



ModSites: An a.i.-powered content management platform built for creatives.

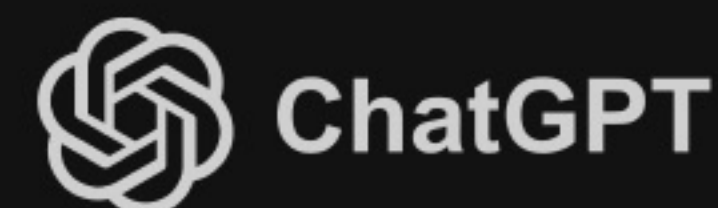


Sora



Future Proof:
Building Infrastructure for
a new era of creativity.

- Model Agnostic
- Flexible Output
- Immediate Publication





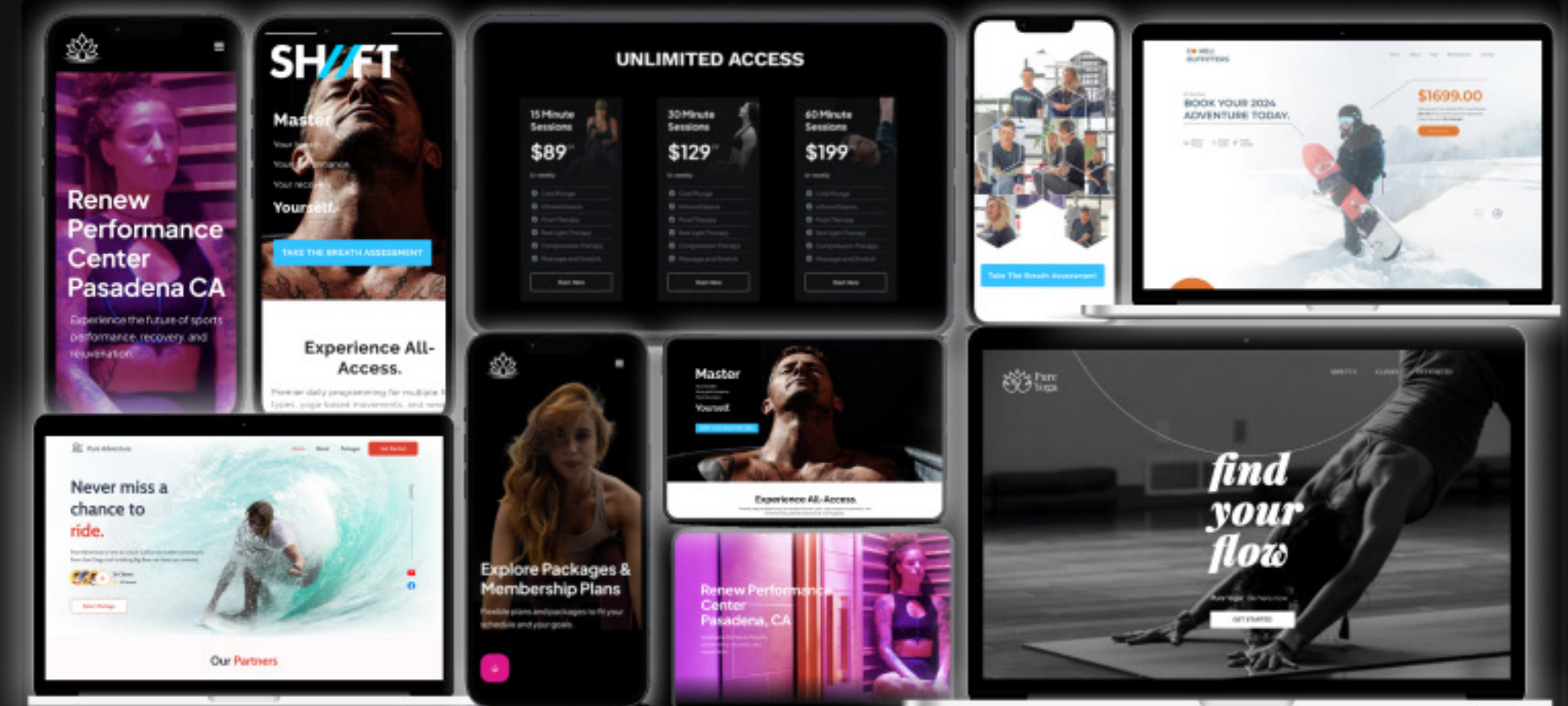
Inspiration to Publication

Content, Campaigns & SEO with bi-directional a.i.

```
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>Dunder Mifflin</title>
</head>
<body>
  <div class="office-employee">
    <div class="employee">
      <div class="name">Michael Scott</div>
      <div class="quote">That's what she said!</div>
    </div>
    <div class="employee">
      <div class="name">Dwight Schrute</div>
      <div class="quote">Bears, Beets, Battlestar Galactica.</div>
    </div>
  </div>
</body>
</html>
```



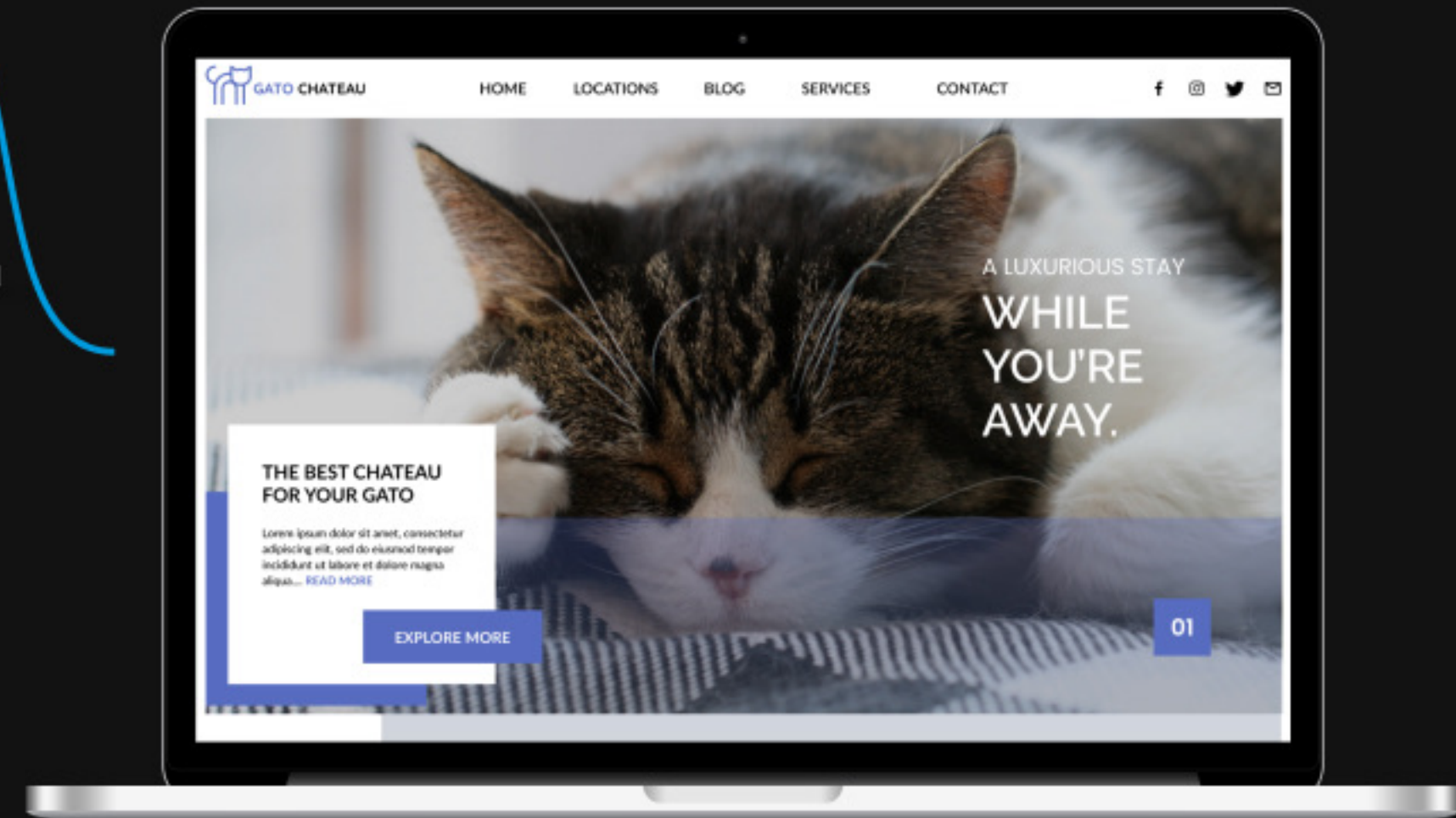
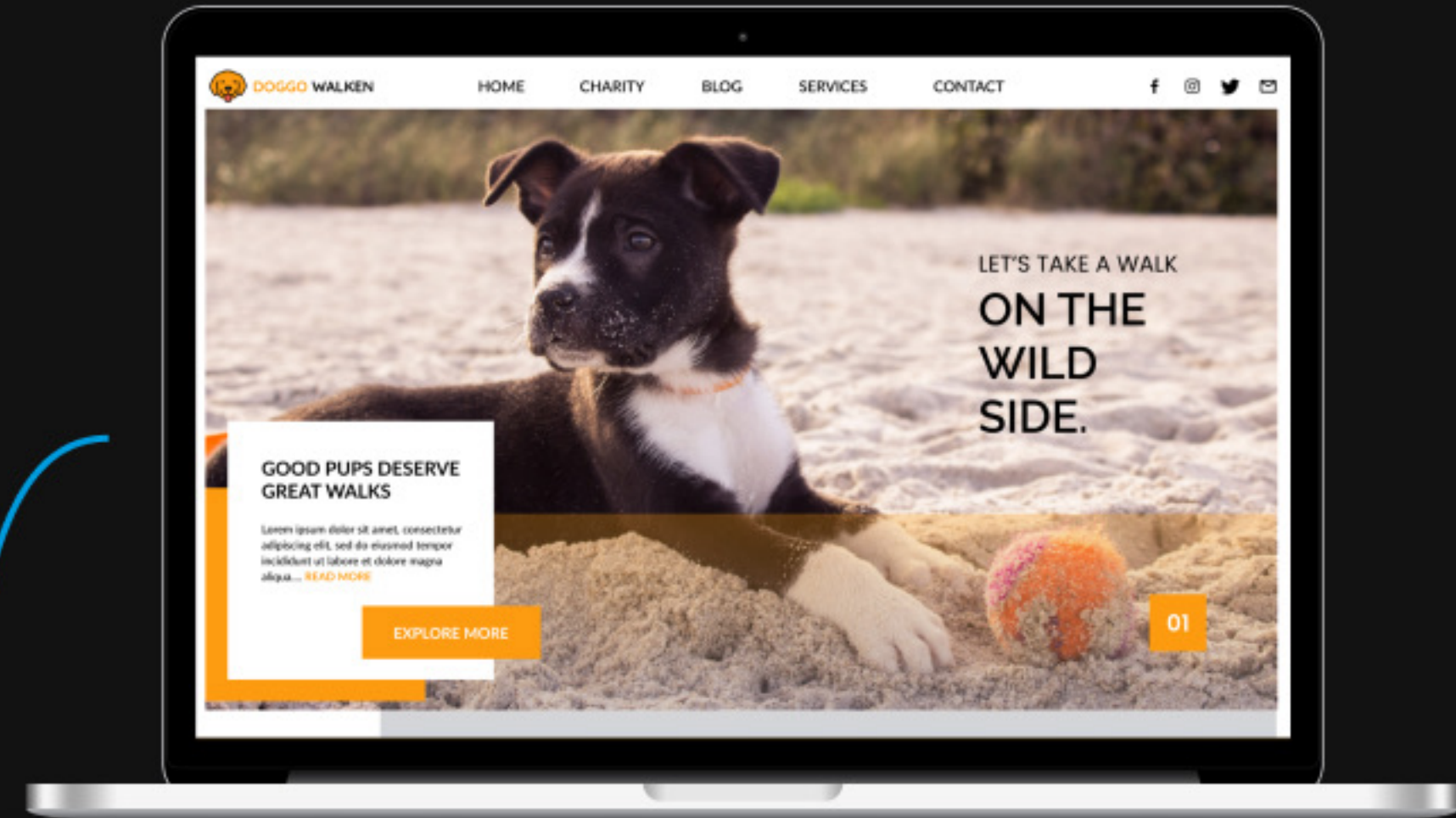
```
{
  "name": "Michael Scott",
  "quote": "That's what she said!",
  "position": "Regional Manager",
  "likes": ["World's Best Boss mug", "Improvisational comedy", "Scranton"]
},
{
  "name": "Dwight Schrute",
  "quote": "Bears, beets, Battlestar Galactica.",
  "position": "Assistant to the Regional Manager",
  "likes": ["Beets", "Battlestar Galactica", "Karate", "Martial arts"]
},
{
  "name": "Jim Halpert",
  "quote": "Fact: Bears eat beets. Bears. Beets. Battlestar Galactica.",
  "position": "Sales Representative",
  "likes": ["Pam Beesly", "Pranks on Dwight", "Basketball"]
}
]
```





Enterprise Application

- Simultaneous, multi-site updates
- Domain-level data storage
- Customizable Output



Traction: Reseller Integrations

Licensing, Bundles, and Affiliates

DEPLOYMENT

1,000+

partner sites

-
- ✓ 15-25 Sites Per Month
 - ✓ 29 Day Avg Time to Launch

NEW REVENUE

\$2,000,000+

new partner revenue

-
- ✓ 5 reseller licensing deals
 - ✓ no extra overhead

ARR INCREASE

+68%

per client revenue

-
- ✓ guaranteed profit
 - ✓ healthy revenue share



Opportunity

Horizontal portfolio value.

TOTAL ADDRESSABLE

\$36B ARR

smb digital marketing

✓ \$114,000 ACV

✓ \$6,000 MRR

SERVICEABLE AVAILABLE

\$900M ARR

2.5% tam

✓ 5% of SMB Spend

✓ 50% Rev Share

SERVICEABLE OBTAINABLE

\$24M ARR

within 5 years

✓ DTC

✓ B2B Licensing

✓ Enterprise Licensing





Investment

- Multi-channel biz dev
- Licensing Infrastructure
- Rapid doubling

ASK

\$1.2M

VALUATION

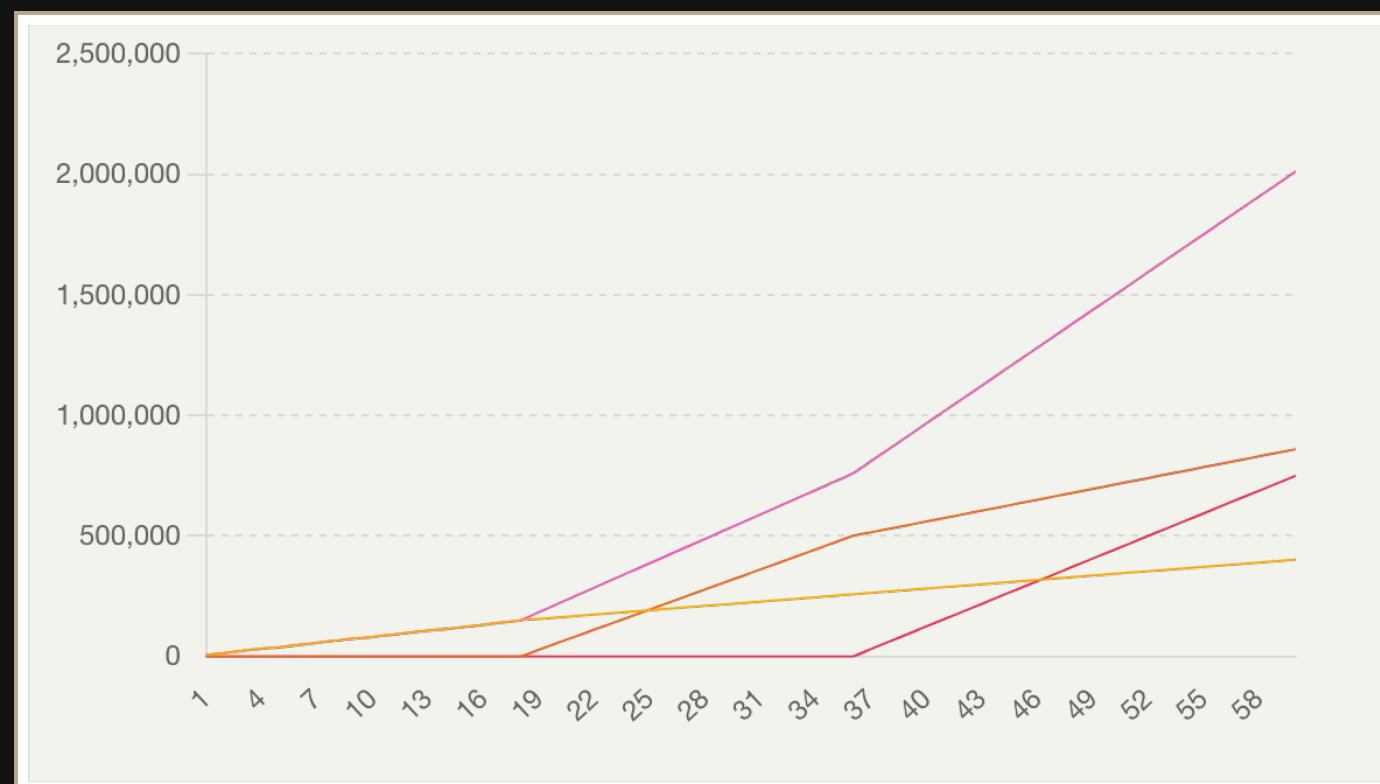
\$6M

DOUBLING

18 Months



Strategic up market deployment plan to \$2m MRR.



PHASE I - 18 MONTHS

DTC Agency Services

Demo: B2B Companies
\$5m-\$50m in Revenue

- **Overspending** - \$7,500/mo avg.
- **Industries** - Building, Materials, and Logistics
- **Offer** - Same products at 50% cost
- **Target** - 50 users @ \$3k MRR

PHASE II - 3 YEARS

Infrastructure Licensing

Demo: Tech-forward
Agencies and freelancers

- **Economics** - Adapt to decaying knowledge economy
- **Costs** - 90% COGS reduction
- **Offer** - \$5k+ setup | \$250-\$1,000/mo per site license
- **Target** - 1,000 deployments @ \$500 avg MRR

PHASE III - 5 YEARS

DTC Infrastructure

Demo: Marketing Dept of
\$100m+ Companies

- **Tools** - Social, SEO, Web Svcs, Campaigns
- **Offer** - Starter (Free), SMB (\$500/mo), Enterprise (\$2k/mo)
- **UVP** - 360° AI enabled marketing dept
- **Target** - 750 deployments @ \$1k avg MRR



Our Team

Seasoned operators laser-focused on execution and disciplined resource allocation.

PARTNERSHIPS

Clay Weldon

Partnership trust-building extraordinaire.



- Creator: 321Go Hub, Momentum, GymWell
- Founder: Bridge21 Park City
- CMO: Morph Clothing, OME Gear
- Creator: Well Done Threads

OPERATIONS

Matt Scanlon

Consistently turns ideas into realities.



- Founder: Bloc Life Inc, The Hill KC, Data Mae, Shift+Space
- Co-Creator: 321Go Hub, Momentum Mastermind
- Host: Sport of Business, Tonos Radio
- Consultant: Nutrilyze

TECHNOLOGY

Akash Joshi

Crafting elegance regardless of constraint.



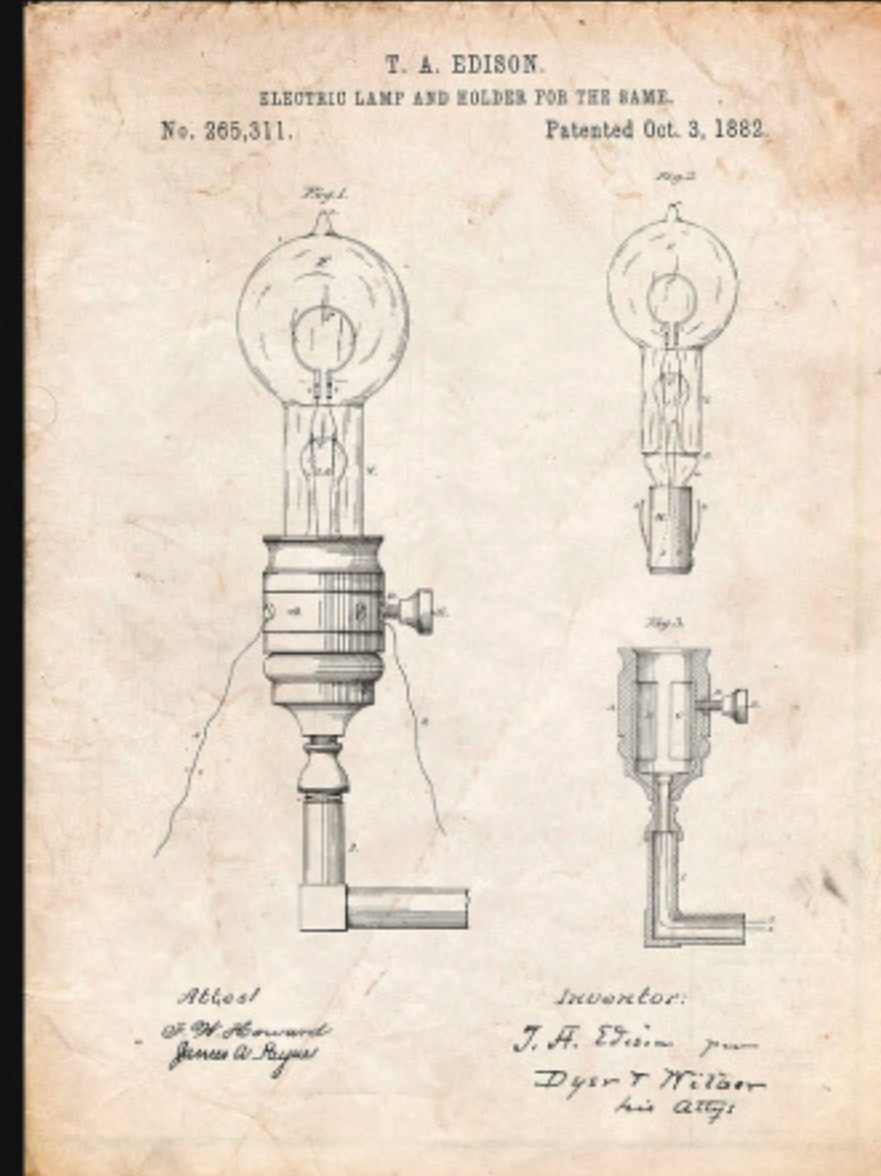
- Founder, Wapology Agency reaching \$100k ARR
- Founder, linkish.io SaaS Product
- 12 years industry experience
- End-to-end Project Management





Pearl Street Station

Thomas Edison



\$31 Billion



\$200 Trillion

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