



RADIX HOLDINGS MANAGEMENT LLC



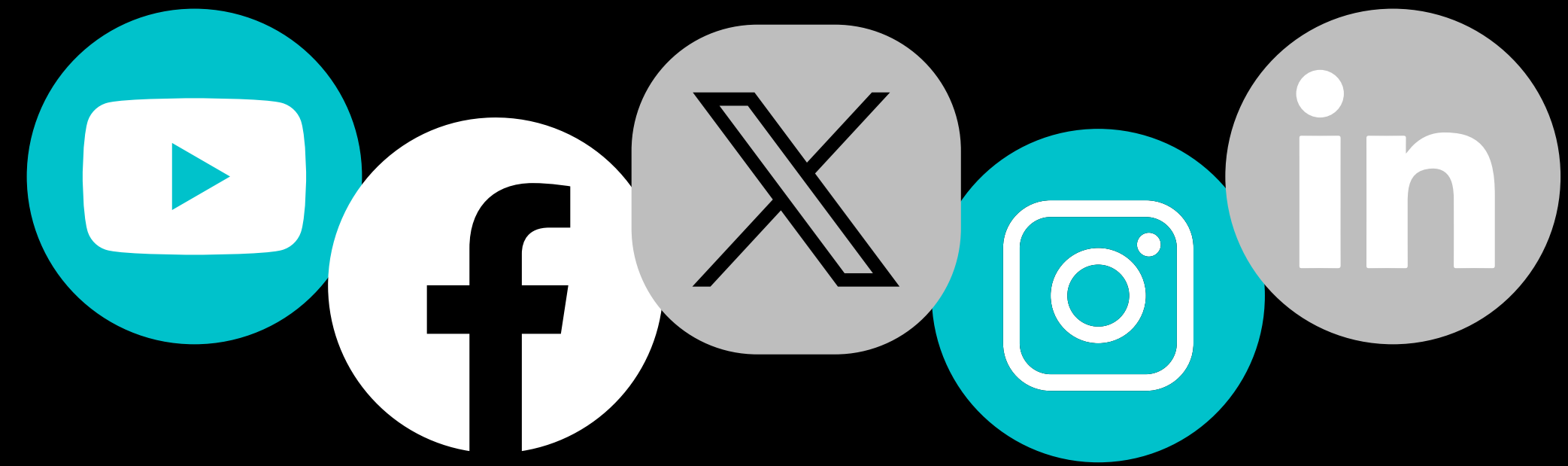
WHO WE ARE

We're a full-service marketing agency. A collection of rogues, scholars, artists, mad data scientists & students of human nature inspired by the power of stimulus & response – driven to deliver a radical reaction.

From writers & designers to coders & strategists, it takes an elite team to run a killer digital program, & ours is one of the best.

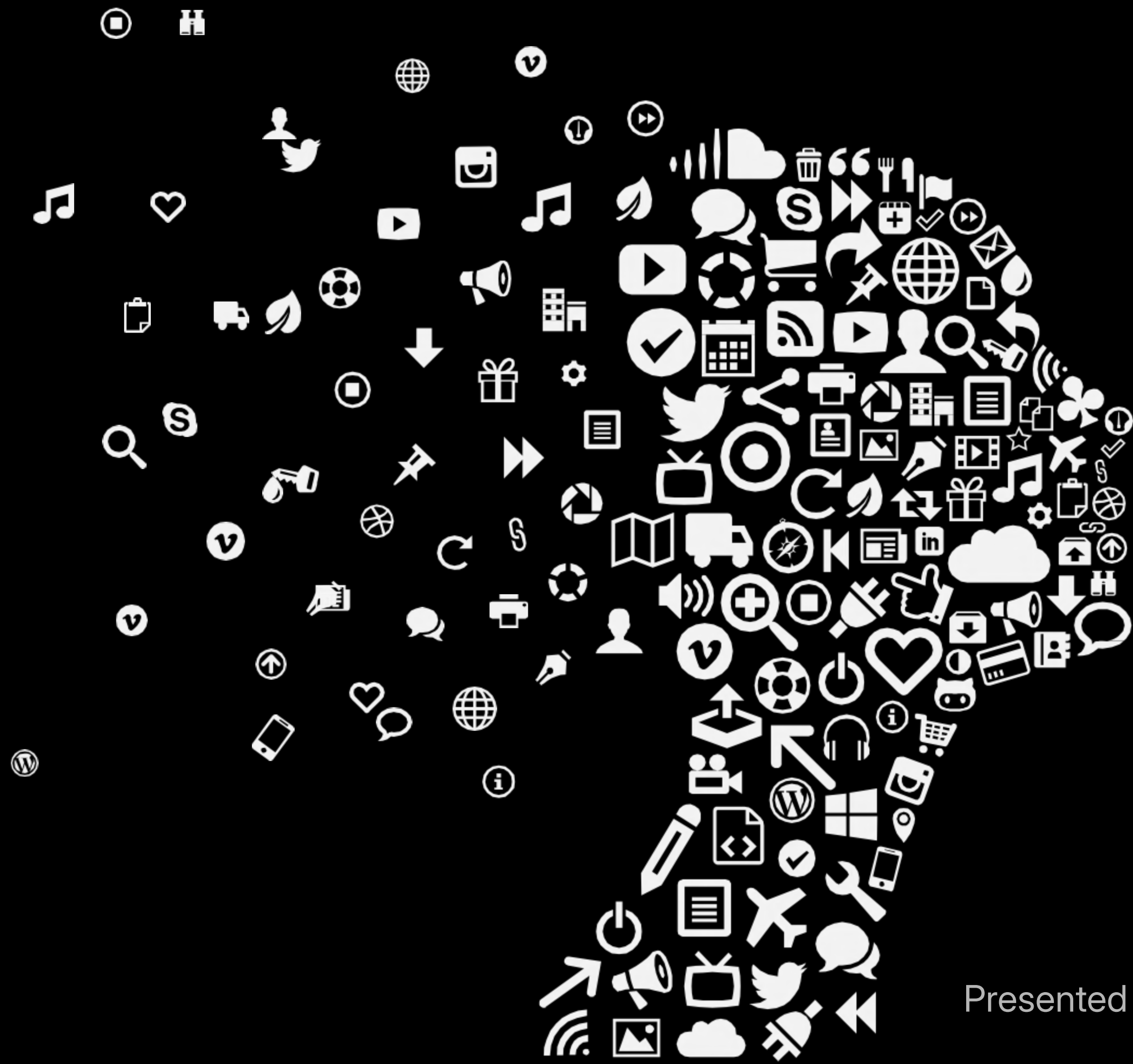
We use our combined years of digital experience to solve real-world business problems by locating new sales, investors, and unexpected clients, giving your business model the digital refresh it's been craving.





Why Digital Marketing?

Traditional marketing is no longer effective. People skip through TV commercials, hardly listen to the radio, and throw away direct mail without ever looking at it. However, we all can agree that everyone is on their phone daily browsing their favorite website and apps for hours a day.



What's Your Digital Approach?

As digital marketing becomes more important to every organization, we've seen a scary trend — hiring one hip, young millennial and just giving them free reign on all social media platforms and paid advertising. This is the wrong approach.

Unlike most agencies, we don't outsource our work to random freelancers who guess how to build your campaigns. With RADIX HOLDINGS MANAGEMENT LLC, you work with a team that KNOWS what works for your organization.



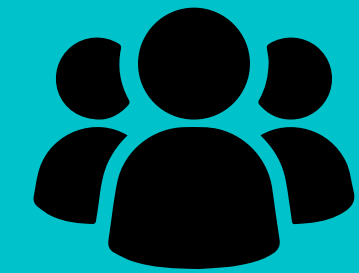
Why Partner With Us?

We understand you have options when it comes to working with an agency, but do they deliver on their promises?

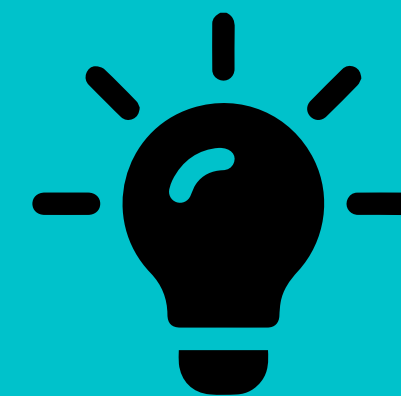
Here's why many partners choose to work with RADIX HOLDINGS MANAGEMENT LLC long term:



Access to 30,000+ data publishers and research companies



We become an extension of your team: a project manager, copywriter, content creator, and digital specialist



No guesswork. Everything we do is based on proven success in your industry



We're results- and data-driven. We'll analyze campaign data with you monthly and discuss how to improve your results even further.

Alexander Saunders

Chief Executive Officer – RADIX HOLDINGS MANAGEMENT LLC

Alexander Saunders is the Chief Executive Officer and Partner-Director of Operations at RADIX HOLDINGS MANAGEMENT LLC, a diversified company specializing in strategic investments, business development, and innovative management solutions across multiple industries. With a career spanning international markets, Alexander has established RADIX as a leader in multi-sector growth, forging high-value partnerships and launching successful ventures in advertising, property investment, aviation, and technology.

Originally from the United Kingdom, Alexander’s professional journey has taken him across Europe, Russia, and the United States, providing him with a deep understanding of global markets and cross-border business structuring. His expertise lies in corporate strategy, operational management, and creating scalable models that deliver sustainable long-term value.

Under his leadership, RADIX has expanded into multiple sectors, building a reputation for delivering measurable results through strategic vision and execution. Alexander’s ability to identify opportunities, negotiate high-level deals, and align stakeholders has been instrumental in RADIX’s continued growth and success.



Strategy



Creativity



Digital Ads

RADIX HOLDINGS MANAGEMENT LLC

Has Access to 30,000+ Data Publishers

The reason we can target exactly who your organization wants to place your message in front of is because we leverage the access that we have to the BEST data management platforms. We are 1 of less than 500 agencies across the U.S. that has access to all this DATA!



Datalogix

ORACLE



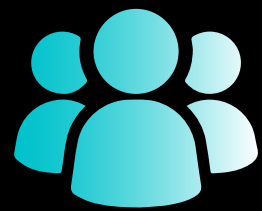
nielsen
.....

PlaceIQ

VisualDNA

grapeshot

Targeting Capabilities & Options



Audience Targeting

- Demographic
- Psychographic
- Purchase + Intent
- Behavioral
- Household + Ethnic
- Retargeting + Video views
- 1st Party Data
- Lookalike Audiences



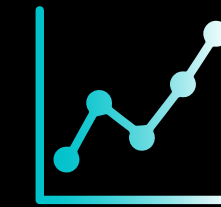
Device Targeting

- Programmatic Web
- Connected Tv (firestick)
- Connected Audio
- Mobile Devices
- Laptop
- Tablet



GEO Targeting

- 200+ Countries
- Regional Targeting
- City-Level Targeting
- DMA Targeting
- Postal & Zip
- Specific Building



Targeting based on timing

- Campaign Duration Control
- Week/Day/Hour
- Frequency of ad view
- Event Targeting
- Auto recurrence enabled

Audience Network

What is an audience network?

We can run ads on premium platforms like Forbes, Yahoo, and ESPN via agreements with apps and websites connected to Facebook, Instagram, and LinkedIn.



Target Audience: Investors

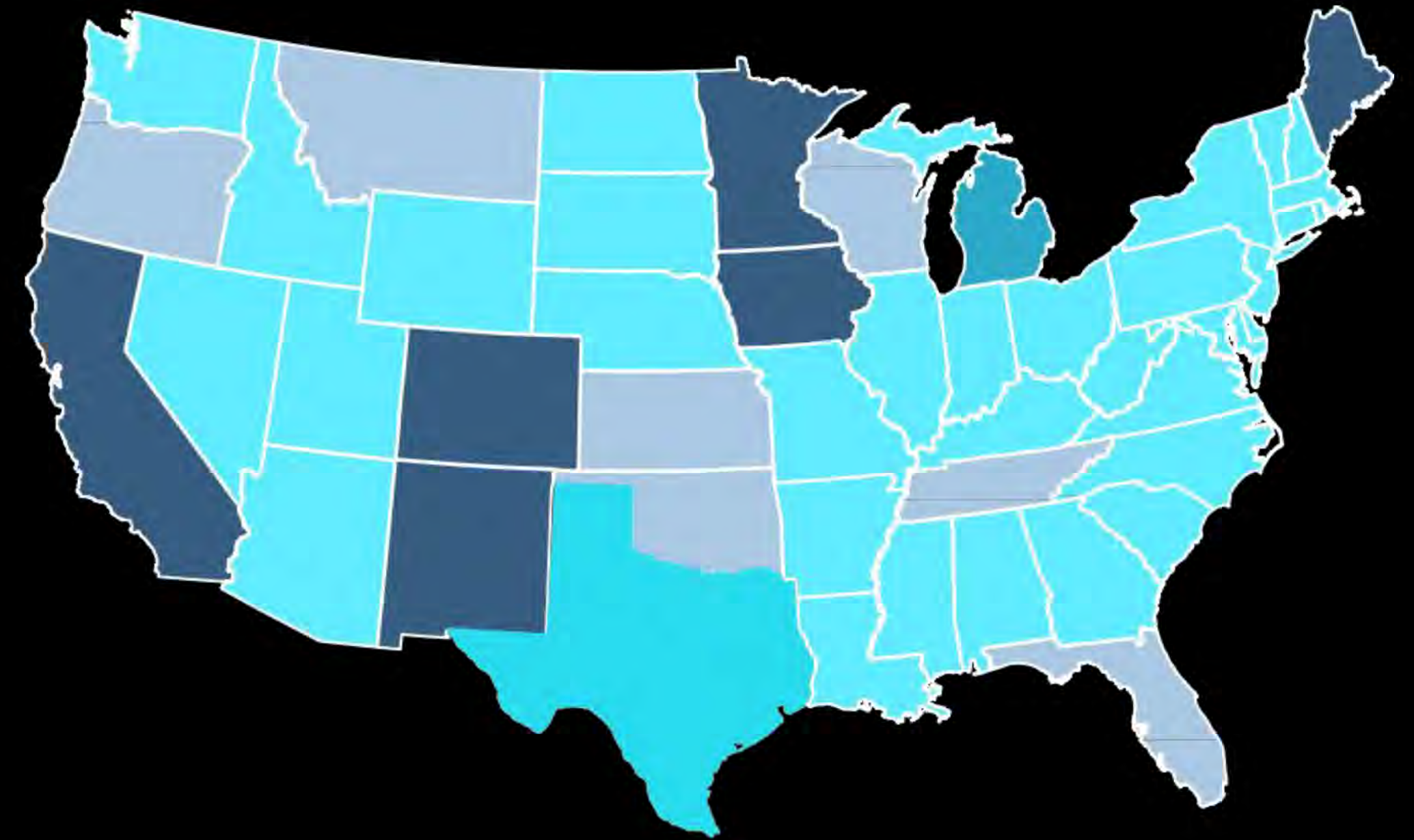
Below we show you the breakdown of the audience we've built using our internal database which stems from sources like Experian, Oracle, and Datalogix.

10 Million +

The number of accredited investors in our database we can target

22,000 +

The number of people who we can target with digital ads, voice drops, emails, and more that are part of a family office. Job titles include Chief Investment Officer, Managing Partner, Head of Investments, Founder, and more.



80 Million +

The number of Coinbase and Robinhood users that we can target and run advertising messaging against..

Analytics and Data



Everything we do is DATA driven



Digital Marketing Ads

We provide you with impressions, reach, video view, clicks, and all the social data you need to track what's working.



Website

We go the extra mile and provide you with the web analytics that are important to you in order to make the right decision for your business



Pixel Data

This information will allow us to dig even further and share with you consumer behavior that will generate more awareness and ultimately help your business grow.

Partners Who Trust Our Digital Skill



OYO

ASC ALLIED
STRUCTURED
CAPITAL

LOOT NFT

QuiGig
Hire Quickly with Confidence



EnergyFunders

JETOPTERA

lyft

Regulation CF

RADIX HOLDINGS MANAGEMENT LLC has helped organizations accelerate the amount raised and condense the timeframe companies hit their crowdfund goal through targeted



Jetoptera – Without Digital Marketing

\$100,420

Raised right around 100k within a 4-month period. Traffic that was sent to the WeFunder landing page was from traditional marketing efforts and email blasts.

Jetoptera – With Digital Marketing

\$2,167,898

With RADIX HOLDINGS MANAGEMENT LLC help, target ads were distributed to active accredited non-accredited investors. Jetoptera was able to raise over 2 million in 6 months once they engaged Valynt Digital.

Digital marketing can generate more than 50X the traffic coming to their investment page.

Regulation CF

RADIX HOLDINGS MANAGEMENT LLC has helped organizations accelerate the amount raised and condense the timeframe companies hit their crowdfund goal through targeted



Without Digital Marketing

Outbound Calls & Limited Amount Of New Conversations

Most companies without a digital marketing play typically are making hundreds of outbound calls. This is time consuming. They eventually exhaust their investor network.

With Digital Marketing

New Investor Lead Daily & Millions Being Raised

Expect new investor leads daily from digital campaigns. No more cold calling investors who don't want to talk to you. Only talk to investors interested in your investment opportunity leading to

Digital marketing can easily generate 50 to 150 investor leads a month who have the ability to invest into your fund.



Digital Agency X
> 1000

RADIX HOLDINGS
MANAGEMENT LLC
50+ million

Investor Database

99% of companies have a small database they can use to target active accredited and non accredited investors. On average most companies have less than 1000 people they can drive to their crowdfunding offer board

Digital Agency X
> 750

RADIX HOLDINGS
MANAGEMENT LLC
200k

Awareness

It is important to let as many investors know about your investment opportunity who will likely be interested. Radix has the ability to place your offering in front of hundreds and thousands of people in 30 days from ad launch. Awareness turns into leads which turns in money raised. crowdfunding offer board

Digital Agency X
> 0 to 10

RADIX HOLDINGS
MANAGEMENT LLC
50 - 150

Leads

Companies typically send out emails hoping for a response and make outbound calls to a list they purchased with no results. Radix will eliminate both activities and have your team only talking to investors who want to learn more about your investment opportunity.

RADIX HOLDINGS MANAGEMENT LLC is actively helping companies who are looking to raise 1 million all the way to 500 million. With a database of million of accredited investors, we can help you too.

Jetoptera on WeFunder

Client Ask

Target investors that typically invest crowdfunding projects.

Use their database from past and current campaigns and include active Coinbase & Robinhood users.

Results

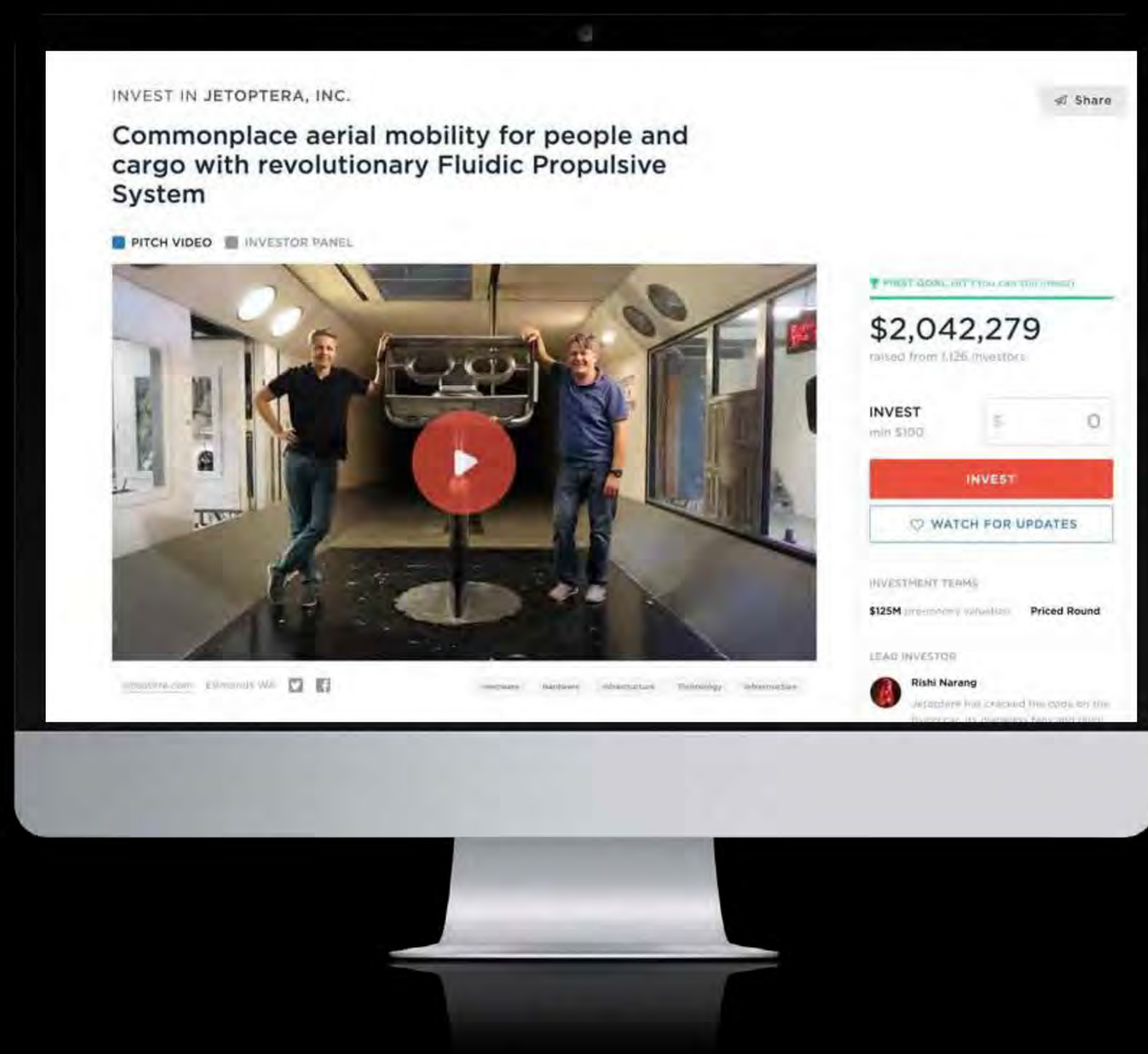
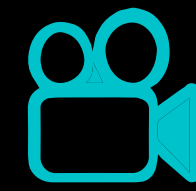
1.9 million raised in 6 months on a 5k - 7k monthly ad budget

2.6 million impressions in the first 6 months

131,584 clicks on ads first 6 months with 686k video views

39% increase in organic search

Deliverables



True Velocity

Client Ask

Target accredited investors to raise awareness regarding the investment opportunity.

Raise 50 million dollars with digital advertising.

Results

6 million dollars raised in the first 90 days.

1.6 million impressions in the first 30 days.

712,510 video views leading to 31,317 clicks on ads Deliverables



site



video



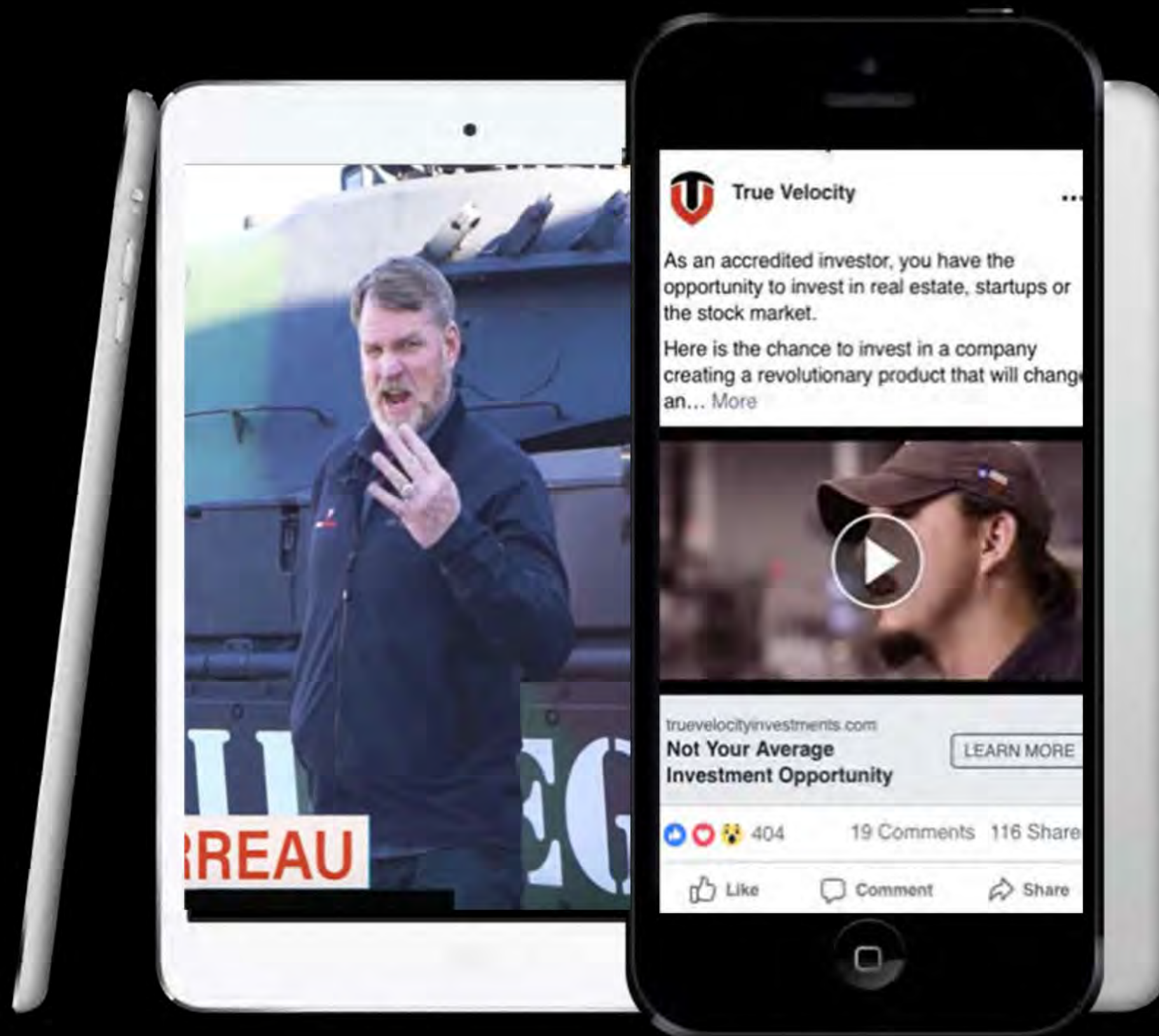
social ad



copywriting



email



What's Your Digital Play?

Offense or Defense?

Social & Search Ads

Most businesses make the mistake of running just search or social ads. Combining the two creates a powerful digital campaign

90%

Facebook & Google covers 90% digital footprint.

78%

Social media affects 78% of your target audience's decision to do business with you or not



True Velocity

By running these 4 campaign types, it will allow us to engage with the audience online the way they like to engage on digital platforms. We also use 4 campaign types to maximize your marketing dollars on the different platforms



Lead Generation

This will be used to collect the audience information including their number before sending them to the website.

Traffic Ads

This ad type will allow users to go directly to your website to a specific part of the page that they are interested in.

Brand Awareness

It is important to run a continuous brand awareness campaign. It will create familiarity with the newly created audience and allow us to re-target using traffic ads.

Post Engagement

Running this ad type will help with building awareness with the audience we are looking to target on the digital platforms.

Email Marketing, Text, Calendly, & Voice Drops

Sales Enablement - Supporting Your Digital Campaign

Sending out texts, voice drops, and emails to the target audience will help further engage them and create omnipresence.

What's even better is automating the process, so the automation does a majority of the grunt work for you.

Imagine a capital raise where people effortlessly book themselves on your calendar without you ever making a cold call! We make that a reality & eliminate cold calling!



LinkedIn Automation

Connect With Your Ideal Audience

With over 700 million users worldwide, there's no better place to network and find your target audience than on LinkedIn.

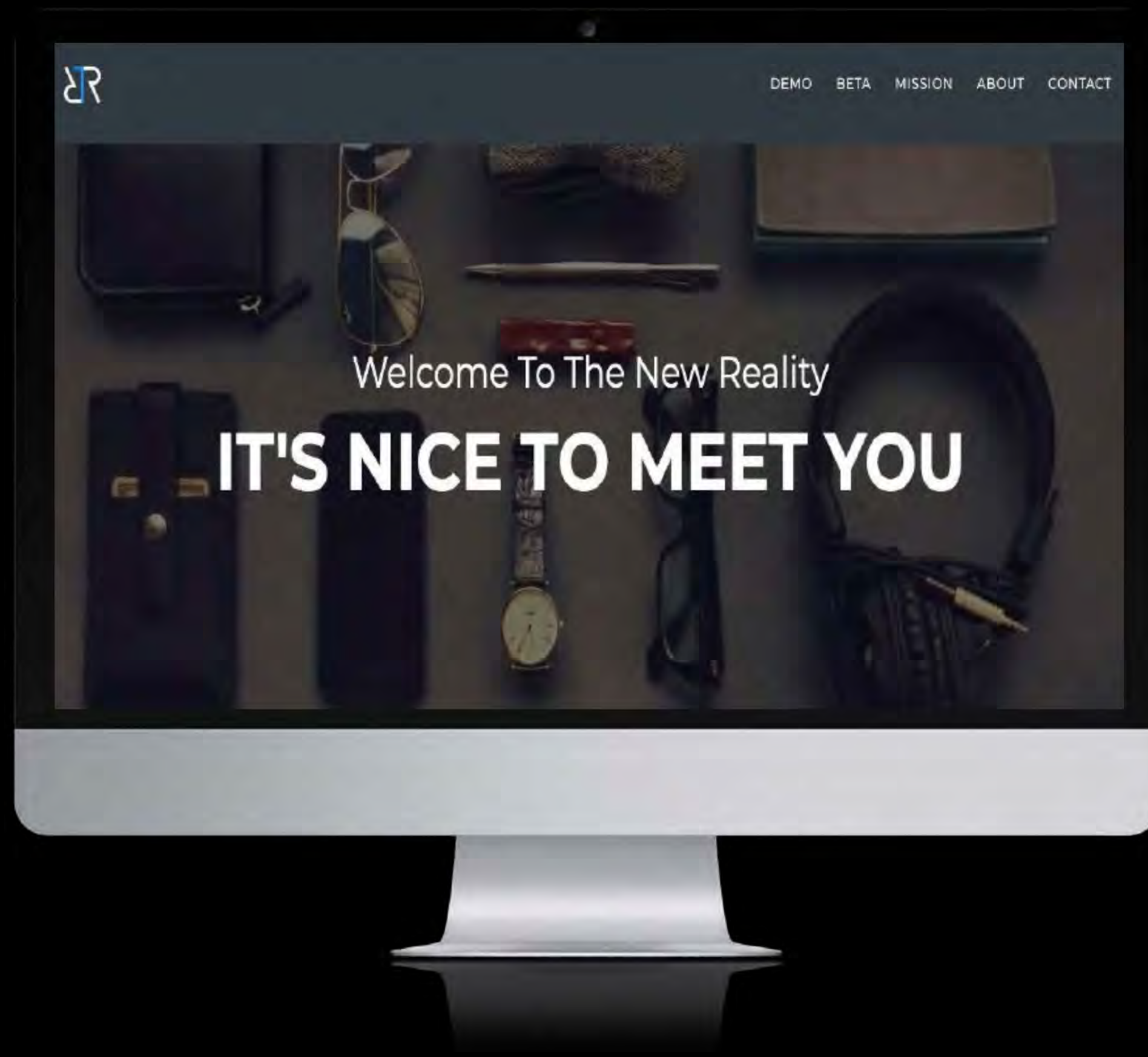
We can [automate your outreach](#) with personalized, hyper-targeted messages that are built to strike up meaningful conversations.

Send out up to 60 new connection requests each day with automated follow-up messages after the person accepts.

Save up to 15hrs a week and only respond to prospects that are interested in your offer, service, or product.



Advanced Audience Identifier



Results

List building is difficult and buying a list can be expensive especially when it turns out to be a bad list.

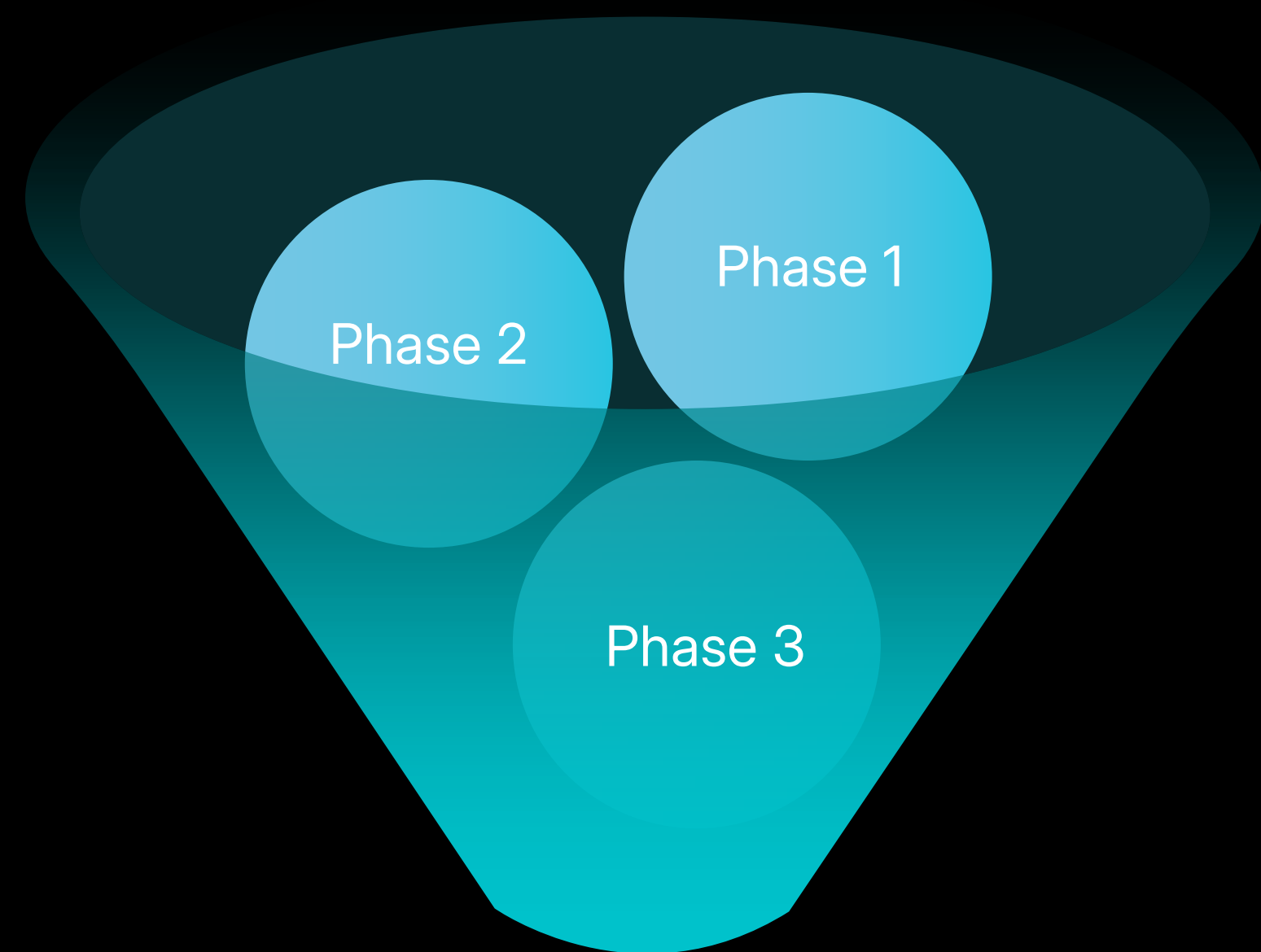
AAI will give you the data you wished you had from people that visit your website and don't opt in.

Our new data pixel feature allows us to send you the name, email, address, and phone number of anywhere from 50% to 75% of your website visitors daily!

This allows you to build a list automatically of hundreds of investors that have shown interest in your investment opportunity.

And the kicker is that we can create a lookalike

Three Phases Of The Digital Strategy



Quality Leads Of
Audience Opting In

Phase 1:

Create 80 to 150 ad variations and target your audience based on job title, income, interest, and other data points.

Phase 2:

Quality Leads Of Audience Opting In
Utilize the linear regression model to identify the ad sets with most engagement, lowest cost per click, highest click through rate, and most opt-ins. Campaign will be scaled based on data.

Phase 3:

Continue to optimize the winning ad sets and start to incorporate ads to run against the winning ad sets from Phase 2.

Video Production

Videos Receive on Average 60X more Engagement

Video is the most effective way to get your story in front of your target audience.

Video ads will also allow us to track the percentage someone engages with your video to plan our next digital move.

Types of videos we create

- Brand awareness
- Testimonials
- Informational
- Educational
- Culture
- Animation



Video Examples



Created by RADIX HOLDINGS
MANAGEMENT LLC

Loot NFT Uniqueness:

Frontieras Philosophy:

True Velocity Brand Awareness:

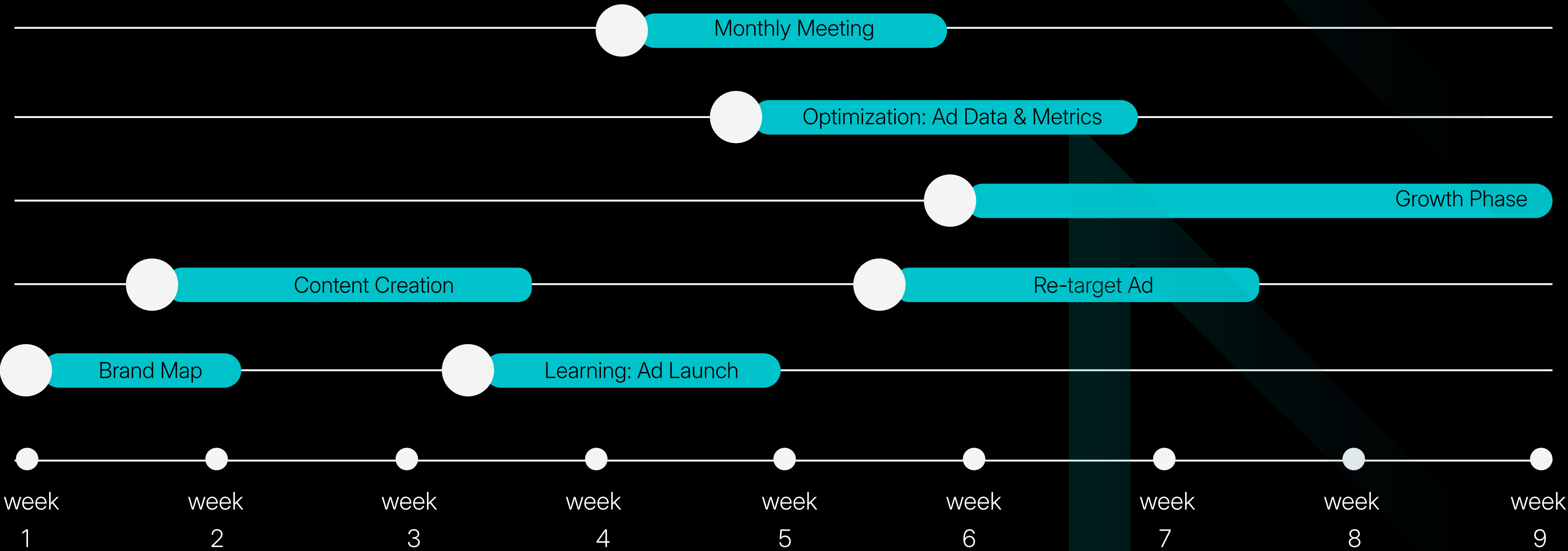
Invito Animation:

STNL Animation:

Video production by RADIX HOLDINGS MANAGEMENT LLC includes a film crew, editing team, script writing, professional studio, and animators.

Digital Launch Timeline

The timeline represented on this slide is based on an average campaign launch time frame. Client approval, feedback, and turnaround on assets may affect what is represented below.



Ready to Engage with **RADIX HOLDINGS MANAGEMENT LLC**

Your point of contact: [Alexander Saunders](#)

Email: *****

Phone: *****

