



Dear.Investors

We hereby present So.Fa.Dog's capital raising (Fan.Round) terms, as well as our action plan for the next 100 days.

31.07.2020

Fan-Round.Terms

<u>Investment</u>	Direct shareholding in so.fa.dog OÜ (reg.no 14907465) (shares not registered in EVK)
<u>Pre-money valuation</u>	7.52M EUR (on fully diluted basis, i.e. takes into account employee options)
<u>Subscription price</u>	Share price 27 EUR, of which 1 EUR is nominal value and 26 EUR premium of the share
<u>SHA</u>	By making an investment, an investor accepts and enters into SHA agreement
<u>Commitment</u>	Please sign a letter (acceptance of SHA, full /legal name and personal/registry code, amount) and send it back to us (mihkel@so.fa.dog) by the end of business, August 7
<u>Payment</u>	Please make a bank transfer between August 3 and August 11:

Beneficiary's name: so.fa.dog OÜ
Beneficiary's account: EE147700771004595772
Amount: (committed investment)
Payment description: Osakapitali sissemakse (nimiväärtus ja ülekurss)

Expected Results

Over 20 new investors indicated their interest at higher pre-money valuation (10M EUR). Thank you for your trust!

However, we want you to win more from this venture – therefore a lower valuation of 7.5M EUR. We believe that ~30 investors will participate in the Fan.Round. Founders Lauri Meidla and Mihkel Oja will participate at the same terms.

So.Fa.Dog aims to raise between 500,000 and 1,200,000 EUR. Early indications have covered ~600,000 EUR. Up to 600,000 is still available to investors who have not made up their mind.

Mission

“We visualize and condense news. For users”

Our current App has a basic coverage of global news. We will do UI/UX testing and improve functionality, performance, and user experience. We will create new templates and use different, more personal formats.

Vision

“Local.Exclusive”

Our 2-word long vision concludes gigatonnes of ambition.

How? We innovate!

We will launch a “Video PR platform”. Persons of public interest from artists and scientists to politicians and entrepreneurs can:

- i) shoot raw footage with their phone’s camera,
- ii) send the video with tweet-length text to So.Fa.Dog.

Our professional video editors create a short video clip. So.Fa.Dog will publish it under local news in a relevant category, if the content meets 3 criteria:

- i) content is newsworthy,
- ii) visuals attractive,
- iii) message otherwise ethical.

We can also help with creating animations, e.g. 3D models for science news.

Video PR news (externally created content) will make up ~50% of So.Fa.Dog’s local news. On-demand videographers, traditionally created news and special content will make up the rest.

100.Day.Plan

- We launch the concept in Estonia. In case of early success, copy-paste to other markets at warp drive speed.
- We initiate subscription fee ~ 8 EUR per month (7-day trial).

Imagine:

One day you open So.Fa.Dog app, choose another location (Zimbabwe), choose orange category (fashion and arts), and you can watch Harare street festival.

You buy a weekly ticket to check local news for Northern Italy, while spending your vacation there. Global news will be available in major languages.

Founders

Fully committed at zero salary

IT

We are a tech company after all

Video & news

That's what the clients will pay for

People who keep us strong and safe

Lauri Meidla

CXO

“I love thinking and innovating. But paperwork is not for me.”
Background: investing, entrepreneurship.



Mihkel Oja

CEO

“My task is to help others achieve their goals. Alumni of LHV, where I was 17 years. Last 12 years as the head of fund management business (1.3 billion AUM).”



Dervent Delaney Burke

CTO

20 years experience of taking ideas from conception to technical implementation. Behind the table when So.Fa.Dog was founded.

Kyle Gillen

Client side expert

14 years in the tech industry. Has engineered public-facing solutions for startups to Fortune 500 companies, and everything in-between.

Martin Simpson

Infrastructure specialist

“I have 14 years in the tech industry helping clients to scale from nothing to millions of transactions per day. I manage advanced distributed computing platforms and will help carry So.Fa.Dog to millions of daily hits.”

Priit Potter

Advisor

CEO and co-founder of Plumbr.

António Tainha

COO

“My task is to help with the smooth sailing of our ship. And to edit every now and then. Worked mainly in the Film industry as an editor, both in Portugal and Brazil.”

Dyre Vaa

Asset production

“I design and produce the graphics our video editors need to combine the journalistic work with captivating visuals. “

Ann Trummal

Deputy managing editor

“My task here is to oversee the work of journalists and ensure journalistic quality standards are met. Past experience from media and PR.”

Harry Tuul

Advisor

Managing Editor at Geenius Meedia.

Christoph Wiederhold

Recruiter

“I help build, shape & keep our dream team. 8+ years in people-roles across Fortune 500, unicorn and early stage tech companies.”

Karmen Turk

Attorney-at-law, TRINITY Law Firm

Legal help on intellectual property and media matters.

Eva Laura

Advisor

13-years-old

Burn.Rate

So.Fa.Dog's puppies work remotely, from many geographical locations. In addition to 12 employees, So.Fa.Dog has ~30 freelancers / contractors, who are involved on a daily basis. Together we represent 17 nationalities.

Without marketing, So.Fa.Dog's operating costs are approx. 100,000 EUR per month:

~30% IT (including native programming, which is outsourced)

~30% video editing

~30% journalists + other HR

~10% different services and assets

So.Fa.Dog

Video.News.Trailblazer