SKOOP **SIGNAGE**

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The Future of How Companies Talk to Customers

SkoopSignage.com

Overview

$620K
ARR

Across 165 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

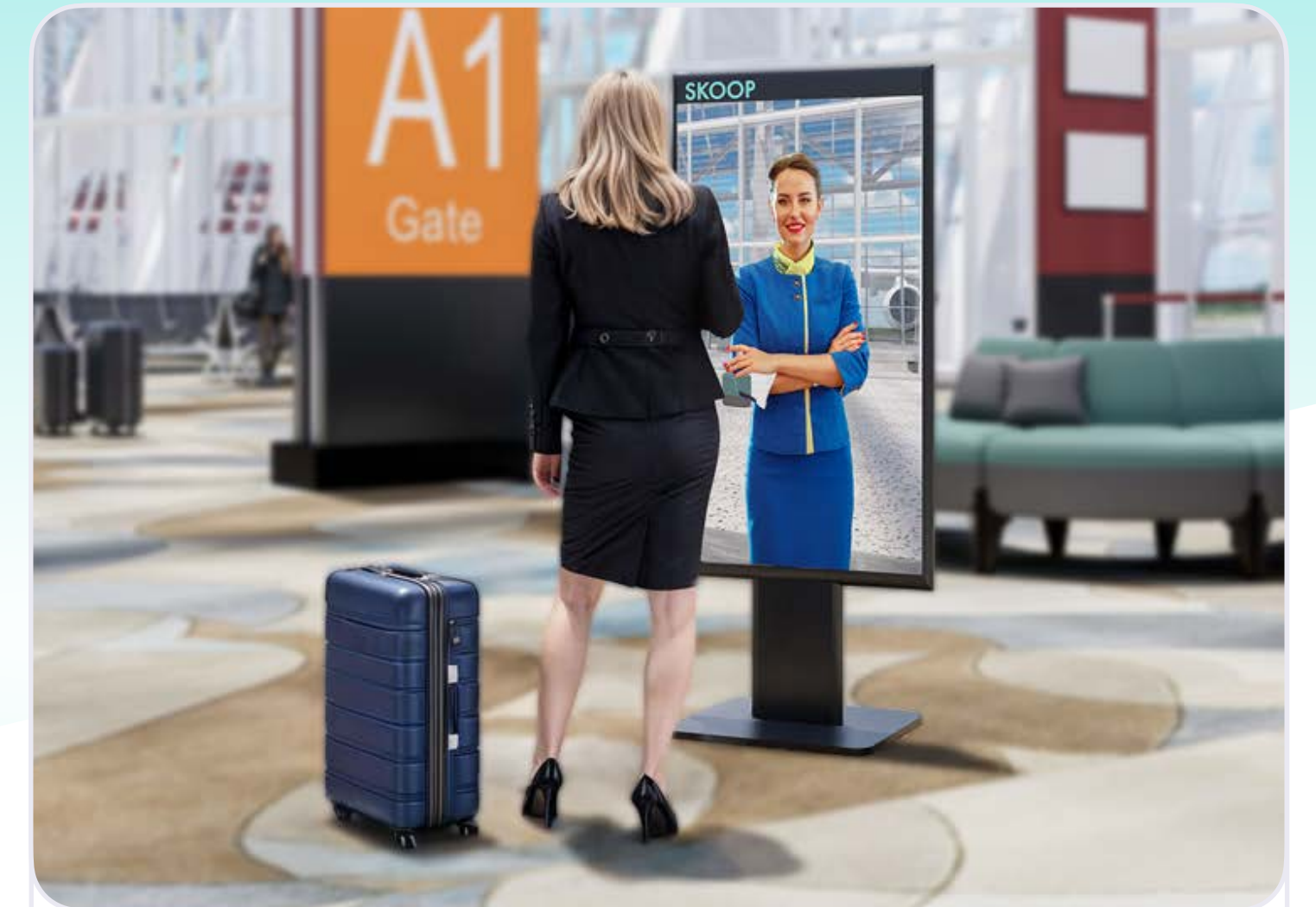**$3M**
Raise

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 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

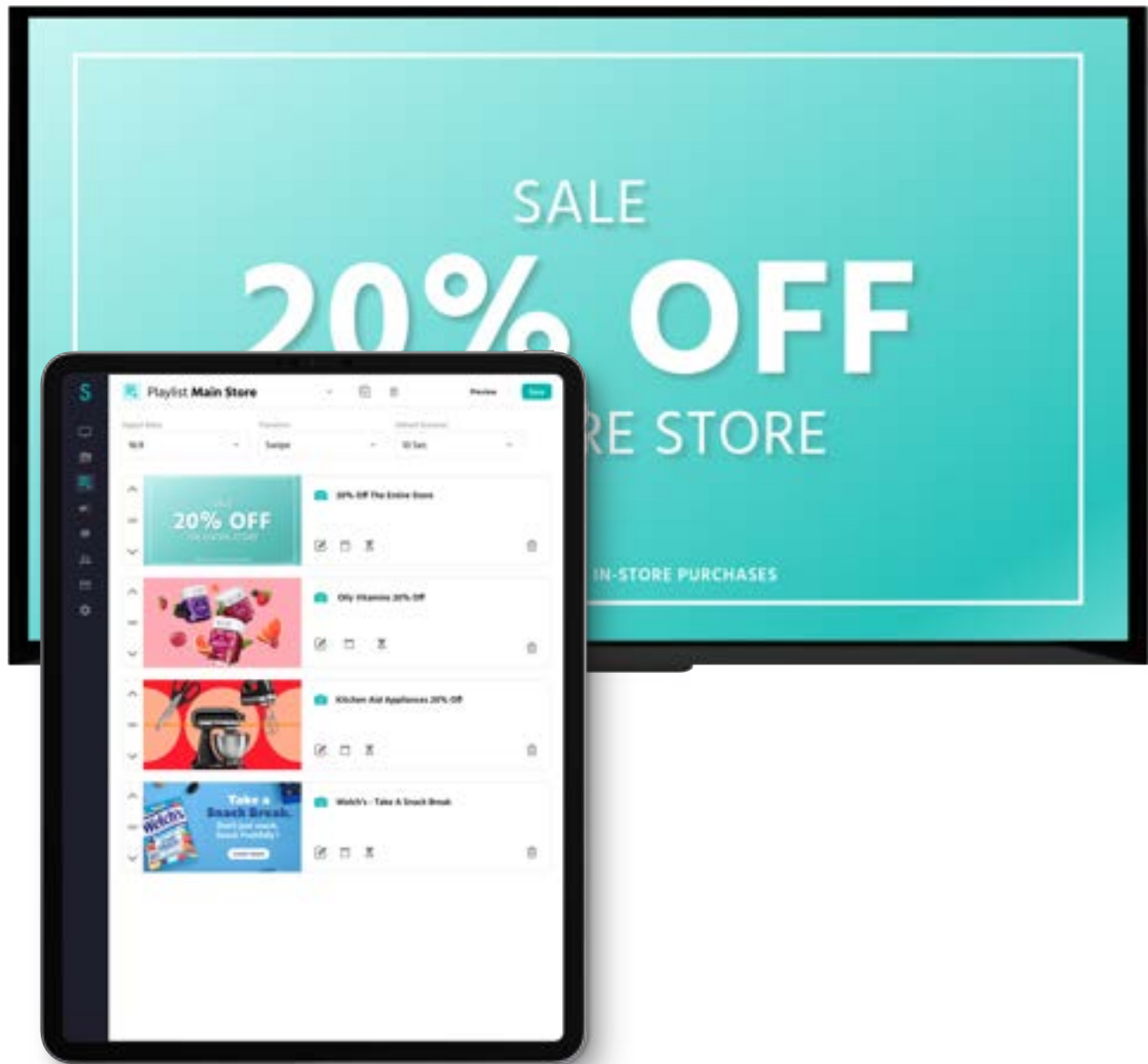The service businesses can afford **$20**/hour

The service you want ~~$100~~/hour **$2**/hour

4

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.
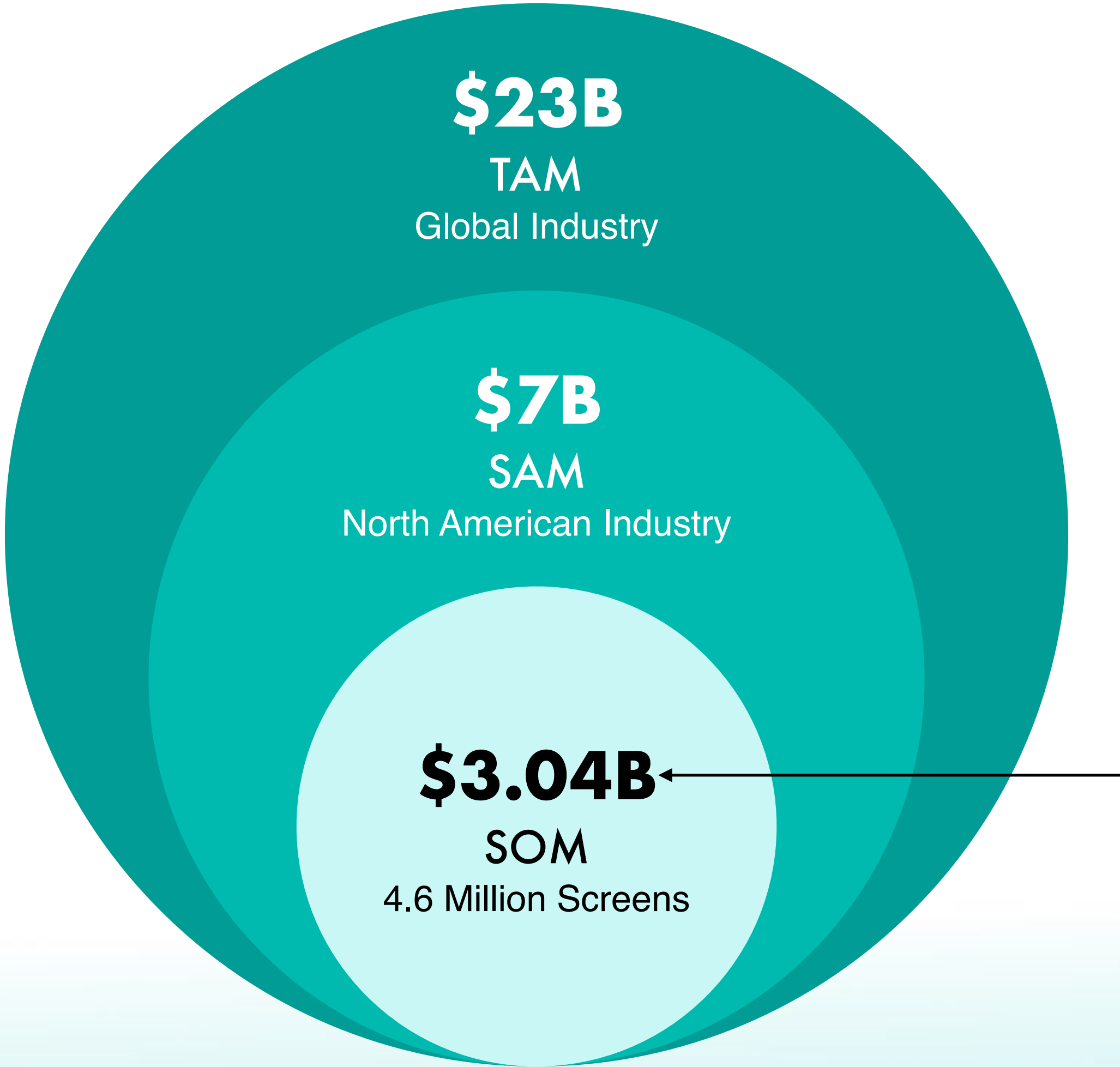
2028

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

SKOOP

$23B
TAM
Global Industry

$7B
SAM
North American Industry

$3.04B
SOM
4.6 Million Screens

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**

Sources: Cognitive Market Research, Grand View Research, Gill Research, AI Agents: Grand View Research

Business Model

Monthly Recurring Revenue - 94.5% Customer Retention

Average customer has 6-8 screens

$55

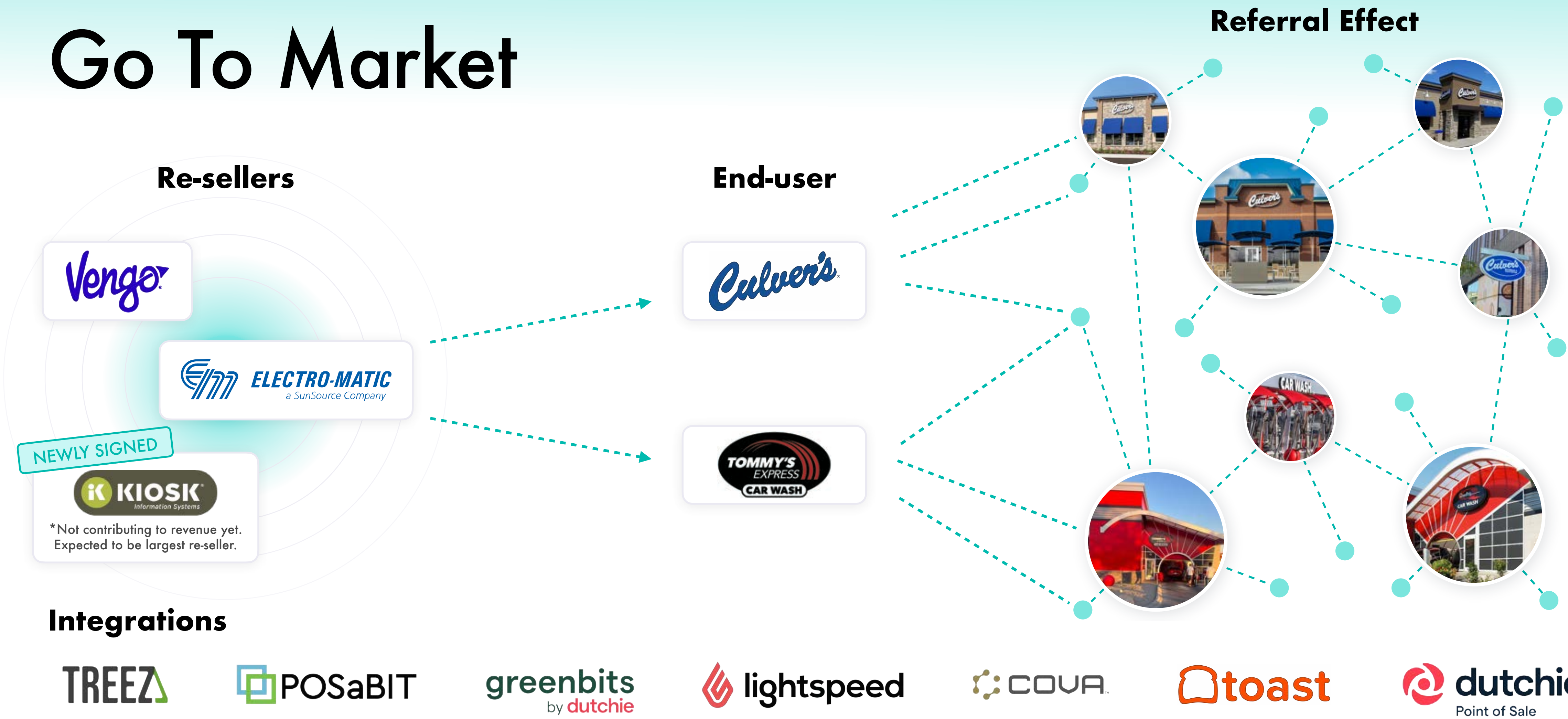### Per License/Month

(Every screen requires a dedicated license)

HOW WE GET CUSTOMERS

Go To Market

Referral Effect

Re-sellers

End-user

NEWLY SIGNED

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

Integrations

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 SKOOP SIGNAGE	CMS ScreenCloud OptiSigns	Menu Boards GreenScreens Divvy	Status Quo 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.

UMATTER
Friendship Circle

Josh Murray
Chief Technology Officer
6 Years of Technical Advising for Startups.
Expert in IOT & Systems Engineering.

DELPHI   SPARTAN INNOVATIONS

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
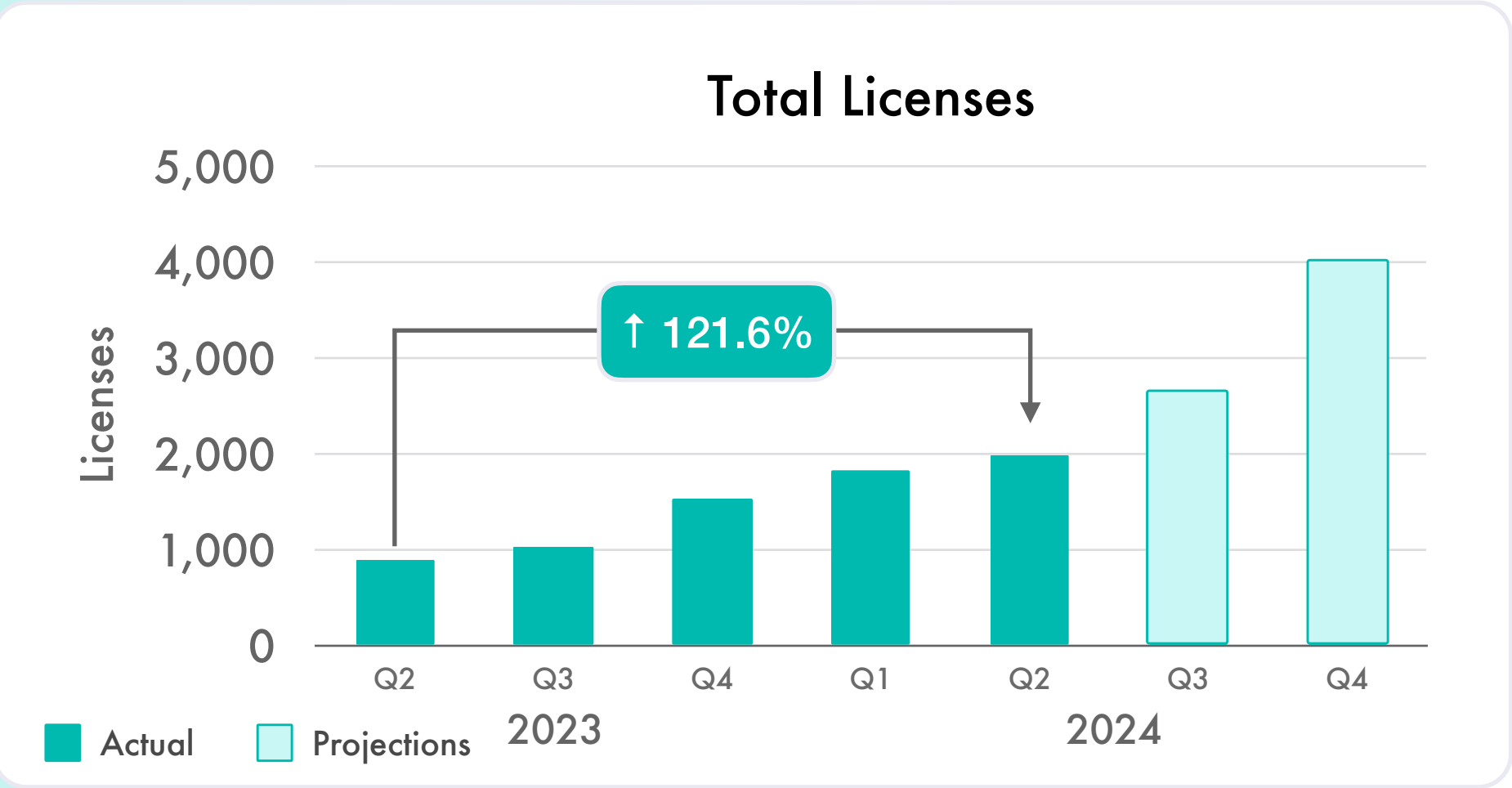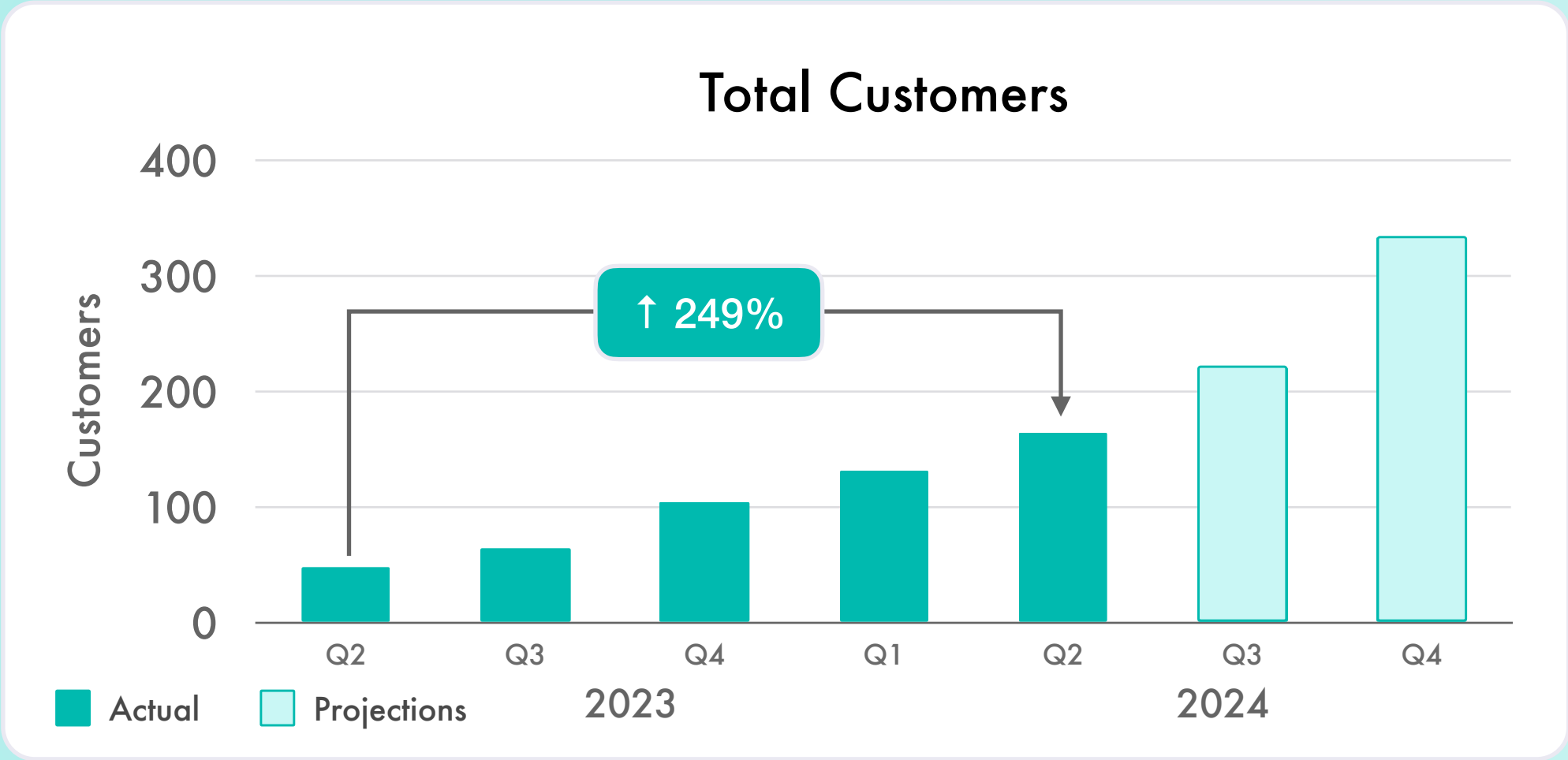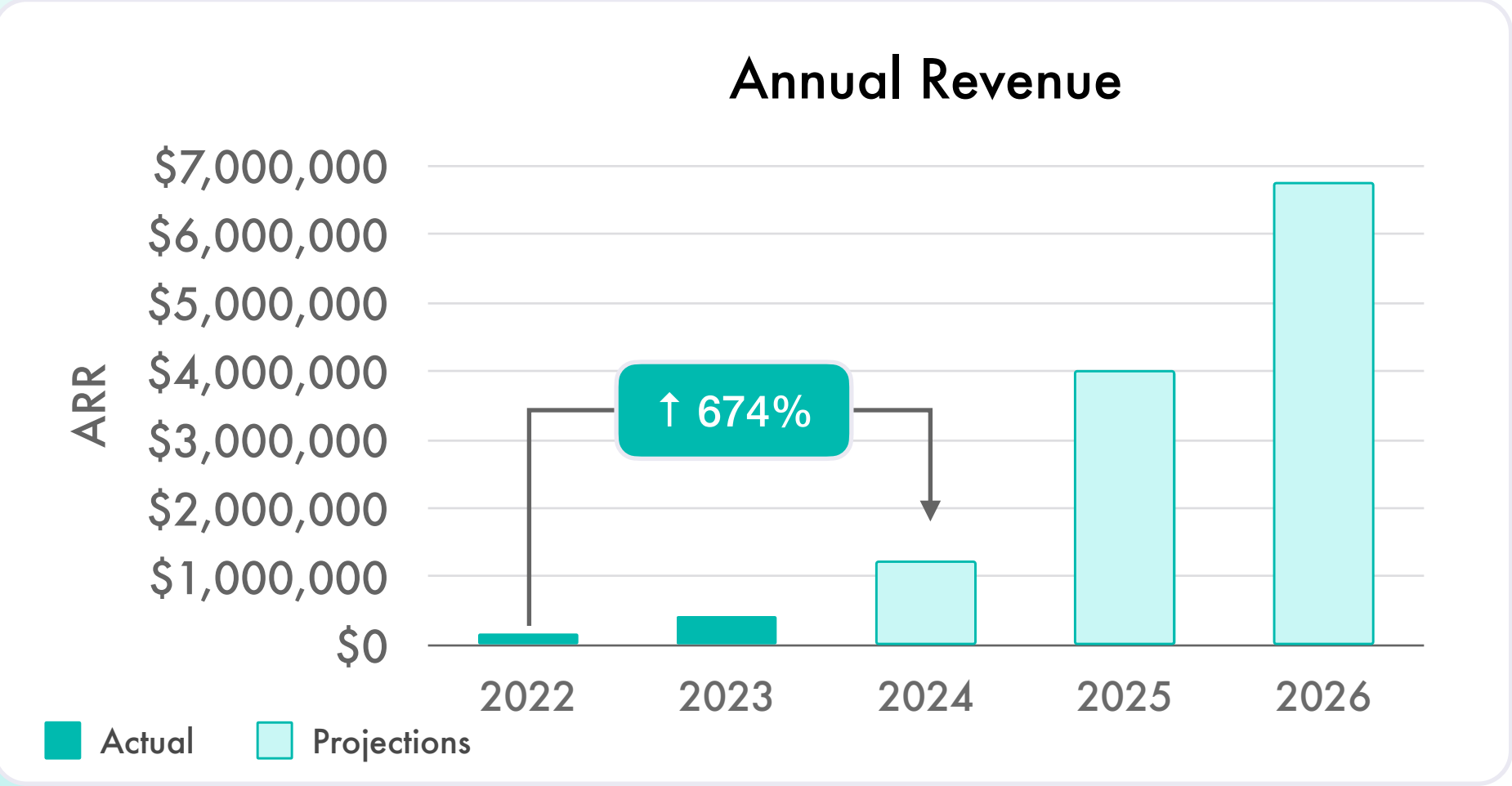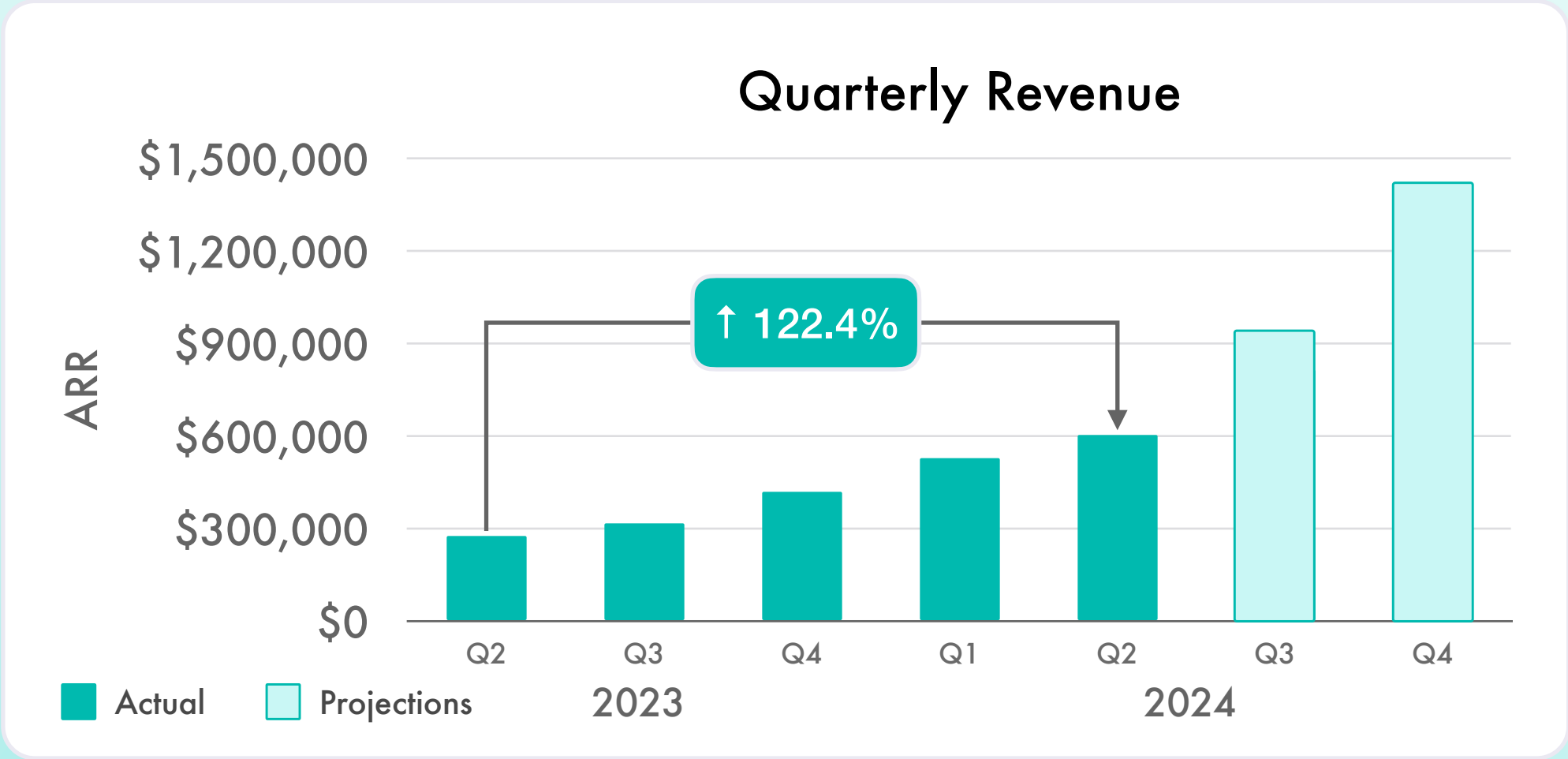*Account Executive*
10 Years in
Digital Signage Sales.

ENLIGHTEN

Traction

$11,688
LTV

$2,303
CAC

94.5%
Retention

Quarterly Revenue

↑ 122.4%

ARR: $1,500,000 / $1,200,000 / $900,000 / $600,000 / $300,000 / $0

Q2 Q3 Q4 (2023) | Q1 Q2 Q3 Q4 (2024)

■ Actual □ Projections

Annual Revenue

↑ 674%

ARR: $7,000,000 / $6,000,000 / $5,000,000 / $4,000,000 / $3,000,000 / $2,000,000 / $1,000,000 / $0

2022 2023 2024 2025 2026

■ Actual □ Projections

Total Customers

↑ 249%

Customers: 400 / 300 / 200 / 100 / 0
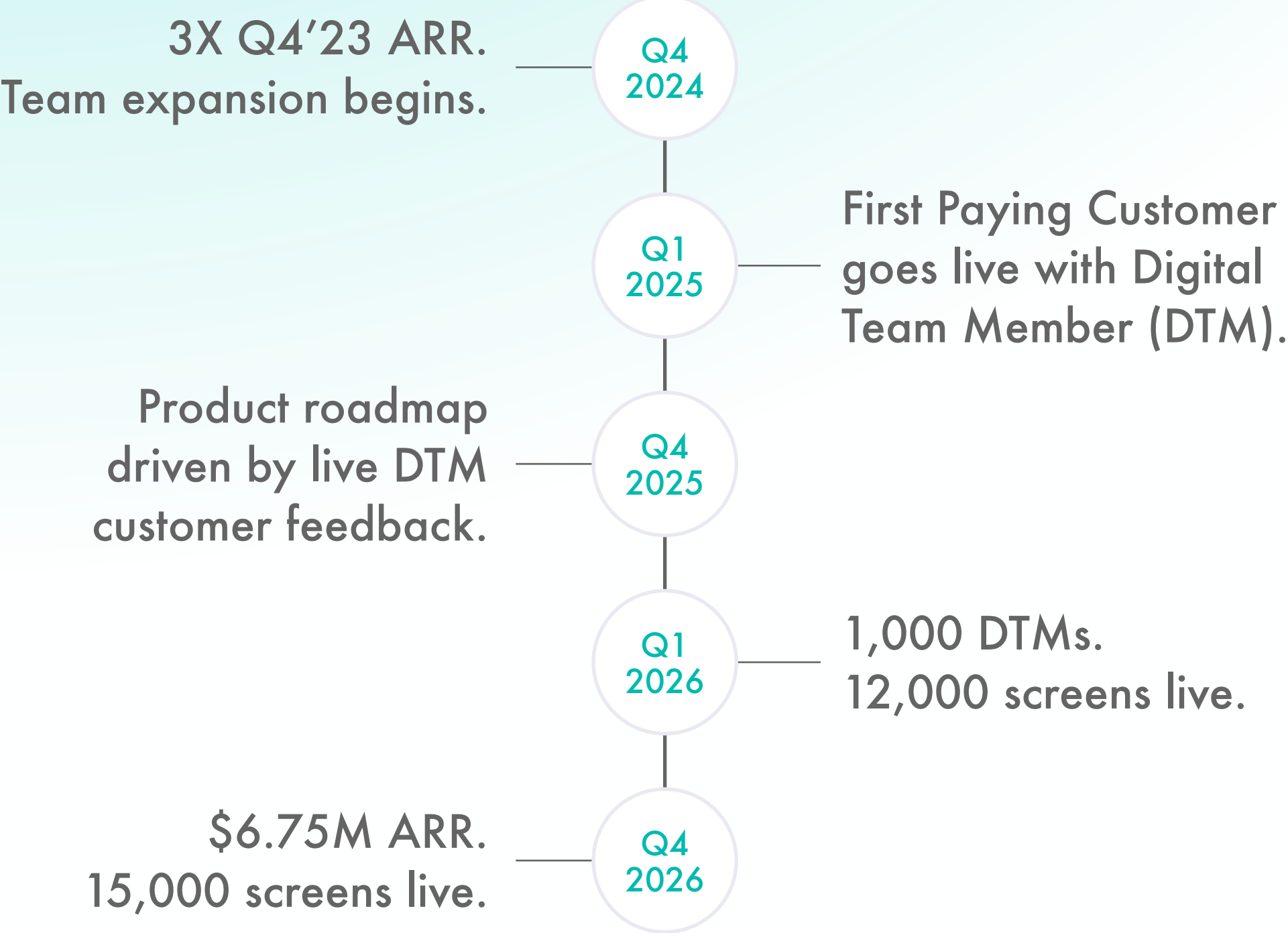
Q2 Q3 Q4 (2023) | Q1 Q2 Q3 Q4 (2024)

■ Actual □ Projections

Total Licenses

↑ 121.6%

Licenses: 5,000 / 4,000 / 3,000 / 2,000 / 1,000 / 0

Q2 Q3 Q4 (2023) | Q1 Q2 Q3 Q4 (2024)

■ Actual □ Projections

SKOOP
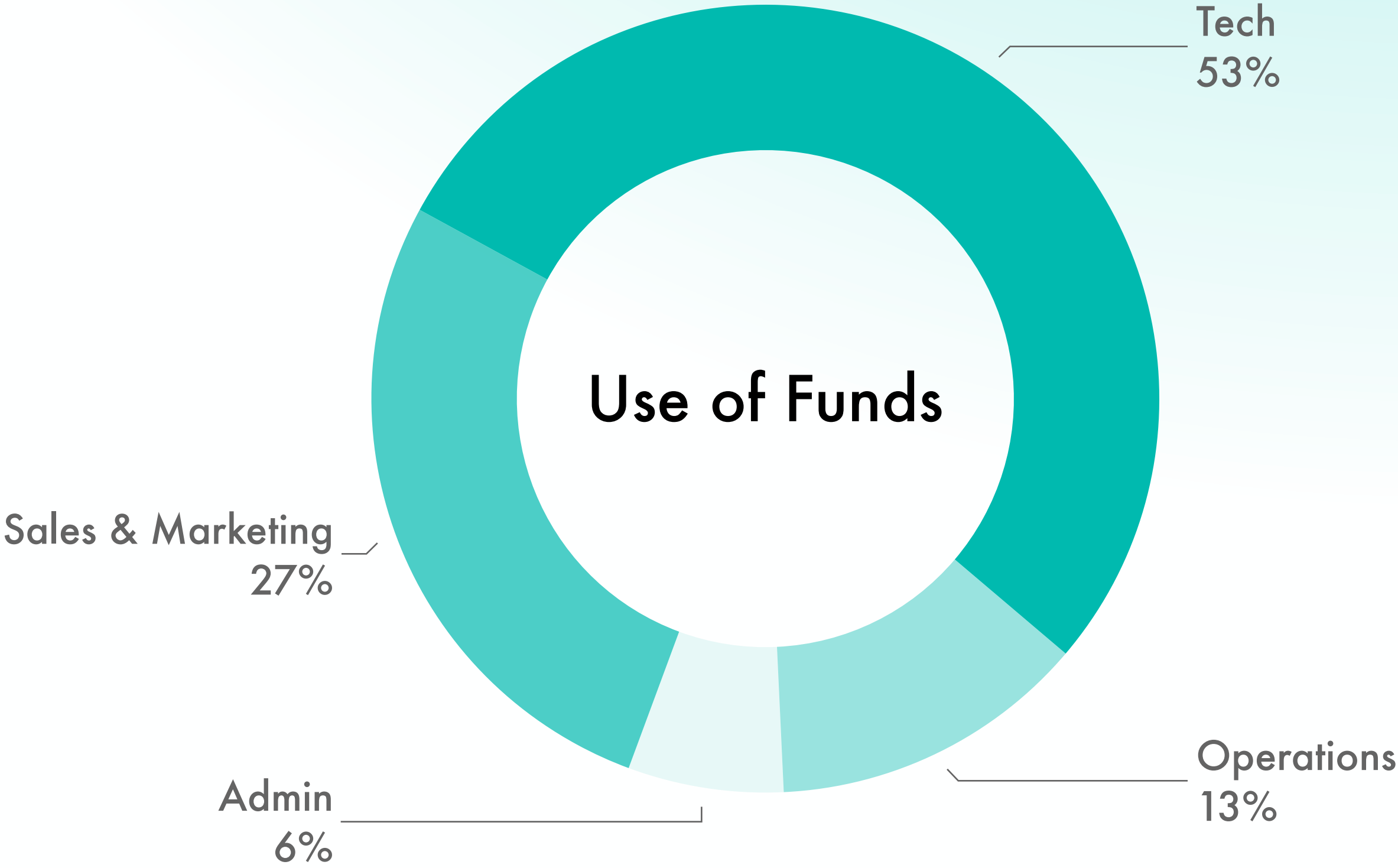
Why Now?

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.