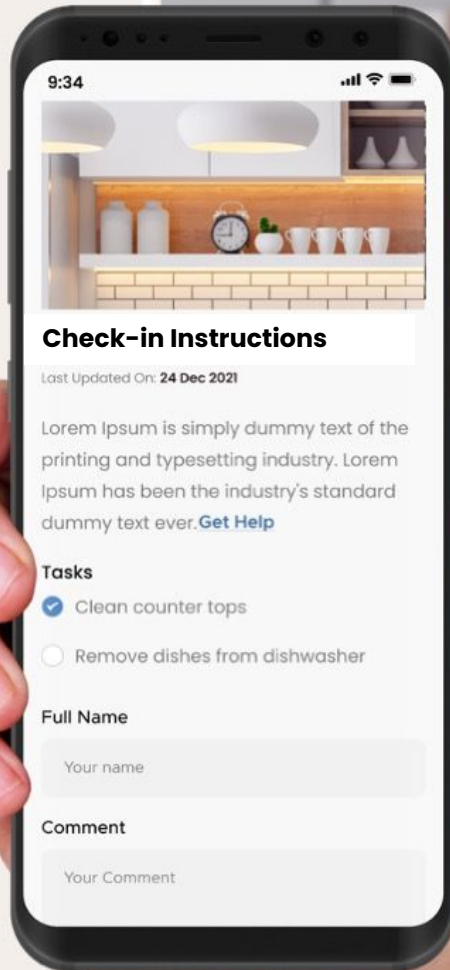


Welcome

Tap Phone Here



Vitag

Instructions On-Tap

The QR Code Alternative For Increasing
Engagement in the Real World

Sean Jackson | CEO & Co-founder
(214) 675 - 1100
sean@vitag.site

The Right Team

Strong experience in product execution & value creation



Sean Jackson, CEO

Full-Time

Co-founder of Copyblogger Media
Grew SaaS business from \$0 - \$60m
Patented inventor – search algorithm

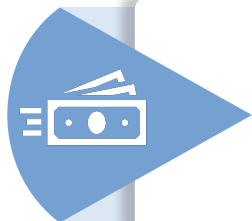


Daniel Reiling, CTO

Full-Time

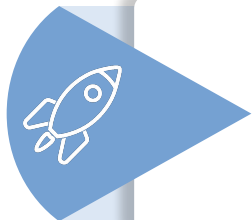
Head of Software Engineering, Volcon
8 yrs IoT development
Consumer App/Product Experience

Traction To-date



Funding

\$155,000 from 6 angels



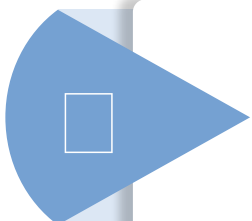
Launched

January 2023 – v1



Customers

On-premise and in-person
business use-cases



Revenue

\$1,500 actual



How It Works

Rental Use Case

Jane Thompson

Property Manager

Pain Point

Guest Confusion = Bad Reviews

Decision Drivers

Looks Cool (no ugly QR code)

Easy To Setup

Simple to Manage





Affordable





PLAY DEMONSTRATION VIDEO

Competition

	 Vitag	 QR code	 Apps	 Paper
Cost Per Display	\$4.99 NFC tag	\$0.18 Adhesive label	\$0	\$5 - \$50
Cost to Manage / Display	\$12 / month Unlimited	\$15 / month \$0.30 per QR code	\$19.95 / month Per Property Pricing	Varies By Time
Info Access Time	2 sec.	5 sec.	30+ sec.	immediate
Deployment Time	minutes	hours	days	hours
Turnkey Solution	✓			
Mobile Admin	✓			
Simplicity	✓			

Revenue Model

SaaS Recurring + Transactional

\$474
LTV

\$50 / order
+
\$4.99 MRR

Revenue

\$95
CAC

\$40 Online Ads
+
\$55 Free:Paid

Acquisition Cost

\$758M
SOM

1.6M Properties
meeting market
profile for use

N.A. & E.U. & LatAM
Market Size

Why Now?

Contactless Information Exchange Growing



Opportunities



Generic & Cheap
Slow & Cumbersome
Multiple Tools Required



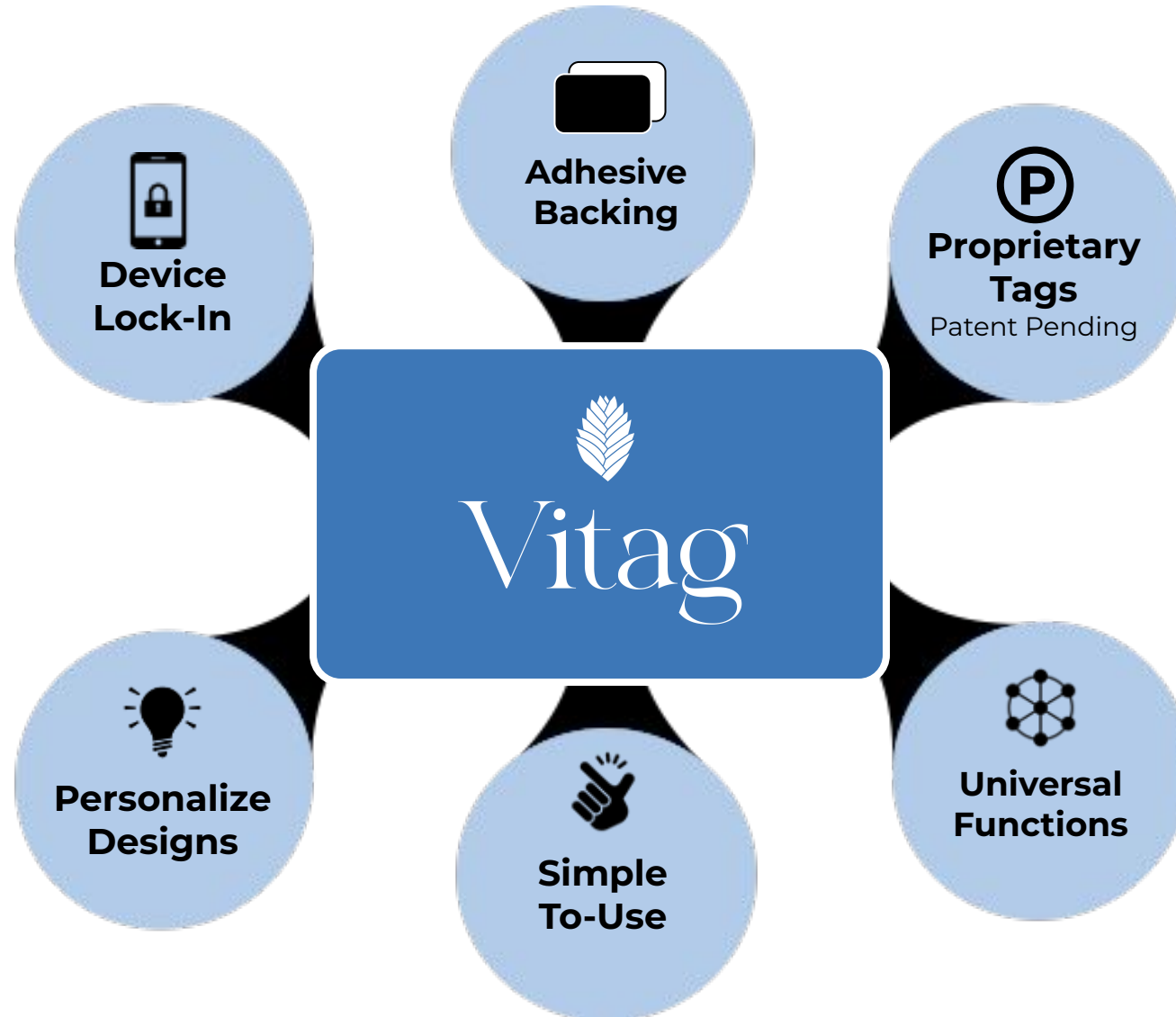
Digital Markets Act
Opens Apple NFC API
More innovation in NFC



Expensive
Limited Uses
Poor Form Factor

Competitive Advantage

Unique Proprietary Platform



\$500,000 Pre-Seed Round

\$155,000 Invested to-date by 6 angel investors

Use Of Funds

Online Ads	\$114,000
PR & Outreach	\$8,000
Tags	\$10,000
Operations	\$213,000

Key Milestones

Tag Revenue	\$299,176
App Subs. Rev.	\$91,756
Subscribers	962
MRR	\$4,807
V1 Desktop	June 2023

Next Steps

Run-rate	6 months
Seed Round	\$3,000,000