

BRAND **BOARDS**

Connecting brands with fans

Kenny Hawk
Co-Founder

Mission

Bring Google AdWords simplicity and reach
to live event digital advertising



Experienced Team

Deep Domain Expertise (Sports, Advertising & Technology)



Tim Schoen [founder, chairman, cmo]

Anheuser-Busch, Exec VP Sports and Entertainment

Spent \$200 million/year in our space

NFL, MLB, NBA, NHL, PGA, MLS, NASCAR, NCAA, UFC



Kenny Hawk [ceo, co-founder]

Built three companies as CEO; Ubidyne, GSMA Innovator of the Year

Nemerix (sold to Qualcomm in 2009)

iGo, founded, took public, over \$1 billion in sales, 700X return to angel investor



Lance Aldridge [vp media ad sales]

Sold \$Million dollar advertising PGA, NFL, Super Bowl

Launched independent sports TV network

All-SEC defensive back at Mississippi State



Brian Carnell [vp product development]

At Cisco Systems lead Product Strategy Digital Media & Advertising Platforms

Built two successful digital display ad startups

The Problem and Opportunity

- All 40 Superbowl TV ads sold out at record \$1.5Million/spot
- Yet teams routinely have 15-35% unsold inventory at game time
- Live ads more effective than TV, yet difficult to buy and sell

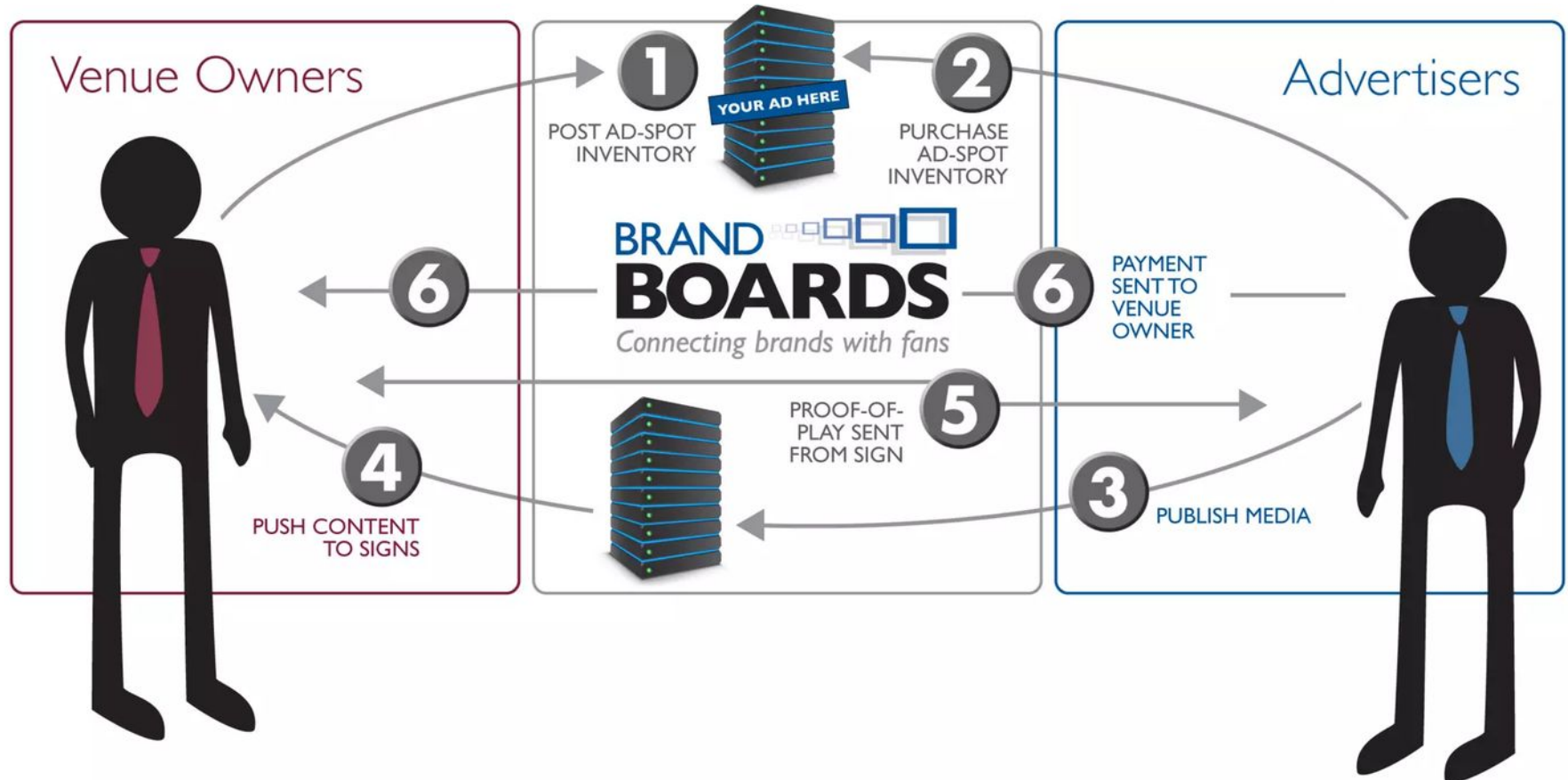
A \$9 billion dollar global opportunity growing 30%/yr!



Our Solution

Complete platform for connecting Media Buyers and Owners of Any Digital Signs

- 1 POST 2 PURCHASE 3 PUBLISH 4 PUSH 5 PROOF 6 PAYMENT



Streamlined Buying

BRAND 
BOARDS
Connecting brands with fans

BUYER HELPER



UNDER ARMOUR®
PERFORMANCE APPAREL

ADVERTISER PORTAL

AVAILS

CAMPAIGNS

CREATIVE
LIBRARY

ACCOUNT

MESSAGES

Welcome to BrandBoards

Customized Search

Location

Choose State/Province

Choose City

Zip Code

Choose Radius

Choose Age

Choose Income

Date

to

CPM \$

to

Price \$

to

SEARCH ▶

RESET

Current Avails.

Enter: Team, Venue, or Event

Search

	Network	Name	Start Date	End Date	Impressions (estimated)	CPM	Price	Actions
	Madison Square Garden Co	MSG, Liberty v CT, Tulsa C	14/07/2012	15/07/2012	59,292	\$35	\$2,075	 
	NASCAR	Daytona 500, brand integral	26/02/2012	26/02/2012	0	\$0	\$200,000	 
	NASCAR	Daytona 500, hospitality	26/02/2012	26/02/2012	0	\$0	\$5,000	 
	NASCAR	Daytona; signage & MRN	20/02/2012	26/02/2012	370,000	\$338	\$125,000	 
	Madison Square Garden Co	St. John's vs. Georgetown	15/01/2012	15/01/2012	19,763	\$71	\$1,400	 
	Madison Square Garden Co	The NFL Draft	26/04/2012	28/04/2012	36,000	\$694	\$25,000	 
	Madison Square Garden Co	Golden Gloves Final Theater	29/03/2012	29/03/2012	22,400	\$1,116	\$25,000	 
	Madison Square Garden Co	MSG, Liberty v CT, Tulsa F	14/07/2012	15/07/2012	59,292	\$675	\$40,000	 
	Madison Square Garden Co	MSG, Liberty v CT, Tulsa C	14/07/2012	15/07/2012	59,292	\$5	\$300	 

Accelerating Traction

- Signed first **\$1 Million** in advertising commitments
- Contract phase with teams and leagues below



Investment Opportunity

Raising \$750K

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