

SKOOP SIGNAGE

Josh Cooper, Founder & CEO

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The Future of How Companies Talk to Customers

SkoopSignage.com

Overview

\$715K

ARR

280%

Growth Rate

2x

Founder

\$23B

TAM

\$3M

Raise

Across 200+ customers and 1,050 users
3x Q4'23 ARR

Since January 2023

Founding team of digital signage experts and Uber alum

Addressing the Digital Signage and Kiosk industry

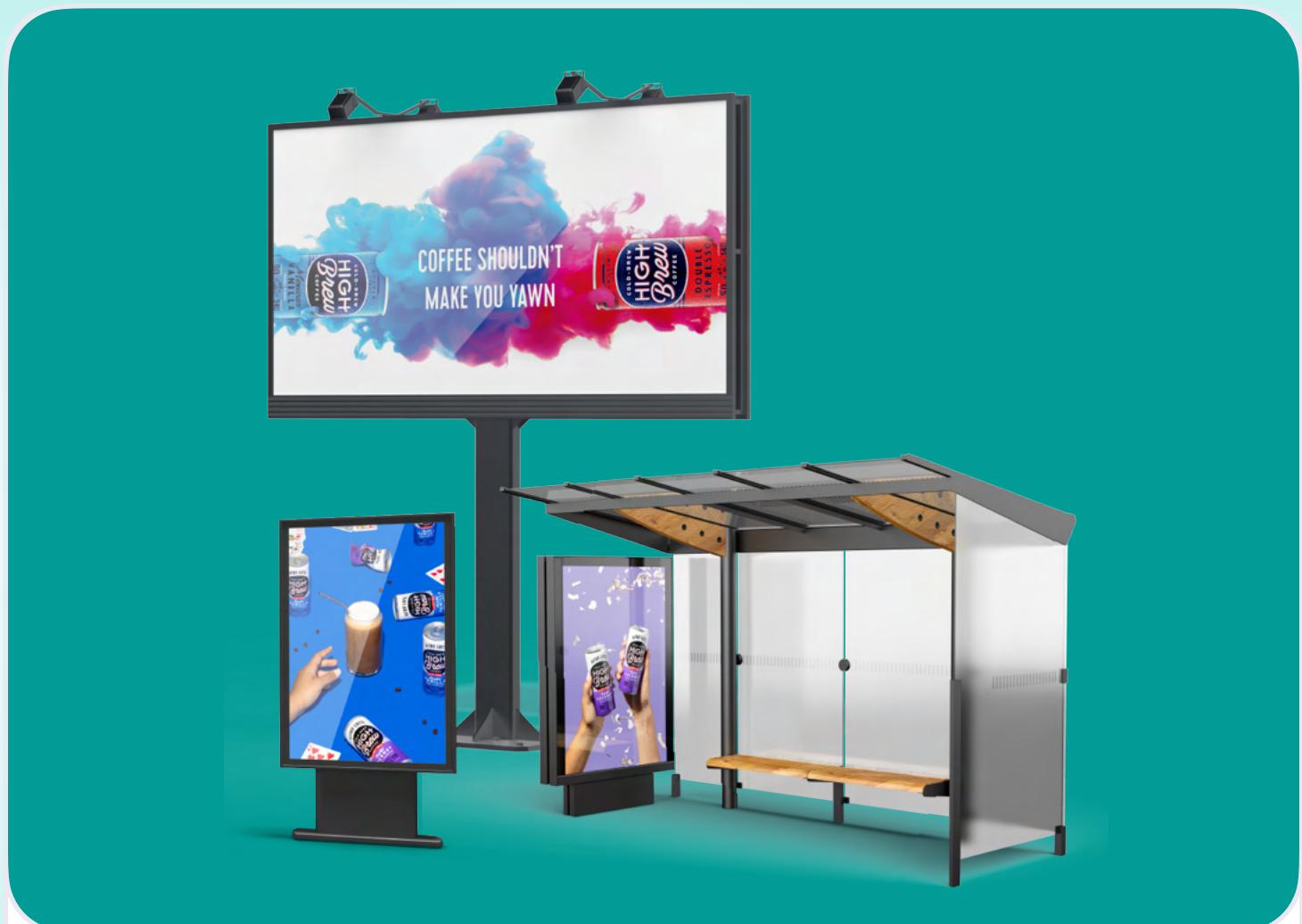
24 Months of Runway

How We Got Here



2018: How It Started

Skoop Pedicab Co. powered 10,000 free rides in 4 cities, generating \$250K in ad revenue.



2024: How It's Going

Growing 10%, Skoop Signage powers 4,000 screens for more than 1,000 users. The SaaS gives businesses tools do more with less staff amidst the labor shortage.



2025: Where It's Going

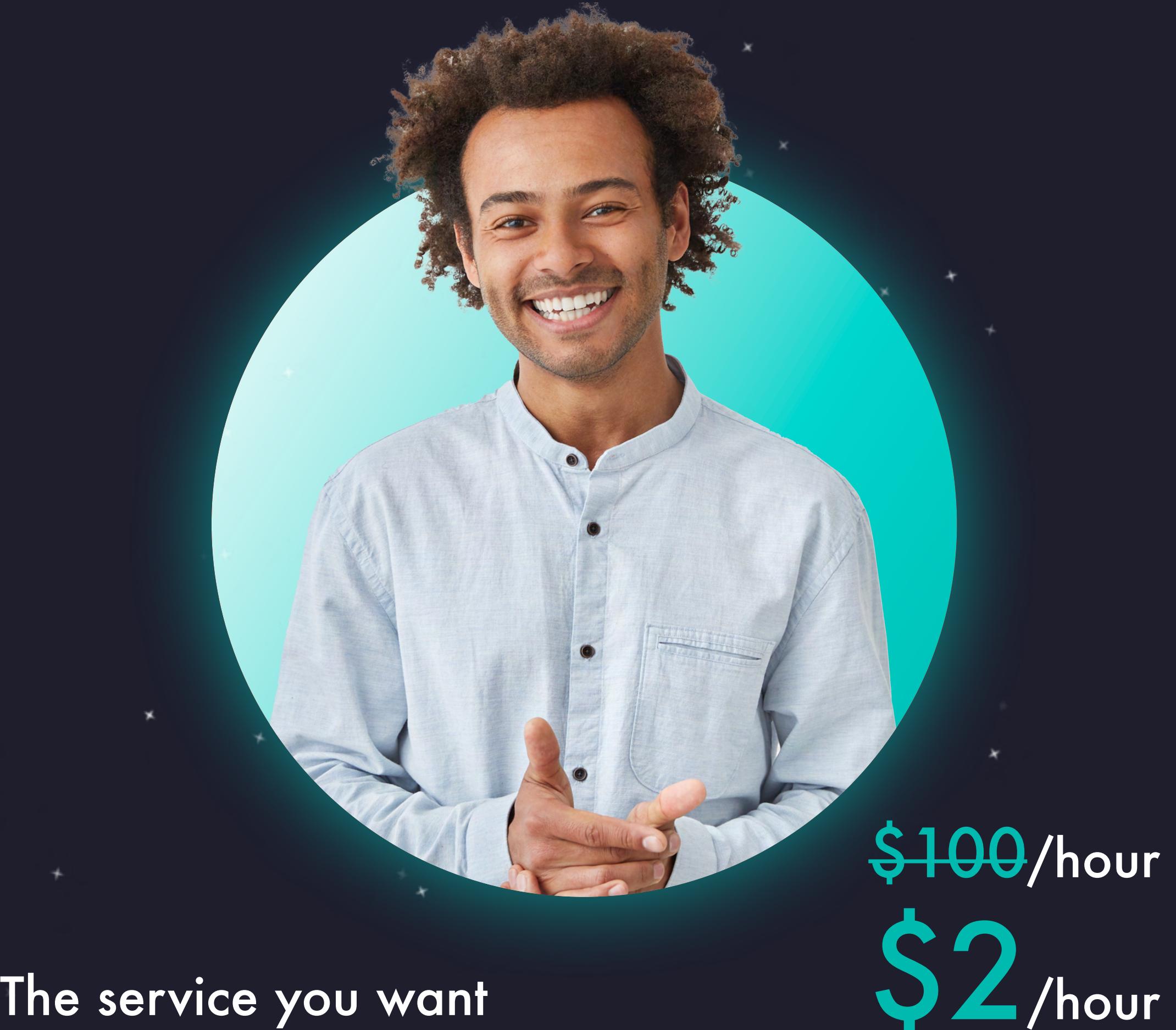
The future of digital signage lies in digital team members, delivering top-tier service and redefining the labor force.

PROBLEM

The world wants better service than people can provide

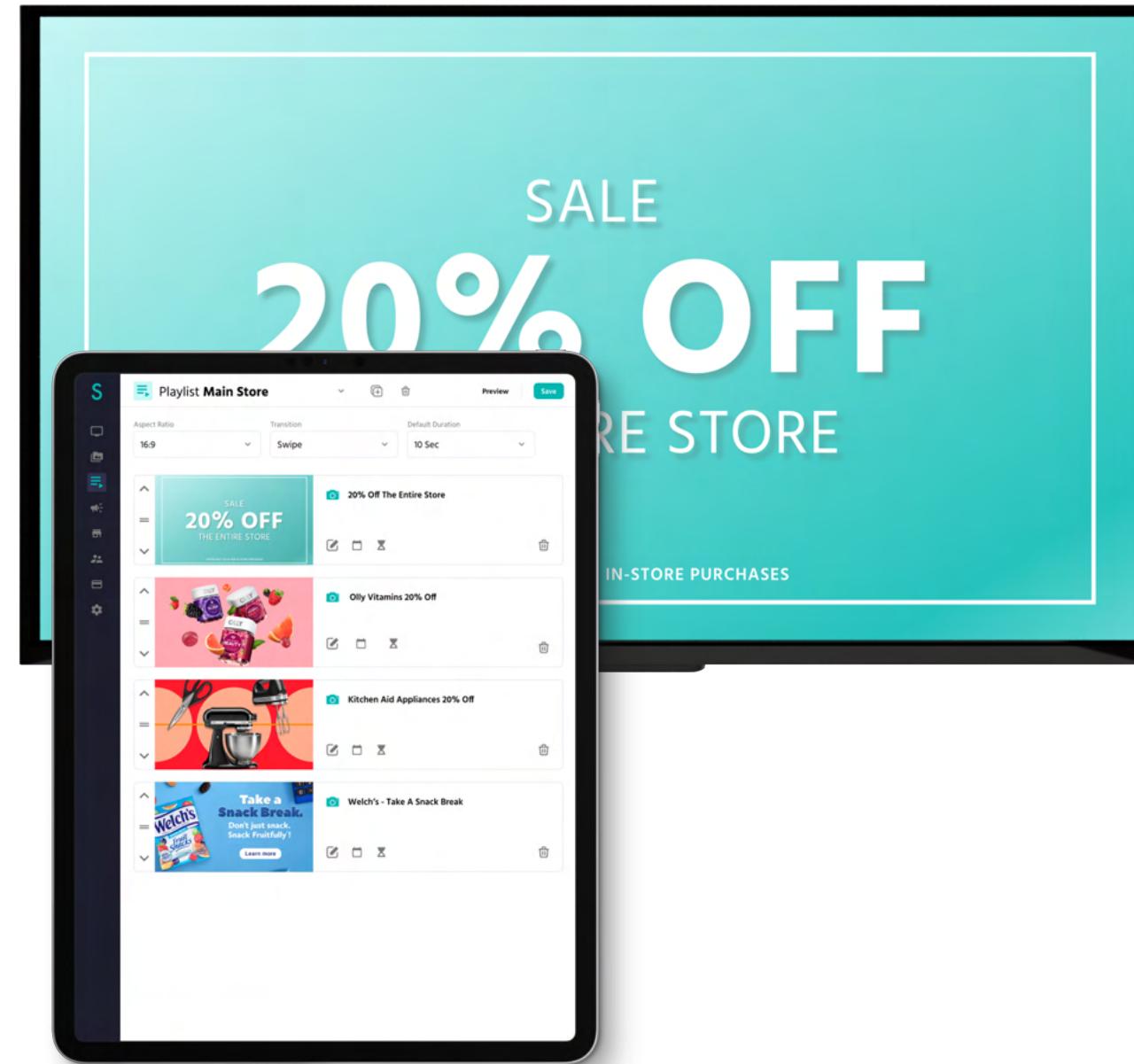


The service businesses can afford **\$20**/hour



The service you want

Solution



2022

Control Screens Remotely

Simplify remote management—enable easy control of screens and scheduling, removing the need for physical presence.



2024

Smart Signage

Auto-updating signage solutions that require zero manual intervention, for effortless updates to screens.



2028

Digital Team Members

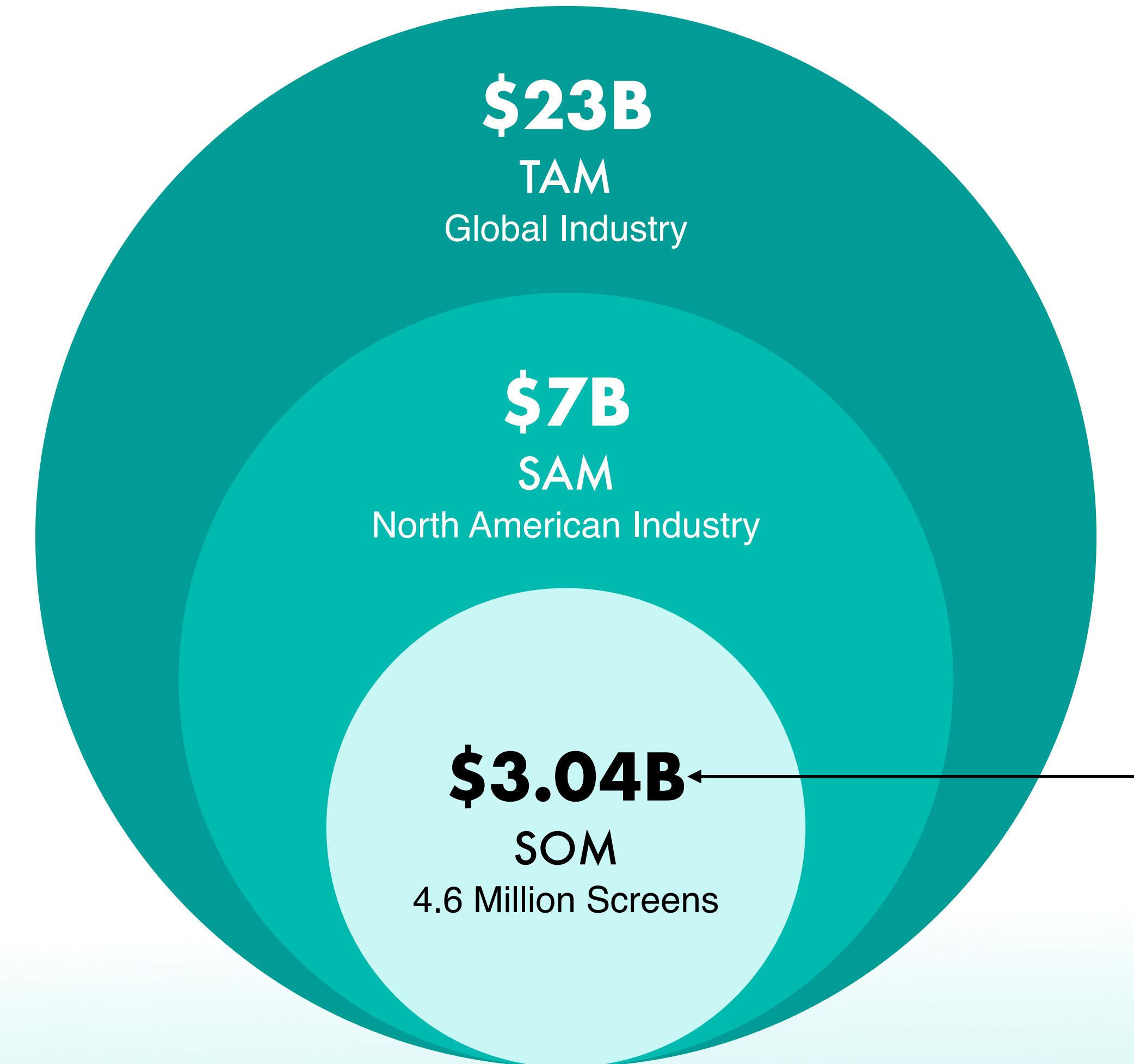
In a world where human service falls short, we rely on digital team members to deliver the top-tier service we demand.

Market Potential

TAM
Total Addressable Market

SAM
Serviceable Addressable Market

SOM
Serviceable Obtainable Market



TAM for Digital Signage Software

Total Addressable Screens in Key Industries

Retail	2.5M
Travel	1M
QSR	600k
Hospitality	500K
4.6M screens x \$660/year	
Total ARR	\$3.04B

Business Model

Monthly Recurring Revenue - 135% Net Retention

Average customer has 6-8 screens

\$55

Per License/Month

(Every screen requires a
dedicated license)

HOW WE GET CUSTOMERS

Go To Market

Re-sellers

Vengo®**ELECTRO-MATIC**
a SunSource Company

NEWLY SIGNED

KIOSK
Information Systems*Not contributing to revenue yet.
Expected to be largest re-seller.

End-user

Culver's®**TOMMY'S
EXPRESS
CAR WASH**

Referral Effect



Integrations

TREEZ**POSaBIT****greenbits**
by dutchie**lightspeed****COVA****toast****dutchie**
Point of Sale

Competitive Landscape

Skoop Signage combines a dynamic digital signage CMS, an intuitive menu builder, and seamless POS integrations, providing the only end-to-end solution for any retail environment with fast-changing data needs.

	Comprehensive Solution	CMS	Menu Boards	Status Quo
	SKOOP SIGNAGE	ScreenCloud  FWI FOUR WINDS INTERACTIVE	GreenScreens 	Flash Drive & HDMI Cord from Computer
Digital Signage (CMS)	✓	✓	✓	✗
Kiosk Mode	✓	✓	✗	✗
POS Integration	✓	✗	✓	✗
PROVISIONAL PATENT Menu Builder	✓	✗	✗	✗
OEM Compatible	✓	✗	✗	✗

Meet the Team



Josh Cooper

Chief Executive Officer

2x Founder.

\$6M Raised, Advertising background.



Josh Murray

Chief Technology Officer

6 Years of Technical Advising for Startups.

Expert in IOT & Systems Engineering.



Daniel Cohen-Arcamone

Chief Operations Officer

Chief of Staff at CloudKitchens. Growth & Product Management at UBER.

Uber CloudKitchens®



Joni Guerrera

Customer Success

5 Years of Digital Signage Customer Success.

GreenScreens™



Trevor Roberts

Sales Manager

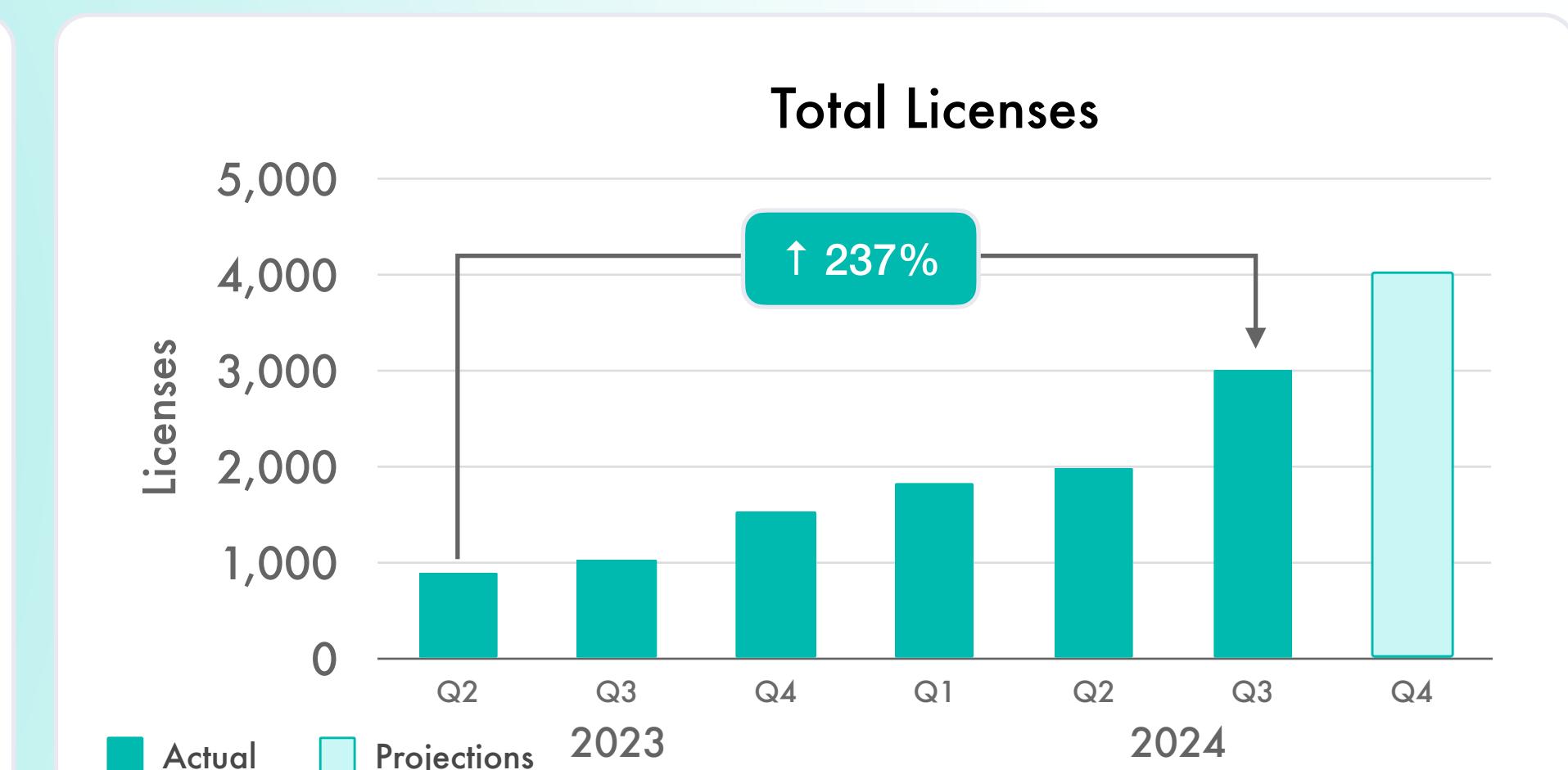
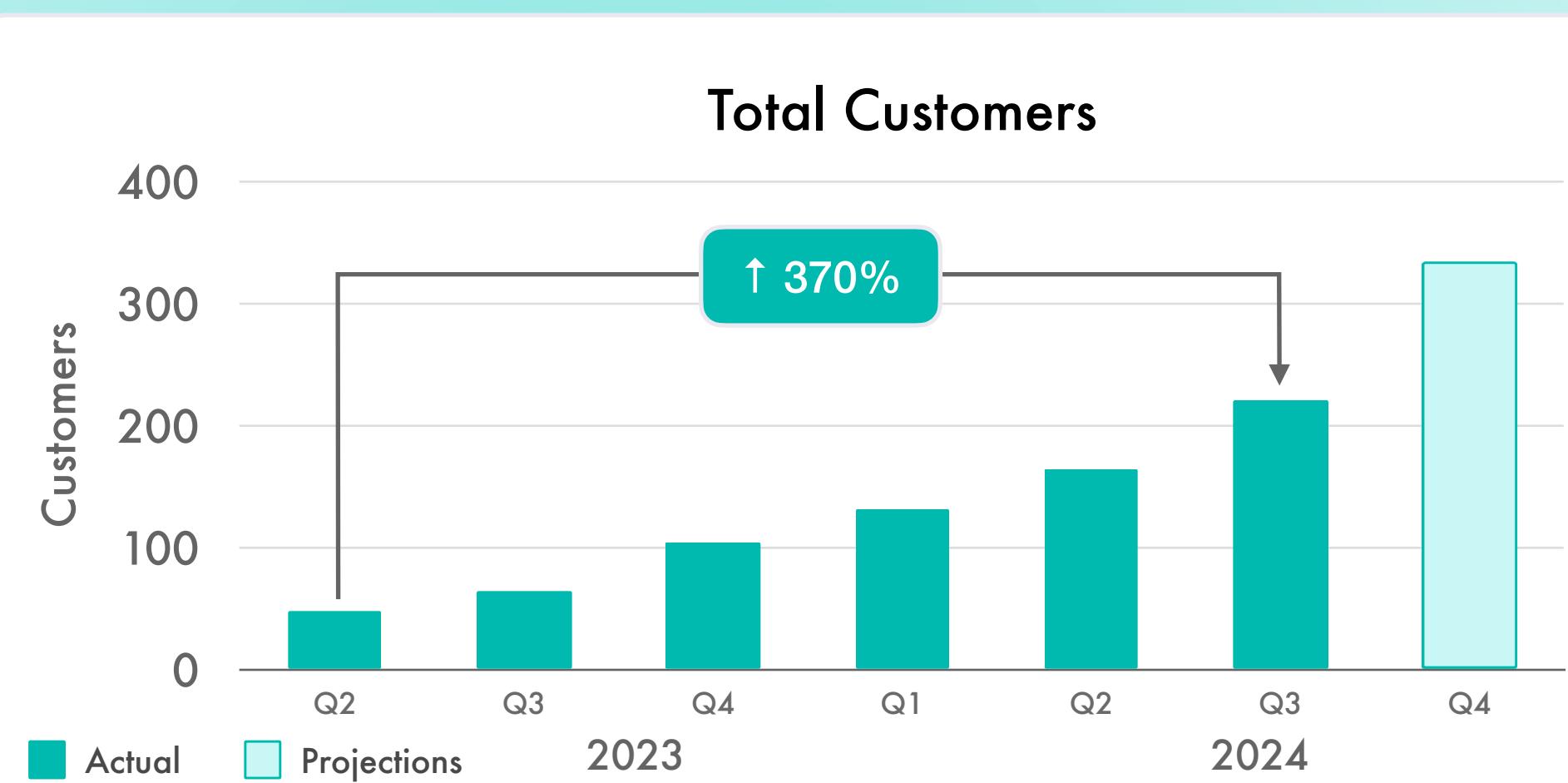
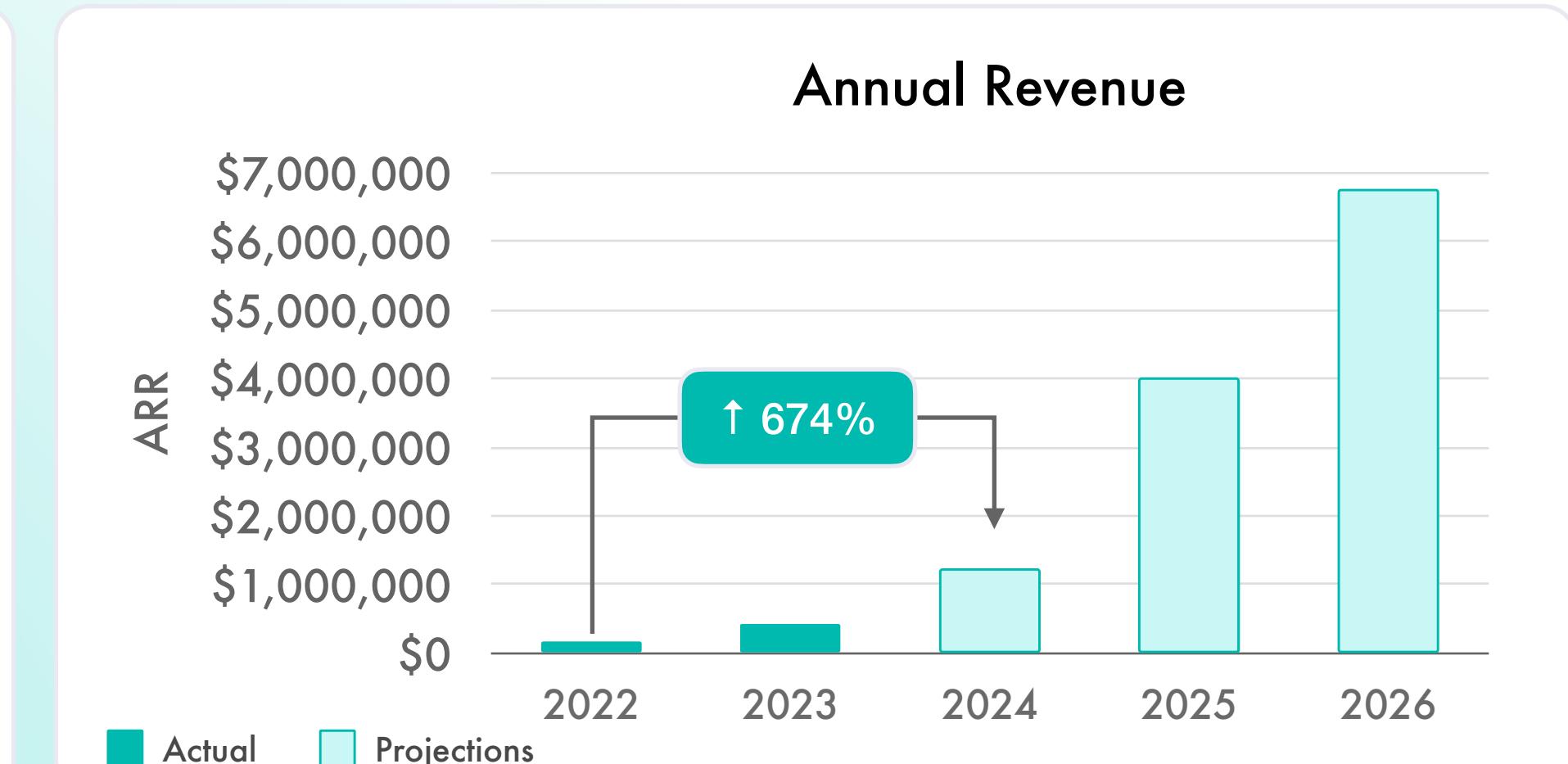
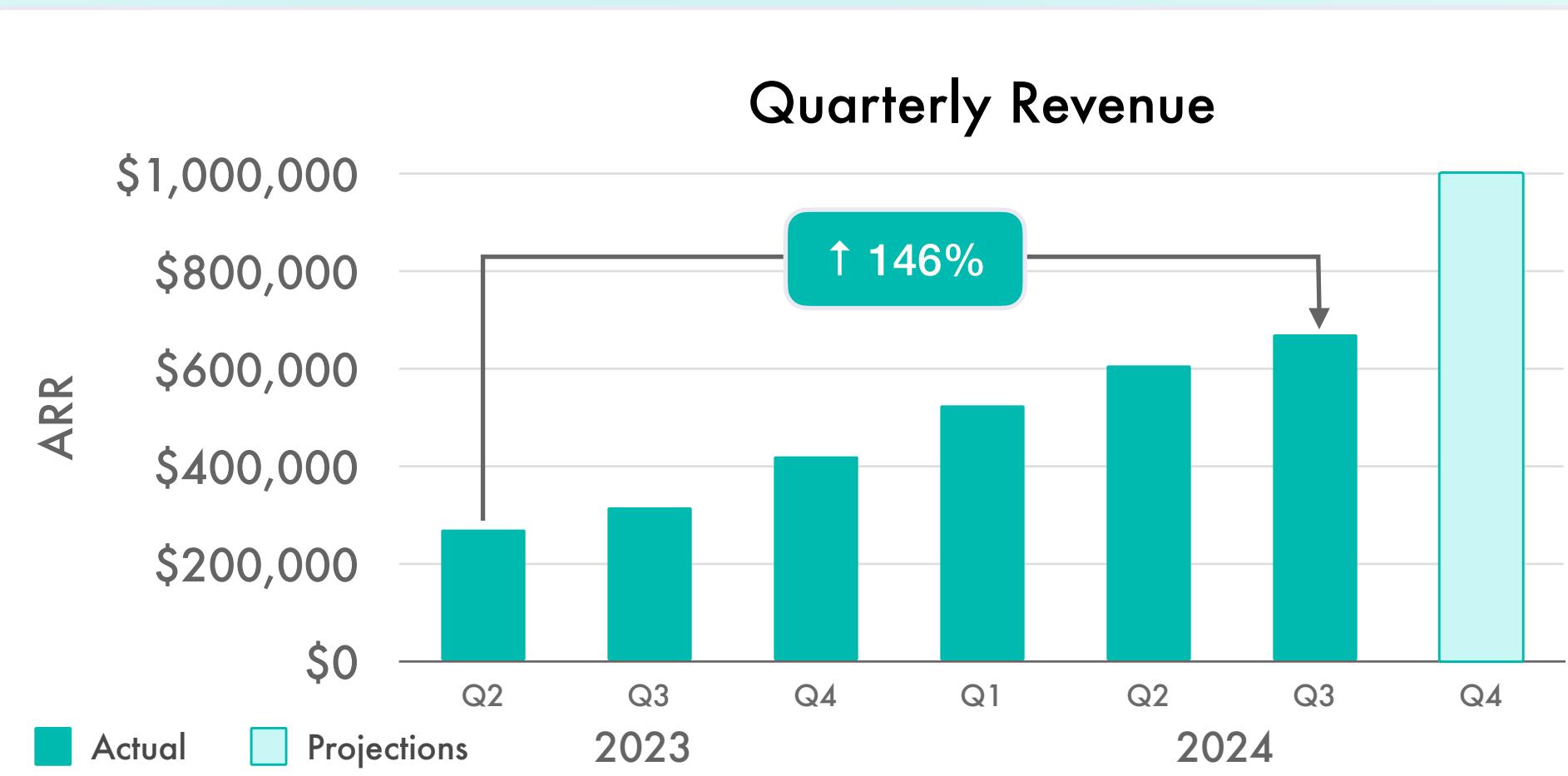
3 Years in Digital Signage Sales.

Traction

\$61K
LTV

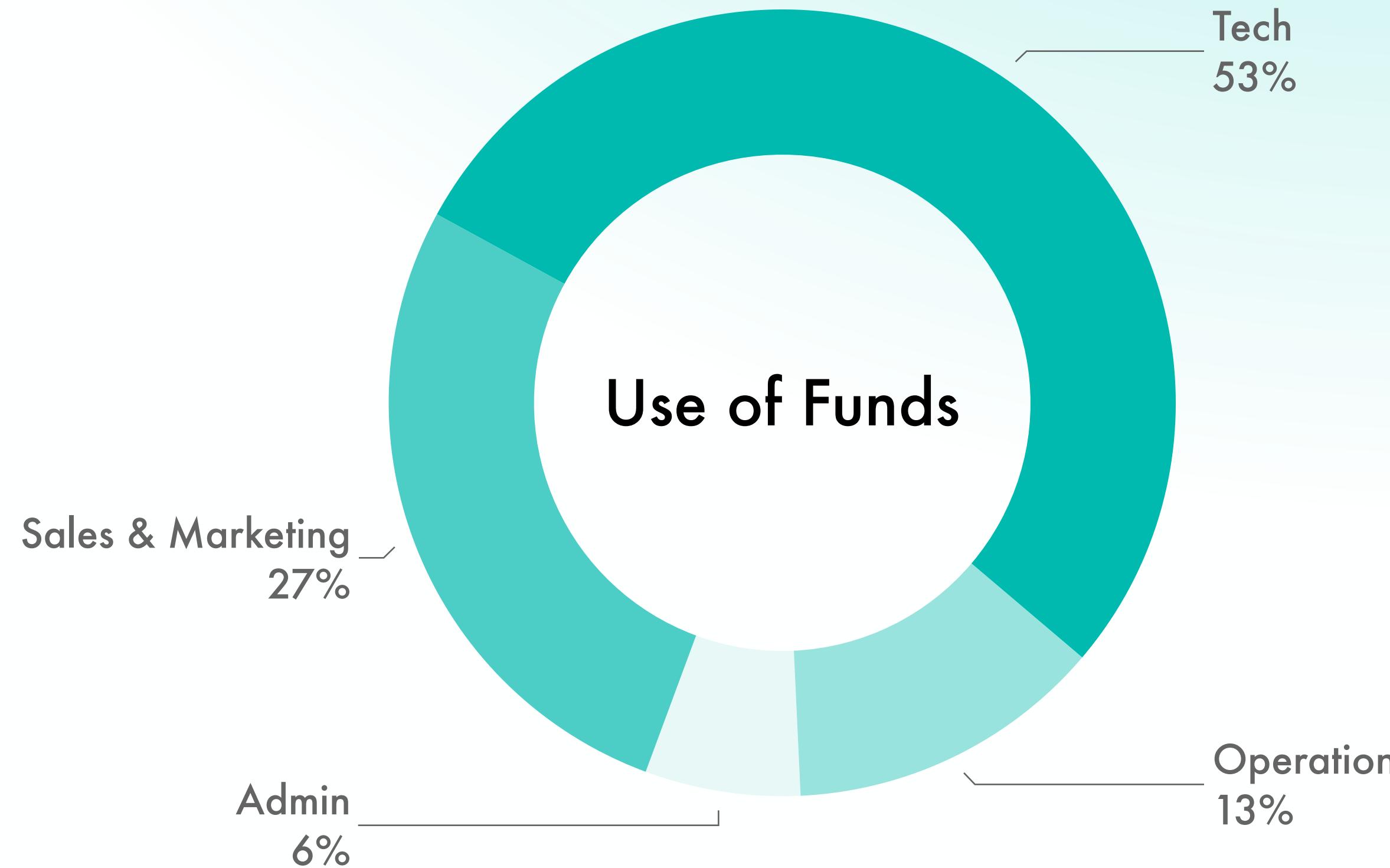
\$2,303
CAC

135%
Net Retention



Capital Raise Details

We are seeking \$1.5M
24 months of runway



Milestones

3X Q4'23 ARR.
Team expansion begins.

Product roadmap
driven by live DTM
customer feedback.

\$6.75M ARR.
15,000 screens live.

Q4
2024

Q1
2025

Q4
2025

Q1
2026

Q4
2026

First Paying Customer
goes live with Digital
Team Member (DTM).

1,000 DTMs.
12,000 screens live.

Why Now?

Digital Team Members are key to our mission of guiding the world through digital signage.

- 2015 — Smart TV's reach mass global production.
- 2018 — Premium 4K TV costs drop to less than \$350.
- 2020 — Wifi connected Smart TVs surpass hardwired cable TVs.
- 2022 — AI Chatbots such as OpenAI's ChatGPT hit the market.
- 2024 — Millions of Companies begin using AI Chatbots.
- 2025 — AI Avatars are used on Screens to fill the labor shortage.
- 2030 — Every Company has AI Digital Team Member staff.

