DrivenIQ: Company Update

Prepared by:

AVENEL
FINANCIAL GROUP

President: Mike Pruitt
Analysts: Sam DiFiore and Aaron Staley

On August 15, 2022, Capstone Technologies Group (OTC: CATG) entered into an agreement to invest in DrivenIQ again to secure controlling interest. As an advisor to these transactions, Avenel has prepared a report breaking down the current state of DrivenIQ. DrivenIQ is an omni-data advertising technology focused on zero- and first-party data in order to assist businesses who are advertising to their customers. Their services consist of website traffic analytics, text message marketing, social media solutions, geo-zoning technologies, VisitIQ™, DrivenIQ Identity Graph and DriveBid™.

The Co/Investor Club previously wrote the white paper DrivenIQ: Company Overview to explain the operations, future, and acquisition of Visitor Data Inc. by DrivenIQ. We recommend reading that overview before reading this paper.

Capstone Technologies will break down this capital infusion into three tranches, allowing DrivenIQ to grow aggressively while ensuring that specific goals are met. The investors involved in this deal are premium members of the Co/Investor Club and first learned of DrivenIQ before publishing our last paper. These investors exercised their rights of first refusal and put their funds together to secure their controlling interest in DrivenIQ.

Since January 2022, DrivenIQ's revenues have grown 23.19% month-over-month on average and have increased 112% from January to month-end July. The revenue growth can be attributed to sales to agency and enterprise clients. The gross profit margin has continued to show strong growth due to the strategic acquisition of Visitor Data Inc., discussed in our last paper. Based on our conversations with the management team, the gross profit margin should continue to scale steadily thanks to the acquisition of Visitor Data Inc. and the new VisitIQ dashboard. Management plans to continue to drive revenue through sales of marketing products, the new identity graph, and the launch of DriveBid. Spending will begin to slow once strategic hires are made, but revenue growth should continue to outpace their spending over the next few quarters.

DriveBid Update

DriveBid was previously introduced at the National Automobile Dealers Association (NADA) conference and in our previous white paper. DriveBid still does have "ample opportunity in a fragmented market." Since our last write-up, the consumer-facing app has been built by DrivenIQ. Consumers will now be able to allow dealers to compete for their used car inventory. DriveBid will give consumers more negotiating power when finding the best price for their trade-in. The BID MY TRADE function on DriveBid puts consumers in a position of strength while dealers actively bid on their cars. Once an auction has ended, the consumer can decide which offer they

would like to accept- based on price, location, or the dealer's availability of cars for a trade. The DriveBid leadership team has 20+ years of experience in the industry.

DrivenIQ will test the concept in the Chicago, New York/New Hampshire, and Cleveland/Akron markets. Based on conversations with CEO Albert Thompson, who has 23 years of tier 1-3 automotive dealership partner management experience, dealerships will purchase at least 300 cars monthly through the app in these markets.

VisitIQ

Since our last paper, the VisitIQ platform has been continuing to strengthen inside DrivenIQ. The acquisition of Visitor Data Inc. has allowed DrivenIQ to own and use its proprietary pixel technology to enable business owners to "pull back the curtain on their website and see who is visiting." Once the pixel is downloaded onto the client's website, their traffic is scrubbed against 27 different data aggregators and over 500 million double-opted customers.

DrivenIQ has invested in their DrivenID Identity Graph, an updated version of their owned data, with over 300 categories of intender data. They now own over 2 billion records classifying an IP address as residential, commercial, or mobile. DrivenIQ recently participated in a blind study with 15 other data suppliers and DrivenIQ's combination of age and gender data outperformed all other suppliers in terms of accuracy. This gives DrivenIQ a distinct competitive advantage due to its records being more accurate than other suppliers in the industry.

DrivenIQ believes in the future of building an ecosystem between Customer Data Platforms™ (CDP), Customer Experience Management™ (CXM), Customer Relationship Management tools (CRM), and Data Management Platforms™ (DMP). DrivenIQ also sees a future in Audience Experience Platforms™ (AXP) and Audience Management. Brands need a way to unify, collect, normalize, and ingest data to use in an easy and seamless way. Additionally, Data Platforms are missing some key integral components that DrivenIQ will solve with its VisitIQ™ data-as-a-service (DaaS) platform.

VisitIQ 2.0 is using this data to show a fully functioning DaaS (Data-as-a-service) based platform that will allow businesses to log on and find the audience they are looking for. Consumers will be able to soon go onto this dashboard, sign-up, and begin to curate their own micro custom audiences based on their needs. DrivenIQ's development team has been working on an easily navigated user interface, allowing customers to tap into the data they need. These data records include first name, last name, physical addresses, email and IP addresses, phone numbers, online behaviors, social media handles, mobile ad IDs (MAIDs), and 496 total selections used to construct audiences. These comprehensive selections include occupation, interests, donor behavior, political reading, and more.

Since DrivenIQ owns over 500 million first-party data records through the acquisition of VDI, DrivenIQ can better serve other companies that are looking for accurate and reliable data on consumers visiting their websites. With this first-party data, companies can adjust their marketing campaigns in real-time to see the impact it has on the end user. DrivenIQ is working towards a zero-party and first-party data world, while most firms are still using unreliable third-party data when it comes to genuinely identifying an individual. After screening the information through the identity graph, companies can be sure of their audience and how they can better serve them.