



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.

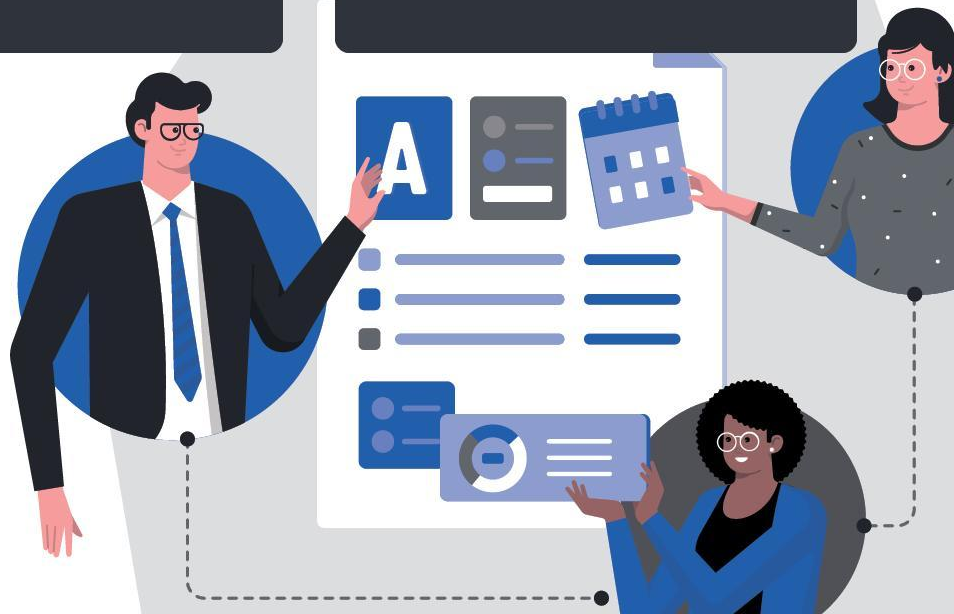
TRUST

7.5 Years

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

\$0

Outside Investments



Awards & Recognition

**BEST AND
BRIGHTEST[®]
COMPANIES
TO WORK FOR
IN THE NATION**

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

ADDITIONAL AWARDS



WorldBlu Freedom-Centered Cultures Award

ATHENA Award



United Way 10x Award Winner

Best Workplaces in Lancaster County



American Heart Association 6x Award Winner

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.



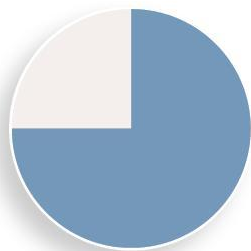
PageRaft



nxtbook

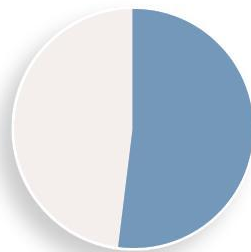
THE DATA

75%

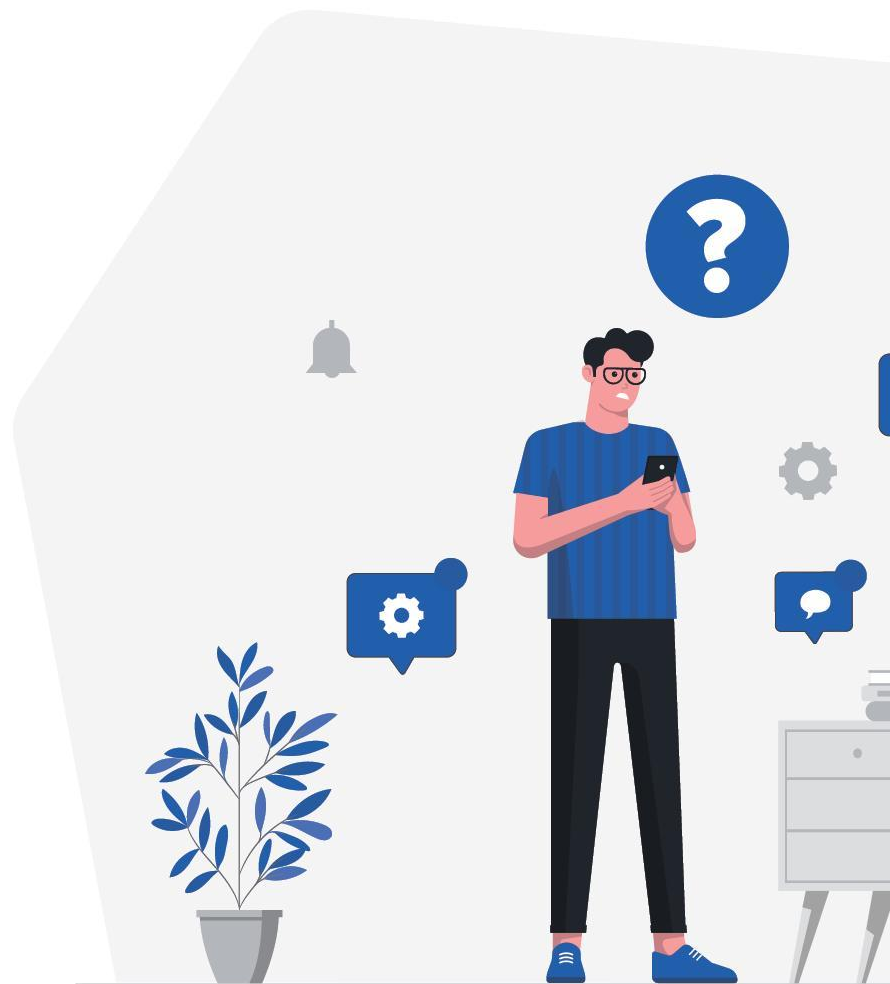


75 percent of B2B customers prefer remote sales interactions over traditional face-to-face ones.

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

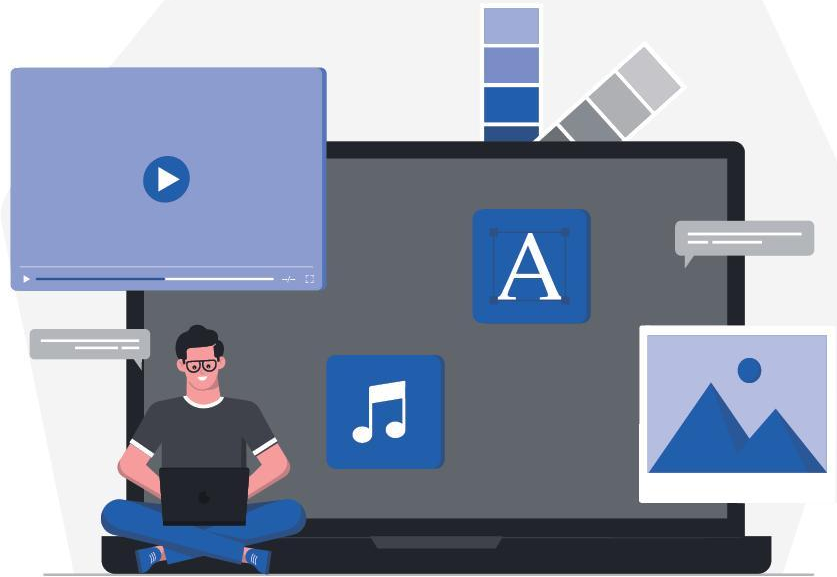
	Number of Companies (U.S.)	Penetration Rate	New Captured Market Value (3 Years)
Fortune 1000 (and Similar)	1,000+	5%	\$4M
Marketing Agencies	25,654	1%	\$800K
Travel / Leisure / Entertainment	33,030	1%	\$1M
Associations	4,130	2%	\$250K

Total ~\$6M*

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

COMPETITION

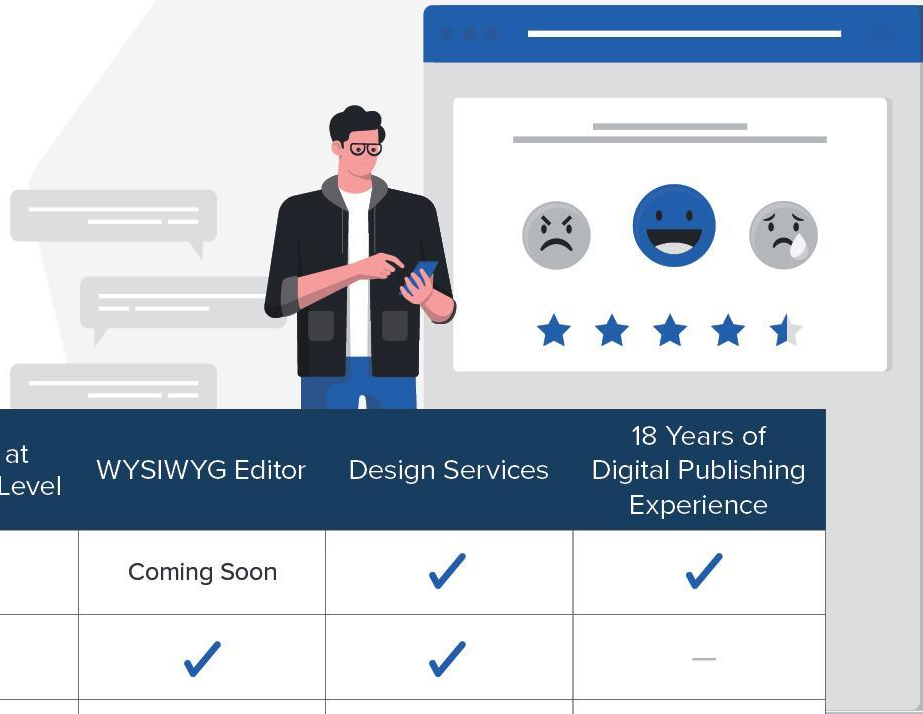
Traditional Competition



	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
Nxtbook Media	Responsive and Flipbook	✓	✓	Coming Soon	✓	✓
Foleon	Responsive	—	—	✓	✓	—
Issuu	Flipbook	✓	—	—	—	—
Blue Toad	Flipbook	✓	—	—	✓	—
Ceros	Responsive	—	—	✓	✓	—
Turtl	Flipbook	✓	—	✓	—	—

COMPETITION

Outside Investments | Competitors



The infographic features two horizontal bars. The top bar is light blue and contains the text '8-10x' in large, bold, dark blue font, followed by 'On Average Competitors have Raised 8-10X Revenue' in a smaller, white font. The bottom bar is also light blue and contains the text '1x' in large, bold, dark blue font, followed by 'Our Investment Ask' in a smaller, white font. The background of the slide has a light beige wavy pattern at the bottom.

8-10x

On Average Competitors
have Raised 8-10X Revenue

1x

Our Investment Ask

INVESTMENT SOUGHT

\$2M

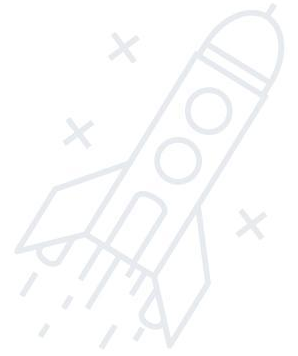
3 years

Milestones

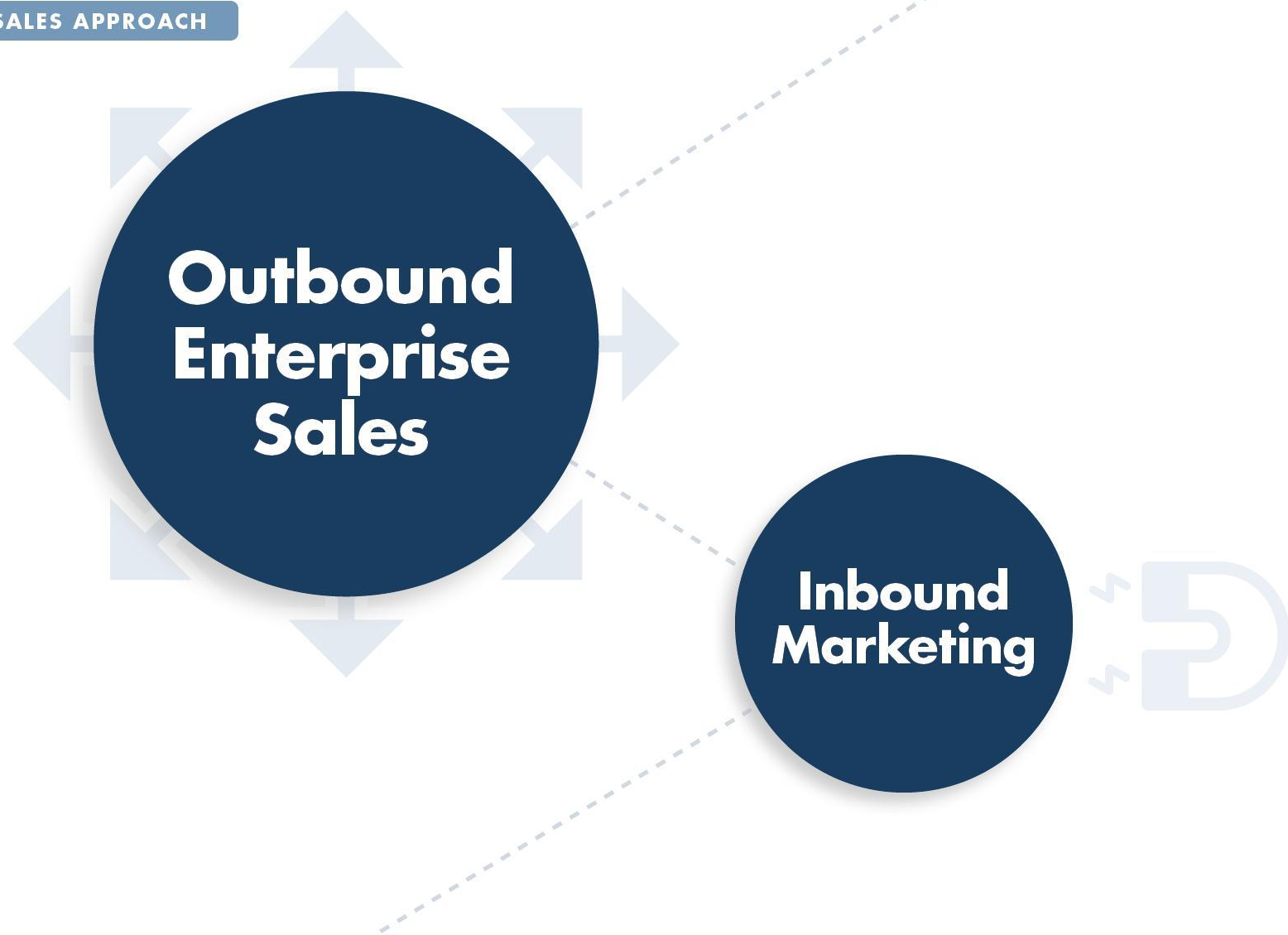
**~3x Revenue
& \$1.1M Profit**

**Automated Imports
& Project Creation**

**Cutting Edge
Content Personalization**

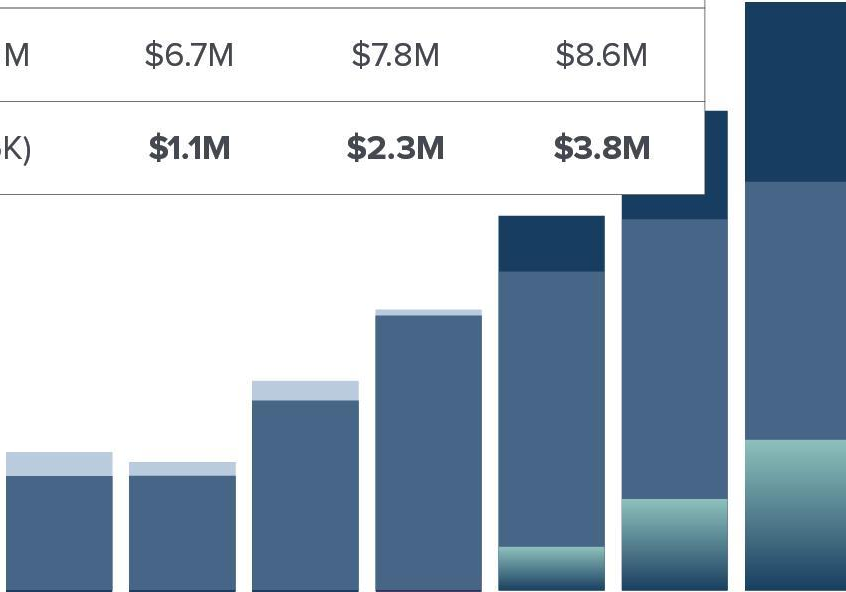


THE SALES APPROACH



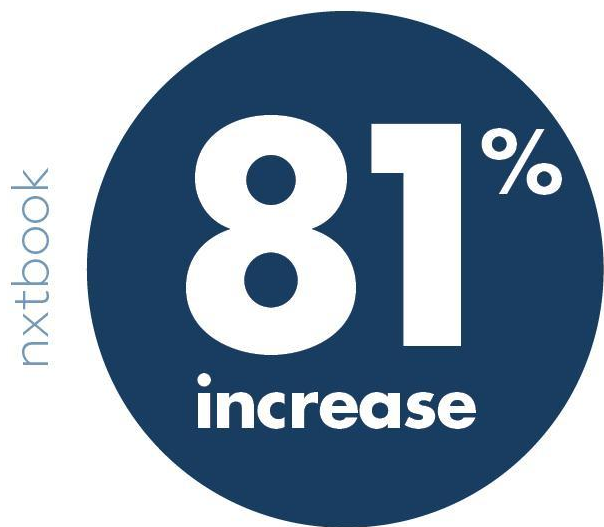
Projected Profit of \$3.8 Million in 2026

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



PROVEN RESULTS

2021 SaaS Revenue

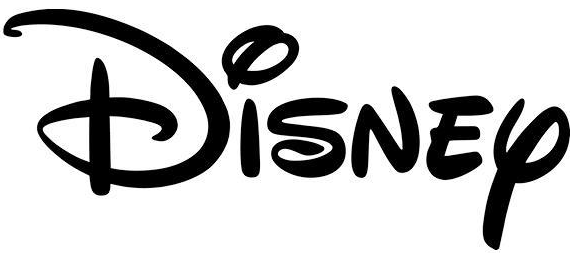


\$461,508 (2021) vs. \$255,584 (2020)



\$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
Issuu	\$23MM	\$46-55MM	\$31MM (2021)
Foleon	\$8MM	\$17.3MM	\$10MM (2021)
Turtl.co	\$1.5MM (2018)	\$17MM	\$10MM (2021)
Ceros	\$8MM	\$133MM	\$100MM (2020)
Nxtbook Media	\$2.4MM	\$0	\$0

The Management Team

TEAM AND KEY ROLES

Small Business Person of the Year



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.

ATHENA Leadership Award Winner



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.