

# Profila

The world's first Decentralized Marketing (DeMar) platform,  
fixing what's wrong with online advertising today.

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# Can privacy & profits coexist online?

The online ad industry is worth **425 billion dollars**, and growing year over year.

And yet, it's **built on suspicious tracking models**, where personal data is collected and collected, traded, and used without consent

Even though regulations\* are forcing the whole industry to change, there hasn't been an alternative that benefits brands, consumers, and regulators alike.

**Until Profila came along.**

WATCH THE VIDEO 



\*AdTech stakeholders (Amazon, Google, Facebook) and industry organisations (IAB Europe) have been prosecuted for privacy breaches, receiving fines of up to €746 million.

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# Profila is where privacy & profits meet!

Everyone wants personalization...  
but not at the expense of privacy

Brands want **better consumer data** to deliver highly targeted, personalized marketing

People want **personalized offers** from brands, but they also want to keep their personal data private and control who gets to use it



**The solution?**

Personalized, decentralized marketing in which everyone profits!

Profila

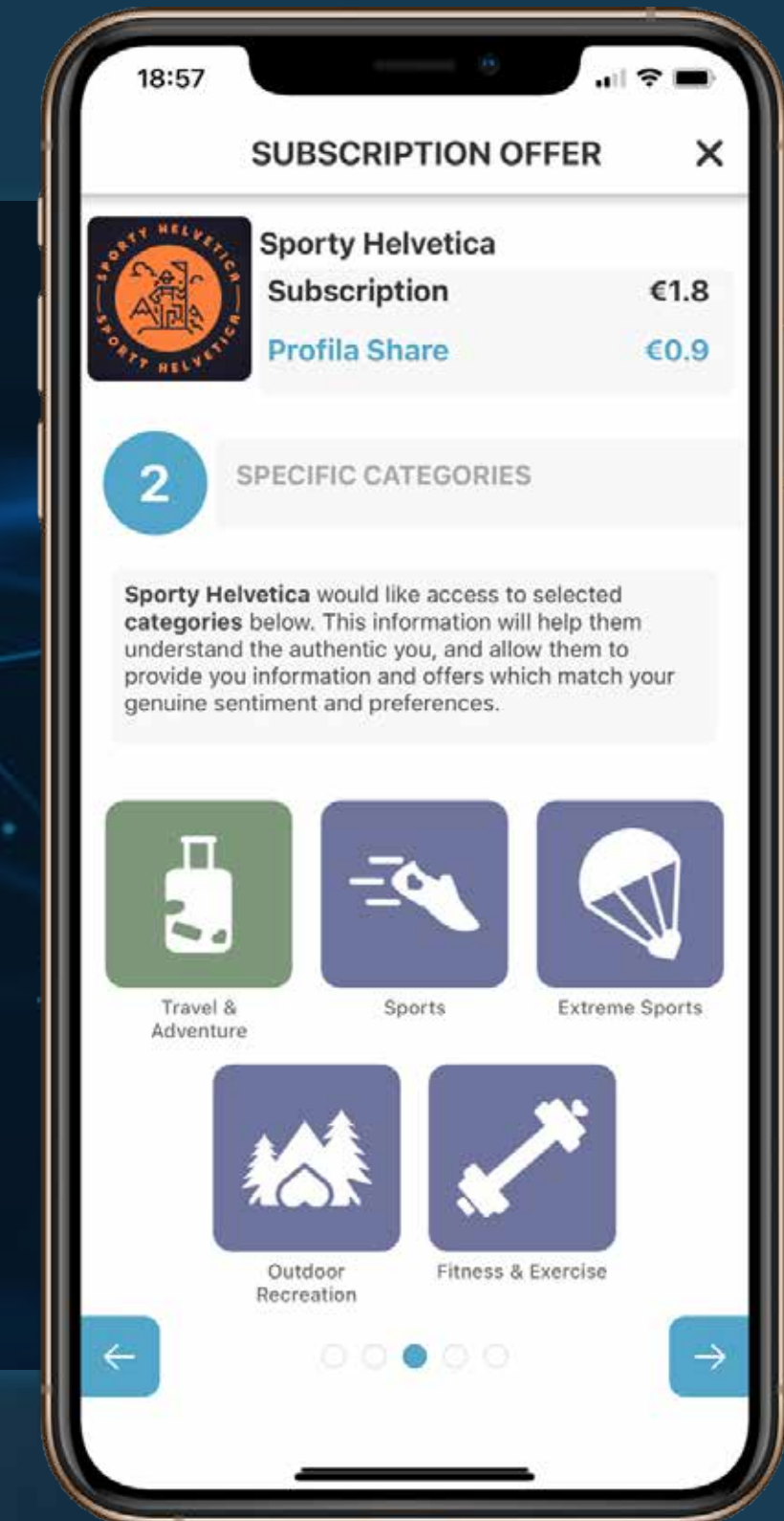
# Designed for People, delivered to Brands



\*

Profila's decentralized marketing (DeMar) platform lets people reclaim their autonomy online by choosing which brands get access to their personal data.

In turn, brands get the most accurate customer insights to deliver ultra-targeted content and offers, with full permission from their customers.



\*

## The best part?

People and Profila split all the profits from data subscriptions and ad spend from Brands.

\*See detailed visual user journey of existing WEB 2 app in Annex

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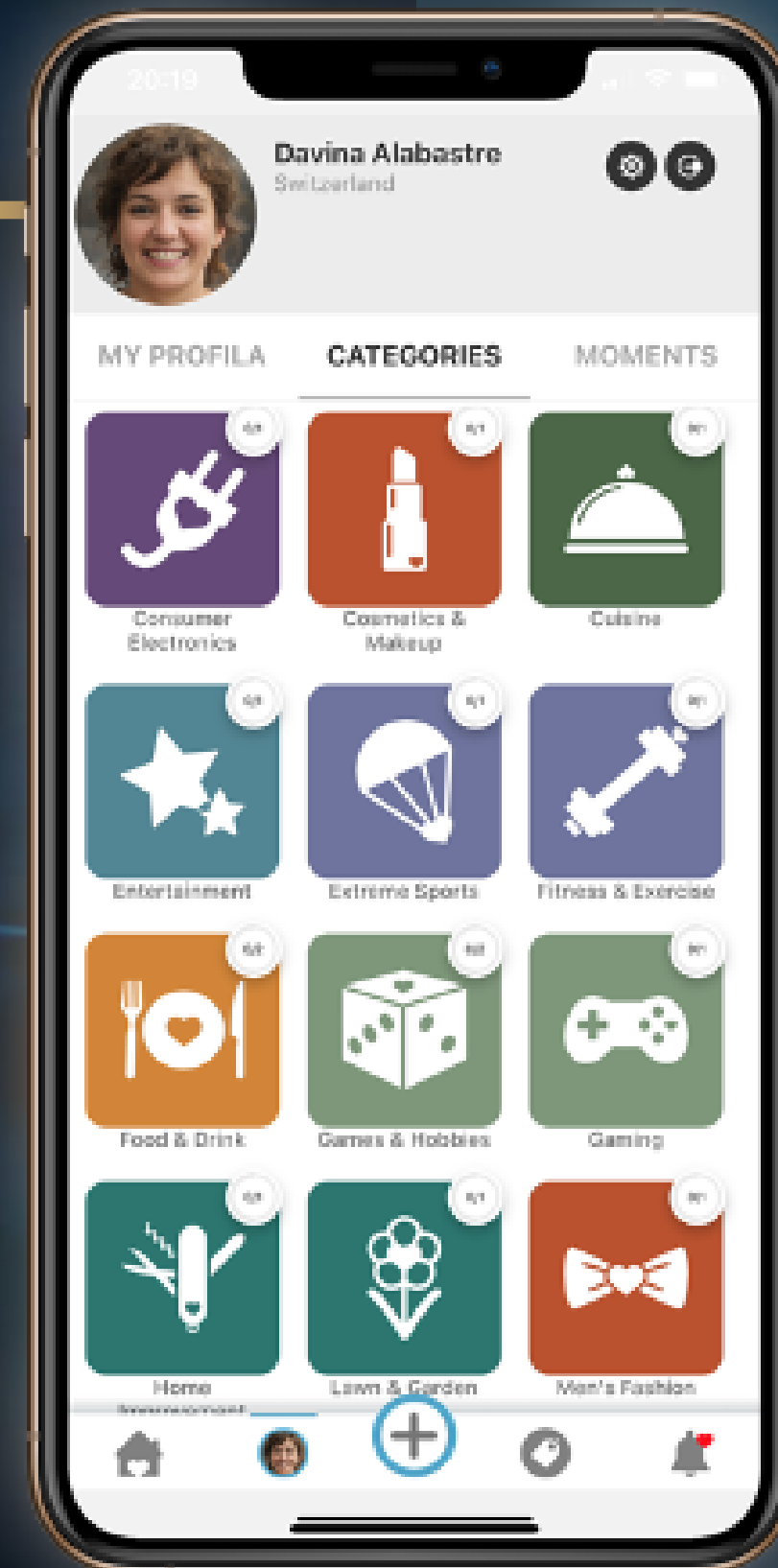
# People control their data, and Brands pay them for it

## App for People

Manage your data, interests and preferences

Connect with favorite Brands directly and control how they use your data

Receive personalized offers and content from brands you interact with and take a share of data & advertising revenue (minimum 50%)

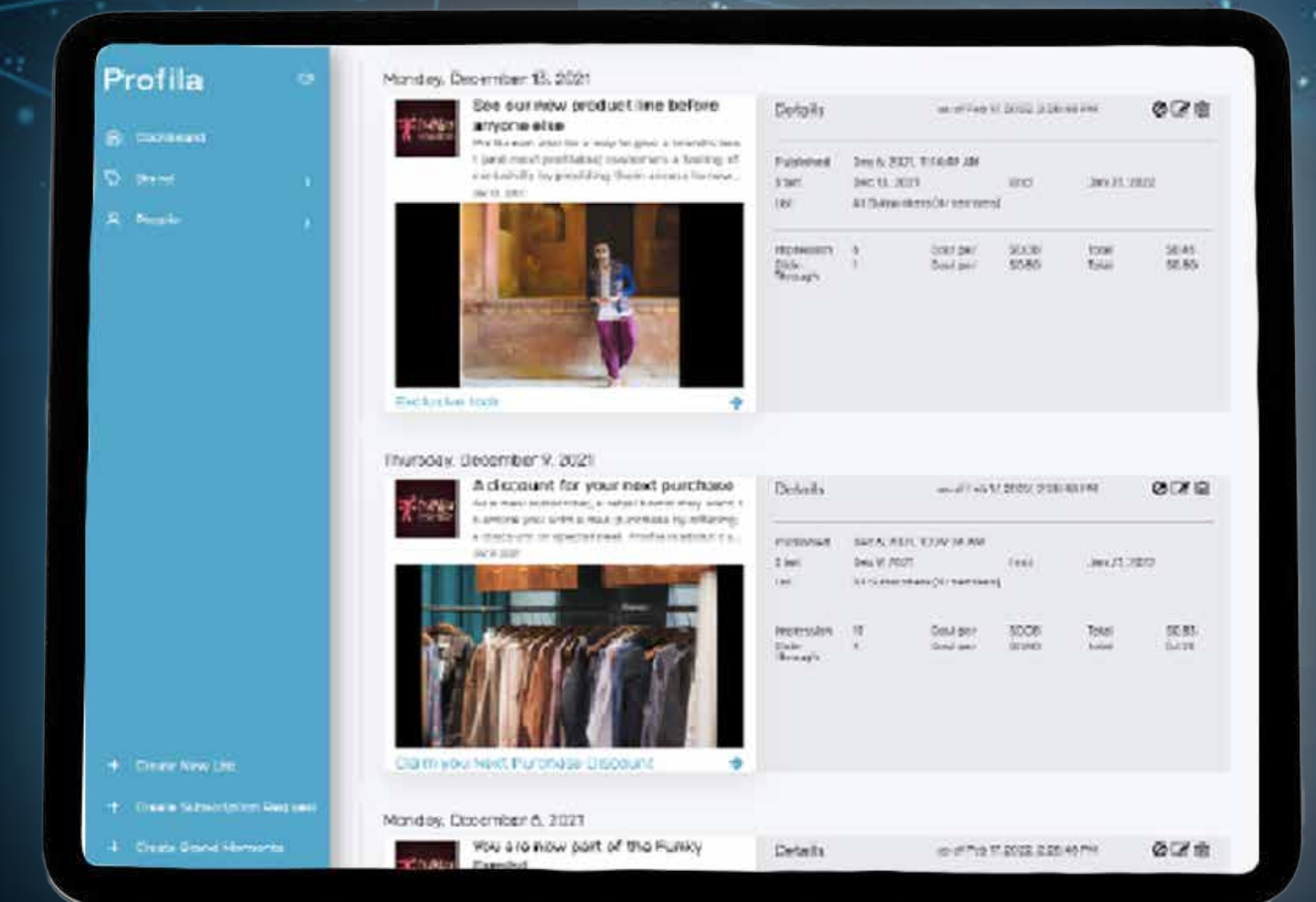


## Dashboard for Brands

Get accurate, evergreen customer data & insights

Comply with privacy regulations by respecting people's choices

Send personalized offers to improve marketing sales KPIs and overall customer relationship



# Profila generates revenue from Brands, diverting ad spend from Big Tech

**20%**  
**Customer data  
& insights (subscriptions)**  
Recurring –  
Per consumer, per month



**80%**  
**Advertising  
(subscription & cost per click)**  
Recurring & non-recurring

Profila generates 80% of its revenue from brands who advertise to customers on the platform, and 20% from what brands pay to access customers' data, keeping their CRM systems up to date.

This is a model that brands already know from existing marketing platforms. But with Profila, Brands will know where and on whom their ad budget is spent, unlike traditional marketing via agencies and Big Tech.

# Onboarding 2000 brands and 17 million users in 5 years

## Year 1

14 brands, 37,000 customers generating \$5 ARPU per year.

Based on a mix of SME and large brands (+1 million users), who convert up to 10% of their existing customers to join the app.

## Year 5

2000 brands, approx. 17 million customers, generating \$20 ARPU per year.

Based on current AdTech ARPU. Estimated yearly growth (number of brands) of 300% (3x).

Projected Gross Revenue for FY 26: \$420 million

Active users vs. Year

2022

2023

2024

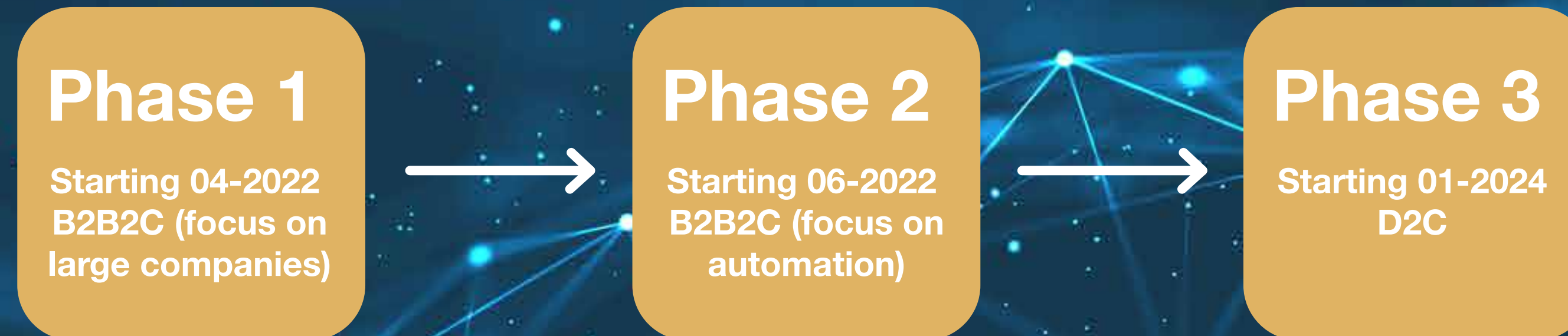
2025

2025

2026

# Going to market with established brands

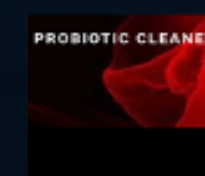
Profila invites brands, brands invite their loyal customers, and customers invite more brands. We're working with Radisson to invite 200,000 customers to the platform with the potential of increasing to 15 million.



Onboarding global anchor brands and their customers, as well as working on strategic sell through/with partnerships.

Automation of SME onboarding and affiliate program so SMEs can onboard without Profila's involvement.

On critical mass (1 million users) Profila will go D2C through social advertising, and global university campaigns.



Belgium  
HVAC - Service

USA  
Personal  
Healthcare

USA  
Personal  
Healthcare

Switzerland  
Fashion

Switzerland  
Fashion



# Decentralizing over time

## Where we are now

Functioning Web 2.0 product (app, web) with data sharing and ad delivery features that generates revenue, already integrating the ZEKE token.

## Where we're heading

Ongoing web 3.0 strategy, decentralizing important app features over time. 4 blockchain use cases under development.

### IMPLEMENTED

Privacy Ledger - data subject rights process on Cardano

### PLANNED - Q2 2022

Consumer-created feedback as tradeable Cardano NFT

### PLANNED - Q3 2022

Smart Contracts for Data Sharing/Subscription

### PLANNED - Q4 2022

Atala Prism digital ID integration

Showing only Decentralized Marketing (DeMar) features planned for 2022. For a full list of planned features with more details, [see Annex](#).

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# Using Cardano blockchain and Atala Prism for our DeMar strategy

Profila's platform is fully operational today, but certain use cases for decentralizing app features are being tested as proof-of-concepts on Cardano

The latest project is the integration of Profila's Zero Knowledge Token in the Profila app

**Watch our Project Catalyst Townhall project report.**



First Cardano use cases already funded



The Cardano community has enthusiastically funded 5 blockchain use cases with \$220,000:

Project 1 – Metadata - privacy ledger - developed

Project 2 – Smart contract data sharing - under development

Project 3 – Decentralized ID (Atala Prism) - under development

Project 4 – NFT for customer feedback - under development

Project 5 – Cardano-native token integration (see next slide) - developed

For a complete overview of our Cardano-funded projects, [check out our Medium.](#)

# Fueled by Zero Knowledge Token (ZEKE)

ZEKE is Profila's own cryptocurrency which incentivizes people to participate in the Profila ecosystem in many ways.



## Reward Allocation

ZEKE holders will be rewarded for funding this new ad model, starting today. Brands' ad budget gets split 50/50 between users and Profila. For each ad delivered (paid in ZEKE), ZEKE holders get extra compensation.

## Gamification

When users create a digital profile and interact with brands, they will earn experience points (XP) in the form of ZEKE. Based on their XP (and ZEKE they own), users will receive receive brand benefits and discounts.

## Community Governance

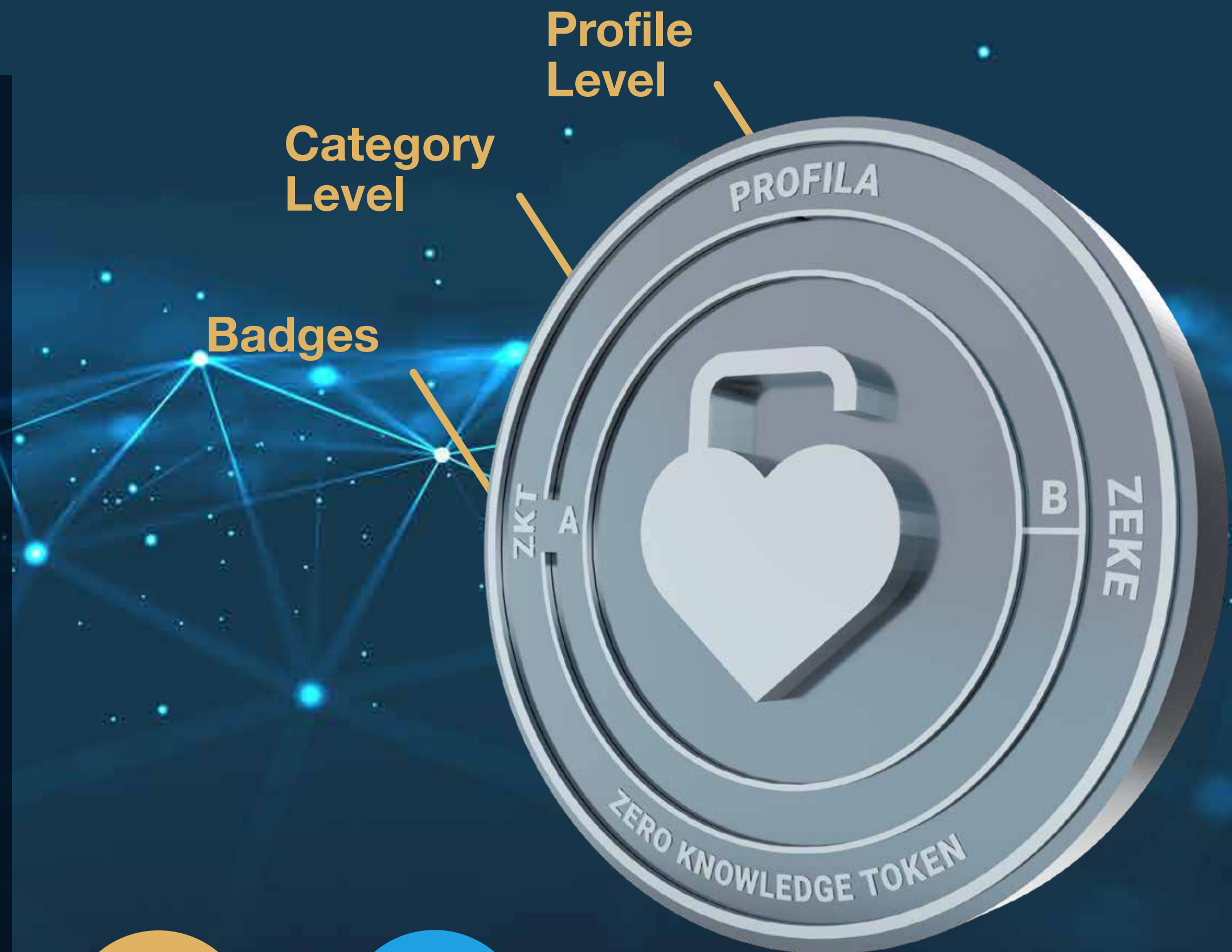
ZEKE holders can vote on new platform features and assist in making other decisions, shaping Profila itself.

## Medium of Exchange, Payment

Users will receive ZEKE in exchange for sharing access to their data, as well as for interacting with ads. ZEKE owners earn 70-80% of brands' ad spend (vs. 50% for fiat payouts).

# Growing through gamification with ZEKE

- Profila users earn experience points (XP) in the form of ZEKE tokens as they create and grow their digital profile, as well when they interact with brands
- With more XP, users can unlock various new features within Profila, receiving more exclusive content, offers, & discounts
- Brands pay for access to people's data, as well as for the attention they give to the brands' ads
- Brands can then personalize content and exclusive offers according to users' own instructions and segment their audience by level of XP



# Bravely going where competitors haven't

The **Brave** browser shows that online privacy is important and that the advertising industry is ready for disruption, but Profila takes what they do a step further.



## Passive zero knowledge advertising

- Works only in Brave browser
- Delivers ads based on user search history

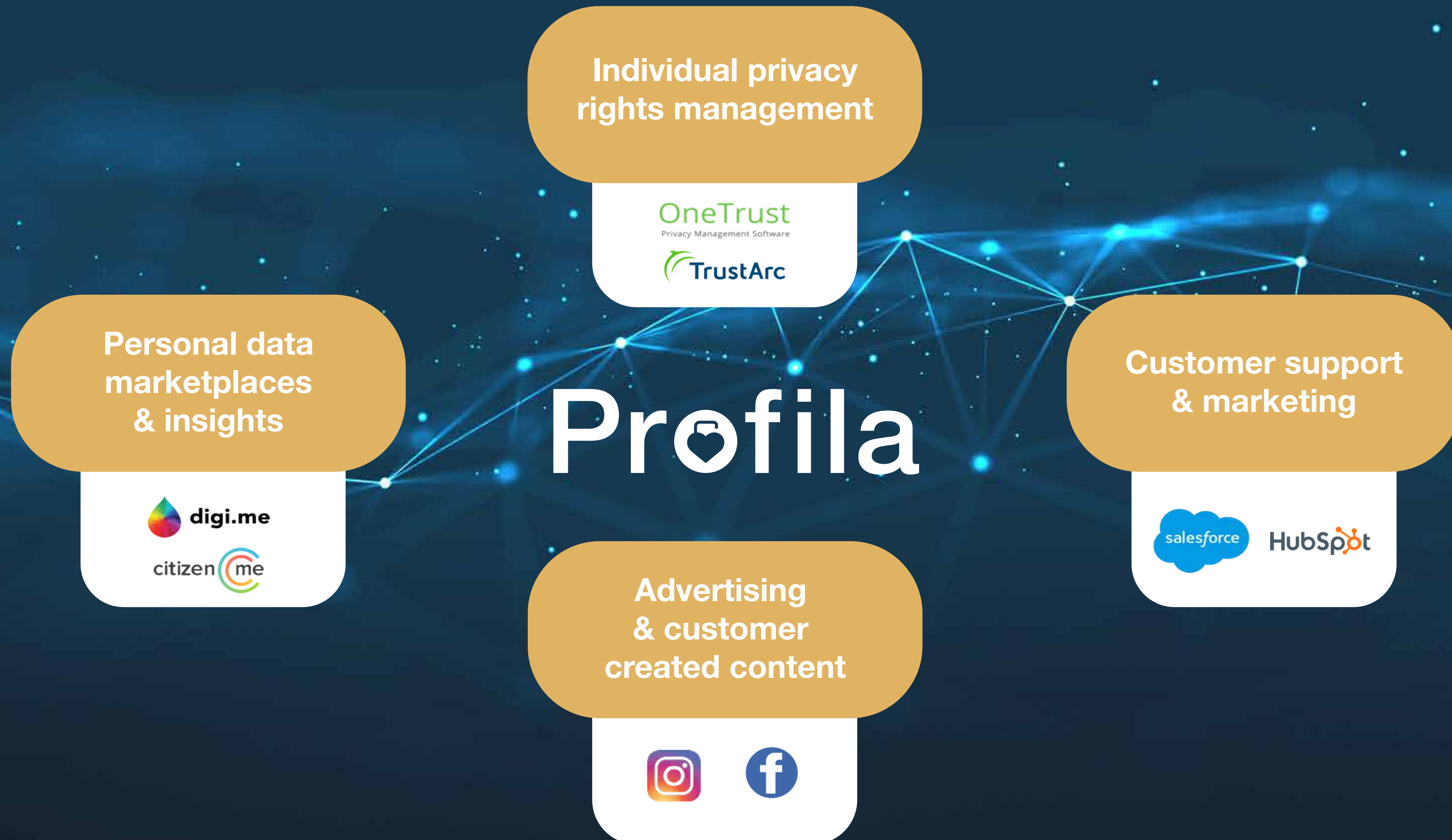
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## Active zero knowledge advertising

- Works in multiple browsers + apps (nobody uses just one)
- Delivers ads based on user preferences (brands they connected with)

**Zero Knowledge Advertising (ZKA)** enables companies to deliver personalized ads to users anonymously, without sharing any personal data from users with third parties. To learn more about the difference between “passive” and “active” ZKA, read our [research paper](#).

# Combining features from 4 market categories



# Core Team

Together since 2018, the Profila team is international and multidisciplinary, with backgrounds in tech & privacy law, ad-tech business, telecom, privacy and marketing research, data security, engineering, and product design.



**Shawn Jensen**

**SWITZERLAND**

**Co-Founder & CEO**

Telco product, architecture & customer service with 20+ years XP in senior management role in ISP's, SI and global Telco organizations.

[LinkedIn](#)



**Michiel Van Roey**

**BELGIUM**

**Co-Founder & General Counsel**

10 years XP as EU-qualified business lawyer in international law firms, CERN, Cisco. Specialized in tech & and privacy law; author crypto-asset regulations (see here). [LinkedIn](#)



**Luke Bragg**

**SWITZERLAND**

**Co-Founder, Chief Strategy & Product Officer**

Digital marketing, architecture, ecosystem design 20 years XP designing creative digital solutions for complex organizations (G7; Akzo Nobel; Merck/MSD). [LinkedIn](#)



**Ipek Sahiner**

**SWITZERLAND**

**Chief Operations Officer**

Telco engineering & project management Computer Engineer with 20 years XP as computer engineer and project manager in the telecom sector at Nokia, supporting local Swiss and global network operators. [LinkedIn](#)



**Michael Rava**

**SWITZERLAND**

**Chief Marketing Officer**

Serial entrepreneur, founder, technologist, networker. high-end networker with over 30 years of business experience as entrepreneur.

[LinkedIn](#)



**Rajasekaran Yogaraja**

**SWITZERLAND**

**Chief Technology Officer**

Technologist, blockchain, developer/engineer. 15 years XP as software developed and serial entrepreneur, with experience in blockchain-based business models and e-commerce platforms. [LinkedIn](#)

# Advisory Board & Managerial Team

## Advisory Board



**Remy Merckx**  
BELGIUM

Marketing & digital advisor in hospitality, travel & leisure, heading sales advisory and channel partnerships. [LinkedIn](#)



**Clara-Ann Gordon**  
SWITZERLAND

Legal advisor to Profila in data protection, privacy and technology. partner at Niederer Kraft Frey (NKF; Zürich). [LinkedIn](#)



**Jose Henriques**  
PORTUGAL

Marketing and business advisor to Profila. CMO, CEO in marketing industry. [LinkedIn](#)



**Philip Lams**  
BELGIUM

Sales & business advisor to Profila. serial entrepreneur, CEO. [LinkedIn](#)



**Mikko Kotila**  
FINLAND

AdTech guru, advisor in privacy, advertising and advisor to World federation of advertisers. [LinkedIn](#)



**Elie Auvray**  
FRANCE

Product strategy & delivery advisor, CEO, privacy-tech evangelist, silicon valley exit. [LinkedIn](#)



**Bullish Dumpling**  
UK, CHINA

Cardano Community ambassador and interviewer, with 5000+ highly relevant cardano followers, known for interviewing Cardano Foundation CEO (Frederik Gregaard) and IOG CEO (Charles Hoskinson). [Twitter](#)



**HOSKY**  
USA

Cardano Community Lead and Cardano advisor to Profila. Memo-token creator and Cardano community expert, reaching 40.000 followers on the Hosky account in a couple of months. [Twitter](#)

## Full-time managers



**Ioana Nasture**

Onboarding PM. [LinkedIn](#)



**Mitchell Goudie**

Community PM. [LinkedIn](#)



**Julia Haus**

R&D and overall PM. [LinkedIn](#)



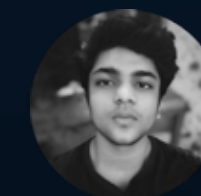
**Connor Jensen**

Customer Support Manager. [LinkedIn](#)



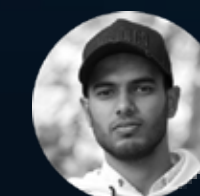
**Adrian Valdez**

USA-region Community Manager. [LinkedIn](#)



**Apoorv Singh**

Asia-region Community Manager. [LinkedIn](#)



**Riyad Islam**

Asian-region Community Manager. [LinkedIn](#)

## 7 full-time developers

Near-shore contracted under CTO. Web, App, Backend, DB, design for normal platform environment. Specific resources for Haskell, Plutus (pioneer programs) for Cardano integration. Converting to in-house post token sale and engagements with MLabs (Cardano dev. powerhouse).



# Tokenomics

**Initial Market Cap**  
**\$581,250**

**Total Supply**  
**500,000,000**

**Total Raise**  
**\$5,080,000**

VAL @ Pre-seed \$11,000,000  
VAL @ Private \$22,500,000  
VAL @ Seed \$15,000,000  
FDV @ IDO \$37,500,000

	In Tokens	in %	Initial Unlock %	In Tokens	Cliff	Vesting (months)	USD price
Pre-Seed Round	40,000,000	8%	0%	0	3	15	\$0.022
Seed Round	40,000,000	8%	5%	2,000,000	3	15	\$0.030
Private Round	50,000,000	10%	7.50%	3,750,000	3	15	\$0.045
Public Round (IDO occam.fi)	10,000,000	2%	20%	2,000,000	0	4	\$0.075
Team	75,000,000	15%	0%	0	6	24	
Service providers	15,000,000	3%	0%	0	3	24	
Advisors	25,000,000	5%	0%	0	5	24	
Marketing	50,000,000	10%	0%	0	1	24	
Liquidity & listing fees	30,000,000	5%	35%	10,500,000	1	6	
Development	50,000,000	10%	0%	0	1	24	
Ecosystem Rewards	150,000,000	23%	0%	0	0	36	
Referrals & Airdrops	5,000,000	1%	3%	150,000	0	48	
	<b>500,000,000</b>	<b>100%</b>	<b>3.68%</b>	<b>18,400,000</b>			

Token minted on 22 November 2021: 500,000,000 ZEKE ([Cardano Blockchain Explorer](#))

# Fundraising

June 2018

**\$1,330,000**

Angel equity since 2018

**\$200,000**

Cardano community, grants

**\$550,000**

Research grant (Swiss Innovation Agency, Innosuisse, Profila IP)

**\$275,000**

In-kind licencing from Microsoft

November 2021

Equity round (03.22)\*: \$500,000 → \$2,000,000

Token sale rounds:

Pre-Seed	(02.22) <b>completed</b>	\$880,000
Seed	(03.22)	\$1,200,000
Private	(04.22)	\$2,250,000
IDO	(05.22)	\$750,000

Token sale total: **\$5,080,000**

\*Seed round runs in parallel to token sale private round, a blend of seed and token private round will be considered, even preferred

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# Investors

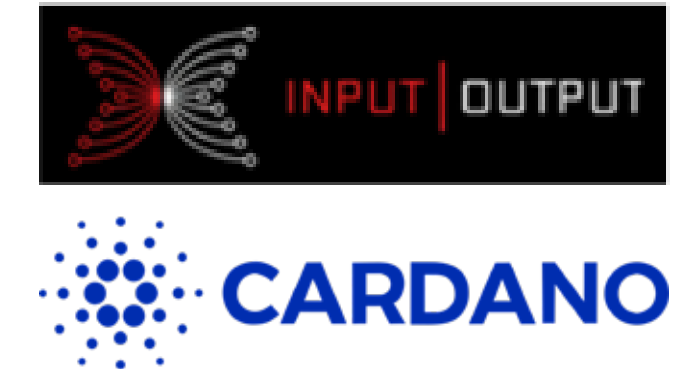


**Project Catalyst**  
Grant size: \$200,000

**Innosuisse**  
Innovation grants  
Grant size: \$550,000

**Microsoft for Startups**  
Grant size: \$275,000

# Partnerships



UC3M university research partnership – researching privacy-preserving AdTech solution “Zero Knowledge Advertising”.

Strategic advisor – LVT is Profila’s prime advisor for VC funding, introductions to AMM, KOL, centralized exchanges e.a.

Advisory and launchpad (IDO) collaboration with Occam.fi, a Cardano decentralised funding platform, with a large following (+50.000 users)

Mlabs professional services – providing development services in relation to Profila’s Catalyst projects and ZEKE token governance.

Profila is an IOG impact project. With IOG founder Charles Hoskinson and team, Profila in negotiation to further research and develop its DeMar/ZKA.

# Invest in Profila & ZEKE today, get rewarded tomorrow.

## Learn more about Profila

[About the platform](#)

[About our ZEKE token](#)

[Read our stories on Medium](#)

## Join our community

[Telegram](#)

[Discord](#)

[Twitter](#)

[LinkedIn](#)

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# Visual product demo

view demo 

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