



# iconically

Where every Icon is an Ally.

Donald Doane | 201.315.2023 | [don@iconically.com](mailto:don@iconically.com)

**Big Opportunity:** Disruptive model for the \$6.99 billion video platform market

**Strong Team:** Significant experience in EdTech and Internet Marketing

**Sustainable Advantage:** Community of diverse vendors plus library of diverse, evergreen educational, streaming content

**Seeking \$1 million** to build out icon network, sponsor channel and member community



If you can see it, and believe it, it is a  
LOT easier to achieve it

— Oprah Winfrey —

**Our vision** is to help 1 million diverse founders and social entrepreneurs accelerate to \$1M+ in sales through our platform.

**Our mission** is to provide underrepresented entrepreneurs a more efficient way to connect with mission-driven icons and corporate sponsors that can help accelerate their sales. We value education and equity, and curate compelling content designed to elevate entrepreneurship in the broader global community.



**Donald Doane**  
Co-Founder  
CEO



- Co-Founder at Black Learners Matter
- Former Co-Founder of ConnectYard, venture backed EdTech platform
- Cornell graduate, Top 10 Sales TEDx and recipient of SIIA CODiE Award for Best Education Community Solution

**Dr. Grant Warner**  
Co-Founder  
Dir. of Partnerships



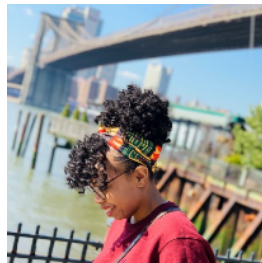
- Co-Founder at Black Learners Matter & XediaLabs, Howard U Prof
- Former Co-Founder of ConnectYard
- Cornell and Columbia graduate

**Virginia Cutler**  
Community  
Manager



- Community Manager at Black Learners Matter
- Former Marketing Manager at ConnectYard
- NYU graduate with 9 years experience in Internet marketing

**Alyxis Johnson**  
Development  
Manager



- Former UI/UX developer at ConnectYard
- 9 years experience in Web design and development
- Drexel University graduate

Iconically features mid and macro influencers with **highly engaged followers and mission driven causes.**

**Dale Moss**

**(728K Followers - 5% Engagement)**



*NFL Wide Receiver, The Bachelor TV series, Hollywood film actor, Spotify podcast host, fashion model & Special Olympics Global Ambassador*

**Elizabeth Leiba**

**(129K Followers - 5% Engagement)**



*Ebony Magazine podcast host, CNN Op-Ed writer, TIME Magazine, Forbes, NY Times, LinkedIn Top Voice in Education & Black History & Culture Academy Founder*

**Netta Jenkins**

**(114K Followers - 6% Engagement)**



*DEI Executive, Forbes Top 7 Anti-Racism Consultant in the World, CIO Views Top 10 Most Influential Black Women in Business & Acclaimed Author*

**The Great Resignation** brought about a 55% increase in new businesses

- 13.4 of 32.5 million SMBs are minority and women-owned
- Average spend of \$534 per month on digital promotion

*Source: Statista Research Department, Sep 21, 2021*



**Entertainment & Media**  
**2021 Revenue**



**Online Video Platform**  
**2021 Revenue**

Social media is now competing with the **entertainment industry**.

- TikTok increased video length from three to 10 minutes
- Instagram moving away from photos to video with Reels
- Snapchat focusing on short-form viral videos with Spotlight
- YouTube now differentiating its video products with Shorts

*Source: Forbes - Is This The Era Of Social Entertainment For Sales? Experts Tell All, Apr, 3, 2022*

Traditional online ads are **less effective and more expensive**.

- 59% say influencers influenced purchases made on social media
- Social commerce will grow from \$492B in 2021 to \$1.2T in 2025
- Small businesses are more easily discoverable by new customers
- Ad dollars and creator incentives shifting to shorts and videos

*Source: Forbes - Studies Predict Social Media Will Be Biggest Influence On Shopping For Decades, Jan 12, 2022*

Startups need **The 3 C's to succeed at scale.**

- Care - advice
- Capital - investment
- Customers - sales

Most startups run out of **Care & Capital before they get Customers.**

- 20% fail within 2-years
- 45% fail within 5-years
- 65% fail within 10-years

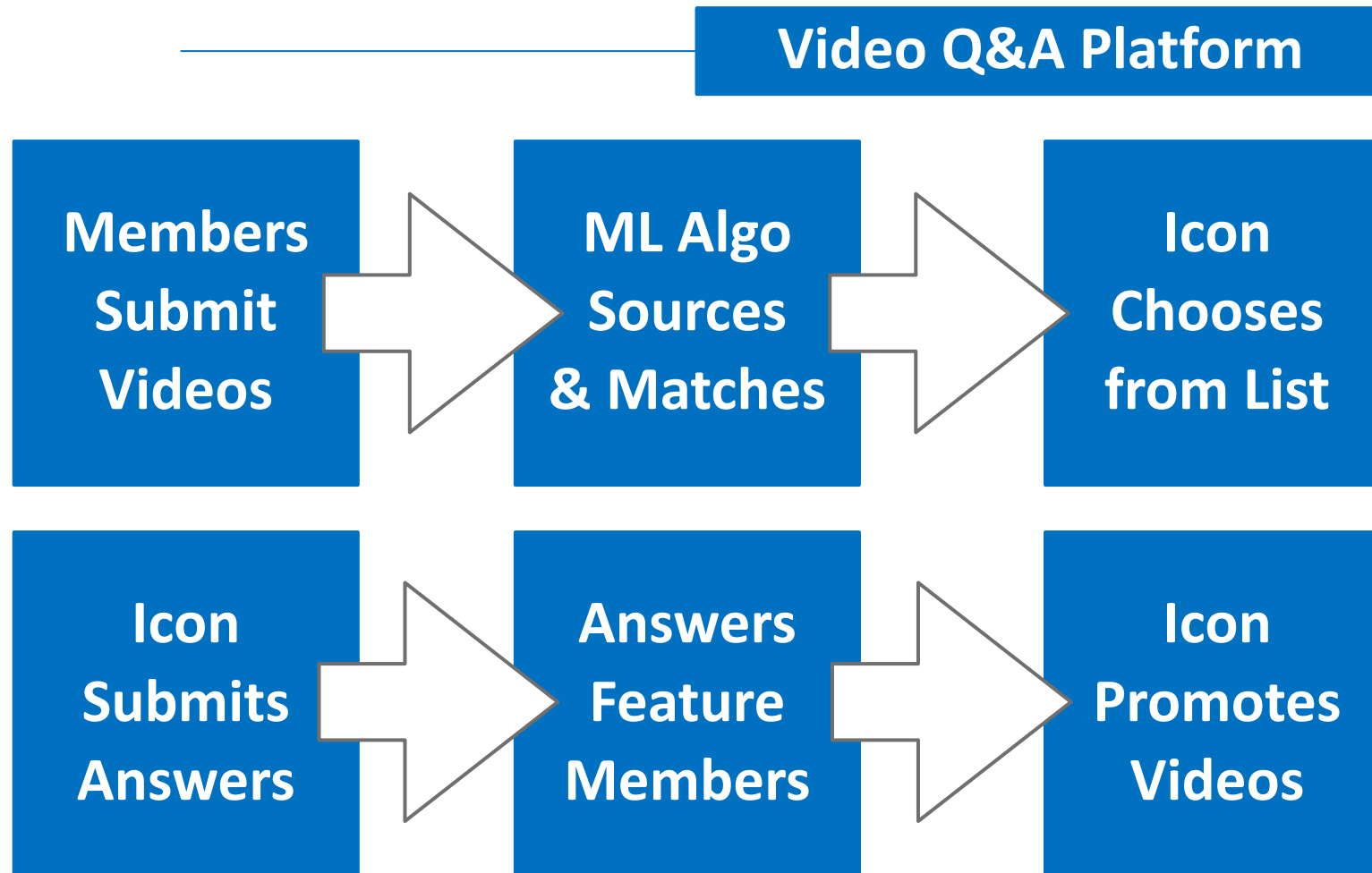
Minority startups miss out most on **Capital and need more Care & Customers.**

- 1.3% Black founders funded
- 2.1% Latinx founders funded
- 2.1% female founders funded



# Solution: Advice + Promotion

Iconically is an influence sharing platform that provides an efficient marketplace for the promotion of videos featuring icons and underrepresented entrepreneurs.



# Competitive Positioning

Expert  
Advice



Edutainment

**Iconically is a marketplace** of members, icons and sponsors.

- **Members:**

- Entrepreneurs seeking business advice and promotion
- Members pay for the listing and come back for the reporting
- Members pay per click-thru to have video/link promoted by icons

- **Icons:**

- Mid and macro influencers seeking greater sponsorship opportunities
- Icons receive monthly feature fee/donation to answer questions
- Icons receive % of fees and ad revenue to promote videos

- **Sponsors:**

- Corporations seeking early visibility into deal flow
- Sponsors pay feature fee for co-branded videos
- Sponsors receive nurtured leads and exposure

**\$250K** raised to date

- \$225K in founder funding
- \$25K of inkind services

Seeking **\$1 million** in order to

- Scale up icons and sponsors
- Grow membership and LTV

Valuation: **\$5 million**

- MVP
- Pre-revenue





# iconnically

Where every Icon is an Ally.

## APPENDIX

## Directory Listing

### No promotion

- Searchable
- Monthly fee

## Video Promo

### Promoted by Icon

- Tagged & Linked
- Affiliate fee

## Video Report

### Promotion metrics

- Views & Clicks
- No fee

## Member:

- Creates profile for directory listing or keyword search
- Chooses one or more icons to ask a question
- Records video with company backstory and question
- Submits video, budget and payment details for promotion
- Receives alert if question is accepted by an icon
- Receives alert once video featuring company is ready
- Receives monthly report on video views and click-thrus for website and social media

## Text Answer

### Voice-over for Video

- **Type on App**
- **Lowest fee**

## Voice Answer

### Still-frame for Video

- **Record on App**
- **Moderate fee**

## Video Answer

### Mobile-shot for Video

- **Record on App**
- **Highest fee**

## Icon:

- Creates profile with welcome video describing advice offered
- Sets answer type and fee/donation (if required)
- Sets maximum number of questions to answer
- Chooses from list of questions curated based on sponsor
- Answers by text, voice or video when convenient
- Views and approves answer featuring member for promotion on website and social media
- Receives monthly feature and promotion fee

## Video Feature

### Joint promotion

- Co-branded
- Monthly fee

## Link Promo

### Promoted by Icon

- Tagged & Linked
- Affiliate fee

## Video Report

### Promotion metrics

- Views & Clicks
- No fee

## Sponsor:

- Creates profile for highlighted sponsor page
- Chooses one or more icons to sponsor and number of answers to underwrite based on budget
- Provides sourcing criteria for members (e.g. female founder)
- Questions to icons are curated based on sourcing criteria
- Receives alert when videos featuring sponsor are ready
- Receives monthly report on video views and click-thrus for website and social media channels



**Iconically** offers an alternative way to market goods and services in place of ad networks and exchanges that have traditionally been expensive and intrusive.

Our initial acquisition channels for entrepreneurs include:

- **Crowdfunds:**
  - Kickstarter, StartEngine, etc project promotion
- **Accelerators:**
  - Value-added, industry-specific resource for co-horts
- **Venture Funds:**
  - Micro-mentorship and promotion for portfolio founders
- **Trade Associations:**
  - Extended benefit for local/national membership chapters

**Iconically** offers icons an alternative way to procure sponsorship for educational content they typically generate for free.

Our pool of iconic candidates includes:

- **Top Execs:**
  - Offer Fortune 1000 execs and exited founders TED talk alternative
- **TED Speakers:**
  - Offer most watched a chance to answer questions about their talks
- **Top Influencers:**
  - Offer creators with large followings new content and revenue streams
- **Celebrity Moguls:**
  - Offer entertainers new means to engage with fans and highlight causes

**Iconically** offers sponsors an alternative way to source suppliers and acqui-hires.

Our initial pool of sponsors includes:

- **ISVs/SPs:**
  - Companies with solutions that market to small businesses
- **Organizations:**
  - Executives promoting conversations around DEI/ESG initiatives
- **Fortune 1000s:**
  - Large corporations with diverse vendor supplier and hiring needs
- **Venture Funds:**
  - New deal flow that is targeted and vetted for professional investors

# Member ROI: Leads + Exposure

**Member does one video feature & Icon does one video promotion**

**2% of Icon's Social Media followers click-on affiliate link**

<i>Mid-Influencer</i>	100K Followers	100K Followers
Video Promotion	1 social media post	1 social media post
Click-thrus	2,000	2,000
Conversion Rate	2.35%	5.31%
Cost per Lead	\$10.64	\$4.71
Impressions	22,500	22,500

*Assumes member pays \$0.25 per click-thru fee per video promotion.*

<i>Macro-Influencer</i>	1M Followers	1M Followers
Video Promotion	1 social media post	1 social media post
Click-thrus	20,000	20,000
Conversion Rate	2.35%	5.31%
Cost per Lead	\$21.28	\$9.42
Impressions	225,000	225,000

*Assumes member pays \$0.5 per click-thru fee per video promotion.*

Lead Generation Channel	Cost per Lead on Average
Events & Tradeshows	\$ 811
Public Relations	\$ 294
Referrals	\$ 73
Video Marketing	\$ 174
LinkedIn Advertising	\$ 75
Webinars	\$ 72
Display Advertising	\$ 63
Content Marketing	\$ 92
Traditional Marketing (TV, Radio, Print)	\$ 619
Search Engine Advertising	\$ 110
Social Media Advertising	\$ 58
Search Engine Optimization	\$ 31
Email Marketing	\$ 53
Online Retargeting	\$ 31

*Sources: Hubspot, Socedo, Survey Anyplace, MarketingCharts.com, Integrated Marketing Association*

# Icon ROI: Sponsors + Content

Icon does one video feature and promotion per month

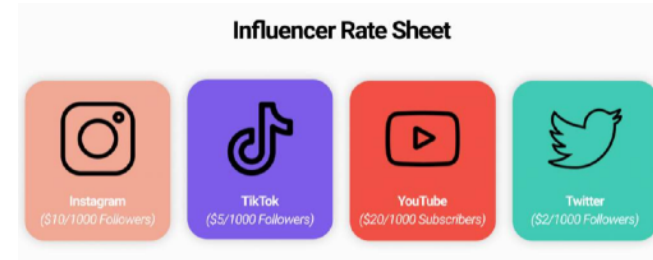
2% of Icon's Social Media followers click-on affiliate link

100K Followers	Feature Only	Feature + Promotion
Video Features	12 video q&as	12 video q&as
Feature Revenue	\$10,800.00	\$10,800.00
Video Promotions	0 social media posts	12 social media posts
Promotion Revenue	\$0.00	\$6,000.00
Total Revenue	\$10,800.00	\$16,800.00

Assumes icon charges sponsor \$900 feature fee per video and member \$0.25 per click-thru fee per video promotion.

1M Followers	Feature Only	Feature + Promotion
Video Features	12 video q&as	12 video q&as
Feature Revenue	\$39,600.00	\$39,600.00
Video Promotions	0 social media posts	12 social media posts
Promotion Revenue	\$0.00	\$120,000.00
Total Revenue	\$39,600.00	\$159,600.00

Assumes icon charges sponsor \$3,300 feature fee per video and member \$0.5 per click-thru fee per video promotion.



## INSTAGRAM INFLUENCER RATES (PER POST)



- Nano (1-10k followers)**  
\$10-\$100
- Micro (10-100k followers)**  
\$100-\$500
- Mid (100k-500k followers)**  
\$500-\$5k
- Macro (500k-1m followers)**  
\$5.-\$10K
- Mega (1m+ followers)**  
\$10k+

# Sponsor ROI: Leads + Exposure

**Company sponsors one co-branded video feature**

<i>Mid-Influencer</i>	100K Followers	100K Followers
Video Promotion	1 social media post	1 social media post
Member Sign-ups	50	100
Cost per Lead	\$18.00	\$9.00
Impressions	22,500	22,500
CPM Impressions	\$3.33	\$3.33

*Assumes icon charges sponsor \$900 feature fee per video and 22.5% of icon's social media followers view video.*

**Targeted members sign-up for free video promotion**

<i>Macro-Influencer</i>	1M Followers	1M Followers
Video Promotion	1 social media post	1 social media post
Member Sign-ups	50	100
Cost per Lead	\$66.00	\$33.00
Impressions	225,000	225,000
CPM Impressions	\$1.22	\$1.22

*Assumes icon charges sponsor \$3,300 feature fee per video and 22.5% of icon's social media followers view video.*

Lead Generation Channel	Cost per Lead on Average
Events & Tradeshows	\$ 811
Public Relations	\$ 294
Referrals	\$ 73
Video Marketing	\$ 174
LinkedIn Advertising	\$ 75
Webinars	\$ 72
Display Advertising	\$ 63
Content Marketing	\$ 92
Traditional Marketing (TV, Radio, Print)	\$ 619
Search Engine Advertising	\$ 110
Social Media Advertising	\$ 58
Search Engine Optimization	\$ 31
Email Marketing	\$ 53
Online Retargeting	\$ 31

*Sources: Hubspot, Socedo, Survey Anyplace, MarketingCharts.com, Integrated Marketing Association*

Blended mix of **subscription and ad revenue.**

## Subscriptions

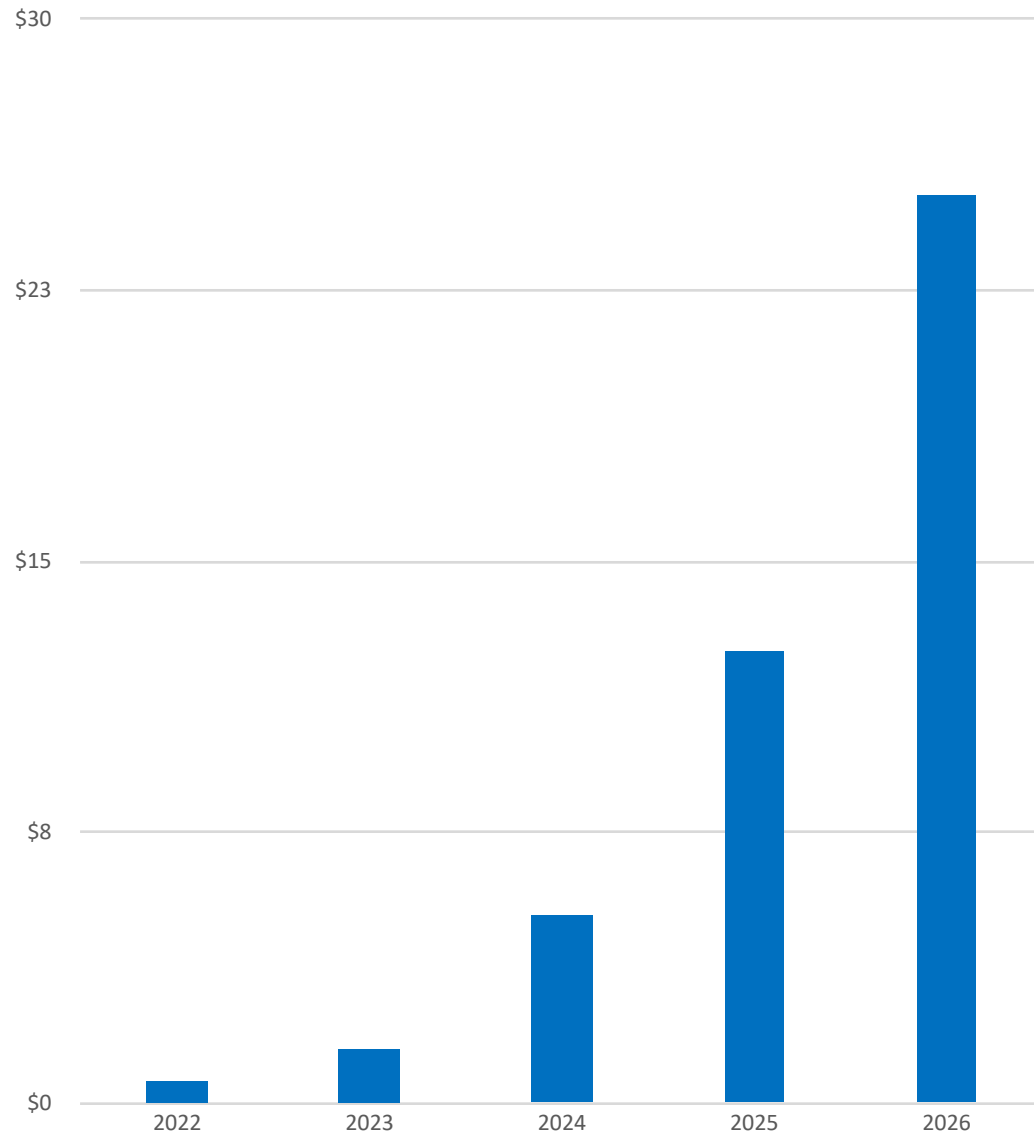
- **Sponsors** pay \$50-500/mo per feature
- **Members** pay \$0.25-0.5 per click-through
- **Members** pay \$5-15/mo for listing/reporting

## Ads

- **Social media** distribution (TikTok, YouTube)
- **Eyeballs** yield \$3-5 per 1K video views
- **Icons** paid royalty on ad revenue



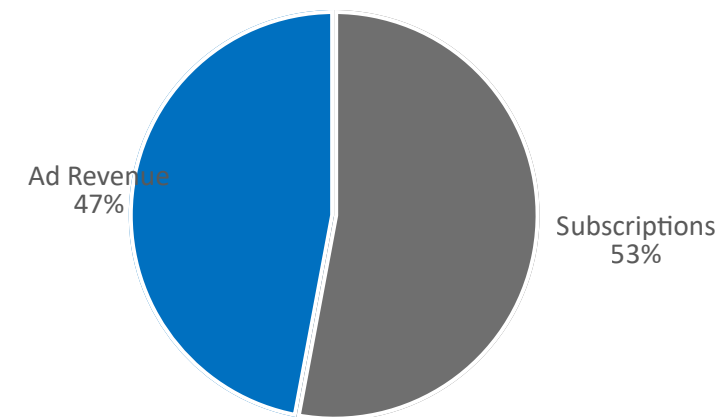
## Revenue (Dollars in Millions)



## Projections assume the following:

- Total of 100K monthly members
- Total of 2.5K member featured videos
- Total of 1.5K icon promoted videos
- Average spend of \$10/mo per listing
- Average spend of \$275/mo per feature
- Average spend of \$500/mo per promo
- Company receives 25% of monthly fees
- LTV of premium subscriber is ~\$75K

## Attractive Revenue Mix







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