



# PUBLIC GOOD

founders@publicgood.com | @publicgood | www.publicgood.com

**Sector:** AI & Digital Marketing  
**Market Size:** \$200bn+  
**Employees:** 11  
**Stage:** Seed+  
**Investment Opportunity:** \$5-7mm

**Use of Funds:** Accelerate sales backlog and pipeline, continue innovation of core AI/ML technology, scale operations, and enter new vertical markets.

**Revenue Model:** Public Good sells units using the established channels and pricing of digital ads. However, our unique value proposition allows us to maintain 60%+ profit margins.

### Revenue Forecast

2021	\$2.5mm
2022	\$10mm
2023	\$52mm
2024	\$103mm

**Exit:** Public Good is attractive to any large media conglomerate, advertising holding company, or ad-focused technology company (BuzzFeed, WPA, Google, etc.).



**Melissa Anderson**  
Cofounder + President



**Dan Ratner**  
Cofounder + CEO

Our experienced team of startup veterans and serial entrepreneurs have built companies worth hundreds of millions, including ValueClick, Leapfrog Online, and Sittercity. We also helped run technology for Obama 2012.

## Public Good's AI-for-Good platform provides the world's leading brands with digital marketing oriented around purpose and social impact.

**Challenge:** In 2020, Edelman and other brand researchers determined that the most important purchasing criteria to US consumers are quality and whether a brand agrees with their values. Price, status, reviews, and all other factors lagged far behind.

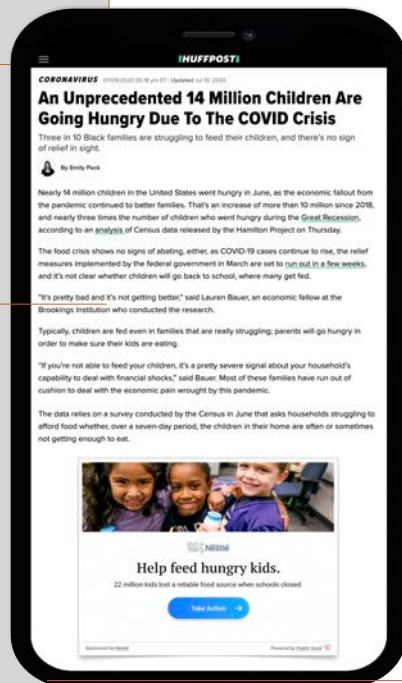
**Solution:** Public Good uses advanced, proprietary AI to determine what social issues are being raised in digital content, and then programmatically inserts branded actions that readers can take alongside that brand to help. Public Good action units leverage impact and significantly raise brand affinity.

**Market:** The meteoric rise of ESG, value-centric consumerism, and other key technological trends are disrupting the \$200bn+ digital marketing industry. Public Good is at the center of many of those trends.

**Milestones:** In the last 18 months, Public Good has signed major Fortune 500 brands and had our technology recognized in two peer-reviewed papers with Bloomberg Data for Good.

**Competitive Advantage:** Our proprietary AI and associated data pipeline (which includes engagement data on millions of articles from hundreds of sites) are key technological advantages. So is our action framework, which allows us to build new campaigns quickly. Our team is recognized for our deep expertise in the field and frequently called upon as industry speakers.

Our interactive action units appear in relevant news content and invite audiences to take action on the world's most pressing issues alongside the brands they know and trust.



**375%**  
AOV growth

**5-20x**  
better ER than display ads

