



## What is AdWallet?

AdWallet is a revenue stage company that has successfully commercialized a digital marketplace for advertisers to engage the undivided attention of a targeted consumer through **direct compensation**. As of Jan 2019, AdWallet has delivered 7 million verified engagements from 400+ advertisers, generating revenue in excess of \$700,000. AdWallet is currently raising a \$5 million Series A to scale nationally.

## The Advertiser's Problem

\$250+ billion a year in the U.S. is spent trying to purchase the attention of customers via traditional and digital advertising that relies on interruption (commercials, billboards, banner ads, sponsored posts, etc). For digital advertisements alone, Google estimates 61% of all digital ads go completely unseen resulting in over \$65B in annual marketing waste.

## The AdWallet Solution

AdWallet collects advertiser content and payments then splits this money with its members; allowing advertisers to purchase the uninterrupted attention of their target--directly. By collecting first party, verified data of its members, AdWallet enables advertisers to execute a targeted purchase of a person's attention AND follow that engagement all the way through to a attribution action (click, offer download, form fill-out, email lead, and even a sale).

## The Leadership Team

Adam Greenhood <i>Founder &amp; CEO</i>	<ul style="list-style-type: none"><li>• 20+ years in the advertising industry</li><li>• President of the New Mexico Advertising Federation</li><li>• Executive Creative Director for largest agency in New Mexico</li></ul>
Jason Merkoski <i>CTO</i>	<ul style="list-style-type: none"><li>• 20+ years in advertising and internet technologies</li><li>• Managed R&amp;D, Product and Engineering for Amazon Kindle</li></ul>
David Perez <i>CRO</i>	<ul style="list-style-type: none"><li>• 25+ years in internet and digital marketing</li><li>• Founder of the largest digital Hispanic agency in the U.S.</li></ul>
Matthew Culler <i>VP, Finance</i>	<ul style="list-style-type: none"><li>• 15+ years investment and financial management experience</li><li>• Venture capital and investment banking background</li></ul>

## The Competitive Landscape

AdWallet allows advertisers to targeted consumers for \$1-\$5 per engagement versus the \$1-\$55 per 'click' of digital competitors like Google and Facebook. The AdWallet platform verifies consumers' identity, comprehension, intent, and purchases in ways that no other platform in the world can match. AdWallet is also GDPR & CCPA compliant.

## The National Rollout

Some of the largest media holding companies and brands in the world have taken notice and are eager to participate in AdWallet's scaling to become a national platform. AdWallet has also begun partnering with large media industry leaders to leverage their advertiser sales and user bases for the AdWallet platform. AdWallet estimates that 500,000 members supported by 50 advertisers could be monetized in 2020 alone with significant profits achievable in future periods with a relatively modest national audience.