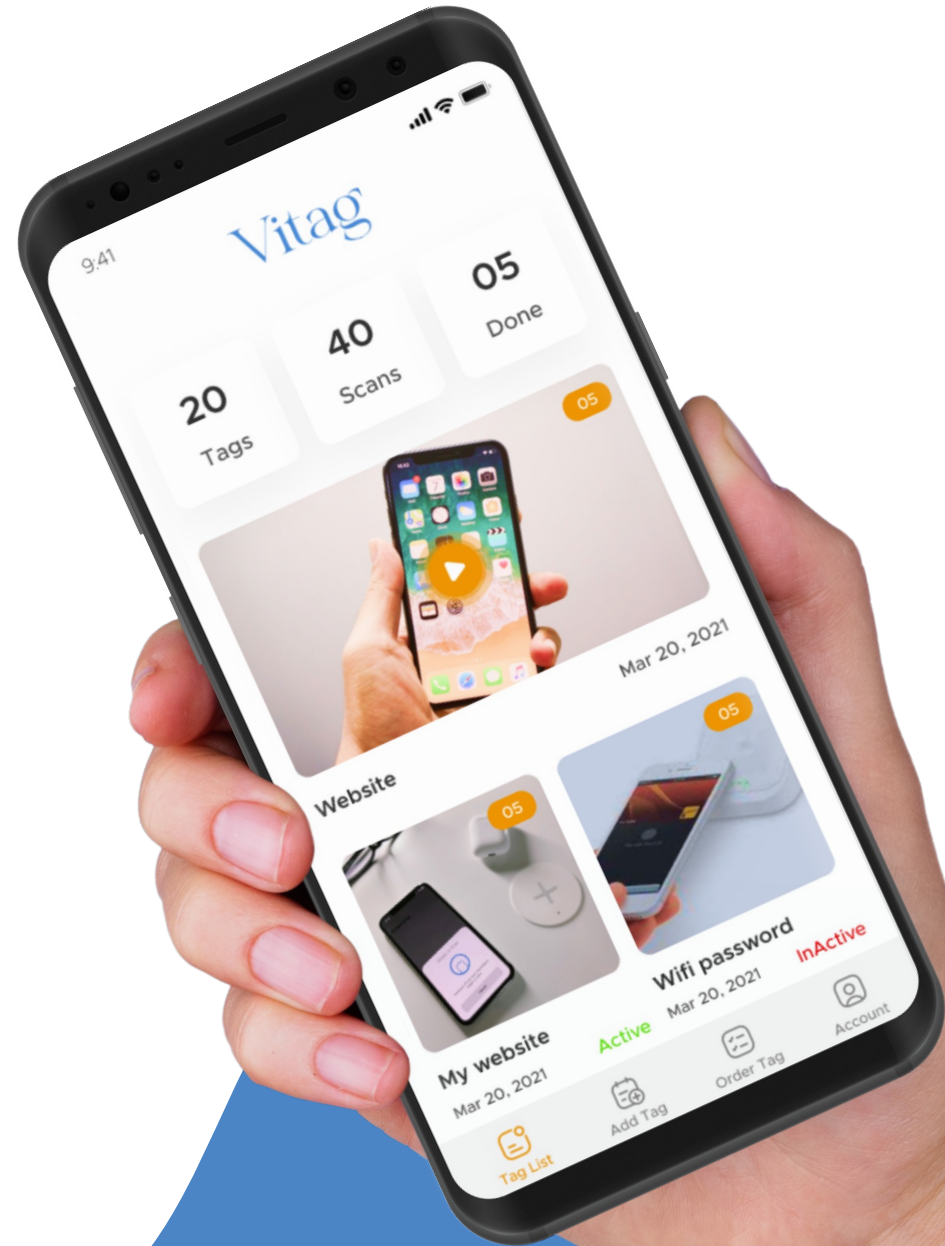


Vitag

A new way for businesses to add video instructions (and more) to any object.

Sean Jackson
sean@vitag.site
(214) 675-1100



The Problem

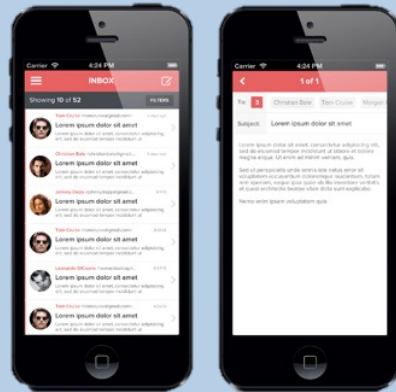
“30% of adults spend up to 364 hours per year searching for instructions.”

To-Do list

Remove the coffee filter on Tuesday
(be careful to twist top nob, the big
one).

Order more coffee from Bob's Coffee
House (the other one near the
school).

Limited information
Easy to lose
No accountability

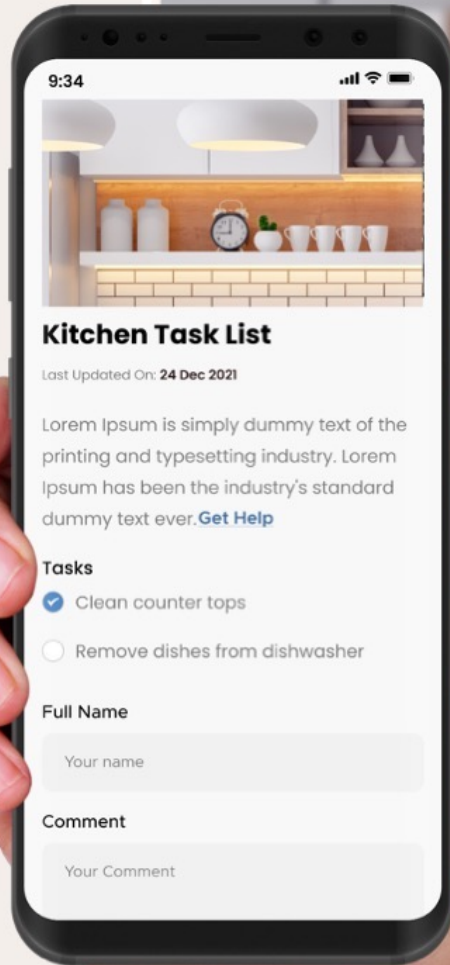


Proprietary
Cumbersome
Lost in the noise



Difficult to setup
Easily destroyed
Not Secure

Kitchen Instructions



Our Solution

Video Instructions On-Tap

01

Task It

An intuitive app to create videos and manage tasks on NFC tags.

02

Tag It

Place chips on/near physical objects.

03

Tap It

Anyone with a smart phone can tap the chip and see video instructions;
NO APP OR QR REQUIRED.

Simple Solution

The information people need, where they need it.



Rental Instructions



Appliance Instructions



Check In/Out



Feedback Form



Task Lists



Inventory Mgmt.



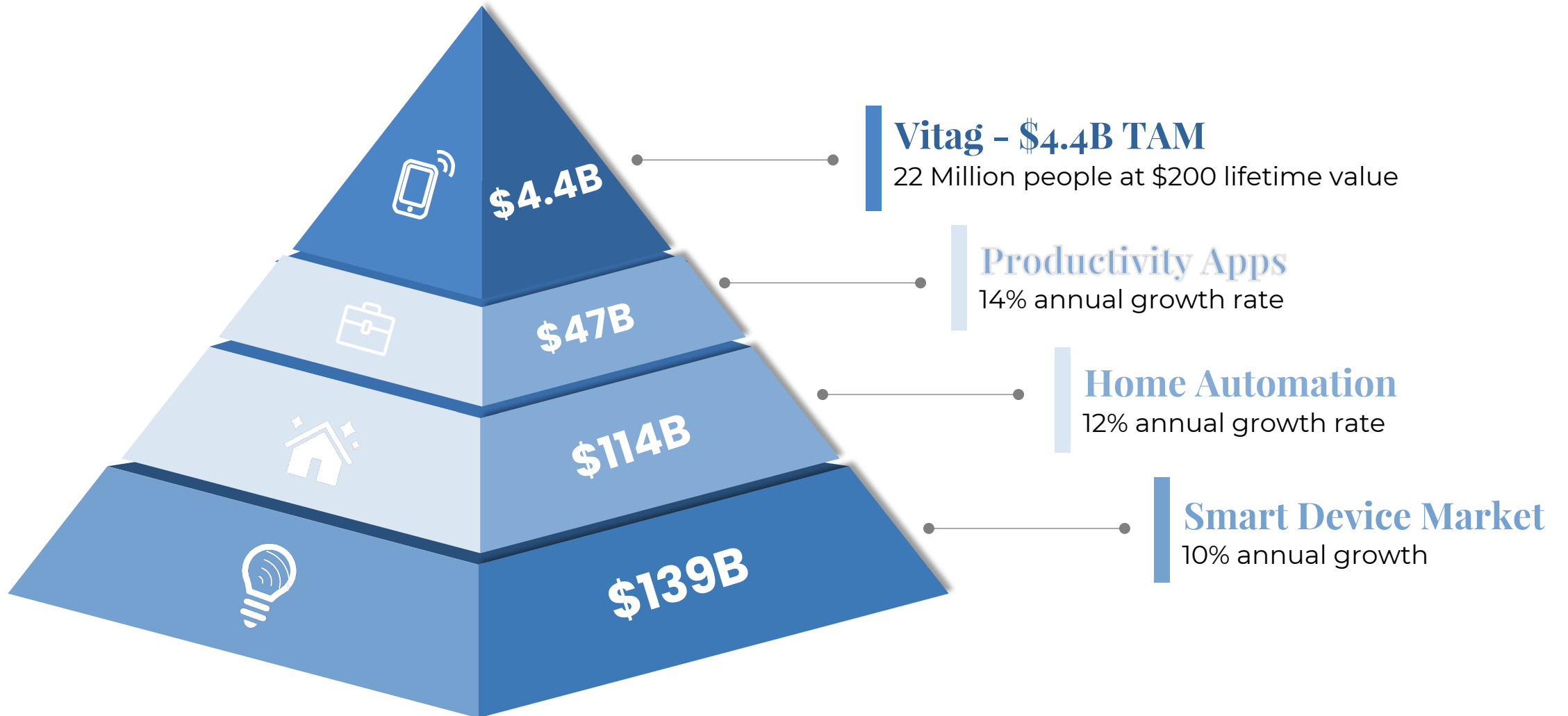
Training



Contact Mgmt.

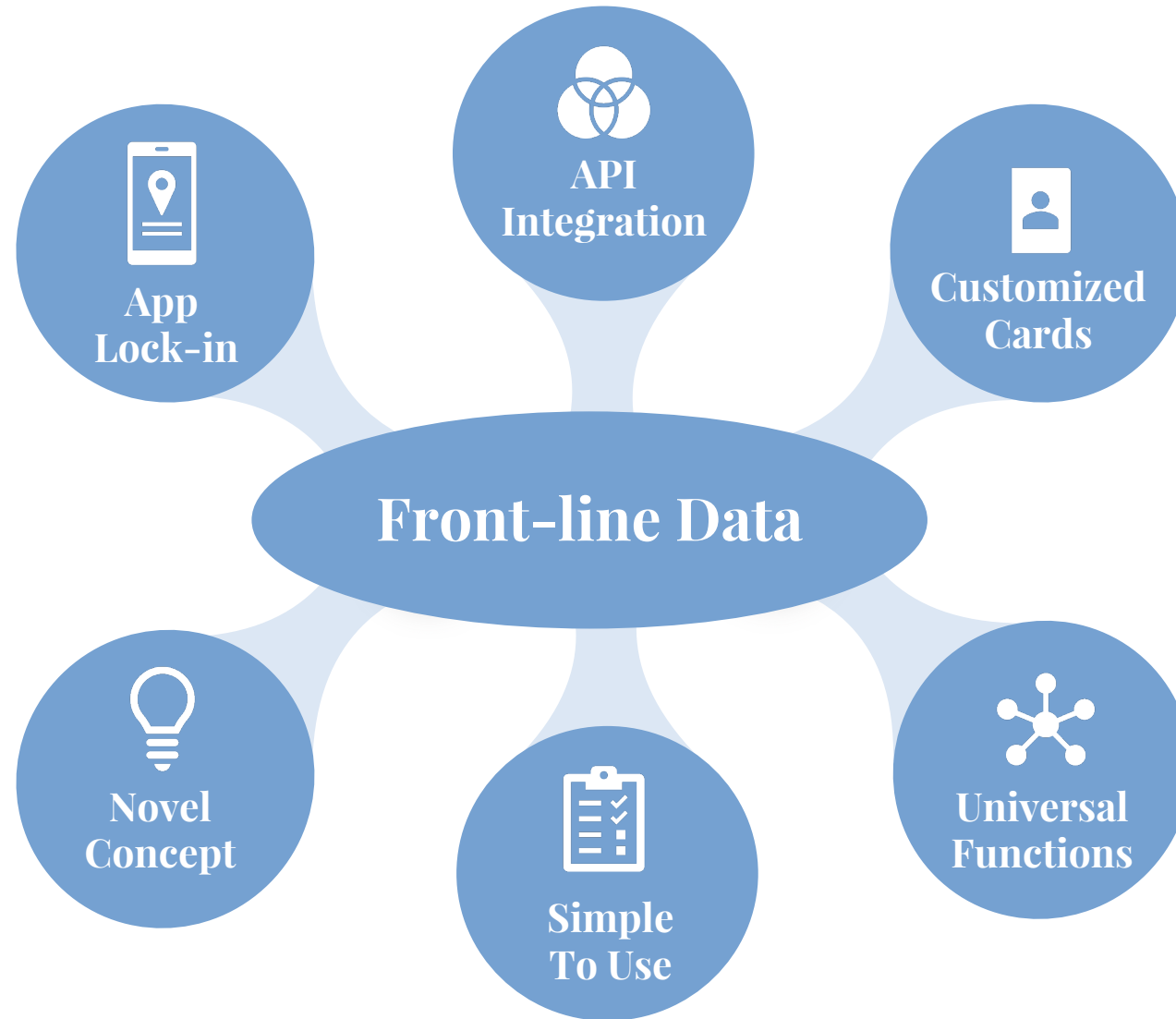
Our Market

A growing market for connected productivity



Our Competitive Advantage

Building on first-mover advantages



Go-to-Market Strategy

Obtaining market share fast

Email List



Pilot Projects



Social Media Ads



Influencers



Content Marketing

Initial Target Short-term Rental Owners

1.3M Properties In US
742K Owners & Hosts
55% Female
1.75 Rentals / Host



From Professionals to Enterprises

Expanding features & functions for evolving needs

Pro Version



Professional

Individual App Usage

Includes premium features

100s of tag designs

Business Version



SMB Owner

Business Focus

App + Desktop

Designed for multiple locations and small admin teams

Enterprise



B2B Channel

Enterprise Usage

Omnipresent Features

Users, Locations, Analytics

System integration via API

Traction To-date

Foundation for rapid growth



Built

App & Website with key features for programming & managing tags



Launch

Distribution agreement to 20,000 potential customers



Pilot

Pilot Projects with At Ease Rentals, Lodgeur, The Harbor Rockwall



The Right Team

Strong experience in product execution & value creation



Sean Jackson, CEO

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



Daniel Reiling, CTO

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

Great Advisors

Proven experience in growing great companies

Jason Cohen

CTO & Founder, WP Engine
Senior Advisor



Capital Factory

Accelerator Portfolio Company



Tom Montgomery

Montgomery Capital Alliance
Advisor



Kendall Guinn

CMO, LV Collective
Strategic Advisor



18 Month Projections

\$2,000,000 Capital Raise

Cash Flow Projections

	1Q 2023	2Q 2023	3Q 2023	4Q 2023	1Q 2024	2Q 2024
Cash In						
Capital Raise	2,000,000					
Revenue	-	182,310	270,804	360,041	470,654	665,672
Total Cash In	2,000,000	182,310	270,804	360,041	470,654	665,672
Cash Out						
Operating	347,957	455,036	480,760	509,643	560,026	621,755
Capital Outlay	66,700	54,700	13,500	59,500	19,000	13,000
Total Cash Out	414,657	509,736	494,260	569,143	579,026	634,755
Cash Balance	1,585,343	1,257,918	1,034,461	825,359	716,987	747,904

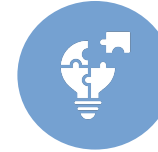
18-Month Results

Active Subscribers	9,502
MRR	\$ 133,378
ARR	\$ 1,600,531
CAC	\$ 94.32
Gross Profit %	69%
Churn	3.29%
LTV	\$ 293.08
LTV : CAC	3.11

Exit Potential

Acquiring a fast-growing company in a new market

Potential Acquirers



A new complimentary product



Strong and growing revenue



Unique mobile-first technology



Strong brand recognition



Provide IRL experience to cloud