

Part 1: "Elevator" Introduction

Brief elevator pitch for your company

OYE! is a business intelligence tool serving well known clients including MassMutual, ASU, Got2b, Schwarzkopf, and Big Lots that provides organizations with unique insights into Hispanic conversations online, regardless of the language they speak. OYE! has created a proprietary technology that identifies Hispanics through a variety of factors that determine the likelihood the creator of a given piece of content is Hispanic.

This solution effectively tracks, segments, and monitors real-time online conversations so our clients can make educated business decisions and develop culturally relevant communications with the fastest growing ethnic group in the U.S. OYE! provides an affordable business intelligence solution for brands, government agencies, political parties, nonprofit and educational organizations, PR agencies, and any other entity interested in communicating with Hispanics.

Part 2: Market and Industry Analysis

How large is your market? What market segments are you going after and why?

Today, 17% of the US Population is Hispanic. By 2050, that number will **swell to over 30%**. Hispanics have **\$1.5 trillion buying power** (2015). We have 8 primary sectors which we target companies within: Financial Services, Quick Service Restaurant, Consumer Packaged Goods, Retail and Specialty Stores are all industries which we have obtained paying clients in (MassMutual, White Castle, Henkel, Big Lots respectively) and intend to expand our knowledge within. Other targeted industries include Government, Sports, Politics, and Technology.

Is this market growing? How fast?

Hispanic buying power grows from \$1.5 trillion each year. Our targeted clients know this and thus **\$9.5 billion** was spent on major media targeting the Hispanic market in 2014 which is a figure that grows each year.

Who is in the market already? What is the nature of competition – direction, indirect, substitutes?

Existing competitors are the software that exist today such as Salesforce's Radian6, Sysomos, Crimson Hexagon and other social listening tools as well as consumer reporting companies like Nielsen. However, they are not direct competitors as they provide general market insights whereas we provide Hispanic market insights. There are also several Hispanic agencies nationally that provide some insights using Hispanic data, however, they use tools mentioned above and manually customize reports. They rely on existing tools, which focus on the General market, and then do manual work to find Hispanic insights generally on a select group of influencers. Our data analytics process is fully automated and learns everyday further how to better capture Hispanic conversation.

Part 3: Go-to-Market Plan

Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you.

OYE currently has 5 paying customers (including global 2000 brands and Fortune 1000) that generate monthly recurring revenue as of 12/2016. OYE had impressive growth in revenues in 2016 and is looking to grow by over 100% in revenues by the end of 2017.

Describe how you win customers today. Describe your future customer acquisition strategy.

OYE uses numerous lead generation contact forms to drive customer growth and signups. This is done with our contact forms that are supported by the Hubspot CRM. In addition to that, OYE produces articles on interesting trends we find among Hispanic consumers and keep our potential clients/evangelists actively engaged through social media as well as email marketing.

How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any?

OYE currently has 10 channel partner relationships that are updated consistently in our Hubspot CRM. Several of these partners have sold OYE solution successfully in 2016 and in Q1 of 2017 we will have our first channel partners that will use OYE software to service their own clients.

Part 4: Technical Product Description and Plan

Briefly describe your product or service.

The OYE proprietary algorithm determines the likelihood that any digital conversation coming via social media or the web at large is coming from a U.S. Hispanic consumer. This in turn provides our clients with unique opportunity to evaluate the effectiveness of their campaigns with Hispanics of different levels of acculturation. Additionally, the OYE product Nimble Response provides OYE clients with the opportunity to drive engagement and impressions from Hispanics on a daily basis that are interested in topics related to their industry.

Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?)

The OYE Hispanic identification algorithm has been tested consistently throughout 2016 and achieves between 90-96% accuracy. OYE will obtain a 3rd party validation by Q2 2017 as well.

Describe the remaining product development risks and your plans to overcome them.

Risks OYE faces are ever-changing API's that need to be adapted to within the program. Additionally, new social channels that do not store social conversation (i.e. Snapchat) provide new complications in how to derive insights from all available online conversation. OYE's technology team adapts to these changes by staying on the cusp of innovations in social media and developing key relationships with data and cognitive service partners such as Gnip and Microsoft to improve our product.

Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors).

What makes OYE unique is that no other technology has developed an algorithm capable to track and differentiate what English-speaking Hispanics and Spanish-speaking Hispanics discuss in their everyday thoughts and opinions about the brands that they purchase every day. Despite the large number of data analytics solutions available, none can adequately support the Hispanic market. Major software companies such as Salesforce's Radian6 and Crimson Hexagon have left this gap with the existing social listening tools. One would have to purchase an existing software that would allow you to only segregate Hispanics that speak Spanish. From our research we know that up to 80% of U.S Hispanic conversation found on social media comes in English not in Spanish. That means that clients that use an existing software for the general market are missing as much as 80% of the conversation from acculturated Hispanics that prefer to speak in English. Brands that want to get ahead understand that they must create content that effectively target this group with culturally relevant strategies.

Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?)

With the 1st round of funding, our key metrics are focused on development and sales. By the end of the first tranch we will be able to fully automate the report generation process, expand API data gathering and UI Development as well as start the patent process for the proprietary algorithm.

Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you as well as what challenges you may face such as manufacturing arrangements, distribution contracts, partnerships, etc.?

Channel Partners has been a key strategic component of the OYE strategy in obtaining reliance on OYE for current and future Hispanic business intelligence. We have partnered with the largest Hispanic advertising agencies across the country so that we will be their primary choice when obtaining data from their global clients.

Part 5: Risk vs. Talent Narrative

What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones?

OYE has been diligent in obtaining NDA's and non-compete agreements from partners and employees throughout our existence. A lack of debt and a clean cap table are two other ways we have reduced obstacles to obtaining funding. The patent process we begin in 2017 will further mitigate risk from the company.

Briefly list and describe your key team members.

Natasha Pongonis – CEO. Provides direction for the company and builds a network with potential investors.

Eric Diaz – CFO. Provides oversight on financial direction of the company and manages client relationships.

Dan Diman – CTO. Guides the startup through all technology decisions and implements them with assistance of extended technology team.

Sylvia Vasquez – Bilingual Analyst. Creates all reports for paying clients as well as for whitepapers/case studies.

Lillian Martinez – Bilingual Analyst. Performs all quality control, manages OYE internal analytics, and SEO optimization.

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.?

Lack of a COO is a role we will fill in 2017. Additionally, funding will provide access to 2 national sales reps to drive revenue.

Briefly list and describe your key advisors, and their contributions to date.

Alberto Ferrer - Marketing Communications Executive and Hispanic Ad Veteran. Delivers channel partners.

Aggie Haslup - Business and Marketing Consulting. Has successfully sold and marketed SaaS companies.