ShareRoot

INVESTOR PRESENTATION | FEB 2016

HARNESS THE VISUAL POWER
OF YOUR CONSUMERS
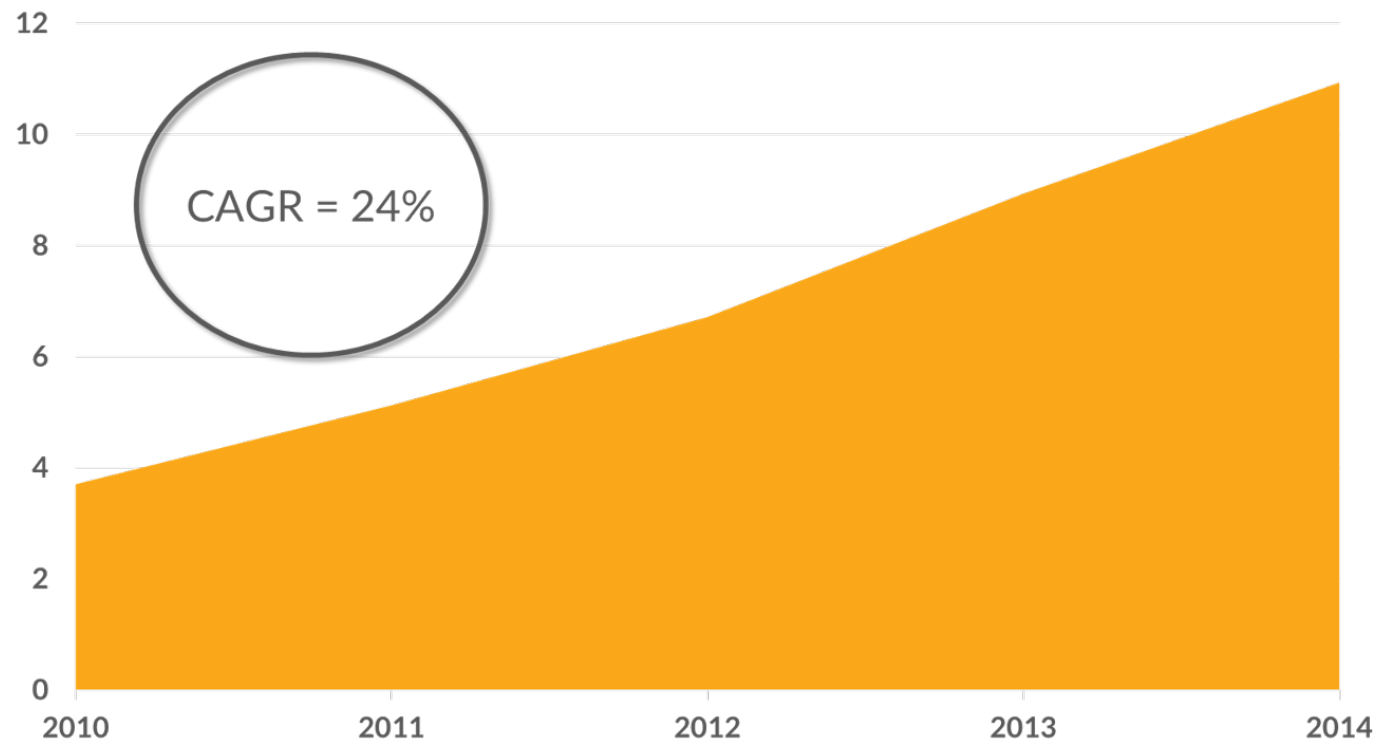
Grow authentic unparalleled connections through visual content marketing

MASSIVE ADDRESSABLE AND GROWING MARKET

Social Media Spend (US$ Billions)

CAGR = 24%

SOURCE: STATISTA

THE MARKET

80 %
of all online content is user generated.

70 %
of all UGC is contributed by consumers aged 25-54.

40 %
of consumers seek out some sort of UGC before making a purchase.

74 %
of customers have a more positive view of a brand after interacting with them via digital media.

51 %
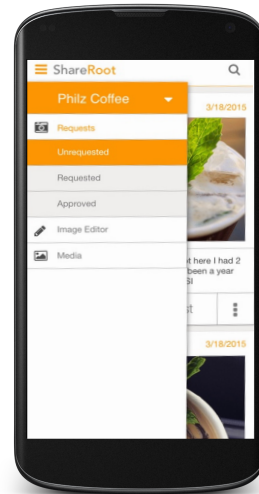approval rating through the tool by paying clients,with users not being rewarded.
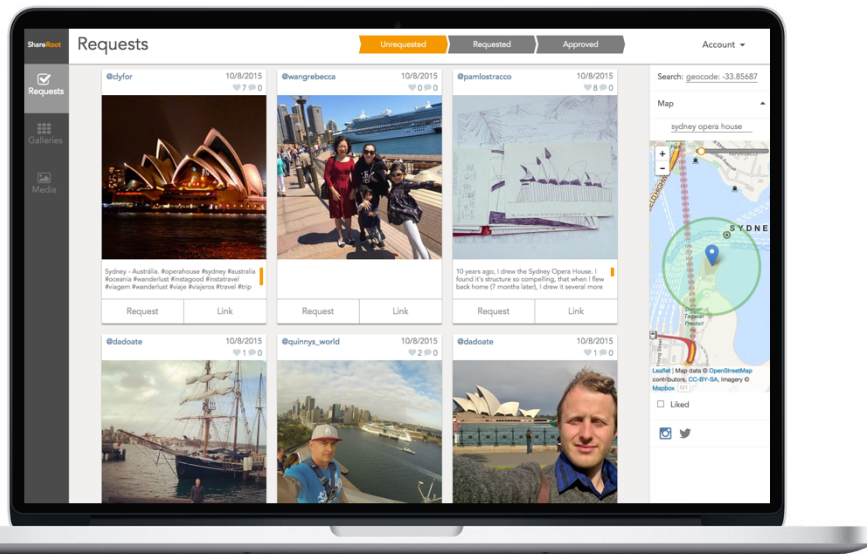
84 %
of millennials, and 70% of baby boomers say UGC plays a role in purchasing decisions.

THE SOLUTION
A UNIQUE TOOL

SHAREROOT HAS CREATED A SaaS PLATFORM THAT GIVES BRANDS THE ABILITY TO SOURCE UGC FROM VARIOUS SOCIAL CHANNELS.

- Currently utilizes APIs from Twitter and Instagram that allow for images and image information to be pulled from the platforms chronologically and geographically

- A unique tool that allows for brands to seek out images, send out custom requests for the rights to the images, and post their new content to multiple platforms

- Ability to place images in customizable galleries on the brands website, product specific content on that product's webpage to drive sales, and moderate streamed content to display on a website or live at an event

- 51% approval rating by paying clients, allowing companies to source marketing material for little or no cost

SEARCH & REQUEST PAGE

A UNIQUE TOOL
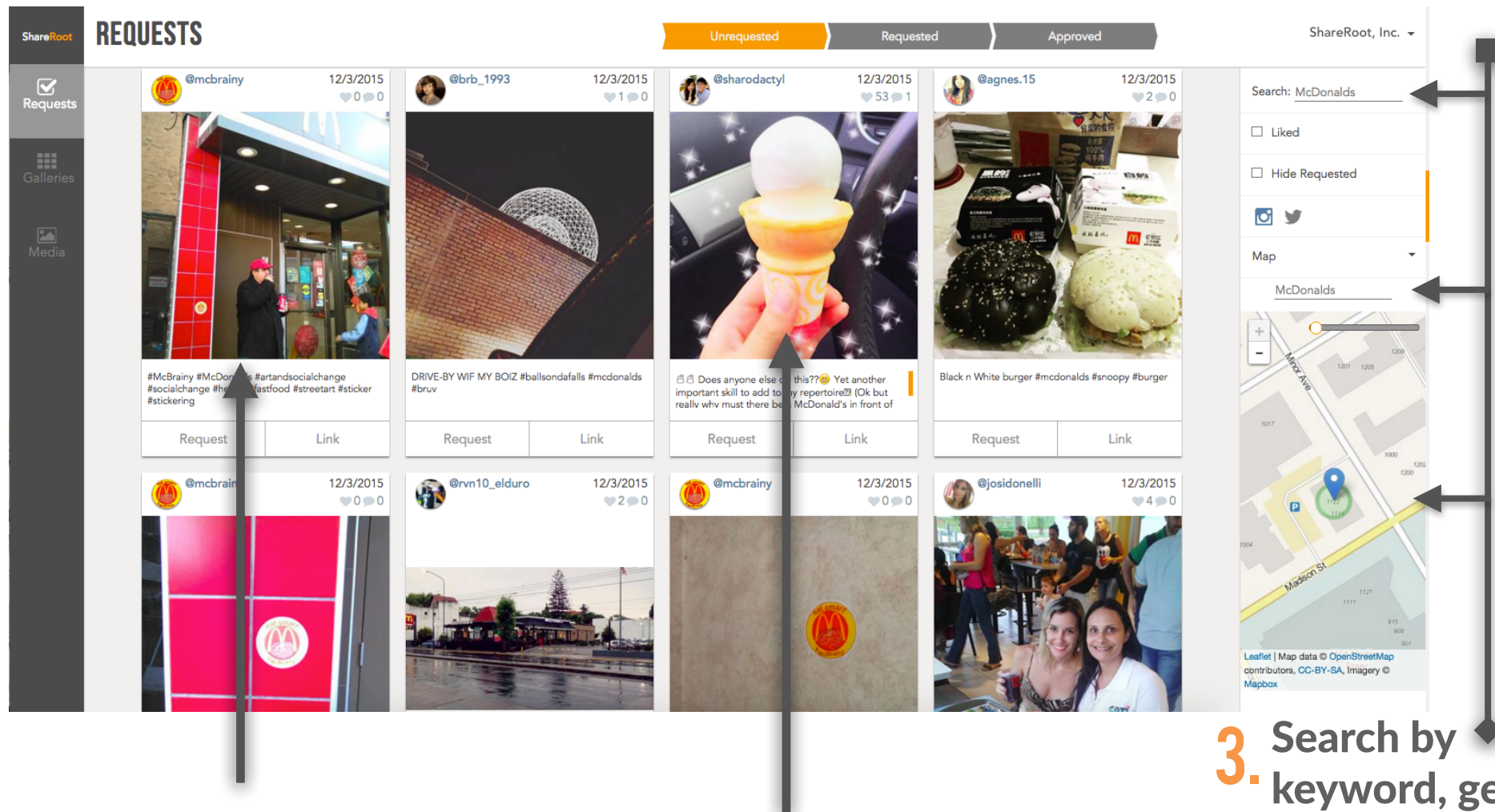
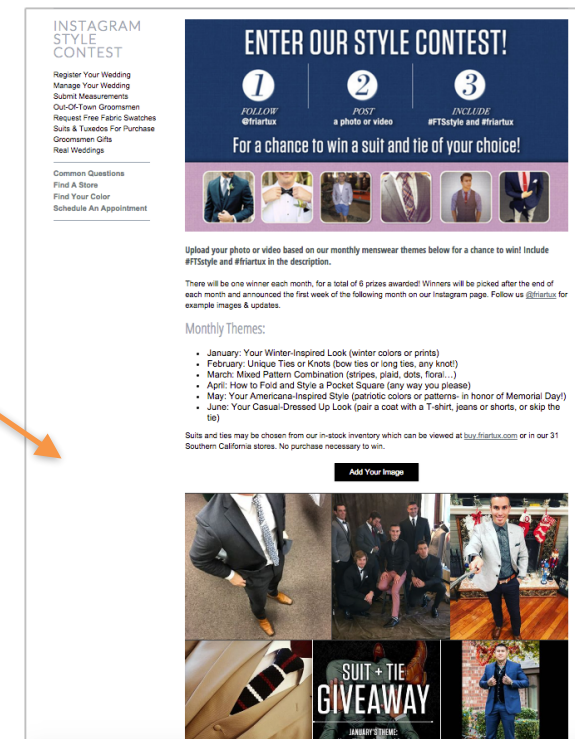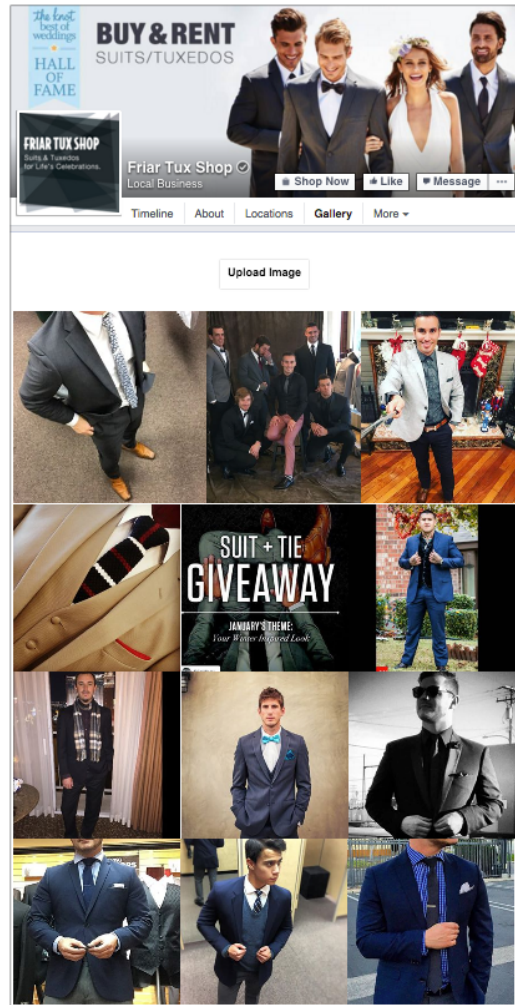**1.** **Request the legal rights**

2. **Engage with community**

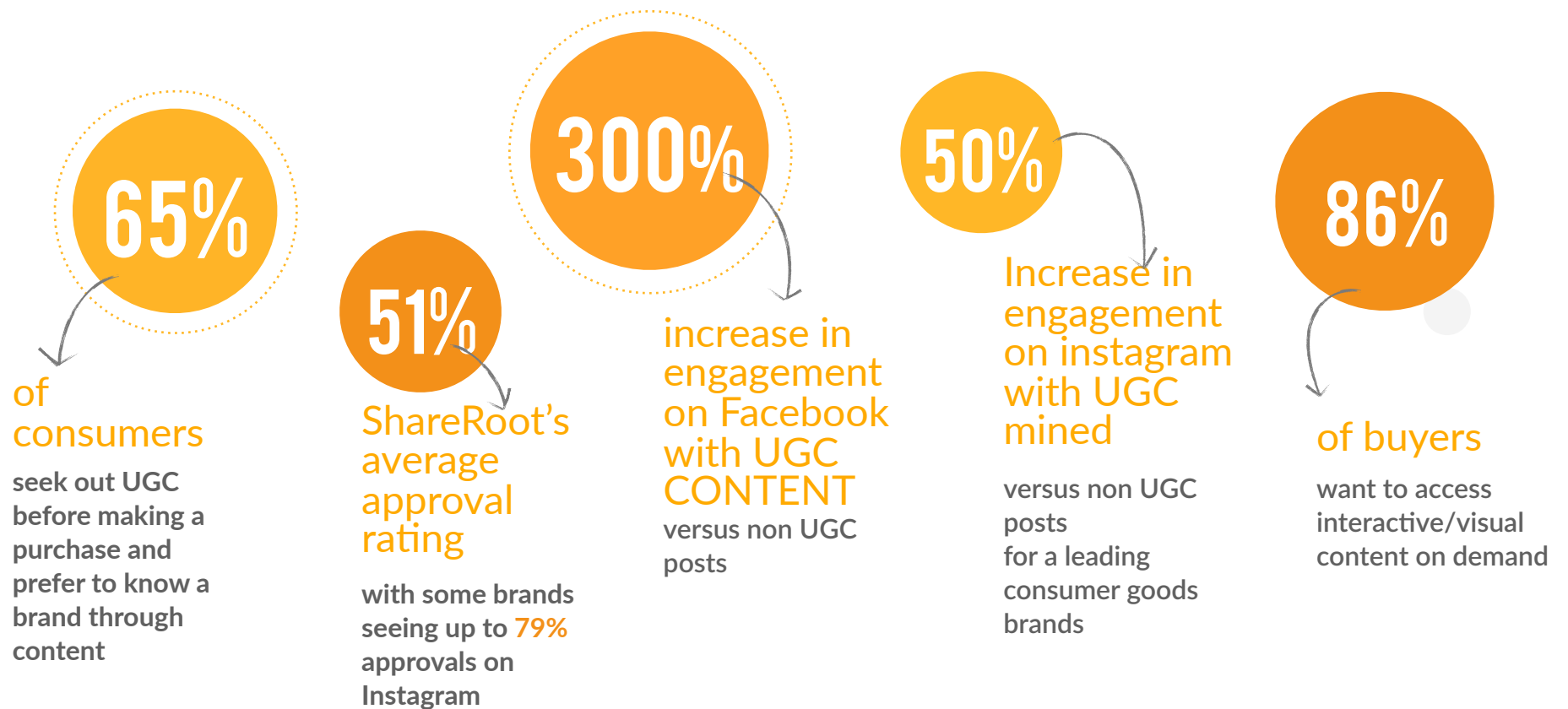**3.** **Search by keyword, geo-location or even engagements**

LIVE GALLERIES

A UNIQUE TOOL

Display content live on a website, blog, microsite, TV/big screen, or even Facebook page. With ShareRoot's easy to use gallery functionality.

KEY SHAREROOT & USER GENERATED CONTENT STATS

65%

of consumers

seek out UGC before making a purchase and prefer to know a brand through content

51%

ShareRoot's average approval rating

with some brands seeing up to 79% approvals on Instagram

300%

increase in engagement on Facebook with UGC CONTENT

versus non UGC posts

50%

Increase in engagement on instagram with UGC mined

versus non UGC posts for a leading consumer goods brands

86%

of buyers

want to access interactive/visual content on demand

CASE STUDY — STUBHUB

PROBLEM

StubHub needed a way to efficiently browse and gather content to be used in their social media while adhering to the company's strict legal requirements.

SOLUTION

ShareRoot's process for gaining rights to images provided a legally secure platform with quick access to quality content, in a simple, fast, and easy manner.

StubHub!
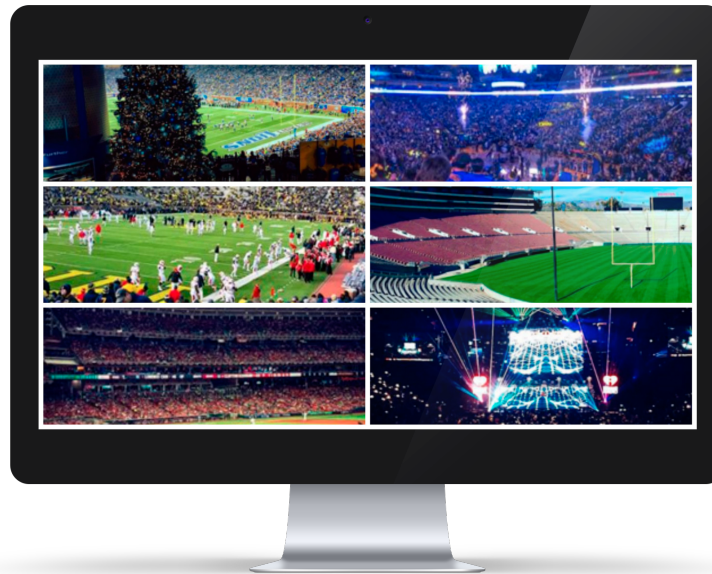
212% increase in engagement on Twitter with UGC versus Non-UGC

55% increase in engagement on Instagram with UGC versus Non-UGC

102% increase in engagement on Facebook with UGC versus Non-UGC

60% approval rating of all User Generated images requested

CASE STUDY — UCLA

2,050
TOTAL
ENGAGEMENTS

UCLA BEFORE
USING SHAREOOT
APPLICATION

3,939
TOTAL

UCLA AFTER
USING SHAREOOT
APPLICATION

THE WAY OF SAAS BUSINESSES

Low churn/high renewal | Progressive Feature up-selling | Effective yet inexpensive MVP

ShareRoot is following in the footsteps of the worlds largest SaaS companies

GO-TO-MARKET STRAEGY

PACKAGE	TIER 1	TIER 2	TIER 3	ENTERPRISE
COMMENCEMENT	February 2015	December 2015	June 2016	February 2017
SPECIFICATIONS	• Unlimited searching and requesting of content • Ability to download approved content • Posting of approved content to social channels • Full rights and licensing management	• Additional image sources (Facebook tab and upload widget) • Moderation of all content to displays • Customisable website display galleries • Organisation of content **Includes tier 1 features**	• Product Page Integration • Unlimited Experiential Galleries (Big Screens included) • Unlimited Content Storage and Widgets • Analytics • Additional upload sources **Includes tier 1 & 2 features**	• White labelling • Unlimited team member seats, training, and support • Scheduling • Image modification **Includes tier 1, 2, 3 features**

REVENUE MODEL

2016

The 2016 Revenue Model is based upon a Land-And-Expand business strategy. This strategy involves signing clients at a discounted rate and getting as many brands and clients using the tool as possible (land).The Land-And-Expand strategy is the added value of having more brands utilizing the platform.

ShareRoot has been developed based entirely upon the feedback of our clients, by adding more and more clients and receiving additional feedback it will only serve to help improve and shape the future of the ShareRoot application.
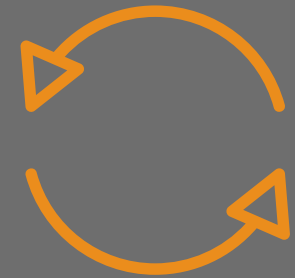
The hallmark of a successful Land-And-Expand implementation is a low churn percentage and high renewal rate, both of which ShareRoot is currently achieving.

At ShareRoot we believe that it is easier to sell to existing clients, and thus we can expand on the products and services we offer the clients that we sign on.
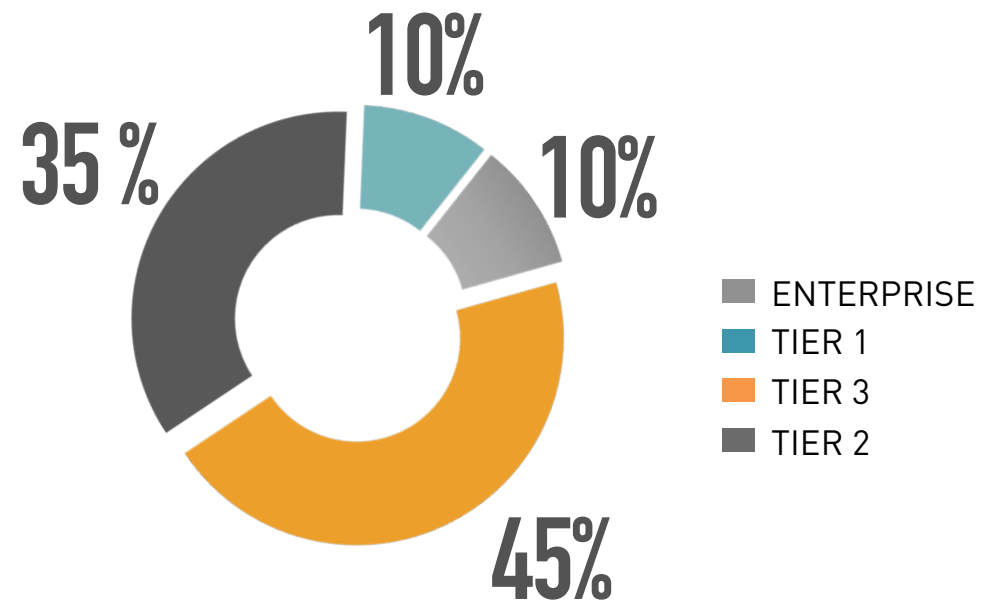
REVENUE MODEL

2017

PACKAGE	TIER 1	TIER 2	TIER 3	ENTERPRISE
MONTHLY COST	$350	$1,250	$4,000	$10,000

All values in US$

FORECASTED REVENUE SPLIT

10%

10%

35 %

45%

ENTERPRISE
TIER 1
TIER 3
TIER 2

THIS IS JUST THE BEGINNING...

- **91%** of brands are on more than one social channel and **70%** of marketers plan on **increasing** their dollars in content marketing

- SaaS principles enable **rapid client on-boarding** and **expansive product growth** simultaneously

- Foundation Capital expects technology spend by CMOs to increase **10x in 10 years** from $12 billion to **$120 billion**

SHAREROOT TO DATE

- **Clients love us: 0% churn meaning that once clients sign up they don't leave**

- **Exciting product roadmap: protectable proprietary features to be rolled out over the next two years at a quick rate**

- **Greatly improving the value proposition: Rolling out the Shareroot tool, targeting large recognised brands looking to tap the social media market**

ShareRoot is a Silicon Valley based company positioning itself for the future of **Social Media expansion – User Generated Content (UGC)**

To date, ShareRoot's platform has been used by over 100 brands spread through the sales cycle with more than 30 paying clients including:

- McDonalds
- Costco
- Quicken Loans
- eBay (StubHub)
- ConAgra Foods

RAPID GROWTH AND STAYING POWER

"StubHub knows that our best photographers are the fans who attend thousands of games and concerts. ShareRoot enables us to give these fans shout outs across our social channels and boost our organic engagement."

— Johnny Volk
Head of Social Media at StubHub (an eBay company)

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