Profila

A new customer data, engagement and (de)centralized marketing (DeMar) platform
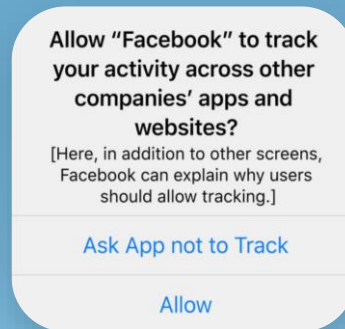
Disrupting the trillion-dollar AdTech industry

Profila

The clash between Privacy & digital advertising

Today, people have no control over the collection and use of your personal data online. AdTech companies decide – at their own discretion – how to (mis)use it for their own benefit.

Current data collection techniques (e.g., third party cookies) are found illegal under GDPR (a.o) for lack of transparency & control for users.

The current Ad-Tech model is unsustainable and under scrutiny.New AdTech solutions (e.g., Google Floc, Brave, PIMS) pose similar or other problems and largely fail to provide people with control or real value.

With DeMar, Profila will disrupt the current Ad-Tech model and capture an increasing percentages of global data and advertising revenues (USD 455 billion today **and** expected to reach **USD 982.82 billion by 2025**) as brands seek alternatives to tracking centric platforms (Facebook & Google).

Allow "Facebook" to track your activity across other companies' apps and websites?
[Here, in addition to other screens, Facebook can explain why users should allow tracking.]

Ask App not to Track

Allow

The opportunity: Decentralized marketing (DeMar)

"With DeMar, consumers will have a greater control over their data and the ads they see, and most importantly, they will be able to directly connect with brands that matter to them, without passing by the numerous intermediaries in today's advertising ecosystem. Brands will have a clearer view on who sees their content."

— PROFILA TEAM

Profila for People
Mobile app

Manage all your information, interests and preferences

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

Receive personalized offer and content from brands you interact with and a share of advertising revenue (50%)

Profila for Brands
Web dashboard

Get the most accurate, evergreen customer data

Comply with all privacy regulations globally by respecting people's choices

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

Profila

Zero Knowledge Token (ZKT)

ZKT (nicknamed Zeke) is Profila's own **Cardano-native token.**

It enables you to control how Brands use your personal information, and to get compensated for viewing their content.

- ZKT measures your progress and "experience" as a Profila user while you create and grow your digital profile, but also when you interact with brands

- With more experience, you can unlock various new features within Profila

- Brands pay for access to your Profila and the data therein. They can personalize content according to a user's instructions and segment their audience by level of XP

Profile Level

Category Level

Badges

PROFILA

ZKT A B ZEKE

ZERO KNOWLEDGE TOKEN

ZKT = XP

Gamified Tokenization

Marker of experience for data management while you create and grow your digital profile and interact with brands

Store of Value

Payment for access to shared data; payment for people's attention and ad interaction

Medium of exchange

Interaction with blockchain and smart contract usage while sharing data and delivering ads
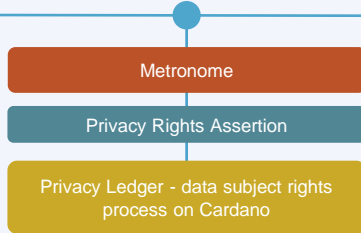
Toll for decentralized network
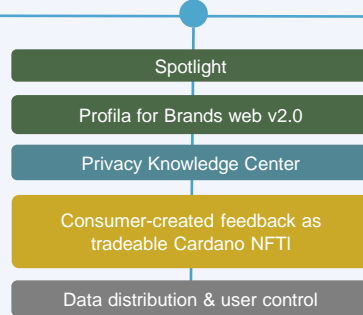
Currency for in-app services and experiences

PROFILA
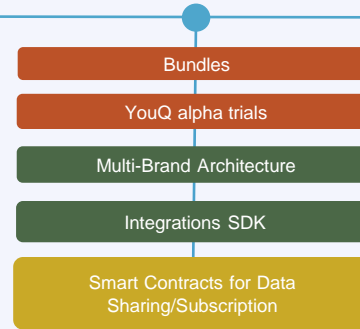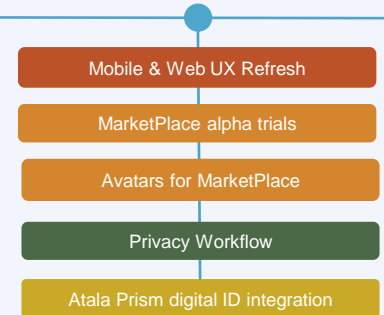
ZKT A B ZEKE

ZERO KNOWLEDGE TOKEN

Rofila

Roadmap

Q1 2022
- Metronome
- Privacy Rights Assertion
- Privacy Ledger - data subject rights process on Cardano

Q2 2022
- Spotlight
- Profila for Brands web v2.0
- Privacy Knowledge Center
- Consumer-created feedback as tradeable Cardano NFTI
- Data distribution & user control

Q3 2022
- Bundles
- YouQ alpha trials
- Multi-Brand Architecture
- Integrations SDK
- Smart Contracts for Data Sharing/Subscription

Q4 2022
- Mobile & Web UX Refresh
- MarketPlace alpha trials
- Avatars for MarketPlace
- Privacy Workflow
- Atala Prism digital ID integration

Q1 2023
- Profila for Startups alpha
- Privacy Rights Integration
- Buying Signals
- Bundles for MarketPlace

Q2 2023
- MarketPlace v2.0
- Gift Registry
- Live Personas Dashboard

Q3 2023
- Brand Policy Integration
- MilePost for MarketPlace
- ScoreCard for MarketPlace
- Evergreen v1.0

Q4 2023
- Profila for Startups Launch
- Profila IRL Services
- Zero Knowledge Services
- MarketPlace for Influencers
- Legal/Privacy AI Chatbot (collaboration with HSLU)

Legend:
- ● For People
- ● For Brands
- ● Privacy
- ● MarketPlace
- ● Cardano (decentralization)
- ● Technology

Why Cardano?

Because of the Community!

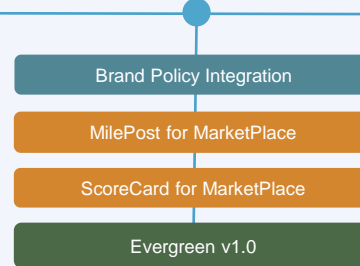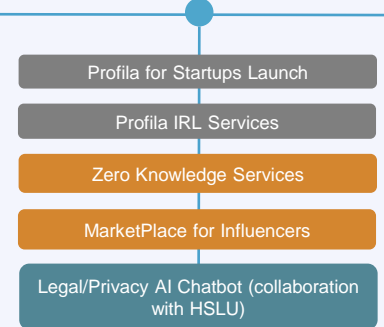Profila gained huge support and traction within the Cardano community through funding in Project Catalyst, three consecutive times across five different proposals.

5000+ wallets valued at 960 million ADA (approx. 1 billion EUR) voted to fund Profila with 200.000 EUR

Fund 5 – Metadata – privacy ledger

Fund 6 – Smart contract data sharing

Fund 6 – Decentralized ID (Atala Prism)

Fund 6 – NFT for customer feedback

Fund 7 – Cardano-native token integration (ZKT)

As well as these technical features…
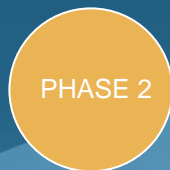
Fast

Democratic

Scalable

Low costs

Profila

Tokenomics

| Total Supply | 500.000.000 |
| Total Raise | $5.080.000,0 |

	Tkns	$ (@ IDO price)	% of supply
Free Float @ IDO	7.750.000	$581.250,0000	1,550%
Total Float @ IDO	18.400.000	$1.380.000,0000	3,680%

VAL @ Pre-Seed	$ 11.000.000
VAL @ Seed	$ 15.000.000
VAL @ Private	$ 22.500.000
VAL @ IDO	$ 37.500.000

	In Tokens	in %	Initial Unlock %	In Tokens	Cliff	Vesting	USD price
Pre-Seed Round	40.000.000	8,000%	0,00%	0	3	15	$0,022
Seed Round	40.000.000	8,000%	5,00%	2.000.000	3	15	$0,030
Private Round	50.000.000	10,000%	7,50%	3.750.000	3	15	$0,045
Public Round (IDO occam.fi)	10.000.000	2,000%	20,00%	2.000.000	0	4	$0,075
Team	75.000.000	15,000%	0,00%	0	6	24	
Service providers	15.000.000	3,000%	0,00%	0	3	24	
Advisors	25.000.000	5,000%	0,00%	0	5	24	
Marketing	50.000.000	10,000%	0,00%	0	1	24	
Liquidity & listing fees	30.000.000	5,000%	35,00%	10.500.000	1	6	
Development	50.000.000	10,000%	0,00%	0	1	24	
Ecosystem Rewards	150.000.000	23,000%	0,00%	0	0	36	
Referrals & Airdrops	5.000.000	1,000%	3,00%	150.000	0	48	
	500.000.000	100,000%	3,68%	18.400.000			

Cardano CNT creation – Cardano Blockchain Explorer: 500.000.000 ZKT created on 22 November 2021

Go-to-market strategy

Profila

PHASE 1 → **PHASE 2** → **PHASE 3**

Starting 04-2022

B2B / B2B2C (focus on large companies)

Direct sales to CMO/digital officers

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

PILOT START IN Q2 2022 (200K PEOPLE)

RHG RADISSON
HOTEL GROUP

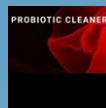**Starting 06-2022**

B2B2C (focus on SMEs and automation)

Social media, advertising, affiliates sales

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

PILOT START IN Q3 2022

NILAN

PROBIOTIC CLEANER

SMART
AIR SOLUTIONS

Müge
JEWELRY & MORE

Xquisit

Belgium
HVAC - Service

USA
Personal
Healthcare

USA
Personal
Healthcare

Switzerland
Fashion

Switzerland
Fashion

Starting 01-2024

D2C

Direct-to-consumer marketing

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

Business model explained

Customer data & insights (subscriptions)

20% of revenues – recurring – Per consumer, per month

- Personal & Demographic data; $0.1 per dataset
- Psychographic data; $0.1+ per category
- Customer content AI analytics (Opt-in); $x per hr/volume

Advertising (subscription & cost per click)

80% of revenues – recurring & non-recurring

- Advertising impressions to connection base: $0.7 × 100
  - No charge for impressions when brands subscribe to consumers
- Advertising clickthrough rates, per click (CPC): (×4 included in base sub)
  - Rates will vary in future as we introduce scarcity & bidding
  - connection base; $0.80
  - targeted subscription base; $1.60
  - One-to-one, personal advertising; $3.20

Platform

Services included / future subscription revenue opportunities

- Customer content & feedback loops (video, images, text)
- Service triage (AI support & content automation)
- Privacy awareness/education by country, Privacy rights assertion workflow
- Privacy record-keeping & audit trail, Data protection & consent management

Business model projections

Via our go to market strategy, Profila aims to hit the following targets in the next 5 years:

Brand customers – 14 in 2022, 28 in 2023; 78 in 2024; 390 in 2025; 1950 in 2026

Active users – 37.250 in 2022; 167.462 in 2023; 616.353 in 2024; 3.220.33. in 2025; and 17.291.724 in 2026

ARPU – $5 in 2022; $9 in 2023; $13 in 2024; $16.5 in 2025; $20 in 2026

Net Revenue – $54.885 in 2022; $760.726 in 2023; $4.643.058 in 2024; $27.425.462 in 2025; and $168.322.463 in 2026

EBITDA– $513.013 in 2022; $1.554.523 in 2023; $1.092.862 in 2024; $7.048.198 in 2025; and $68.878.189 in 2026

Profila

$168m
net revenues (less split & commission) FY26

17m
people using Profila by year 5

$420m
gross revenues FY26
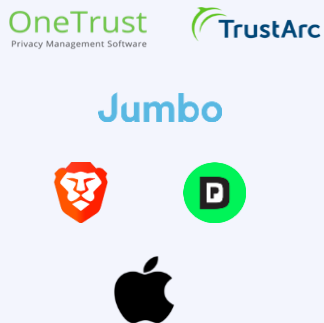
$20
min. annual revenue per person in year 5

1950
companies on-boarded by year 5

Uniquely positioned on the market

Profila combines features from four market categories but rises above them as a new-era data, customer relationship and decentralized marketing platform. It's based on user consent and fully compliant with privacy regulations.
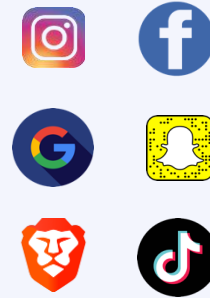
Individual privacy rights management	Personal data marketplaces & insights	Advertising & customer created content	Customer support & marketing

Core team

Founders

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. See 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). See 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). See LinkedIn.

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COs

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. See LinkedIn.

Michael Rava
SWITZERLAND

Chief Marketing Officer
Serial entrepreneur, founder, technologist, networker. high-end networker with over 30 years of business experience as entrepreneur. See 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. See LinkedIn.

Extended team

Advisors

Remy Merckx
BELGIUM
Marketing & digital advisor in hospitality, travel & leisure, heading sales advisory and channel partnerships. See LinkedIn.

Clara-Ann Gordon
SWITZERLAND
Legal advisor to Profila in data protection, privacy and technology. partner at Niederer Kraft Frey (NKF; Zürich). See LinkedIn.

Jose Henriques
PORTUGAL
Marketing and business advisor to Profila. CMO, CEO in marketing industry. See LinkedIn.

Philip Lams
BELGIUM
Sales & business advisor to Profila. serial entrepreneur, CEO. See LinkedIn.

Mikko Kotila
FINLAND
AdTech guru, advisor in privacy, advertising and advisor to World federation of advertisers. See LinkedIn.

Elie Auvray
FRANCE
Product strategy & delivery advisor, CEO, privacy-tech evangelist, silicon valley exit. See 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). See Twitter.

Project Managers

Ioana Nasture
Onboarding PM. See Linkedin.

Mitchell Goodie
Community PM. See Linkedin.

Julia Haus
R&D and overall PM. See Linkedin.

Community Managers

Riyad Islam
Asian-region CM. See Linkedin.

Adrian Valdez
USA-region CM. See Linkedin.

Apoorv Singh
Asia-region PM. See Linkedin.

7x 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 and Gimbalabs (Cardano dev. Powerhouses).

Achievements and partnerships (so far)

Profila

Project Catalyst grants – 5000+ ADA owners worth 960 million ADA (approx. 1 B EUR) voted to fund Profila with 200.000 EUR

Microsoft grants – in kind benefits of Microsoft services (+250.000 EUR so far and counting); strategic advantages and networking opportunities. As Microsoft partner, under evaluation to be sold alongside AdTech and CRM tools.
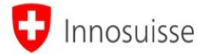
Innosuisse innovation grants – 500,000 EUR grant awarded by the Swiss Innovation agency Innosuisse for a 2 year R&D project simplifying privacy & cookie policies with the University of Luzern for Applied Sciences.

UC3M partnership – DEMAR research partnership with Carlos III Universidad Madrid, with a first publication about a privacy-preserving AdTech solution to replace third party cookies called "Zero Knowledge Advertising".

IOHK/IOG impact project – Profila is an IOG impact project, under Michaela Ulieru. After presenting to IOG founder Charles Hoskinson and leadership team, Profila in negotiation to further research and develop its DeMar/ZKA.

Appendix slides

Profila

Privacy rights animation

Zero Knowledge Advertising (ZKA)

- A concept developed by Profila and the Carlos III Universidad Madrid as a replacement for third party cookies.

- An online advertising ecosystem where you can browse the web without having to share your personal data with third parties (advertisers, publishers etc.), but where you still receive relevant ads anonymously.

- As a Profila user, you can choose if you want to receive personalized content anonymously (via Profila's own ZKA system) or if brands can access certain parts of your data (consented data sharing).

- You get compensated for ads you receive (50% of ad budget received by Profila).

- Your personal data is not shared with numerous players in the marketing industry (advertisers, publishers, demand-supply side platforms etc), so there is no personal data-leakage and no unauthorized retargeting.

Backed by science & research

Contract For The Web official contributor – Working Group C – Privacy and Data Rights
https://contractfortheweb.org/privacy-and-data-rights/   ✓ **Completed**

CERN – ongoing research collaboration
Department of Data Protection collaboration – Privacy Chatbot   ⋯ **Ongoing**

Lucerne University (School of Business Online Business and Marketing)
The Value of personal data & Zero party data and the future of customer relationships   ✓ **Completed**

Zurich International School – summer (2020) marketing internship
1 team project / 2 individual internships   ✓ **Completed**

University of St. Gallen (University for Economics)
Development of a Go-to-Market Strategy for a Swiss Start-up – Profila (Dissertation)   ✓ **Completed**

Innosuisse innovation grants – Awarded May 2021 – September 2021 + 2 years
Development of a smart privacy policy knowledge base to simplify privacy for people   ⋯ **Ongoing**

University Madrid – Zero Knowledge Advertising research
Design of a replacement for cookies and Google FLOC   ⋯ **Ongoing**

Profila

Funding

- EUR 1.2 M — Angel equity since 2018

- EUR 200k — Cardano community, grants

- EUR 500k — research grant (Innosuisse, Profila IP)

- EUR 200k — in kind licencing from Microsoft

Seed (equity): EUR 500k — 2 m (03.22)

Token Sale: EUR 4.42 m (04.22)

*Seed round run in parallel to token sale private round, a blend of seed and token private round will be considered, even preferred
** 5.08 million USD.