

BALANCED[®]

MEDIA | TECHNOLOGY

Human Empowered AI

Series
A
2024

Small and Medium Organizations and Government entities (SMOGs) Struggle to Transition from Instinct- to Data-Driven Decision Making



Data is not
"AI ready"

Team is not
"AI ready"

Legacy
Tech Stack is not
"AI ready"

Top priority for
77%
of executives

(Source: IDC)

Key barrier for
91%
of organizations

(Source: TeraData)

Reported by
57%
of companies

(Source: datanami)

SMOGs are motivated to adopt AI but are still challenged to do so

AI SOLUTIONS OFTEN...

Require
Significant
Integration
Effort

Lack
Industry-
Specific
“Know How”

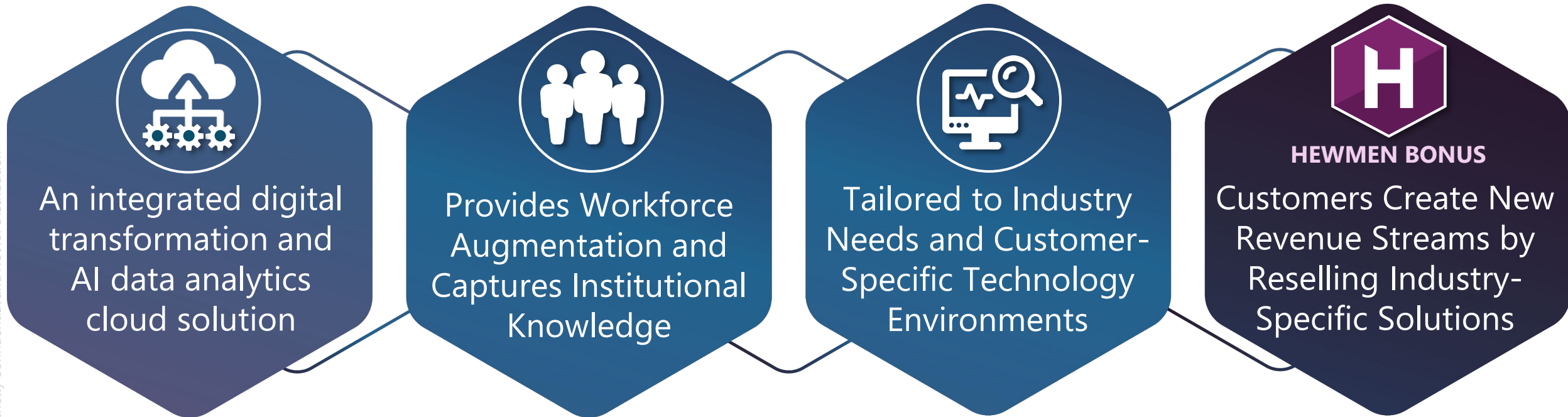
Fail to
Address Data
Quality Issues

Are Difficult to
Source from
Trusted Partners

“Small businesses have been largely bypassed by the AI revolution.”

Gigi Levy-Weiss, General Partner at NFX

AI-enabled digital transformation accessible to SMOGs



Our validated use cases and early customer traction show:

57%
improvement in
knowledge graph accuracy

20X
increased efficiency in
data cleaning and labelling
via crowdsourcing

78%
increase in precision for
medical image processing

5 Out of **7**
2024 customer prospects
actively looking to be
a channel partner

We've achieved significant milestones in our seed phase

TEAM

Assembled a **leadership team** expert in gamified AI applications, with billions in product sales and 22 exits

VISION

Established recognition as **leaders in gamified AI** with speaking engagements, peer reviewed publications, and industry awards

FINANCING

Raised \$7.34M, with significant investment from target customer base

IP

15 patents granted, and 14 in review in **gamified AI & data science**, with a library of game mechanics

TECHNOLOGY

HEWMEN Intelligent Data Infrastructure functional with case studies proving **Human-in-the-Loop**

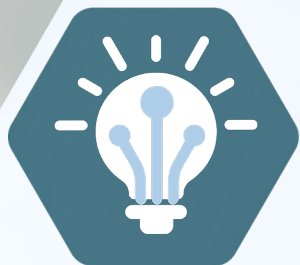
TRACTION

Solution validated in **8 industry verticals**, with **\$1M+ revenue** in 2023, on track for **2.6x YoY growth** in a **\$12B+ market**



Data, Crowd and Compute in a one simple, trusted cloud platform which bridges industries, partnerships and new revenue verticals

Only BALANCED taps the massive potential and resources of gaming communities to deliver AI insights to SMOGs



Patented crowdsourcing technology
optimizing AI for business data science tasks



Hybrid human-and-agent technology
provides low code, low-cost workforce augmentation



Hub-and-Spoke go-to-market strategy
streamlines access to regional business and government

2025 will be our breakout year...

With proven AI technology and a massive, validated market, we're aggressively pursuing customer wins and revenue growth

ROBUST SALES FUNNEL

41

SMOGs
Including 7 Hubs

Aggregate Total
Contract Value **\$37.9M**

- 3 Customers onboarded thru mid-2024
- 6 Customers in pipeline for 2H2024
- 16 New customers projected for 2025

REVENUE TRACTION

- Realized **\$1.0M** in 2023
- Projecting **\$2.7M** for 2024 & **\$10.2M** for 2025

83%

Projected 2024 Revenue
from Current Customers

- On path to exit 2028 with a \$100M ARR run rate

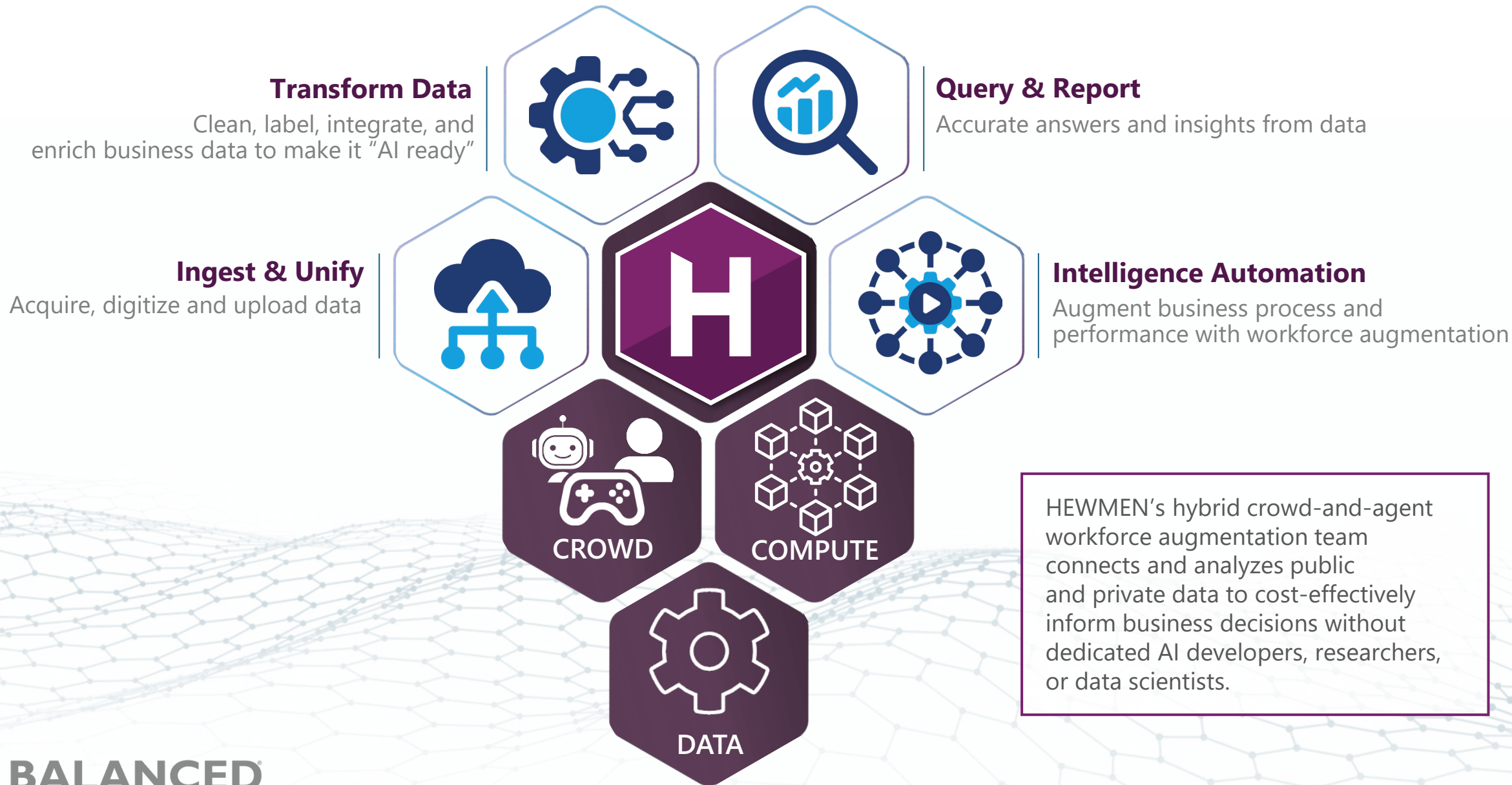
...the only thing we need now is the capital to support our plan



HEWMEN[®]

HUMAN AND AI COLLABORATIVE CLOUD PLATFORM

HEWMEN: An Innovative Human and AI Collaborative Cloud Platform



Only BALANCED offers data, crowd, and compute in a single AI platform for SMOGs



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Developer Platforms



Data Labeling



Business Applications



Integrate Data Sources

Must be custom-built by IT, software development, and data science teams

Data processing supported for data labeling and cleaning only

Support for business documents in "Office" data formats

Seamless Integration of diverse data types and sources through a unified platform

Enhance Data Quality with HitL*

Experts must be sourced internally or from vendors, integrated by dev teams

Provide subject matter experts for data labeling and cleaning

AI is limited to LLM & Search, with no ability to leverage human expertise

Crowd-powered HitL data augmentation and AI-ready preparation

Tailor to Industry Needs

Must be custom-built by IT, software development, and data science teams

Specialized data processing by vendor professional services

In most cases, not available and limited to "off the shelf" capabilities"

Low-code/no-code for deploying Autonomous Agents and custom workflows across industries

* HitL: Human-in-the-Loop to improve quality of AI-driven results

TAM

Millions of potential customers, with a large opportunity in our beachhead focus

83%

US SMOGs investing in AI in 2024

(Source: SBE Council)

31%

investing significantly

BMT Beachhead Focus

600k

SMOGs in Central South US

\$1B+ regional opportunity

Moving to digital playbook

5M

SMOGs in US

\$12B SAM

AI digital enablement

342M

SMOGs globally

\$227B TAM

AI Solutions

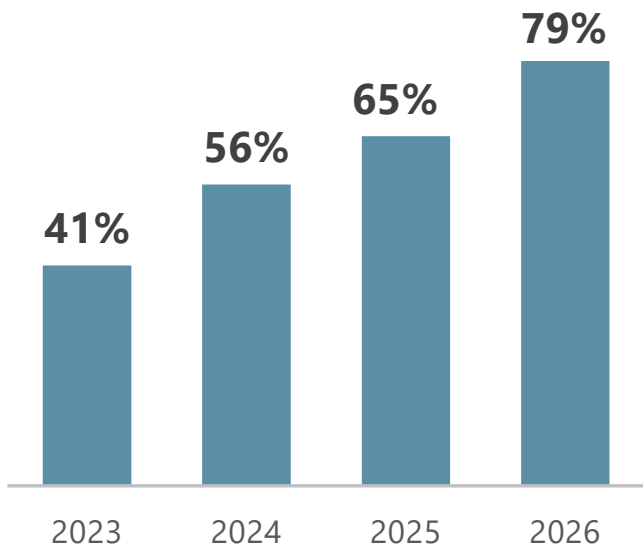
Source: BMT Research, SBA, IDC, McKinsey, Statista

SaaS pricing model with strong network effects

Predominantly Recurring Revenue

Driven by organic growth and channel sales

Recurring Revenue %



Strong Network Effects

Early customer deals show promise of Hub & Spoke model

First Hub – NiSU

- 3-Year, \$4.5M deal
- \$1.0M of ARR

NiSU Affiliated Business

- One 2-Year, \$240K deal signed
- 3 more deals expected in 2024:
 - \$3.2M in Total Contract Value
 - \$0.7M in ARR
- 38 Entities in 2025-26 Funnel

GETTING TO \$100M IN ARR:

- 22 Hubs
- 9 SMOGs per Hub
- 206 total customers

We have unlocked data value across a range of industries verticals



HUB
Universities

Need: Facilitate research, education, and digital transformation.

Our solution: Converge and transform data into a usable format through HEWMEN.

Results: In first quarter 2025, the Coastal Data Refinery with an enhanced human-AI research solution that will generate new IP to address Gulf Coast geohazards.

"Nicholls is located in the epicenter for coastal restoration, with our service area losing more coastal land than anywhere else on the planet. Bringing together partnerships like this, with Lafourche Parish and BALANCED, is what the premise of the Coastal Center and the Data Refinery are all about."

Dr. Jay Clune, Nicholls State University President



SMOG
Network of Regional
Government Partnerships

Need: Efficiently streamline and automate water management tasks.

Our solution: Integrate HEWMEN into water management systems.

Results: By fourth quarter of 2025, an AI water management tool will be active in multiple parishes and water districts, saving millions in fuel, machine wear and manhours.

"This will help us meet our goal of having the data and identifying geohazards across our parish and region that will bring our Parish into the next century."

Archie Chaisson, Lafourche Parish President



SMOG
Network of regional
Business relationships

Need: Unify, integrate, and improve data to efficiently streamline and automate processes.

Our solution: Integrate HEWMEN into existing systems providing a cloud management solution for real-time insights.

Results: By first quarter of 2025, provide a cloud management solution to facilitate dynamic collaboration and enhanced operational efficiency.

"With the HEWMEN platform, we now have real-time insights and analysis into customer data while improving collaboration capabilities across departmental teams."

Kenny Wood Jr, K&B Industries President

BMT sells directly to SMOGs with its current focus on the South-Central US



TARGET CUSTOMERS

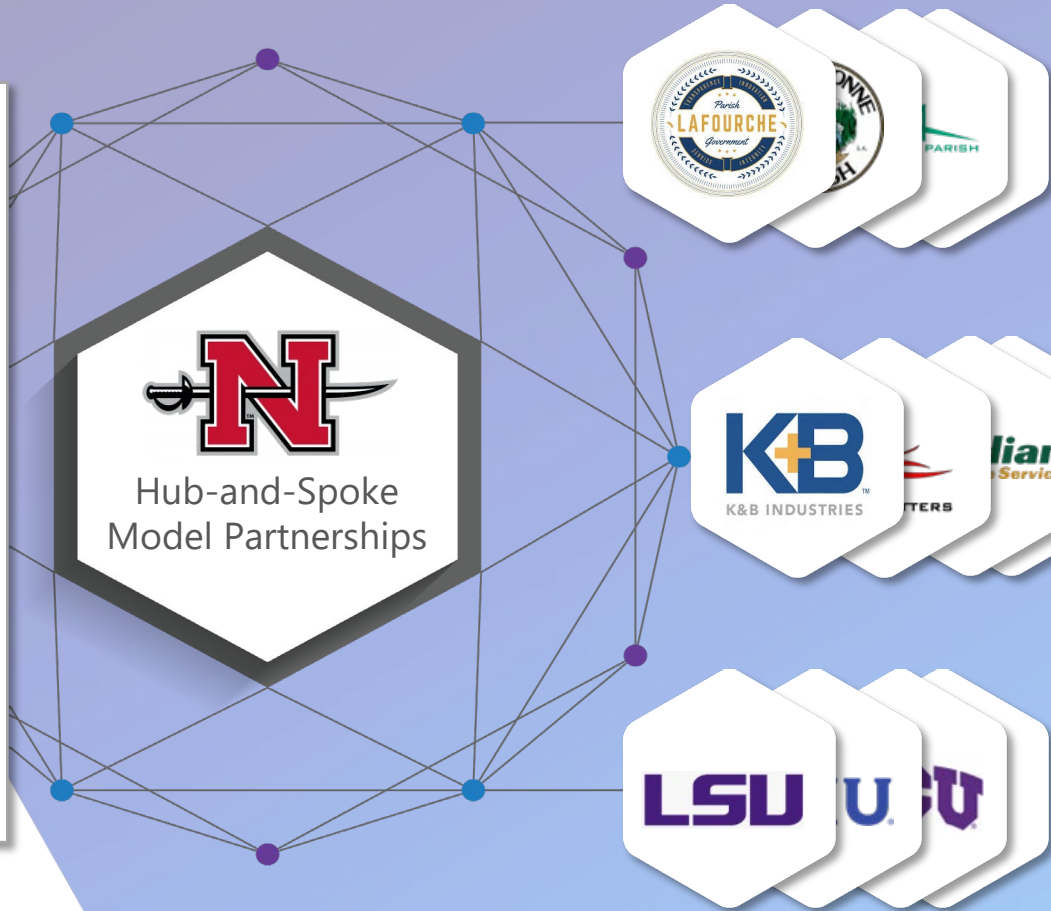
SMOGs with self-identified gaps in data-driven insights and decision making



TARGET CONTACTS

C-Level Executives
Vice Presidents
Innovation Lead
(less common in SMOGs)

HOW WE REACH THEM



Regional Government Partnerships

Network of Regional Business Relationships

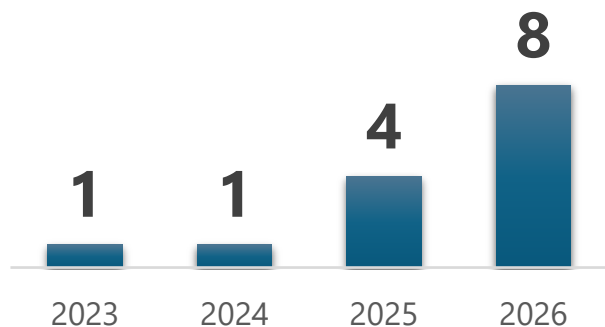
Multi-University Grants and IP Creation

We efficiently drive customer acquisition through our hub-and-spoke model

Engage Regional Hubs

Engage university leaders chartered to expand impact & diversify revenue

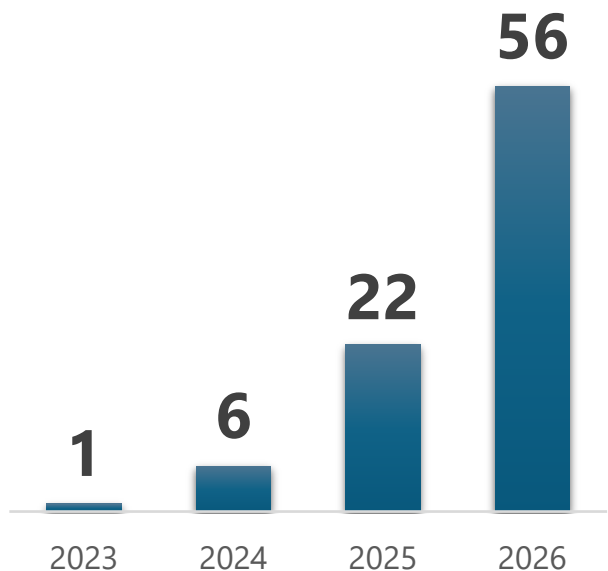
of Hubs



Expand Into Regional Ecosystems

Leverage regional hubs to engage local businesses and governments

of Customers

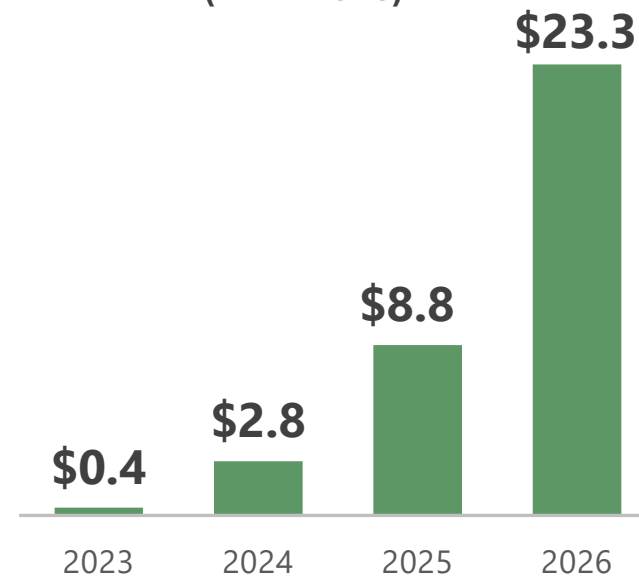


Rapidly Grow Recurring Revenue

Organic growth plus hubs & early adopters as channel partners

ARR Run Rate (EoY)

(in millions)



Our path to \$100 million in ARR by the end of 2028

(\$000's)	2023 ACTUAL	2024 FORECAST	2025 PLAN	2026 PLAN	2027 PLAN	2028 PLAN
Net Revenue	\$ 1,040	\$ 2,705	\$ 10,223	\$ 20,050	\$ 40,760	\$ 83,285
% Growth	108%	160%	278%	96%	103%	104%
% Recurring	41%	56%	65%	79%	85%	88%
COGS	384	724	2,664	4,503	7,584	13,763
Gross Profit	656	1,981	7,559	15,547	33,177	69,522
% of Revenue	63%	73%	74%	78%	81%	83%
Research & Development	1,296	1,657	6,739	10,069	13,327	19,953
% of Revenue	125%	61%	66%	50%	33%	24%
Sales & Marketing	92	246	2,312	6,431	11,829	22,915
% of Revenue	9%	9%	23%	32%	29%	28%
General & Administrative	448	431	1,603	2,100	3,127	6,144
% of Revenue	43%	16%	16%	10%	8%	7%
Operating Income/(Loss)	\$ (1,181)	\$ (353)	\$ (3,096)	\$ (3,052)	\$ 4,893	\$ 20,510

Drivers

Strong Revenue Growth

T2D3 Growth Trajectory

Predominantly ARR

Growing to 85+%

Cash Flow Breakeven

4th Quarter 2026

Profitable

Early 2027

TEAM

Experienced team with deep expertise in AI, Technology Infrastructure and Gaming



Robert M. Atkins

- Founder / CEO
- Founded:
 - Ritual Entertainment
 - Gathering of Developers
 - GreenEyed Games
- Marketing Creative Director:
 - Apogee & 3D Realms
 - MumboJumbo



Corey Clark, PhD

- Founder / CTO
- Deputy Director of Research
SMU Guildhall and Assistant
Professor of Computer Science
- CTO of Nerd Kingdom
- DOD Contractor
- US Navy Nuclear Engineer

TEAM LEADERS

Daniel Getty
CFO

Carl Lapeyrouse
Founder / President

Chris Gayle, MD
Founder / Sr. Corp Vice President

Jay Halderman
Vice President Operations

Cameron Ferguson
Technology Director

Chris Hockenberry
Interactive Director

Shannon Dees
Art Director

COMBINED TEAM ACCOMPLISHMENTS

160+ years of experience
Interactive Entertainment

Over 200 million downloads
and unit sales

Over \$2 billion in worldwide
revenue across 100+ titles

Founded, built, and led
multiple companies

Successful exits
valued over \$580M

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28 additional FTEs industry vets across engineering, design and development



We're raising a \$10M Series A to rapidly scale to deliver on the potential of our market opportunity

Product 48%

- Expand the team
- Enhance product offerings
- Ensure scalability of core infrastructure

Sales & Marketing 21%

- Build dedicated teams
- Effectively leverage hub & spoke model
- Convert leads at scale

Customer Success 20%

- Build a dedicated team
- Create a scalable onboarding process
- Maintain high retention rates

FINANCIAL GOALS FOR ROUND

- 2026 Revenue: \$20M
- ARR Run Rate: >\$10M
- Cash Flow Breakeven

HISTORICAL FUNDING:

\$600K Pre-Seed; \$6.7M Seed

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THANK YOU

The BALANCED Team
sincerely appreciates your time
and consideration.

Looking forward to working with you on
shaping the future of our industry and
achieving remarkable success along the way.

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