digital candy®

The new Image-Comparison Technology & Standard
For the Information Economy

EXECUTIVE SUMMARY

Contact: Digital Candy, Inc.
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MANAGEMENT TEAM:
- Michael Leifer, Anthropologist / Co-Founder - (Past 15 yrs, has been the CEO of guerilla PR, building markets and cultural movements for Fortune 100 clients. Previously, Co-Founded and Sold C3Live, a Webcasting, Syndication and Licensing Company, whose Partners were Microsoft, Yahoo! and MTV).
- Stevan Lieberman, Esq., Lawyer / Co-Founder - (Proven track record of building/selling technology companies. Partner Greenberg & Lieberman.
- Mike St. John, Data Scientist / Co-Founder - (Senior Product Developer for Fuji and proven record of servicing Fortune 100 clients).

EMPLOYEES: 3 to date

BANK: Wells Fargo

LAW FIRM: Greenberg & Lieberman

AMOUNT OF FINANCING SOUGHT:
$722,500 (2nd Angel Round) for 10% Equity with a minimum of $350K.

PRE-MONEY VALUATION: $6.5M based upon:
- Our $2B Revenue 3 year Projection
- Our 1st Round Angel Investment
- Our Intellectual Property (Patent-Pending & Trademarked)
- Our Assets (e.g. copyrightoffice.com)
- Our Team (History & Relationships)
- Our Code (Custom Algorithms)
- Our Momentum (Alpha launch)
- Industry Comps
- The Market Size (~$2 Trillion / Year)

1ST ANGEL ROUND INVESTORS:
- Stevan Lieberman, Esq.
- Mike St. John
- Michael Leifer
- Greenberg & Lieberman

FUNDS SHALL BE USED TO:
- Launch the Beta version of DC
- Acquire Client / Partnerships
- Produce B2B Marketing & PR Campaigns
- Increase the Size of Our Servers
- Cover Corporate Overhead
- Bring on 3 More Full Time Programmers
- Close Enterprise Partnership Deals
- Cover Our Legal Fees

MARKET SIZE = $2 Trillion/Year (Over a Billion Images uploaded to the Internet/Day).

PROBLEM: PIRATED COPYRIGHTED CONTENT COSTS THE MARKET BILLIONS.

SOLUTION: DIGITAL CANDY TRACKS AND PROTECTS CONTENT ON THE WEB.

Until now, images were incapable of being tracked on the Internet. Digital Candy (DC) has patent-pending technology which allows one to locate exact or similar copies of images and compare those to images in DC's database – a database created via DC's Internet crawl and API. DC's "image pinpoint technology" breaks an image down into its elements, and then analyzes those elements against other images. DC also cross indexes all compared images to ownership and other metadata. In the near future, Image identification and facial recognition will be available."

REVENUE STREAMS = 2019 Year End Projected Revenue = Billions
Financial Projections available here

PINPOINT IDENTIFICATION / NOTIFICATION / HOSTING
Image marketplace companies accept and allow use of content from third parties without knowing if the images infringe other third parties' rights. This becomes an issue when individuals misappropriate content for their own use. Image marketplace companies, that create their own content, need to identify unlicensed individuals using the company's images. DC's API can be integrated into any marketplace for a fee to identify third party infringer and licensed content with notification to owners. Hosting fees are charged for uploaded content into DC's platform.

LAWYER REFERRAL / ENFORCEMENT
If possible infringers fail to cease their activities and/or fail to purchase a license for their use of the content, enforcement is necessary. DC's platform offers an easy means for content owners to contact legal counsel to assist in resolving these issues. Because the link is included in the notification to owners, DC's system allows owners to request legal advice from attorneys that have paid DC for such leads. Owners agree to pay a percentage of all income from the use of the DC system, including license fees and a percentage of return from lawsuits.

OTHER USES OF THE TECHNOLOGY: The possibilities are endless – medical, law enforcement, person and object tracking, etc.

COMPETITORS: None – Please see Competitive Landscape Spreadsheet

CURRENT STANCE: Alpha Testing basic upload and crawl with 54 photographers.

STRATEGIC ACQUISITION EXIT: Create a bidding war between the 3 largest entities and sell as an acquisition to one of them at the end of Year 3.

Pat-Pending Technology
DC's "image pinpoint technology" locates exact copies, derivative works, and similar images to an image in DC's database – a database created via DC's Internet crawl and API. IT WORKS ON VIDEO AS WELL AS STILL IMAGES!!!