



Executive Summary

OVERVIEW

Intelligent Handshake's highly secure, process-patented technology uses deep data to unearth predictive insights about prospects coming to an e-commerce site or call center—who they are, their history in that category and whether they are likely to buy, be upsold or be a return/credit/chargeback risk. IH then delivers unique offers according to a user's profile—in under a second. That's before a prospect even sees a landing page or has their call answered. In that split second, companies can offer prospects a more personalized welcome while also increasing marketing efficiency and lifting close rates and revenue.

PROBLEM/OPPORTUNITY

Brands spend millions of dollars a day driving website traffic that converts at only on average 2%; call centers can average as much as 50%—still leaving another 50% on the table. How to capture all that unrealized sales revenue without increasing marketing spend is the constant problem. Up until now, no one has been able to figure out a verifiable, scalable solution.

THE IH SOLUTION

Intelligent Handshake gives every lead and call the appropriate message tailored to a prospect's level of interest in the product/offer. Our internationally process-patented technology predicts a visitor's purchasing propensity using up to 60,000+ variables, and in 0.7 seconds, the optimal landing page/call script is automatically served. Bottom line: Not every prospect is of equal value to a brand. Intelligent Handshake optimizes web, traffic, phone call and in-app interest to increase conversions and average order value as well as minimize the negative value of returns, chargebacks and cancellations.

MARKETPLACE

\$17.9B spent in 2019 on national TV advertising driving prospects to a call center, website and/or app store. Since the beginning of the COVID-19 pandemic, "as seen on TV" advertisers alone have increased their media buy by 376% over prior year. E-Commerce sales are projected to hit \$4.2TR by Q4 2020 (up from \$3.5TR in 2019) and \$6.5TR by 2023.

Financials (\$ in 000s)	FY2021	FY2022	FY2023	Y2024	FY2025
Revenue	985	7,213	22,868	40,734	60,133
Gross Profit	339	4,538	18,740	34,679	52,383
EBITDA	(1,339)	746	10,341	23,416	38,242
Campaigns	75	262	343	546	612

COMPANY INFORMATION

Intelligent Handshake, Inc.
3101 Ocean Park Blvd.
Suite 305, Santa Monica, CA
intelligenthandshake.com

FINANCIAL INFORMATION

Company Stage: Seed
Capital to Date: \$500,000
Monthly Net Burn: \$50,000
Capital Seeking: \$2.5M

USE OF FUNDS

25% Product Development
35% Marketing/Sales
20% Operations
20% Legal/Misc.

MANAGEMENT TEAM

Founder, CEO & President: Eileen Fraser.

30+ years in DR/DM, Chevrolet, Beachbody, Princess Cruises, Mattel, Rejuvant and T-Fal.

COO: Douglas Plank.

Technology entrepreneur, founder, MobileCause; co-founder QuoteHero and Telesis MAG.

Chief Science Officer:

Dan Otto.

Data analytics and engineering at General Electric, Northrup Grumman, and Lockheed.

EVP Sales: Arnold Shecter.

25 Years+ Senior Sales Executive, Top 1% Sales Producer, Breckinridge Pharmaceuticals, Placontrol, Inc, Enjoy Lighting, Northern International, Pro-Mart Industries.

SVP Marketing/Comms:

Sue Callaway.

Co-founder Glovebox Media and AUTO 100; former EVP, Edelman; board director, TrueCar; GM Jaguar NA.



● **COMPETITORS**

In a crowded field of more than 8,000 marketing analytics competitors, Intelligent Handshake brings a first-mover advantage to investors and clients by providing process-patented predictive/proactive analytics (measures what will happen and how to affect outcome)—the highest level of data difficulty—vs. competitors’ reactive/hindsight analytics (only addresses what happened and why).

● **COMPETITIVE ADVANTAGE**

Intelligent Handshake offers clients tangible, repeatable results: a 20-55% lift in media efficiency, cost savings of up to 28% and revenue increases of up to 533% (product/offering dependent).

● **STRATEGIC ASSETS**

Process Patents: US (#8234169, #8560373); Japan (#2009240836); Australia (#2005253079); New Zealand (#552158); Philippines (#12006502390). EU patent application in review. All patents filed under Eileen A. Fraser.

● **PIPELINE/MARKET FOCUS**

Affiliate (ex: Ad Exchange); DR (ex. Copper Fit); MLM (ex: Avon, Herbalife); e-Commerce (ex: Walmart); Lead-Gen (ex: insurance, auto); Platform/Enterprise (ex: Mojo, Shopify).

DISCLOSURES

This summary has been prepared by Intelligent Handshake, Inc., a Delaware Corporation, (the “Company”), for the purpose of initiating a dialogue with one or more qualified funding sources to determine their interest in financing the Company described herein.

This summary is provided solely for initial discussion purposes in evaluating the Company and does not constitute an offer for sale of any securities. Receiving and reviewing this summary—digitally, by fax, text, hard copy and/or orally—constitutes an understanding by all parties that this is confidential and not to be shared with anyone else without the prior written consent of the Company.

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