

**Changing how the  
world watches video.**

**snibble**



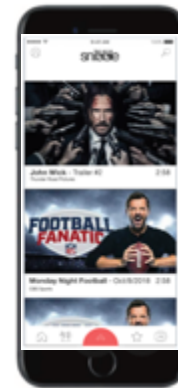
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**We're creating the best mobile advertising platform in the world. Full stop.**



snibbole



# 5 things you need to know

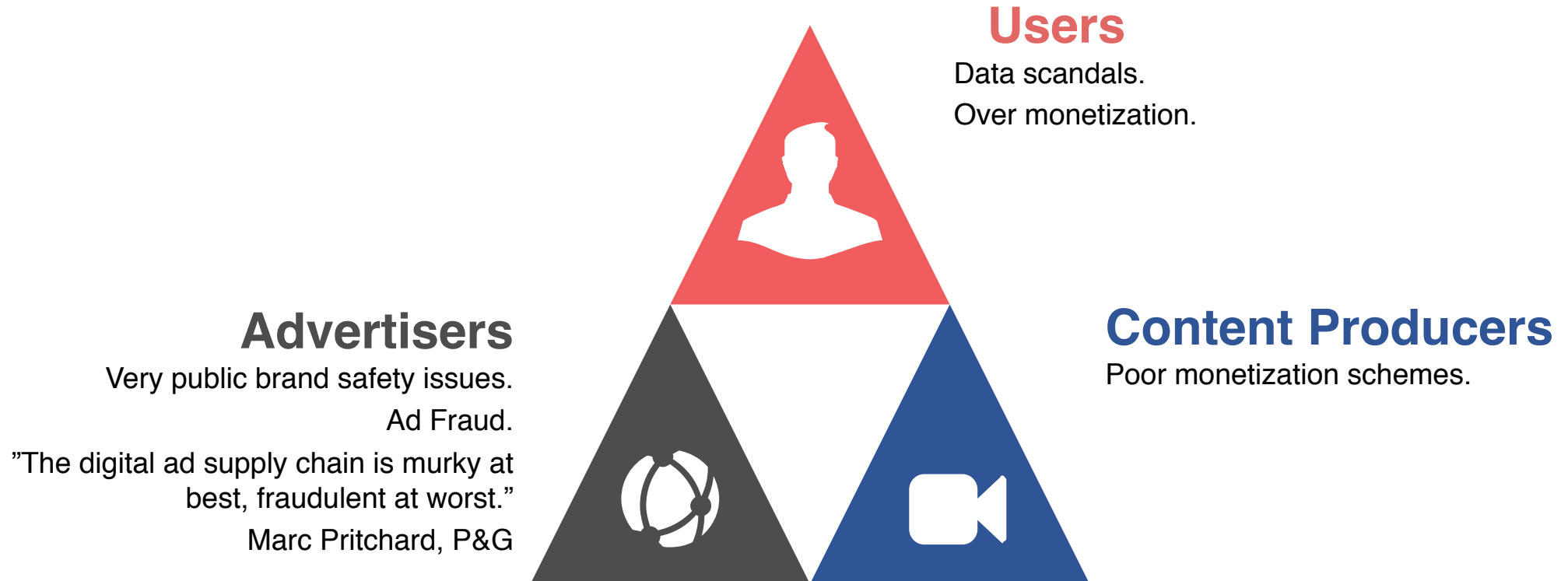
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1. Mobile video will account for over 80% of all digital traffic by 2021. *Forbes*
2. Snackable content is the next big opportunity. *Sheryl Sandberg, COO, Facebook*
3. With mobile tipped to overtake TV as the largest ad medium by spend in 2019, it's an opportunity brands can't ignore. *WARC Media Research Organization*
4. GenZ and Younger Millennials on average watch over 3 hours of video on their phones every day, averaging 70 videos per day. *Google*
5. Over half of GenZ and Millennials have deleted Facebook in the last 12 months, and over 50% of Gen Z feel YouTube "isn't for them". *eMarketer, 2018*

# The Problem – Big Digital

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The digital platforms that once promised to democratize digital content have become an unethical oligopoly that have used their power to take advantage of users, content producers and advertisers alike.



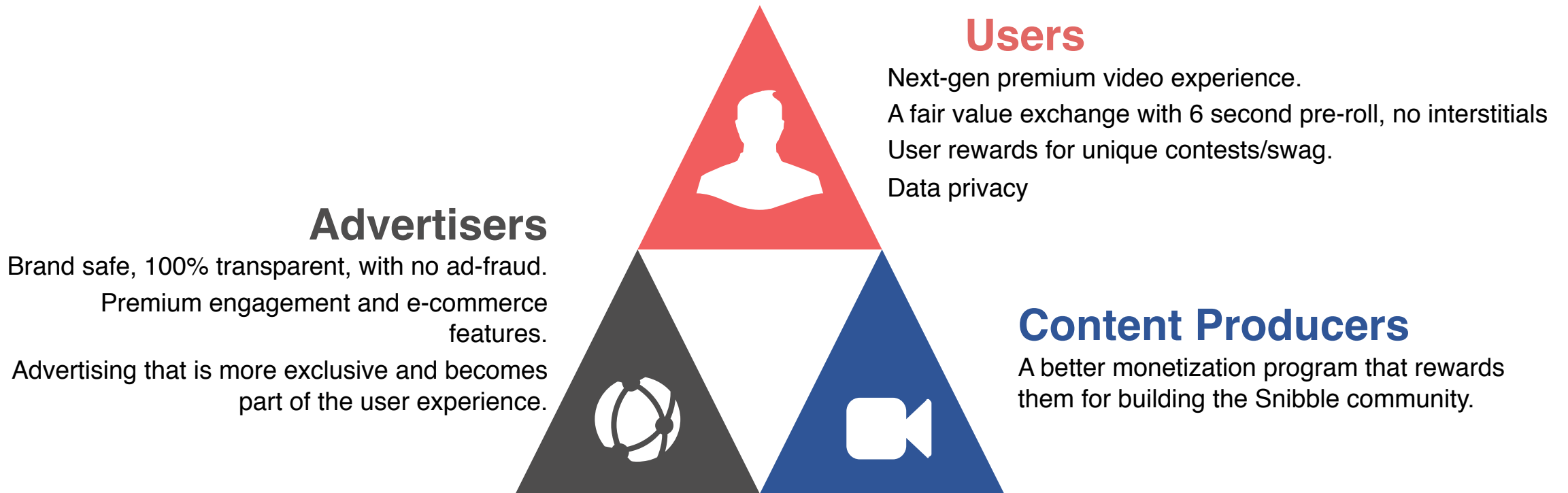
A woman with long dreadlocks, wearing a dark brown or black suit, stands in a parking lot. She is looking off to the side with a serious expression. The background shows a paved parking area with white lines and some distant buildings under a cloudy sky. A large, semi-transparent quote is overlaid on the image.

**“The biggest threat to Facebook and Google's reign is Gen Z, who are keen to shake up the system.” AdWeek**

# The Solution - Snibble

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The first mobile video platform that recognizes and rewards all three stakeholders in mobile video.



# Current state of Snibble

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Snibble is the first premium snackable video platform designed with viewers, advertisers and content providers in mind.

## Product – Completed Beta by End of February

- Snibble has multiple unique features including rewards and simultaneous viewing that greatly improve the user experience of the platform

## Content – Signed LOIs with 4 North American Content Partners

- Snibble has already integrated with multiple content partners that represent Premium brands such as CNN, Vogue, Vice and A&E
  - Vemba
  - VeuHub

## Advertisers – Receiving very positive feedback from major advertisers

- We're in conversations with PepsiCo and Rogers to pilot.

# User acquisition strategy

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## 1. Content Partners

- Working with our content partners to create monetization deals that give us access to their large followings to promote Snibble, and gain promotional mentions from them.
- Year 1 KPI: 150,000 users

## 2. Social Media Hubs

- Our social media team is going to be seeding Snibble into on-going social media conversations around soccer, basketball, fashion, e-sports, gaming.
- Year 1 KPI: 250,000 users

## 3. Geography

- Focused non-traditional advertising in Los Angeles, Toronto and New York
- Year 1 KPI: 200,000 users

## 4. Influencers

- We're identifying key fashion, gaming and e-sports influencers to work with that will drive initial interest in the Snibble platform.
- Year 1 KPI: 250,000 users

## 5. Each User Drives 10 more

- Using unique social contesting and giveaways to turn 1 user into 10.
- Year 1 KPI: 500,000 users

**Which adds up to lower user acquisition costs, driving our UAC to below \$1.50**

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# User acquisition cost

Averaging out CPI for US and Canada for apps most like Snibble, gives an average cost per install of \$2.44CDN

Factoring in Snibble's uniqueness, virality and content partner relationships, we feel we can deliver our audience for an initial \$1.50 CPI.

**2018 Cost Per Install for iOS in \$US by Country and Category**

Country	Average	Action	Adv	Card & Dice	Casino	Educ	Fam & Bd	Music	Puzzle
Japan	\$3.59	\$3.96	\$3.78	\$5.19	\$3.88	\$3.04	\$2.87	\$1.89	\$3.69
Northern Mariana Islands	\$2.64	\$3.03	\$0.35	\$0.28	\$0.37	\$1.50	\$0.60	\$0.00	\$1.42
Canada	\$2.20	\$1.68	\$2.64	\$3.31	\$3.84	\$1.74	\$2.01	\$1.52	\$2.79
Saint Vincent and The Grenadines	\$2.19	\$0.35	\$0.25	\$0.00	\$1.93	\$0.00	\$0.00	\$0.00	\$0.28
Germany	\$2.09	\$1.66	\$2.59	\$2.04	\$2.82	\$1.51	\$1.49	\$1.55	\$2.66
United States	\$2.07	\$1.51	\$1.91	\$4.17	\$4.18	\$1.26	\$2.54	\$1.40	\$4.54
Switzerland	\$1.99	\$1.81	\$1.99	\$2.55	\$2.50	\$1.78	\$1.59	\$0.82	\$3.19
American Samoa	\$1.90	\$1.14	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Austria	\$1.90	\$1.53	\$1.99	\$1.10	\$0.85	\$1.29	\$1.33	\$0.69	\$2.22
Korea Republic of	\$1.90	\$2.09	\$2.79	\$3.47	\$1.84	\$2.13	\$1.28	\$1.17	\$3.11

# Revenue strategy

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## 1. Unskippable 6 second pre-roll commercials

- Best for Snibble because most acceptable format for audience and unskippable means highest viewability.

## 2. Premium Placement

- For an additional fee, advertisers can gain exclusivity in a viewing stack, or a viewing session.

## 3. Branded Content

## 4. Snibble Pop! Opt-in ads and marketing insights

- A new format developed by Snibble, users opt-in to watch an ad or answer a marketer's question and in return get rewards.

## 5. Data and research

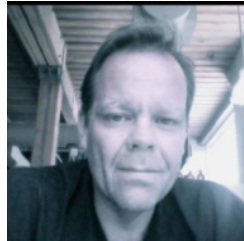
- We are creating unique ways for marketers to learn more about our audience and gain actionable, real-time insights.

## 6. E-commerce

- In-app purchasing of movie, sports, concert tickets, and games.

# Management Team

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**Andrew Shortt**  
**Founder**

- Internationally awarded creative director and innovator.
- Feature speaker at DX3 Digital Marketing Conference
- Creator of first anti-texting mobile app Taxi.
- Creator of internationally recognized Friends Beyond Borders social tourism platform.



**Blair Currie**  
**CEO**

- Former CEO Aegis Media, North Asia, scaling their operations across the region.
- 25 years experience in senior executive roles in media, digital and technology companies.
- Expert in licensing negotiations.



**Christopher Shortt**  
**CTO**

- 25 years in architecture, dev and data mining
- Leadership with previous senior roles at Orange, Credit Suisse and Tata Consulting.
- A recognized leader in cross platform development and decreasing transaction time.



**Neale Halliday**  
**CSO**

- Chief Strategy Officer of digital transformation/branding consultancy, Radical Quo, BBDO Canada, OMD Media
- 20 years experience in consumer strategy, marketing and customer acquisition.
- Former Director of Strategy at FCB, Canada's Digital Agency of the Year.



# Board of Directors

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## **Romeo D'Angela**

- President of Novadan Capital.
- Seasoned investor and growth catalyst, involved in the tech sector.
- Projects include Freepoint Software, GLN Networks.
- Spent 20 years as a leading hedge fund manager.



## **Neale Halliday**

- Chief Strategy Officer of digital transformation/branding consultancy, Radical Quo, BBDO Canada, OMD Media
- 20 years experience in consumer strategy, marketing and customer acquisition.
- Former Director of Strategy at FCB, Canada's Digital Agency of the Year.



## **Chris Gardner**

- Managing Partner of Nickel Capital, with over 25 years of financial industry experience.
- Successfully funded several the companies in the travel and tourism and entertainment spaces.
- Former EVP of Business Development at Guest Logix



## **Polina Shcherbinina**

- A digitally savvy Instagram Influencer with a background in employment law.
- Currently at Borden Ladner Gervais.
- Former Director of Project Management at Radical Quo digital and brand transformation consultancy.



## **Mark Tawse Smith**

- Internationally awarded creative director and designer.
- Co-Founder of Snibble, in charge of UX/UI
- Helped create, design and launch Texi app, as well as Zenbanx, the fintech started by Akadi Kulemon of ING.

# Want to know more?

Contact:

Andrew Shortt, Founder

[andy@snibblecorp.com](mailto:andy@snibblecorp.com)

647.924.0660

snibble

# Appendix

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Snibble Investor Deck, January  
2019



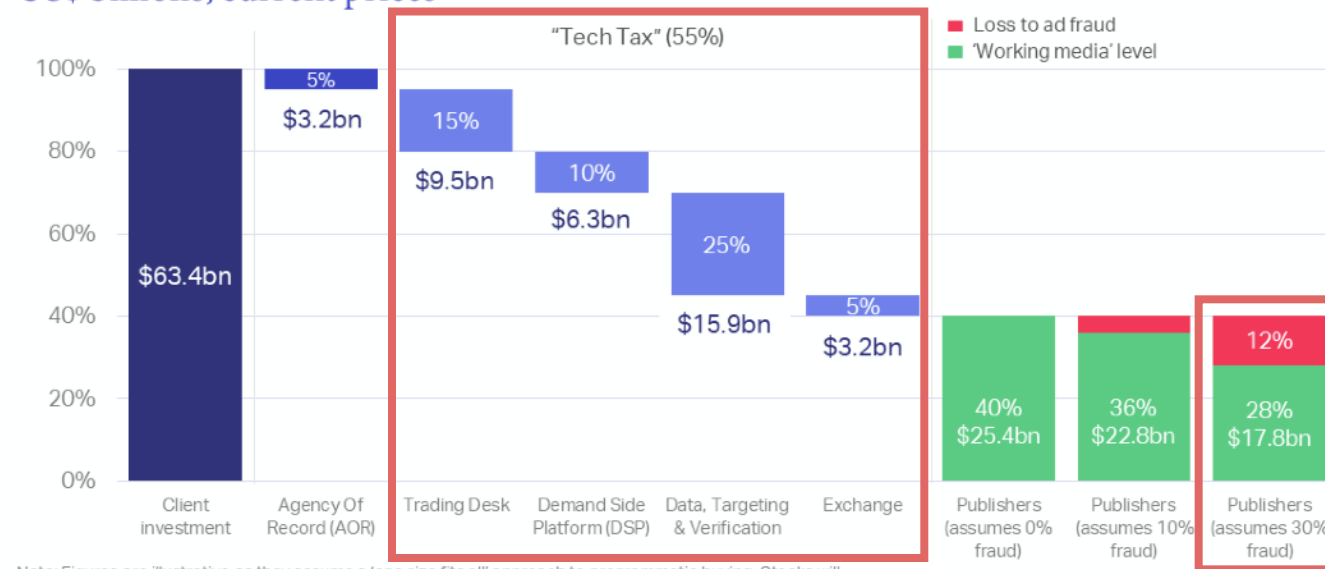
# The Problem – capital wasted on programmatic advertising

Snibble's technology addresses 67% of ad spend that is lost to technology providers and fraud which represents over USD\$42.5bn

## 'Tech Tax' cost programmatic advertisers over \$30bn in 2017

WARC Data

US\$ billions, current prices



Note: Figures are illustrative as they assume a 'one size fits all' approach to programmatic buying. Stacks will vary and all spend figures bar MAGNA's publisher total of \$25.4bn are drawn from averages. MAGNA's total excludes search and social.

SOURCE > WARC, *Global Ad Trends March 2018*

# Content on Snibble

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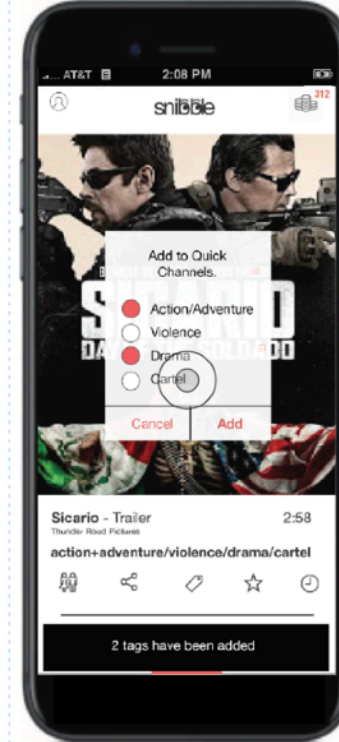
# The first social, rewarded video platform



Sign in with phone number or social media to link up with friends.



A.I. means that the more you use Snibble, the better it knows you.



Select video tags to customize your video experience.



← Get reward coins for anything you do on Snibble that can be redeemed for unique contest entries.

Watch videos with your friends and comment in real-time.

# Competitive Advantage

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The first digital content platform to be created by people who understand consumer behaviour and advertiser needs.

## Users

1. **Rewards** - The first mobile video platform to reward users for participation, while not driving them crazy with too many ads.
2. **User Experience** - The first mobile video platform to combine advanced UX with social and sharing features.
3. **Focused on premium Mobile Video** - The first mobile video platform dedicated to premium, snackable video, with over 2 million videos and 20,000 more each week.

## Advertisers

1. **Creating Transparency, Eliminating Fraud** - The first digital platform powered by blockchain, to be 100% transparent, fraud and bot free.
2. **Making advertising more valuable** by making it more exclusive.
3. **Making advertising less intrusive**, more enjoyable.
4. **Creating a direct link** between advertisers and our users.



*"My interest in Snibble is twofold: first, it's a great concept that's clearly better than anything out there in premium video, and second, it's good for my business as I am confident that Snibble will scale quickly to become the leading premium mobile video platform and a great distribution channel for our global clientele."*

*Norbert Horvath, Founder and CTO, Vemba Corp*

# Concept & tech validation

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Leading companies in the premium video, tech and finance sectors see the opportunity with Snibble.



Vemba, VueHub and Video Elephant are leading global video distribution companies.



Aion is one of the global leaders in blockchain. They are partnering with us to pioneer blockchain powered media verification.



Apple Canada has seen Snibble and have offered to partner with us to make Snibble a leader in their app eco-system.



Oak Hill is a leader in mobile tech financing. When we presented Snibble to them, they simply said, “We’re all in.”