

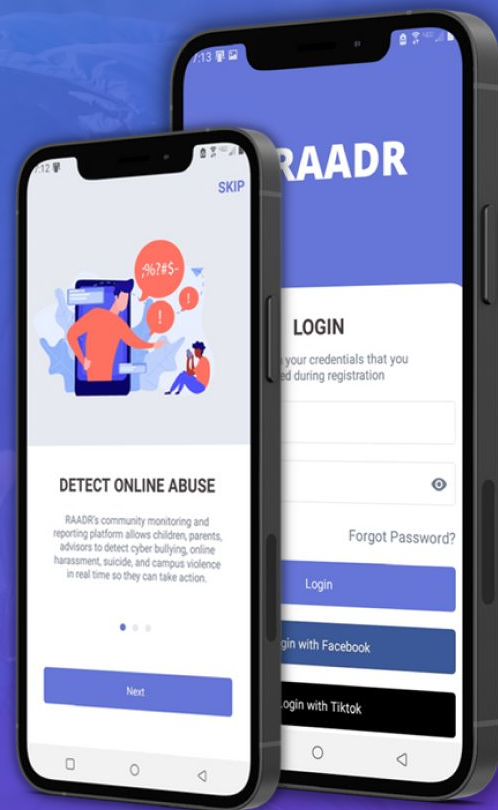


BUSINESS PLAN OVERVIEW

Seed Investment Round Q2 2023



RAADR.com TheBullyApp.com



SAVING KIDS LIKE YOURS, ONE AT A TIME

RAADR combats bullying across top social platforms in a one-touch way to protect kids & families

PROBLEM

73%

of school students say they they've been bullied.

44%

say they've been bullied in the last 30 days.

(SOURCE)

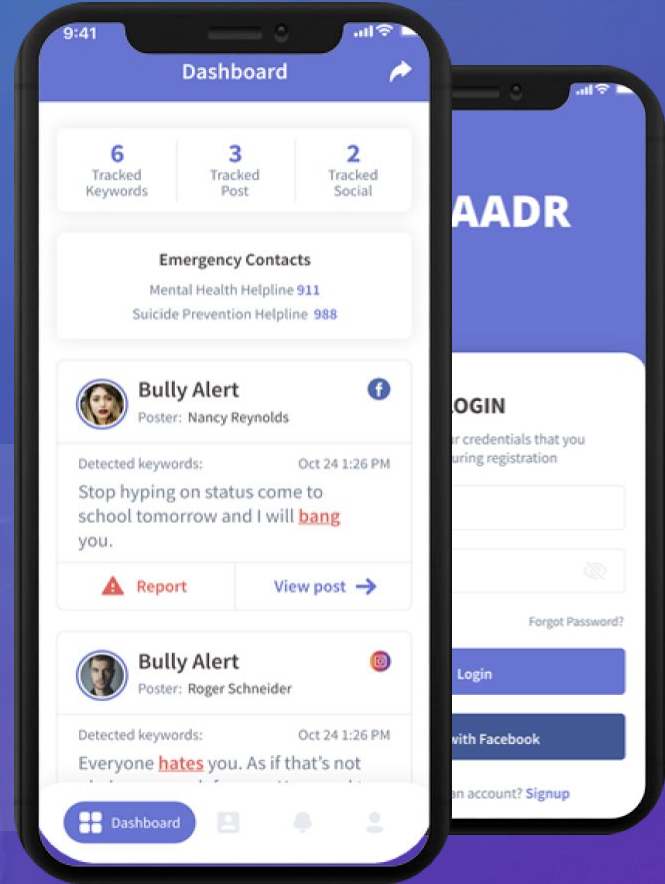
SAVING KIDS LIKE YOURS, ONE AT A TIME

RAADR combats bullying across top social platforms in a one-touch way to protect kids & families

SOLUTION:



RAADR: an easy mobile app for parents & kids to monitor social platforms, catch bullying real-time, and nip it in the bud



THE CYBERBULLYING CRISIS REQUIRES A REAL ANSWER

There's no definitive solution that gives non-technical parents a user-friendly tool to easily and reliably protect their children

THE CURRENT PLATFORMS ARE CLUNKY



Legacy providers controlled the larger market of internet security and past software solutions



Current tools are limited by poor usability for nontechnical parents

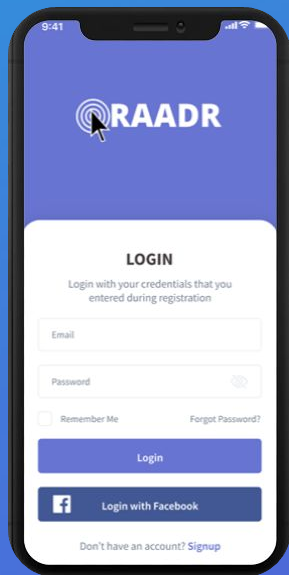


Required the installation of intrusive software on kids' phones, leading to circumvention and distrust

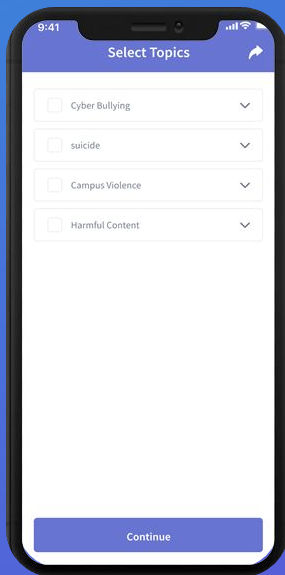


RAADR MAKES IT “NORMAL” FOR KIDS, EASY FOR PARENTS

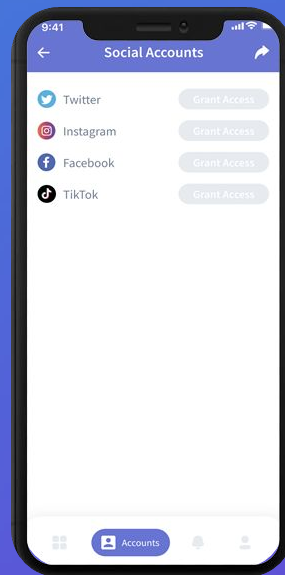
Only 1 in 10 victims tell their parents about being bullied - until now...



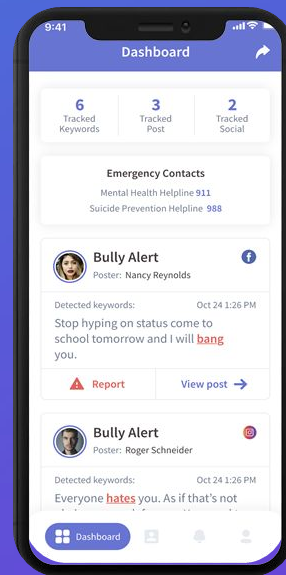
1) Sign in with Apple, Meta, Email +



2) Select key areas to monitor



3) Connect/Monitor top social platforms



4) Instant notifications and easy to report incidents

RAADR PROVIDES A SIMPLE WAY TO KNOW WHEN INTERVENTION IS NEEDED

RAADR AI detects campus violence, cyberbullying, stalkers & threatening behavior



“Community” feature allows parents to communicate threats to trusted members like family, close friends, and local authorities

The parent, child, and their RAADR community team are simultaneously informed of a threat



User interface is designed for non-technical parents

Sleek, easy, and effective versus legacy providers with clumsy & intrusive software



Using keywords and trend analysis, RAADR detects threats & notifies parents instantly

Protects children with real-time monitoring across top social media platforms

MARKETING, GROWTH AND USER ACQUISITION

RAADR plans a massive social media campaign for user acquisition



ACQUISITION

Performance Campaigns on:

- ✓ Social: Facebook & Instagram, Twitter, TikTok
- ✓ Search Engine Marketing
- ✓ App Store Optimization
- ✓ App Store Ads



BRANDING

Endorsement/Partnership:

- ✓ “Kindness Cares” campaign with NFL
- Broad Reach:
- ✓ Internet TV giants: Hulu and Netflix
 - ✓ Standard TV broadcasting companies
 - ✓ Even radio stations



ENGAGEMENT / MONETIZATION

Endorsement/Partnership:

- ✓ Internet TV giants: Hulu and Netflix
 - ✓ Premium Subscriptions
- Engagement
- ✓ Content marketing from NFL partnerships

THE “KINDNESS COUNTS” INITIATIVE

The Kindness Counts™ campaign is the antidote to the rise of cyberbullying in this country



RAADR aligns with key sports organizations like the NFL, NBA, MLB, UFC, and the WWE to promote Kindness Counts™



Current partnership in the works with a specific NFL franchise



RAADR has meticulously selected their brand ambassadors with a panel of 10 athlete advisors



RAADR has garnered interest from the NFL to assist with the 2024 Super Bowl Go To Market Plan



Kindness
counts



PRELIMINARY BUDGET BREAKDOWN

For Use Of The Investment Proceeds

Total Seed Capital Raise: **\$2,000,000**

\$10M Cap - Convertible Note | Investment Round Open for 90 days

Marketing:

\$830,000

Payroll:

\$250,000

Corporate Partnerships:

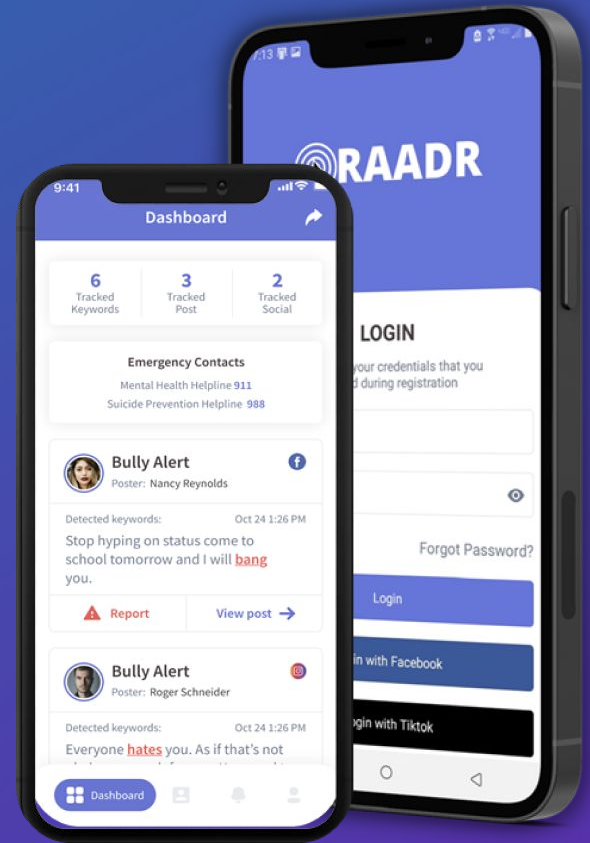
\$200,000

Cash Reserves:

\$390,000

Software Development:

\$330,000



TEAM: EXECs, PARTNERS & INVESTORS

Execs from Publicly-Traded Firms as well as the NFL & NBA



Jacob Dimartino

CEO, Co-Founder
Previously Taken a
Company Public as CEO



Gary Smith

COO, Co-Founder
Former Professional
Athlete, Relentless
Athletes “Anti-Bullying
Tour”



Amber Theoharis

Emmy-Award Winning
Journalist, NFL Reporter
for Raiders, Film Producer
(Audience = 315,000)



Rick Mahorn

NBA Champion,
Detroit Piston Radio
Analyst



Brian Baldinger

of NFL Network,
Former All Pro NFL Player
(Audience = 785,000)

