

Salad Technologies
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Company Overview –

Salad is building a massive, distributed infrastructure layer to power our future internet. Salad's application allows PC Gamers to contribute their idle compute time towards a distributed network in return for things they want: games, subscriptions, gift cards, content and more. Founded by Bob Miles in 2018, Salad launched its product in 2019 and has grown to 50k+ users.

Product Overview –

Every computer has latent value and 400M high end gaming PCs sit idle 22-23 hours per day, meanwhile, Moore's Law is slowing, the growth of data is outpacing compute by 60:1 and AI's need for processing power is doubling every 3.4 months. Salad is building a network of computational resources to power our world's exploding need for compute.

Users install Salad, the application detects the host hardware – storage, CPU, GPU and bandwidth – then the most profitable workload is selected and run. For now, Salad supports blockchain networks to monetize users' idle PCs and monthly earnings range from \$5 to \$30 depending on time run and the host hardware. Salad users can redeem rewards from a curated carousel or spend their balance on websites using SaladPay.

Market Opportunity –

Salad is selling a radically new idea: *'install this software and we'll pay you.'* This requires a trust-based go to market strategy that is well suited to influencer marketing. Upon launch in early 2019, CAC was >\$30 per user, however, with growing digital presence, increased social proof and a supportive community, CAC is now below \$2. More than 52k have signed up to Salad, representing only 0.013% of addressable supply.

There is \$1B generated from GPU Mining of public blockchain networks, this is the baseline demand Salad leverages to build and maintain the network. Looking forward, Salad will introduce Artificial Intelligence workloads that are 'embarrassingly parallelizable' and use non-sensitive data, this represents ~30% of AI workloads.

Executive Team –

Bob Miles, Founder & CEO, is a pilot, engineer and three time founder. A career spanning more than a decade working in startups, primarily in Product Management and Mobile Software. As founder of a past startup, Bob was Executive Producer for a Netflix television series.