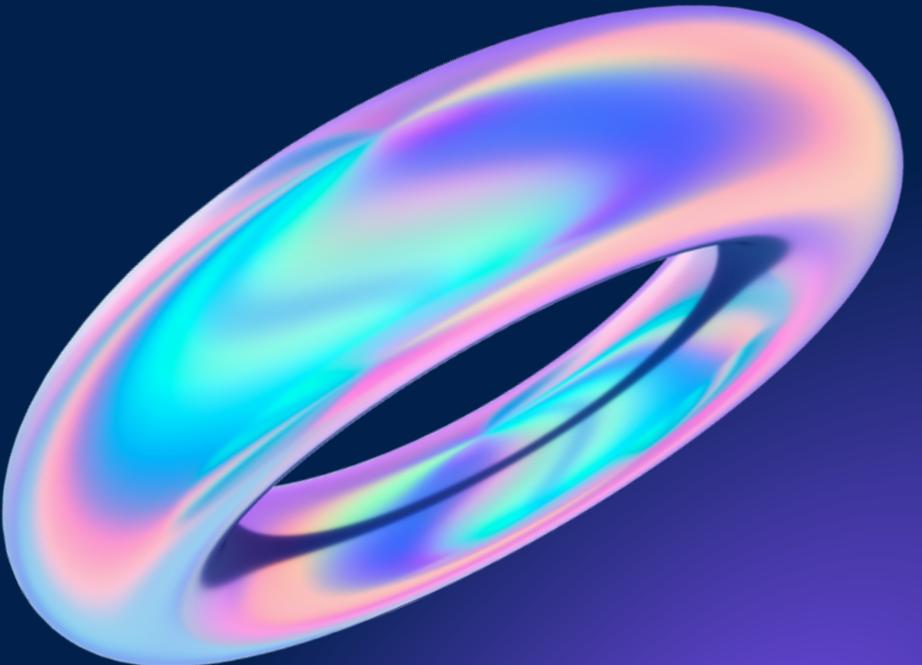




Golden Rule Capital

**Supporting coloured women in media
and technology**



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Project Overview

Golden Rule Capital aims to foster diversity and inclusion within the media tech startup landscape, our VC company aims to actively identify, invest in and support innovative ventures led by women of colour, ensuring a more representative and equitable media and technology sector.

Trend: Emerging media technology

Areas of Interest: OTT, digital media advertising, Ed-tech, VR / AR, Web 3 and User-generated content.

Market Analysis



10.9%

At a compound annual growth rate (CAGR) of 10.9%, the global broadcast and media market is projected to increase from \$43.69 billion in 2021 to \$48.47 billion in 2022. At a CAGR of 10.4%, the broadcast and media industry is projected to reach \$72.09 billion in 2026.



\$190.5 Billion

Global User Generated Content Platform Market InsightsUser Generated Content Platform Market size was valued at USD 4.4 billion in 2022 and is poised to grow from USD 5.69 billion in 2023 to USD 34.59 billion by 2030, at a CAGR of 29.4% during the forecast period (2023-2030).



2024

In 2024, it is anticipated that ad spending in the digital advertising market will total US\$13.3 billion. With a projected market value of US\$6.0 billion in 2024, search advertising is the largest market. When compared globally, the United States will produce the majority of advertising spending (\$298 billion in 2024).

Market Analysis



Customer Analysis

Device Usage: High prevalence of smartphone, tablet, and smart TV usage.

Psychographics:

Tech-savvy, with a preference for convenience and flexibility in entertainment consumption.

Enjoys a mix of local and international content, with a particular interest in original productions and exclusive releases.

Streaming Behaviour: Regularly engages in binge-watching sessions, consuming content across various genres.

Urban Concentration: Higher adoption rates in urban areas and metropolitan cities.

Customer Perceptions

More parents are concerned about what their children are watching outside of school.

There is no youth focused streaming channel or hub where educational / informative / entertaining and interesting youth content can be accessed.

Focus on the local with easy access through mobile devices can maintain attention and allow the small business community to stay connected with arts and youth vocational entertainment.

Market Analysis



Trends

- News Ranks Highest in Global, APAC, and US FAST Viewership: Compared to other genres, news content contributed the most in global ad impressions (40%) and HOV (37%).
- While the US is projected to remain the largest FAST market, the region witnessed a relatively moderate growth, with an increase of 20% in ad impressions and 12% in hours of viewing (HOV). APAC takes a major lead with 290% growth in ad impressions and 181% in HOV
- Over the course of the forecast period, the ad-based video-on-demand (AVOD) category is anticipated to increase at a rate of 25.4%. Since they are free to use, AVOD OTT platforms have garnered a lot of interest lately, which has helped with income generating.

Major Players



SVOD Australian based and owned. Premium movies, documentary and television for children and adults.



Purveyor of FAST channels and movies and television series from the back catalogue. AVOD business model with social network.



Creator of Australia's first youth focused, FAST channel for broadcast on 9NOW. Lo-Fi, fast-paced, youth music and entertainment content.

Startup Evaluation

Buzzfeed

BuzzFeed is an internet media company delivering news and entertainment to a global audience.

- How will this digital transformation cater to the needs of the youth?
- Have you considered how AI will impact your sector?
- What region will your main focus be?

Blue Studio

Blue Studios is a live-streaming platform, delivering engaging and educational classes for kids of all ages.

- How will the company compensate the influencers?
- Will you consider advertising on the platform?
- What is the age range focus?

OwnLocal

OwnLocal empowers small business owners with valuable information that automatically turns into online marketing campaigns across multiple channels.

- Will you consider a self-serve option?
- How will you monitor that businesses using your services are legitimate?
- What are your scaling solutions you are planning having a global reach, exponential growth is expected?

Start-Up Recommendation

OWN LOCAL

In-app advertising is expected to generate an average ad spending per user of US\$261.3 by 2024. By 2028, mobile will account for 65% of all ad spending in the digital advertising market. By 2028, programmatic advertising is expected to account for 82% of the revenue in the digital advertising business. AI could be integrated to design marketing campaigns.

Problem

Marketing campaigns requires a huge dollar spend, self-service is confusing, & time-consuming, phone sales lacks trust and ROI is difficult to understand.

Product

Software SAAS, Automates ad-creation, automates sales, automates fulfillment, automates upsell for SMB

Case Study – SQOOP

SQOOP was a platform for journalists that offered the first look at news tips from public data sites such as the Securities and Exchange Commission, U.S. Patent and Trademark Office and federal court system.

They didn't charge a subscription fee and were planning on building their business model from advertising revenue. Although the founder had 15 years experience as a journalist he lacked future vision relating to integrating with devices such as Siri, Alexa or developing one of their own.

Case Study – SQOOP Failure

After 8 years in operation SQOOP had to close their doors January 2023.

The business failed to have any other source of income apart from it's intended advertising revenue.

Diversifying into B2B Press Release syndication, social network or profiles for journalists like MuckRack, or job search agency for journalists would have helped them stay buoyant through the tough times of the Covid-19 lock-downs.

DUE DILIGENCE

OWN LOCAL has strong numbers and a low entry point for it's customers.

Metrics

65k active SMBs

2.48% monthly churn \$30.72 CAC

\$10.60 MRR per SMB

3 mths to pay back CAC

It has the strength to weather competitors and technological advancements. Integration will be the key.

They will need to focus on the time they can save their customers. Introducing a self-serve option and an impact partnership branch will bring potential opportunity for iterating the importance of ESG for small businesses.

Term Sheet

GOLDEN RULE CAPITAL 2024, L.P.

Summary of Terms for Proposed Private Placement of Series A Preferred Stock of OwnLocal.com ,

Amount of Financing: An aggregate of \$20 million, representing a 30% ownership position on a fully diluted basis, including shares reserved for any employee option pool.

[The individual investment amounts for each Investor are as follows: GOLDEN RULE CAPITAL \$20MILLION

Total: \$\$20 MILLION

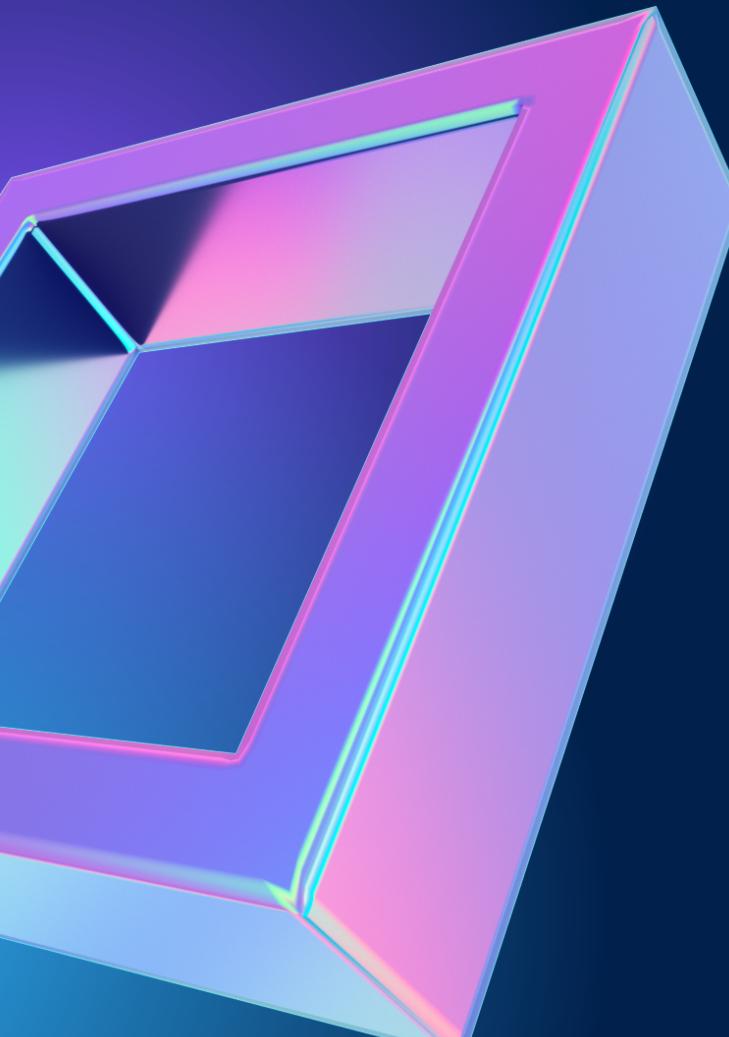
Price

\$200 per share (the "Original Purchase Price"). The Original Purchase Price represents a fully diluted premoney valuation of \$20 million and a fully diluted postmoney. For purposes of the above calculation and any other reference to "fully diluted" in this term sheet, "fully diluted" assumes the conversion of all outstanding preferred stock of the Company, the exercise of all authorized and currently existing stock options and warrants of the Company, and the increase of the Company's existing option pool by [] shares prior to this financing.

Type of Security

Series A Convertible Preferred Stock (the "Series A Preferred"), initially convertible on a 1:1 basis into shares of the Company's Common Stock (the "Common Stock")

Protective Provisions: For so long as any shares of Series A Preferred remain outstanding, consent of the holders of at least a majority of the Series A Preferred shall be required for any action, whether directly or through any merger, recapitalization, or similar event, that (i) alters or changes the rights, preferences, or privileges of the Series A Preferred; (ii) increases or decreases the authorized number of shares of Common or Preferred Stock; (iii) creates (by reclassification or otherwise) any new class or series of shares having rights, preferences, or privileges senior to or on a parity with the Series A Preferred; (iv) results in the redemption or repurchase of any shares of Common Stock



Thank You