

Profila

A Personal Media Platform

Market & Problem

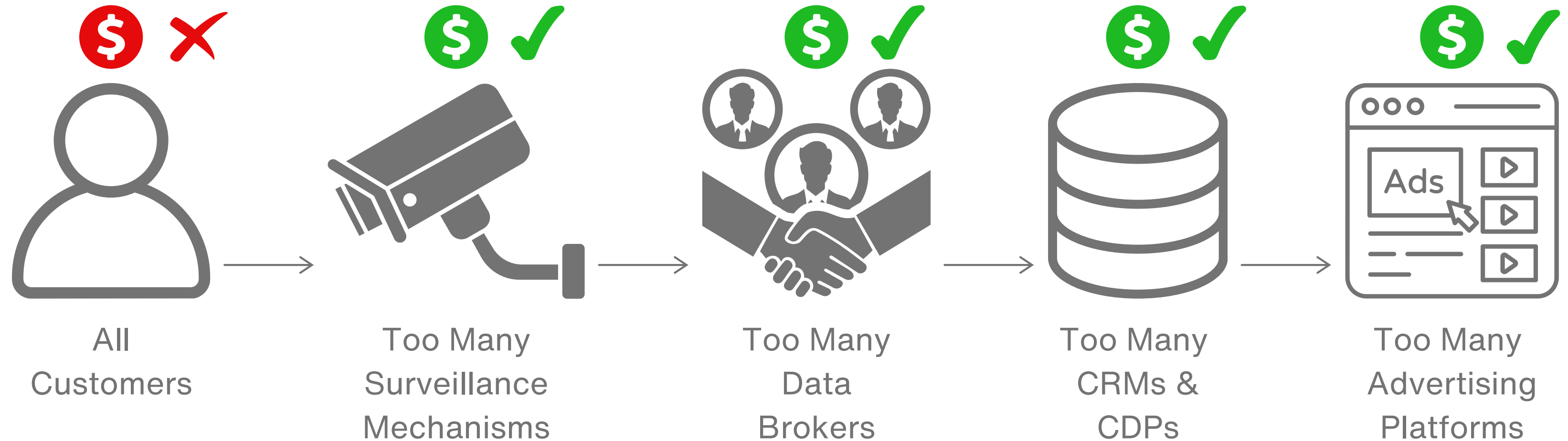
\$871 Billion in Ad spend by 2027.

56% Impressions never seen by customers.

0.66% Social media's Ad click-through rate per quarter in 2024.

\$172 Billion in Ad fraud by 2028.

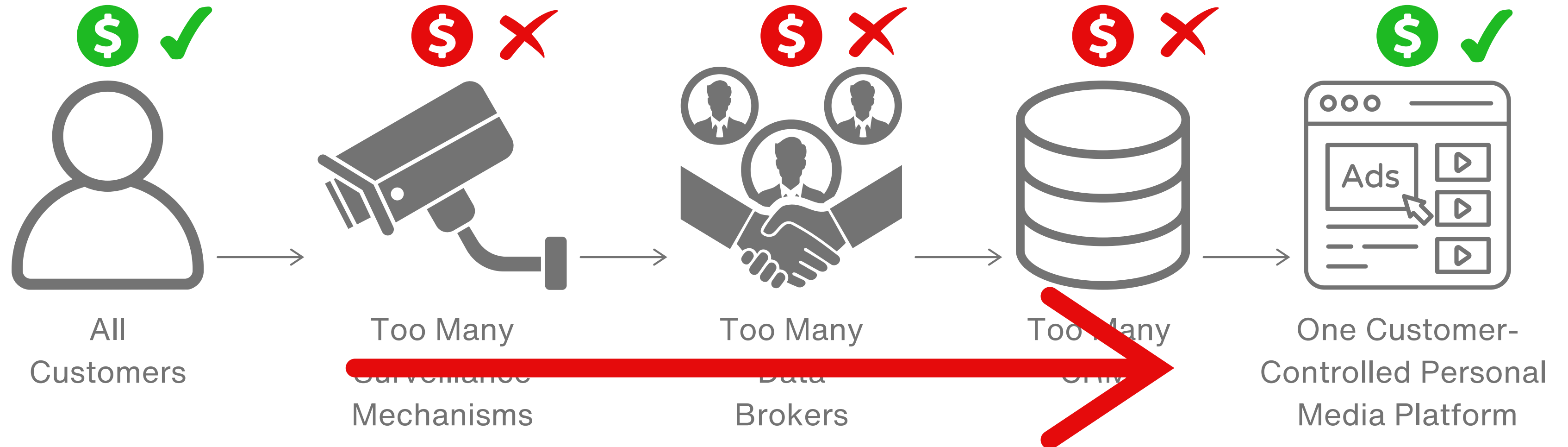
Advertising Today



Customers' data and attention is the unpaid product.

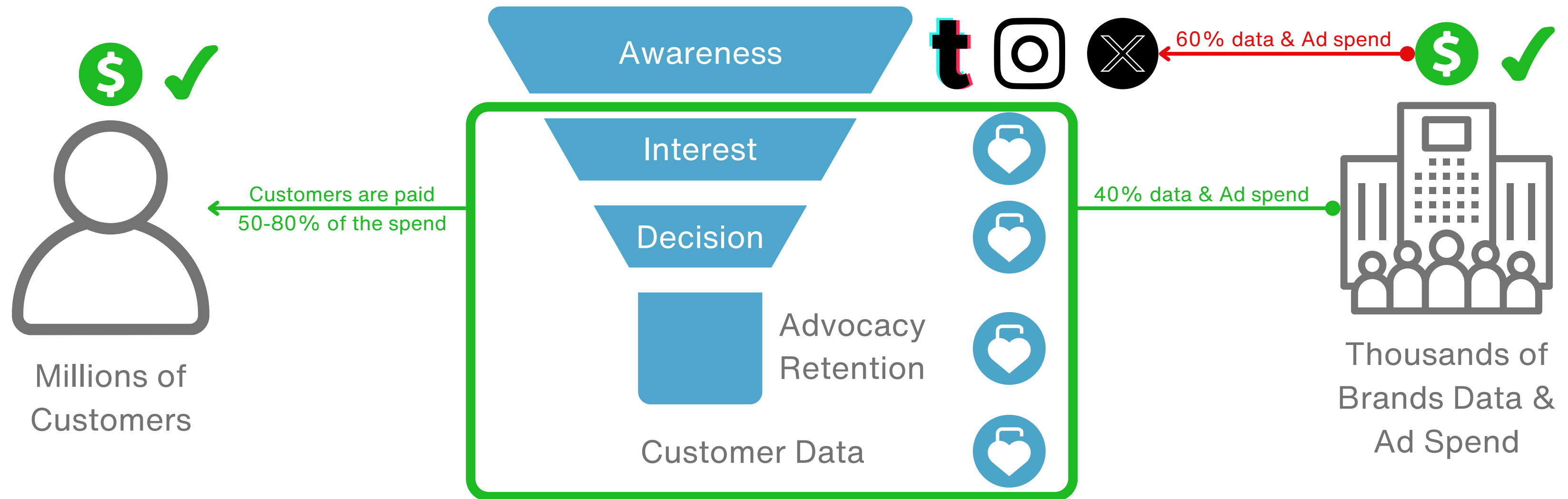
77% of Americans have little or no trust in leaders of social media companies.

Advertising Tomorrow



This is the DOGE moment for the customer data and advertising industry, eliminating surveillance, costs, risks and fraud.

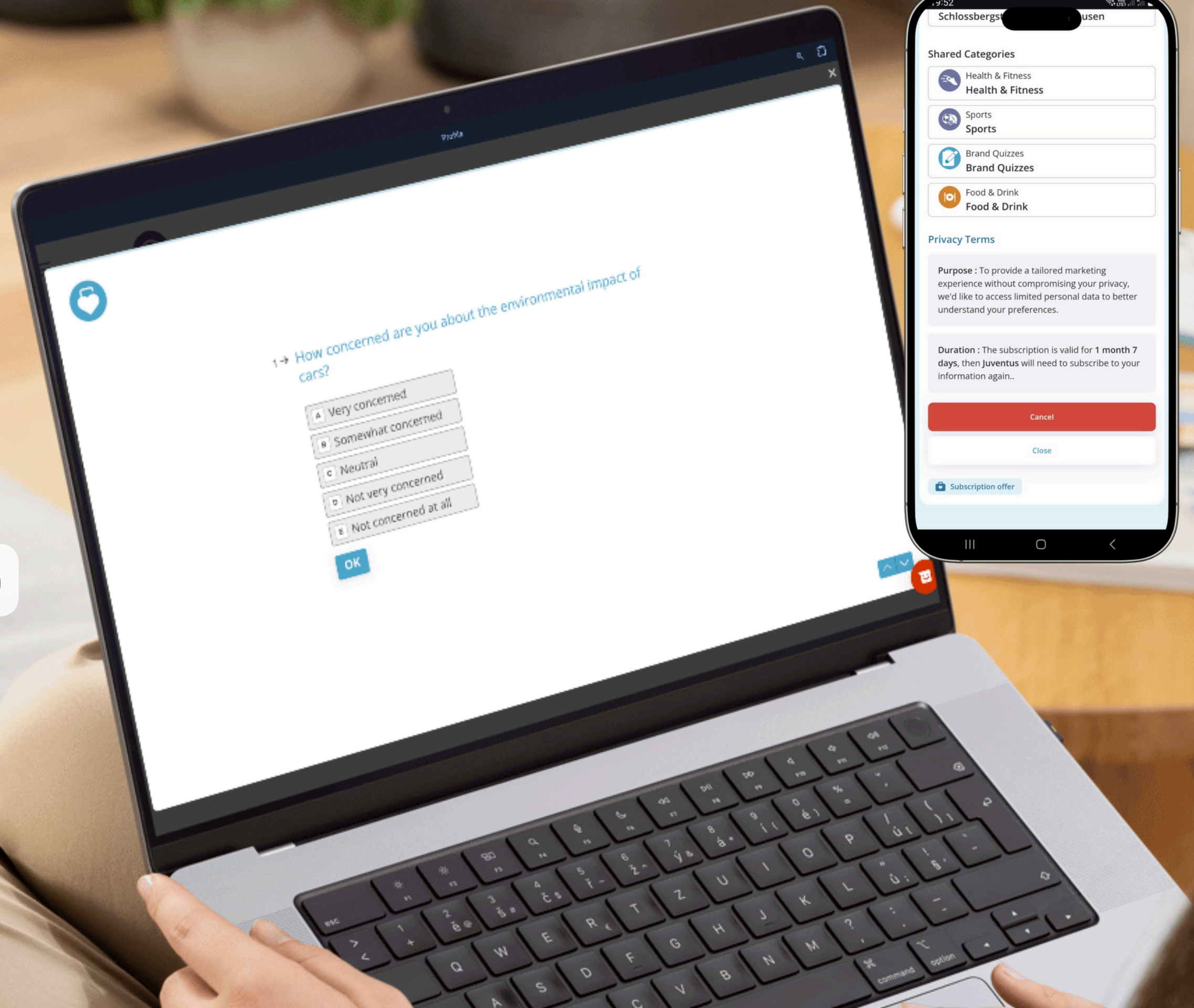
Market Positioning & Revenue Model



Brands invite their customers to Profila and we teach these customers how to share accurate data which improves Ad conversion. Our moat; 50-80% of all data & Ad revenues are paid in the \$ZEKE token to customers.

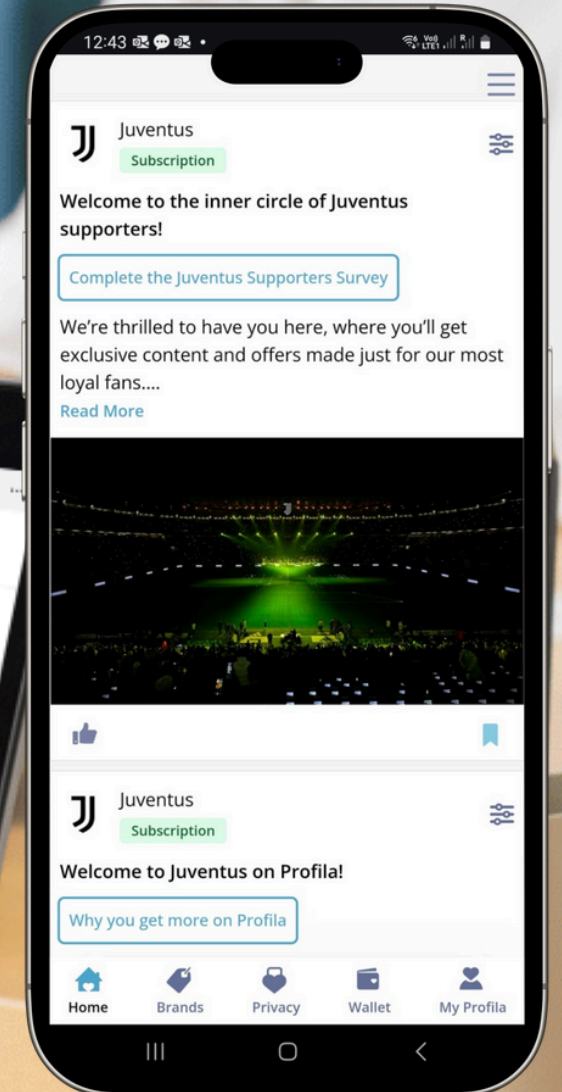
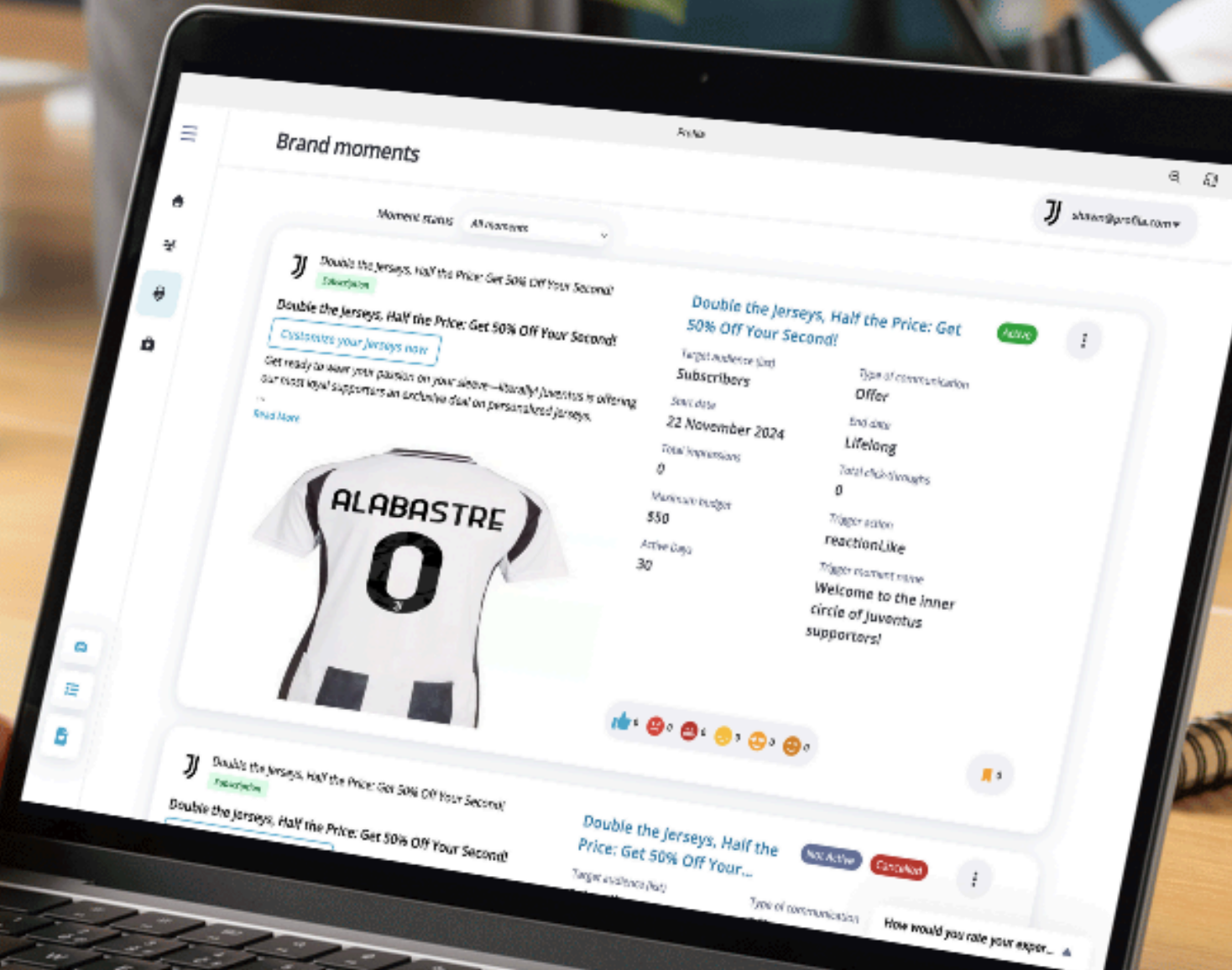
Better Data

- Self-declared demographics, psychographics, and engagement preferences
- Brands bid for customer data at market rates
- Brands trade access to customers' data with discounts & privileges (Q4.25)
 - Profila data subscription transaction fee: 20% of the bid



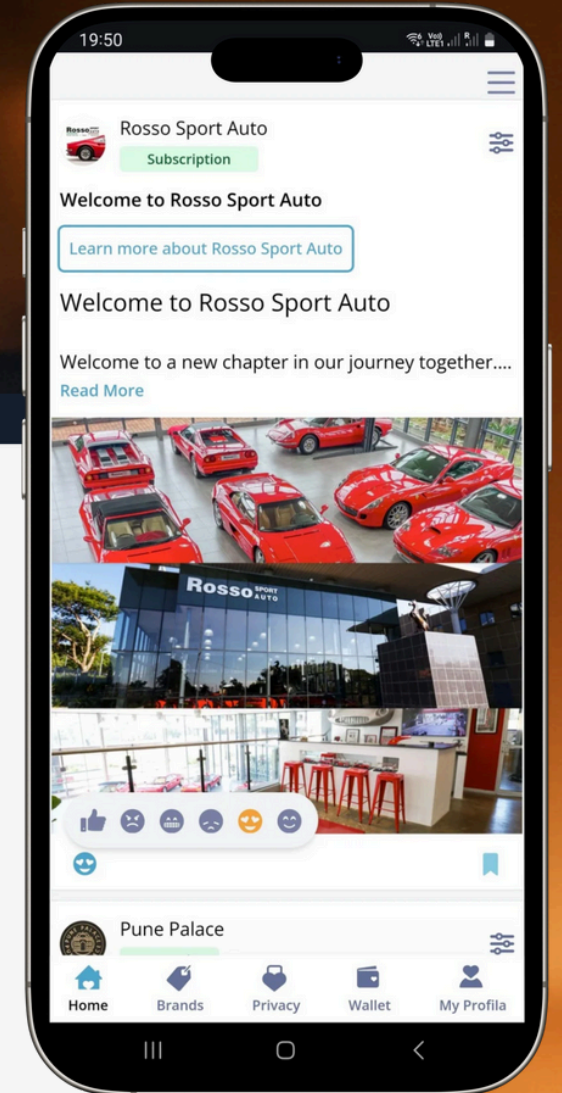
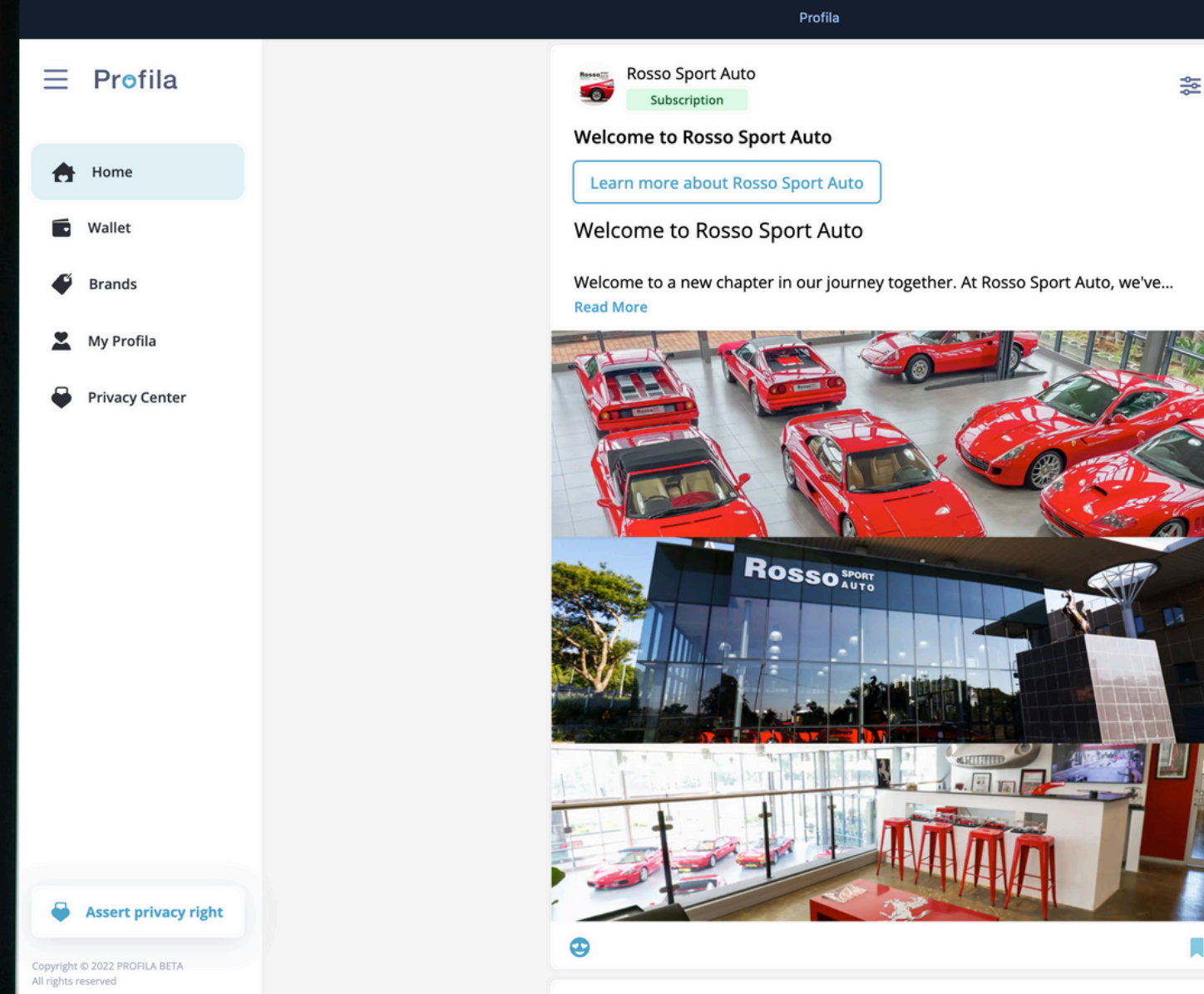
Better Ads & Content Engagement

- Brands reach the customers who want their products
- Brands improve Ad conversion, targeting 100% engagement
 - Impressions: CPM - \$ Free
 - Clickthrough: CPC - Industry rates
 - Advertising transaction fee: 20% of CPC



Better Sales & Customer Retention

- Customers receive the best content, deals and support from brands
- Credit card, PayPal, stable coin & crypto payments
- E-commerce shopping cart triage
- Launching Q4.25



A Web3 & Privacy-Preserving Platform



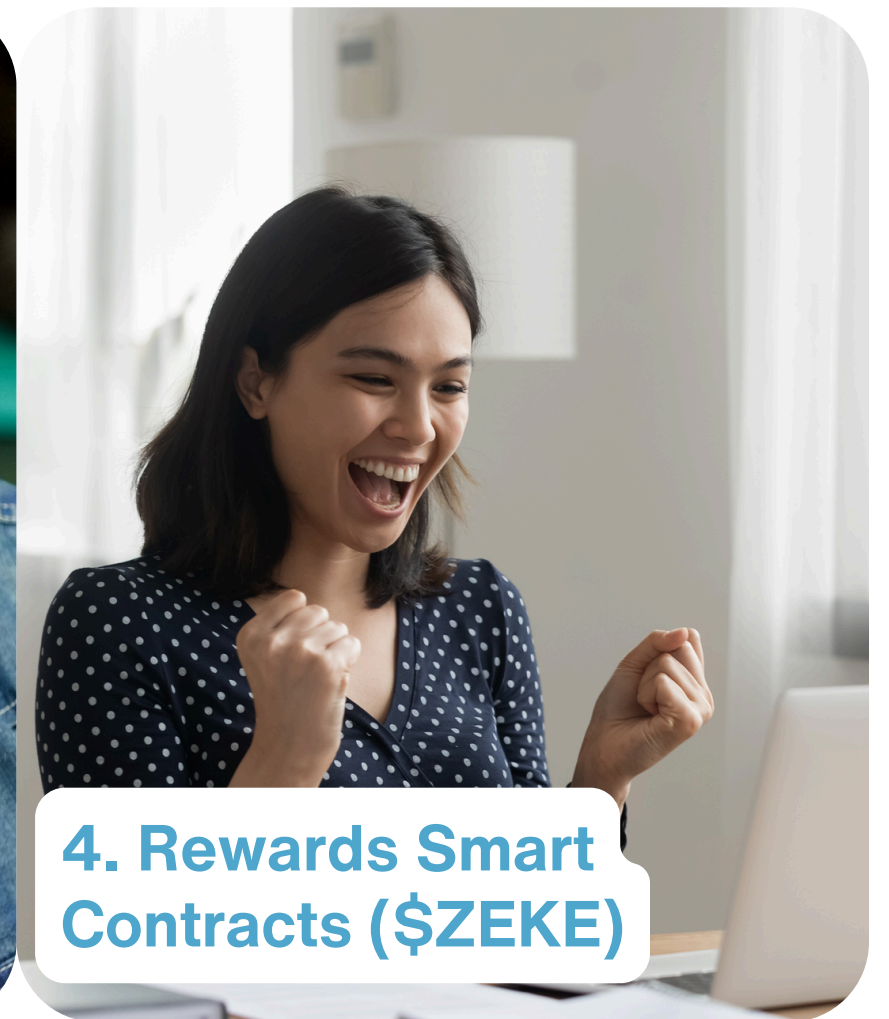
1. Digital IDs & Multiparty Computation



2. Data Subscription Smart Contracts (\$ZEKE)



3. Attention Smart Contracts (\$ZEKE)



4. Rewards Smart Contracts (\$ZEKE)

An advanced roadmap that will put customers in full control of their data and preferences, restoring data sovereignty and agency. De-risking brands from Ad fraud, data breaches and privacy compliance.

Traction, Revenue & Investment

2018 - 2023: Extensive grant-funded Web3/Platform R&D.

2024: Platform rebuild and beta trials.

2025: Ready for enterprise trials.

2026: Enterprise scaling.

Revenue model: 80% Ad : 20% data revenues.

December 2026: \$10M+ ARR, 600k users, 10X valuation at \$100M.

December 2030: \$100M+ ARR, 50M users, 10X valuation at \$1B.

Seed equity round open: raising \$3M.

Runway: 18-24 months blitz-scaling in the USA.

Co-Founders

Shawn Jensen



Founder, CEO & Chief Product Officer (Switzerland)

20+ years XP in senior management roles in ISP's, SI, and Telco. Leading product design, architecture, delivery & customer service teams globally. Master in leading innovation & change.

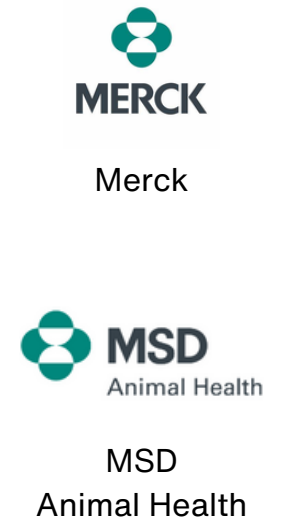
Michiel Van Roey



Co-Founder, Chief Revenue Officer & Legal Officer (Belgium)

10 years XP as EU-qualified business lawyer in international law firms, CERN, Cisco. Specialised in tech & privacy law, author of crypto-asset regulations.

Luke Bragg



Co-Founder, Chief Marketing, Design & Research Officer (Switzerland)

Digital marketing, architecture, ecosystem design, 20 years XP designing creative digital solutions for complex organisations.

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Co-Founders: CEO/President: [Shawn Jensen](#) | Secretary/General Counsel: [Michiel Van Roey](#) | Strategy Officer/MD: [Luke Bragg](#)