



JJA Venture Search

# OPPORTUNITY MONOGRAPH



**Ø P U S**

**Head of Product &  
Technology**

**ØPUS INTELLIGENCE**

# Opportunity Monograph

## ØPUS INTELLIGENCE

# Ø P U S

### Vitals

#### Website

- ◆ ØPUS Intelligence is in stealth mode, but [www.opusunited.com](http://www.opusunited.com) is its Agency, Studio, and Laboratory

#### Social Media

- ◆ [LinkedIn](#)
- ◆ [Instagram](#)

#### Founded

- ◆ ØPUS United: 2018; ØPUS Intelligence: 2020

#### Locations & Employees

- ◆ Los Angeles and Salt Lake/Provo, UT
- ◆ ~20 FTEs @ ØPUS United and Intelligence

#### Strategic Snapshot

Visionary marketing strategist Omar Johnson knows what people want before they do. He was the CMO behind the campaigns that skyrocketed the popularity of Beats by Dre headphones to the tune of a \$3.2B acquisition by Apple. Prior to Beats, Omar pioneered diverting media spend to athletes and celebrities as influencers during his career at Nike. Omar's new venture builds on his years of marketing innovation and the growth of world-class brands. ØPUS Intelligence disrupts the nearly \$1 trillion marketers spend on media by transforming citizens into media inventory.

ØPUS Intelligence is a SaaS platform and two-sided marketplace between businesses and citizens, providing analytics and tools that drive conversion for brands and compensation for individuals. Not an influencer database or affiliate network, it's designed to change how marketing is done. Fundamentally, it allows individuals to monetize trust in the audiences that follow them,

while dramatically increasing the return on advertising spend (ROAS) for brands.

The kernel of the technology is **ØPUS Score**. A matrix similar to the FICO score used to determine someone's risk of default in 60 days, the Øpus Score predicts a citizen's ability to convert their audience in 60 days. This is the secret sauce that drives ØPUS's editorial, analysis, pricing, and ROI equations.

#### Key Facts

- ◆ **Insider advantage:** Through work with brands including Fortnite, Google, LG, LVMH, Timberland, NBA, and Champions League, ØPUS United has accumulated insights that set the stage for data-driven dominance.
- ◆ **Devoted, deep-pocket customers:** Brands spend \$5k–\$30k/month for access to ØPUS marketing intelligence. Annual revenue from brands is projected at ~\$3.7M for 2022.
- ◆ **From beta to behemoth:** The platform in development features multiple scalable revenue streams including service fees, subscription revenue, affiliate fees, payment fees, surveys, and licensable API.
- ◆ **Notable backers:** Opus Intelligence has secured \$5.5M in financing from investors including Ryan Smith (Qualtrics), Ryan Sweeney (Accel), Tony Fadell (Apple, Nest), and Scott Dorsey (ExactTarget, Salesforce).

**Position:** Head of Product & Technology

**Position Location:** WFA w/ time in LA

**Reports To:** Founder/CEO

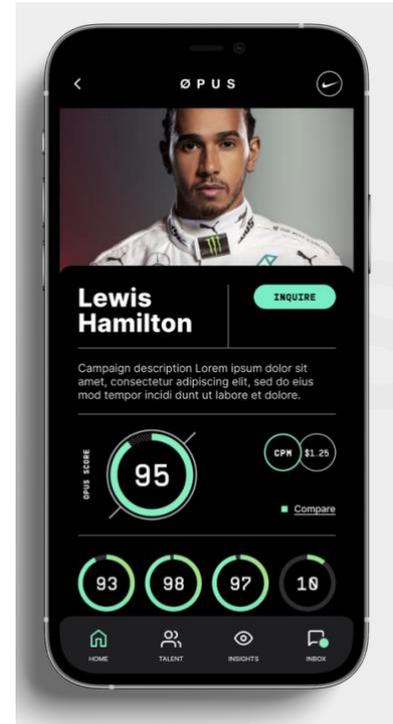
**Compensation:** Highly competitive cash compensation, C-level equity, and benefits

# ØPUS Intelligence: Overview & Analysis

A recommendation engine that connects brands and citizens through marketing opportunities, ØPUS Intelligence (OI) is poised to reshape marketing and media by redistributing its deal flow.

The total addressable global media market, representing dollars that brands spend to reach audiences, is currently \$649B and projected to grow to \$762B by 2024. At the same time, pain points for key players are also growing steadily, creating conditions for disruption:

- **BRANDS** are often struggling to connect with the most relevant and aligned talent, and they're seeking more tangible metrics to drive decision making and evaluate results.
- **AGENCIES** lack tools for scaling the very manual process of meetings and information sharing.
- **TALENT** (athletes, artists, creators, other influencers) tends to be either overbooked or overlooked.
- **CITIZENS** are left out of the compensation equation, even as corporations mine their data for profit.



Market trends show that over the past decade, brands have shifted 50 to 75 percent of their marketing budget to digital marketing in hopes of achieving better targeting and stronger return on ad spend compared with TV, radio, and billboard advertising—mediums that suffer from imprecise estimates of audience demographics and reach. Now the pressure to achieve more accurate and cost-effective targeting is coming up against shifting legislation and sentiment around data privacy, exacerbating the challenges of connecting effectively with audiences.

*“The changing landscape in privacy laws is making SEO and targeting less precise and more expensive, which creates an Airbnb–sized opportunity for individuals to participate in the global media market.” —Omar Johnson, Founder of ØPUS*

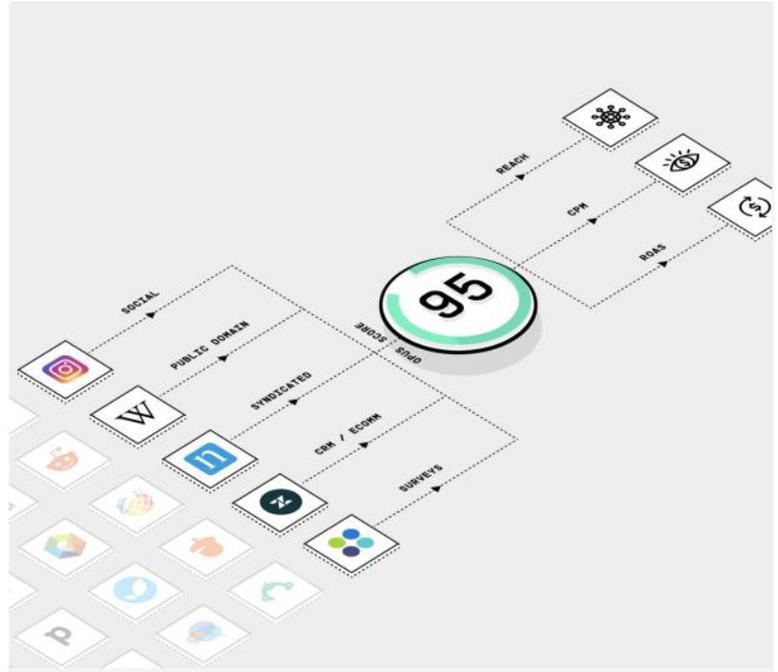
Part enterprise software, part marketplace, part social network, OI connects brands and talent through SaaS tools including membership, campaign dashboards, intelligence, notifications, and payments.

## Game Changers

ØPUS Intelligence makes digital marketing more quantifiable, reaches and represents more diverse audiences, creates a more accessible, valuable experience for both talent and brands, and standardizes a new system of measurement for the industry.

- **A NEW WAY TO MEASURE INFLUENCE** OI goes beyond inexact gauges of reach, such as impressions and engagement. Powered by deep learning, machine learning, and natural language processing, ØPUS Intelligence quantifiably predicts an individual’s ability to convert followers within 60 days. This calculation, a measure of the distance between nodes representing Talent and Opportunities on a knowledge graph, stacks data resources including social media, proprietary data, point-of-sale data, public domain data, brand experience data, CRM, surveys, and soft intelligence to generate a uniquely useful rating.

- DEMOCRATIZING DIGITAL MARKETING** OI opens up the playing field beyond influencers to include individuals who don't have huge followings, yet nevertheless have an authentic trust factor and strong conversion among highly engaged networks in specific market categories. "We're looking for audiences, not talent," Johnson explains. This approach unlocks massive scale for the company to catalyze deals for the 3.8 billion social media users in the world to monetize their followings, similar to the way that Uber allows anyone with a car to participate in their transportation network.

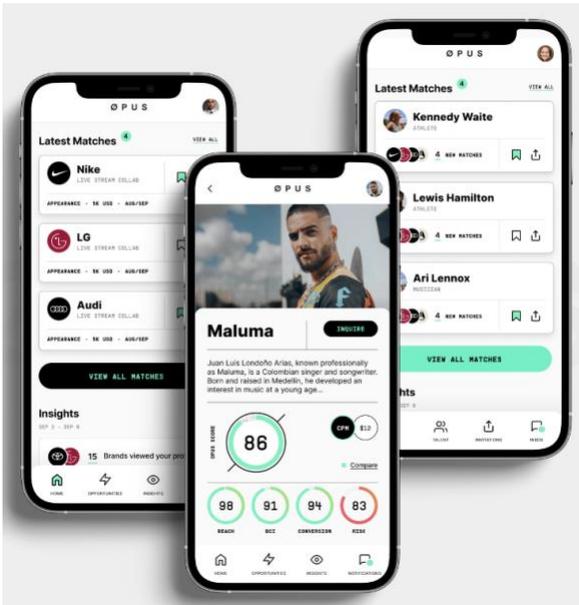


- SMALL COMPANIES CAN BE BIG PLAYERS** Thanks to the platform's data and interface, smaller and mid-size companies that traditionally haven't been able to invest big in marketing like established brands will now have an accessible entry point and the ability to maximize return on ad spend. For example, the platform can deliver a deep and precise profile of the 1M fans of a celebrity, or it can profile 10 individuals with an average audience of 100k, or 100 individuals with an average of 10k followers. Ultimately, each business can choose an appropriate path based on OI's deep analytics tools and scores. In contrast to traditional major endorsement deals, members can sign on for low-complexity, high-impact opportunities such as a post or Zoom appearance.
- READY FOR WEB 3.0 AND iOS20** Permission-based with layers of opt-in options, OI is playing to a world where citizens have custodianship of their data and can choose if and when to participate in the marketing process...and get compensated for sharing their authentic interests.
- PREDICTIVE AND ITERATIVE** As clients use OI, its AI makes brands smarter. For each campaign, OI shares what worked, how, and why. Powered by hard and soft data, OI continually leverages the network effect of its membership base to deliver intelligence.

## ØPUS Intelligence Features & Plans

Brands, talent, and agencies can set up profiles relevant to their goals, including selections of tags representing categories of interest (e.g. fitness, fashion, travel, LGBTQ), privacy settings (with permissions for usability and visibility of personal information), and preferences for budget/compensation. Brands have ample options to import or build marketing opportunities with inputs such as type, target audiences, location, and deliverables. All members will have access to a news feed, opportunities, inbox, campaign reports, and payments.

Beginning in Q1 2022, OI is primed to kick off testing with a brand partner and roll out features including opportunity matching, campaign reports, and editorial content. The initial focus is on delighting users while operating on a controlled scale, with rapid expansion to follow.



ØPUS has built a scalable foundation for its platform, with a functioning front and back end and infrastructure for AWS services and automated deployment pipelines; a node-based services architecture and GraphQL API to power applications and tools; authentication and security features; landing experiences for members; opportunity creation and scoring; content related to culture trends and tips on attracting, negotiating, and executing opportunities; and subscriptions for individuals and teams.

That's where the Head of Product & Technology plays a key role: The recommendation engine is a linchpin to the ØPUS Intelligence system, quantifying members' reach, BCI (brand connection index), conversion, and risk, while providing numeric assessment of an individual's ability to drive followers to a purchase within 60 days. **The Head of Product & Technology will oversee the data analytics process that reliably produces and perfects this measurement, ensuring far-reaching significance analogous to the**

credit industry's FICO score.

## Current Tech Stack Details

- **Core Technologies:** Node.JS + React + GraphQL
- **Microservices**
  - Reach
  - Scoring
  - Core Services
  - GraphQL API Gateway
- **Data Layer**
  - Hasura
- **Caching**
  - CloudFront
  - Hasura
  - Redis
- **Security**
- **Search**
  - Algolia Integration
- **Knowledge Graph**
  - Neo4J
  - Apache Spark
- **Authentication**
  - Auth0
- **Payment Processing/Gateways**
  - Stripe Integration
- **Test Harness**
- **Testing**
  - Jest (Unit, Integration)
  - Cypress (E2E)
- **Logging**
  - CloudWatch
- **Monitoring (Code and Live Service)**
  - Sentry

## Big Opportunities at ØPUS

- ØPUS's roots in creative strategy are all about producing meaningful experiences, and that extends to its own **work environment being an exciting and inviting place to be.** (How about a staff meeting in an NBA arena using the Jumbotron as a white board?)
- This company has a **real commitment to diversity.** **Its mission is in service to a larger purpose of making advertising inclusive of a broader pool of people, reflective of the world.**
- A Series A financing round is likely on the horizon, presenting **potential increased windfall for those who come on board at this stage.**

## Leadership at Opus

### Founder, CEO



**Omar Johnson** is the former CMO at Beats by Dre and former VP Marketing at Apple. In 2016, he was named a “Brand Genius” by Adweek and one of the “Most Innovative CMOs” by Business Insider. Since then, Johnson has founded ØPUS United, a modern brand management company comprised of a multi-disciplined collective of award-winning executives, athletes, strategists, creatives, and musicians, who understand the anatomy of world-class brands. Through his work with ØPUS United, Johnson has been actively involved in developing initiatives such as We The People and We Got Next that encourage conversations around racial

equity and the empowerment of younger generations to take action through polling, voting, and representation within the government. Johnson is from Brooklyn, NY. He received a BS in Biology and Chemistry from Georgia State University and an MBA from Goizueta Business School at Emory University.

### Partners



**Ryan Smith**  
Co-Founder of [Qualtrics](#)  
(IPO'd at +\$20B) and  
owner of the Utah Jazz



**Ryan Sweeney**  
General Partner at [Accel](#) and  
investor/board member/advisor to  
companies like Atlassian, Qualtrics,  
Goat, and Gopuff

### Investors

#### TECH + SOFTWARE

**Wendy Chan** | Senior Director of Digital Partnerships at Nike

**Scott Dorsey** | Founder of High Alpha and former Co-Founder of ExactTarget, exiting to Salesforce

**Tony Fadell** | Founder of Nest and Future Shape, inventor of Apple's iPod and co-inventor of the iPhone

**Adam Ghatti** | Founder of Ionic Security and GM/VP at Twilio

**Ryan Petersen** | Founder of Flexport

**Ian Rogers** | Chief Experience Officer at Ledger and former Chief Digital Officer at LVMH

#### ENTERTAINMENT + MARKETING

**Maverick Carter** | Founder of SpringHill Company

**Trevor Edwards** | Former President of Nike

**Ricky Engelberg** | CMO at Vistaprint and former VP at Converse and Nike

**Jimmy Iovine** | Founder of Beats by Dre and Interscope Records

**Omari Leggett** | Founder of Penciled Consulting, formerly VP at Beats by Dre and Product Director at Nike

**Ken Sterling** | EVP & Chief Learning Officer at Big Speak

**Luke Wood** | Former VP at Apple and President of Beats by Dre

#### BUSINESS + FINANCE

**Aglaé Ventures**

**Ben Black** | Founder of Fortinbras

**Alan Chan** | Co-Founder of Vectr

**Matt Hulsizer** | Co-Founder of Peak6

**Jenny Just** | Co-Founder of Peak6

**Jake Rosser** | Founder of Coho Capital

**Paul Wachter** | Founder of Main Street Advisors

**Gunner Winston** | Former CEO of Dosist

# Position Description: Head of Product & Technology – ØPUS Intelligence



## Insights About This Role

This is not your typical Silicon Valley startup story. ØPUS Intelligence was the brainchild of a visionary subject-matter expert who partnered with iconic technology and software founders and funders to take the vision from concept into a well-funded startup. ØPUS was incubated inside a creative agency working with world-class brand clients and top-of-their-game athletes, celebrities, and influencers. To date, ØPUS has leveraged external front- and back-end software development as well as design while Omar drives product strategy and vision.

“Our marketing agency, ØPUS studio, was built to scale an innovative and disruptive approach to driving sales,” Omar says. The approach was modeled after the marketing Omar did at Nike, which used athletes instead of media to drive revenues from \$700M in North America to a multibillion-dollar global brand, and the strategy he applied at Beats By Dre, using athletes, artists, and influencers to grow from a \$20M North American brand to \$2.2B global brand in four years. ØPUS studio essentially functioned as a lab to codify and validate this approach across categories including consumer packaged goods, technology, luxury goods, sports, gaming, social commerce, wellness, appliances, mobile, and fashion. Today, the studio’s clients are informing product design, product management, features, and functionality of the Øpus Intelligence enterprise SaaS. Once ØPUS Intelligence gets to the scale of ØPUS studio, a business merger will consolidate the two—thereby transforming the company executives’ equity value from a category that’s 1-3X revenue to a 10-15X revenue multiple.

The **Head of Product & Technology (HPT)** will partner with CEO Omar Johnson like a co-founder, owning all decisions about technology, infrastructure, product development, and architecture. The HPT will work shoulder-to-shoulder with Omar and the company’s partners, advisors, clients, and investors to nail the product roadmap and achieve product-market fit. While Omar establishes the *what* and *why*, the HPT will own the *how*.

Beyond product and technology decisions, the HPT will have a seat at the table setting company direction. The selected HPT will have the confidence and business chops to collaborate with the company’s incredibly powerful “extended family” of advisors and investors to solve problems, leverage gatekeepers, and both secure and serve iconic customers.

Because the core of ØPUS Intelligence’s secret sauce is ØPUS Score, the HPT will bring a kit bag which more than likely contains data science leveraging very large data sets, AI, predictive analytics, and complex algorithm development. Beyond the technical, engineering, and mathematical prowess, the HPT will be a leader and builder of teams, cultures, and commercial, at-scale products.

## Critical Selection Criteria

- **Startup and enterprise software veteran**, preferably with experience as CTO or CIO
- Strong background in data science and **predictive analytics**. Whether you’ve worked in financial services, e-commerce, or other industries, you’ve handled complex data sets where risk measurement, accuracy, and scale are key
- **Experience building a high-performing team**
- Aptitude for data mining and adapting algorithms for **effective incorporation and surfacing of soft intel in addition to hard data**

- **Big-picture understanding of how to leverage, curate, and package data** for business intelligence and scale automated data across different-sized businesses, **combined with ability to track step-by-step minutiae**
- **Thought partner** for mapping continued build-out of technology against planned phases of growth for the company
- **Presence to interface with investors, partners, and clients**, articulating ideas in a clear and compelling way for those with less technical backgrounds

### Responsibilities and Deliverables

- **Mastermind the scoring matrix and ace the API**
- **Own decisions on tech stack, architecture of the platform, and data processing**
- **Manage a team** of data analysts, engineers, coders, and designers, with a focus on flows and UX versus cosmetics
- **Help lead OI to preeminence**, setting priorities and marshaling and deploying resources every step of the way

### Key Personal/Cultural Characteristics

- **Hands-on:** Flexible and resourceful, with a figure-it-out mentality and a major bias toward action and results; a doer (not just a delegator)
- **Curious, creative deep thinker** about underlying patterns in order to drill down to insights
- **Direct communicator**, willing to push back and focus others on priorities as needed
- **Conscientious about maintaining quality standards**, whether related to data, DEI, or ESG
- **Passionate** about the opportunity to redistribute media wealth toward consumers

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