REDFLAG AI

A Comprehensive Machine Learning Platform For Content Analysis And Protection

Seed Round

Understanding Content Requires ML:

Content creators

brands, agencies, media companies have not been able to keep track of how their content is viewed or interacted with on the web.

Some of it is being pirated

Some of it is being talked about in terrible ways

Some of it is resonating with the right audience

The people in charge of keeping track (content moderation reps and social media analysts) have been struggling with this problem for years. It's never been possible to do well because the web is so vast.
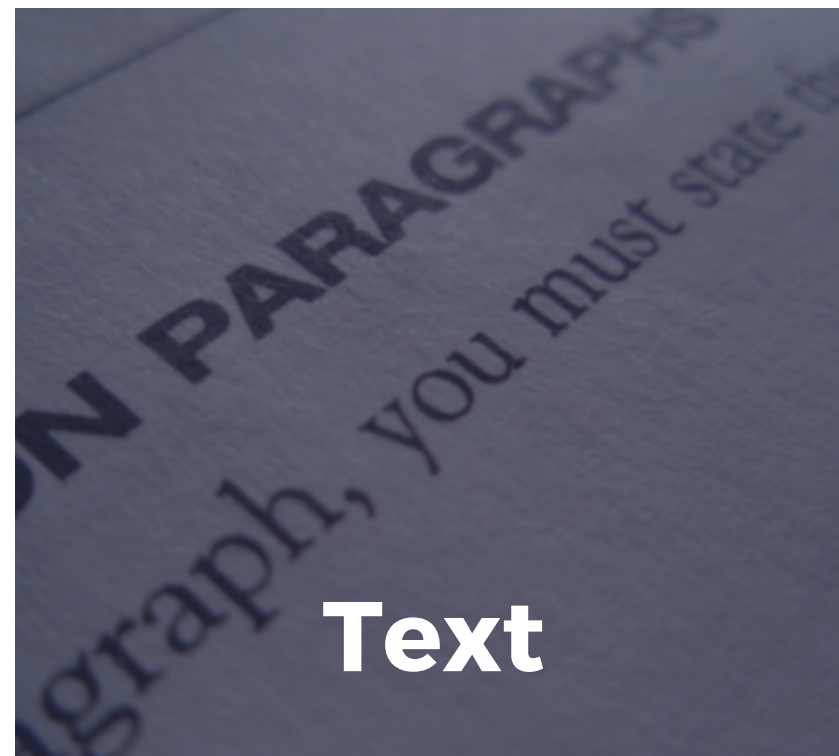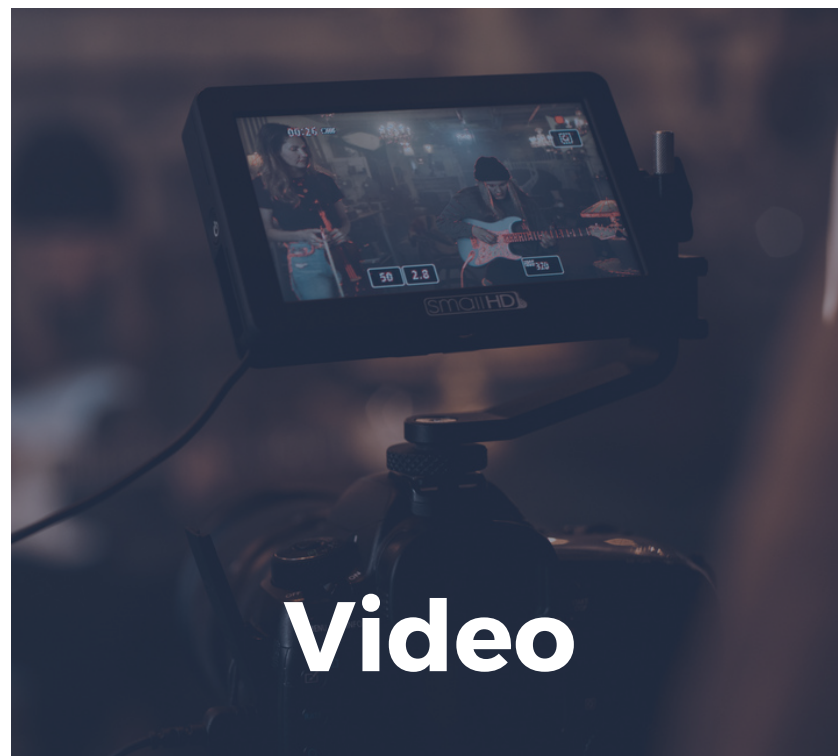
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Solution

A comprehensive ML tech stack.

OVER NEARLY 4 YEARS, WE BUILT THE ULTIMATE PROPRIETARY ML ENGINE

Our team created a comprehensive industry-agnostic intelligence layer, while first targeting content creators.

We have developed over a dozen ML models that crawl and listen to the entire web.

They listen to

Video
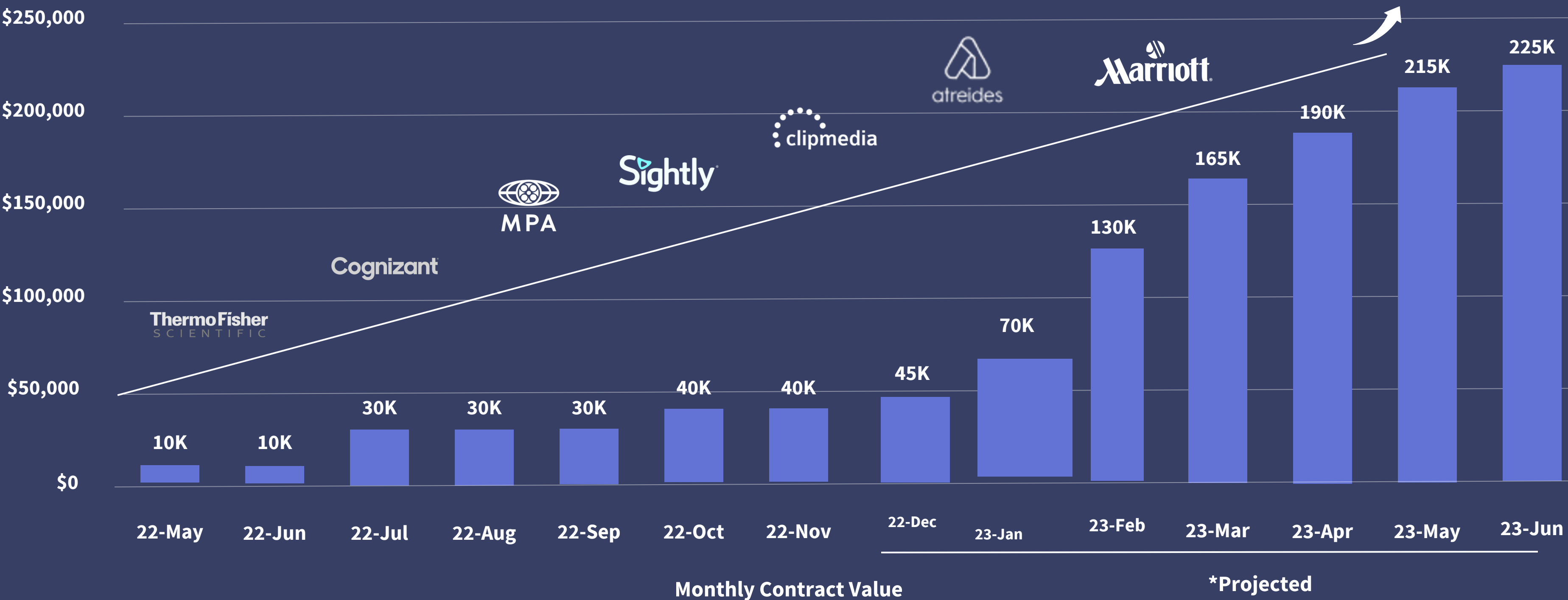
Text

Audio

Images

The synthesis of these models allows us to deliver uniquely powerful results to our users.

Customer Roadmap 2023

Through strong enterprise customers we will continue rapid growth next year

Monthly Contract Value: 22-May 10K, 22-Jun 10K, 22-Jul 30K, 22-Aug 30K, 22-Sep 30K, 22-Oct 40K, 22-Nov 40K, 22-Dec 45K, 23-Jan 70K, 23-Feb 130K, 23-Mar 165K, 23-Apr 190K, 23-May 215K, 23-Jun 225K

Monthly Contract Value   ***Projected**

Two product lines based on our proprietary ML engine

BLACKLIGHT

Looks specifically at copyright violations and services enterprise users.

$10-25k / month

Content Protection Market Size - $49B 14.5% CAGR
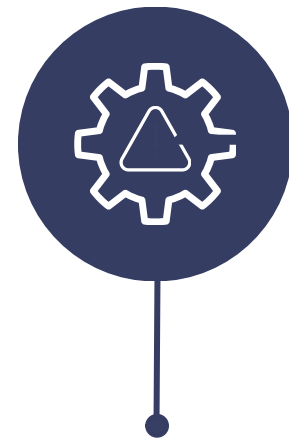
INSIGHT

Scans social media and enables the integration of ML models into existing systems for nuanced A/B testing and analysis

Metered Usage: Monthly Avg. $10k

MLaaS Market Size - $25B 38% CAGR

1. Blacklight

Streamlining Copyright Protection

PROBLEM

Copyright Violations Abound Online

- **Tens of Billions lost in yearly revenue**

- **Countless platforms and piracy sites prevent effective manual solutions**

- **Advanced anti-bot techniques prevent non-ML detection approaches**

SOLUTION

Redflag's Blacklight Product

- **An automated detection system for copyright infringement**

- **Capable of handling text, image, or video searches**

- **The ability to evade common crawling prevention techniques**

- **A cost efficient design that allows for massive scalability**

Case Study:

IMAGINE JENNY AT THE MPA

VP of Content Infringement

Her group's task is to reduce the amount of TV & Movie piracy on the web.

They estimate that the annual cost of piracy is **$52 BILLION.**

Jenny is responsible for finding the worst offenders and shutting them down. She has tried every tool imaginable, but she still only stops about $50m in lost revenue per year.

After becoming a Redflag customer, her team has automated the takedown of content with more than hundreds of millions of views. Instead of $50M they are now saving >$1B per year.
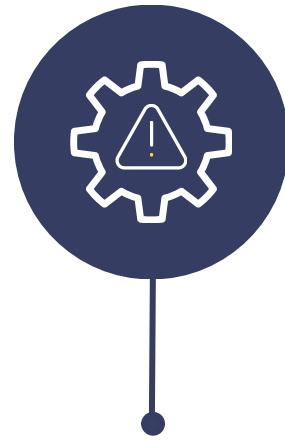
Blacklight:

Primary Customer Status

Cognizant	**Licensing Agreement Signed**
NBC	**Usage initiated**
MPA	**Signed Contract & Usage Initiated**
VIACOMCBS	**Pilot Completed & Contract Discussions Underway**
BT	**Pilot Requested**
aMC NETWORKS	**Pilot Requested**
WILEY	**Pilot Requested**

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2. Insight
ML Based Social Listening

PROBLEM

- Lack of wide reaching and nuanced social listening approaches that can also integrate with internal systems

- Marketing/Ad/PR campaigns require analysis of dozens of social platforms, news sites, and internally collected data

SOLUTION

Redflag's Insight Product

- Sentiment, Intention, Topic, Personality, and Bot Detection models

- Logo, Object, Face, and Activity models for all images and videos

- Complete customizability of all visual model classes upon request

- State-of-the-art accuracies, scope, and speeds

Case Study:

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IMAGINE PETE AT MARKETGURU

He works with Fortune 500 brands.

Pete creates copy and finds social media accounts to partner with for brand campaigns. <u>He estimates that the influencer marketing and creator economy TAM for his customers is</u> **$120 BILLION**

Pete is responsible for finding accounts that meet specific criteria and partnering with them. He has tried every agency and tool out there, but frequently misses the mark on messaging effectiveness and customer conversion rates.

Because of Redflag, Pete can now automate the detection of perfectly tailored social media accounts for his marketing campaigns across 20+ social platforms. This removes dozens of hours of work per month for him and his team.

Insight:

Primary Paying & Pilot Customers

Data Enrichment

Influential Pilot

Finn AI

HCL Pilot

Voice of the Customer

CISCO

ORACLE Pilot

Edelman Pilot

Thermo Fisher SCIENTIFIC

Ad Tech

Sightly

Apexon Pilot

The Redflag AI Senior Team

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Harvard MBA

SUSAN TAYLOR
President OMG23

Marketing Qualified Leads

BET★ sling CISCO NETFLIX JW Holdings tv COMEDY CENTRAL

Sales Qualified Leads

BLUE EMBER GROUP Springer VIACOM Marriott atreides WILEY HCL A2IM AMERICAN ASSOCIATION OF INDEPENDENT MUSIC ETHERCITY INGENIOUS POWER

Signed/Q1 2023 Start

Cognizant ThermoFisher SCIENTIFIC DIGI-TRAX clipmedia Sightly MPA Finn AI

2022 - Q1 2023 Sales Pipeline

*This is a subset of Redflag's pipeline. The average conversion time between stages is 2 months.

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ARR Growth Chart

EOY 2022:
~$500k

EOY 2023:
~$5M

EOY 2024:
~$12M

EOY 2025:
~$30M

Insight Competitive Matrix
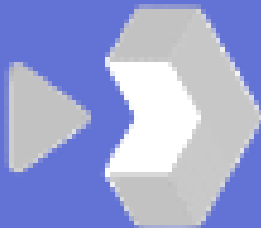
	RedflagAI	Meltwater	Clarabridge	Talkwalker	Lexalytics	Crimson Hexagon	Sprout Social	Crowdtangle
Video Comparison	●							●
20+ Sentiment Categorization	●							
Bot Filtering	●							
Smart Crawling	●							
Granular Geotargeting	●	●	●			●	●	
Personality Modeling	●				●			
Intention Modeling	●				●			
Predictive Capabilities	●	●	●	●		●	●	
Image Analysis	●	●		●	●	●		●
Audio analysis	●	●	●	●		●		

Blacklight Competitive Matrix

	RedFlag AI	Corsearch	Ether City	RedPoints	WebKontrol	Veritas	Onsist
ML enabled crawling	●						
20+ Social Platforms	●						
Automated DMCAs	●	●	●	●		●	
Cyberlocker detection	●		●				
Geographical Tracking	●	●	●		●		
Image Detection	●			●	●		●
Video Detection	●		●			●	●
Market Reporting	●	●	●	●			
Music Coverage	●	●	●	●		●	
Publishing Coverage	●					●	●

Exits

	$7.9bn	Nuance Acquired by Microsoft April 2021	
$200m	Xnor.ai Acquired by Apple January 2020	
$1bn	Kustomer Acquired by Facebook November 2020	
$50m	Vilnyx Acquired by Apple October 2020	

$9.25M pre-money valuation

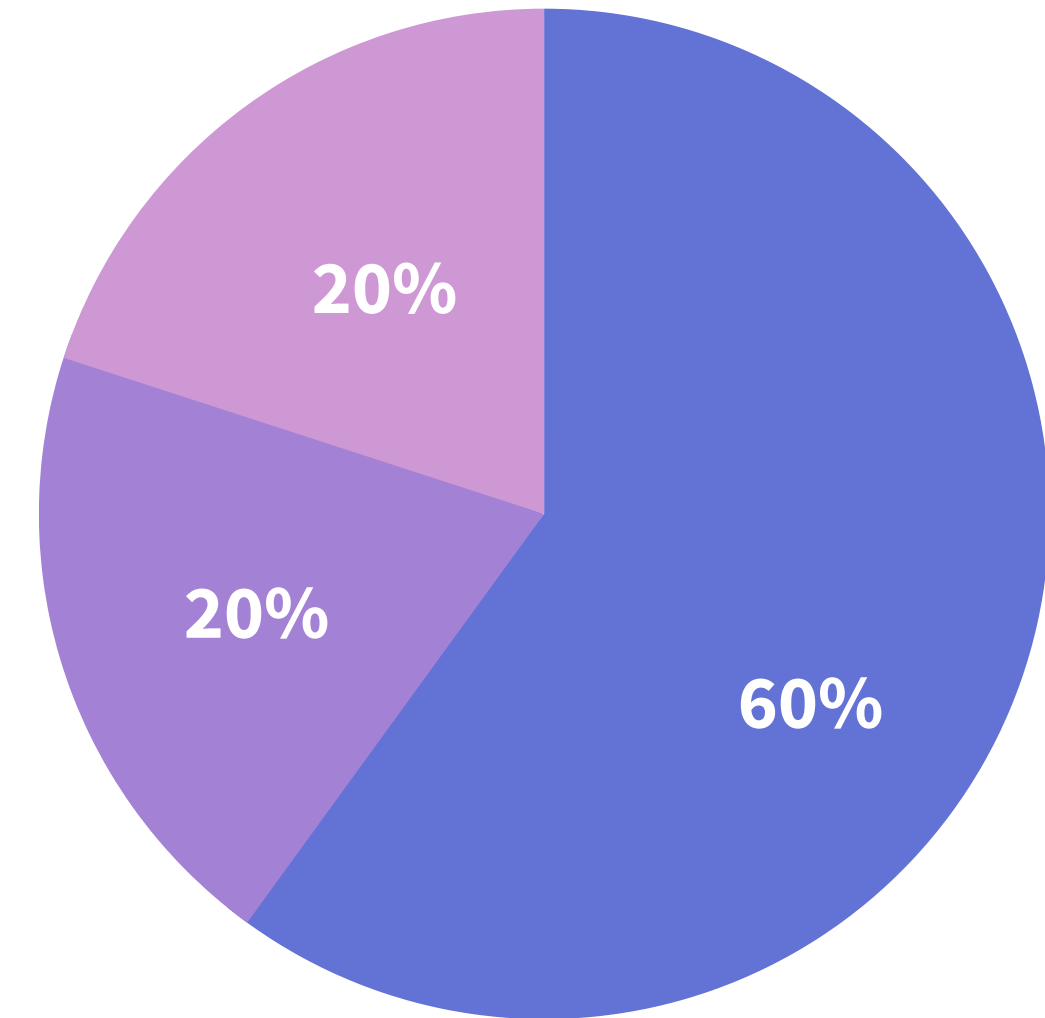## $2.5M/$3M committed to date
Led by Royal Street Ventures & M Fund

Seeking: $500K

Use of Funds

- Attain Profitability

- 2 Senior Sales Team Members

- Marketing & Customer Support

- ML Training Infrastructure Expansion

Use of Investment Funds by Department

Pie chart: 60% Sales & Marketing, 20% Engineering, 20% DevOps

SALES & MARKETING   **ENGINEERING**   **DEVOPS**

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Appendix

THE REDFLAG AI TECH STACK

TEXT
- Sentiment - 20 classes
- Intent - 8 classes
- Topic identification
- Personality mapping
- Bot detection
- Subject classifier

IMAGE& VIDEO
- Logo detection
- Object detection
- Video descriptor
- Face ID
- Activity detection

AUDIO
- Speech-to-text
- Speaker engagement
- Call analysis
- Conversation sentiment

SMART CRAWLING
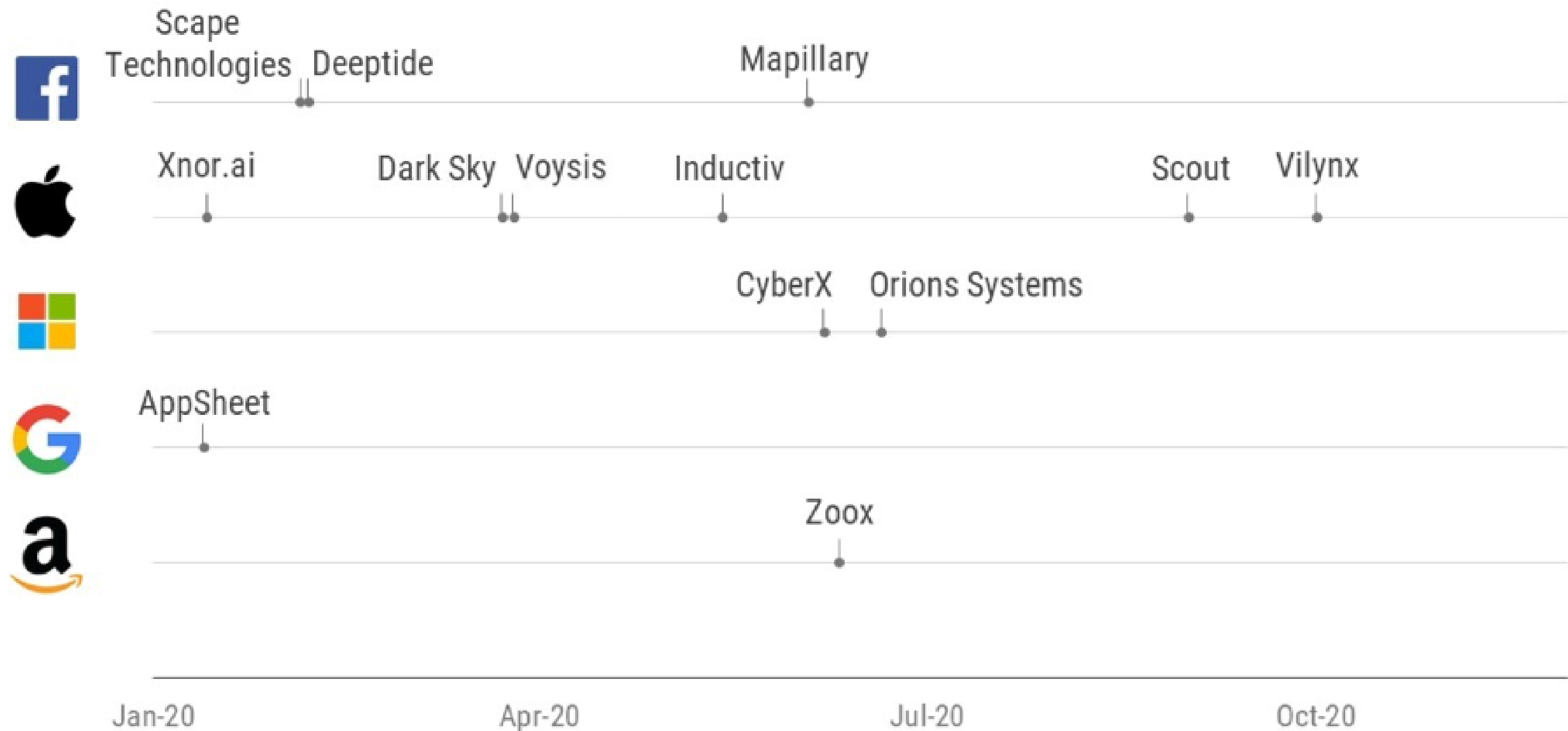- ML enabled spidering
- Accurate identification

PREDICTIVE ANALYSIS
- Custom models
- Use case builds
- Constantly evolving

Each tech giant acquired at least 1 AI co in 2020

FAMGA´S disclosed acquisitions of AI startups, 2020

THANK YOU.

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