By 2020 there will be 2.87 billion smartphone users worldwide. At Digital Factory we look at that data and see 2.87 billion newspapers, billboards, TV’s, advertisements and computers literally in the hands of one-third of the Planet. With our next-generation patent-pending mobile micro-fence technology we are able to activate mobile applications in any consumer’s phone and send precisely located relevant contextualized messages that appear in real time on a mobile phone lock screen. Then, we can track those users from online to offline to conversion. We target businesses in retail, finance, travel, live events entertainment, social media, not-for-profit and government.

**Value Proposition:**

Our solutions offer revolutionary leverage to industries that need to send relevant, hyper-local messages and need real-time data analytics to establish a competitive advantage and increase ROI. We also create value for companies by lowering customer acquisition costs, providing the ability to track business operation logistics, and enhancing traditional media—like billboards—with post-view messaging and prospect tracking. Other applications include advanced fraud detection, supply chain management, employee tracking, customer interaction, increased social media engagement and more.

*Today, 91% of social media users are accessing social media channels through their smartphone.*

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**digital:factory** a virtuous circle of brand relevance

Our chain of events favorably reinforces itself through our feedback loop.

**1. Micro-fencing**

Next-generation technology accurate to your storefront (30 ft vs. 600 ft.) It gives your customers relevant notifications based on location and time.

Plus Digital Factory’s indoor triangular technology

*WIFI  BEACONS  VLC*

**2. Dwell**

Helps brands gain a better understanding of their customers' lives, media habits, and their behaviors.

**3. Present**

Insights into your most valued customers allows brands to create new and more relevant mobile messages.
Our **team**: Digital Factory is led by a team of digital marketing and technology veterans

**Lawrence Griffith**  
CEO  
Lawrence is a serial technologist with 15 years in digital innovation. Lawrence has led initiatives for companies like Procter & Gamble, Hasbro Inc., and Nokia. His work in mobile technology has been recognized by The Wall Street Journal, The New York Times and Bloomberg Businessweek.

**Adrian Delancy**  
CTO  
Adrian has developed and managed all facets of technology from optics to wireless communications and from energy sustainability to information technology. A master of the software development life cycle, he completed scientific research and development on major projects for institutions such as Purdue, Harvard, Princeton and Accenture.

**Alan Tsao**  
EVP Finance & Revenue  
Alan is a seasoned financial executive who has led small to large finance and accounting teams for billion dollar divisions at such companies as Nielsen, Kraft, Tenneco Automotive, and Pentair. Alan specializes in business analytics, revenue optimization, corporate due diligence, process excellence, and mergers & acquisitions. His passion is in driving the top and bottom lines of the P&L through strong financial and accounting stewardship.

**Vikas Wadhwa**  
CIO  
Vikas has over a decade of experience in information technology consulting and management. He also possesses deep creativity and a love of innovation—Vikas is the founder of several film and video production companies where he’s worked on projects for such companies as Allstate, Accenture and Slalom Consulting.

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**Monetization:**

1. **Fixed License**  
   - Technology activation and development costs  
   - Per market, per event or per campaign basis

2. **Pay Per Acquisition**  
   - Fees for brand notifications  
   - Fraud prevention

3. **Professional Services**  
   - Client-driven and project specific professional services and/or customized technical development

4. **Merchandising Affiliate Revenue Sharing**  
   - Revenue share collected by a client at point of sale or online, and paid for each transaction  
   - Channel partners “White Labeling” our technology

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**Market traction: Digital Factory’s clients include**

- Ford
- Samsung
- WPP
- Leo Burnett
- Leovative
- UK
- Slalom
- Arc

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**digital:factory**

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