

BG Media Syndicate I

Overview:

Winboard is a platform that seamlessly connects advertisers directly to ad space owners, streamlining the entire process by removing layers of inefficiency from the traditional media buying process. Winboard generates revenue and is built to scale globally across all media formats, including digital screens, static billboards, car wraps, mobile truck wraps, mural ads, and more.

The global advertising market is forecast to reach US\$1.3 trillion by 2029, with the Out-of-Home (OOH) segment alone projected at US\$43.15 billion. Winboard's model targets this fragmented, under-digitised space.

AT A GLANCE:

- **Manager:** Boston Global
- **Investment Period:** initial term
- **Minimum investment:** \$50k
- **Investor Eligibility:** Wholesale investors (\$708)
- **Total Raise:** \$550k to \$2m
- **Valuation:** \$10M (Pre-money)
- **Fees:** Management fee of 0% pa
- **Performance Fee** of 20% performance over 10% hurdle.
- **Application fee** of 1.5%

Investment Highlights:

- **Point of Difference:** With its growing international footprint (7 countries), real-time booking engine, and upcoming AI-driven tools. Winboard is positioned to become the universal booking platform for advertising—something incumbents are structurally unable to replicate.
- **Unique Inventory + Strategic Execution:** Winboard unlocks advertising locations, including custom ride-share screens, mine sites, mobile trucks, seaplanes, and construction sites.
- **Market opportunity:** Winboard earns a 10% fee on every transaction. Capturing just 0.5% of the global Out-of-Home market translates to US\$21.5M in annual recurring revenue—demonstrating significant upside from even modest market penetration.
- **Transforming a Fragmented Global Market:** Operating in seven countries and targeting a US\$1.3 trillion global advertising market, Winboard unlocks untapped inventory, empowers local/global advertisers, and reframes ad space as a flexible, on-demand asset class.

Total Advertising Slots



Exit Strategy

- **Distribution** – As Winboard grows and the platform becomes cashflow positive, Winboard will disperse excess funds through a distribution
- **Trade Sale** – Winboard could become an attractive acquisition target for incumbent players (Ohh/QMS), marketing companies looking for vertical integrations (WPP) or tech platforms looking for physical integration (Meta)

Use of funds

- Product development & Innovation (\$300k)
 - Introduction of new media channels
 - Data and mapping analytics integration
 - Visualiser improvements and AI integration with Decidr.ai for faster client and asset onboarding
- Business operations + Marketing (\$250k)
 - Critical business operations, including enhancing marketing efforts
 - Talent acquisition and infrastructure upgrades to position the company for sustainable growth.