



## Reimagining Opportunity Marketing

Distributing valuable data, giving full control of brand image

### The Vision

To provide transparency and a fair market share for every advertiser



### How It works

The search engine redirects queries to the user's website, providing valuable data.

and keeps the tech lean, focusing only on paid content

Not a conventional search engine but rather a 'Yellow Pages' for retail.

### Architecture

- Search engine imports full indexes from partners
- Engine redistributes relevant queries to all partners
- Fair random algorithm weighted by payments
- Full advertiser control over marketing funnel

### The Problem

Small budget advertisers don't stand a chance of winning auctions for advertising space with current digital advertising solutions

Their ads get significantly less exposure, sometimes even none, despite having to pay. These platforms also don't provide the data in order to refine and improve consequent bids

### The Market

Online search engine market is worth over \$160 B  
 Assuming a 0.02% market share is a reasonable target  
 This mean approximately \$40 M of annual revenue

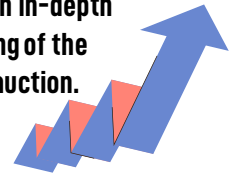


### Customer Benefits

- The advertiser pays with cash not the end user with data
- Low environmental cost indexing only the paid content weighted by payments
- Verifiable cost per acquisition due to shared queries
- Predictable cost per click due to the fair algorithm

### The Solution

ShowMyCard will provide a different bidding algorithm for a fair market share, as well as full transparency to see all the bids and to gain an in-depth understanding of the relevant ad auction.



### The Product

ShowMyCard is a distributed search engine that focuses on revenue and operations, and allows fine tuning a fair market share.

### Strategy & Pricing

- Pricing promotes payment culture vs data
- \$1/yr. per index set + Auction revenue shared with advertiser
- Targeting partners to extend retail ads to product pages
- Targeting low priority advertisers

Search Engine Revenue Q4 of 2020:		\$46 B
		\$8 B
		\$1.6 B

### Unique investment Opportunity

- Redistribute queries, providing the data Google has and does not share
- More affordable due to the free market approach
- Provide a superior user experience
- Can be registered as a provisional design patent
- A growing market of existing search advertising customers
- The tech is fairly low risk. The target market share is a small risk as well



### Purpose of Equity

- \$2,000,000 for 75%
- 60% on employees and tech
- 40% on patenting the design, brand awareness, acquisition marketing, and general expenses



The first year will be focused on tech. Subsequent years will be dedicated to growing the business and maintaining profitability. The ideal company size after the tech is finalized is proportionate to marketing revenue.