



WE MAKE RAISING CAPITAL. EASY.

Matching Technology with SEC Regulation D Exemptions
for a Unique Turn-Key Solution to Raising Capital.



Our Vision

is to empower startups by providing the most seamless and effective Reg D 506(c) compliant platform for raising capital.



——— **Industry**
Uniquely positioned in the market, offering a feature-rich platform that surpasses competition with value-aligned pricing. ———

——— **Innovation**
Experience 100% automated processes on a secure, white-label encrypted platform, enhanced by result-driven analytics. ———

KEY FINANCIAL PERFORMANCE METRICS



575% Expected Revenue Growth 2024-2025



75% Expected Gross Margins 2025



\$60k Expected 2025 MRR



\$9M Expected 5 yr. Lifetime Revenue



75k+ Founder/Investor Database



\$250B+ Expanding Sector

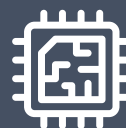
At a Glance

Madison Avenue Technology has reconstituted the Private Placement Memorandum (PPM) market with its proprietary Online Public Offering (OPO)[™] platform – a digital AI powered automated technology that replaces antiquated processes and provides you an extraordinary time and cost savings. This is the ultimate tool for any founder that wants to compete in today's turbulent startup environment.

Democratizing the Private Placement Memorandum.

TECHNOLOGY

Madison Avenue Technology has developed a Online Public Offering (OPO)[™] Software-as-a-Service (SaaS) platform offering cutting edge technology to its licensees in a Reg D 506(c) compliant white labeled format. The OPO[™] platform provides a comprehensive, AI powered, feature rich tool to market, present, and fund your new investments to accredited investors with Ai driven automation.



MARKET

During 2020, there were 13.5m+ accredited investor households in America. Further, accredited investor households controlled roughly \$73.3 trillion in wealth during 2020, or approx. 76.3% of all private wealth in America, measured by the SCF.



OPPORTUNITY

Raising capital is generally an antiquated process, using traditional non-digital methods, and rich with young entrepreneurs entering the space. This provides a monumental opportunity to layer technology with the process of raising capital through Regulation D.



VALUE

With the Madison Avenue platform, the process of raising capital, which once took months and tens of thousands of dollars in attorney and accountant fees, now takes days and is done at a fraction of the cost.



Our Process Create, Host & Share

MADISON AVENUE
TECHNOLOGY

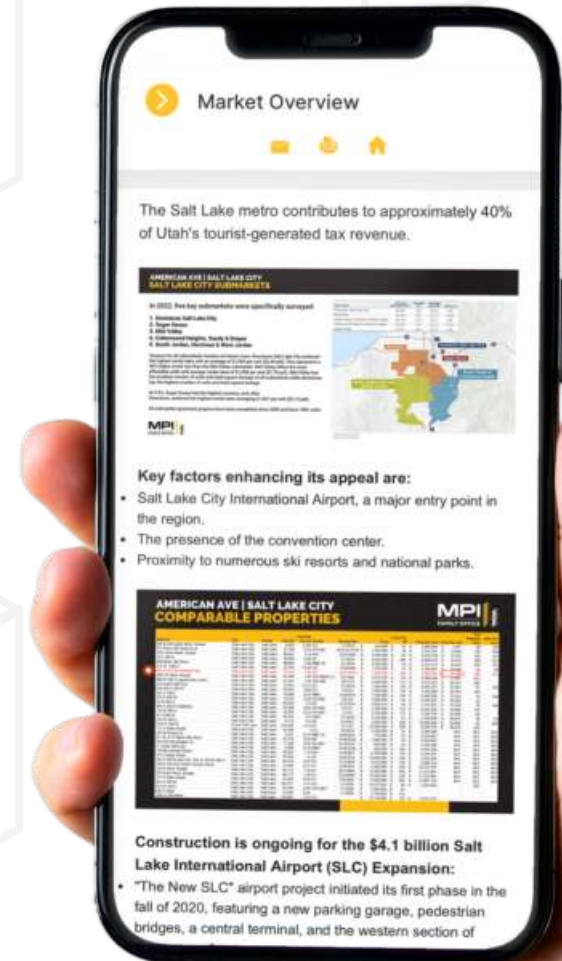


Build Effortlessly create your Private Placement Memorandum (PPM) with our intuitive, AI-driven builder. Input all necessary details seamlessly, guided by features ensuring compliance and completeness. Simplify your document creation process to produce professional, comprehensive digital PPMs.

Host Securely host your Private Placement Memorandum (PPM) on our robust platform. Eliminate the need for additional domains or web development, and choose a custom URL for easy access. Ensure your PPM is always available and secure for potential investors.



Share Easily distribute your Private Placement Memorandum (PPM) to potential investors. Share your custom URL via email, social media, or Google Ads. Our streamlined sharing capabilities under Reg D 506(c) help you reach accredited investors and investment opportunities.



Interactive Digital PPM

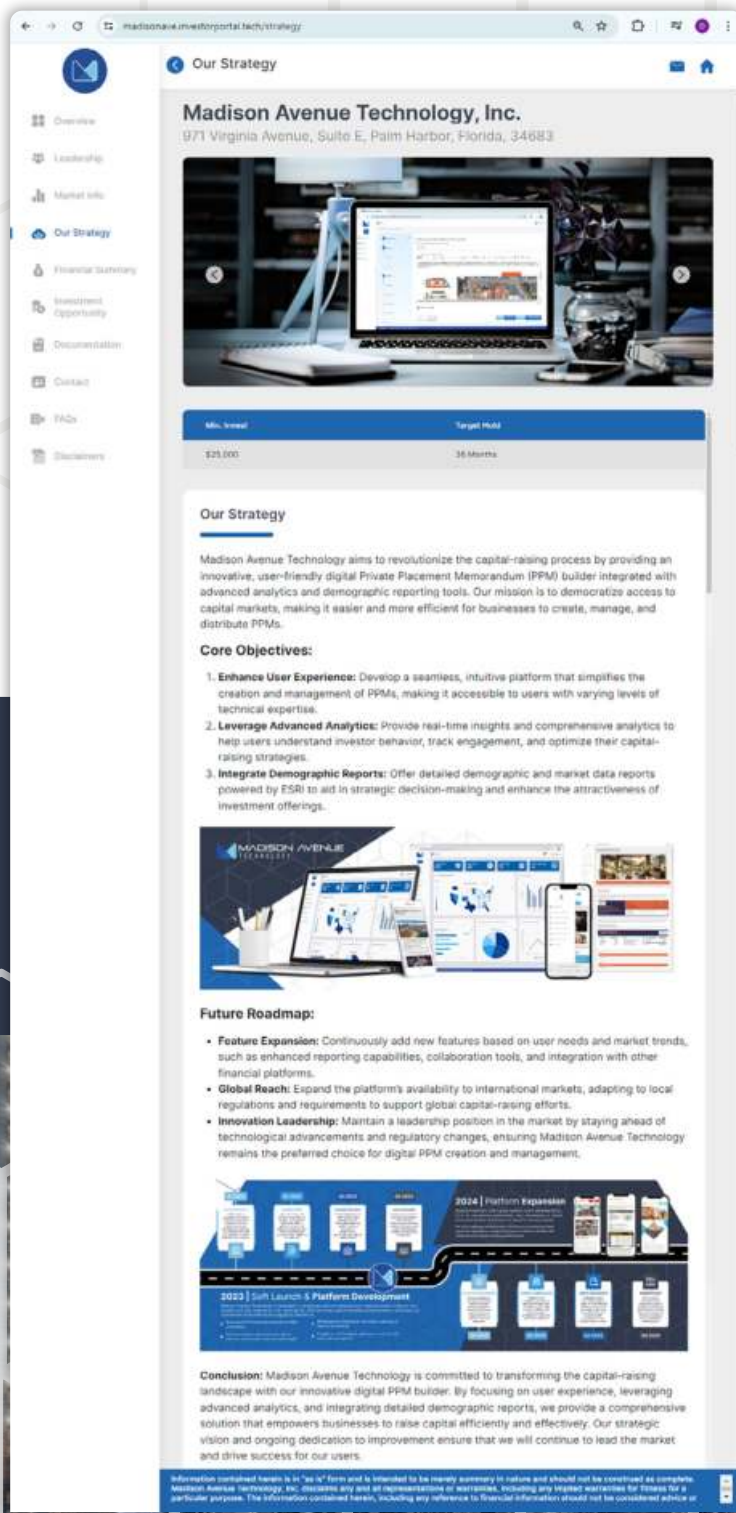
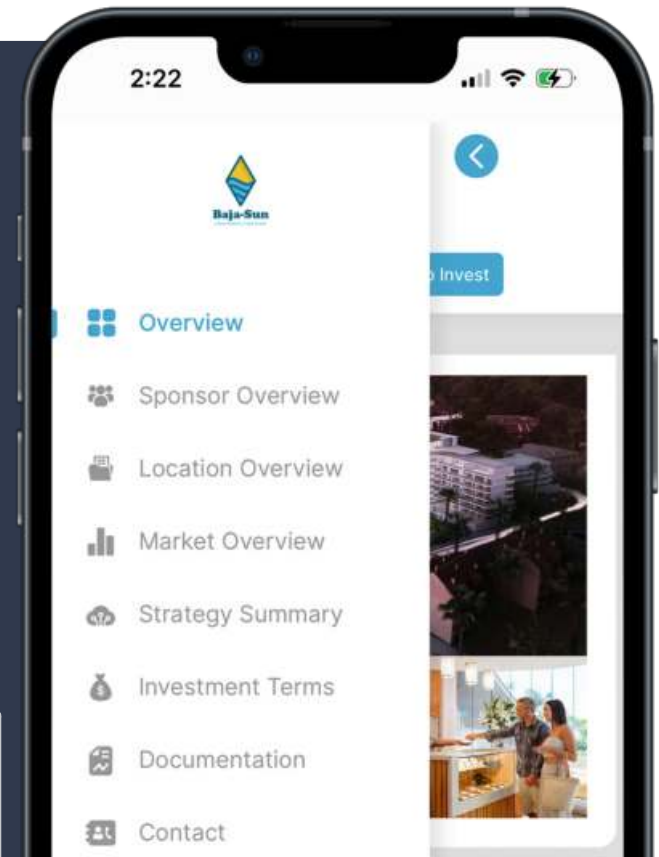


Madison Avenue Technology redefines investor engagement with its Interactive Digital PPM. This tool elevates traditional memorandums into immersive, navigable experiences.

Embodying your brand through unique URLs and secure NDA gating, it offers investors a detailed, interactive journey into your offering. Enhancing understanding and engagement, this platform ensures your offering is not only accessible but also exceptionally compelling.

Optimized for Mobile & Desktop

So you can reach your audience effectively on every device.



Madison Avenue Technology, Inc.

971 Virginia Avenue, Suite E, Palm Harbor, Florida, 34683



Min. Invest

Target Hold

\$25,000

36 Months

Our Strategy

Madison Avenue Technology aims to revolutionize the capital-raising process by providing an innovative, user-friendly digital Private Placement Memorandum (PPM) builder integrated with advanced analytics and demographic reporting tools. Our mission is to democratize access to capital markets, making it easier and more efficient for businesses to create, manage, and distribute PPMs.

Core Objectives:

- 1. Enhance User Experience:** Develop a seamless, intuitive platform that simplifies the creation and management of PPMs, making it accessible to users with varying levels of technical expertise.
- 2. Leverage Advanced Analytics:** Provide real-time insights and comprehensive analytics to help users understand investor behavior, track engagement, and optimize their capital-raising strategies.
- 3. Integrate Demographic Reports:** Offer detailed demographic and market data reports powered by ESRI to aid in strategic decision-making and enhance the attractiveness of investment offerings.



Future Roadmap:

- Feature Expansion:** Continuously add new features based on user needs and market trends, such as enhanced reporting capabilities, collaboration tools, and integration with other financial platforms.
- Global Reach:** Expand the platform's availability to international markets, adapting to local regulations and requirements to support global capital-raising efforts.
- Innovation Leadership:** Maintain a leadership position in the market by staying ahead of technological advancements and regulatory changes, ensuring Madison Avenue Technology remains the preferred choice for digital PPM creation and management.



Conclusion: Madison Avenue Technology is committed to transforming the capital-raising landscape with our innovative digital PPM builder. By focusing on user experience, leveraging advanced analytics, and integrating detailed demographic reports, we provide a comprehensive solution that empowers businesses to raise capital efficiently and effectively. Our strategic vision and ongoing dedication to improvement ensure that we will continue to lead the market and drive success for our users.

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Ai-Driven Offering Builder

Transforming investment strategies with our AI-Driven Private Placement Memorandum Builder, offering unmatched precision and creative customization.

Madison Avenue Technology's AI-Driven PPM Builder offers expert-designed data fields for highly detailed offerings. Customize every aspect with advanced formatting and built-in ChatGPT. Effortlessly add photos and graphs. Control visibility of each page to showcase your offering effectively.



Engineered for Excellence

Our remote, internal development team dedicated over 10,000 hours to create this cutting-edge platform. This approach ensures cost-effective, continuous improvements, enhancing the platform's value and maintaining Madison Avenue's competitive edge in the market.



Tech-Enabled Investing Market

2012



JOBS Act Passed

First major changes in securities regulation in 75 years. Allows for the general solicitation of securities while only allowing accredited

\$16.2 BILLION

The tech-enabled investing market gains traction despite the SEC's slow roll-out of the JOBS Act rules & regulations.



2014

2016



\$34.4 BILLION

The tech-enabled investing market doubles its size as marketplace awareness emerges and the rules and

\$300 BILLION

The World Bank forecasts the global market will explode as it adapts to the transfer of wealth to millennials, who overwhelmingly prefer tech-enabled investing, driving unprecedented growth and innovation in financial technologies.



2025



Market Data Start-Up Capital Industry



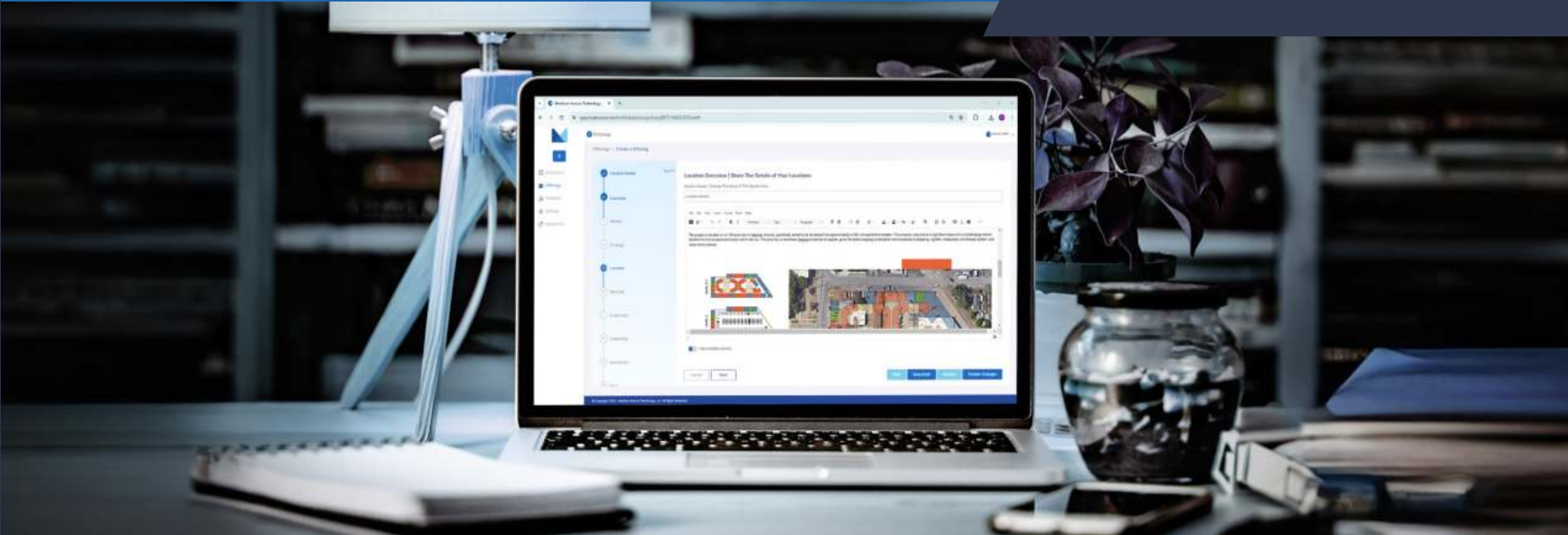
\$250B+
in **startup
capital raised**
during the 2022
fiscal year



75k+
Madison Avenue
Technology's
**Founder/Investor
Database**



100%
**Exponentially
Scalable** through
Omni channel
Digital Marketing
Techniques



Medical
77%

\$32.23 Billion
Cannabis
Industry

Recreational
23%

\$1 Trillion
Start-Up
Industry

Automated Reg D 506(c)
Capital & Acquisition
Platform



eCommerce
& Retail
15%

Commercial
Real Estate
20%

FinTech
15%

SAAS
25%

Ai & Machine
Learning
25%

Market Comparison

Market Positioning

\$313B
FINTECH MARKET
SIZE EXPECTED
TO REACH \$608B
BY 2029*



MARKET
EXPANDING AT
16.5% CAGR FROM
2024 TO 2032*



MADISON AVENUE
TECHNOLOGY

\$378B
INVESTMENT
BANKING MARKET
SIZE EXPECTED
TO REACH \$520B
BY 2027*



SECTOR
EXPANDING AT
8.3% CAGR FROM
2023 TO 2027*



Madison Avenue Technology stands at the intersection of the **\$313B FinTech** and **\$378B Investment Banking** industries, offering investors a unique growth opportunity in both sectors.

Q1 2024

REPOSITIONING

We strategically shifted our platform focus from the investor portal to the PPM Builder, enhancing the builder's Ui/Ux and Interactive PPM Viewer Experience to provide a 1st to market platform for raising capital.



Q2 2024

RE-LAUNCH

Relaunched the platform with the PPM Builder focus. Go to market strategy and marketing plan established. Added the ability to create a free account and demo the program.



Q3 2024

RAMP-UP

Platform fully launched with a roadmap for feature development. Initiated marketplace planning. Analyzed feedback for demand-driven adjustments and solution implementation.



Q4 2024

2025 ROADMAP

Feedback-driven features and improvements rollout. Platform enhancement and market placement established. Aggressive nationwide marketing campaigns initiated.



2024 | Soft Launch & Platform Development

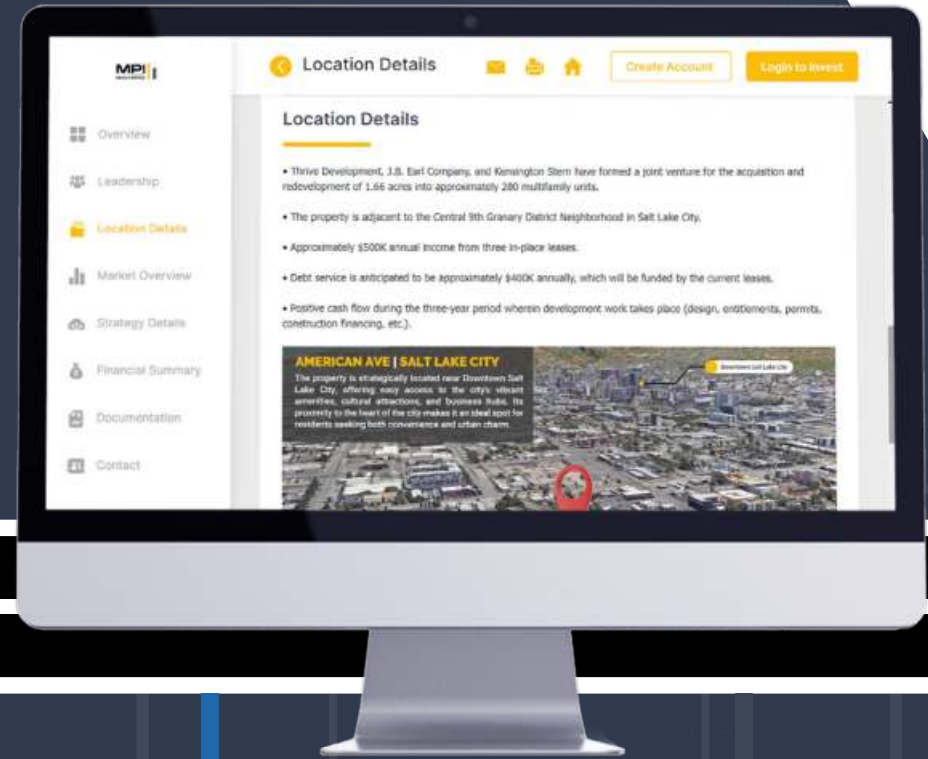
Madison Avenue Technology is dedicated to continuous platform enhancement, ensuring state-of-the-art functionality and user experience. Our roadmap for 2024 promises ground breaking advancements, reinforcing our commitment to excellence and regulatory adherence.

- ▶ Responsive UI/UX: Overhaul for optimal accessibility on all devices
- ▶ Real-time Analytics: advanced feature roll-out enhances robust analytics with actionable insights
- ▶ API Integration: Development and testing underway for seamless functionality
- ▶ Compliance and Feedback: Adjustments made for SEC review and user demand.

2025 | Platform Expansion

Madison Avenue's 2025 goals feature UI/UX enhancements, Form D compliance automation, and developing a robust document builder and library for specific industry needs.

Our 2025 roadmap concludes with a Q4 focus on developing an offering marketplace, completing the year's ambitious schedule with comprehensive, industry-leading advancements.



UI/UX ENHANCEMENTS

Improving Madison's deal flow to provide intuitive navigation, streamlined processes, and improved user engagement for an optimal investment experience.

Q1 2025



FORM D COMPLIANCE

Adding Form D compliance automation simplifies the regulatory filing process, ensuring accuracy and timeliness while reducing the administrative burden.

Q2 2025



ADD'L DOCUMENTS

Anticipated robust document builder & library will offer tailored industry packages & risk assessments, aiming to streamline future deal structuring with compliance-focused, investor-centric content.

Q3 2025



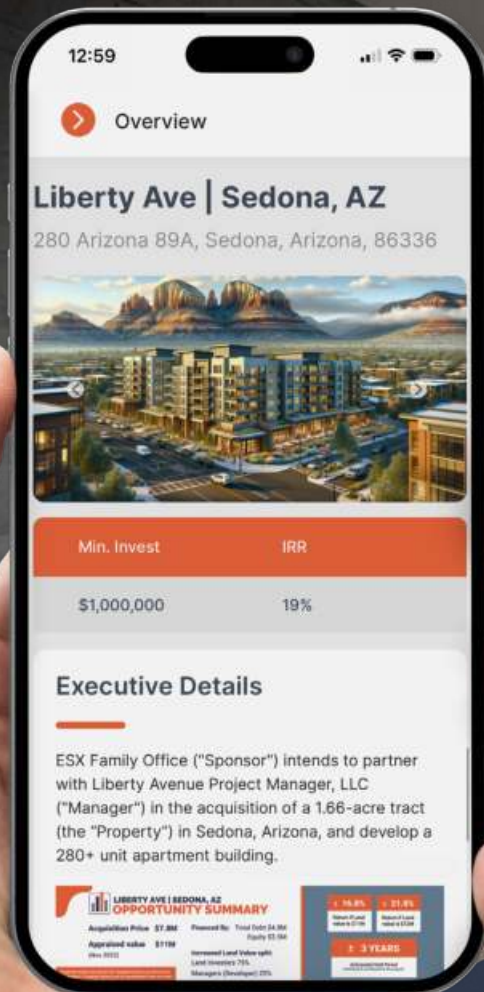
MARKETPLACE

Advancing the development of a marketplace platform, designed to bridge the gap between sponsors and potential investors, ensuring a secure and efficient funding process.

Q4 2025

**AUTOMATED REG D 506(c)
STARTUP CAPITAL
PLATFORM**

Pioneering Investment Solutions with
Seamless Reg. D Compliance, and
Advanced Real-Time Analytics.



Analytics and ESRI Market Data

Madison Avenue Technology elevates investment strategies by integrating advanced demographics with ESRI's rich market data. Access the industry's leading tools in a single, cost-effective platform, offering detailed insights for savvy investment decisions and market analysis.



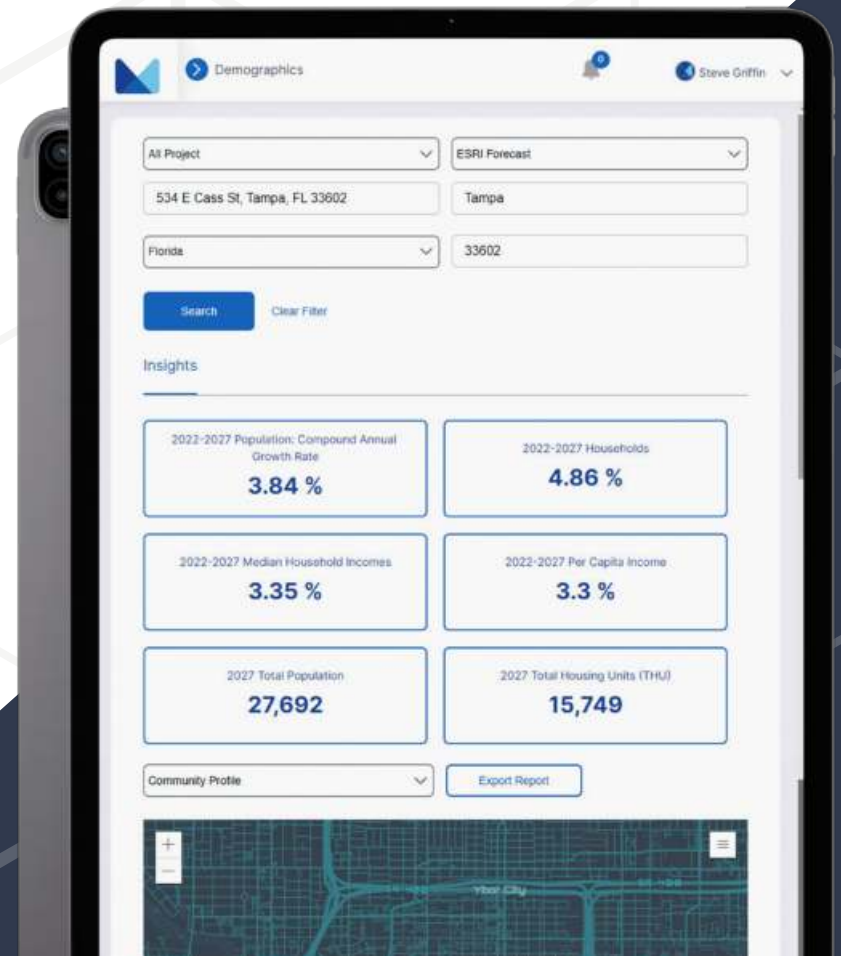
Data & Analytics

at Madison Avenue Technology is a powerhouse of insightful information. Harnessing advanced analytics, the platform provides real-time data, helping users make informed decisions. From investor behavior to project performance, every aspect is meticulously tracked and analyzed, driving strategic decision-making for optimal investment outcomes.



Demographic Tools

powered by ESRI data, Madison offers unparalleled value in market analysis. Users gain access to comprehensive demographic, economic, and geographic data, enabling precise targeting and informed investment strategies. This feature-rich tool is essential for in-depth market understanding and strategic decision-making in your offerings.





Executive Team



Steve Griffin | CEO

Steve is a seasoned executive with expertise in transforming start-ups and mid-sized firms into industry leaders. Skilled in finance and operations, he excels in leveraging new technologies, driving mergers and acquisitions, and enhancing investor relations. His strategic focus on corporate transformation, integration, compliance, and global growth is unparalleled.



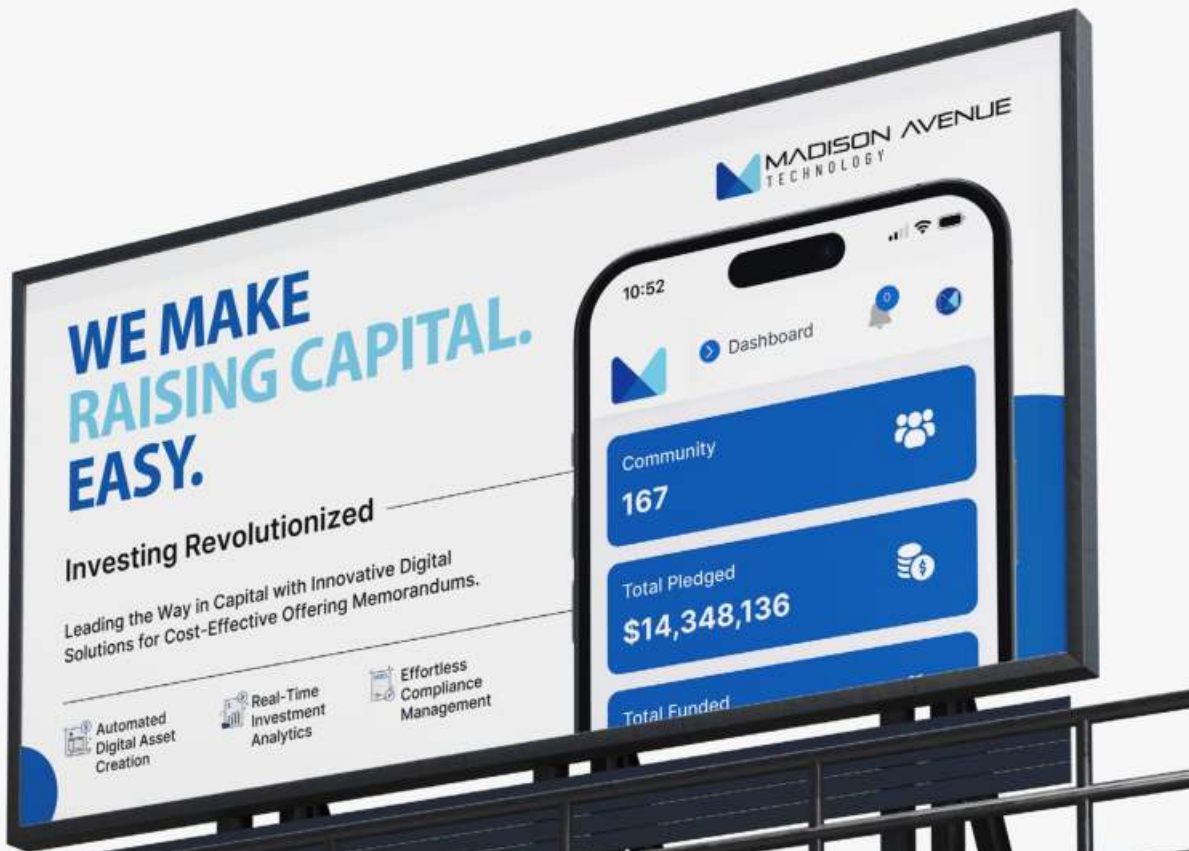
Chris Armour | CSO

Chris is a dynamic Sales Director at Madison Avenue Technology, brings extensive experience in fostering client relationships and driving sales growth. His expertise in presenting innovative technology solutions, coupled with his deep understanding of market trends, positions him as a key player in expanding Madison Avenue's industry footprint and customer base.



Dalton Brown | CMO

Dalton is a distinguished video expert and creative director, renowned for elevating brands through innovative content and media strategies. Proficient in production, social media, and studio development, he excels in driving significant revenue growth and engagement. Dalton's skill-set in video direction, narrative crafting, and strategic insight sets him apart in the industry.



Pioneering the Next Generation of Fundraising

Investing in Madison Avenue Technology means embracing a digital future that revolutionizes capital raising. Our platform stands at the forefront of innovation, transforming the investment landscape with cutting-edge technology. We provide seamless integration of tools like advanced analytics, demographic reports, and a robust Private Placement Memorandum builder, all designed to streamline the investment process. Our commitment to enhancing user experience through continuous development, including UI/UX improvements and comprehensive data analysis, ensures long-term growth and adaptability in a rapidly evolving market. Your investment in Madison Avenue is an investment in a future where digital efficiency and strategic insights drive successful capital raising ventures.



Madison Avenue Technology Inc.

Capitalization Table

Outstanding Shares

Founders

Date	Price	Total Shares	APIC
2022	\$0.001	10,000,000	\$1,223,703.53
— Total Outstanding		10,000,000	

Investment History

2018
2024

\$1 Million



Madison Avenue Technology Inc. Term Sheet

Amount

\$250,000

Offering

Equity under valuation cap, or Convertible Notes for Common Stock in Madison Avenue Technology, Inc.

Maturity

The Notes will mature on the date that is three years from the Closing Date

Terms

10% interest per annum | 20% Conversion discount to Qualified Financing valuation | Optional conversion under valuation cap of \$1M

Subscription Agreement

Subscription Agreement upon the satisfaction of the applicable conditions, entitles the holder to receive a convertible note that can be exchanged for common stock in the company, and become a shareholder of Madison Avenue Technology, Inc.

Use of Proceeds

Corporate and general working capital purposes

Exit Plan

Sale, stay private, or public offering



Madison Avenue Technology Inc. Share Structure

Madison Avenue Shares ¹	10.0
Total Basic Shares Outstanding	10M
Stock Option Plan ²	1.0
Convertible Notes Issued Under Offering (\$250K) ³	2.5
Fully Diluted Shares Outstanding	\$13.5M

Investment Information

As a tech-forward company, Madison Avenue Technology is at the forefront of integrating advanced digital solutions to streamline and enhance capital raising. Your investment supports cutting-edge development, driving innovation in an evolving market and offering substantial growth potential in the tech sector.

NOTES:

1. 100% owned by Steve Griffin, Founder
2. 10% incentive plan reserve to be implemented in connection with financing
3. Assumed notes convert under valuation cap of \$1M
4. Assume gross proceeds raised from Offering of \$250k

Madison Avenue Technology Inc. Valuation



Basic Shares Outstanding (Post Financing)	10M
Indicative Issue Price of Financing at Valuation Cap	\$0.10
Implied Post-Money Market Capitalization	\$1M
Cash ⁴	\$250k
Implied Enterprise Value	\$750k

Investment Disclaimer

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