



Investment Report

QUARTERLY NEWS AND EXCLUSIVE UPDATES FOR ARK ANGEL FUND INVESTORS

Q2 2023

Investment Highlights

AptumBuild City of Detroit planning officials have endorsed the product and are working on a potential large scale project. The first unit has been sold to a Detroit developer/restauranteur, with opportunities for additional sales.

- Potential investment from *City Side Ventures*
- Currently bidding on Phase II of the Hawaii Humanitarian Relief

BrandXR Targeting a recently-defined Ideal Customer Profile through automated LinkedIn messages, joining Adcraft Detroit and sponsoring events with in-kind AR experiences. Inviting teams from large agencies to learn about AR with hands-on demos. Secured a partnership with Bedrock Detroit to launch an Electrify Detroit Augmented Reality Art Gallery in downtown Detroit to run throughout September, 2023.

- Website visitors are up 88% from Q1
- Reduced customer acquisition costs by 30% from \$10k to \$7k.
- 86 inbound leads generated in the past 3 months from 7.7k website visits
- Reduced monthly burn by 66%, from \$60K to 20K, by cutting payroll and engaging part-time contractors.

GOOD HOOD Company goal is to saturate the Dallas, TX market, efficiently scaling to 3x in size while proving highly profitable economics for our ICP with organic growth loops. This creates efficiencies for replicating and scaling in other markets, once this goal is achieved.

- iOS & Android mobile apps launched
- User dashboard updated with accurate service schedule
- AI-powered Goodhood Assistant lowered human input/customer service by 40%
- Members receive a gift box mailed to their home for enhanced customer experience
- In addition to at-home car maintenance, developing the Goodhood Auto Club (which delivers far more value than AAA) through a partnership with Fortega, which uses Allstate roadside assistance providers.

HOLO Our key customers and markets are REI, Nordstrom, Macy's, Von Maur, Backcountry and Meijer. Upcoming accouts include Famous Footwear, Zappos and DSW. Current Stage is

Seed Series 2. We are looking to double based expected 2024 growth.

- 50% gross margins, on average.
- \$11M forecasted 2023 revenue.
- \$45M projected 2024 valuation

SOCIALIVE Our key customers and markets are Fortune 1,000 companies. We've had the most success in Financial Services, Technology, Professional Services/Consulting, and Media & Entertainment verticals. There is a continual positive shift in market demand for video from enterprise companies and Socialive is well positioned to continue to benefit and grow from this.

- Cost of sales reductions implemented in June.
- 86% gross margin for Q2, forecasted to be 88% by end of 2023.
- Forecasted 2023 revenue is \$9M.
- Current valuation is \$94.6M.

VADE Key customers and markets include Amway, Shopify (D2C), & Amazon (D2C with a gross margin of 43% (lower because of Amway contract manufacturing). Forecasted 2023 Revenue is \$10M, with a current valuation is \$25M pre-money (based on most recent equity round). Projected valuation is \$58M by end of 2023 and \$158M by end of 2024.

- Continued focus on Amazon sales growth with profitability.
- Continued expansion, electrolytes, stainless steel bottles.
- Overall COGs and operational cost reductions.
- Operational efficiencies, finish packing machine build, start pods packing at powder supplier.
- Work to semi-automate parts of production line.

XR HEALTH Our key customers and markets are health care providers, patients, insurance carriers, value-based care networks, resellers and VA. Current stage bridge financing — convertible note — with \$6M committed and open to raising a further \$5-7M, based on exciting growth opportunities.

- Forecasted 2023 revenue \$6M.
- Projected 2024 valuation is \$150-200M.
- Convertible note has a cap of \$120M, reflecting weaker fundraising environment.
- Current common stock valuation is unchanged.

Ark Angel Fund Company Profile

The Ark Angel Fund (AAF) was launched to support early start-up businesses and to make investments in emerging companies. Now three years old, the Fund has made significant progress with the seven portfolio companies.

Q2 2023 Metrics



Q2 Revenue: \$25K
Gross Margin: 35%
Monthly Burn: \$50K



Q2 Revenue: \$237K
Gross Margin: 60%
Monthly Burn: 20K



Q2 Revenue: \$232k
Gross Margin: 32%
Runway: 16 mos



Q2 Revenue: \$4.1M
Gross Margin: 50%
Monthly Burn: \$120K



Q2 Revenue: \$2.1M
Gross Margin: 90%
Monthly Burn: \$168K



Q2 Revenue: \$1.3M
Gross Margin: 60%
Monthly Burn: 50K



Q2 Revenue: \$500K
Gross Margin: 55%
Monthly Burn: \$500K

AAF is focused on continued involvement with each company's performance and to connect the firms with opportunities that will assist with business development.