

If you advertise on Billboards, Buses, Bus Benches, Trucks, Service vehicles, use yard signs, advertise on TV or Radio, you need to read about our system. It is inexpensive and once enabled, covers an entire area, spanning any medium of advertising you are using.

Welcome to our Chat GBT created **pitch deck structure** for Query-point, designed to communicate the “radius-based physical advertising operating system” clearly and fast. Turbo charge your existing ad program.s

SLIDE 1 — TITLE

Query-point

The operating system for physical-world advertising

Visual: Imagine

- A glowing map with a central point and expanding circular “umbrella” radius
 - Billboards, buses, TV screens, and signs inside the circle lighting up as nodes
 - Outside the circle = dimmed / inactive
-

SLIDE 2 — THE PROBLEM

Physical advertising is fragmented and inefficient

Visual: Most advertising is a

- Collage of disconnected ads:
 - billboard company logos
 - transit ads
 - vehicle wraps
 - yard signs
 - TV and Radio ads
- All shown as separate silos with arrows going nowhere

Key message:

- Businesses buy pieces, not markets
 - No unified system for physical reach
-

SLIDE 3 — MARKET OPPORTUNITY

~\$250B+ spent annually on local + physical advertising

Visual:

- Large circular “market map” of the U.S.
- Segmented layers:
 - \$200B+ local business ads
 - \$10B+ OOH billboards
 - \$2–4B transit ads

Key message:

- Massive spend
 - Highly fragmented infrastructure
-

SLIDE 4 — CURRENT SYSTEM

Buying ads today is asset-by-asset chaos

Visual:

- Flowchart showing:
 - “Business” → multiple vendors → multiple invoices → multiple contracts
- Broken, messy pipeline

Key message:

- No unified buying interface
 - No geographic abstraction layer
-

SLIDE 5 — THE QUERY-POINT MODEL

Advertisers define a center point + radius

Visual: Lots of concentric umbrellas

- A map with a pin dropped in a city
- Expanding circular “advertising umbrella”
- Radius tiers labeled (4, 15, 30, 75, 150 miles)

Key message:

- One decision replaces dozens of vendor decisions
-

SLIDE 6 — HOW IT WORKS

The umbrella activates all physical media inside it

Visual: Imagine

- Inside the radius:
 - billboards light up
 - buses appear with ads
 - trucks move along routes
 - signage pops in neighborhoods
- Animated “activation layer”

Key message:

- One campaign → entire physical ecosystem
-

SLIDE 7 — THE CORE PRINCIPLE

The viewer reaches the ad — never the other way around

Visual:

- Person moving along a road/path
- Passing through billboard zones, bus routes, signage clusters
- No arrows from ads toward person — only intersections

Key message:

- Presence-based exposure, not targeting
-

SLIDE 8 — WHY THIS WINS

The abstraction shift: from assets → geography

Visual:

Split screen:

LEFT:

- billboards, transit, vehicles (fragmented objects)

RIGHT:

- one clean circle labeled “Nashville 30-mile umbrella”

Key message:

- We replace fragmentation with a geographic operating layer
-

SLIDE 9 — BUSINESS MODEL

Subscription-based radius activation

Visual: Monthly fee schedule

- Tier ladder:
 - 4 mi — \$4.99
 - 15 mi — \$8.99
 - 30 mi — \$12
 - 75 mi — \$19.99
 - 150 mi — \$29.99
 - Nationwide — \$299.99
- Overlay of increasing circle sizes

Key message:

- Pricing scales with geographic reach and density
-

SLIDE 10 — VISION

The Google Ads of physical space

Visual:

- Earth/map hybrid:
 - internet layer fading out
 - physical world glowing with radius circles everywhere

- Nodes of cities activating like a network

Closing line:

Query-point transforms physical advertising into a programmable geographic system where every location becomes an addressable market.

If your billboard is enabled, so is any bus, bus bench, transit, radio, TV, print advertising at the same time within the same area. Automatically.

All of your existing advertising is turbocharged.