

SKOOP SIGNAGE

Josh Cooper, *Founder & CEO*

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The Future of How Companies Talk to Customers

SkoopSignage.com

Overview

\$680K

ARR

Across 195 customers and 1,050 users
3x Q4'23 ARR

280%

Growth Rate

Since January 2023

2x

Founder

Founding team of digital signage experts and Uber alum

\$23B

TAM

Addressing the Digital Signage and Kiosk industry

\$3M

Raise

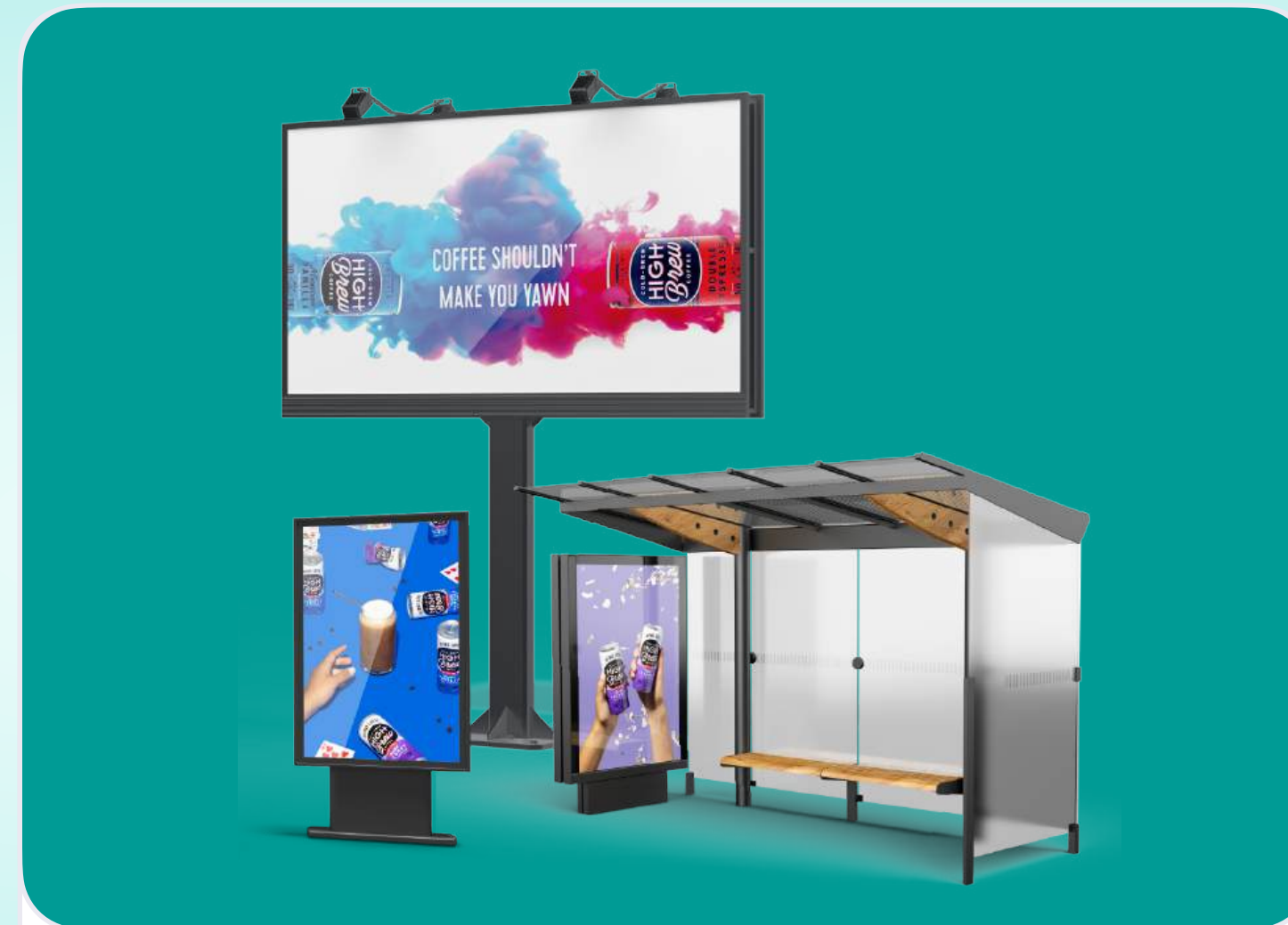
24 Months of Runway

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 to 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



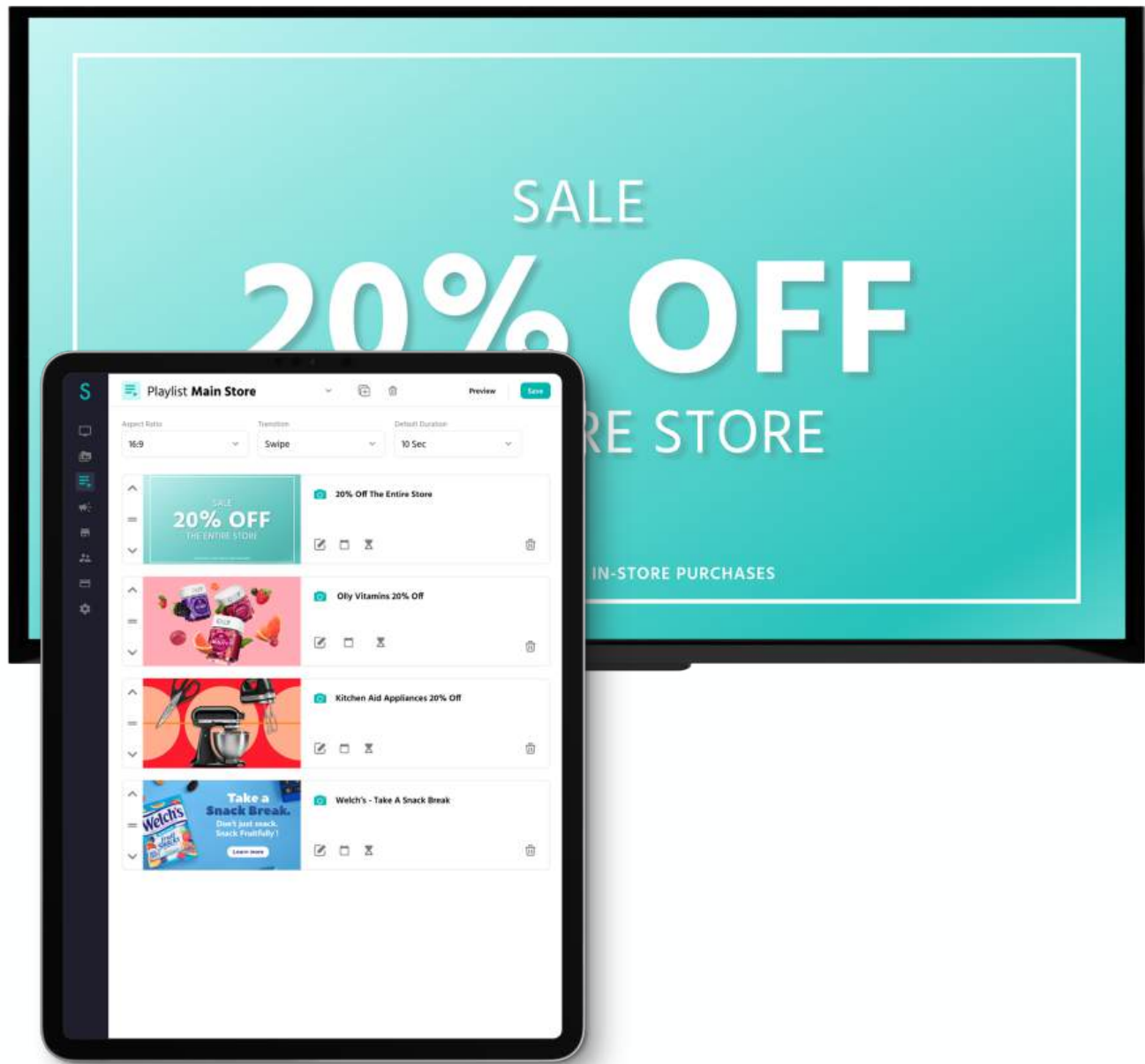
The service businesses can afford **\$20**/hour



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

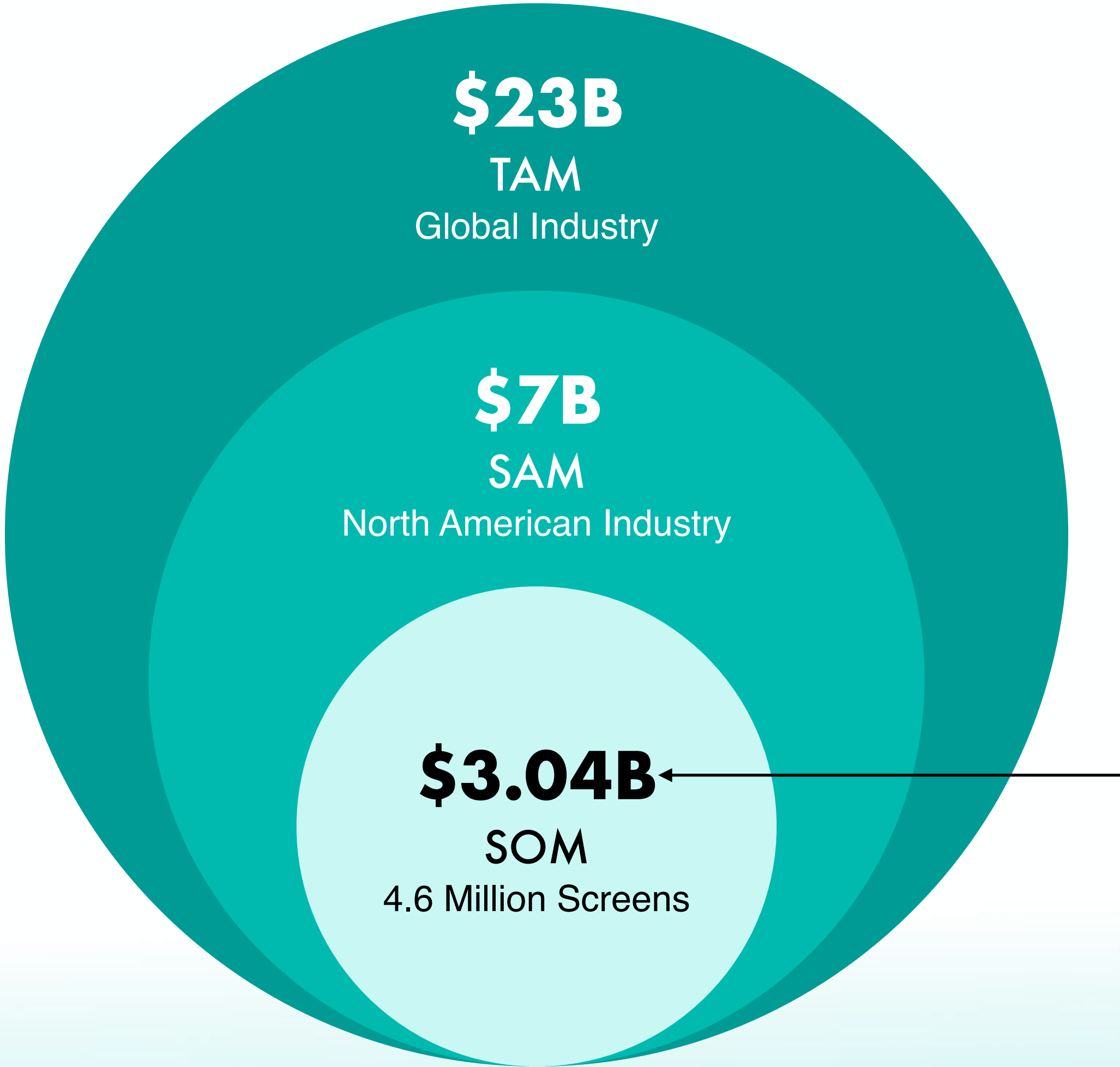
In a world where human service falls short, we rely on digital team members to deliver the top-tier service we demand.

Market Potential

TAM
Total Addressable Market

SAM
Serviceable Addressable Market

SOM
Serviceable Obtainable Market



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**

TAM for Digital Signage Software

Business Model

Monthly Recurring Revenue - 135% Net Retention

Average customer has 6-8 screens

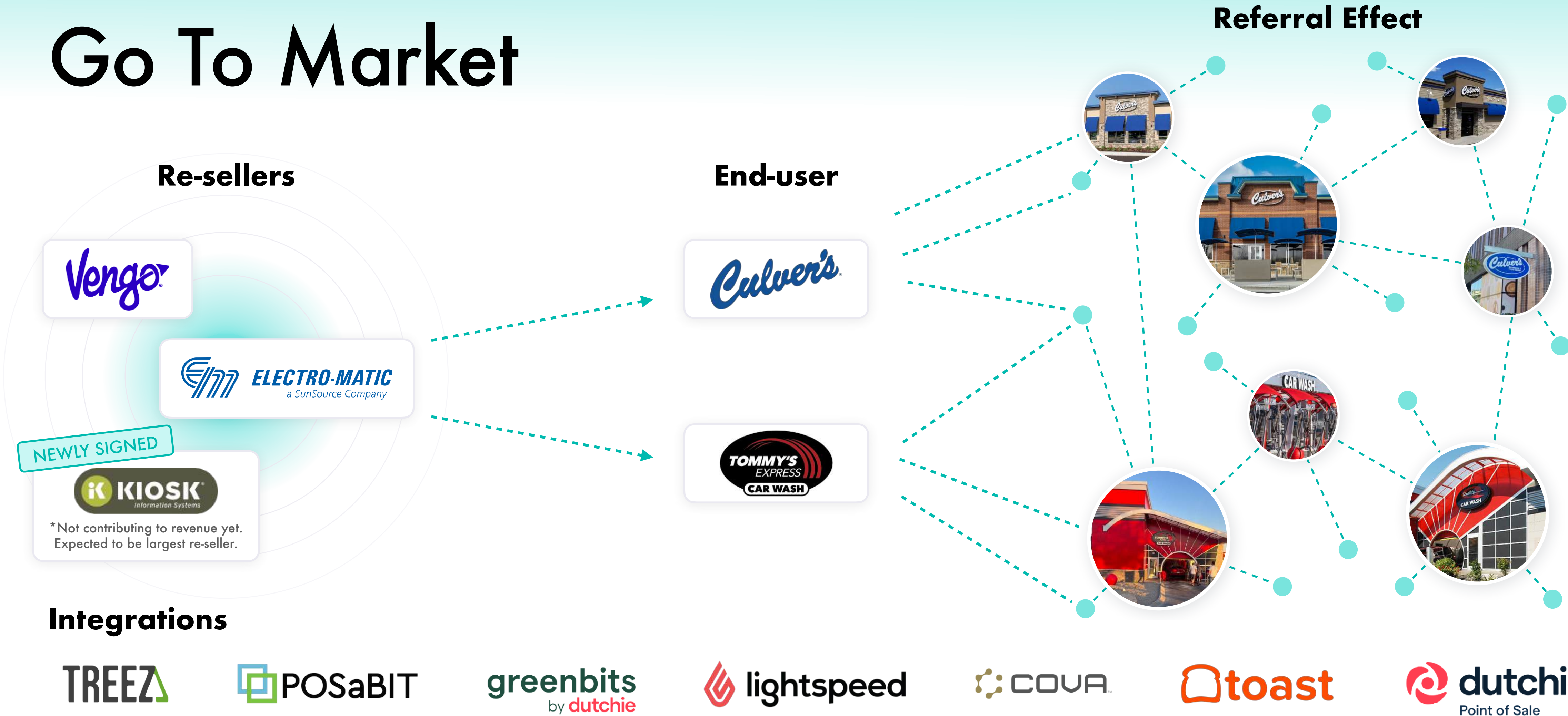
\$55

Per License/Month

(Every screen requires a
dedicated license)





HOW WE GET CUSTOMERS

Go To Market



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  FOUR WINDS INTERACTIVE	 GreenScreens 	Flash Drive & HDMI Cord from Computer
Digital Signage (CMS)	✓	✓	✓	✗
Kiosk Mode	✓	✓	✗	✗
POS Integration	✓	✗	✓	✗
<div>PROVISIONAL PATENT</div> 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.



Joni Guerrero

Customer Success

5 Years of Digital Signage Customer Success.



Trevor Roberts

Sales Manager

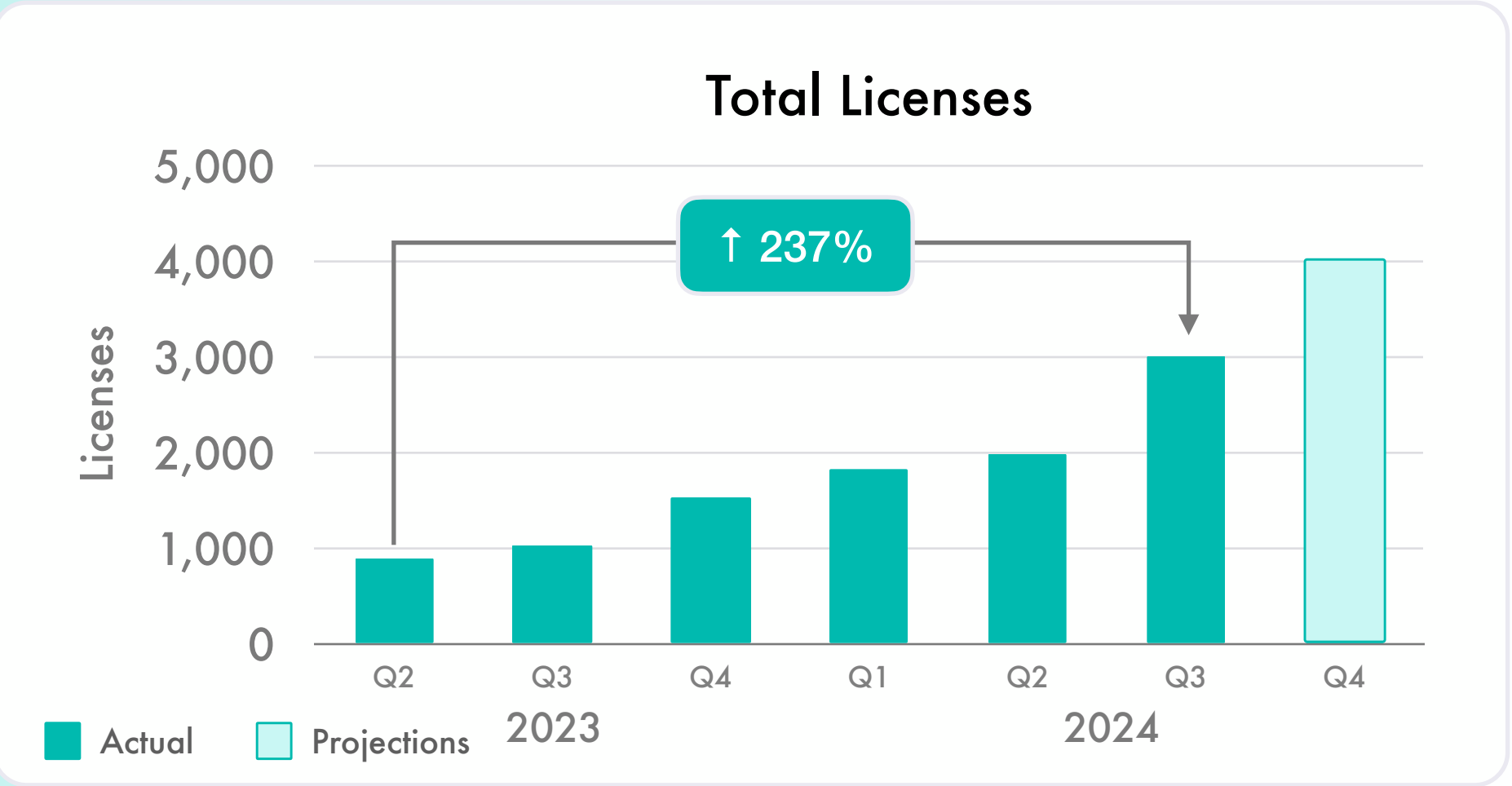
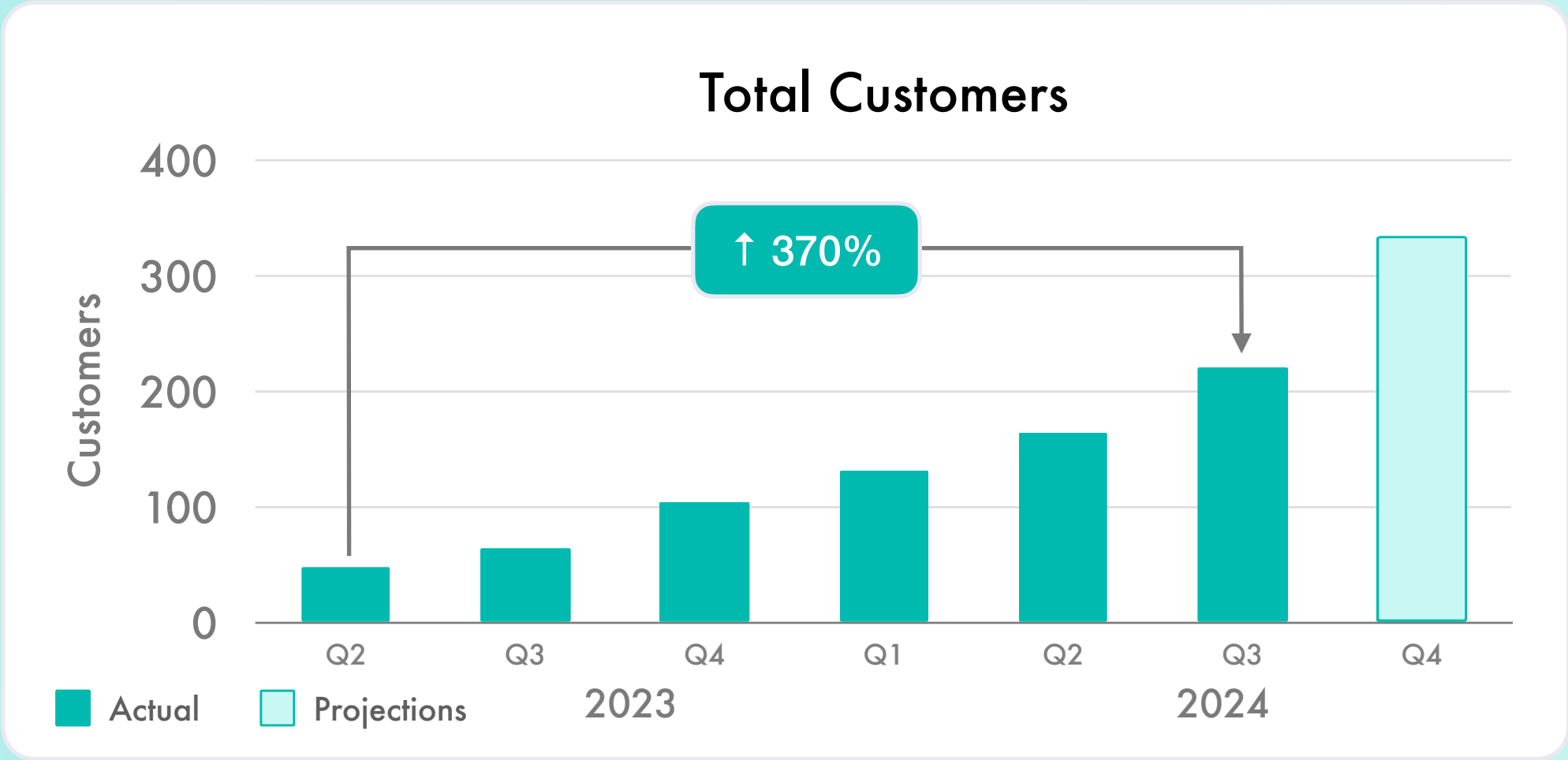
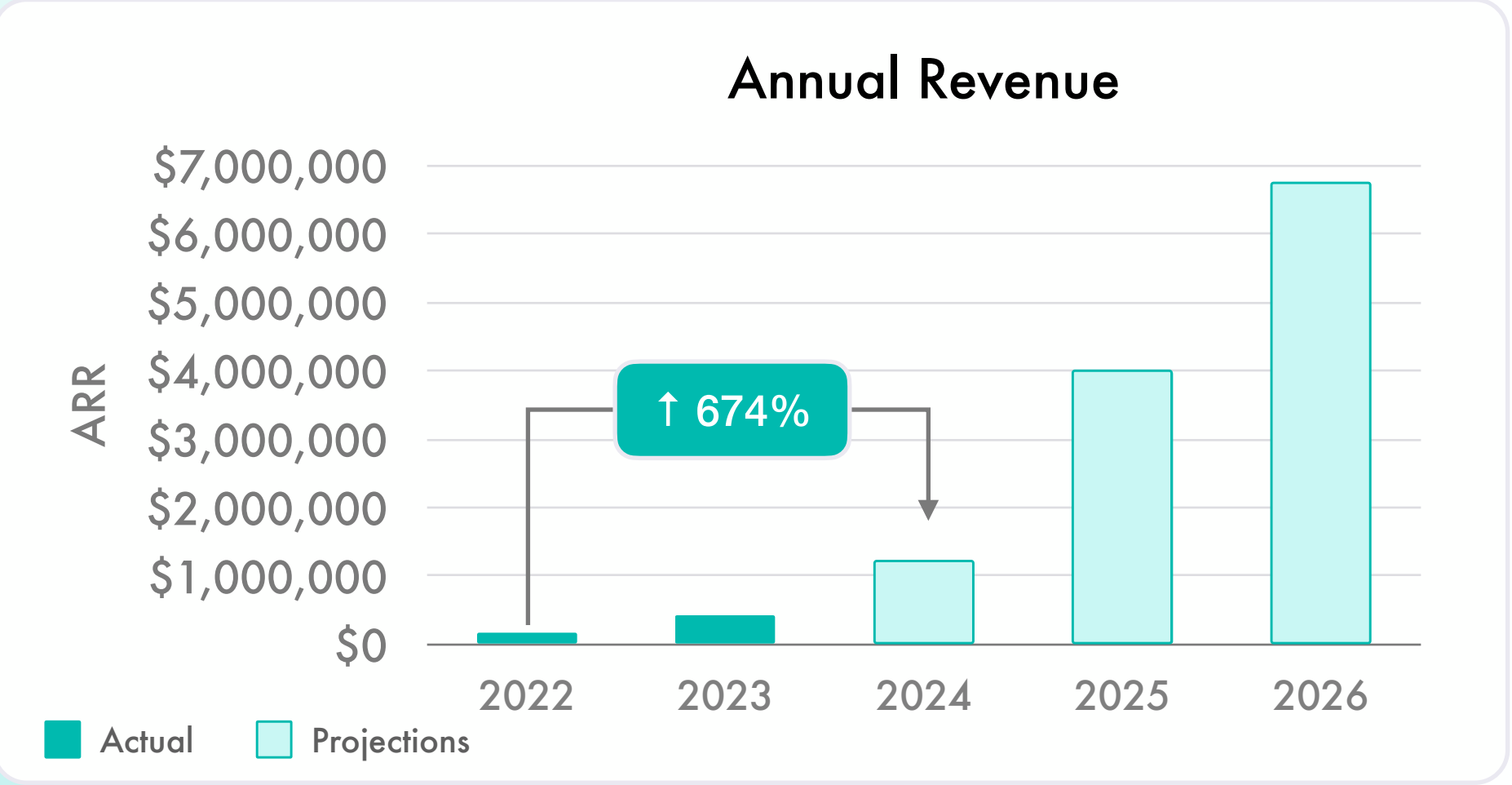
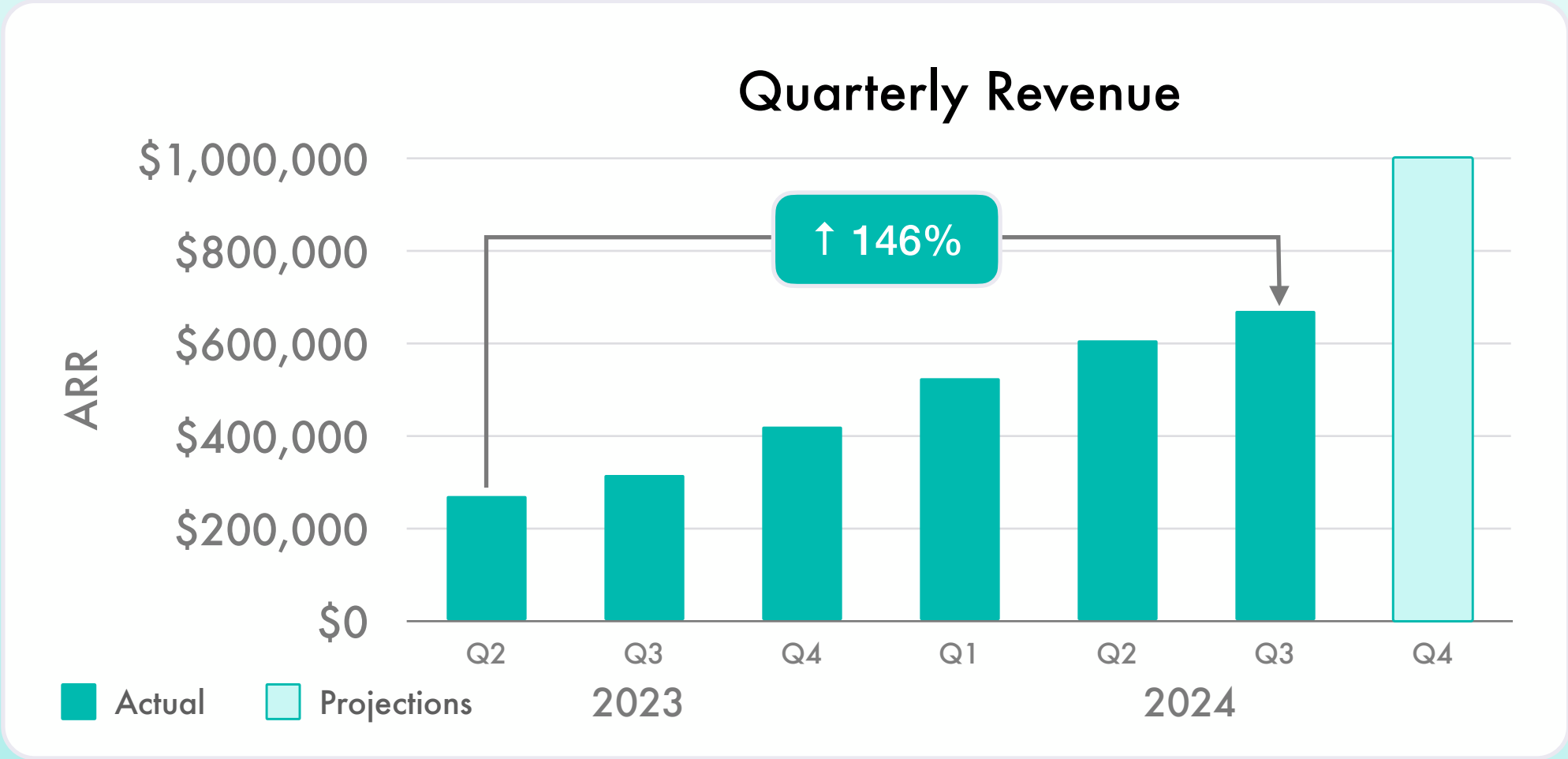
3 Years in Digital Signage Sales.

Traction

\$61K
LTV

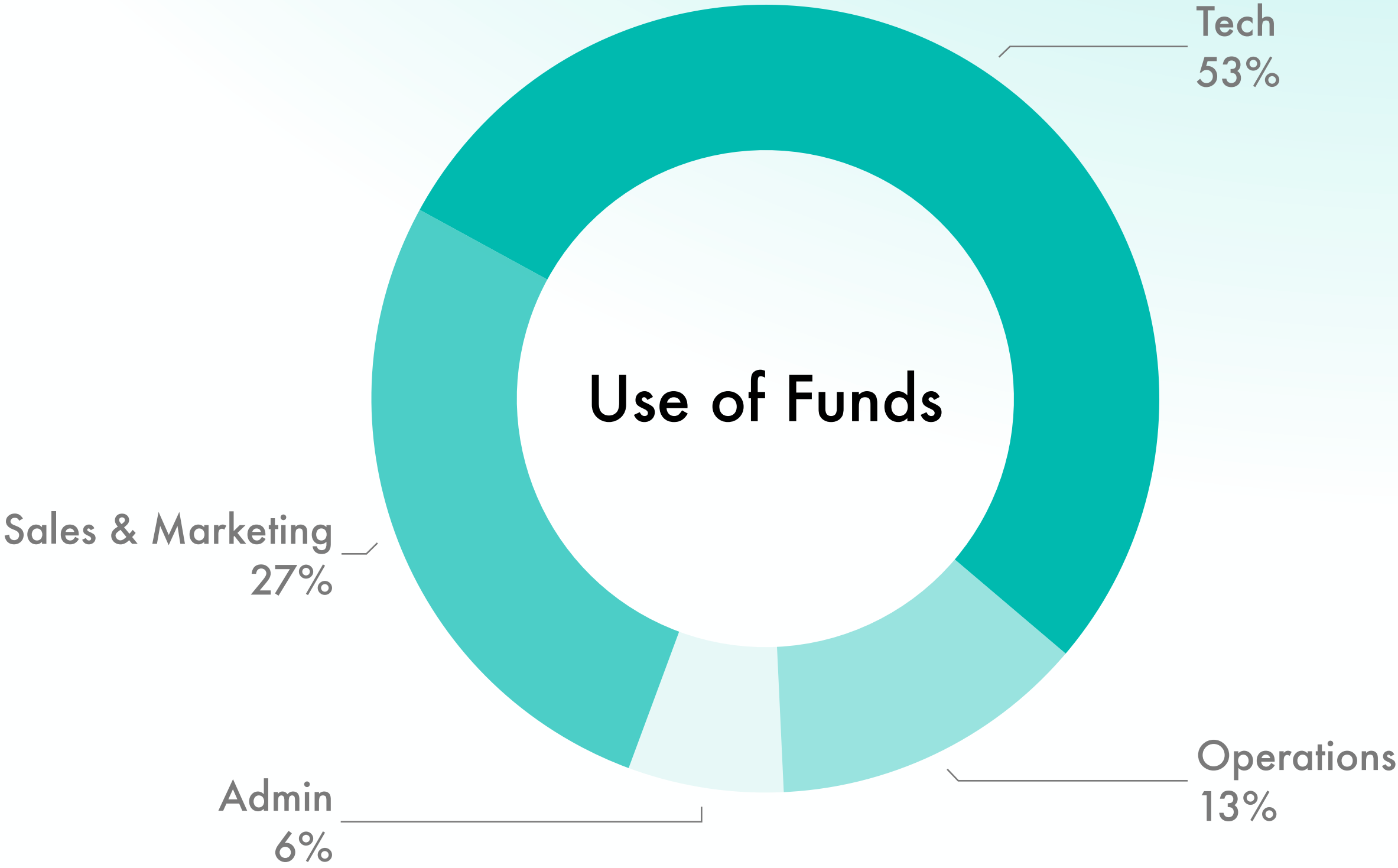
\$2,303
CAC

135%
Net Retention

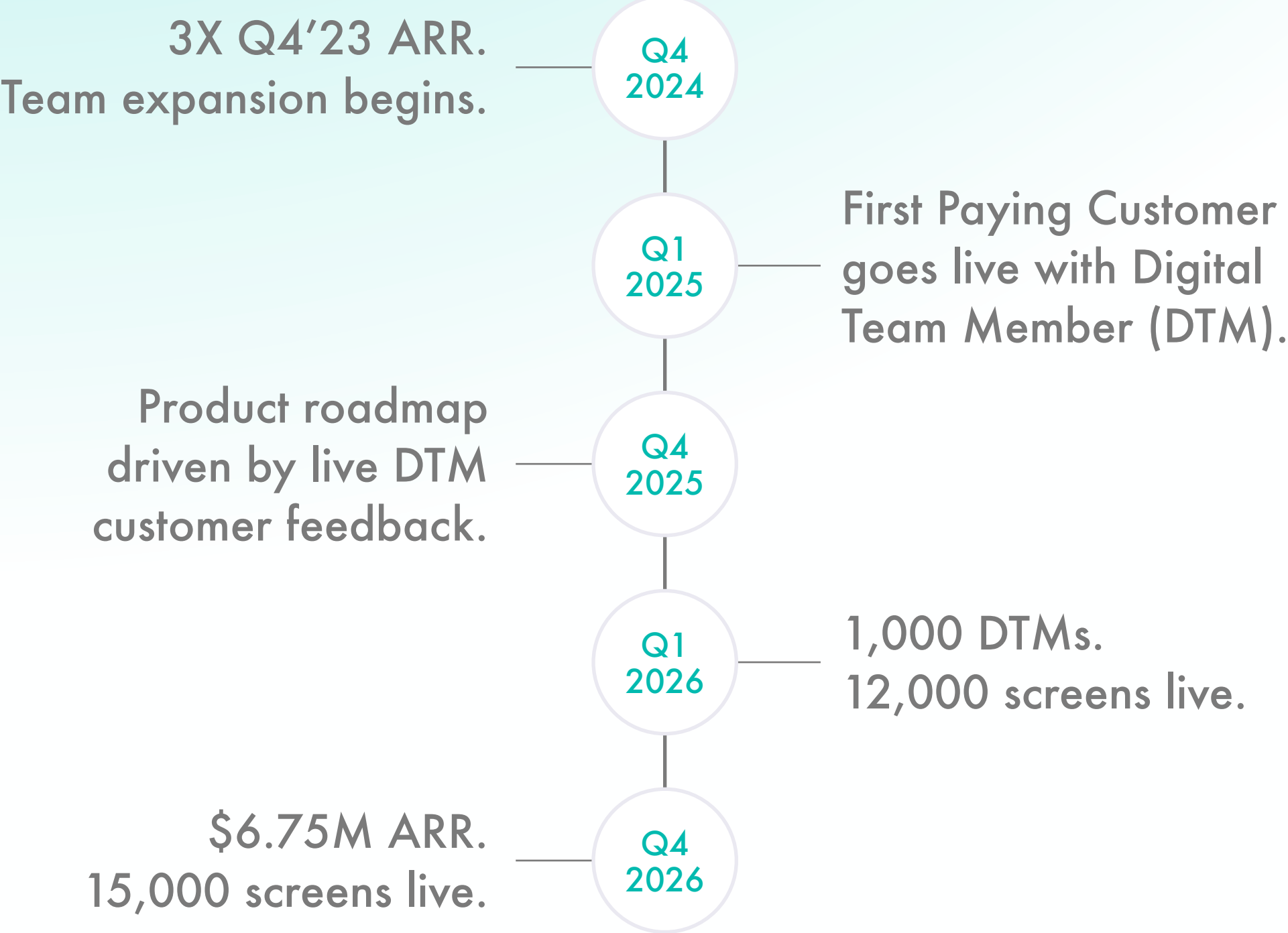


Capital Raise Details

We are seeking \$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.

