

Contact information:

Surf Media Inc
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Industry:

Media & Entertainment
Ad Tech

Stage:

In Revenue

Funding History:

Raised \$750K at \$15M valuation
January Revenue: \$50k

Management Team:

Eli Chmouni (CEO): built 3 companies, 2 of which got acquired. BS and MS in mechanical engineering.

Sohaib Malik (CTO): built a software development company with significant revenue.

Elliott Nguyen (Chief Operations): launched Topsy with Eli which got acquired by Hooch, and was responsible for regional growth.

Jake Copeland (Systems Director): experience in block chain and product development.

Founders have worked together on various projects for 3+ years.



Pitch:

Surf places tablets in rideshare cars as a platform to entertain passengers, provide additional income to drivers, and promote businesses, events & brands.

Problems:

1) Passenger are bored during their Uber and Lyft ride or they do not want to engage with the driver. 2) The driver is looking for ways to upgrade the trip, make more money and increase their tips/ratings. 3) Advertisers are seeking new engaging methods to market their brands to 18-49 year olds.

Solution:

Surf provides in-flight entertainment experience to rideshare vehicles by: 1) giving the drivers a free tablet and data, 2) paying the driver per ride, 3) partnering with content creators for video and game distribution, and 4) give advertisers a new platform to target their market in a low distraction environment.

Business model:

Three advertising options to target passengers in the car with an average CPM of \$15.

Market size:

Uber and Lyft provide millions of rides on a monthly basis with Phoenix having 2M, Houston 4M and LA 10M; and an average ride duration of 17 minutes.

Regional Operations

Surf currently operates in LA, Phoenix, Austin, Dallas, San Antonio and Chicago with thousands of drivers in the network.

Competitive Advantage:

Surf is better because we are: 1) the only company with an exclusive partnership with Lyft, 2) the only platform that offers various media content types for entertainment, and 3) the team with the most startup and business growth experience.

Partnerships and Deals:

Partnership agreement with Lyft in all regions.
Exclusive partnership deal with iHeartRadio for music streaming
Content distribution deals with Paramount, Viacom and Comcast

Projections:

	2018	2019	2020
# of regions	5	16	18
# of tablets	1150	22350	38900
# of passengers	450k	35M	95M