

**SKOOP SIGNAGE**

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# The Future of How Companies Talk to Customers

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

# Overview

**\$620K**

ARR

**280%**

Growth Rate

**2x**

Founder

**\$23B**

TAM

**\$3M**

Raise

Across 165 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

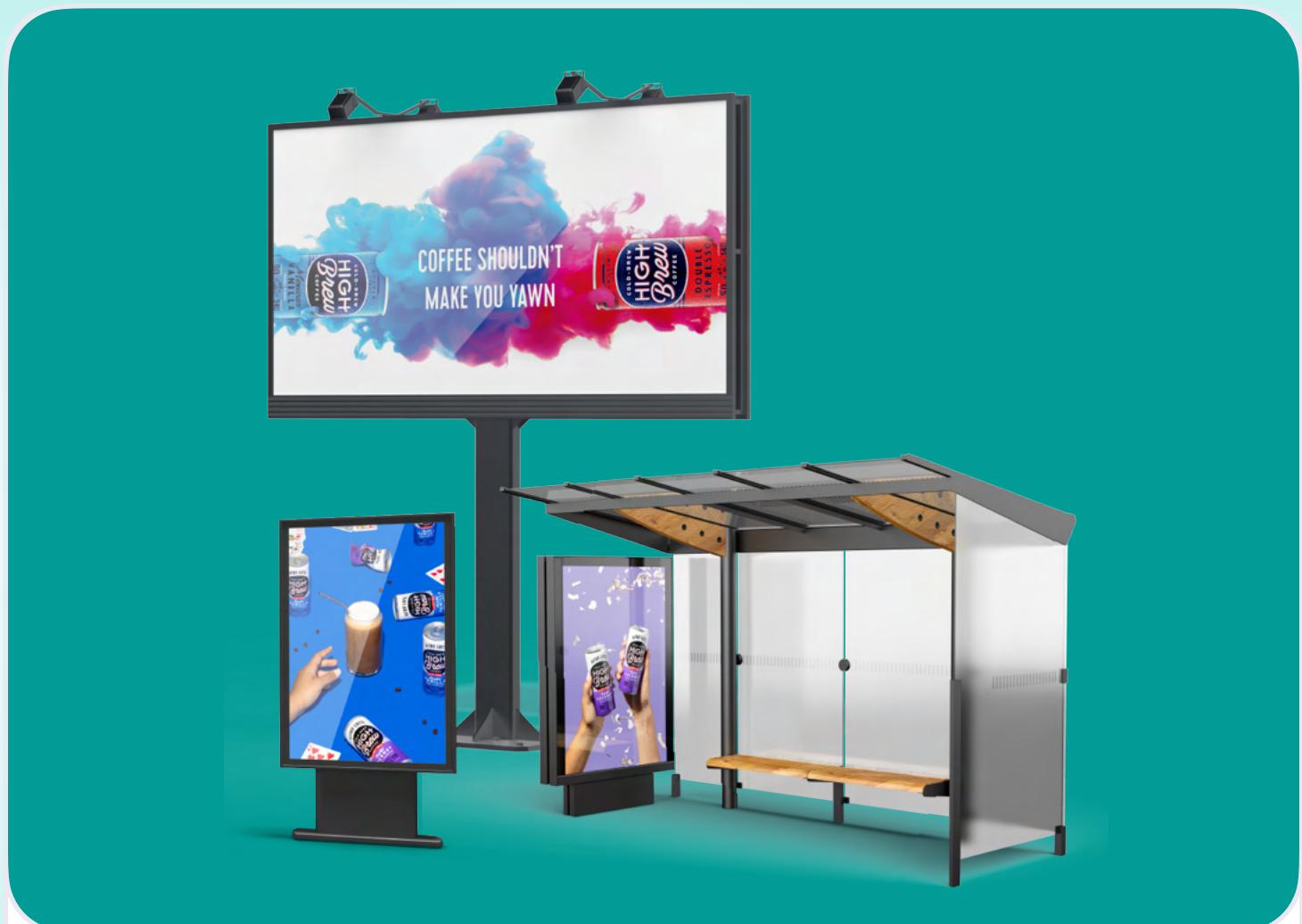
24 Months of Runway

# 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 2,000 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

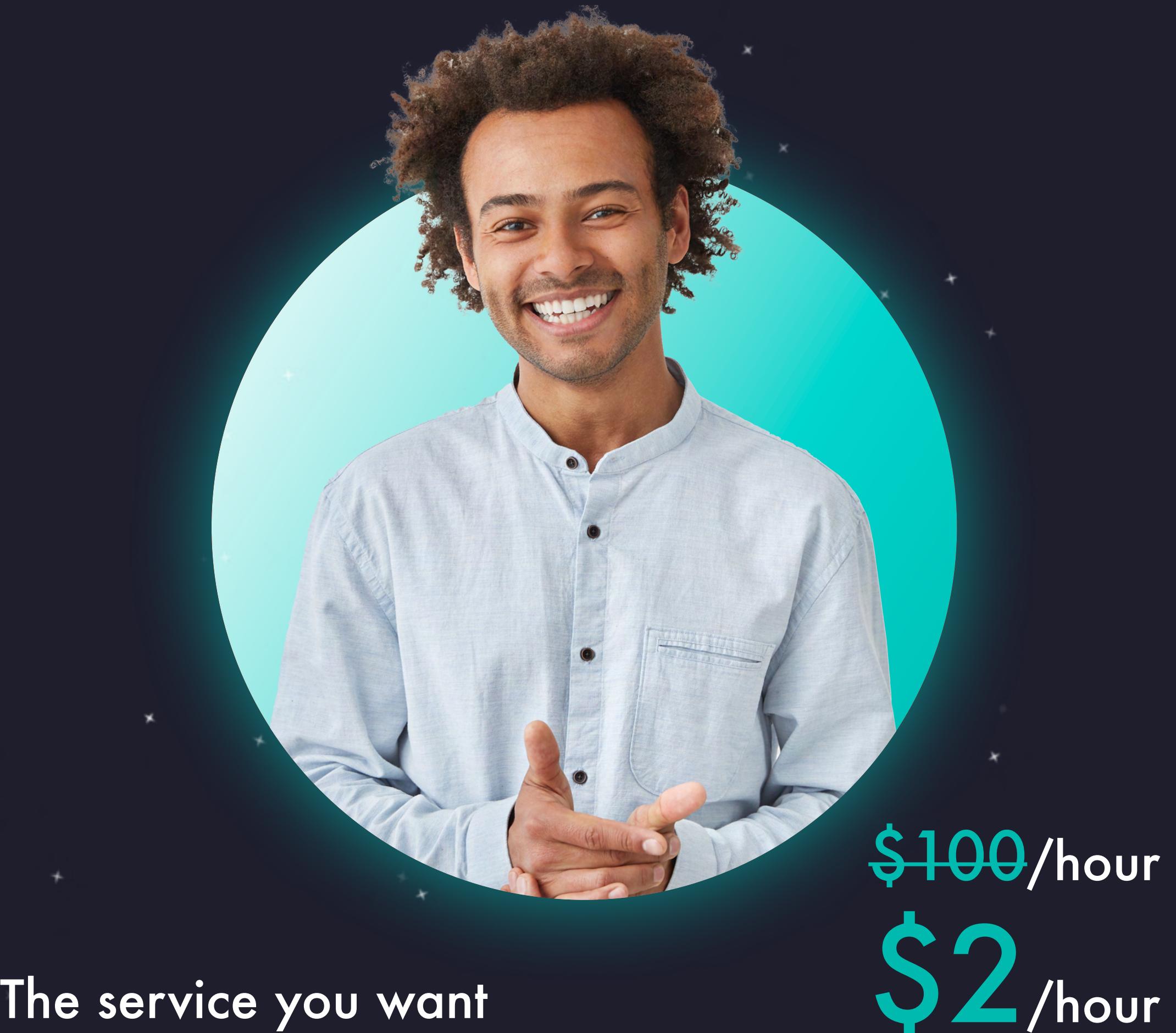
The future of digital signage lies in digital team members, delivering top-tier service and redefining the labor force.

PROBLEM

The world wants better service than people can provide

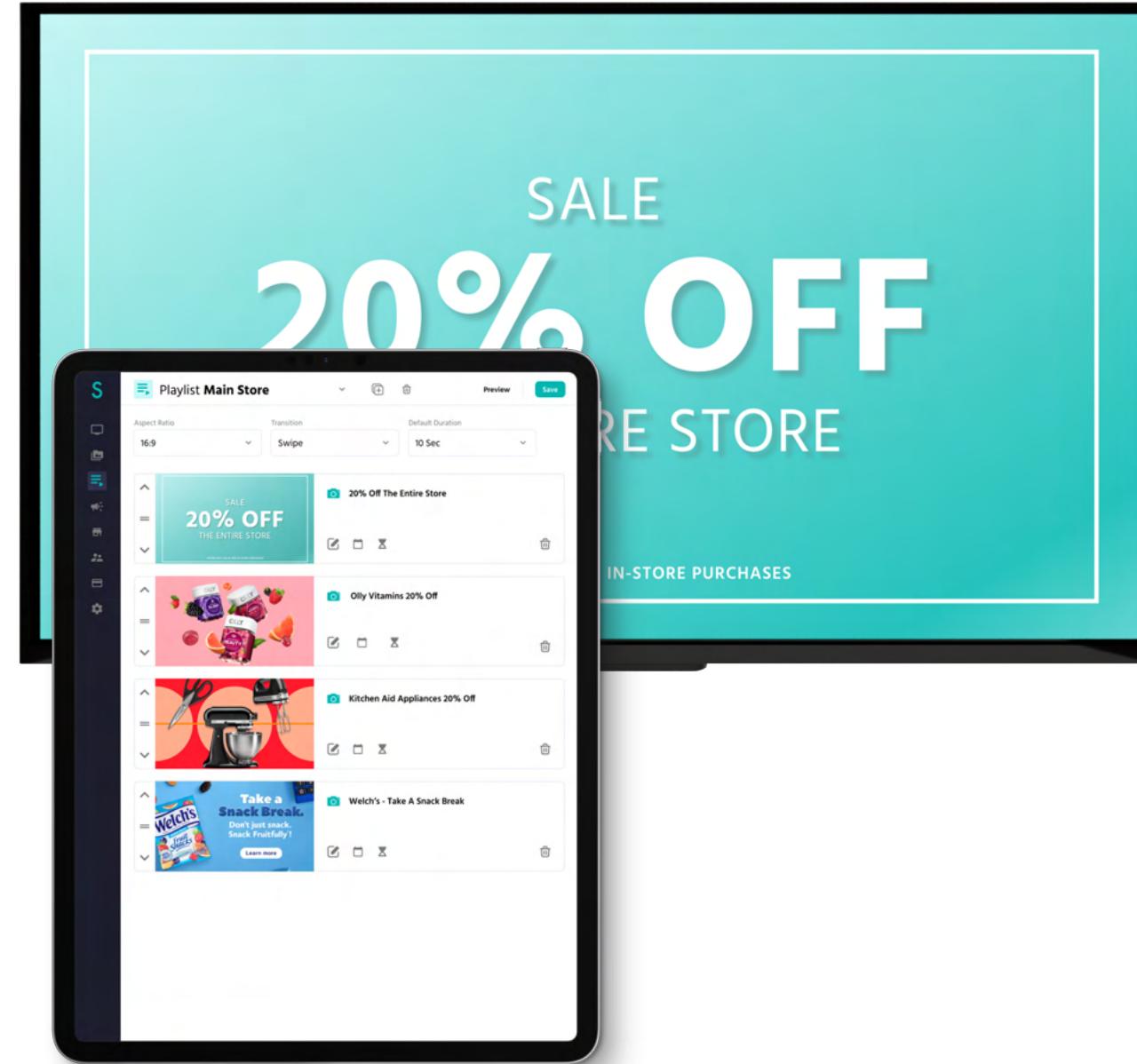


The service businesses can afford **\$20**/hour



The service you want

# 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

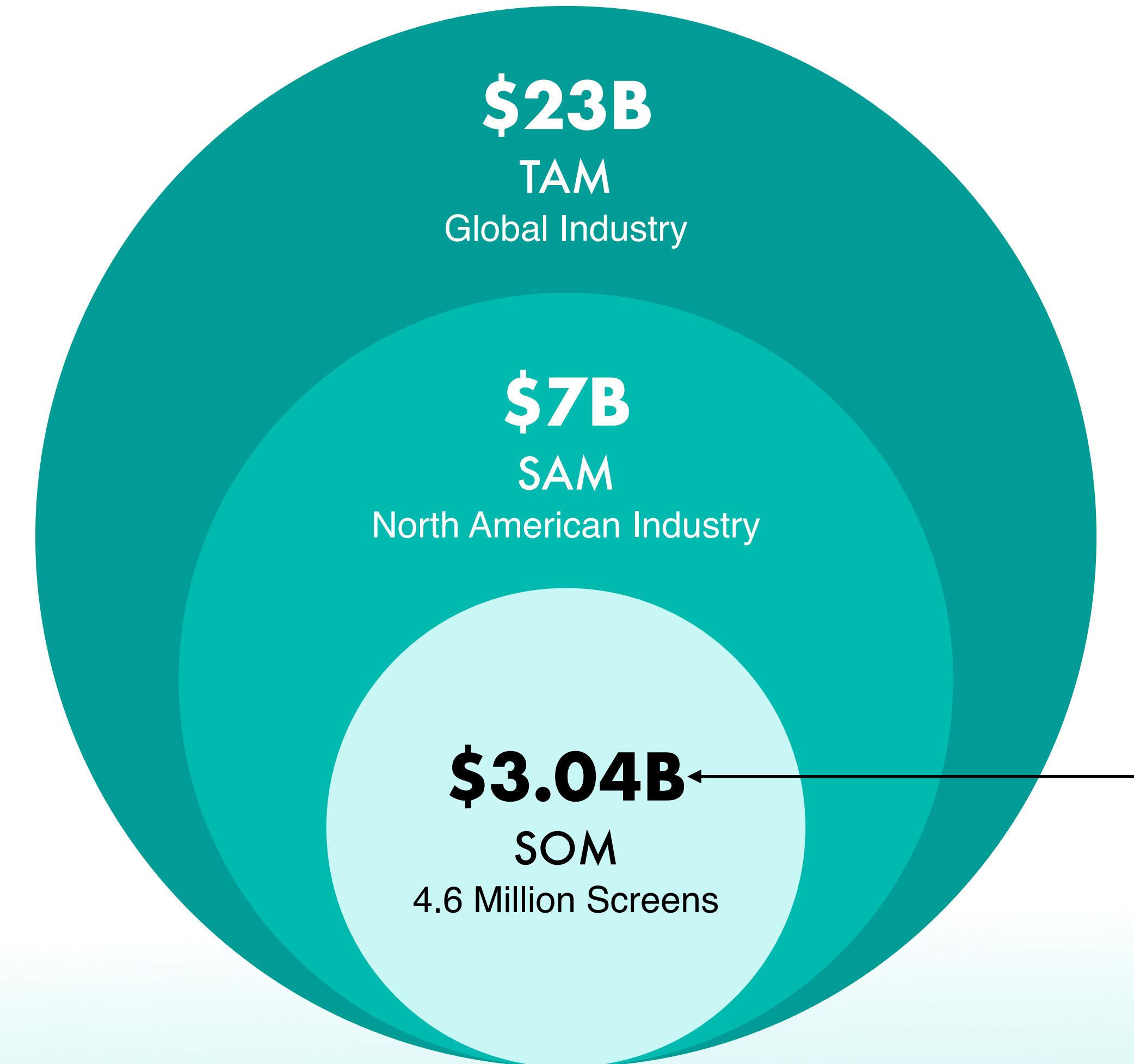
In a world where human service falls short, we rely on digital team members to deliver the top-tier service we demand.

# 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

Education 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.

## 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
	<b>SKOOP SIGNAGE</b>	ScreenCloud OptiSigns	GreenScreens Divvy	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™



**Craig Taras**

*Account Executive*

10 Years in Digital Signage Sales.

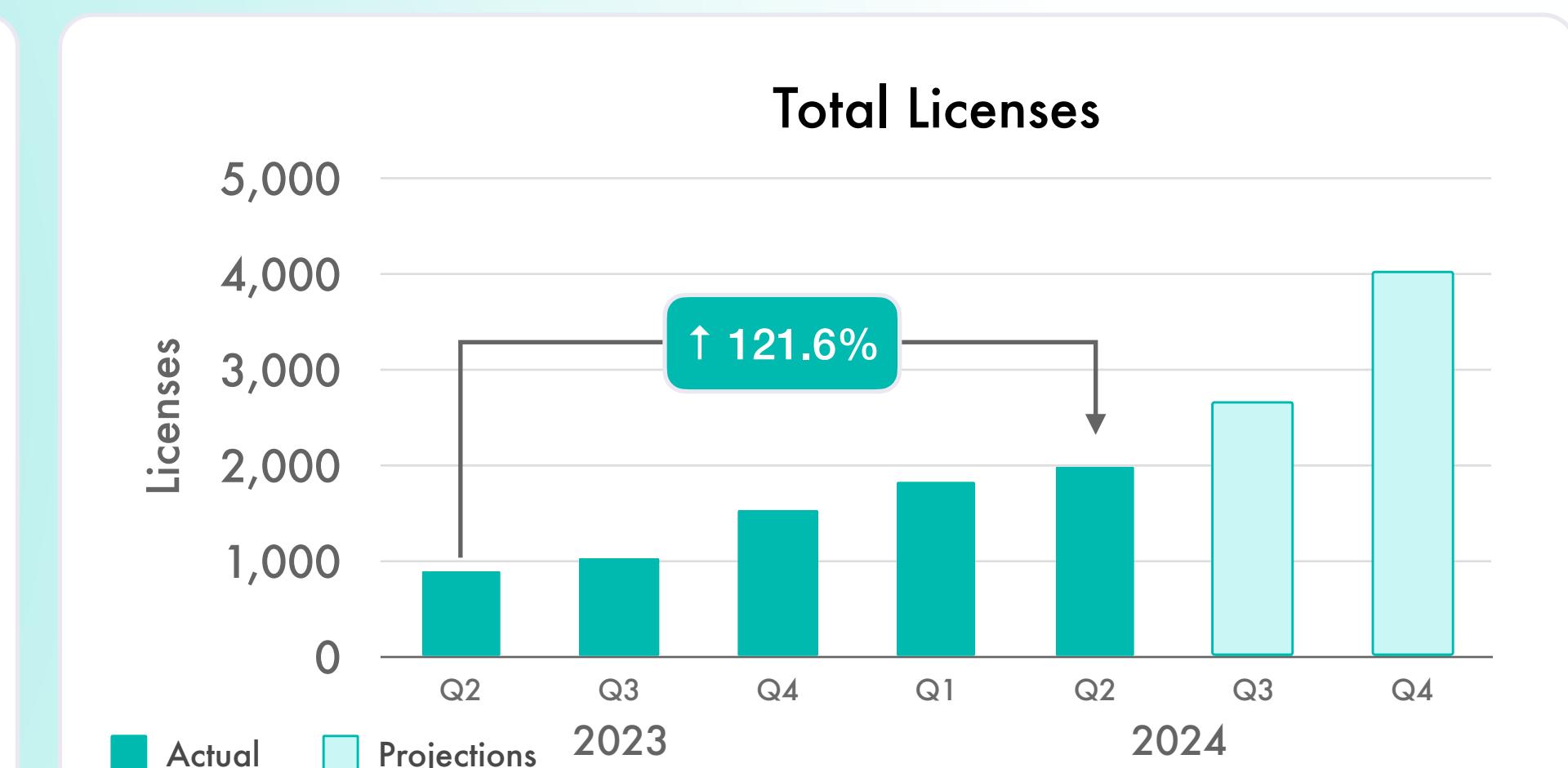
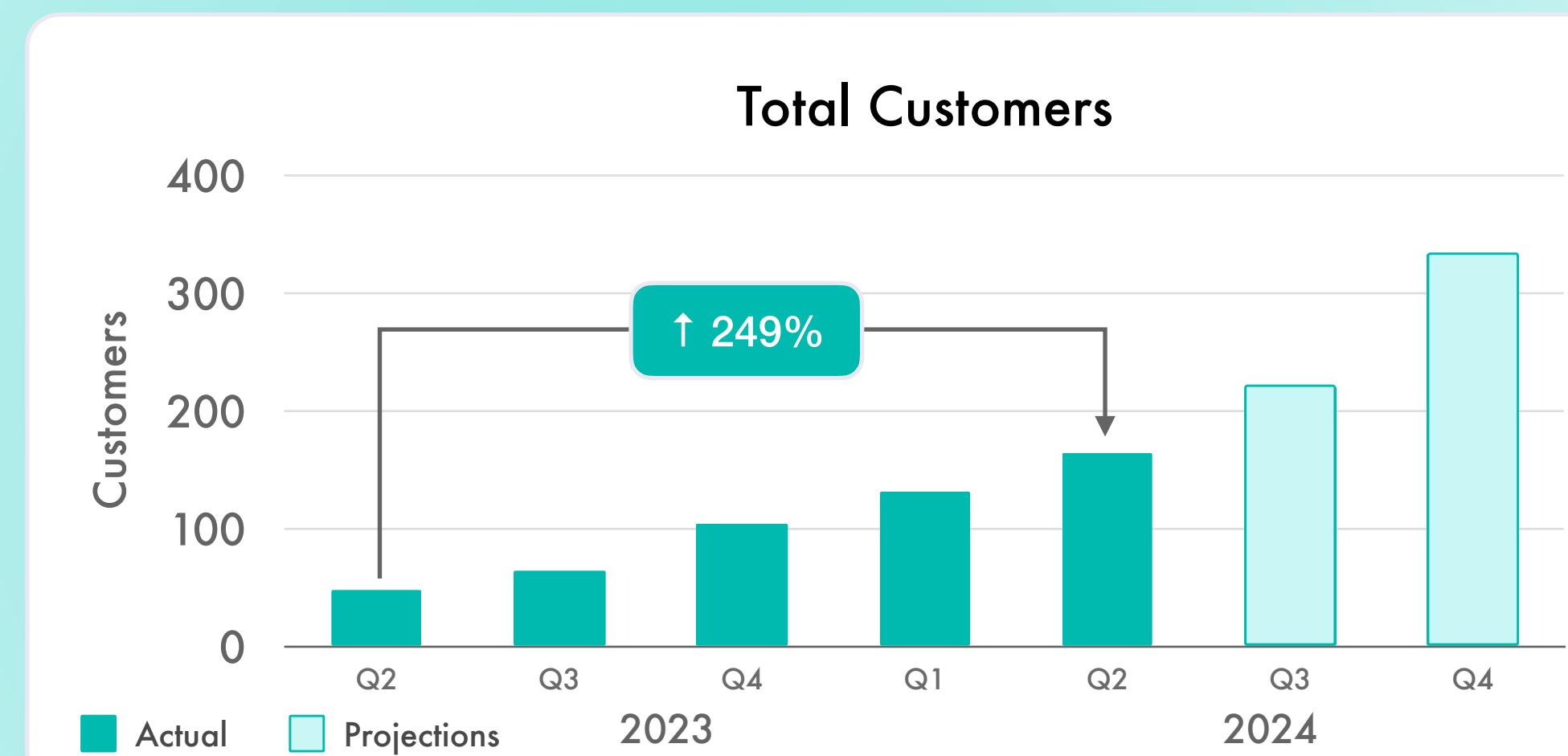
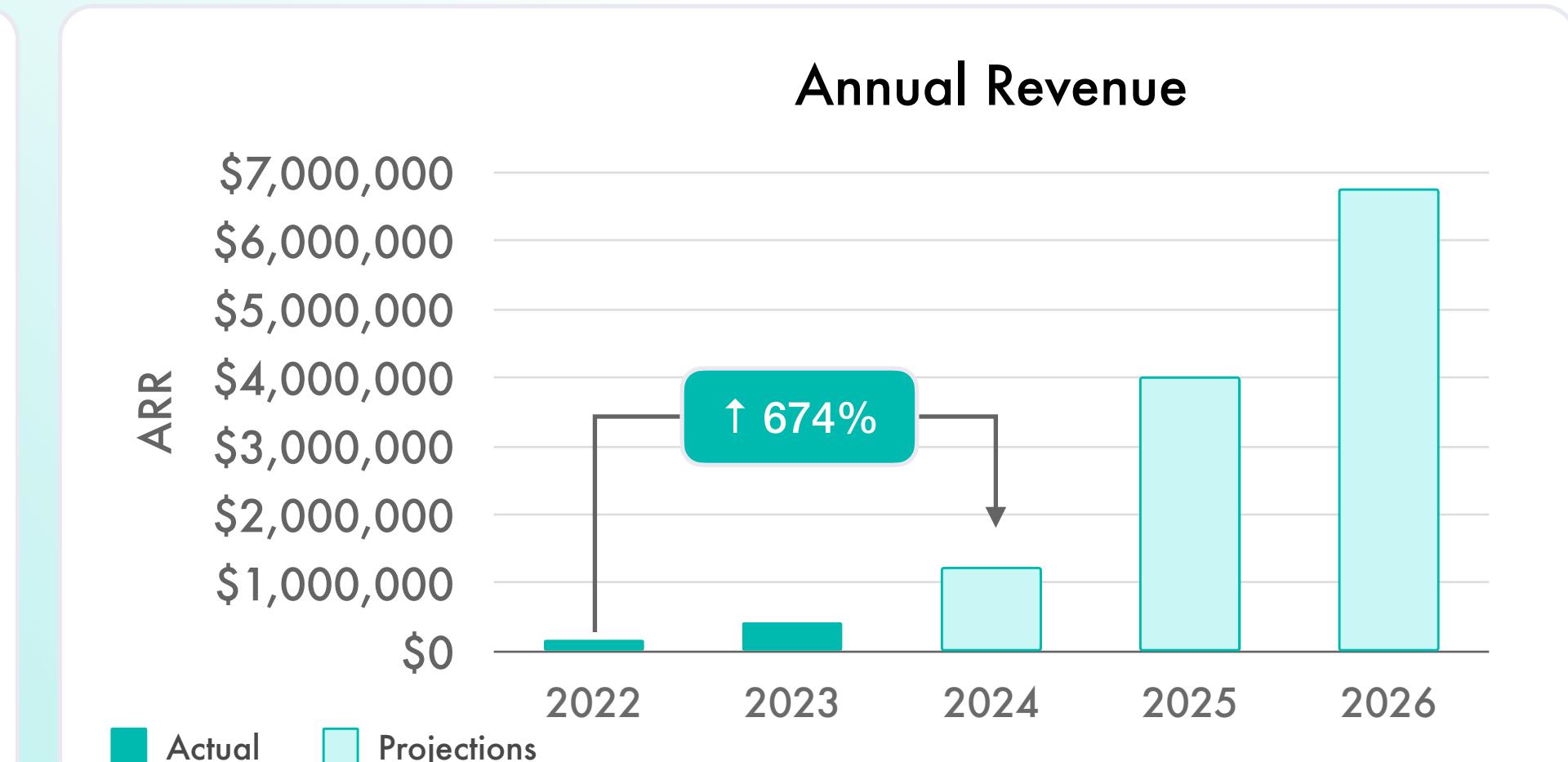
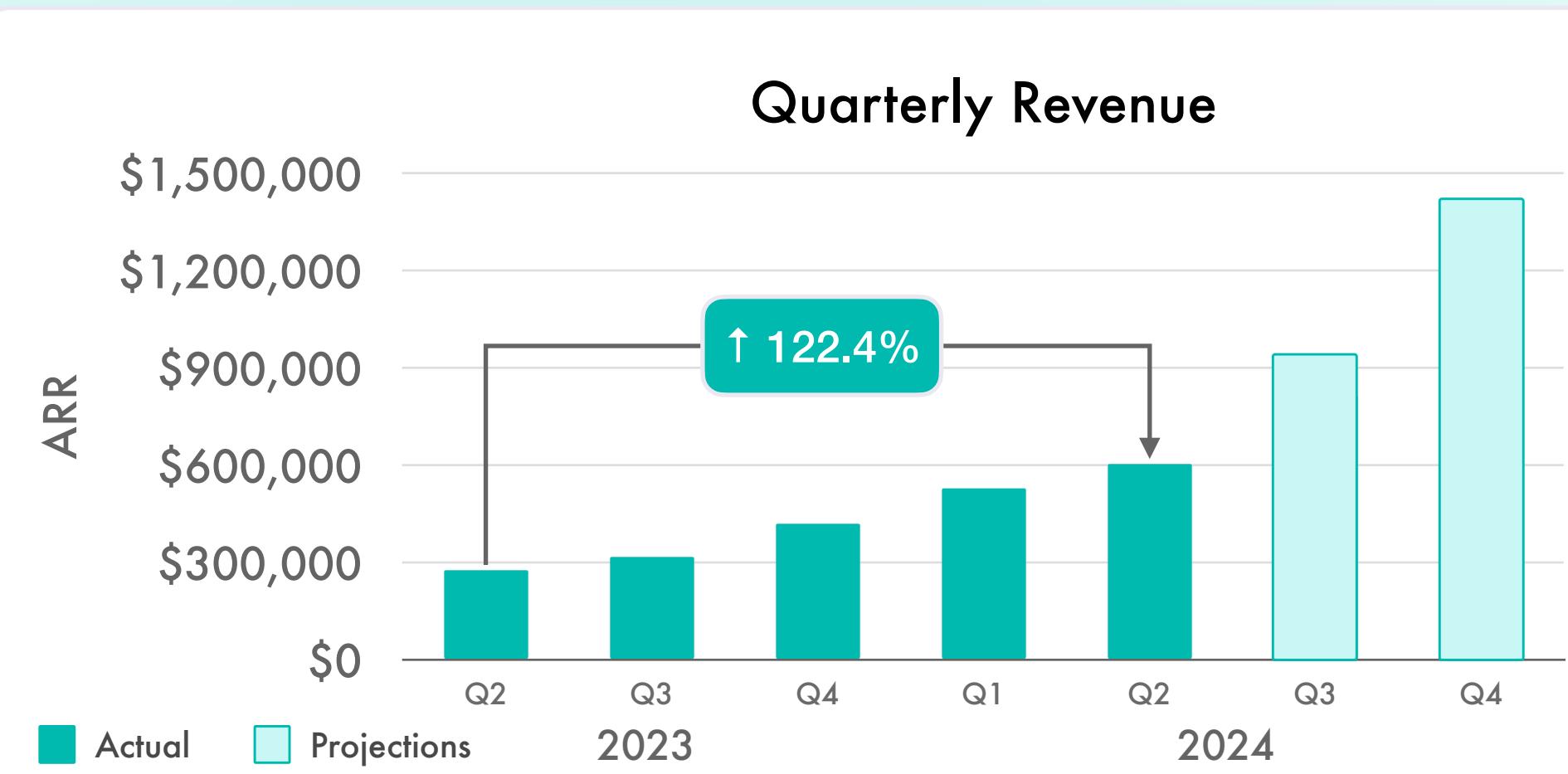
ENLIGHTEN

# Traction

**\$11,688**  
LTV

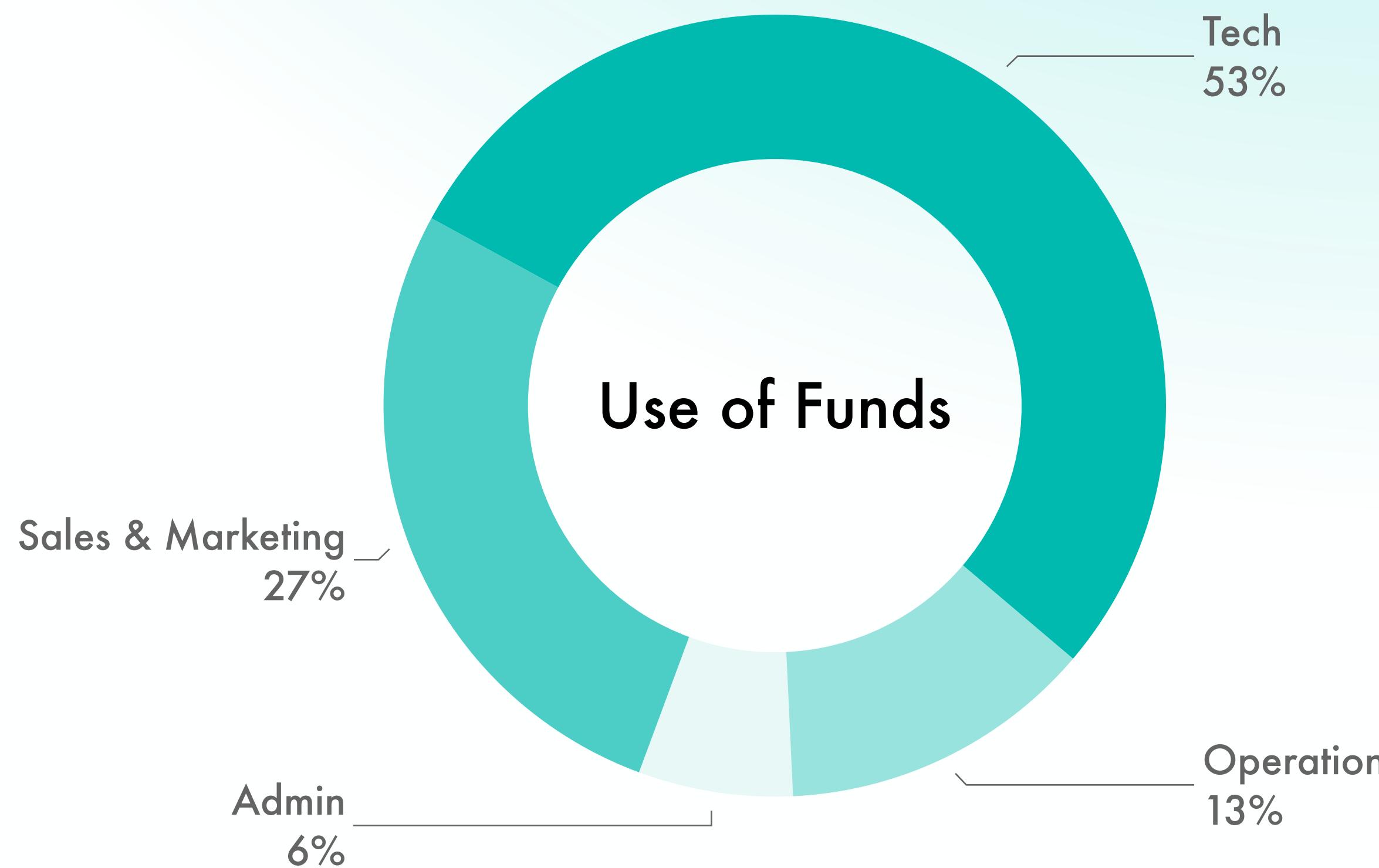
**\$2,303**  
CAC

**94.5%**  
Retention

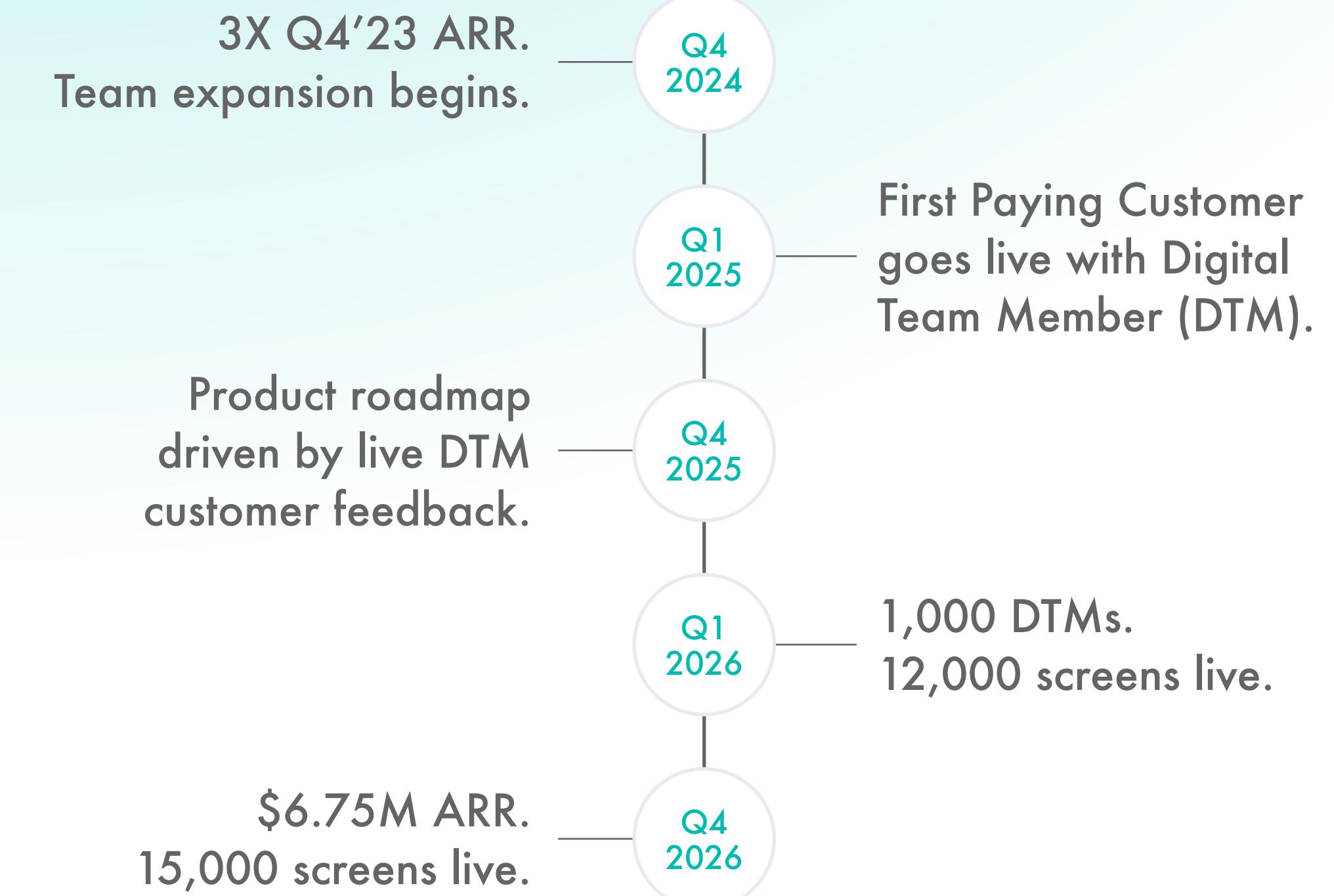


# Capital Raise Details

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.

