

Profila

a personal media platform

a profile: a short description of someone's life, work, character, etc. ([Cambridge Dictionary](#)).

a **profila**: a **private** description of someone's life, work, character, etc., **that they own and share**.

Advertising's Problem

Brands spend (and waste) billions communicating with everyone using inaccurate and surveillance-based data, in the hope a few will buy.

Impressions ...

... and click-throughs are the currency of the advertising industry. Brands pay for impressions which have an extremely low conversion rate.

Statistics

\$871 Billion in Ad spend by 2027.

56% of impressions are never seen by customers.

0.66% is social media's average Ad click-through rate per quarter in 2024.

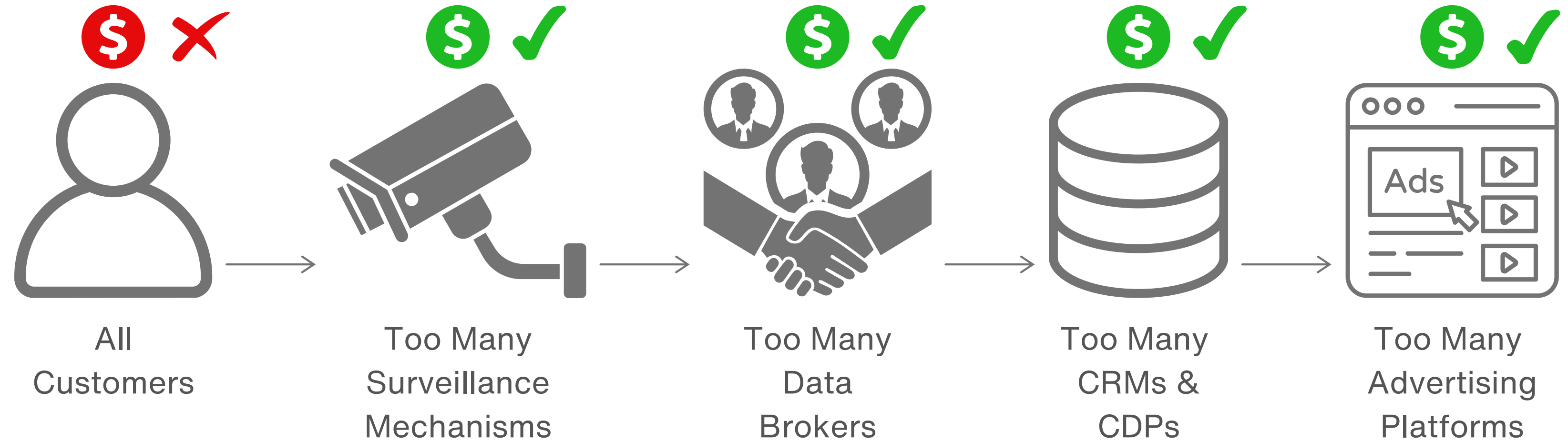
\$172 Billion in Ad fraud by 2028.

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

Profila ...

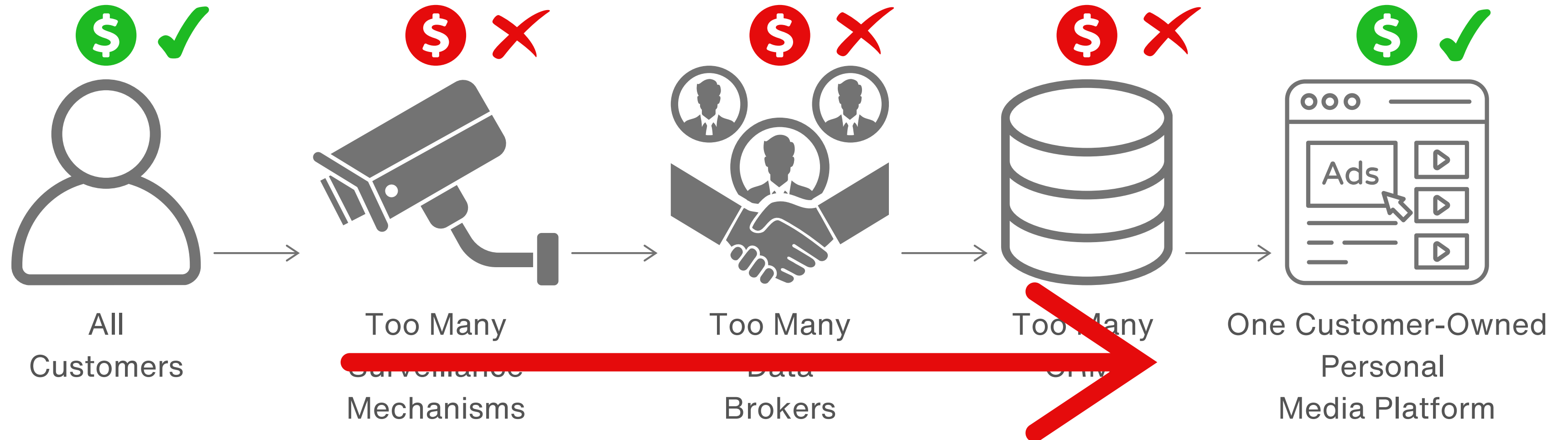
... embodies the future of personal media, aiming for 100% click-through rates by aligning marketing with individual preferences while ensuring data privacy.

The Data & Attention Economy Today



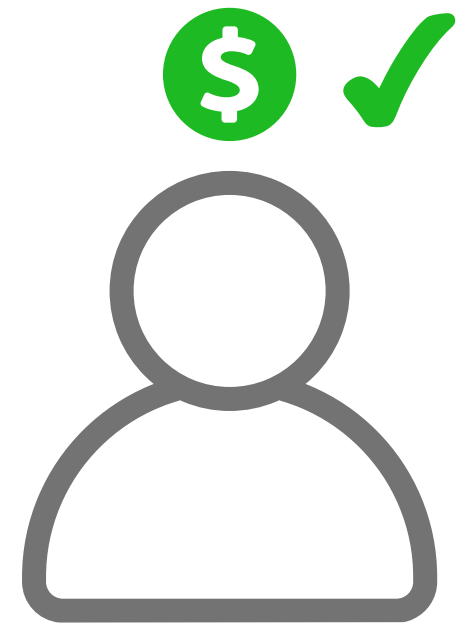
Customers' data and attention is the unpaid product.

The Data & Attention Economy Tomorrow

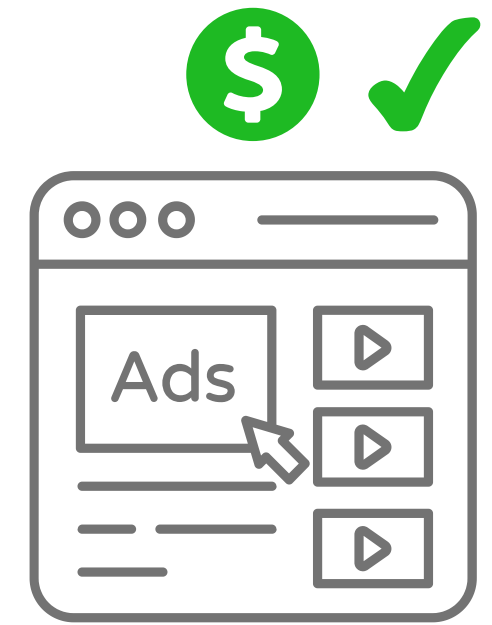


Surveillance-based systems are replaced by a single customer-managed personal media platform. Brands invite their customers to rebuild a relationship on Profila, eliminating costs and risks.

Profila Personal Media Platform



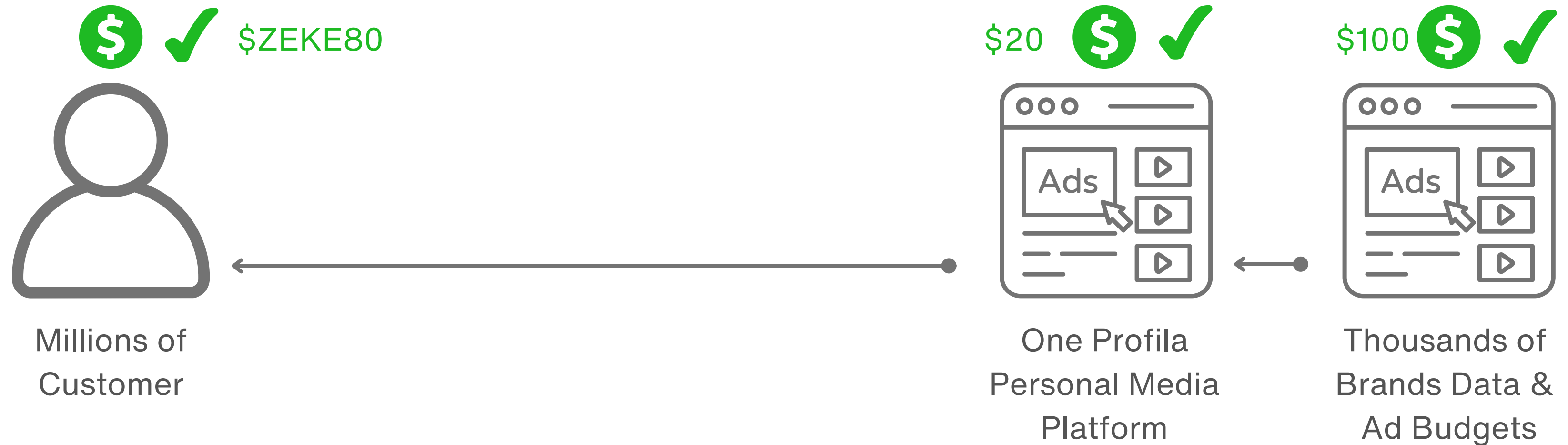
One
Customer



One Personal
Media Platform

Profila puts the customer in control of their data in the attention economy, using Web3 privacy-preserving and DeFi technologies.

Revenue



Profila charges a 20-50% transaction fee on all data and Ad spend. Customers are paid out in the \$ZEKE utility token.

Forecast

Revenue source: 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.

Traction & Planning

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

2024: Platform rebuild and beta trials.

2025: Ready for enterprise trials.

- Q1: Public \$ZEKE token sale on LCX CEX and Minswap DEX (10-14.02.25).
- Q1: USA C-Corp incorporation and seed equity round.
- Q2: World-class team of experts hand-selected to deliver growth.

2026: Enterprise scaling.

Investment

Seed equity round: raising \$3M at \$25M valuation.

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

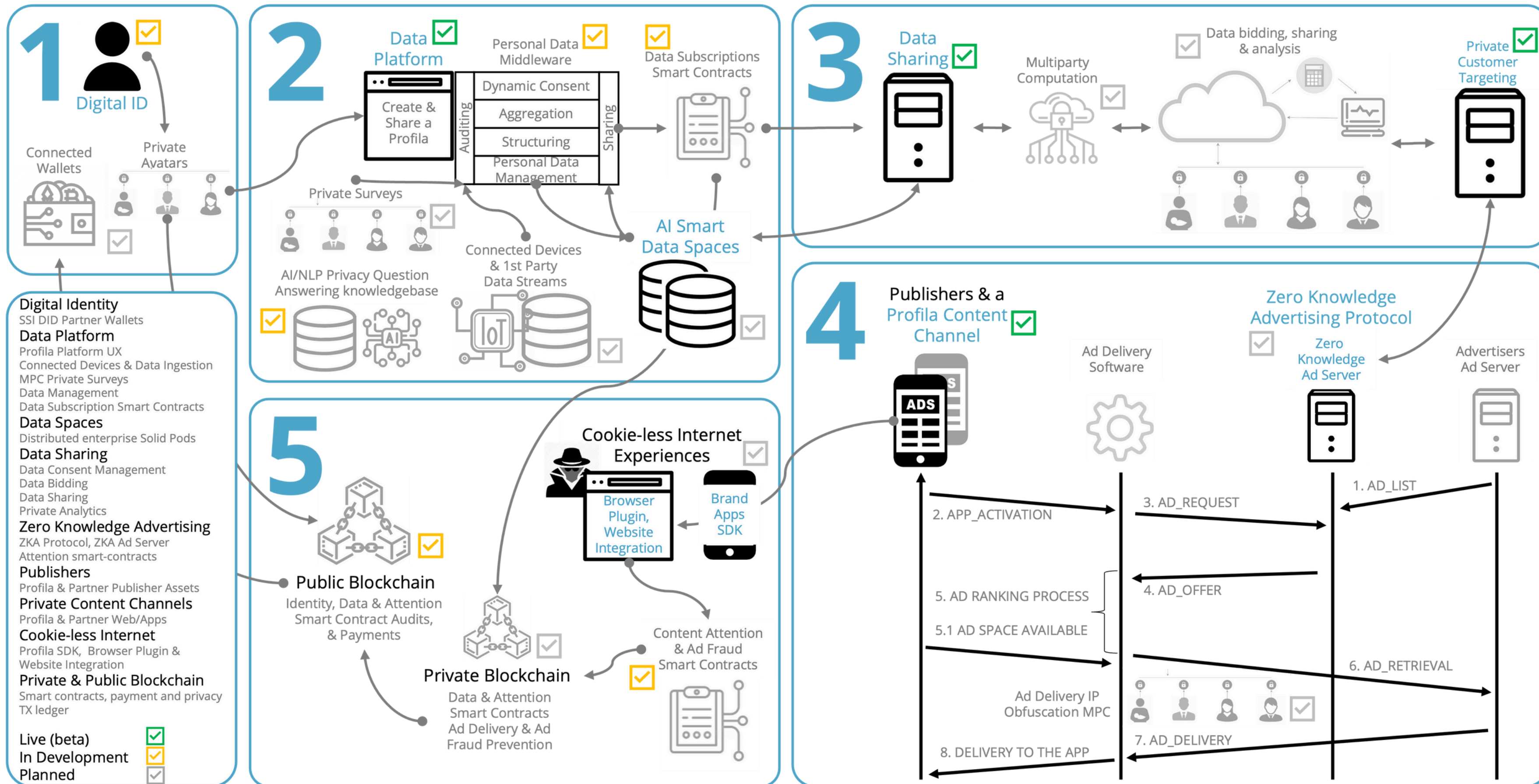
\$ZEKE token seed round: raising \$1M at \$0.033.

Ending 7th February 2025. Ticket size: min \$50-100k.

\$ZEKE token public sale: 10-14th February 2025 on LCX CEX and Minswap DEX.

Public sale token price: \$0.075.

Roadmap



Next Steps

Visit our website to learn more about the Profila platform, our Swiss government-funded and awarded Privacy AI research, our team, and our multi-grant awarded Web3 strategy.

- Setup a live product demo.
- Sign-up to the Profila platform at <https://app.profila.com>.
- Read the Profila Brand Briefing for our customers.
- Request access to the investor data room.
- Request an investor pitch by the CEO.

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