



March 2022

# Investor Deck



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## Process Serving

# Service of Process



Procedure by which a party to a lawsuit gives notice to other parties that **the lawsuit has been initiated**



Notice is furnished by **personally delivering** a set of court documents (called "process")



Law requires personal delivery for the lawsuit **to begin**



## Process Serving

# Current Service of Process is Low Tech



Lawyers **communicate** with process serving companies by fax and phone calls



The Service of Process market is highly **fragmented** and **disorganized**



Servers are paid to make **service attempts**, not based on success



**Paper affidavits** are primary evidentiary tool



Market

# Market size

## 40 million

people served in the U.S. annually\*

## 20 million

civil court cases filed in U.S. in 2019\*

\* Numbers are approximations



The Service of Process market is estimated at **\$4.1 billion**

Serve attempt prices range from **\$70 to \$200** per assignment (including billable mileage)

Each case had an **average of 2 defendants** requiring service





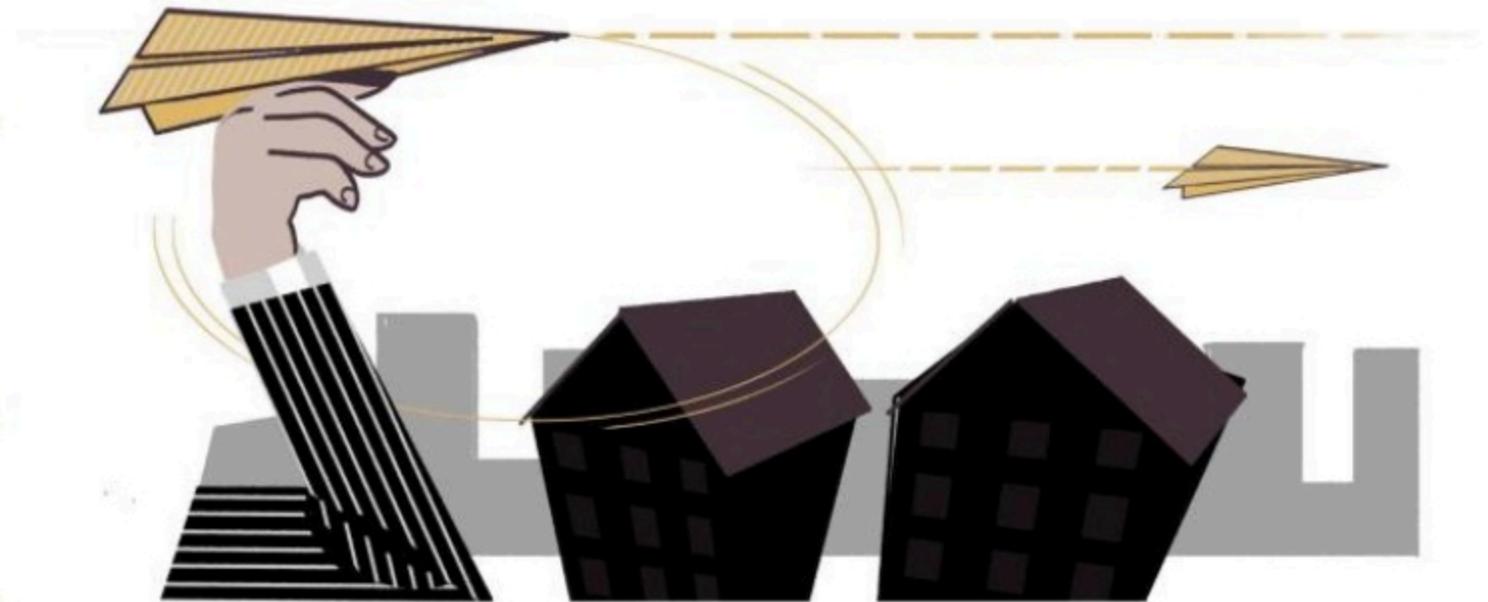
## Process Serving

# Technology can't replace physical delivery

A defendant that is not properly served is not bound by the decision in the case.

US courts have uniformly interpreted the US and state Constitutions as requiring personal service in almost every case.

**This court precedent is unlikely to change.**





Process Serving

# Marketplace for Service of Process



**Supply**

Process Servers



**Demand**

Law Firms and Pro Se Cases





## Process Serving

# Competitive Landscape: Fragmented

Approximately **4,000** Service of Process Companies in the U.S.<sup>1</sup>

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Approximately **30,000** Process Servers in the U.S.<sup>1</sup>

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Process Servers are typically paid **by the hour**

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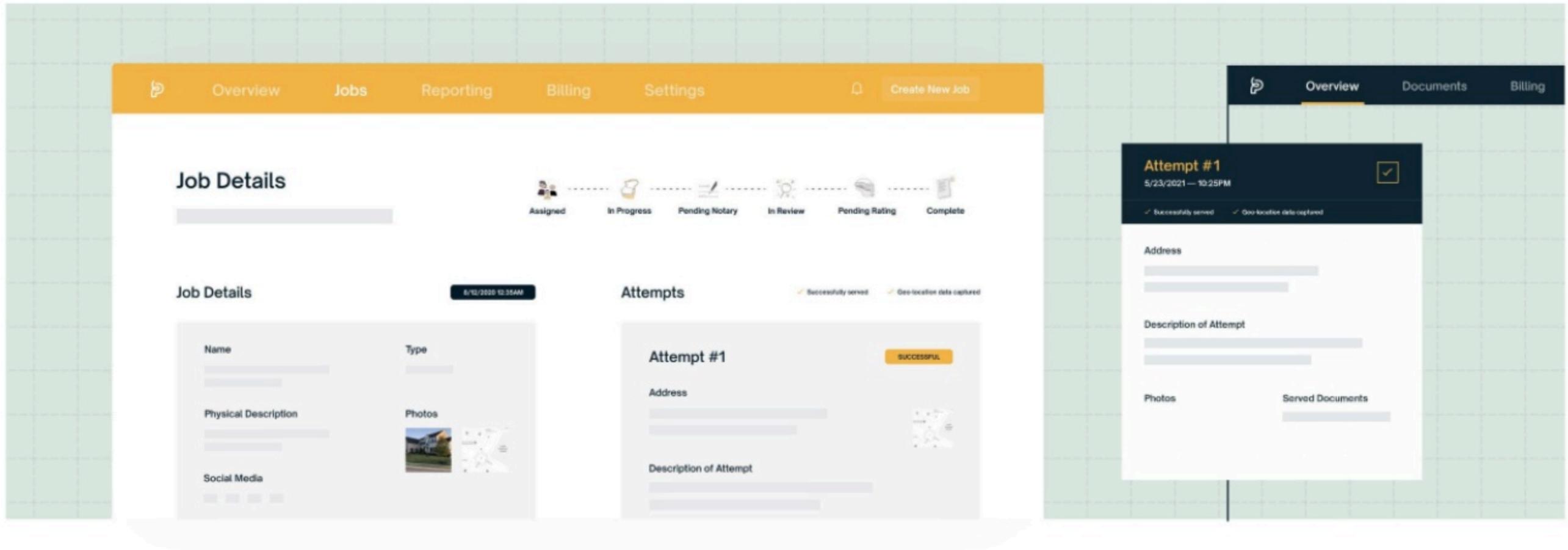
Process Servers make more money as **Proof contractors** vs employed workers

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## Process Serving

# Proof Mobile Process Serving App





SaaSification

# Bundling Premium Services



**Skip Traces**



**Full Service**



**Video Verification**



# PROOF Incentivizes and Verifies Success



## Incentivizes

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You can create a serve request **any time**, 24/7.

**PROOF's** technology finds and connects you with servers in the area of each serve.

Our servers are background checked professionals with a minimum of **2 years** experience

**PROOF's** bounty system that rewards successful serves.



## Verifies

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Track each serve attempt in real time on **PROOF's** dashboard.

**Easy** communication directly with your server to increase success.

**PROOF's** affidavits have geolocation links, timestamps and photographs verifying service.



Team

# Executive Team



**Eric Voogt**

CEO



**Mark Kreloff**

SVP, Finance & Corporate  
Development



**Liam Kirby**

COO



**Steve Bachtel**

Chief Revenue Officer



**Marty Wachocki**

CTO



**Julie McGinnis**

Executive VP,  
Territory Management



**Stefan Ramsbott**

Chief Product Officer



## Financial Projections

# Quarter Over Quarter Revenue Growth





## Financial Projections

# Historical and Projected Revenue and Cash Flow

	2019	2020	2021	2022P	2023P	2024P
<b>Serves</b>	6,133	24,209	52,387	148,663	386,620	653,707
<b>Average Ticket</b>	\$88.45	\$72.15	\$78.15	\$82.44	\$82.44	\$82.44
<b>Total Gross Revenue</b>	\$542,489	\$1,746,689	\$4,094,073	\$12,255,851	\$31,872,987	\$53,891,566
<b>Gross Profit</b>	\$220,631	\$690,517	\$1,554,356	\$5,515,133	\$14,837,016	\$25,259,413
<b>Cash Flow</b>	(\$426,553)	(\$511,701)	(\$1,003,634)	(\$2,026,138)	\$4,205,189	\$14,041,306

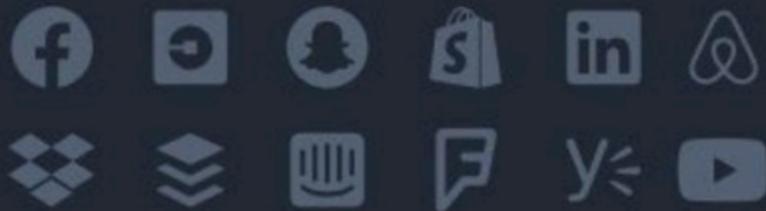
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# Thank you!





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