



# Customer Engagement Platform Investor Presentation



# Vision

The Customer Engagement Platform is a data driven AI-based marketing and sales platform that drives prospect and customer engagement throughout the sales process increasing close rates by delivering contextually relevant sales, thought leadership and educational content throughout the sales and customer journey.





# Problem: Companies Suffer from Low Close Rates

- Companies struggle to convert qualified leads into to actual deals. Close rates across industries range between 15% - 25%.
- Companies are challenged to effectively nurture their leads from initial lead gen to deal close because they don't have the proper tools to keep the prospect engaged.
- The same customer nurturing challenges are for their existing customers from the time the deal is closed to customer renewal.
- Sales reps must do a better job at building trust and customer engagement with prospects throughout the sales process in order to increase close rates.



Close rates vary  
from 15% - 25%

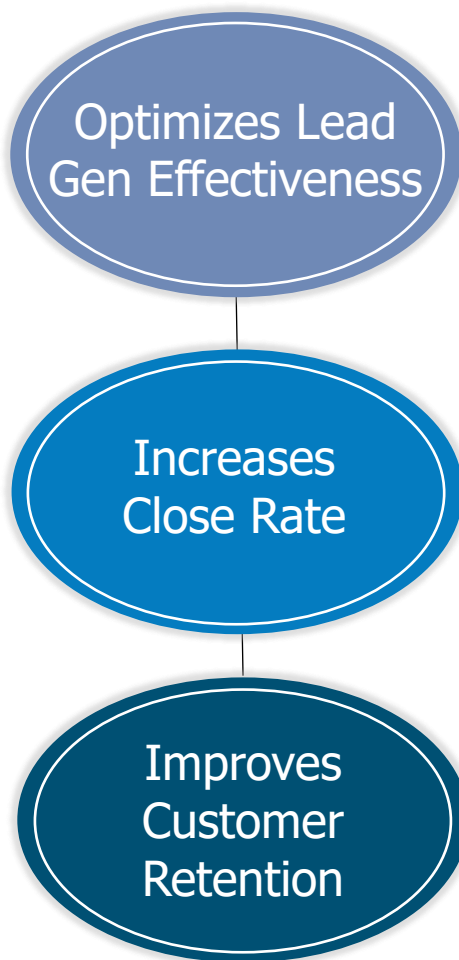




# Solution

The Customer Engagement Platform solves this problem by using data driven AI enabled personalization to deliver highly relevant content to prospects and customers throughout their journey.

This platform enables sales reps to be more intelligent about how they interact and build trust with their prospects by leveraging the domain expertise of the company.



Distributes the right value-added content to the right people at the right time.

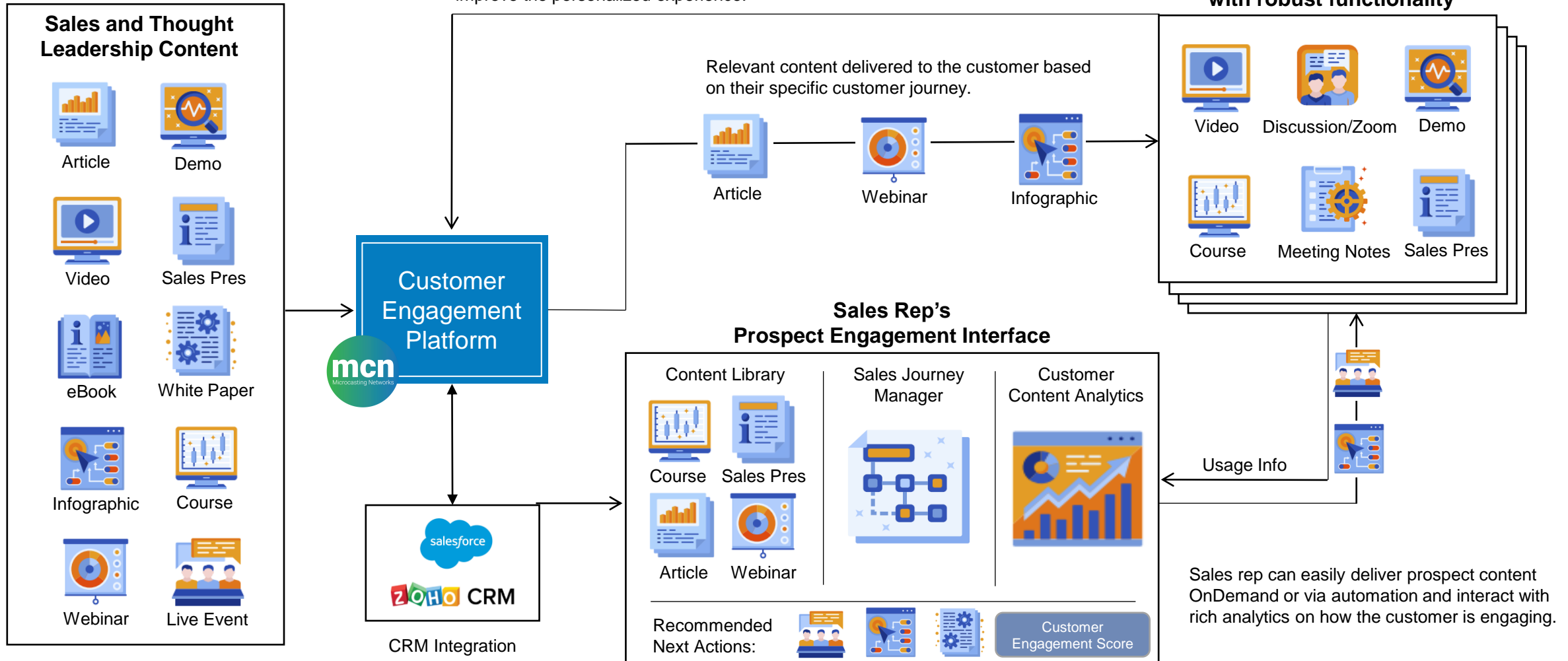
Nurtures prospects throughout the sales process with personalized sales, thought leadership and education content which builds trust.

Engages existing customers by providing education on exactly what they need when they need it.



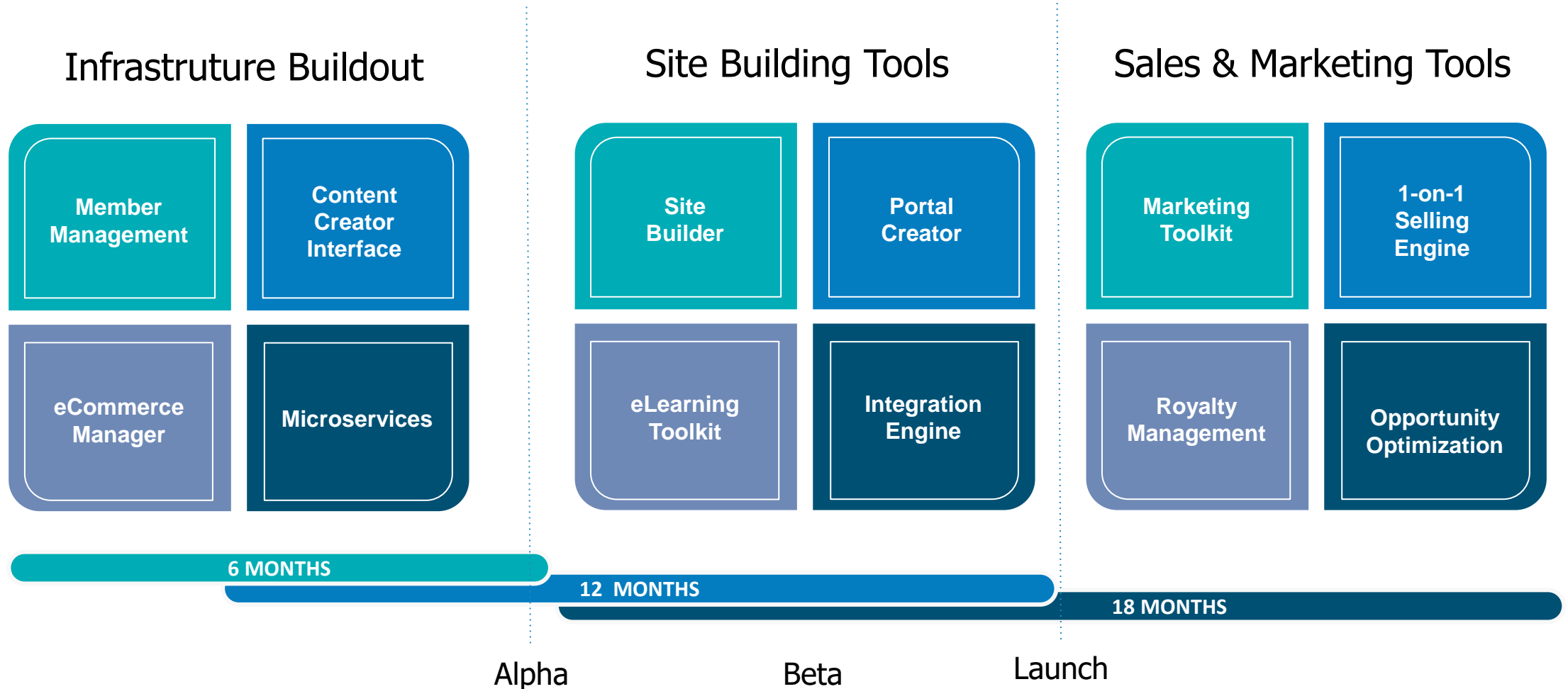
# Customer Engagement Platform

Rich customer analytics are fed back into the platform to improve the personalized experience.



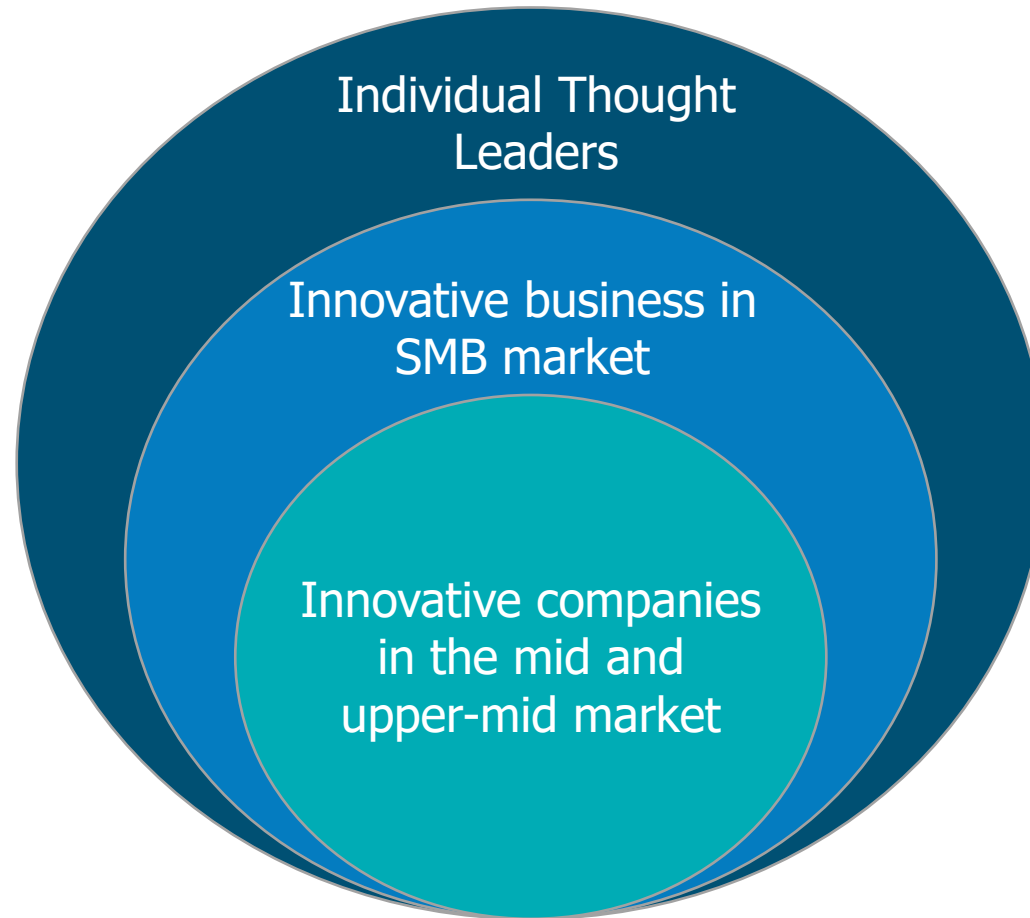


# 18 Month Product Roadmap





# Target market





# Large TAM and Growing Market





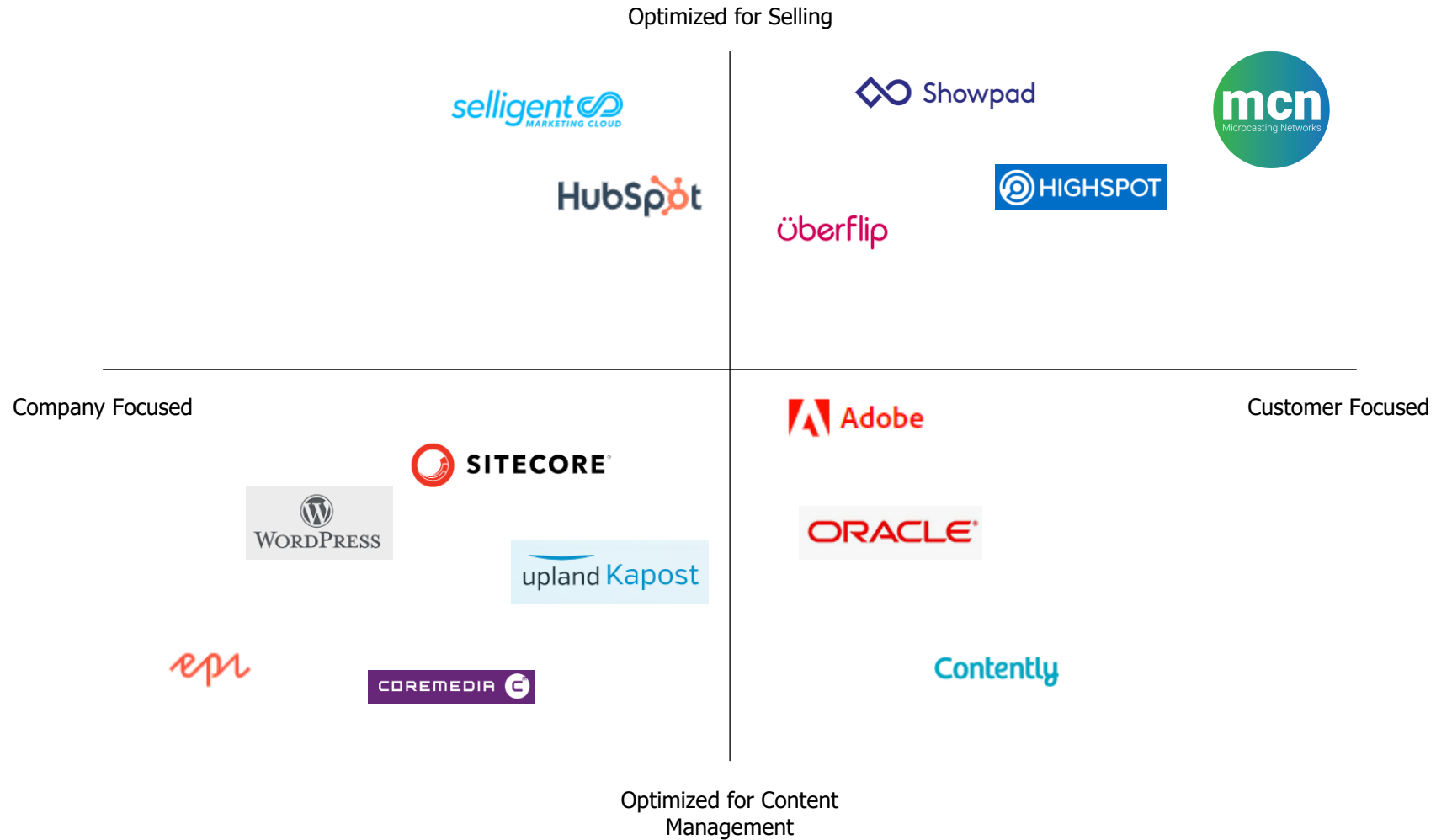
# SaaS Business Model

- Subscription fees will be calculated based on the number of sales reps and / or success managers.
- Minimum 1-year contract on all deals
- Price breakdown:
  - X-Small            \$1,000 per month
  - Small              \$2,000 per month
  - Mid-Size          \$4,000 per month
  - Large              \$7,500 per month
  - Corporate        \$15,000 per month





# Competitive Landscape





# Experienced Team



**Ken Burke**

Founder / CEO  
"Serial Entrepreneur"



**Neil Evans**

Chief Revenue Officer  
"25 Years of Selling Experience"



**Mike Costa**

Chief Technology Officer  
"Director of Engineering at  
Google"



**Al Robinson**

Board of Directors  
"Successful Tech Entrepreneur"





# Ask and Use of Funds

- Ask
  - MCN is seeking a 1.5m investment in the form of SAFE.
- Use of Funds
  - Build out of the MVP
    - Hire of a Chief Architect
    - Contract off-shore engineering team
    - Hire of a Product Manager / Project Manager
    - Contract for UX Design and Architecture
  - Go-to-Market for beta customer





# 3 Year P&L

		2021	2022	2023	2024
<b>Revenue</b>					
	Services Revenue	600	184,300	780,700	1,784,200
	Subscription Revenue	4,000	1,395,304	6,226,349	14,967,985
	Adjustments	-	-	-	-
	Net Revenue	4,600	1,579,604	7,007,049	16,752,185
<b>Cost of Goods Sold</b>					
	Cost of Goods Sold	12,360	241,580	753,320	1,644,287
	Gross Margin	(7,760)	1,338,024	6,253,729	15,107,898
	Gross Margin %	-169%	85%	89%	90%
<b>Operating Expenses</b>					
	G&A	61,000	418,550	628,300	634,300
	Sales & Marketing	91,625	1,088,250	2,027,167	3,126,567
	Product	765,000	883,000	1,102,000	1,242,000
	Total Operating Expenses	917,625	2,389,800	3,757,467	5,002,867
<b>Operating Income</b>		(925,385)	(1,051,776)	2,496,262	10,105,031
	Taxes	(185,077)	(210,355)	100,000	2,021,006
<b>Net Profit (or Loss)</b>		(740,308)	(841,421)	1,997,010	8,084,025
<b>Number of Customers</b>		3	115	550	1,306
<b>Number of Corp Customers</b>		3	82	261	536