



Spot Runner

# Proven leadership



**Simon Foster** - CEO

- Advertising Agency CEO for 12 years
- Founded GlobeShooter - Exit to AdTech



**Adam Shaw** - Founder

- EVP Fox, EVP NFL, VC in AdTech
- Co-Founder with three exits.



**Collin Stoffel** - CTO

- AI Data Engineer / Systems Architect
- Expertise: Intersection of AI & AdTech
- Master of Science in Business & Analytics



**Azat Aslanyan** - Developer / Investor

- CEO of Tech Holding
- Warner Bros, Hulu, Fender



**Vimal Savalia** - Developer / Investor

- President of Tech Holding
- Warner Bros, Hulu, Fender

# Team

## Advisory Board



**Julian Zilberbrand**

- Global Head of Data Solutions at LG Ad Solutions
- Former - EVP Advanced Media Paramount
- ZenithOptimedia, Starcom MediaVest, Publicis



**Adam Lowy**

- Comscore, Magnite, Telaria, ABC, Sling TV
- Multi-Award winning AdTech Leader

# Origin



## **Pioneering the future of TV advertising, again...**

**Spot Runner** has a legacy as one of the first major disruptors in advertising technology. Initially launched in the mid-2000s, **Spot Runner 1.0** pioneered localized TV ad campaigns by automating production and media buying for SMBs. This innovative approach helped revolutionize how small businesses accessed TV advertising.

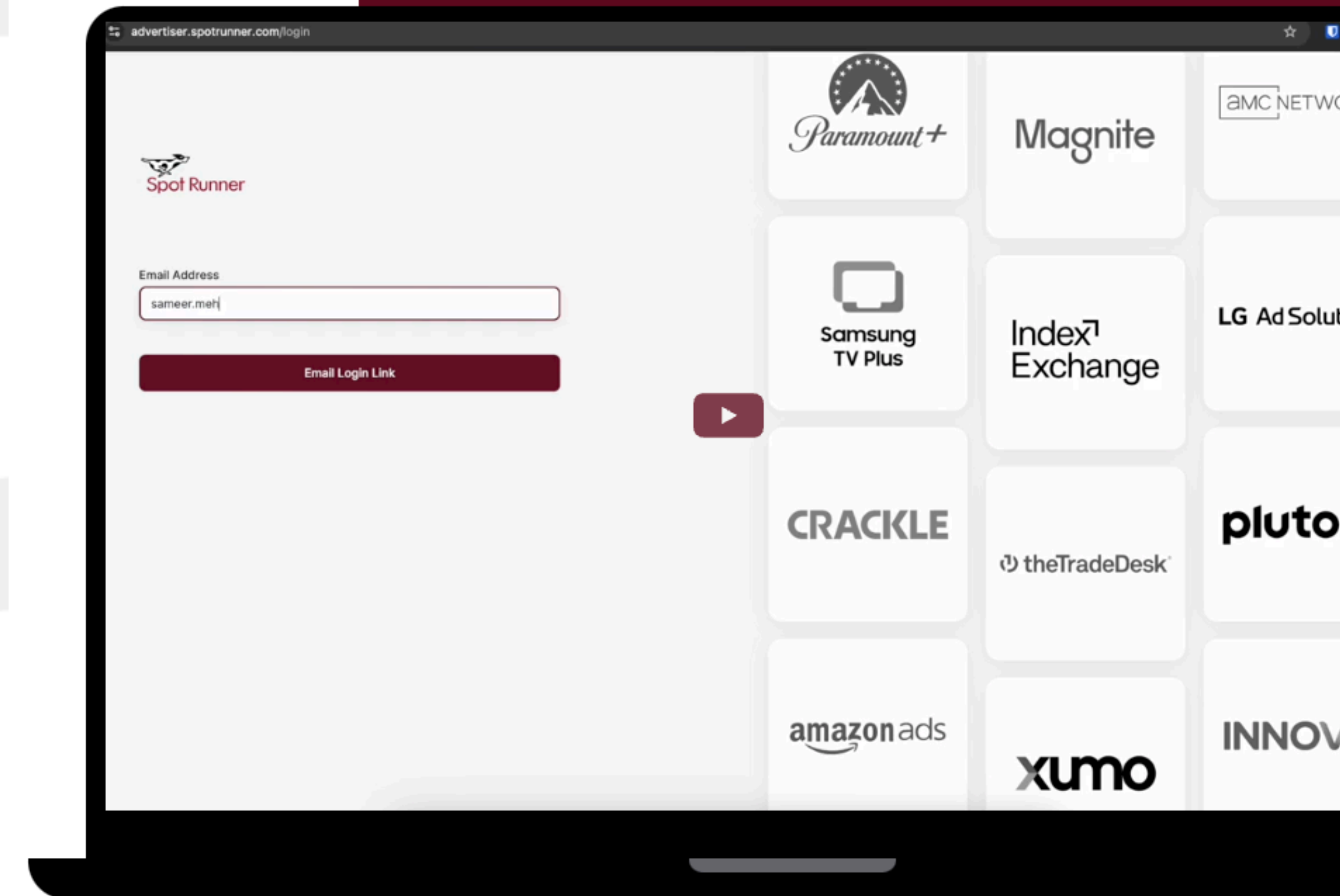
Today, **Spot Runner 2.0** builds on that pioneering disruptive spirit, returning to lead that vision in the era of AI towards AGI. With advancements in contextual targeting, media planning, and generative AI video production, we will be crafting solutions for this new generation of video advertisers. Spot Runner focuses on integrating generative AI to enable smarter, more autonomous advertising systems that empower brands and SMBs to thrive across connected TV (CTV) and beyond. Our mission is to innovate for the future, staying at the forefront of AI to transform the advertising landscape—again...

# CTV Ad platforms are missing out on a significant growth opportunity

# Product

Spot Runner is advancing CTV advertising with AI-generated contextual video meta data for planning tools that make it significantly easier for attracting new advertisers of all sizes to CTV.

- ✓ Allowing advertisers to create and run TV ads that understand the content in which they are being seen.
- ✓ Dramatically improving the effectiveness and viewing experience of TV advertising.
- ✓ Providing new tools to improve TV ad emotional resonance which reduces viewer frustration, benefitting everyone.



# Contextual AI Planning Agent

# Matching

Spot Runner delivers superior contextual accuracy with cost efficiencies over leading frontier models. This is accomplished by utilizing multi-agentic open-source vLLMs with knowledge distillation by *teacher-student* learning.

## Comprehensive Inputs

- TV commercials
- Campaign briefs
- Strategic briefs
- Media plans
- KPIs
- Keyword lists
- Social media video
- Graphic / Text ads
- Preferred audiences
- Storyboards
- Animatics
- TV ad scripts
- Competitor lists
- Brand values
- Brand safety rules

## Advanced Low-Cost Processing Outputs

Dedicated AI agents analyze each input to extract deep semantic and contextual human-level understanding. These insights are then aligned with IAB, GARM, and Spot Runner's proprietary taxonomies.

The result is a precise set of targeting parameters that optimize ad placement and performance. Our multi-agent LLM approach enables:

- Enhanced accuracy
- Rapid adaptation
- Scalability
- Innovation

Spot Runner's matching engine is the cornerstone of our platform.

The screenshot displays the Spot Runner interface. On the left, the 'Campaign Details' section includes fields for Campaign Name (AIASSTUX), DSP (The Trade Desk), Buyer Seat ID (123456), Start Date (Jan 30, 2025), and End Date (Feb 28, 2025). Below this is a 'Select Ad' button and a selected ad titled 'ESTHETICIAN SPOT RUNNER - 4K.mov'. The 'Context AI Planning Assistant' section shows a 'Recent' list with items like 'Milan Institute Campaign Nails' and 'Context Planning Chat 2'. A 'Next' button is visible. On the right, a chat window shows a prompt: 'Milan Institute Campaign Nails: Okay we are going to create a contextual CTV campaign for Milan Institute, we are going to target women ages 18 - 35 years of age. The creative team have requested that the TV commercial be located in content that is predominately seen by women of skewing Latina, Asian and African American with a mix of Indian and White. Brand Strategy have requested that we target the emotions of fea, anxiety, hope and freedom, and story lines that depict women rising about their negative circumstances on a heroes journey, this may be in love, relationships, career, trauma etc. The creative and brand team feel these contextual moments would best transport the emotional matching between the content and the Viewer and amplify the message appropriately and connect the viewer through narrative transport.' Below the chat, a summary states: 'This is a really interesting and nuanced approach to CTV advertising! Here's a breakdown of how we can leverage contextual targeting to achieve Milan Institute's goals: 1. Content Selection is Key: • Streaming Platforms: Focus on platforms with diverse content offerings and strong viewership among your target demographic (women 18-35, skewing Latina, Asian, African American, with a mix of Indian and White). Services like Hulu, Peacock, and Sling often have more diverse'.

# Unlocking meta data driven contextual media planning

# Products

## ContextPlanner™



Spot Runner's AI-enabled contextual TV ad platform achieves new levels of emotionally and contextually relevant precision. Curate PMP deal IDs for targeting for brand and privacy-compliant, connected TV (CTV) and online video (OLV) media campaigns.

## ContextEQ™



Spot Runner's data products which recently entered the programmatic bid-stream via our partners at IRIS.TV. Advertisers simply upload their ads and Spot Runner's AI determines the most relevant ad opportunities mapping to IAB categories and Spot Runner's proprietary sentiment taxonomy to over 600B monthly ad avails from over 60M, brand-suitable highly relevant premium videos streamed on the leading streaming networks, publishers and TV OEMs.

## MicroModeling™



Spot Runner's incredible product engineering team has innovated breakthrough AI technology, which combines multi-modal LLMs with multi-agentic architecture to improve upon leading frontier models.

**MicroModeling™** improves upon all leading contextual video analysis models while drastically reducing processing costs which enables us to enrich video-level content orders of magnitude more efficiently than competitors.



Spot Runner

# Unlocking vast amounts of video level data

# Traction



**Viant Technology** and Spot Runner have partnered to launch our next generation agentic ContextPlanner™ built on top of Viant's 'IRIS.IDs'. Viant/IRIS has integrated Spot Runner ContextEQ™ data segments, with a deal that includes strategic competitor exclusivity terms.



Spot Runner's strategic partnerships grant us access to ~25% of total premium content available. This substantial content library provides the foundation for our advanced contextual advertising platform.



Our deal with Viant is projected to expand our content reach to 80% within two years, ensuring the necessary scale for advertisers to achieve maximum impact.



Spot Runner is preparing to launch ContextPlanner™ out of beta in Q2/25 with partners like Freewheel/Beeswax, Viant AI, AniView and others.



Spot Runner was made a member of **Nvidia's** Inception Program and **Google's** AI Startup Program.

## Partners



**Our revenue is primarily generated from advertisers through channel partners**

# Revenue

<u>Product</u>	<u>Solution</u>	<u>Partners</u>	<u>Business Model</u>
<b>ContextEQ™</b>	Data provider via IRIS enabled publishers	Buy side platforms Sell side platforms Publishers	\$1.25 CPM
<b>ContextPlanner™</b>	White label platform	Buy side platforms Sell side platforms Publishers	\$1.25 CPM
<b>MicroModeling™</b>	Meta Data Generator	Buy side platforms Sell side platforms Publishers	Variable per hour processing fee
<b>SpotRunner.com</b>	TV Ad Platform	Buy side platform	Agency Model (% of media)





# Path to growth

# Roadmap

## Phase 1: (0-9 Months)

- Enrich one million hours of premium content
- Deploy AI data ad matching technology
- Product release of ContextEQ™ and ContextPlanner™
- Build market leading contextual segmentation database
- Start development of SpotRunner.com TV Ad Manager
- Scale to \$100K in net rev / \$1M media billings

## Phase 2: (10-24 Months)

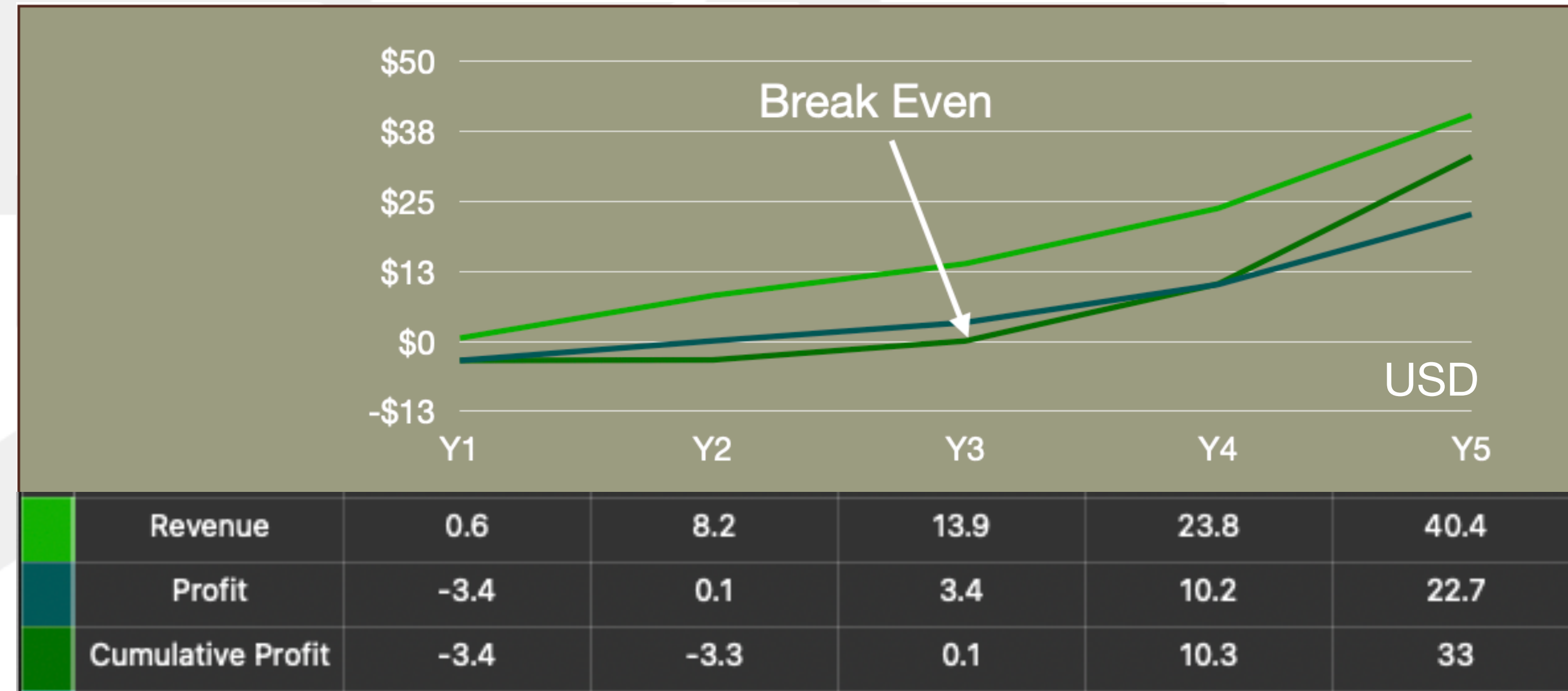
- Deploy API's for Publisher's Ad Managers
- Diversify revenue streams (media rev share, SaaS)
- Launch SpotRunner.com TV Ad Manager
- Scale to \$1M in net rev / \$10M media billings

## Phase 3: (25-42 Months)

- Unlock Spot Runner's growth with Series A for user acquisition growth
- Expand internationally
- Scale to \$10M in net rev / \$100M media billings

## Phase 4: (43-60 Months)

- Evolve technology into a fully autonomous global advertising platform



# New investment round

# Ask

Pre Seed Round - In addition to founder funding, Spot Runner has secured \$500K from Tech Holdings, to develop our core AI engine and \$350K from Google and Amazon in credits for product development, totaling \$850K. This funding enabled Spot Runner to develop our core technology and AI engine.

Seed Round: \$5 Million

- ✓ Advancing our AI technology
- ✓ Scaling across agencies and publishers
- ✓ Building out our product dev, sales and op's functions

## \$5M

for 18 months of runway to continue building the products and track to \$1M in Rev



**Spot Runner**

# The agentic future of advertising

# Vision

**Our North Star:** To empower every individual and business with the ability to seamlessly plan, buy, and execute media campaigns through personalized AI agents. We envision a world where the complexity of modern advertising is simplified, democratized, and made accessible to everyone, regardless of size or technical expertise. This means moving beyond the limitations of centralized platforms and ushering in an era of agentic media planning, where intelligent AI agents act as personalized strategists, negotiators, and optimizers. Imagine a future where your AI-powered marketing assistant seamlessly connects with the AI agents of publishers, e-commerce platforms, and even individual consumers, creating highly targeted and efficient campaigns that drive real business results.

This agentic vision represents a multi-billion dollar opportunity ripe for disruption. Incumbent AdTech behemoths, built on centralized architectures, are ill-equipped to handle the personalized, interconnected world of tomorrow. Spot Runner is building the foundational layer for this agentic future, a decentralized network where AI agents can communicate, collaborate, and transact, unlocking unprecedented levels of efficiency, transparency, and personalization. By empowering individuals and businesses with their own AI-driven marketing teams, we're not just building a platform; we're building the future of advertising.





# Spot Runner

Thank you...