

# State of Small Business: 2022

MONKEY BUSINESS AGENCY INC.

[www.monkeybusiness.agency](http://www.monkeybusiness.agency)



# Content

2022 is Year of Monkey.

Our \$10M Seed Fund.

Thank You!

# 2022 is Year of Monkey.

2 and half years ago, I came to you with what I knew was an ambitious plan: launch our very own digital ad distribution network - **Signboard**.

To my surprise, you gave the green-light with your generous funding. I am forever thankful.

Today, I am pleased to announce the launch of our **Signboard Ad Network** product.

## Signboard is huge!

Signboard is our 3rd key product, and the first new one in 15 years - It turns out digital marketing is literally killing small businesses. Signboard is a solution to **digital ad distribution and ad-fraud**.

## So, why is this huge?

In a word, **opportunity**.

**For us**, Signboard is an unexpected and unique chance to crack the biggest problem facing humanity today — ad-fraud and misinformation driven by big-tech. Bigger problem,

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bigger reward — so, we are please to announce our **\$10M Seed Fund.**

We invite you to join us in building the next generation digital ad distribution network. See our ***Investor Brief*** for more on *our stock plan, and how to participate.*

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**For you**, Signboard offers us a unique opportunity to finally resolve long-standing, deeply in-grained problems. For many of you, mundane daily chore of creating website, content and ads is become your full time job, leaving little time for anything else. The truth is websites suck, and websites are the problem. So we plan to simply kill it.

## Goodbye websites. Hello Briefs.

Of course, we can't simply remove websites. In place of websites, you will now have the option to use **Briefs**. We can't wait to show it to you.

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As we rollout Signboard this year, you can expect significant improvements to existing products, faster execution of jobs and tasks, the best user experiences and increased productivity across the board.

The days of creating and reading manuals, and watching how to videos are over. You can look forward to simply asking for what you need done, and watching it done — **in real-time.**

These are the big ticket deliverables that we are excitedly working to bring to you with Signboard this year. We hope you will be equally surprised at how much more effective, efficient, and productive we will all become, with tools that are **frictionlessly designed to deliver the outcomes** that we've all desired for so long. See [Signboard Network Product Launch Schedule](#)

## Partnership enrollments suspended.

As we rollout Signboard, effective immediately, we are pausing new signups into all partner programs. These also need redesign to better leverage new capabilities, remove obsolete functions, and support Signboard.

For example, with the demise of “websites”, our **Pay-per-Click** compensation plan for **Affiliate Partners** is also likely dead. All tracking systems will continue to be operational, and commissions paid. See [Signboard Network Product Launch Schedule](#)



## Thank you for bearing the pain.

Finally, it will be amiss to end without acknowledging the severe interruptions you've endured as we spent all of past year and half upgrading our entire production stack — **Monkey Camelot** — to support Signboard. Thank you.

Having successfully paid our technical debt, I am happy to report that we are back to our regular upgrade schedule. Our current production infrastructure — **Monkey Camelot 3** — is simply beautiful. See *Monkey Camelot Brief* for more.

## **Product names are changing...**

Continuing our ongoing deep brand-product integration, product names are changing. See our *Company Brief* for *more*.

# Our \$10M Seed Fund.

We've always told you this day will come.

We are selling 4M shares at \$ 2.50 per share to raise \$10M on \$25M ARR to launch our **Signboard Ad Network**. xARR for this round is 0.5X.

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

See our ***Company Brief*** for more about us.

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

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# Thank you!

I am honored to have the good fortune to lead this grand experiment. It's been an education.

I am looking forward to seeing you equally excited about these new products and possibilities as you come to know and use them.

Happy New Year.

**Adebola Ajiboye**

Founder, CTO & CEO

Monkey Business Agency Inc.

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"Round and Around" — Kolohe Kai. Summer to Winter. 2018,  
Reggae.

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