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dbc solutions

Merging Big Data, Artificial Intelligence and Blockchain
Technology to Bring Critical Information to the World

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THE BIG PROBLEM

One of the biggest challenges businesses face today is customer acquisition and retention. The key to both acquiring new customers and retaining your current customers is possessing the critical data that can help you market to those prospects with the highest propensity to use your products and services and further help identify the needs of your current customers ensuring their long-term loyalty. The data industry today is both complicated and highly fragmented offering a confusing number of choices to businesses desperately in need of this critical information. The existing data marketing ecosystem of data / list owners, managers and brokers is inefficient and often ineffective costing businesses unnecessary time and money.

Global advertising spending from 2014 to 2020
(in billion U.S. dollars)

Year	Spending
2014	488.48
2015	513.56
2016	550.51
2017	591.07
2018	642.19
2019	687.19
2020	724.06
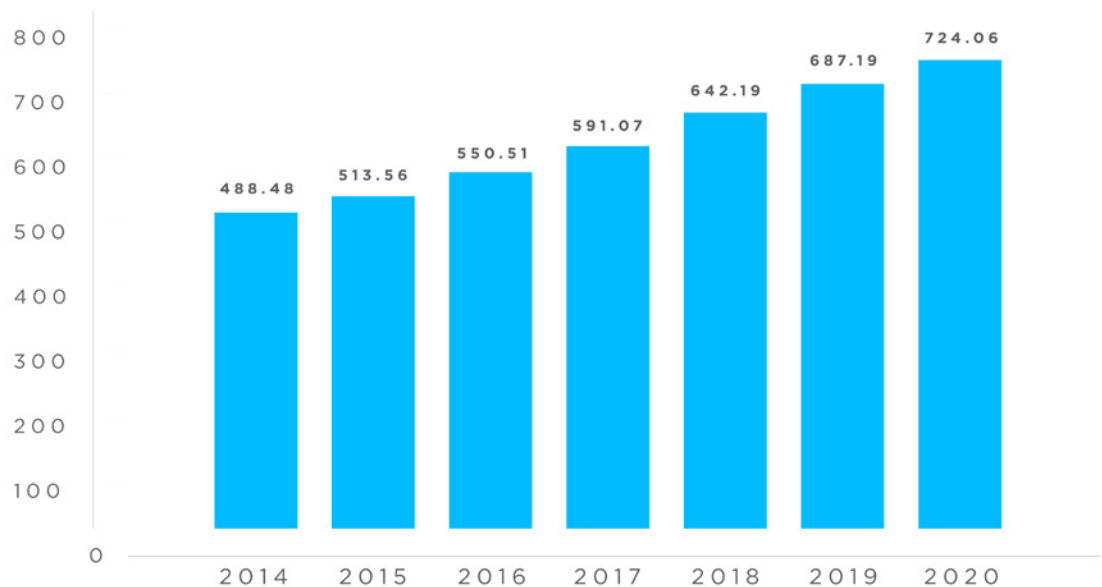
Global advertising revenue for 2017 was $591 billion with $209 billion of it dedicated to digital advertising. Data is the backbone of digital advertising/marketing.

Yet effective data sources have become even rarer as the need for data becomes more essential. The high demand for big data sources that provide quality and complete data has skyrocketed in today's digital age.

D B C   S O L U T I O N S

DBC Data Solutions, LLC (DBC Solutions), in association with Media Direct, Inc. aims to democratize big data and level the data playing field by providing the most comprehensive marketing data solution to all businesses and individuals.

DBC Solutions will provide a robust interface between the business or individual and the data sources. The backend systems will ensure full confidence in data quality for the end user as well as transactional finality for the data providers. In addition, we will provide small and mid size businesses with a cost effective single-destination data source that to this day has not been available to them.

- ◎ To empower Data Source Providers to provide access to their data and monetize it

- ◎ To provide full transparency, traceability, and auditability to the data providers

- ◎ To build confidence between the end user and data sources

- ◎ To give Businesses and Consumers quality verified data

- ◎ To give End Users a simplified easy-to-use interface with a quick payment system

DBC Solutions will comply with applicable privacy rules and regulations including the General Protection Regulation Act. DBC Solutions will not offer financial data covered in the Graham Leach Bill.

EXEC SUMMARY

CURRENT LANDSCAPE

DBC Solutions objective is to provide a comprehensive solution that serves as both an upgrade to the demand and supply side of the data industry, and solves two key market flaws: disparate data sources and lack of transactional transparency of payments to data owners.

Today, an individual, entity or brand looking to acquire a specific data set will have to spend extensive time and resources locating sources that meet its target audience, negotiating costs, and establish privacy standards for the transferring of the data. This leads to a decrease in quality and a duplication of data records. These three challenges not only make it extremely cost prohibitive to identify and acquire the multiple datasets required to build the exact data that is needed, but for small and medium sized businesses (SMB), it creates a barrier to enter the data marketplace.
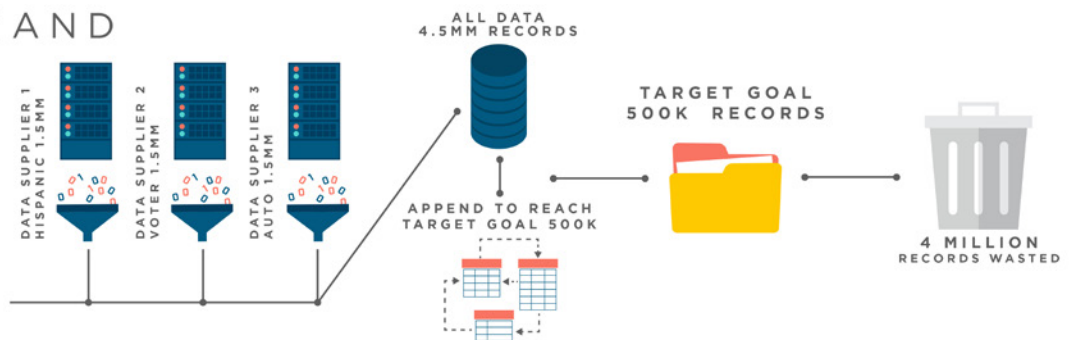
Attempting to generate revenue today from existing datasets brings its own unique set of challenges. The first main challenge is the time and money it takes to create data cards and collateral for the data owner to monetize. At the same time, they need to identify the right organization or marketplace offering the widest reach and one which represents the highest demand for their data. The second major challenge is integrity and accountability. Data owners do not trust outside organizations to properly store, manage and monetize their data. The last major concern surrounds the security of the storage environment. Data abuse and lack of transparency in the revenue share business model are underlying fears that will ultimately prevent a list owner from making his/her unique data set available for purchase.

DBC Solutions aims to remove layers of inefficiency, provide an open and transparent audit into data use and payment, as well as maximize profits for both the data owner and data purchaser.
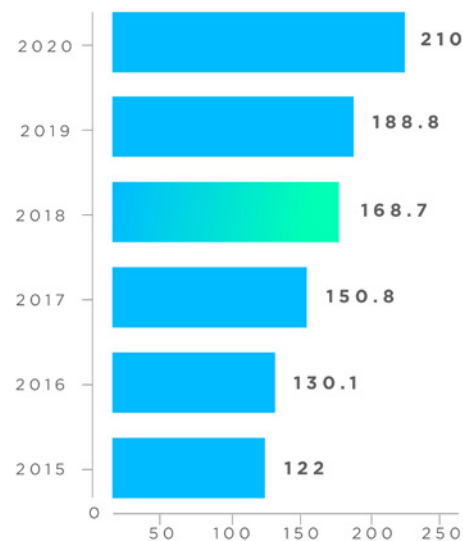
CURRENT LANDSCAPE

Revenue from big data and business analytics worldwide from 2015 to 2020
(in billion U.S. dollars)

"The demand for data is growing. In 2018, big data and business analytics is expected to generate 168.7 billion USD worldwide and climb to over 210 billion USD worldwide in 2020 (Statista 2018)."

In addition, the need for hyper-targeted data is more prevalent than ever - it takes intelligence from multiple sources to build the exact profile of data.

Year	Revenue
2020	210
2019	188.8
2018	168.7
2017	150.8
2016	130.1
2015	122

https://www.statista.com/topics/1464/big-data/

The following industries have continued to display a growing need for the type of data and transparency provided by DBC Solutions

- Blockchain
- Automotive
- Political

- CPG
- Travel
- Fitness and Health

- Education
- Finance
- Military & Government

Employees and executives working with big data have listed security, cost, and lack of technical big data expertise as some of their most pressing concerns.
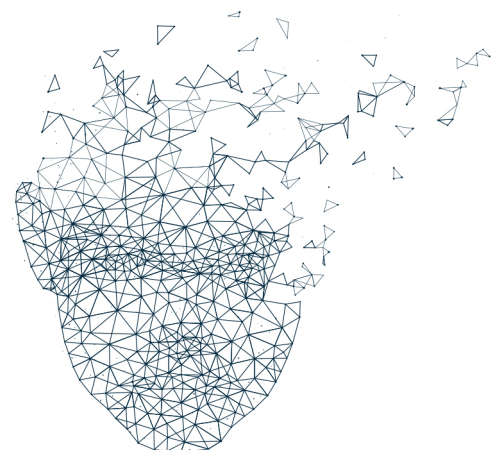
OUR VALUE

DBC Solutions will revolutionize the data list industry by eliminating unnecessary middlemen and creating a more efficient data sourcing and delivery process. DBC Solutions will build a unified User Interface to allow an entity to search varying and diverse sources of data for records that match their search query parameters. The parameters can range from geographic, demographic, psychographic and behavioural attributes. A single query will be able to span hundreds of sources and billions of records.

SMART INDEXING ENGINE

The Smart Indexing Engine will utilize predictive analytics (a type of artificial intelligence using data analysis and machine learning) for Confidence Scoring to provide the most accurate and up-to-date data. It can also combine sources to provide all required attributes. The purchase would receive a record set which they could download and utilize. The record set can be a single individual that matches all parameters or millions of records that match the parameters.

OUR VALUE

The Backend Agent (Ethereum/Smart Contracts) will keep track of all sources used to provide the data to the entity. It will calculate payments to all sources involved based on the licensing agreements with said agents. For complete transparency, an Ethereum-based Blockchain is used for all record source management. Smart contracts are utilized for tracking record usage and the multiplex of licensing and data sources.

The Data source partners can use different licensing models to add their data set into the system. They can provide their data to be added to our data set or they can utilize an API to give our system access to their data. The API can be used by the Smart Indexing Engine to query the data of the data partner and build a heuristic index for fast searching. Each data source is analyzed, scored and sorted. A Confidence Score is applied to each source based on the data age and the attributes available. The Confidence Score is organic and changes as more data is analyzed and as the data is utilized in the system. A higher Confidence Score translates to higher payouts for the data source partners.

The Data Source Partners and their data are segregated from each other. Only the Smart Indexing Engine knows which source is providing which data. The privacy of the data as well as the privacy of the data partners is protected.

DBC Solutions will accept both traditional and crypto-currency payment methods. Because all payment transactions can leverage Blockchain technology the Data Source Partners can trust in complete transparency. Full traceability of record usage is available to the Data Source Partners.

USE CASES

The use cases for DBC Solutions are diverse, but the most common include:

- ◎ **Digital/Online Marketing**
- ◎ **Analytical Modeling**
- ◎ **Media Buying**
- ◎ **Direct Marketing**
- ◎ **CRM/Customer Retention**
- ◎ **Customer Acquisition**
- ◎ **Enhancement of Existing Data**
- ◎ **Risk Management**
- ◎ **Health Insurance Companies**
- ◎ **Background Checks**
- ◎ **People finder**
- ◎ **Real-Time Leads**

REVENUE MODEL

While Big Data has traditionally been available only to big companies, DBC Solutions lowers the barrier for entry and expands our potential client base to include small, medium and large businesses around the globe.

DBC Solutions will collaborate with a network of diverse data partners contributing billions of data points from thousands of sources. DBC Solutions will manage and help monetize their data helping those data partners reach a broader global audience of potential customers.

When a customer places an order on DBC Solutions that utilizes a partner both DBC Solutions and the data partner will get a percentage of the sale. The DBC Solutions approach will streamline and maximize profits for all parties involved.

There are three distinct revenue models

1. Primary Revenue Model
   a. Big Data Partner contributes via API
      Data is not hosted by DBC Solutions but is Indexed by the SIE
      20/80 Rev Share Model

2. Secondary Revenue Model
   a. DBC Solutions's Data
      Data is Locally Stored in a Secure Data Warehouse
      100% Revenue

3. Tertiary Revenue Model
   a. Data Partners Onboard Data to DBC Solutions
      Data is Locally Stored and Secluded in a Secure Data Warehouse
      50/50 Rev Share Model

DBC Solutions has an exclusive agreement with Appsbar.com, the leading DIY mobile app development community, and its 2+ million small business users to provide consumer data leads from its platform. Appsbar.com is renowned for its users being early adopters to new technology and embracing multi-channel marketing to best serve their small business users.

ABOUT MEDIA DIRECT

Established in 2008, Media Direct, Inc. is a leader in the digital data industry. Product lines include Email and Digital Marketing, Consumer/Business Data Analytics, Direct Mailing Data, Data Enhancements and Hygiene, and Data Modeling and Analytics. Media Direct, Inc. has a talented team of developers that build in-house proprietary solutions for Data Analytics and Mobile+Web Application Development. Media Direct, Inc. provides data and marketing services to a large portfolio of Fortune 100 Brands and Leading Agencies such as Verizon, AT&T, Wells Fargo, Nissan, Chrysler, Harte Hanks, Ford, Chevy, Lifetime Networks, and Walgreens. Media Direct, Inc.'s core areas of expertise include: Automotive, Consumer Package Goods, Travel, Financial, and Political.

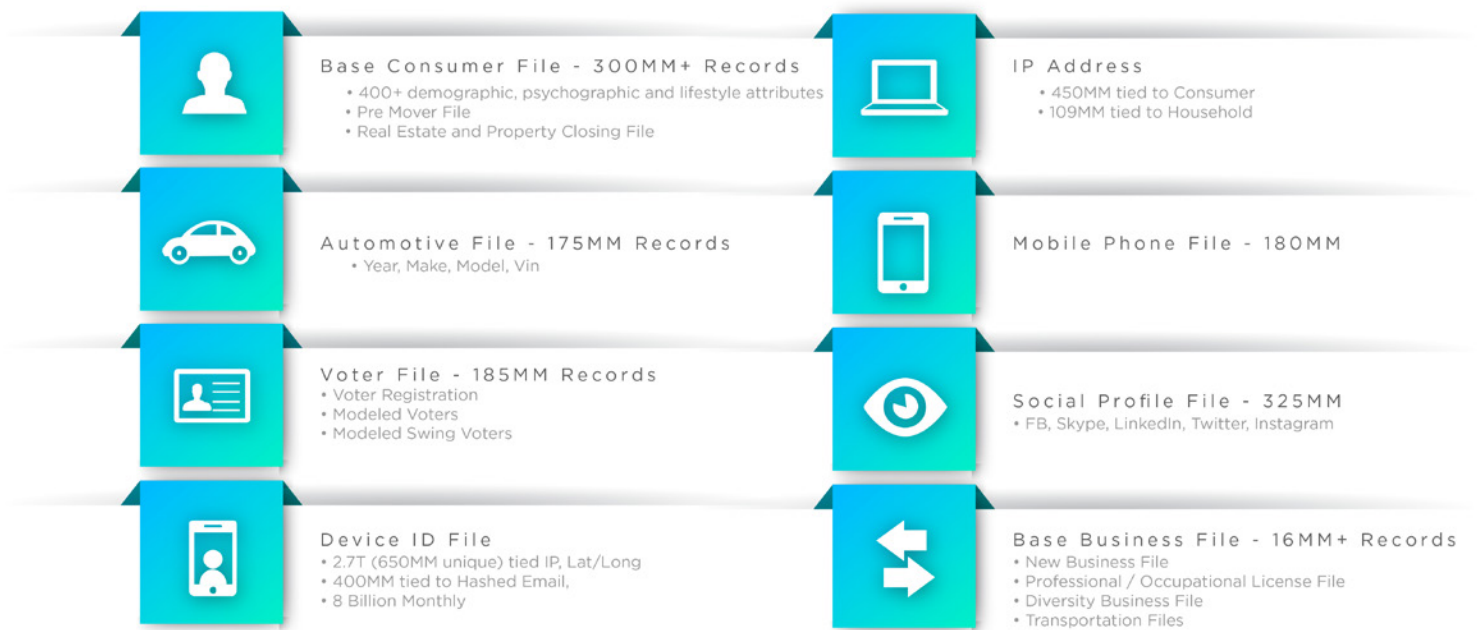**Media Direct is contracted to be DBC Solutions' initial primary data & technology partner**

DATA ASSETS

DATA ASSETS

DBC Solutions has a competitive advantage due to the massive data assets of Media Direct, Inc. Media Direct, Inc. has spent years gathering, sorting, validating, analyzing and enhancing its data above and beyond industry standards.

CURRENT DATA ASSETS

Base Consumer File - 300MM+ Records
- 400+ demographic, psychographic and lifestyle attributes
- Pre Mover File
- Real Estate and Property Closing File

IP Address
- 450MM tied to Consumer
- 109MM tied to Household

Automotive File - 175MM Records
- Year, Make, Model, Vin

Mobile Phone File - 180MM

Voter File - 185MM Records
- Voter Registration
- Modeled Voters
- Modeled Swing Voters

Social Profile File - 325MM
- FB, Skype, LinkedIn, Twitter, Instagram

Device ID File
- 2.7T (650MM unique) tied IP, Lat/Long
- 400MM tied to Hashed Email,
- 8 Billion Monthly

Base Business File - 16MM+ Records
- New Business File
- Professional / Occupational License File
- Diversity Business File
- Transportation Files
- Building Permits

We are in the process of finalizing relationships with other major data providers worldwide. We are also aggressively looking to forge relationships with as many data sources as possible to contribute to the DBC Solutions ecosystem.

DATA ASSETS

DBC Solutions has already obtained over three billion records on over 300 million consumers and sixteen million businesses. Our in depth consumer and business profiles contain hundreds of valuable demographic, psychographic and firmographic attributes that our Smart Indexing Engine (utilizing AI/ML for Predictive Analysis) will evaluate to provide our customer the precise data to meet each of their individual needs.

An abridged list of our current attributes includes:

Marital Status
- Married
- Single
- Divorced/ Separated
- Widowed

Home
- Own Home
- Rent Home/Apartment
- Live With Parents
- Equity Homeowners
- Recent Movers

Length Of Residence
- Under 1 Year
- 1-5 Years
- 6 Years and Longer

Presence of Children
- Age 0-18
- Inquire about specific age(s)
- Grandchildren
- Empty Nesters
- Single Moms

Pets
- Household Pets (non specific)
- Own a Cat
- Own a Dog

Credit Card Provider
- Mastercard
- Visa
- American Express
- Discover

Political
- Party Affiliation
- Swing Voters
- Voter History

Actvities/Hobbies
- Automotive Work
- Books
- Collectibles/Memorabilia
- Crafts/Needlecrafts
- Cultural/Art Events
- Fine Arts Antiques
- Gambling
- Photography
- Sweepstakes
- Watching Sports
- Wine

Music Preferences
- Alternative Music
- Classical
- Country
- Easy Listening/Light Sounds
- Gospel
- Jazz
- Latin
- Metal
- Pop/Dance
- R&B
- Rap
- Rock (hard & soft)

Attendence
- Galleries
- Restaurants
- Concerts
- Opera
- Sporting Events/Theme Parks

Automotive
- In The Market Auto Intenders
- Make
- Model
- Year
- Class

Cooking/Dining
- Gourmet Cooking
- Home Cooking
- Pleasure Cooking
- Wines

Gardening
- Flower Gardening
- Houseplants
- Outdoor Gardening
- Vegetable Gardening

Travel
- Cruises
- Foreign Travel
- Recreation Vehicles
- US Travel
- International Travel
- Vacation Packages

Home & Family
- Home Decorations/Furnishing
- Do It Yourself Projects

DATA ASSETS

Occupation
Administrative
Clerical or Service
Craftsman
Doctor
Farm Worker
Foreman
Home Office
Homemaker
Lawyer
Management
Middle Management
Military
Operative
Professional
Proprietor
Retired Military
Retired
Sales/Service
Service Worker
Student
Teacher
Unskilled
High Paid Blue Collar
Retirees (65+)

Hi-Tech/Entertainment
Audio/Video Equipment
Cable TV
Cellular Phone/Pager
Computer/Electronic Games
Computer Hardware
Computer Software
DVD's
Internet
Long-Distance Telephone
Satellite Dish
CD's

Geo
Country
State
City
Zip Code
Area Code
DMA

Sports & Recreation
Horseback Riding
Hunting/Shooting
Motorcycling
Powerboating
Running/Jogging
Sailing
Scuba Diving
Snow Skiing
Soccer
Tennis
Water-Skiing/Water Sports
Bicycling
Bird Watching
Boating/Sailing
Bowling
Camping/Hiking
Fishing
Golf

Online Activities
Pay Bills
Shop for Insurance
Shop for Mortgage/Loans
Shop for Vehicles
Surf the Net
Purchase Books or Music
Purchase Clothes
Purchase Hardware/Software
Make Travel Arrangements
Trade Stocks/Bonds
Job Searching

Construction
Architect
Carpenter/Furniture/
Woodworking
Construction
Craftsman
Crewman
Electrician
Dock Worker
Foreman
Foreman/Crew leader
Foreman/Shop Foreman
Estimator

Automotive
Orders - Health
Orders - Personal Care
Orders - Electronics
Orders - Home Furnishings
Orders - Furniture
Orders - Housewares
Orders - Home Care
Orders - Garden
Orders - Jewelry
Orders - Music
Orders - Pets
Orders - Sports and Leisure
Orders - Travel
Orders - Videos/DVDS
Payment - AMEX
Payment - Credit Card
Payment - Discover
Payment - House Charge
Payment - Mastercard
Payment - Retail Card
Payment - Visa

Health
Chiropractor
Dietician
Dental Assistant
Dental Hygienist
Dentist
Health Care
Health Services
Medical Assistant
Medical Doctor/Physician
Medical Secretary
Medical Technician
Medical/Paramedic
Nurse
Nurse (Registered)
Nurse/LPN
Nurses Aide/Orderly
Technician/Lab
Technician/X-ray
Doctor

DATA ASSETS

Buying Behavior
Subscribe To Cable TV
High Speed Internet Access
Luxury Car Buyers

Banking/Finance
Accounting/Biller/Billing clerk
Banker
Bookkeeper
Broker
Broker/Stock/Trader
Banker/Loan Office
Banker/Loan Processor

Contributors
Charities/Volunteer Activates
Community/Civic Activates
Current Affairs/Politics
Democratic Contributor
Donate To Charitable Causes
Environmental Issues
Our Nation's Heritage
Republican Contributor
Support Health Charities
Wildlife/Environmental Issues

Collectibles
Crafts
Crocheting
Cross-Stitching
Needlework/Knitting
Sewing
Scrap-Booking
Quilting

Voting
Number Of Times Voted
Swing Voters
Party Affiliation
Presidential Voter History
Other Election History

Readers
Magazines
Science Fiction
Romance
Adventure
Mystery
Satire
Drama
Horror

Sports Viewership
NASCAR Enthusiast
Soccer
Football
Baseball
Hockey
Golf
Tennis
College Sports
Basketball
Olympics

Computer
Communications
Computer
Computer Operator
Computer Programmer
Computer/Systems Analyst

DIY
Web Design
Marketing
Home Improvement
Crafts
Automotive
Cooking

Financial Interests
Investing
Buying/Renting Residential
Buying/Renting Commercial
Online Business
Credit Repair
Debt Consolidation

Age
18-29
30-39
40-49
50-59
60-65
65+

Healthy Choices
Dieting/Weight Control
Healthy/Low Fat Cooking
Health/Natural Foods
Physical Fitness Exercise
Self-Improvement
Vegetarian

Legal
Lawyer
Legal Secretary
Legal/Attorney/Lawyer
Legal/Paralegal/Assistant
Court Reporter

Ethnic Groups
Southeast Asian
Central & Southwest Asian
Scandinavian
Other
Western European
Hispanic
Unknown
Eastern European
All African American Ethnic
Groups
Middle Eastern
Jewish
Mediterranean
Native American
Far Eastern
Polynesian

DATA ASSETS

Management
Manager/Assistant Manager
Manager/Branch Manager
Manager/Credit Manager
Manager/District Manager
Manager/Division Manager
Manager/Marketing Manager
Manager/Office Manager
Manager/Plant Manager
Manager/Product Manager
Manager/Project Manager
Manager/Property Manager
Manager/Regional Manager
Manager/Sales Manager
Manager/Store Manager
Manager/Traffic Manager
Manager/Warehouse Manager
Manger/General Manager

Income
$20,000-$29,000
$30,000-$39.000
$40,000-$49,000
$50,000-$74,000
$75,000-$99,000
$100,000+

Entertainment Jobs
Actor/Entertainer/Announcer
Artist
Model
Musician/Music/Dance

Gambling
Online
Poker
Sports
Racing

Insurance
Adjuster
Insurance/Agent
Insurance/Underwriter

Engineering
Engineer/Aerospace
Engineer/Chemical
Engineer/Civil
Engineer/Electrical/Electronic
Engineer/Field
Engineer/Industrial
Engineer/Mechanical

Education
Some Highschool
Highschool Graduate
Some College
Associate's Degree
College Degree
Graduate's Degree
Masters/PHD

College Degree
Education
Political Science
Journalism
Marketing
Health/Fitness
Business/Finance
Management
Science
Engineering

Continuing Education
Electronics
Construction
Marketing
Computers
Educational

Military
Marine Corps
Air Force
Armed Forces
Army Credit Union Trades
Coast Guard
National Guard
Retired Military

Investing
Real Estate
Business
Stocks
Funds
Bonds
Online Businesses
Other

B2B
CEO/CFO/Chairman/Corp
Officer
Executive/Upper Management
Middle Management
Manager

Government
Firefighter
Police/Trooper
Civil Service/Government
Air Traffic Control

Office
Sales
Sales Clerk/Counterman
Sales/Service
Public Relations
Printer
Production
Data Entry/Key Punch
Customer Service/
Representative
Clerical or Service
Administration/Management

Service
Waiter/Waitress
Maintenance/Supervisor
Loader
Janitor
Instructor
Hostess/Host/Usher
Housekeeper/Maid
Food Service
Bartender

DATA ASSETS

Online Shopping
Apparel
Automotive
Food
Electronics
Educational
Parent/Child
Beauty/Health Products

Seasonal Shopping
Christmas
Valentine's Day
Thanksgiving
Fourth Of July
President's Day
Halloween
Memorial Day
Veteran's Day

Men's Apparel
Style
Size (Small, Large)
Shoes
Jewelry
Sports Apparel
Online Shopping
In-Store Shopping

Women's Apparel
Style
Size (Petite, Small, Large)
Shoes
Jewelry
Sports Apparel
Online Shopping
In-Store Shopping

Magazine Subscribers
Health/Fitness/Dieting
Cooking
Automotive
Entertainment
Sports
Gaming
Business/Finance

Natural/Organic
Vitamins
Foods
Healing
Childcare

Credit Rating
550-Below
550-649
650-699
700-749
750-Above

Charities
Donate Time
Donate Money
Donate Goods & Services
Volunteering
Religion
Political
Environmental
Health

Senior Citizen Activities
Traveling
Interests
Healthcare
Political
Mortgage
Financial Assistance

Childcare
Babysitting/Nanny
Tutor
After School Care
Learning Disability Assistance

Home Applicances & Décor
Affordable
High-end
Online Shopping
Electronics
High-Tech

Primary/Secondary Language
English
Spanish
French
Italian
German
Greek
Arabic
Hindi
Polish
Russian
Korean
Creole
Hebrew

Dining Preference
Delivery
Takeout
Restaurant
Italian
French
German
Chinese
American
Hispanic

Banking
Firefighter
Police/Trooper
Civil Service/Government
Air Traffic Control

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TECHNOLOGIES

SMART INDEXING ENGINE

DBC Solutions utilizes an open source Smart Indexing Engine (SIE) to index all data sources and assign confidence scores on the sources. The SIE constantly checks and reevaluates the sources updating the scores.

The SIE uses predictive analytics to create an appropriate score. The AI in the SIE quantifies each of the discrete values to build an evolving quantitative analysis. Through sample population validation, a qualitative component is built to accompany the quantitative analysis. The SIE periodically runs performance evaluations and uses past performance modifiers to learn and adjust the score.

The scoring algorithm takes into account the speed of the data source, the age of the data, the amount of data available, the quality of the data based on source metrics, the attributes available, coherence with other data sources and validation of a sample population.

The data sources with higher scores receive preferential treatment as long as query parameters are observed.
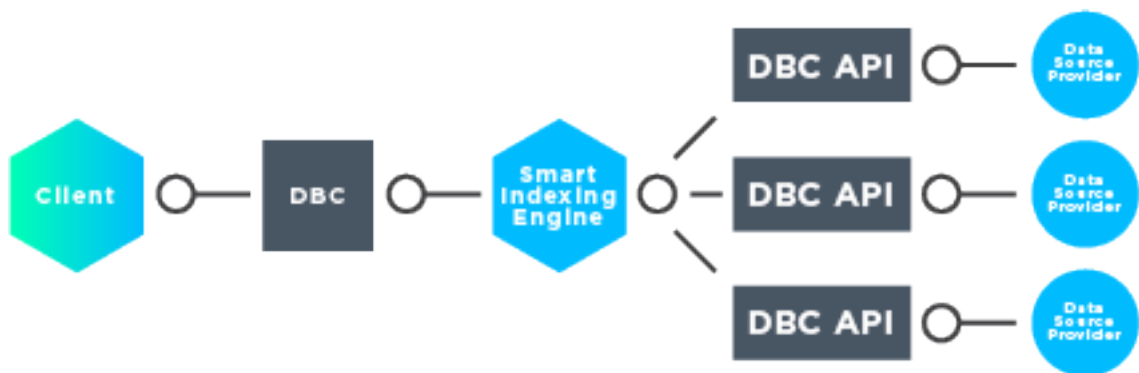
BLOCKCHAIN INTEGRATION

DBC Solutions utilizes the Ethereum Blockchain and Smart Contracts for it's transaction and record ledger. Blockchain is a secure transaction ledger database that is shared across a distributed network of computers. Blockchain uses state-of-the-art cryptography to keep transactions secure. The ledger stores immutable records and cannot be hacked. The Blockchain adds trust across transactions.

DBC Solutions supports Smart Contracts for transactions, payments and auditing. It allows existing data sources to have full faith in the transactions and payments. Transactional history includes data sources used, records obtained from each source, and payments made to these data sources. Every Transaction can be Audited. The Blockchain protocol keeps these transactions transparent, immutable, and verifiable.
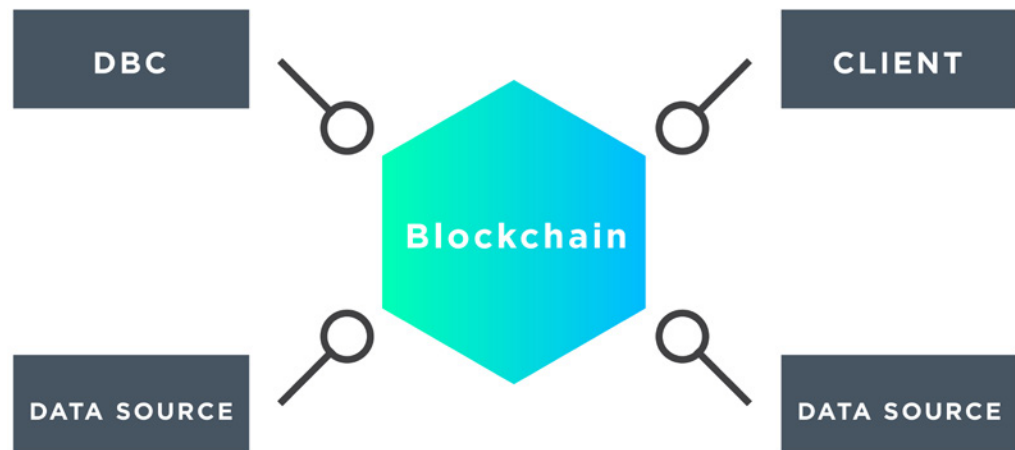
DBC Solutions also utilizes Blockchain to store the detailed purchase record. This record allows Data Providers to scrutinize their transactions to check data usage and payouts. Data Providers can view a complete breakdown of their transactions using a Management UI provided by DBC Solutions.

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TEAM

OUR TEAM

Our team is comprised of top-notch data industry executives, seasoned leaders and engineers with decades of experience working in the data and technology industries. We are uniquely positioned to capitalize on the cross section of big data, artificial intelligence and Blockchain technology to provide our global customers with the critical information they need.

Scott Hirsch

CEO

Scott a serial entrepreneur and an internationally recognized expert in digital data marketing. Scott pioneered many commonly utilized data technology concepts including opt-in email, e-appending, affiliate marketing and DIY application development. Scott has been published in Fortune, Time, INC, Forbes, Huffington Post, Ten Republic, Entrepreneur and Fox Business.

Scott is the founder and CEO of full-service advertising agency Media Direct Inc. and also founded its two wholly owned subsidiaries DigDev Direct and Appsbar. His career spans founding roles at RelationServe Media, Seisint, Naviant, eDirect and Lens Direct. Scott's clients include national brands including Fortune 500 companies and large advertising agencies. In 2002 Hirsch sold Naviant to Equifax for 135 million dollars.

Jesse Brown

CTO

Jesse is an accomplished Blockchain Architect with exceptional decentralization, cryptocurrency and distributed ledger technology (DLT) expertise complemented by hands-on Token Generating Event (TGE) experience. Proven ability to communicate complex Compliant Token Sale, Crypto and Blockchain concepts to stakeholders and non-technical audiences. Jesse has been involved in four successful Blockchain ventures, ServerCube Inc., Patientory, Inc. and Enterprise Blockchain. Jesse also served as Blockchain Enterprise Architecture Consultant at Ford Motor Company.

Sunny Rajpal

Sunny is Chief Information Officer for Media Direct, in a role he has occupied since 2009. He is responsible for the strategic use of Information Technology (IT) resources for DigDev Direct. He is also responsible for Data Integrity and Business Applications. Mr. Rajpal spent many years in a broad range of IT positions, including Software Development and Database Administration. Throughout his career, he has had a tremendous track record of innovation and successful large-scale software projects allowing for productivity gains and competitive advantage. Prior to his joining DigDev Direct, he served as CTO for Come&Stay, Inc. Sunny is a graduate of Florida Atlantic University with a degree in Computer Science.

CIO

Dennis John

Dennis has worked in digital marketing for over 10 years. In 2008, he joined Google as a programmer and was later promoted to Principal Digital Strategist specialized in telecom, search and paid campaigns. Later, he became the Chief Business Officer for Interactive Solutions in New York where he worked with multiple Fortune 500 clients. Dennis moved to Media Direct in 2014. Since then, Dennis has built up the Digital Media Department of DigDev Direct which now specializes in digital and search campaign management for some of the top advertising agencies in the country. Over the years, Dennis has utilized his experience to assist hundreds of clients including Rolex, Casio, Timex, Lenovo, CarMax, Acura, Media Direct and Appsbar among others.

CDO

Adam Mittelberg

Adam is an expert in sales and marketing with more than two decades of experience in online sales, digital data, direct marketing, mass media & lead generation. He is an innovator who has successfully created customized marketing solutions for several highly successful businesses, utilizing the latest tools and technologies. Most recently, Adam was Chief Marketing Officer of American Addiction Centers, a NYSE-listed healthcare company. Prior to that role, Adam was director of global sales and marketing for Griffin Technology.

CMO
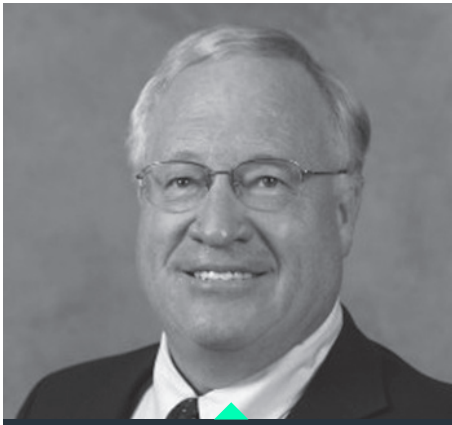
Brad Mitchell

Brad was previously the President of Entiera Data Services which was sold in part to FICO. Prior to Entiera, he served as President and GM of the PRIMIS MarketModels Division. In 1999 he co-founded MarketModels and served as President and Director until its acquisition by PRIMIS Marketing in 2005. MarketModels was the only company to be named in the Top 10 Fastest Growing Companies in Rhode Island for 5 consecutive years, growing over 100% each year. Prior to this he served as VP of Major Account Sales for iMarket, a developer of CD-ROM based marketing tools which was subsequently acquired by Dun & Bradstreet.

Analytics

Peter Surprenant, Ph.D.

Peter is Founder of Datagraphix, LLC a leading and innovative data mining and compilation company, most recently expanding into proprietary software and product development specifically geared to be utilized in file builds and data integration across numerous real time and non-interactive media platforms and data streaming feeds. Its assets include numerous B2B, B2C, real estate, U.S. master license database, and specialty data files as well as numerous custom files built per client needs and specifications. Datagraphix has a presence in the US as well as in Europe.

Data Aggregation
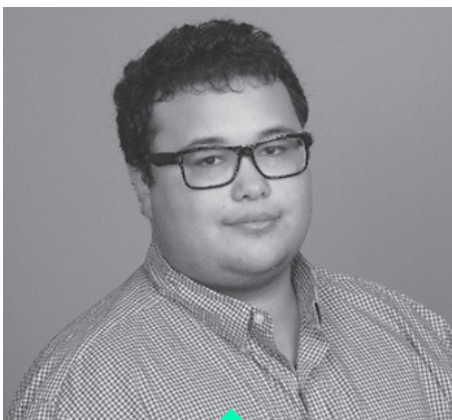
Joshua Hirsch

Joshua has served as Media Direct Inc.'s Chief Data Officer since 2013. In this role, he is responsible for the compilation, development, and management of all of Media Direct's data solutions. Media Direct has billions of records on 290 million individuals and 16 million businesses with in-depth profiles with and up to four hundred demographic psychographic and firmographic attributes included in each profile. Prior to this role, he was a database developer with TLO where he helped to develop one of the world's most sophisticated data marketing platforms.

Database Development

Statistician

Dr. Kate Webster, Ph.D.

DBS, Inc. Dr. Webster serves as Chief Statistician of Marketmodels, Inc. She has worked with MarketModels since 2003, providing statistical analysis toward the development of predictive and segmentation models that include analysis into acquiring new customers, selling additional products or services, retaining existing Customer base, increasing possible usage, converting leads to orders-orders to dollars, predicting future customer behavior, determining the size and success of a campaign, and segmenting populations for campaign management and marketing strategies. Her training is in multivariate statistics and research methods including Discriminant Function Analysis (DFA), Logistic Regression, Factor Analysis, Structural Equation Modeling, Canonical Correlation, and MANOVA/MANCOVA. She also has training in Power Analysis, Parsimonious Models, and Evaluation Research, all of which facilitate complex model development that is fast, cost effective, and statistically valid. Dr. Webster obtained a Bachelor's degree in 1995 from the University of Alaska Southeast and a Ph.D. in Experimental Psychology at the University of Rhode Island (URI) in 2001.

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INTELLECTUAL PROPERTIES

INTELLECTUAL PROPERTIES
US PATENTS

US9134964

Systems and methods for creating or updating an application using website content

Inventors: Scott Hirsch, Sunny Rajpal
Current Assignee: Media Direct Inc
Priority date: 2013-03-14

US8978006

Systems and methods for a voice- and gesture-controlled mobile application development and deployment platform

Inventors: Scott Hirsch, Arsen Pereymer, Sunny Rajpal
Current Assignee: Media Direct Inc
Priority date: 2011-04-06

US8788935

Systems and methods for creating or updating an application using website content

Inventors: Scott Hirsch, Sunny Rajpal
Current Assignee: Media Direct Inc
Priority date: 2013-03-14

US8898630B2

Systems and methods for a voice- and gesture-controlled mobile application development and deployment platform

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US8898630B2

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US8788935B1

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USE OF FUNDS

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Funds raised during the Founders Round will be used for the development of the app and technology, and for ongoing expenses required to support the growth of the project. The majority of the funds will be spent on equipment, development, data acquisition, and marketing. The rest will be allocated for wages, offices, and legal and consulting services.

7% Legal and Compliance

29% Development and Technology

18% Operations

20% Marketing

26% Data Acquisition

- 29% Development and Technology
- 26% Data Acquisition
- 20% Marketing
- 18% Operations
- 7% Legal and Compliance