

INVESTMENT OPPORTUNITY

DIRTY SOUTH RADIO LED BILLBOARD TRUCK

Mobile Digital Advertising Platform

\$ Seeking **\$75,000** Strategic Investment

 High ROI Potential •  Mobile Asset •  Multiple Revenue Streams

The Opportunity

MOBILE LED BILLBOARD ADVERTISING

Fastest-growing segment of **out-of-home marketing**

Key Advantages

High flexibility and **strong revenue potential**

Unlike Traditional Billboards:



We go where the audience is

Mobile presence at high-traffic locations



We can change ads instantly

Real-time content updates



We can serve multiple clients per day

Maximize revenue per truck



No long-term land leases

Lower overhead costs

The Asset



1 LED Digital Billboard Truck

 High-Resolution LED Screen

 Mobile Advertising Platform

 Event-Ready

 Political Campaign-Ready

 Brand Activation Capable

Revenue Generation

- Hourly Bookings
- Daily Packages
- Weekly Contracts
- Event Contracts
- Political Ads
- Recurring Clients

Revenue Model

Average Pricing



Hourly Rate

Per hour

\$100
to \$175



Daily Rate

Per day

\$800
to \$2,500



Weekly Contracts

Per week

\$5,000
to \$15,000



Growth Potential

Moderate to aggressive utilization: **\$250,000 – \$500,000** annually

Projected Utilization

15

Booked Days/Month

\$1,200

Average/Day

\$ Revenue Projections

Monthly

\$18,000

Annual (Conservative)

\$216K

\$100

Min Hourly

\$2,500

Max Daily

\$15K

Max Weekly

Operating Costs

Estimated Monthly Costs



Fuel

Variable cost



Driver

Labor expense



Insurance

Liability coverage



Maintenance

Truck upkeep



Marketing

Client acquisition and brand promotion



Monthly Operating Cost

\$6,000 – \$8,000



Net Monthly Profit

\$10K – \$12K

Conservative Estimate



Annual Net Profit

\$120K – \$144K

Conservative Estimate



Strong profit margin with scalable operations

Capital Raise

INVESTMENT ASK

We are seeking

\$75,000

Strategic Investment

Funding a mobile digital advertising platform with proven revenue potential

Funds Allocation



Truck Acquisition / Upgrade

Purchase or enhance mobile billboard unit



LED Screen System

High-resolution digital display technology



Insurance & Licensing



Initial Marketing Push



Working Capital Reserve

Operational buffer and contingency fund

Investor Offer Structure

\$ Investment Amount

\$75,000

 Phase 1: Capital Return

Investor receives **profit split** until total payout reaches target amount

Return Structure

 Capital Return

\$150,000

 Return Multiple

2X on Capital

 Profit Share Mechanism

Investor receives **agreed percentage of net profits** until **\$150,000** has been paid back

 Defined payout target

 Clear profit split structure

Post-Payback Bonus

AFTER FULL PAYOUT

Once \$150,000 is paid

The investor continues to participate in ongoing profitability

★ Upside Participation

Continued profit share **even after capital has been doubled**

Investor Continues to Receive

% Profit Share

10%

of net profits

🕒 Duration

12

additional months

Extended Value Proposition



Ongoing participation ensures alignment with long-term growth

+\$12K-\$14K
estimated bonus

Estimated Timeline to Full Payout

CONSERVATIVE

Steady growth approach

Monthly Net Profit

\$10,000

Investor Share (50%)

\$5,000/month

 Payout Timeline

30
months

 Reliable monthly returns

MODERATE

Balanced approach

Monthly Net Profit

\$15,000

Investor Share (50%)

\$7,500/month

 Payout Timeline

20
months

 Optimized performance

AGGRESSIVE

Maximum utilization

Monthly Net Profit

\$20,000

Investor Share (50%)

\$10,000/month

 Payout Timeline

15
months

 Fastest return path

Why This Makes Sense



2X

Return Target



Mobile Scalable

Asset flexibility



Recurring Demand

Steady advertising market



Multiple Revenue

Diversified income streams



Growth Opportunity

Expand into multiple trucks and markets



Defined Payout

Clear structure with transparent terms



10% Profit Share

Continued participation after payback



Proven Business Model

Mobile LED advertising is a tested, growing market segment with strong demand

15-30

months to full payout

Exit & Expansion

AFTER PROOF OF CONCEPT



Add Second Truck

Double capacity



Expand Cities

New markets



Franchise/License

Scalable model



Mobile Network

Full media platform



Investor Opportunities



Reinvest

Double down on success



Equity Position

Convert to ownership stake



Expansion Round

Join growth phase



Scalable Business Model

From single truck to regional mobile media network

10X
growth potential

THE ASK

Seeking one strategic investor

\$75,000



Structured profit participation



Target **2X payout** to \$150,000



Plus **10% profit share** for 12 months after payout



Serious inquiries only

