



**Michael Biggerstaff**  
Chief Inspiration Officer



**Roxanne Edwards**  
Queen of Fairness

## WHY US?

## EXCELLENCE

**40+ Awards**

Consistently ranked in the top 10 best places to work in PA, and ranked nationally in the Top 101 Best and Brightest Companies.

## EXPERIENCE

**100,000+**

Nxtbook Media has supported more than 100K projects... and counting.

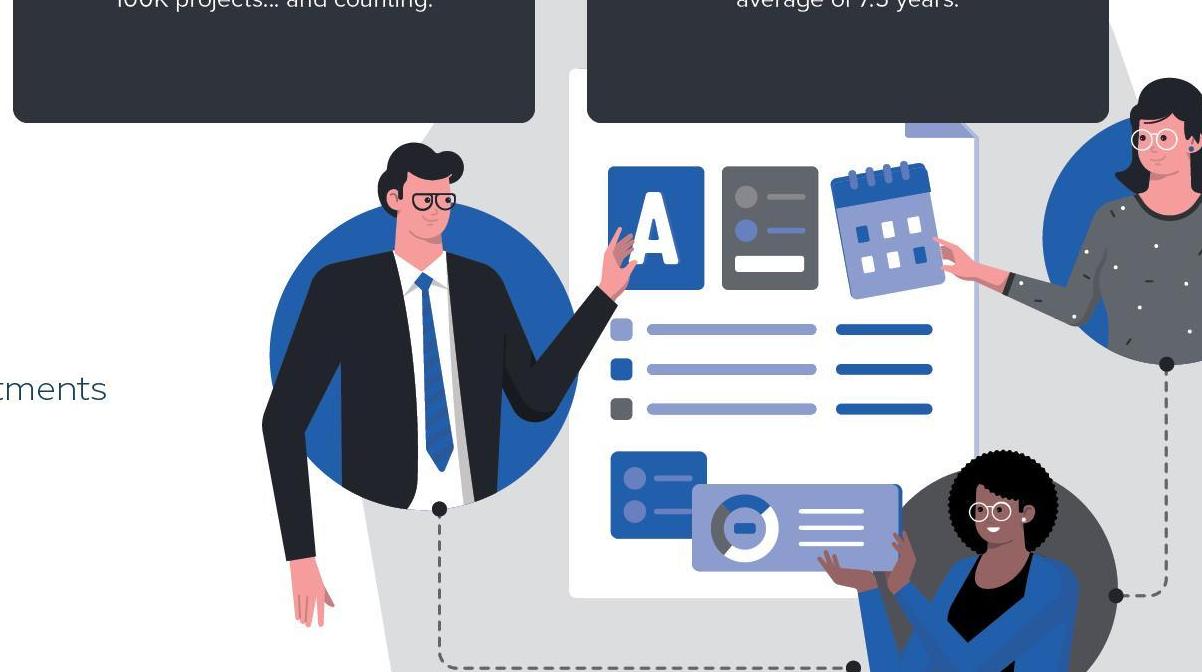
## TRUST

**7.5 Years**

Our top clients have been with us for an average of 7.5 years.

\$0

Outside Investments



# Awards & Recognition



**BEST PLACES** to work in **PA**  
14x in the Top 10

## ADDITIONAL AWARDS



**WorldBlu Freedom-Centered Cultures Award**



**United Way 10x Award Winner**



**American Heart Association 6x Award Winner**

**ATHENA Award**

**Best Workplaces in Lancaster County**

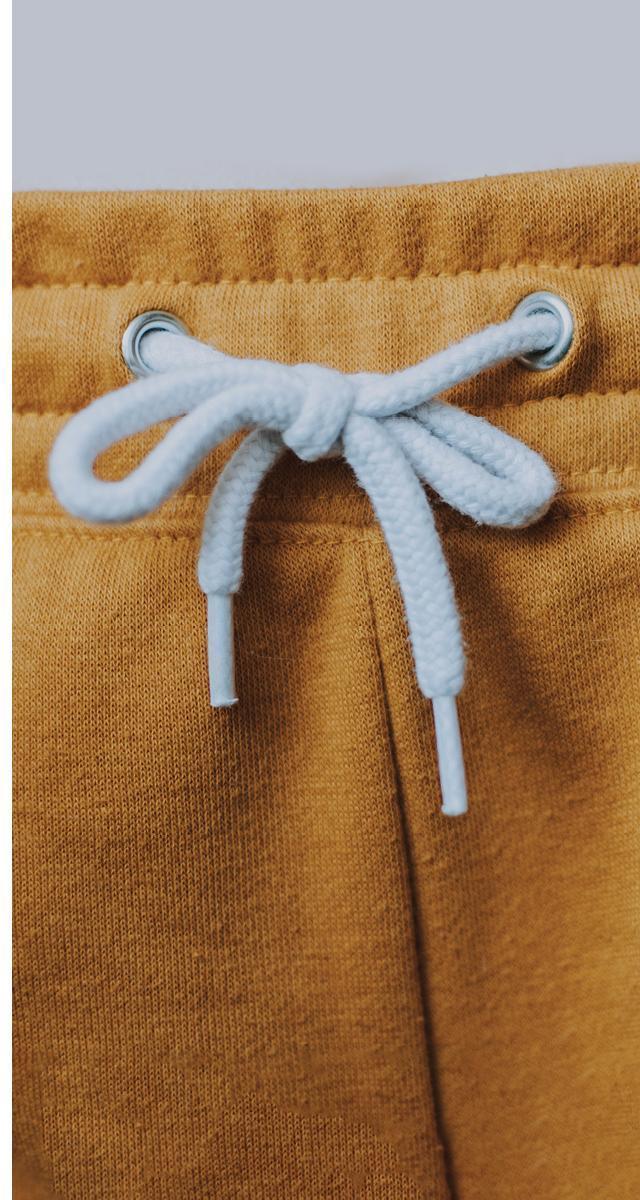
**LGH Lighten Up Lancaster Award 6x**

**Small Business Innovation Award 2x**

## THE IDEA

# PDFs are digital sweatpants.

Easy to use but terrible for professional appearances.



# Two Platforms. Unlimited Potential.



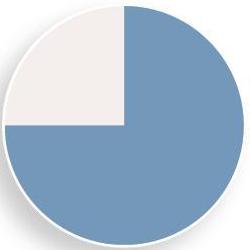
**PageRaft**



**nxtbook**

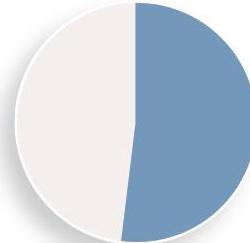
## THE DATA

# 75%

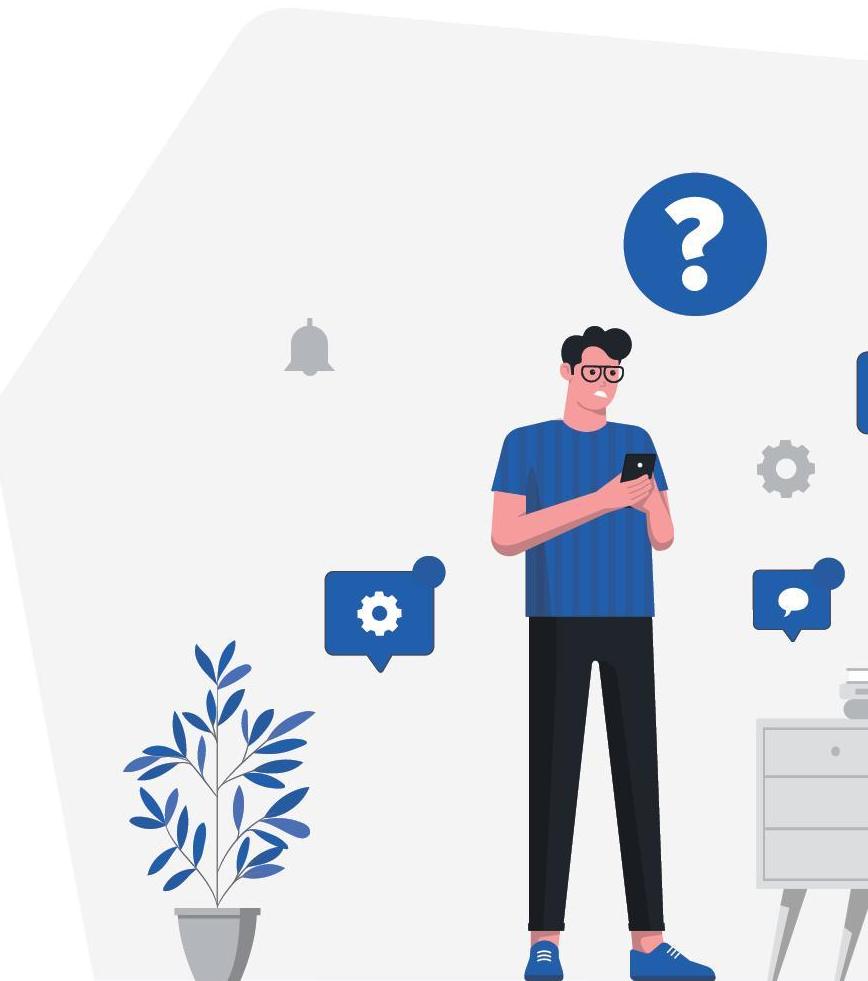


75 percent of B2B customers prefer remote sales interactions over traditional face-to-face ones.

# 52%



52 percent of customers are less likely to engage with companies if they have a bad mobile experience.



## THE TREND



"Media consumption is at an all-time high and brands are spending massive budgets to advertise on the most successful media publications, whether that's on podcasts, newsletters, YouTube, or websites.

But buying ad inventory is a short term play and smart companies are thinking about building their own media empires for long term success."

Lisa Toner, Director of Content, HubSpot



"To win the content marketing game, brands need to focus more on optimized, personalized, and influencer-activated content marketing experiences."

Lee Odden, CEO, Top Rank Marketing

# The Target Market

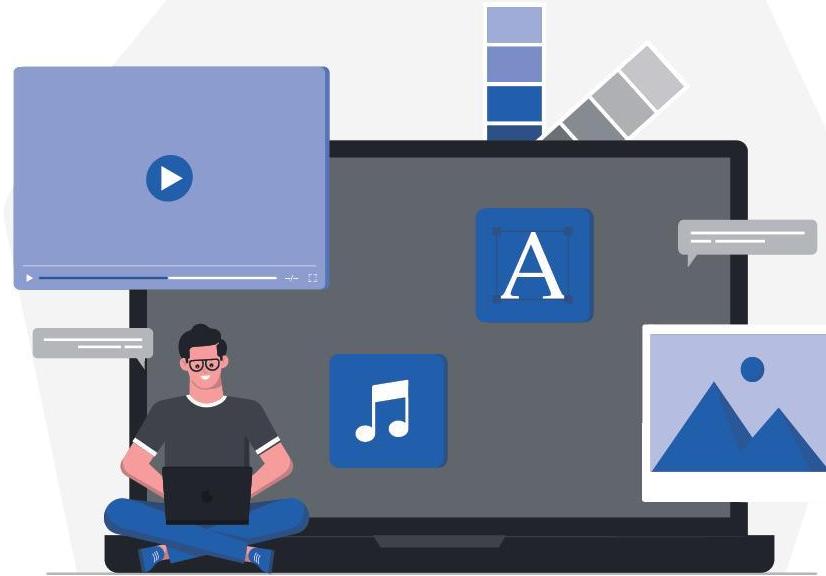
3 Year Projection

	Number of Companies (U.S.)	Penetration Rate	New Captured Market Value (3 Years)
<b>Fortune 1000 (and Similar)</b>	1,000+	5%	\$4M
<b>Marketing Agencies</b>	25,654	1%	\$800K
<b>Travel / Leisure / Entertainment</b>	33,030	1%	\$1M
<b>Associations</b>	4,130	2%	\$250K
		Total	<b>~\$6M*</b>

\*This is initial purchase value - does not include recurring subscription revenue.

## COMPETITION

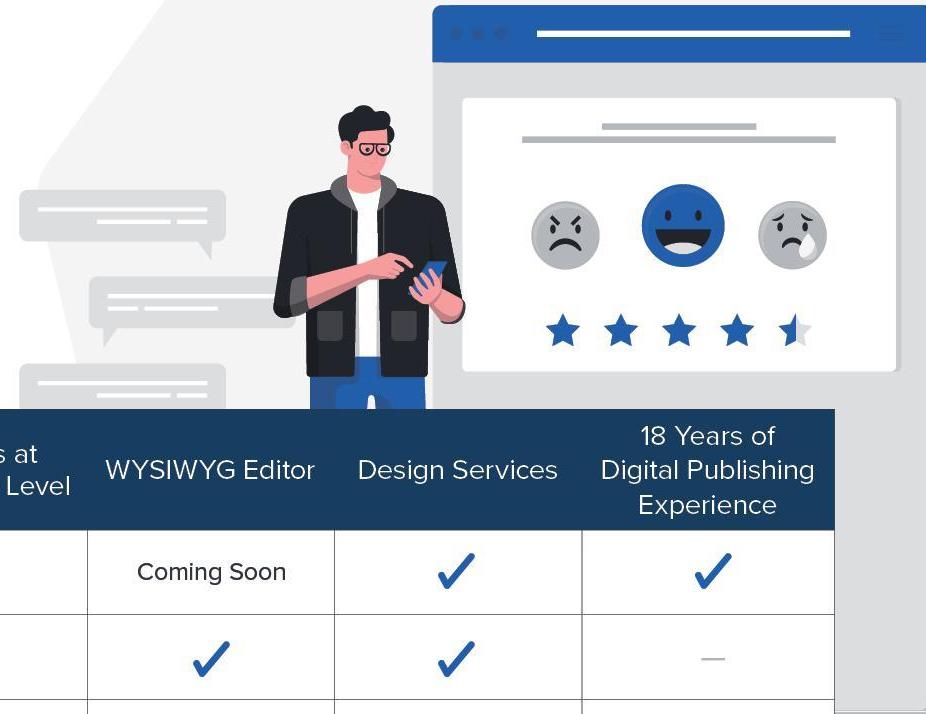
# Traditional Competition



	Mobile-Friendly	Linear Storytelling Experience	Multimedia	Personalization	Accessibility
Nxtbook's Platforms	✓	✓	✓	✓	✓
Microsites	✓	—	✓	✓	✓
PDFs	—	✓	—	—	—

## COMPETITION

# Similar Vendors



	Type	Ability to Start from PDF	All Features at Every License Level	WYSIWYG Editor	Design Services	18 Years of Digital Publishing Experience
<b>Nxtbook Media</b>	Responsive and Flipbook	✓	✓	Coming Soon	✓	✓
<b>Foleon</b>	Responsive	—	—	✓	✓	—
<b>Issuu</b>	Flipbook	✓	—	—	—	—
<b>Blue Toad</b>	Flipbook	✓	—	—	✓	—
<b>Ceros</b>	Responsive	—	—	✓	✓	—
<b>Turtl</b>	Flipbook	✓	—	✓	—	—

## COMPETITION

## Outside Investments | Competitors

8-10X

On Average Competitors  
have Raised 8-10X Revenue

1X

Our Investment Ask

## INVESTMENT SOUGHT

**\$2M**

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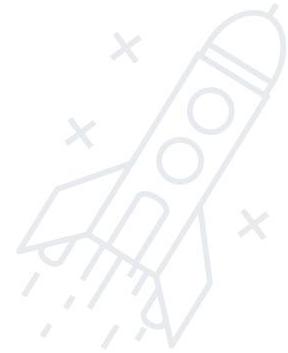
**3 years**

## Milestones

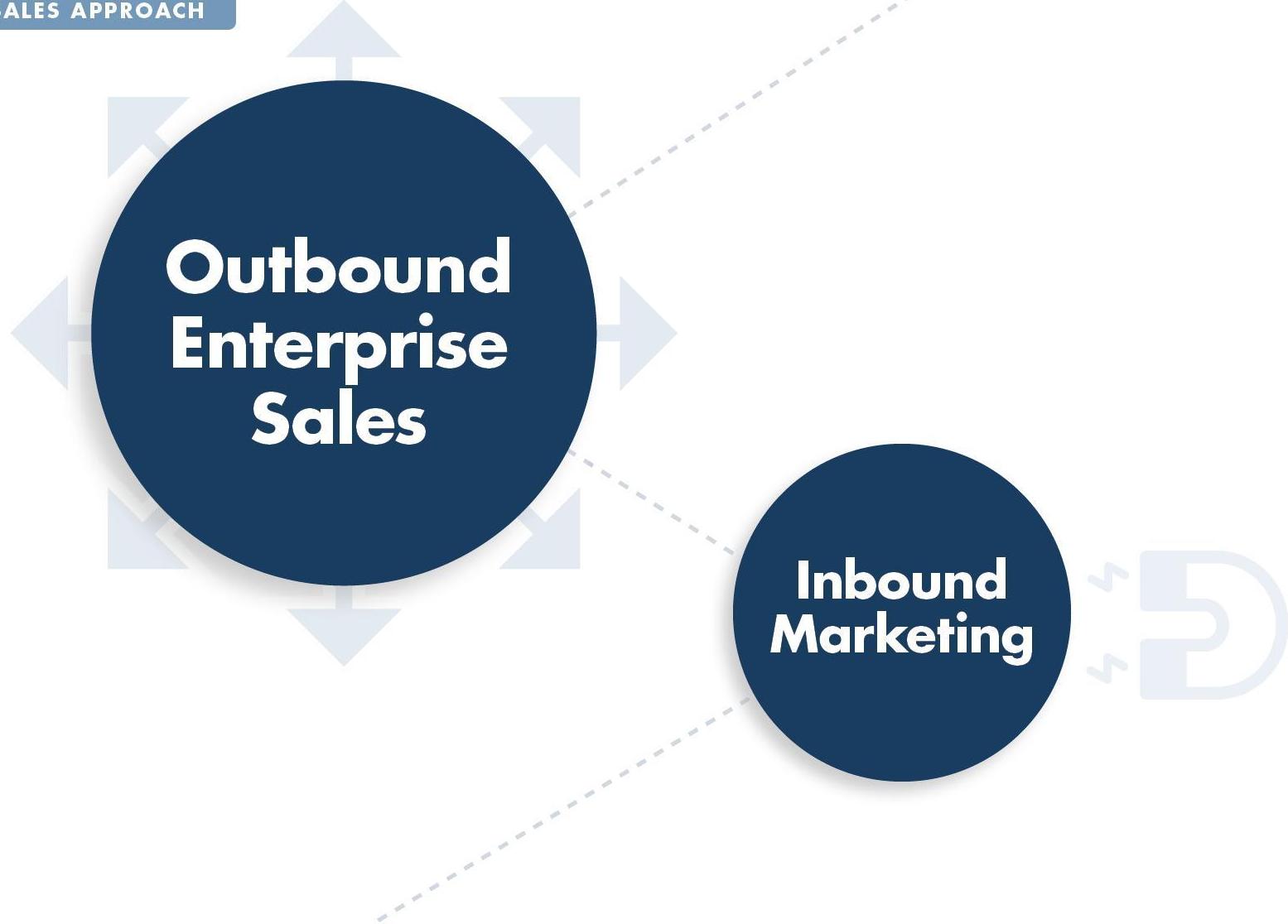
**~3x Revenue  
& \$1.1M Profit**

**Automated Imports  
& Project Creation**

**Cutting Edge  
Content Personalization**



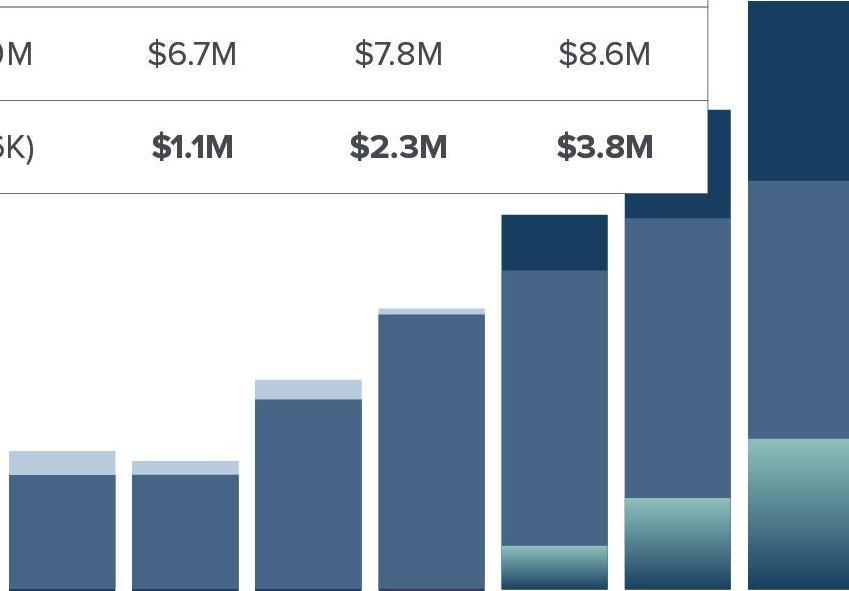
## THE SALES APPROACH



## FINANCIAL PROJECTIONS

# Projected Profit of \$3.8 Million in 2026

	2020	2021	2022	2023	2024	2025	2026
<b>Revenue</b>	\$2.4M	\$2.4M	\$4M	\$5.8M	\$7.9M	\$10.1M	\$12.4M
<b>Expenses</b>	\$2.9M	\$2.7M	\$4.4M	\$5.9M	\$6.7M	\$7.8M	\$8.6M
<b>Profit</b>	(\$438K)	(\$238K)	(\$478K)	(\$56K)	\$1.1M	\$2.3M	\$3.8M



## PROVEN RESULTS

## 2021 SaaS Revenue

nxtbook



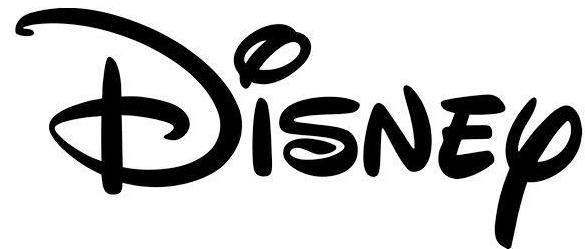
\$461,508 (2021) vs. \$255,584 (2020)

PageRaft



\$325,472 (2021) vs. \$183,269 (2020)

CURRENT CLIENTS



## EXIT STRATEGIES



Expand market share and polish the product for the next 3-5 years



Anticipating market consolidation:  
Sell to competitor or other entity



Sell out to remaining partners







## — APPENDIX —

## COMPETITION

# Competitor Revenue and Investments



	Estimated Revenue	Total Outside Investments	Most Recent
<b>Issuu</b>	\$23MM	\$46-55MM	\$31MM (2021)
<b>Foleon</b>	\$8MM	\$17.3MM	\$10MM (2021)
<b>Turtl.co</b>	\$1.5MM (2018)	\$17MM	\$10MM (2021)
<b>Ceros</b>	\$8MM	\$133MM	\$100MM (2020)
<b>Nxtbook Media</b>	\$2.4MM	\$0	\$0

# The Management Team

## TEAM AND KEY ROLES

**Michael Biggerstaff**

Chief Inspirational Officer/Partner

Michael sets the vision and inspires our management team to continue forward in service to our clients, each other, and our community.

**Roxanne Edwards**

Queen of Fairness/Partner

Rox is the glue of the organization, keeping each member of the management team in line and helping them meet their set goals.

**Alicia Bradley**

HR and Accounting Director

Alicia oversees our accounting team and Human Resources, as well as uncovers ways to make our organization run more smoothly and profitably.

**Jeremy Smith**

Team Leader, Development

Jeremy is the project manager for the development team. He focuses on the software and product roadmap to advance updates and new features in our SaaS offering.

**Matt Guest**

Chief Technology Officer

Matt works with our development team and IT teams to improve both the front end and back end of our products.

**Todd Reinhart**

Sultan of Success

Todd works across all teams to help manage and execute the essential operations. His central duties include auditing processes and implementing new strategies.

**Matt Berringer**

Director of Sales and Marketing

Results-driven sales and marketing leader with more than 15 years of experience driving demand for SaaS companies.