

# soofa sign

## Overview Deck

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The Soofa Sign is a sustainable and tech-forward communication platform.



100% Sustainable



Sensor Technology



Engaging Content



Instantly communicate city news & PSAs in the real world.

Soofa is a trusted source of information for residents on health guidelines, upcoming events, public works, and general city updates.



## Cities Choose Screen Applets

Cities can choose which applets they want to display on the Sign, depending on the Sign's location and the city's objectives and priorities.



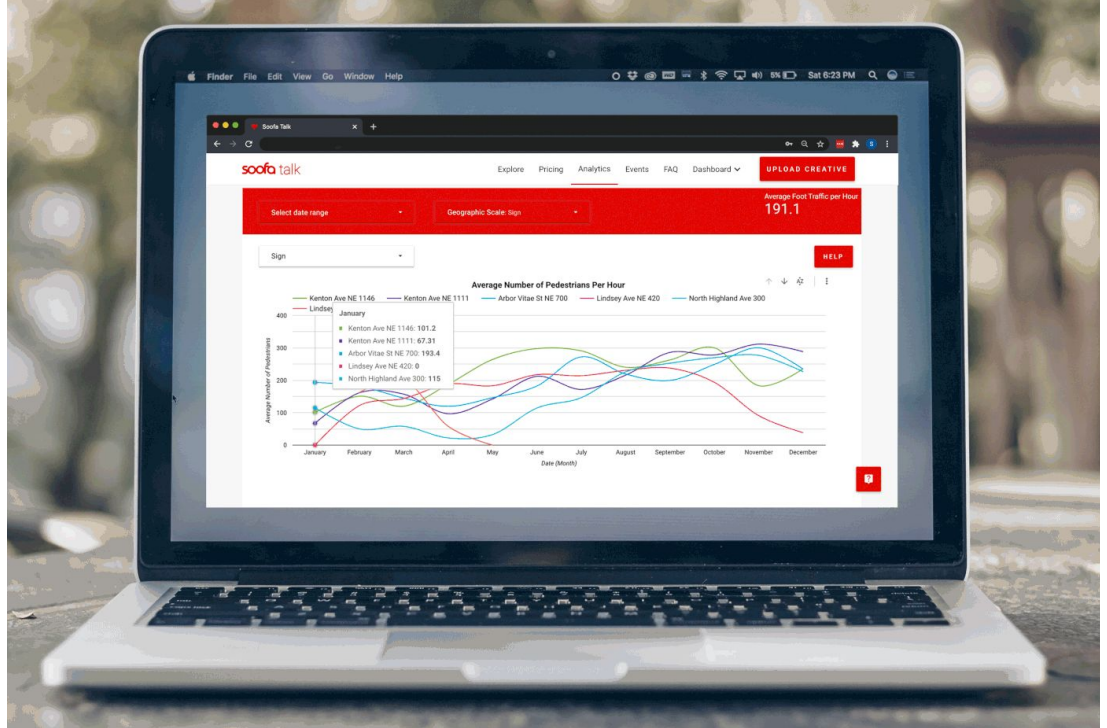
Timely and relevant updates in just a few clicks.

Our platform, SoofaTalk, allows cities to post to Signs across different neighborhoods.



Our sensor  
measures pedestrian  
traffic in real time.

Soofa's sensor technology  
provides the you with  
real-time data on  
pedestrian footfall,  
creating new insights on  
usage of public space.



## Vinyl decal customized to your city.

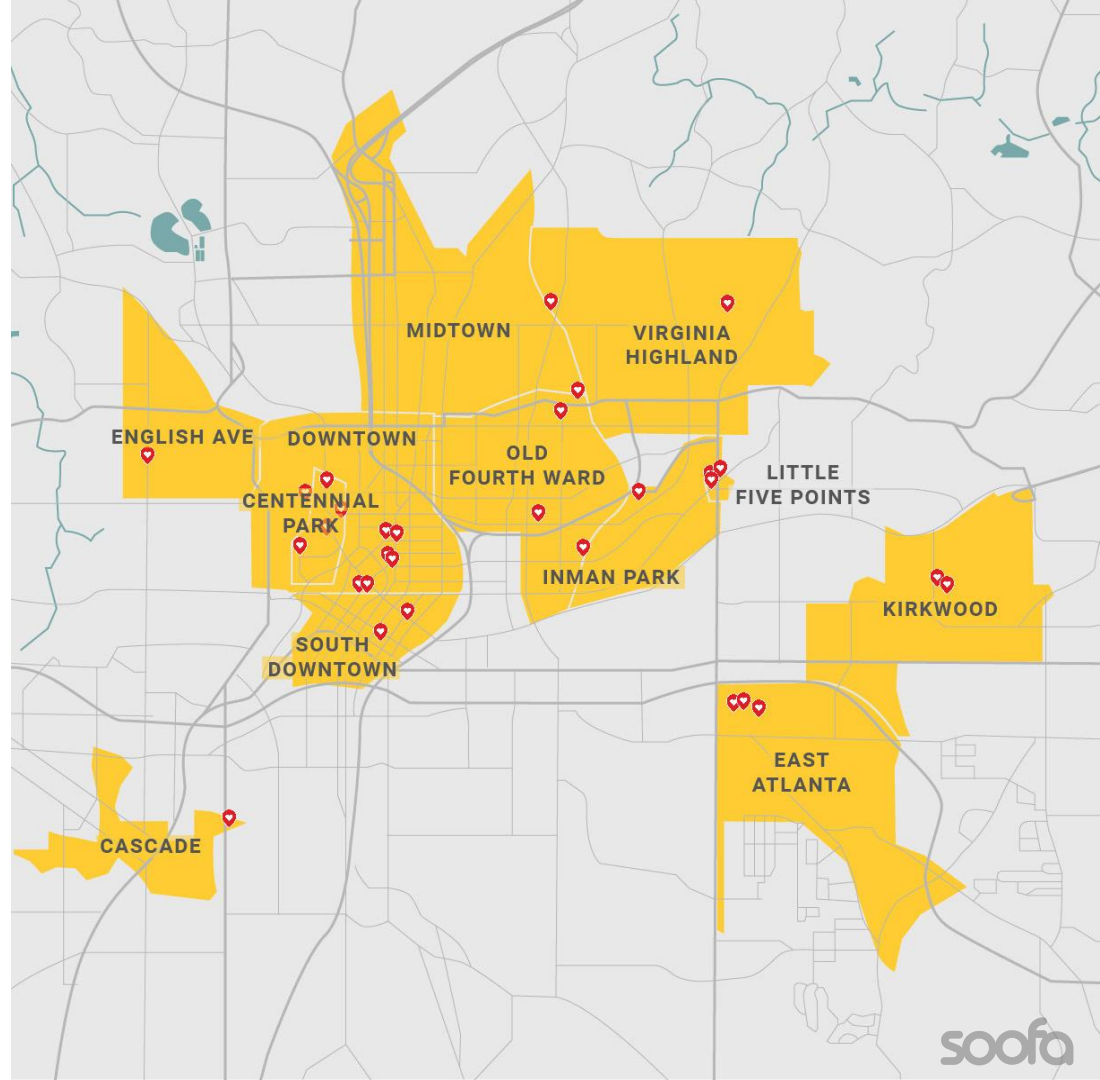
We work with cities to design an eye-catching vinyl sticker that fits the city's needs and matches the character of each neighborhood.



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## Soofa's Presence in Georgia

There 28 Signs throughout 12 Atlanta neighborhoods, and 3 Signs in the City of Sugar Hill.





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## Standard Operating Agreement

In exchange for a co-investment cost of \$10,000 per Sign, cities receive:

- 20% share of net revenue annually
- 100% airtime in city content block
- Custom vinyl decal
- Pedestrian data
- Real-time transit updates for additional annual fee

Soofa takes care of:

- Weekly cleaning and maintenance
- Installation
- Content management



**Thank you!**

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[www.soofa.co](http://www.soofa.co)

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