

CODEBASE VENTURES INC.

08:21 10 Dec 2019

Codebase's Pressland subsidiary strikes strategic partnership with digital platform Showcase

Codebase Ventures Inc (CSE:CODE) (OTCMKTS:BKLLF), a venture capital company investing in early-stage technology and cannabis companies, said Tuesday that its wholly-owned subsidiary Pressland had struck a partnership with Showcase, a new digital platform that helps brands, celebrities, artists, creators and producers connect more meaningfully with their communities.

In a statement, the company also revealed that it was undertaking a \$1 million financing.

Meanwhile, Brooklyn-based Pressland will work with Showcase to build audience engagement tools for news organizations, independent media and freelance journalists.

READ: Codebase Ventures' Pressland subsidiary kicks off initiative to fight fake news, misinformation online

"Pressland's technology will fight fake news and misinformation, and this will help rebuild the public's trust in media," said Jeff Koyen, founder CEO of Pressland.

"At the same time, everyone in the news business, whether they're a global brand or an individual reporter, must actively re-engage with their audiences. Showcase will help them do this more deeply and effectively," he added.

Koyen, who also serves as Codebase's chief strategy officer, is an award-winning journalist and veteran media executive. He has worked for Dow Jones, Wired, The New York Times, Crain's New York and many other news organizations.

Fighting fake news

Pressland has now indexed and analyzed over 10 million articles, 2 million keywords and 200,000 writers, according to Codebase. Pressland's platform uses proprietary software which, with machine learning, artificial intelligence and natural language, collects and analyzes the news media's production data.

When commercial services debut in 2020, this data will be offered as a SaaS (Software as a Service) product to social networks, search engines and news distributors in a bid to fight fake news and misinformation.

The company said Pressland-affiliated publishers, newsrooms and journalists will be offered value-adds that include preferential access to Showcase's unique audience engagement tools.

Driving community engagement

Showcase invites brands, celebrities, influencers and other content creators to create unique "badges" that drive community engagement; every project must feature a social-good component. Fans can collect and trade these badges on the Showcase platform. These badges are built on the ERC-721 protocol, a Solidity-based standard for creating collectible tokens.

Price: 0.02

Market Cap: \$6.3 m

1 Year Share Price Graph



Share Information

Code: CODE

Listing: CSE

52 week High Low
0.06 0.015

Sector: Financial Services

Website: www.codebase.ventures

Company Synopsis:

Codebase Ventures Inc. is a small, hands-on team of financial and technology experts who invest early in great ideas. We operate from the understanding that technology is always evolving, bringing early opportunities for strategic investments that can deliver the exponential returns to our shareholders.

action@proactiveinvestors.com

Similar tokens have been used extensively in the gaming industry to create in-game collectibles. Showcase is the first platform of its kind to use this technology specifically for brands, celebrities and other creators.

"Driving engagement through social good is one of Showcase's founding mandates," said Reed Korach, the co-founder and CEO of Showcase.

"Considering Pressland's mission to restore public trust in media, this partnership was an easy fit. We look forward to exchanging resources, expertise and insights that will benefit our companies as well as our communities," he added.

Pooling media and technology talent

The partnership includes a talent exchange with Koyen joining Showcase's advisory board as their news media expert and Korach already sits on Pressland's advisory board as a blockchain architect.

Pressland's partners include the Independent Media Institute; online writing community Study Hall; ethical tech pioneers All Tech Is Human, and geolocative photo-sharing app, Membedit.

Raising money

Meanwhile, Codebase Ventures also announced it is undertaking a non-brokered private placement of up to \$1 million. The company will issue up to 47.6 million units at a price of \$0.021 per unit. Each unit consists of one common share and one common share purchase warrant.

Each warrant entitles the holder to purchase one additional common share at \$0.05 for a period of two years from the date of closing. Proceeds will be used for working capital and to fund future investments.

Codebase said the company will pay qualified finders fees consisting of 8% in cash and 8% in brokers warrants.

Codebase Ventures, which consists of a small, hands-on team of financial and technology experts, invests in emerging technologies. It makes strategic investments in ambitious founders who aim to upend large markets.

Contact the author Uttara Choudhury at uttara@proactiveinvestors.com

Follow her on Twitter: [@UttaraProactive](https://twitter.com/UttaraProactive)

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +44 (0)207 989 0813 action@proactiveinvestors.com

No investment advice

The Company is a publisher. You understand and agree that no content published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You understand that the Content on the Site is provided for information purposes only, and none of the information contained on the Site constitutes an offer, solicitation or recommendation to buy or sell a security. You understand that the Company receives either monetary or securities compensation for our services. We stand to benefit from any volume which any Content on the Site may generate.

You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value, suitability or profitability of any particular security, portfolio of securities, transaction, investment, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including Company-related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published

information and data may not be current and should not be relied upon.

The Site does not, and is not intended to, provide investment, tax, accounting, legal or insurance advice, and is not and should not be construed as providing any of the foregoing. You should consult an attorney or other relevant professional regarding your specific legal, tax, investment or other needs as tailored to your specific situation.

In exchange for publishing services rendered by the Company on behalf of CODEBASE VENTURES INC. named herein, including the promotion by the Company of CODEBASE VENTURES INC. in any Content on the Site, the Company receives from said issuer annual aggregate cash compensation in the amount up to Twenty Five Thousand dollars (\$25,000).