

EXHIBIT • VIR00L • 2012-2018

Virool, the data room.

The complete operating record of a YC-backed video ad network — every department, six years, with the paper still attached.

Y Combinator S12
\$50M+ lifetime revenue
30,000+ advertisers
100+ people • 6 offices

~1TB Drive, Dropbox and email, all sources (est.)	~50,000 files in total — 29,177 confirmed by full scan	500,000+ email messages (est.)	\$120M acquisition process with a public ad-tech company, 2015
10 departments — every function of the company	137 staff Drive folders, each kept intact	71 all-hands and weekly management decks	37 legal matters and deals on file

WHAT'S INSIDE, BY DEPARTMENT

DEPARTMENT	HIGHLIGHTS	VALUE
CEO & Corp Dev	The 2015 acquisition A to Z, four financings, 51 all-hands and 20 weekly management decks	VERY HIGH
Finance & Accounting	Month-end close, AR and collections, receivables financing, audit and tax packages	VERY HIGH
Product	Six roadmaps, a multi-year delivery tracker, technical diligence, leveling rubric	VERY HIGH
Ad Operations	AdOps manual, a SQL query library tied to business questions, post-mortems	VERY HIGH
Sales	9 MB product playbook, sales exams, Fortune 500 RFPs, pipeline, rep handoffs	HIGH
Account Mgmt & Strategy	Servicing, launch and billing SOPs; competitive intelligence	HIGH
Publisher Development	Publisher agreements, exchange integrations, measurement reports	HIGH
Engineering & Data	Ad-tech analytics, product requirements, ~30 recorded standups	HIGH
HR / People	Handbooks, career ladders, interview kits, surveys, org plans	HIGH
Marketing & Events	A full product launch, customer interviews, event plans	MEDIUM

WHAT IT CAN TRAIN

- Long-horizon business agents: diligence, month-end close, collections, campaign ops
- Evals grounded in real sales exams with known answers
- Preference data from full document revision history and comment threads
- Text-to-SQL on a real ad-tech schema, paired with the business question
- Executive synthesis: board decks, all-hands, weekly management reviews

STANDOUT ASSETS

- A \$120M acquisition process, 13 steps documented with the working files
 - Management presentation and technical diligence for the acquirer
 - 51 all-hands and 20 consecutive weekly management decks
 - A 9 MB product playbook and real sales exams
- AdOps manual and a SQL library tied to business questions
 - Six roadmaps against a multi-year weekly delivery tracker
 - Post-mortems, correcting entries and rep handoff reports
 - Two handbooks a year apart, career ladders, interview kits

LEGAL AND CORPORATE RECORD

Commercial and lender matters	9
Employment and work authorization	9
Contracts and compliance	7
Financings	4
Payment disputes	3
Corporate and governance	3
M&A processes	2
Matters and deals	37

THE 2015 ACQUISITION, 13 STEPS

Jun 2015	First meeting with the buyer's leadership
Jul	Outreach, company decks, banker engaged
Jul-Aug	P&L rebuilt, books moved cash to accrual
Aug	Diligence answers; second buyer approaches
Aug 20	Written letter of intent at \$120M
Sep-Oct	Confirmatory and technical diligence
Sep-Oct	Terms negotiated to the definitive agreement
Oct 29	Earnout modeled

WHAT'S INCLUDED

- Operating documents
- Operational data and reports
- Legal and corporate record
- Management record
- Media and design files
- Executive email

VIROOL · ARCHIVE INVENTORY

What's in the archive.

Confirmed counts from a full scan of three Google Workspace accounts, plus estimates for the sources not yet scanned.

29,177

files confirmed, plus 2,914 folders

~50,000

files in total, estimated (45,700 to 65,700)

~350 GB

confirmed in Google Workspace;
~1 TB across all sources (est.)

500,000+

email messages, estimated

☐ Confirmed by full scan ☒ Estimated, not yet scanned

CONFIRMED · FULL SCAN

ACCOUNT	FILES	FOLDERS	DRIVE SIZE	WORKSPACE STORAGE	CREATED 2012-2018
Company archive account	27,635	2,661	266.2 GB	274.5 GB	27,471
Cofounder and CEO	1,347	253	1.2 GB	22.0 GB	1,335
Cofounder, product and engineering	195	0	<0.1 GB	27.5 GB	193
Confirmed total	29,177	2,914	267.4 GB	324.0 GB	28,999

CONFIRMED FILES BY TYPE

Images	10,456
PDFs	4,522
Word, Excel, PowerPoint	4,070
Other (code, design, zip)	3,016
Google Sheets	2,896
Google Docs	2,114
Google Slides and Forms	816
Video and audio	656
CSV data files	631

CONFIRMED FILES BY YEAR CREATED

2012–2013	112
2014	3,320
2015	9,719
2016	14,040
2017	1,721
2018	87
Copies made later	178

Native Google Docs, Sheets and Slides take no Drive storage, so the 5,800+ native files are counted here but add almost nothing to the GB figures.

ESTIMATED · NOT YET SCANNED

SOURCE	STORAGE	FILES	EMAIL MESSAGES
Dropbox	~200 GB	15,000 to 30,000	—
Lead engineer account (Drive + email)	20.9 GB	1,000 to 5,000	100,000 to 150,000
Head of engineering account (Drive + email)	2.0 GB	500 to 1,500	10,000 to 15,000
Cofounder, product and engineering: mailbox	~27.5 GB	—	190,000 to 275,000
Cofounder and CEO: mailbox	~20.7 GB	—	145,000 to 205,000
Company archive account: mailbox	~8.3 GB	—	55,000 to 80,000
Estimated total		16,500 to 36,500	500,000 to 725,000

How the estimates were made. Dropbox at the archive's measured ratio of about 100 files per GB; email at 7,000 to 10,000 messages per GB of mailbox storage. Mailbox storage is each account's Workspace total minus its measured Drive size; two mailboxes include some mail from after 2018, so Virool-era counts will come in lower. Every estimate is replaced with an exact count as each source is scanned.