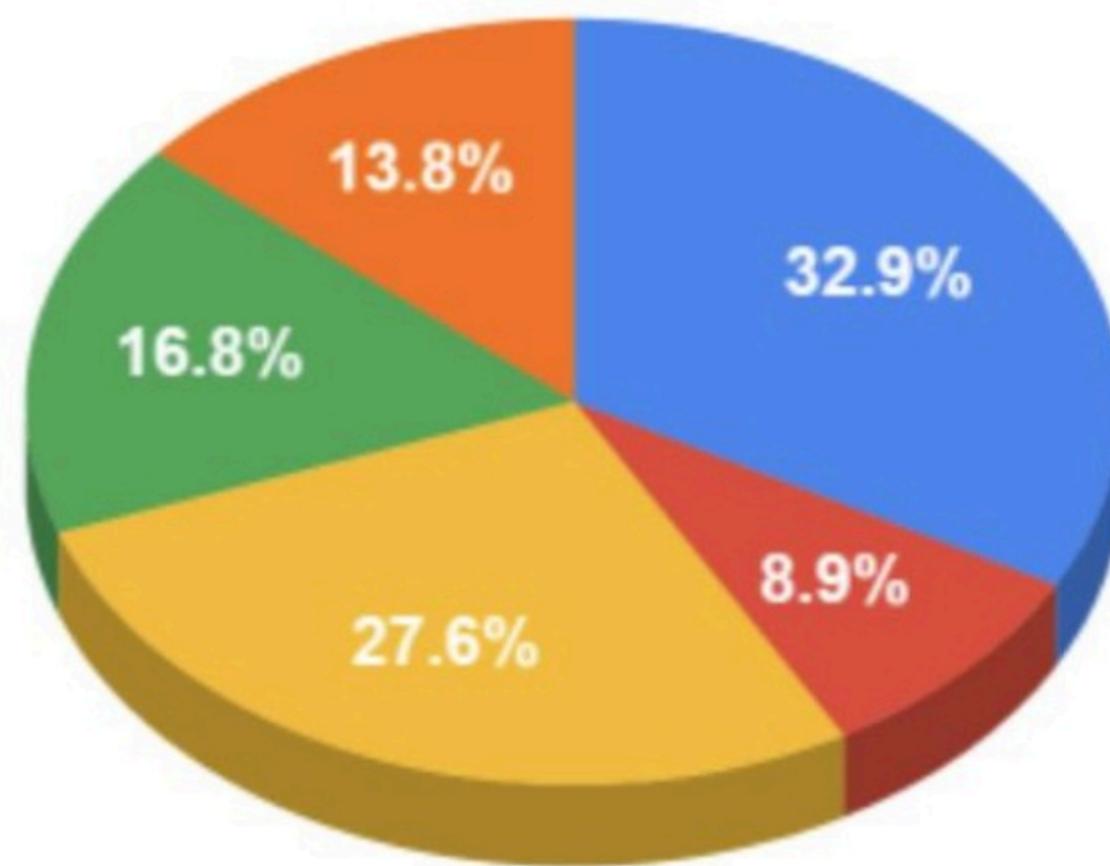


Angel Round: \$1.2M Raised

Convertible Notes | \$5M Cap | 20% Discount

Use of Funds



● R&D ● Customer Success ● Marketing ● Sales ● G&A

Founding Team



Sam
CEO



Andrei
CTO



Greg
CCO



HARVARD
UNIVERSITY

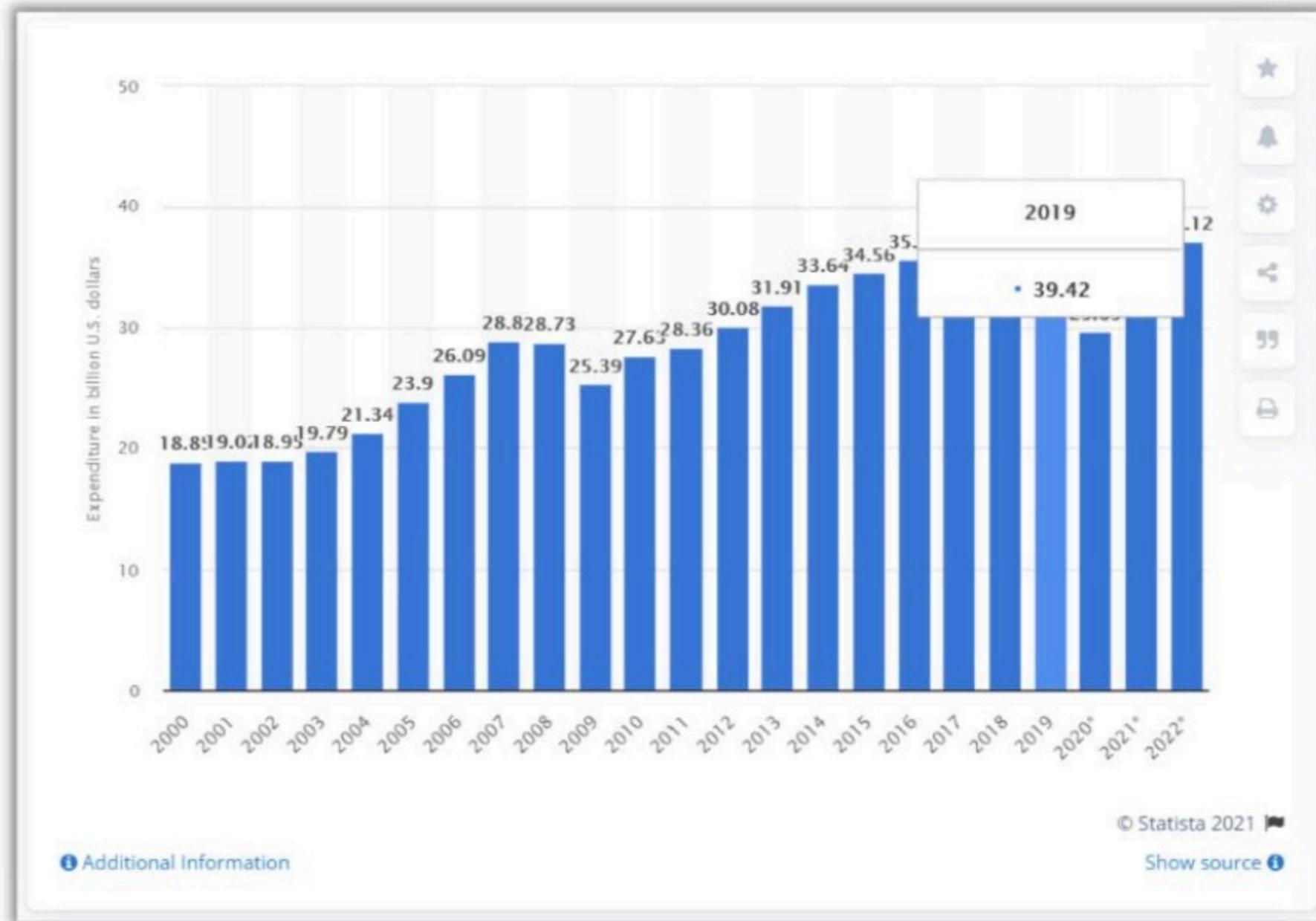


Liberty
Mutual.
INSURANCE



Outdoor advertising expenditure worldwide from 2000 to 2022

(IN BILLION U.S. DOLLARS)

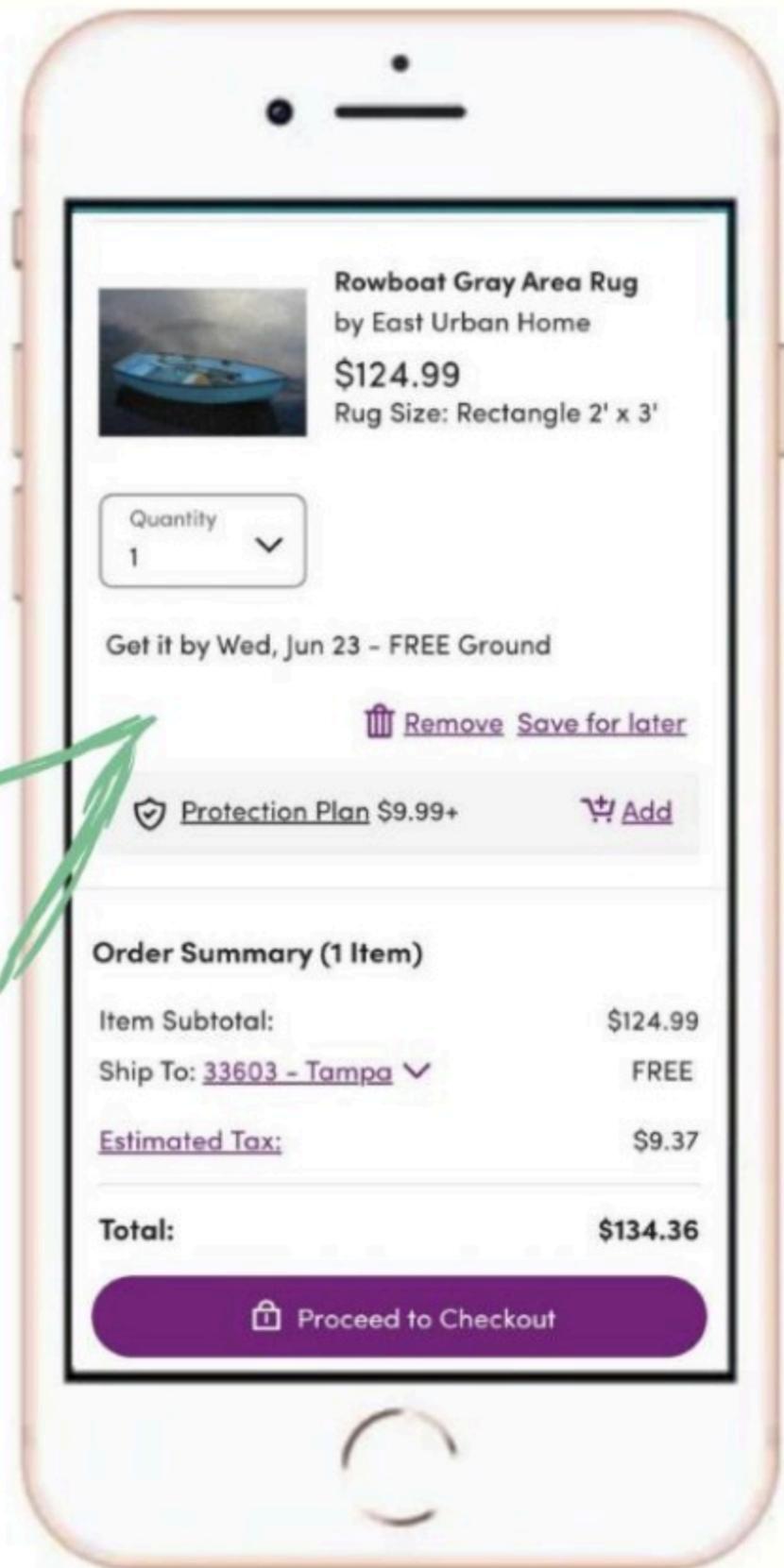


\$30B+ industry

50% goes unsold

Why?

- **Fragmented:** No one owns >10% of inventory
- **Manual:** 94% sold using phone, email, & faxes
- **Archaic:** Location, availability, pricing are all unknown...
... even to the media owners themselves



People take it for granted that when they buy something on Wayfair they...

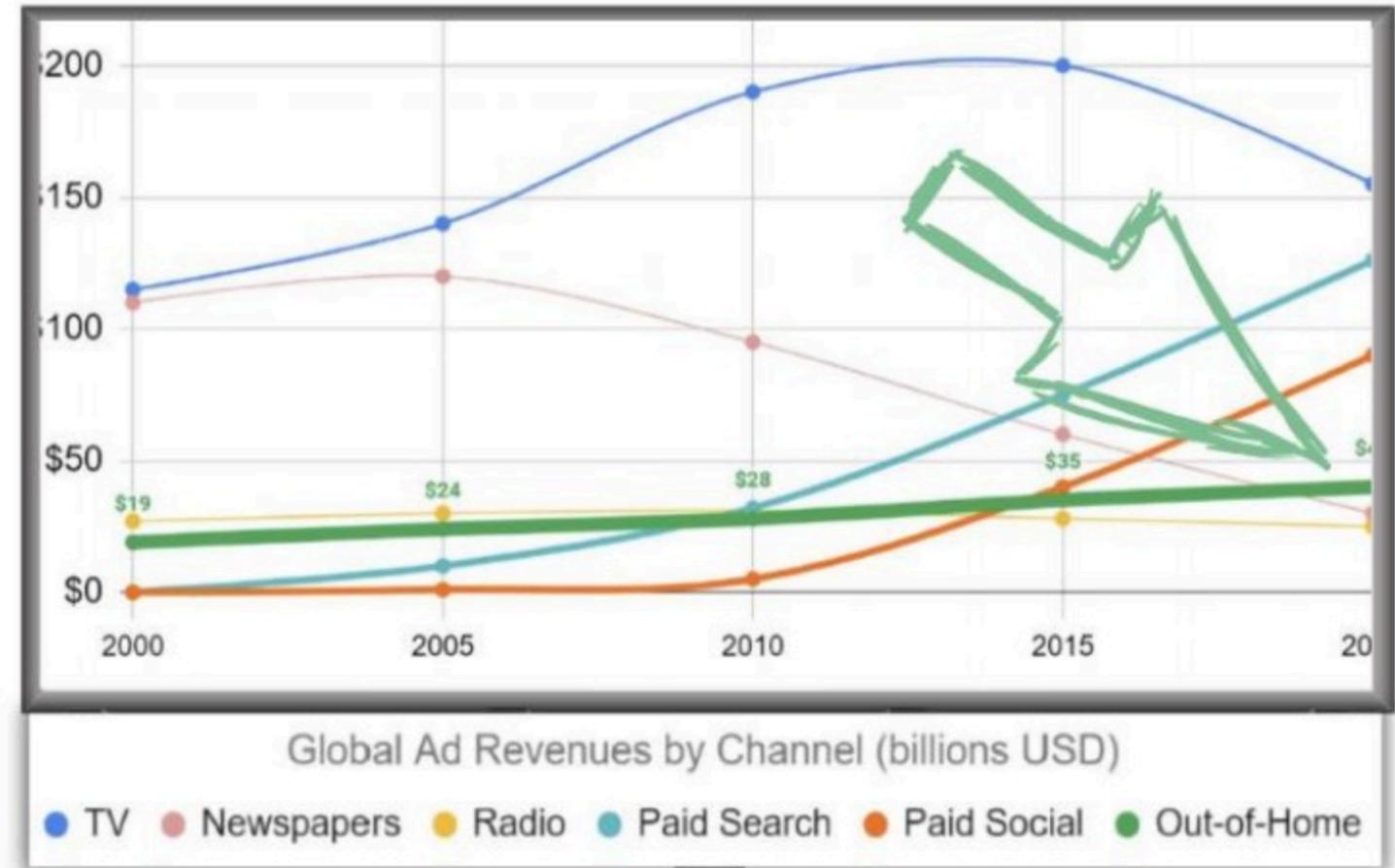
1. Don't also have to call a paper company to get a box made
2. Call UPS to arrange for pick-up and delivery
3. Hire a TaskRabbit to take a photo proving it was actually delivered.

But that's how \$40B+/year gets spent every year on out-of-home advertising.

The Opportunity: Grow Faster

Out-of-Home is
broken.

But it's also the **only**
traditional ad medium that's
still growing.





Barry Frey · 1st 

President, CEO DPAA

New York City Metropolitan Area

Why now?

"The challenges of COVID-19 have rapidly accelerated the willingness of our industry to adopt new technology and economic models.

This is an ideal time for new startups with unique and innovative perspectives to the industry grow even faster.

We look forward to working closely with OneScreen.ai."

The Vision: Connected OOH

How can OOH become a **\$100B Market?**

Search Engine



Platform Company



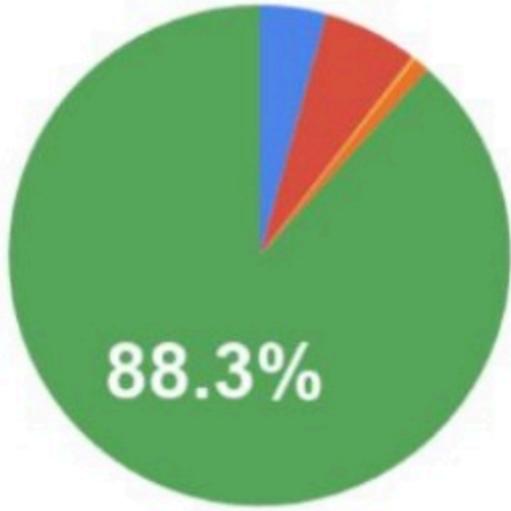
Market Network



The real world's first...

Comprehensive Directory

Fragmented OOH Inventory Ownership



- Lamar
- Outfront
- JCD
- CCO
- Local Owners

"IoP" Search Algorithm



Workflow SaaS Platform





Connected Everything: Place-Based CTV



"Place-Based CTV"

"Regular Television"

Phase 1: P/M Fit

Phase 2: Grow like a SaaS startup

Phase 2 kills marketplace startups because they can't drive enough gross revenue to survive until they get the flywheel turning.

We survive this phase by growing with a SaaS CAC.

Phase 3: Scale like a Marketplace

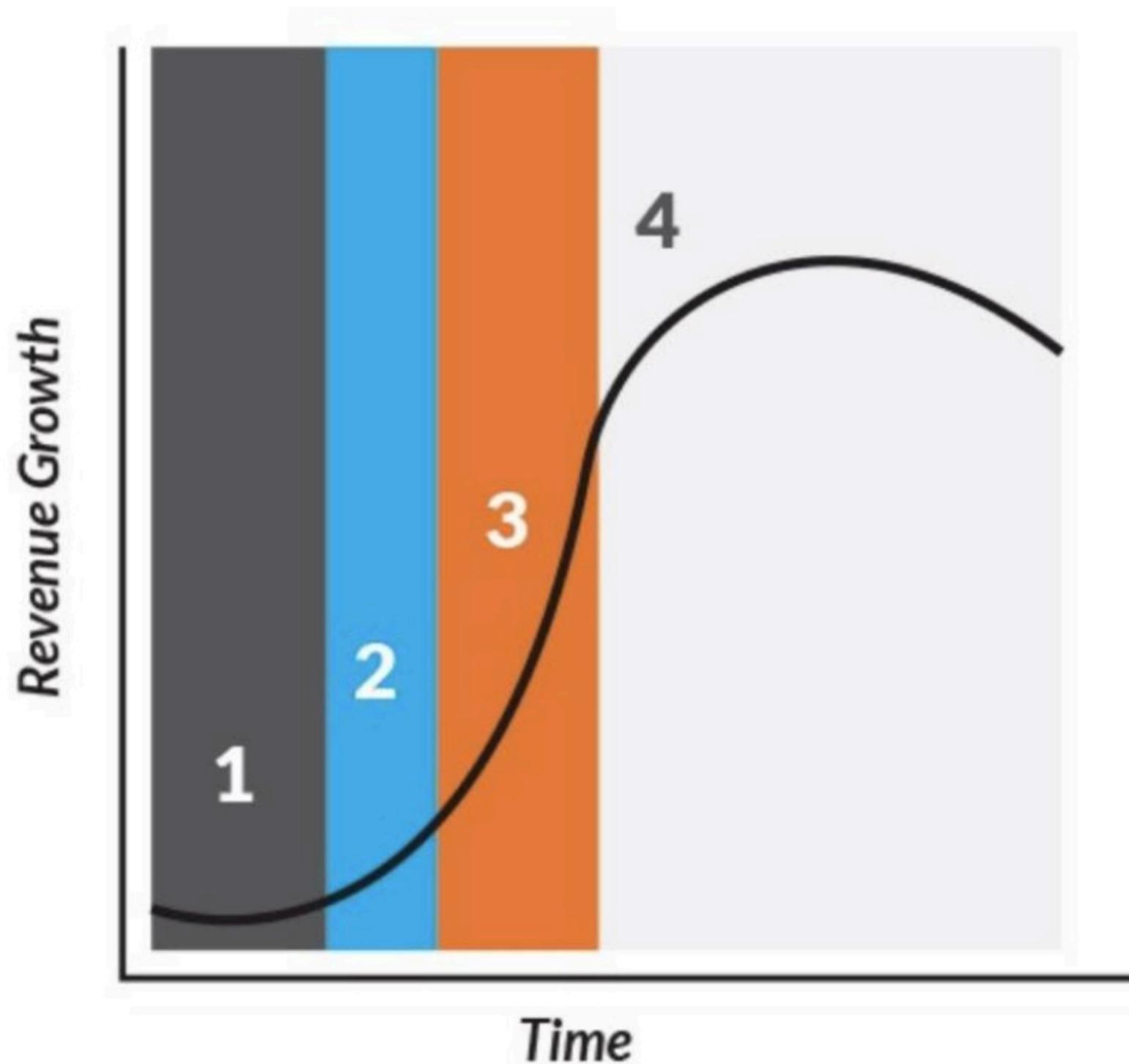
Phase 3 kills SaaS startups because their high CAC prevents them from accelerating growth faster than churn.

We survive this phase by scaling like a Marketplace.

Phase 4: New Markets

Go global, extend into B2B CTV, app marketplace, etc.

GTM Model



Targets

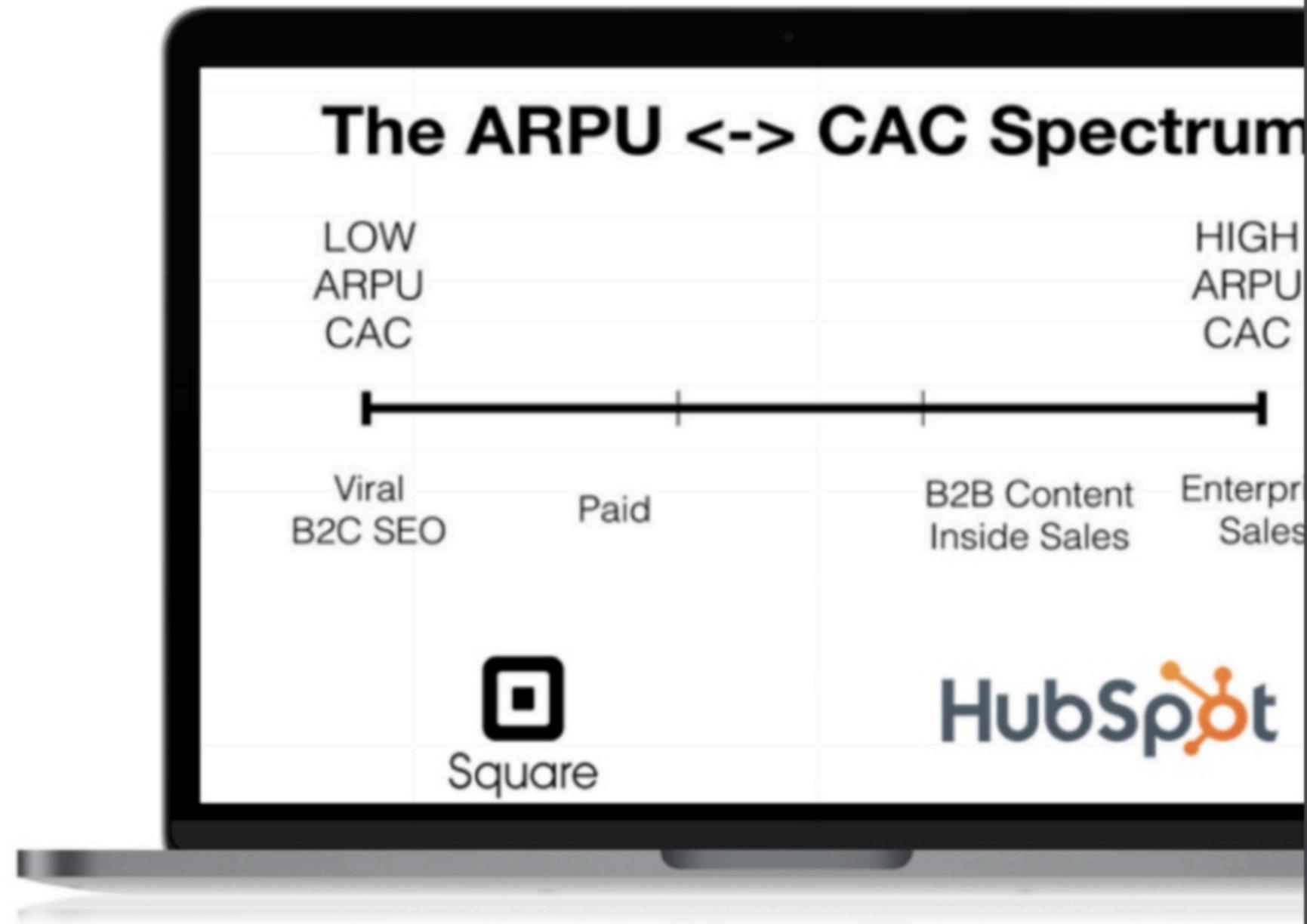
Cash Flow

1. **MRR***: \$10,000
2. **Marketplace GMV**: \$1M/Quarter

Unit Economics

1. **90 Day Net ARPU** = \$10k
2. **CAC** = \$10k

Payback Period Target = 90 Days



Traction

Payback Period: **78 Days**

"OneScreen is able to look at OOH in a holistic fashion. They have the in-house talent to deliver results and the leadership to take them forward in a cost-effective and efficient manner.

The product is one that many Challenger Brands are looking to gain access to in an effort to grow their business.



Jeanne Hopkins

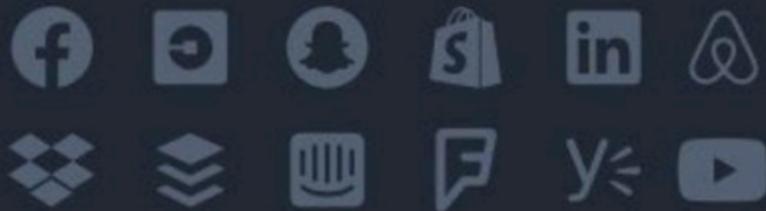
CRO, HAPPYNESST

Probability-Adjusted Revenue Forecast

Date range: From 7/2/2020 to 9/30/2021 | Frequency: Quarterly

● New Business ● Existing Business





Browse the best pitch deck examples.

Brought to you by bestpitchdeck.com — the world's largest library of pitch decks: hundreds of winning presentations from leading startups, updated every week.

[Read more →](#)

Follow us [@pitchdecks](#)    

