

Company Brief

MONKEY BUSINESS AGENCY INC.

www.monkeybusiness.agency



Company Brief

A public service warning:

PDF “user” experience sucks! — Pro Tip #1:

To avoid endless scrolling,
aches and pains — be sure to
open [web-links like this](#) in
new web browser windows.

Good luck — PDFs sucks! — Briefs are on the way.

We apologize for the inconvenience.

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Thank You!

Our Mission

Find out why 80% of startups fail in first 5 years, and fix it.

See [Why 80% of All Startups Fail, and What You Can Do to Succeed.](#)

Big problem. Big reward. The thinking goes: if successful, we get to keep the customers we help to save.

We've been proven right — our *account churn* is non-existent — average account life is 11 yrs, and monthly

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revenue is \$62 — reasons we are still here today, profitable and debt-free.

Still — sadly, this problem remains true today — some 20+ years later!

We know a lot more than we knew then, and now have better tools to solve the problem.

However, In 2001, **Web 1.0** was taking form, and **Websites** — as a unified application and storage platform accessible globally — was profoundly exciting to us.

As outcome engineers, the problem seems obvious.

The problem has to be infrastructure, or lack of it.

Infrastructure — if you have it — costs business **20-30%**
annual OPEX — Operating Expense.

Startups by definition don't — and, building it accounts for the
majority of early failures.

So we built it — first **Monkey Camelot**, then **Monkey
Business Cloud**. It worked. Customers are not dying — but,
they are also not growing.

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No, we haven't solve the problem.

The problem has to be the help, or lack of it!

Workforce costs business another **20-30% annual OPEX**.

So we built a marketplace — **Monkey Ninjas & Teams** — to remove Friction — eliminates waste — for managers, creatives and freelancers.

It too worked, and very well. Providers finally can focus on work. Customers also happier — redeploying savings to stoke growth — but still not growing. Nobody is. **And worse, some are even starting to die.**

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So we asked, how can we help? **What's the problem?**

The problem is digital marketing - only bots, no humans!

See Marketers thought the Web would allow perfectly targeted ads. Hasn't worked out that way.

Marketing costs business another **10-30% annual OPEX.**

Pre-Internet, small businesses could not compete on TV, Radio, Print or Display. Internet promises a new, better, bigger — global — distribution and market. **Lower costs mean all can now afford to advertise.**

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So agencies ran campaigns and optimized everything. To death, it seems. **Nothing worked.** Campaigns budgets get spent, bogus traffic arrives at websites, and **sales — zero.** All the time, for years. Fake traffic is everywhere. Only now are we finally learning why.

Why are small businesses dying faster today, even as a record number are launched year over year? — **depleted budgets, and no customers.**

Digital distribution promised a solution to small business marketing, but big-tech has only delivered more serious problems. We need a real solution for digital ad distribution for small businesses.

So we designed one - Signboard - a fraud-free digital ad network.

We are launching and making **Signboard** available to our clients as an alternative to **Search**, **Social** and **Video** ads. See [*Monkey Signboard Network Brief*](#) for more.

Signboard and sister products — **Briefs**, **LiveApp** and **Instafund** — complete our offensive lineup against the key problems killing startups today.

We invite you to join us in completing this critically important mission. [The Foundation for Economies Worldwide Is Small Business.](#) In developed economies like

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the US, while BIG-anything owns the spotlight, small business generates **55% of GDP** and **70% of employment**.

Clearly, saving more from premature death is the fastest way to expand the economic output, create more wealth and employment for people to — maintain civil society.

We are the system. We can solve all the problems.

Otherwise, "The Kids Are Coming" — for us.

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See our ***Client Brief*** for more about our products.

See our ***Investor Brief*** for more on our stock plan, and how to participate.

Our Key Products

We build **software** “applications, services and marketplaces” powering small businesses.

Our software products lives and run in **Monkey Camelot** — our global private cloud network.

Today, we compete with entrenched market leaders in **8 key industries** serving small businesses globally:

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1 – Monkey Camelot – a platform network management system

VM, Orchestration, SysOps, DevOps, CDN, AWS, Microsoft Azure, Google Cloud, Linode, Digital Ocean, Cloudflare

Total Addressable Market – \$355B by 2022

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2 – Monkey Business Cloud — a small business management platform

SaaS, ERP, BI, Email, Websites & Shops, Payments, Digital Telephony / VOIP, Design Tools, Collaboration, SAP Capital, Microsoft Dynamics, Salesforce, Odoo, PayPal, Adobe, CkEditor, Miro, Figma, Wix, Squarespace, Shopify

Total Addressable Market — \$500B by 2023

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3 – Monkey Ninjas & Teams — an on-demand task and talent marketplace

Workforce, Freelancer, Agency, Upwork, Fiverr

Total Addressable Market — \$2.7T by 2025

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4 – Monkey Signboard — a digital ad distribution network

Digital Ad Network, Google Search Ads, Facebook Social Ads, Amazon Retail Ads

Total Addressable Market — \$950B by 2020

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5 – Monkey Briefs — a new standard for packaging and delivery of content

Websites, Browsers, PDF, Web3, Blockchain, NFTs

Total Addressable Market — Undetermined

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6 – Monkey LiveApp — a live application platform

Technical Debt, Software R&D Costs

Total Addressable Market — Undetermined

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7 – Monkey — a personal digital assistant

PDA, Chatbots, AI, Social Graph

Total Addressable Market — \$ 200B in 2016

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8 – Monkey Instafund – cash for equity funding for our small business clients

Accelerator, Incubator, Venture Capital, Fintech, Buy Now-Pay Later “BNPL”

Total Addressable Market – \$1.4T

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Our total addressable market size — **TAM** — **exceeds \$10B**, and **growing 3% annually**. **With Signboard, TAM now exceeds \$100B.**

Our Key Problems

We are outcome engineers. Our client's problems are ours:

1. **Monkey Camelot** solves big data, infrastructure and security.
2. **Monkey Business Cloud** solves enterprise resource management.
3. **Monkey Ninjas & Teams** solves human-task outsourcing.

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4. **Monkey Signboard** solves digital ad distribution, ad-fraud, and cost.
5. **Monkey Briefs** solves content and user experience.
6. **Monkey LiveApp** solves technical debt.
7. **Monkey** solves user experience and user-identity.
8. **Monkey Instafund** solves funding.

See individual product briefs for more.

Our Key Partners

Our partner programs are the bedrock of our business.

Partners help monetize our key products, driving revenue that we share via revenue-sharing agreements “**Compensation Plans** or **Comp Plans**”.

We have 4 partnership programs.

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1 — Launched 2010 — Affiliate Partner Program

We pay partners commissions for promoting our products.

Free to join.

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2 — Launched 2017 — Design Partner Program

Partners sell their designs for our Monkey Business Cloud platform users — our small business clients. We earn a cut of the transaction.

\$19.95 per month to join.

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3 — Launched 2017 — Reseller Partner Program

Partners rebrand and sell — white-label, turn-key — our products under their own brand, while we handle realtime fulfillment.

\$39.95 per month to join.

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4 — Launched 2003 — Agency Partner Program

Partners complete jobs from our Ninjas & Teams customers.
We earn a cut of the billable hour.

\$59.95 per month to join.

See individual program briefs for more.

Our Brand

22 years ago, we launched our first product — **Monkey Camelot** — to manage deployment of hosting server infrastructure for the then Web 1.0 era startups, and our second product — **Monkey Business Cloud** — to provide the client-facing applications and services for startups to email, phone, create websites and online stores and later, mobile apps, for their businesses.

12 years ago, we launched our **Monkey Business** brand with a corporate restructure from AJIBOYE SOFTWARE DEVELOPMENT LLC — a State of Connecticut limited liability company — to MONKEY BUSINESS AGENCY INC - a State of Delaware C-Corporation.

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Since then, our product names continue to follow suit.

- **Launched 2001**, Camelot
 - > Major Upgrade 2007, Camelot 2
 - > Major Upgrade 2021, **Monkey Camelot 3**

- **Launched 2001**, ASD Website Automation CMS+
 - > Rebranded 2007, Monkey Business Management System
 - > Rebranded 2022, **Monkey Business Cloud Platform**

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- **Launched 2002**, JobTrack
-> Rebranded 2022, **Monkey Ninjas & Teams**
- **Launched 2011**, Agency Solutions
-> Rebranded 2022, **Monkey Unified Management**
- **Launching 2022**, **Monkey Signboard Network**

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- **Launching 2022, Monkey Briefs**
- **Launching 2022, Monkey LiveApp**
- **Launching 2022, Monkey Instafund**

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Following successful deployment of **Signboard Ad Network**, and — in 2025 — we plan to rebrand and IPO in 2028 as **Signboard Inc.** See our *[Investor Brief](#)* for more.

Our Values

Our values create a bubble — **Life** — that we live in.

We believe these values the only path to creating maximal **Value** — the goal of business.

Our approach is summed up in our brief on [God's Plan](#).

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Platform-first – Platforms own the Future

In the end, only one company will rule us all. We believe that company will emerge in the next 1-3 years — and it will be a Platform.

It's why we are **Platform-first**.

See *Monkey Camelot Brief* for more.

Our Value Proposition

Build your business by saving 80-90% of your OPEX — equivalent \$40K in new funding annually — and we can talk about growth.

See our *Client Brief* for more about our products.

Our Stock

Structure: C-Corp, State of Delaware

Current Round: \$ 10M Seed Fund - 4M shares

Float: 498M shares

Stock: \$2.50

Valuation: \$1.2B

ARR: \$25M

xARR: 0.5X

We are selling 4M shares at \$ 2.50 per share to raise \$10M on \$25M ARR to launch our **Signboard Ad Network**.

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Beginning 2025, we plan to rebrand and IPO in 2028 as **Signboard Inc.**

See our [***Investor Brief***](#) for more on our stock plan, and how to participate.

See our [***Client Brief***](#) for more about our products.

Reference

Startup Failure Rate: How Many Startups Fail and Why? — Failory

Why 80% of All Startups Fail, and What You Can Do to Succeed — Wildcat Venture Partners

Unpacking Upwork's S-1: Metrics & Lessons for Marketplaces — Hackernoon

Marketers thought the Web would allow perfectly targeted ads. Hasn't worked out that way. — Bloomberg Business Week

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Optimized the Hell Out of Your Client's AdWords Account?
Don't Drive More Traffic, Do This Instead — Unbounce

Lawsuit: Google, Facebook execs conspired to manipulate
ad auctions — Axios

Is big tech now just too big to stomach? — The Guardian

The Big Problem that Big Tech cannot solve — Trust Lab

The Foundation for Economies Worldwide Is Small Business.
— International Federation of Accountants

US Small Business Profile — US. Small Business
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106 Must-Know Startup Statistics for 2022 — Embroker

What's an Acceptable Churn Rate for SaaS Companies? —

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The Economics of E-Loyalty — Harvard Business School

Put the Internet to work for you! — Monkey Business Agency

Inc.

The Next Big Thing in Tech: Outcome Engineering — TSIA

Partners

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Thank You!

Our Helpdesk is always open.