

**SKOOP SIGNAGE**

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# The Future of How Companies Talk to Customers

[SkoopSignage.com](http://SkoopSignage.com)

# Overview

\$670K

ARR

280%

Growth Rate

2x

Founder

\$23B

TAM

\$3M

Raise

Across 190 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

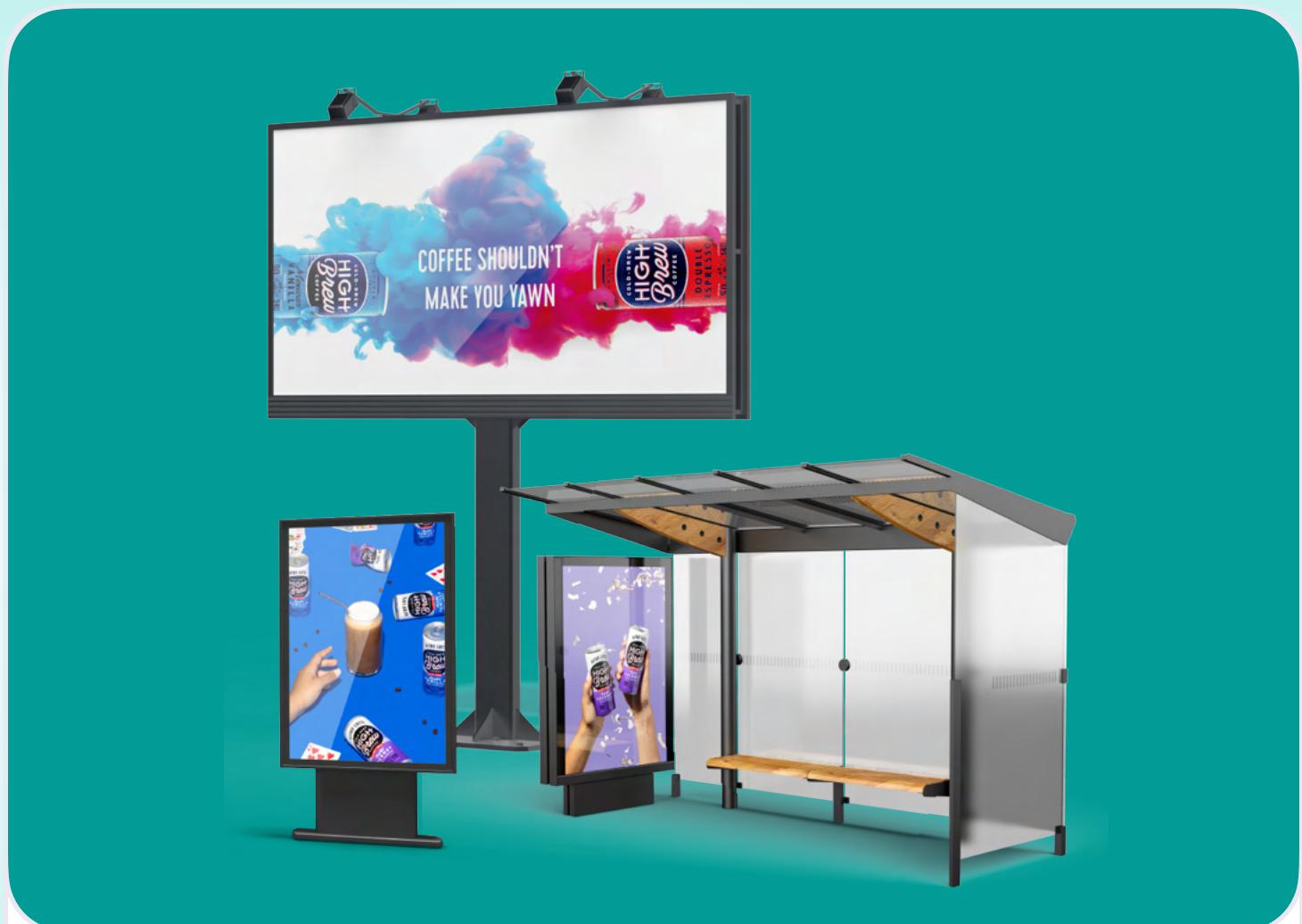
24 Months of Runway

# How We Got Here



## 2018: How It Started

Skoop Pedicab Co. powered 10,000 free rides in 3 cities, generating \$200K in ad revenue.



## 2024: How It's Going

Growing 10%, Skoop Signage powers 3,000 screens for more than 1,000 users. The SaaS gives businesses tools do more with less staff amidst the labor shortage.



## 2028: 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



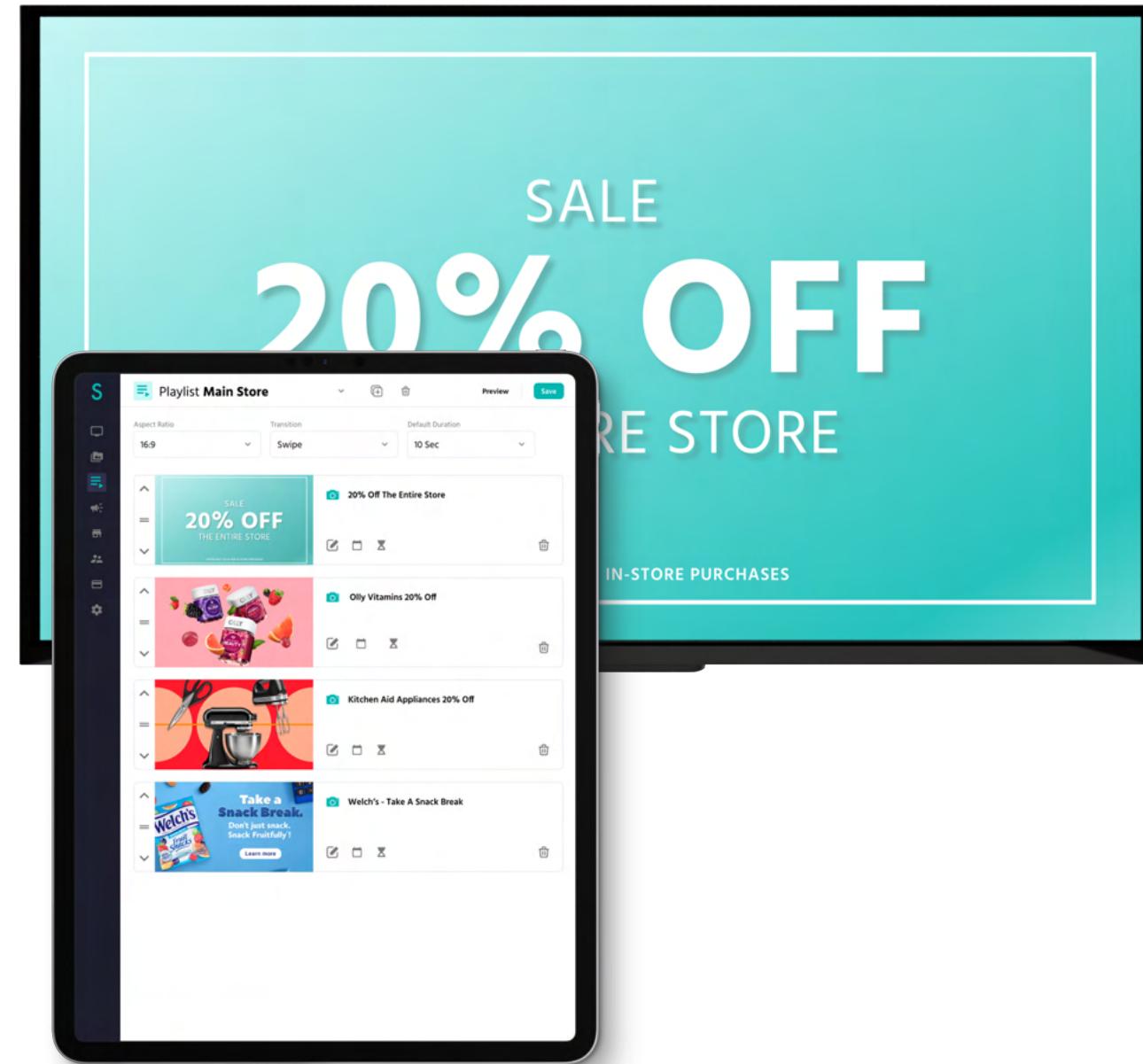
The service businesses can afford **\$20**/hour



The service you want

~~\$100~~/hour  
**\$2**/hour

# 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

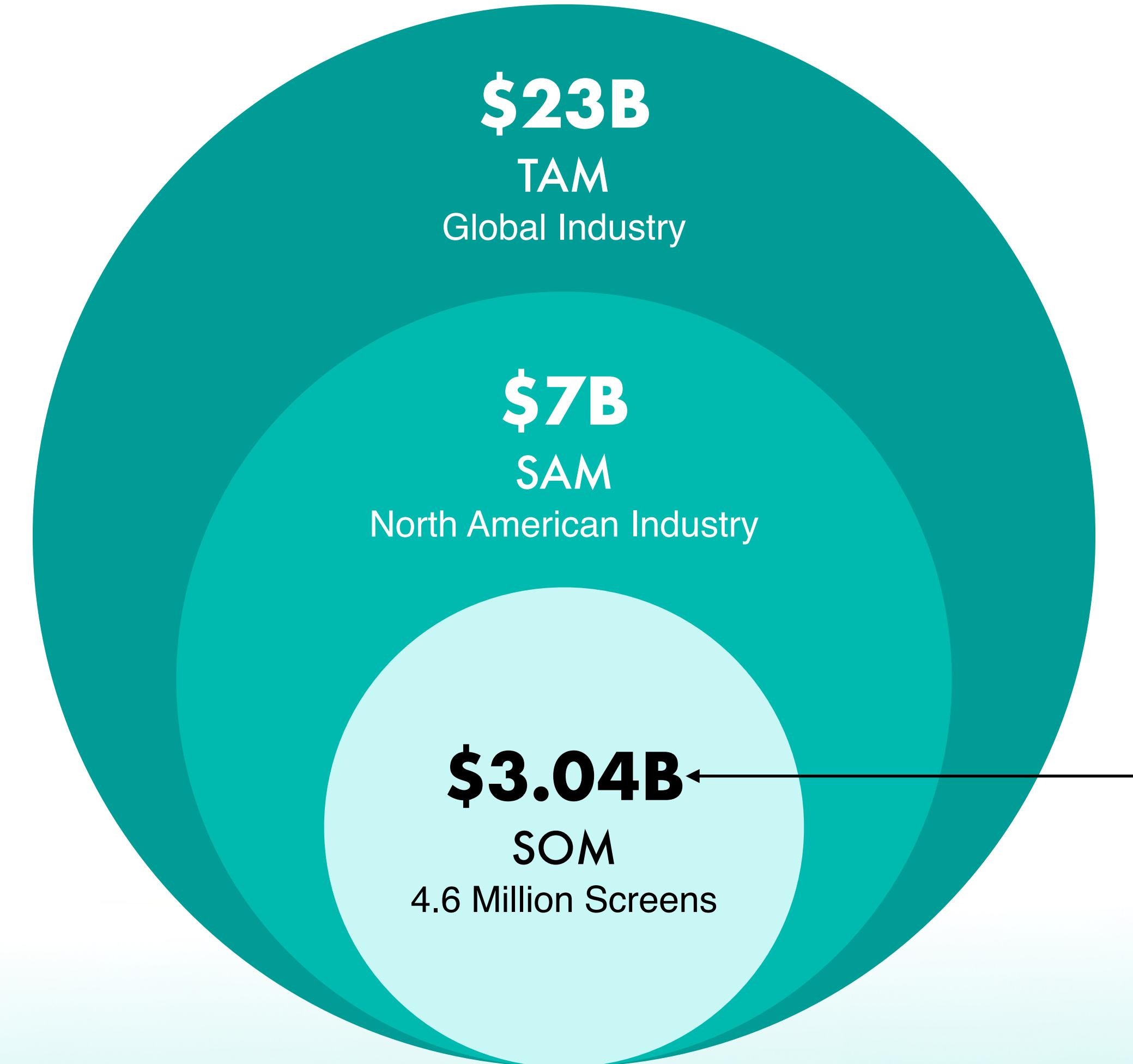
In a world where human service falls short, we rely on digital team members to deliver the top-tier service we demand.

# 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 - 94.5% Customer Retention

Average customer has 6-8 screens

\$55

Per License/Month

(Every screen requires a  
dedicated license)

## HOW WE GET CUSTOMERS

## Go To Market

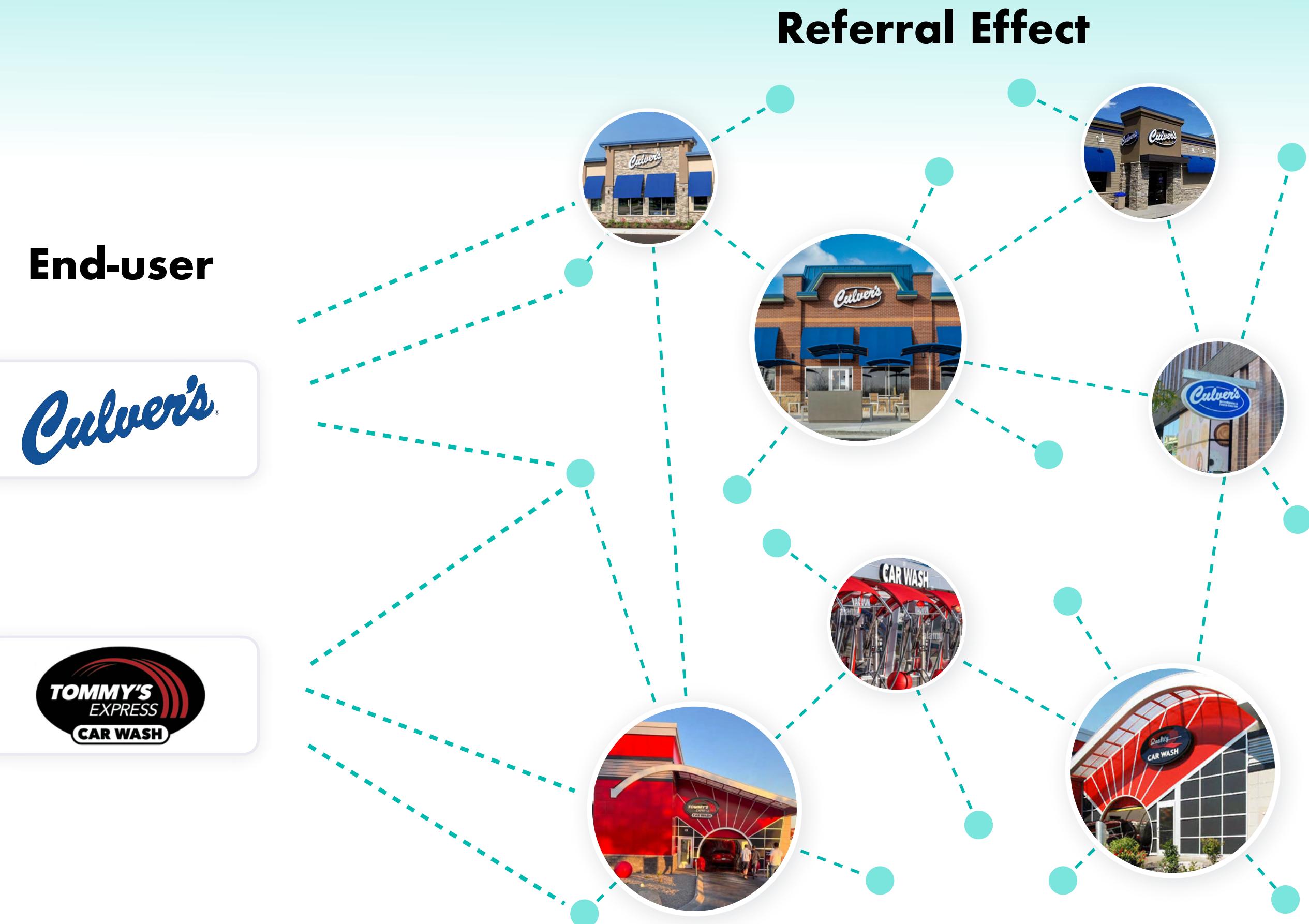
## Re-sellers

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

NEWLY SIGNED

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

## 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
	<b>SKOOP SIGNAGE</b>	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*

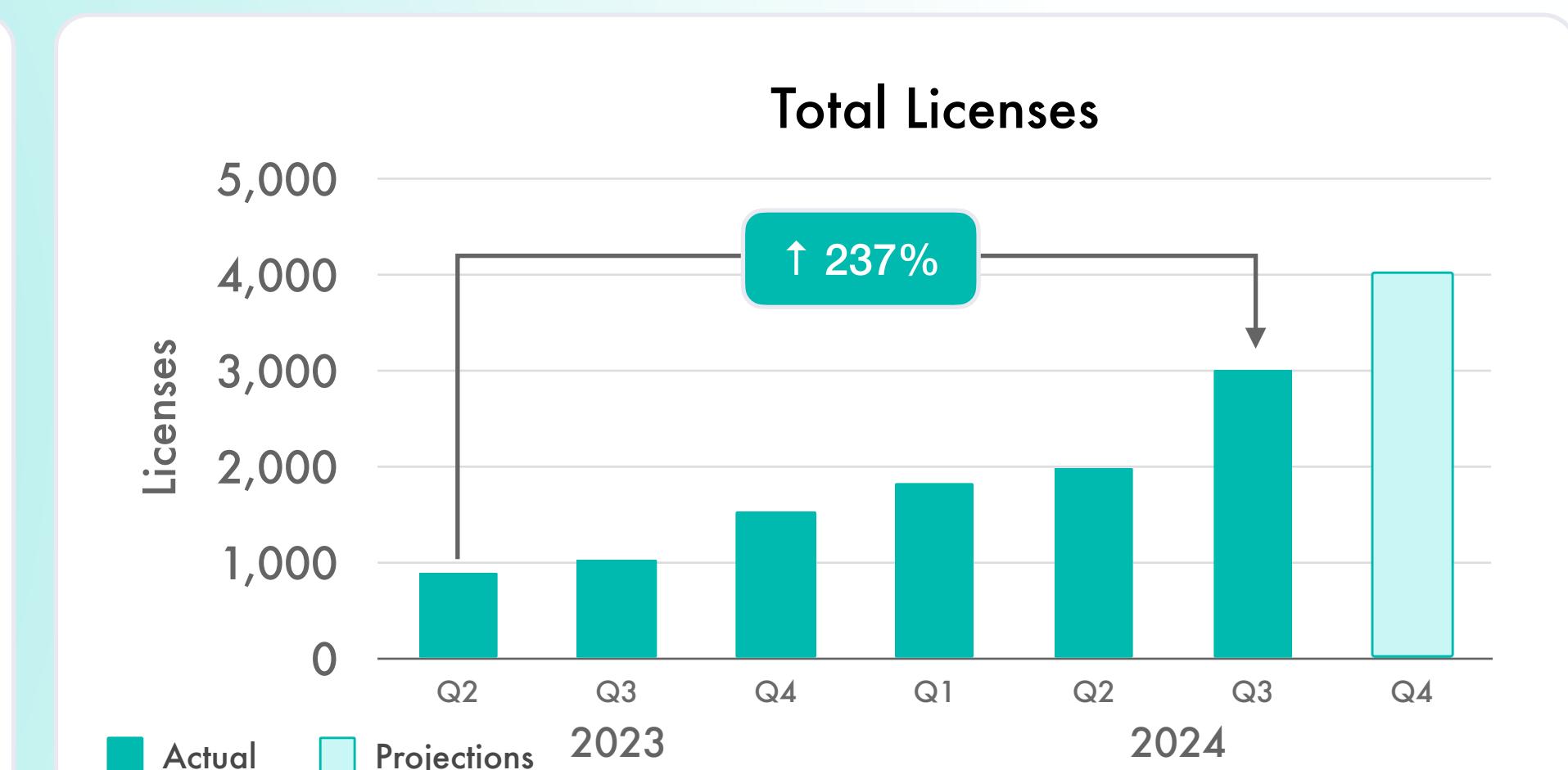
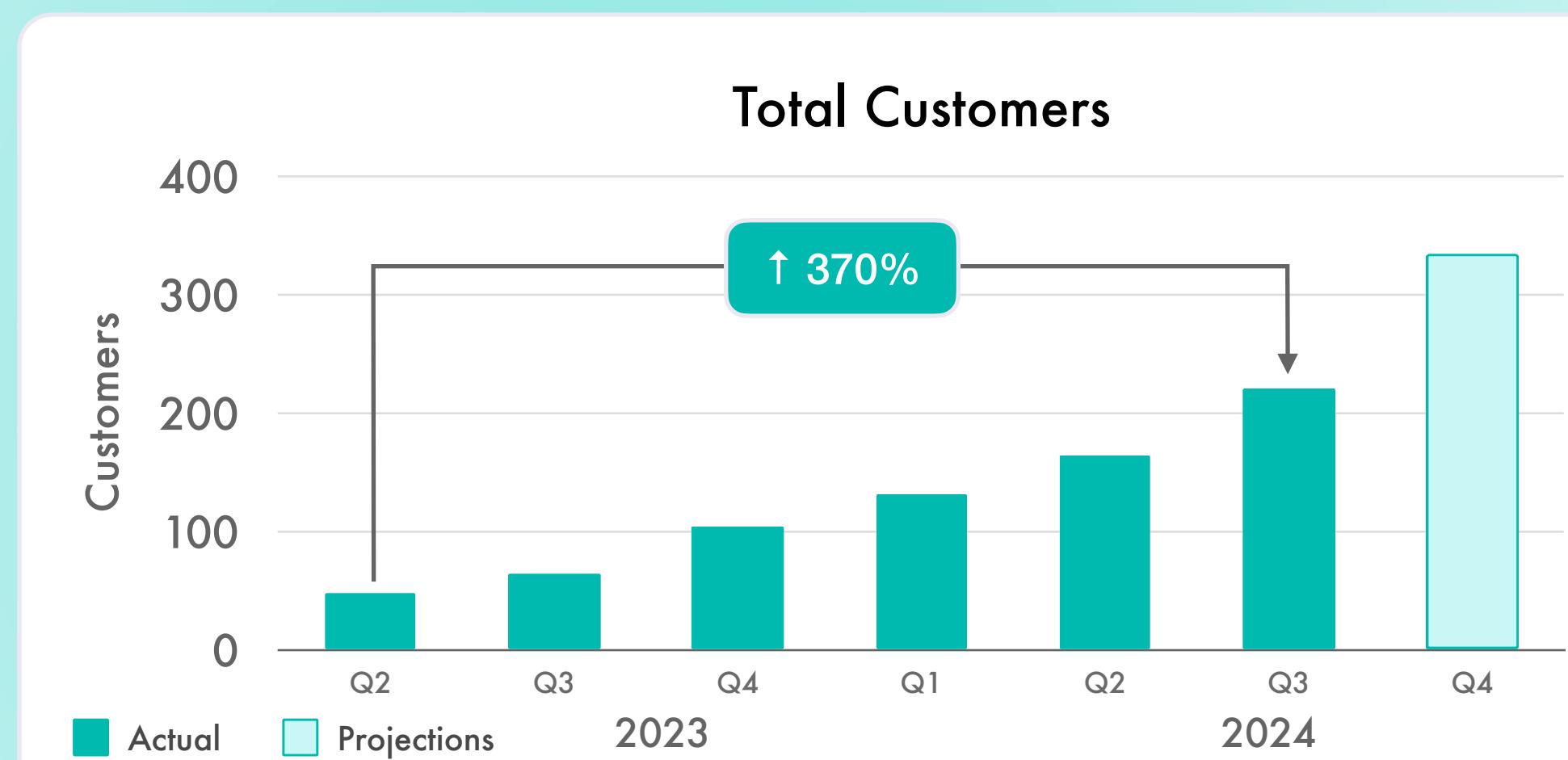
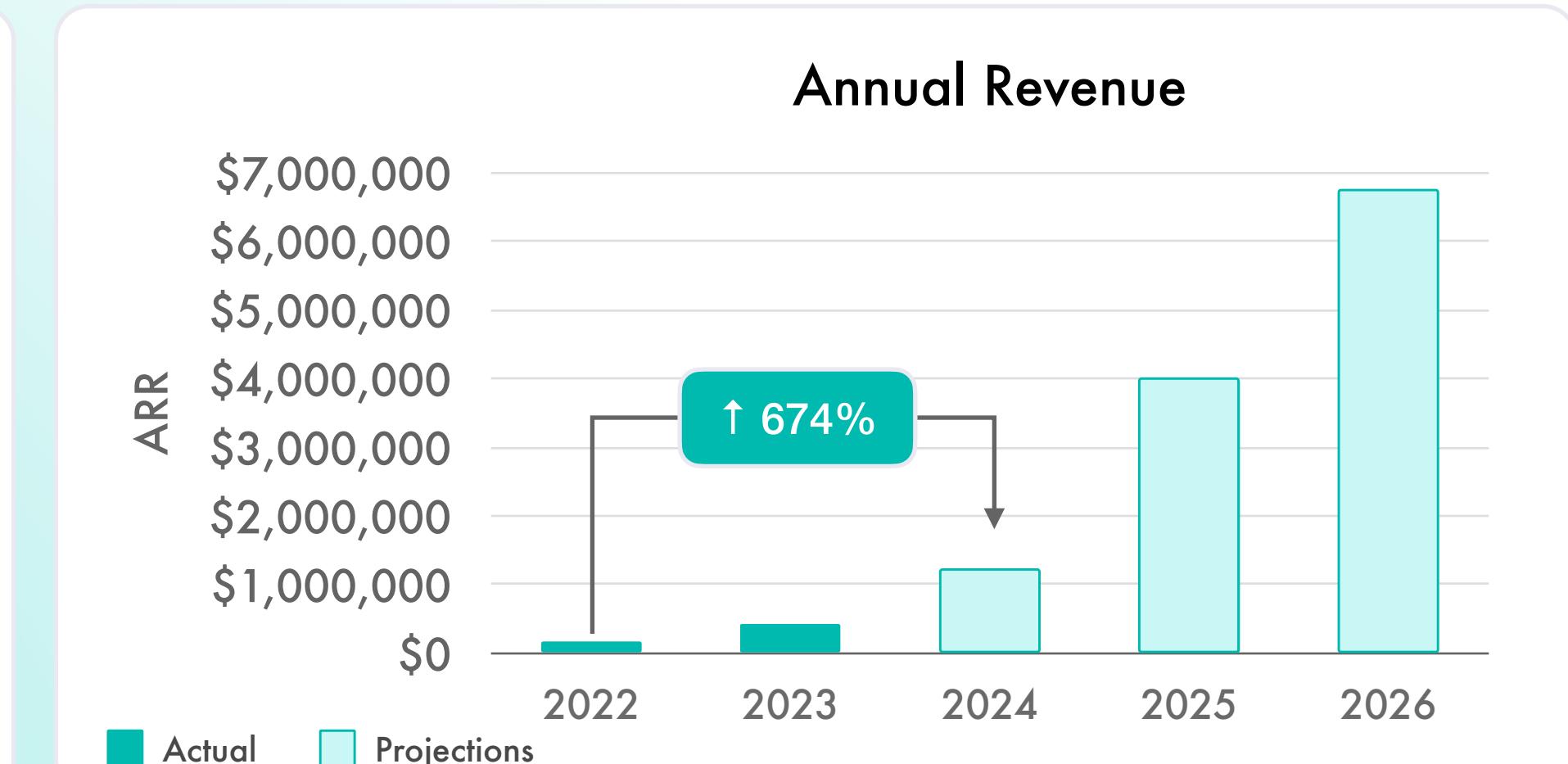
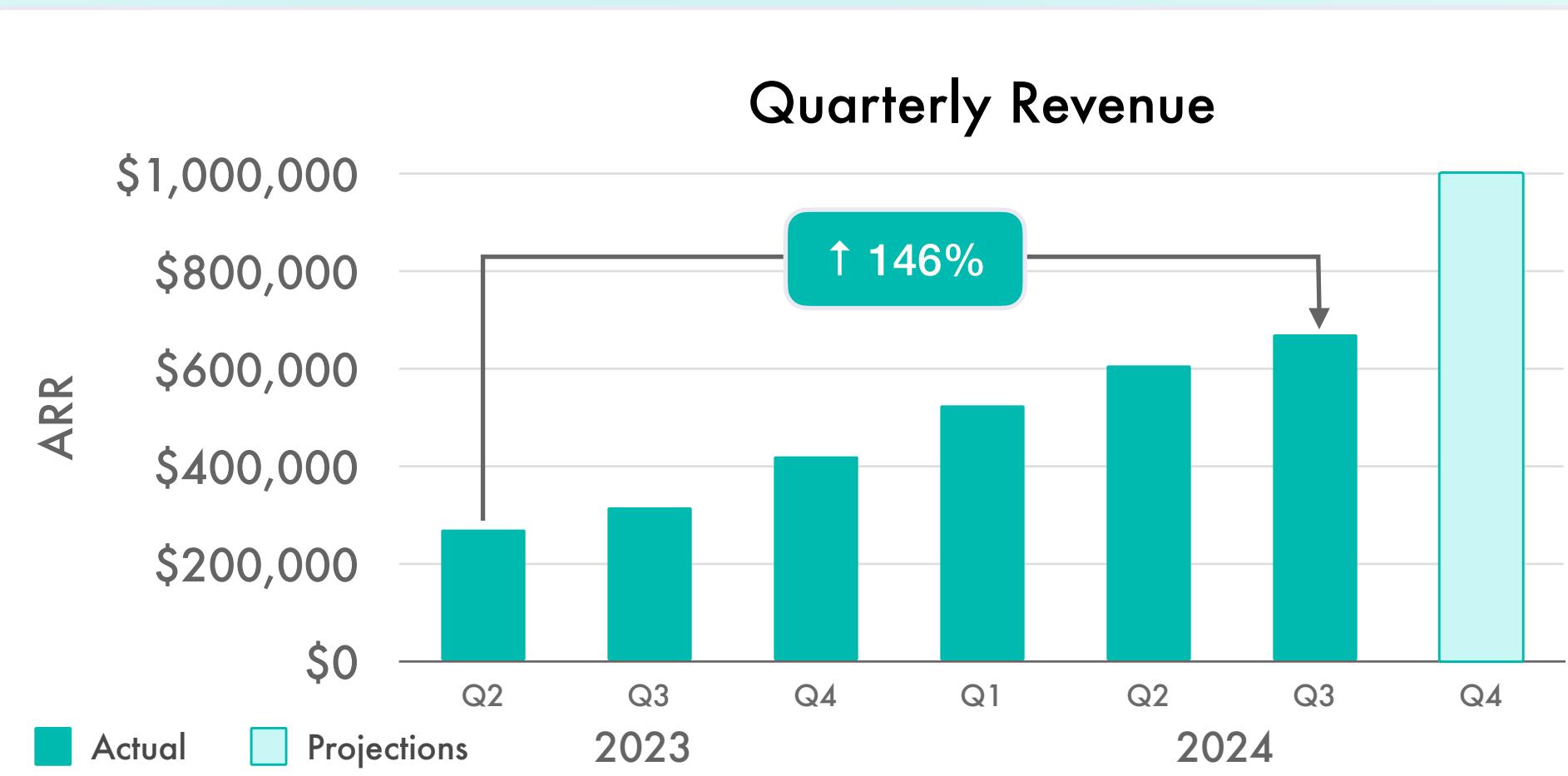
3 Years in Digital Signage Sales.

# Traction

**\$61K**  
LTV

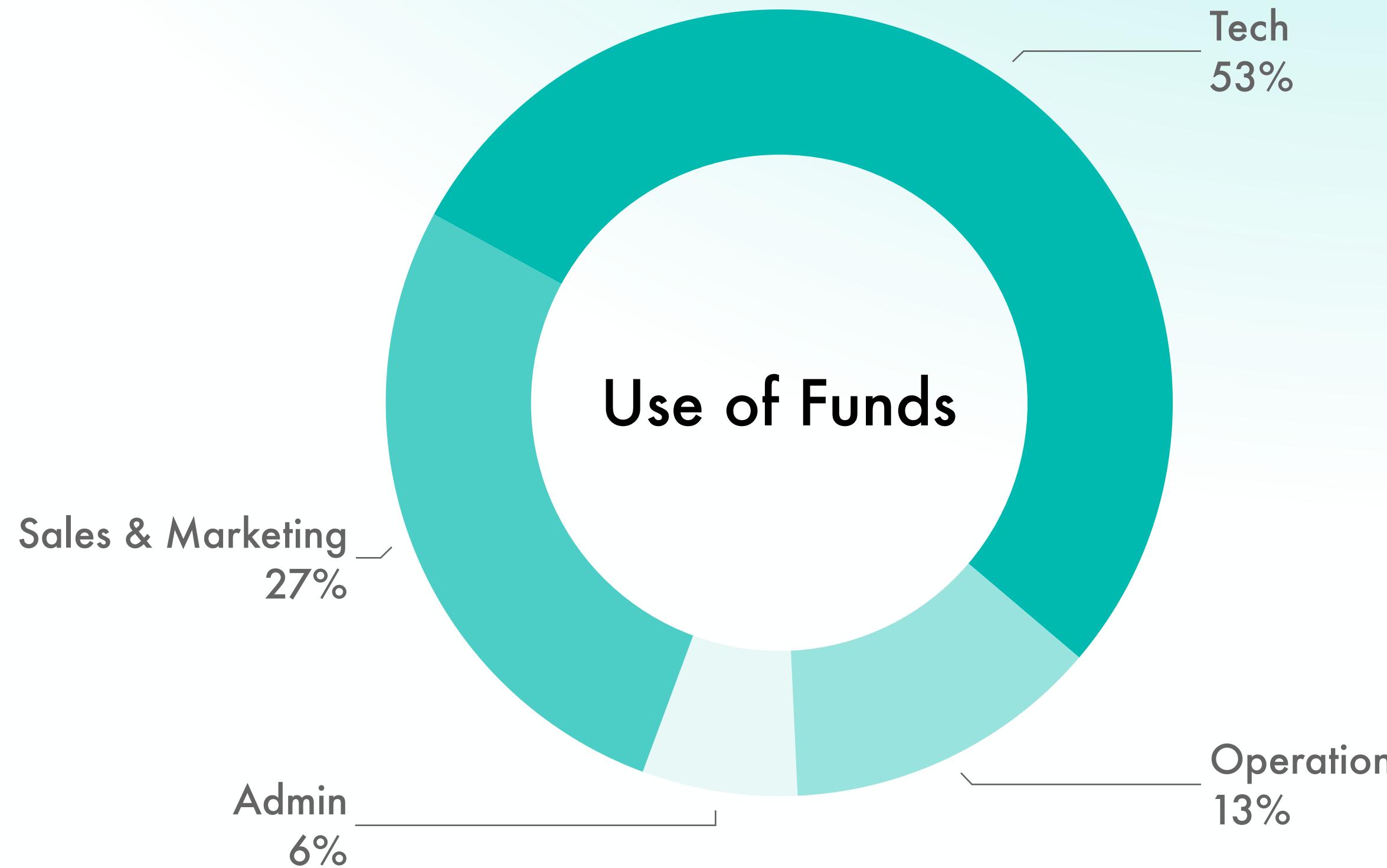
**\$2,303**  
CAC

**94.5%**  
Retention

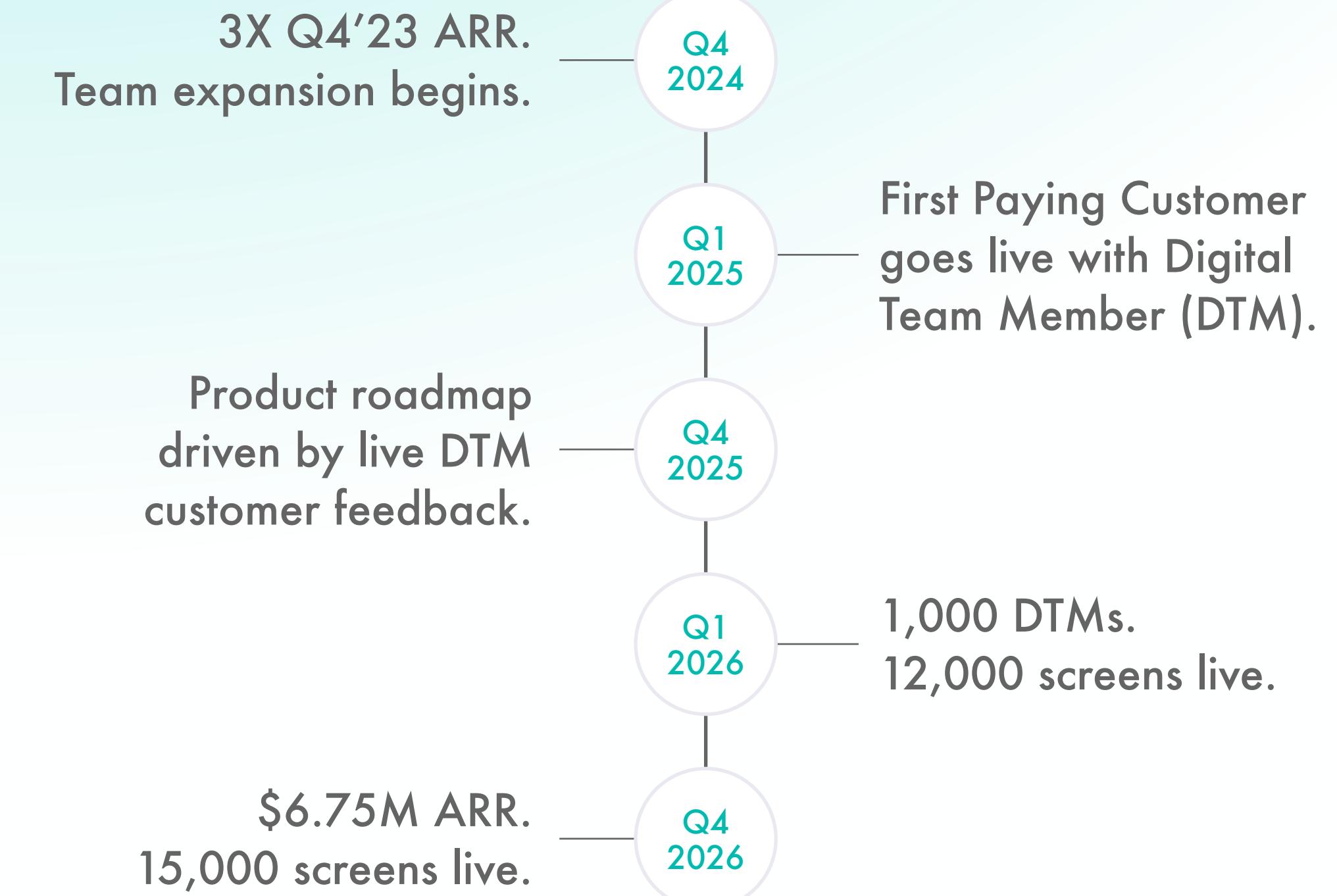


# Capital Raise Details

We are seeking \$3M  
24 months of runway



## Milestones



# 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.

