Profila

It's you. It's yours.

A New Paradigm in Digital Relationships

In today's rapidly evolving digital landscape, where algorithms govern our thoughts and actions, there is a pressing need for a revolutionary solution that champions human intelligence, agency, privacy, and meaningful digital relationships. Enter Profila, an innovative company on a mission to transform the way we navigate the digital realm.

At Profila, we place people at the core of our endeavours. Our platform serves as a bridge between individuals and brands, fostering a mutually beneficial ecosystem where privacy, choice, and value take centre stage. As we navigate the next era of AI-powered digital transformation, our goal is to ensure that humans retain sovereignty over their digital lives through smarter choices.

Our approach involves harnessing cutting-edge Web3 and privacy-preserving AI technology to empower individuals to create, own, and share their most accurate and comprehensive personal data profiles. These profiles, aptly named *"profilas*," encompass various facets of individuals' lives, including their preferences, sentiments, and desires. Unlike traditional data profiles generated using first party data or observed behaviour, *profilas* are created and owned by the individuals themselves, guaranteeing authenticity, accuracy, and longevity.

By simplifying the process of sharing *profilas* with brands and people that individuals genuinely desire in their lives, we help to restore the balance of power in the digital landscape. Privacy is at the forefront of our platform, ensuring that individuals have full control over who accesses their data, fostering an environment of trust and transparency.

The benefits of *profilas* extend beyond individuals. Brands can leverage these accurate and detailed *profilas* to personalize their services, offering tailored content, special offers, and information that genuinely resonates with their best customers, guests, patients, or employees. By tapping into the rich data provided by *profilas*, brands can deliver meaningful value and experiences throughout the customers lifecycle, creating stronger connections with their most loyal audience.

The revenue model empowers individuals to lease (never sell) their *profilas* through data subscriptions while simultaneously managing their attention with brand content and advertising. To sustain our operations, we charge a transaction fee ranging from 10% to 50% of the amount paid to individuals, depending on the accuracy and relevance of the shared *profilas*, as well as the level of attention individuals allocate to the content they have chosen to see.

What sets Profila apart from other players in the industry is our unified, human-controlled, Web3 platform. By generating customer data, advertising, and future e-commerce revenues from progressive brands, we redirect revenues away from surveillance incumbents such as data aggregators, Meta, and Google. This helps to loosen the stranglehold these platforms have on the market and contributes to solving the social dilemma by shifting audiences to a surveillance-free and algorithm-free environment. Through this comprehensive platform, Profila lays the foundation for a more equitable and empowering data-driven digital economy.

With Profila, the paradigm of the digital world is shifting towards one that celebrates and elevates human intelligence, agency, and privacy. As we champion this vision, we invite you to join us on our journey towards a future where individuals reclaim their digital autonomy, forging meaningful connections and experiences in an artificial world. Together, we can navigate this new era with integrity, ensuring that humanity remains at the heart of technological progress.

The problems

Digital agency and privacy abuse, data harvesting and social conditioning.

The market opportunities

1. Privacy regulation and public perception is forcing brands to stop using tracking techniques.

2. Brands are focusing on accurate, compliant and evergreen customer data sources.

3. People want more personalised & valuable digital relationships with other people and brands they trust, without surveillance.

The solution

Unlocking a human data superpower; choice!
Using advanced Web3 technologies.

Why Videos

The team

Shawn Jensen

Founder, Product & Executive Officer

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

Michiel Van Roey

Co-Founder, Legal & Web3 Officer

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

Luke Bragg

Co-Founder, Design & Research Officer

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

Jakub Wyrobek (+2 Devs)

Chief Technology Officer

Software Engineer with +12 years XP. Founded a non-custodial cryptocurrency wallet with a built-in swap feature based on +$100M of decentralized liquidity.

Pieter Victor

Fractional CFO & Board Member

Entrepreneur with a strong interest in Corporate Finance, M&A, Innovation and Investments.
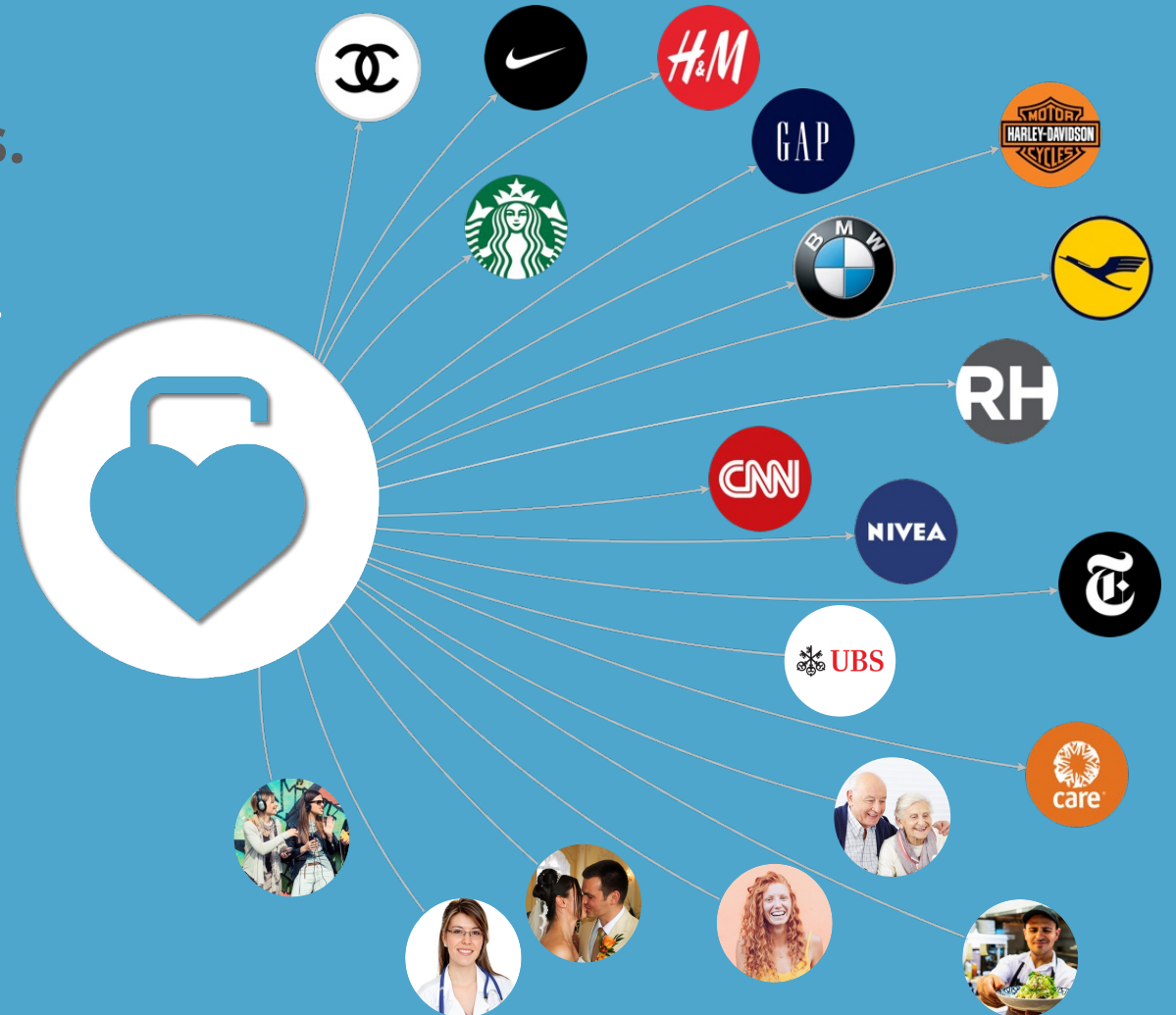
The solution
A Web3 personal data relationship and permission marketing platform.

Built for people, delivered to brands.

1 Disrupts surveillance data marketplaces.

2 Disrupts the customer data portal and CRM marketplaces.

3 Disrupts personal data sharing, content & advertising channels like WhatsApp & Instagram.
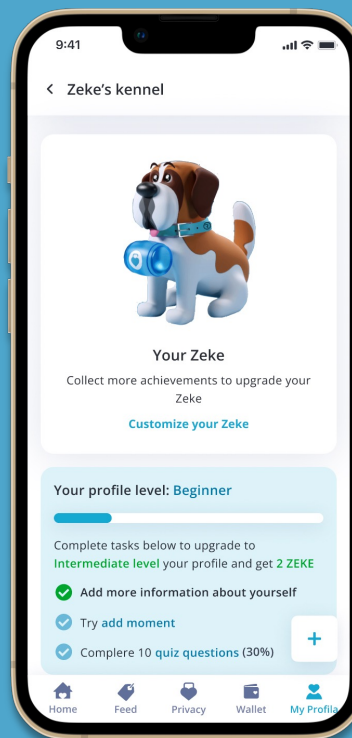
How it works for people

People are incentivised to build a valuable Profila using our gamified Zeke rewards utility token.
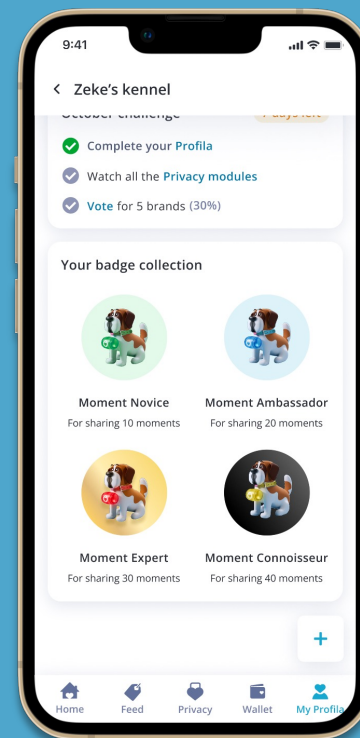
Zeke is our zero knowledge utility token and platform mascot

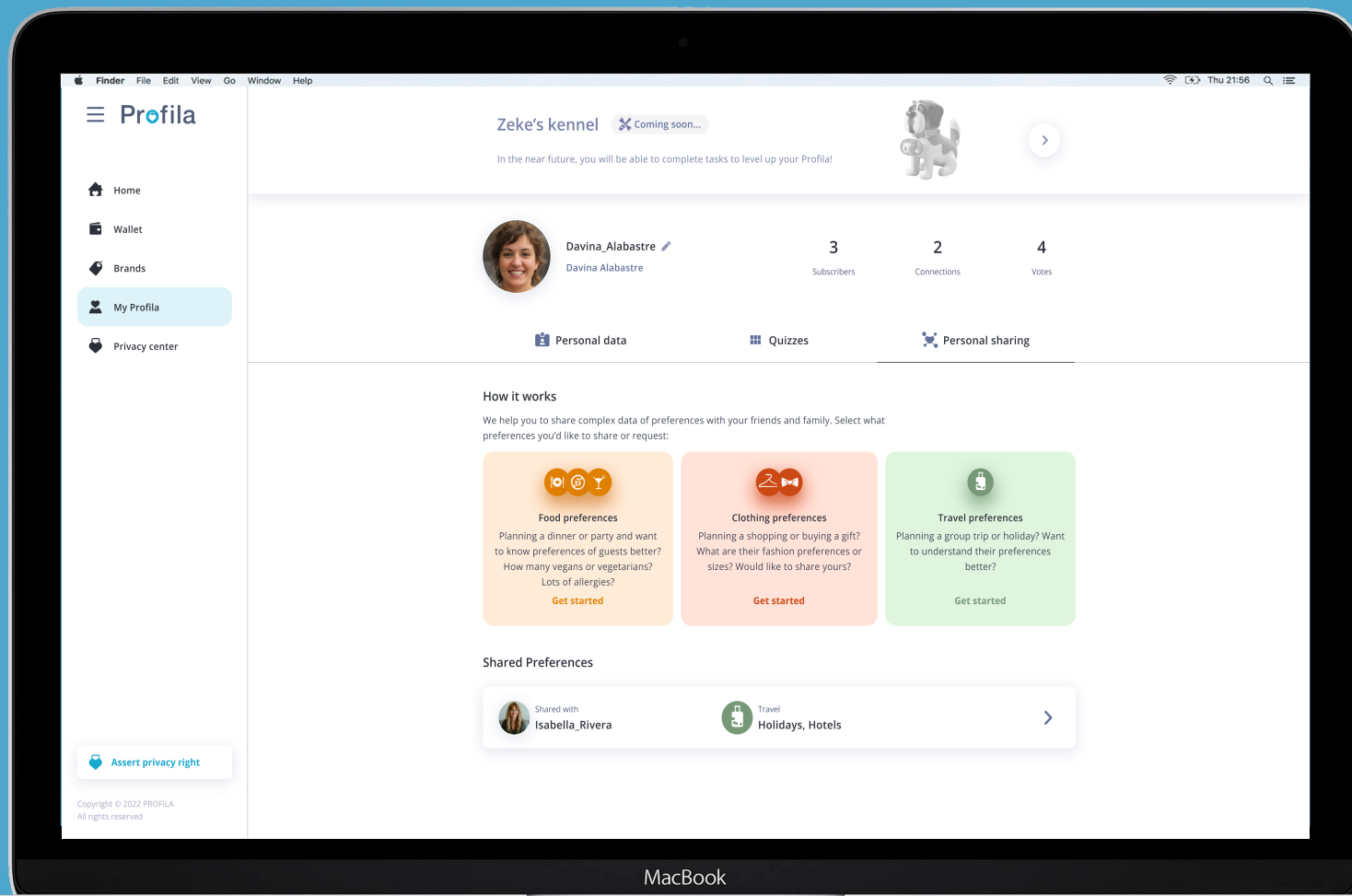**Earn Zeke reward tokens by completing self-discovery surveys (Q1.24)**

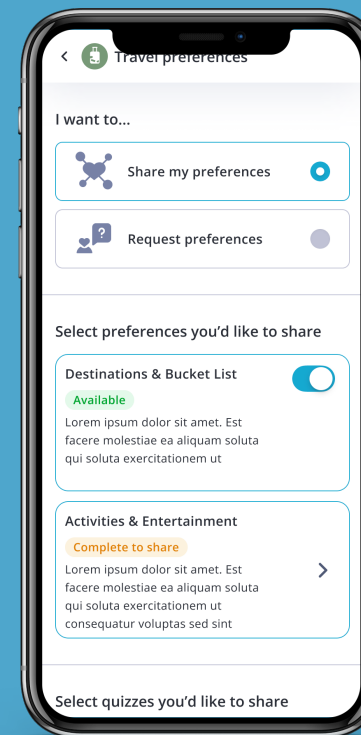**Level-up on data quality and receive better offers (Q1.24)**
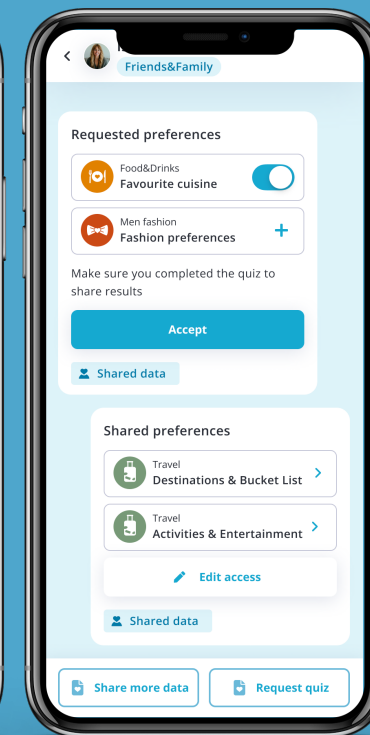
How it works for people
People share information with family and friends privately.

Select buckets of data to share privately (Q1.24)

Manage who has access to your data in a ledger (Q1.24)

Zeke's kennel ✂ Coming soon...

In the near future, you will be able to complete tasks to level up your Profila!

Profila

- Home
- Wallet
- Brands
- My Profila
- Privacy center

Davina_Alabastre ✏
Davina Alabastre

3 Subscribers   2 Connections   4 Votes

Personal data   Quizzes   Personal sharing

How it works
We help you to share complex data of preferences with your friends and family. Select what preferences you'd like to share or request:

Food preferences
Planning a dinner or party and want to know preferences of guests better? How many vegans or vegetarians? Lots of allergies?
Get started

Clothing preferences
Planning a shopping or buying a gift? What are their fashion preferences or sizes? Would like to share yours?
Get started

Travel preferences
Planning a group trip or holiday? Want to understand their preferences better?
Get started

Shared Preferences

Shared with
Isabella_Rivera

Travel
Holidays, Hotels

Assert privacy right

Copyright © 2022 PROFILA
All rights reserved

--- Phone 1 ---

Travel preferences

I want to...

Share my preferences

Request preferences

Select preferences you'd like to share

Destinations & Bucket List
Available
Lorem ipsum dolor sit amet. Est facere molestiae ea aliquam soluta qui soluta exercitationem ut

Activities & Entertainment
Complete to share
Lorem ipsum dolor sit amet. Est facere molestiae ea aliquam soluta qui soluta exercitationem ut consequatur voluptas sed sint

Select quizzes you'd like to share

--- Phone 2 ---

Friends&Family

Requested preferences

Food&Drinks
Favourite cuisine

Men fashion
Fashion preferences

Make sure you completed the quiz to share results

Accept

Shared data

Shared preferences

Travel
Destinations & Bucket List

Travel
Activities & Entertainment

Edit access

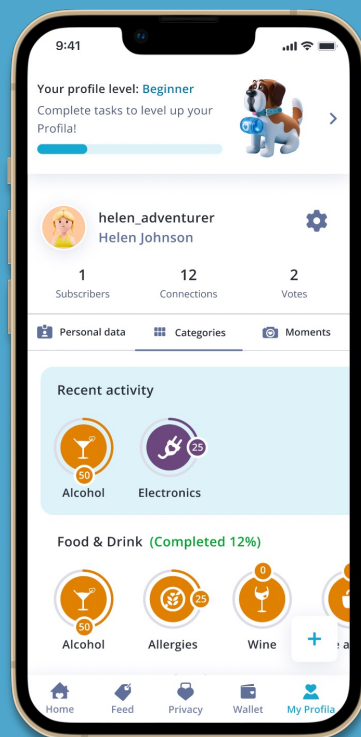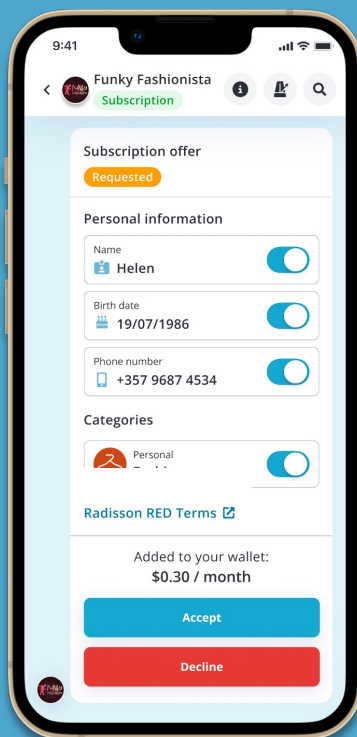Shared data

Share more data   Request quiz

MacBook

How it works for brands

Brands invite their customers to Profila who then share their accurate data privately in exchange for value in exclusive content & offers.
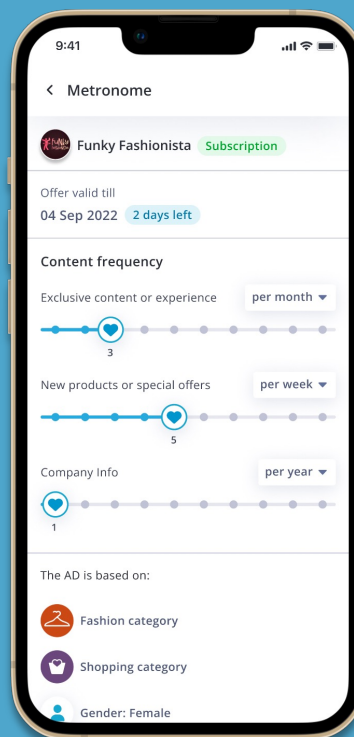
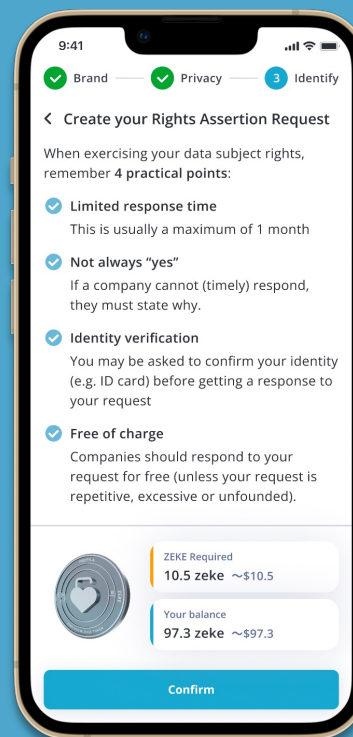**Create a Profila (psychographic & personal data)**

Invite Friends & Brands to view or lease your Profila

Set your contact & content preferences (Q1.24)

Manage your data privacy

Engage with the best content from brands

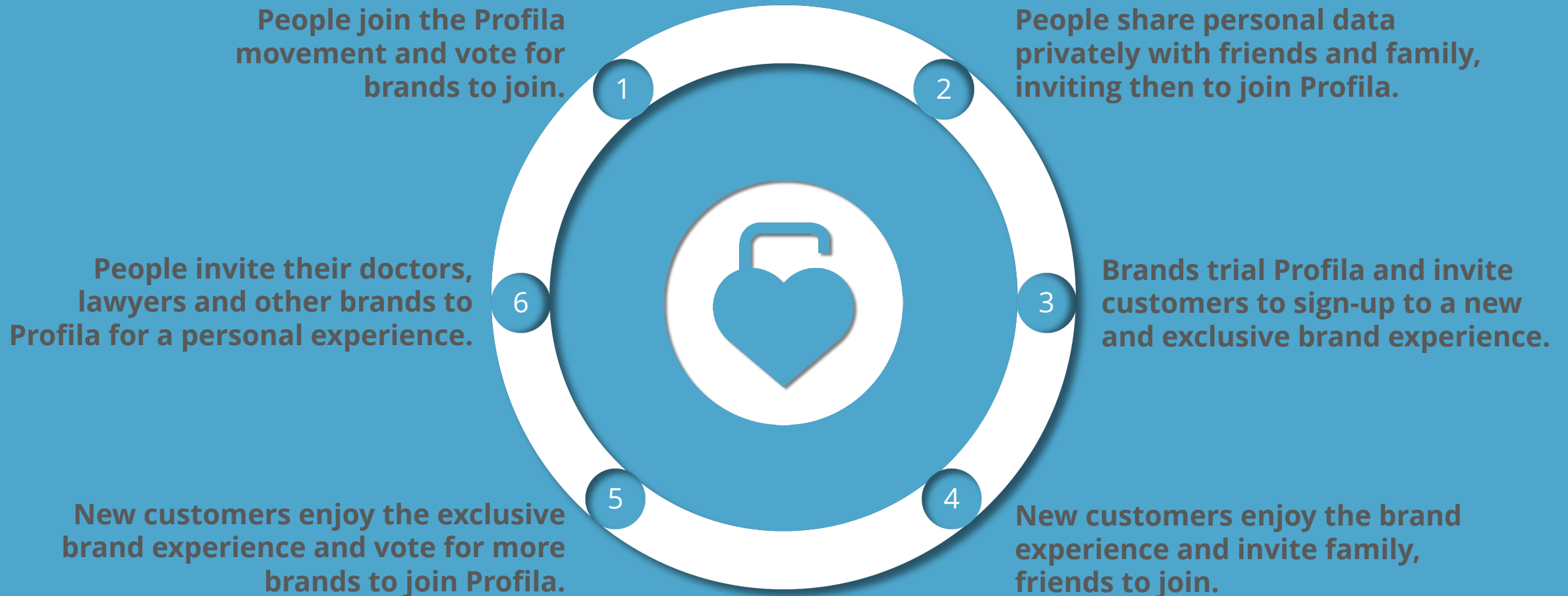**Share sentiment rich content (Q1.24)**

Why Web3

Web3 helps to solve the market problems of agency and privacy, giving control of personal data assets and attention back to individuals.

- Our Zero Knowledge Advertising (ZKA) protocol
  - We aim to build this protocol in 2024 post funding with the university of Madrid.
- Digital identity
  - Multichain-ID strategy. Cardano Atala Prism trials in progress.
- Data subject rights assertion ledger
  - Multichain strategy. Cardano blockchain trials completed.
- Smart contracts for data sharing and attention
  - Multichain strategy. Cardano trials paused until Midnight side chain released.
- NFT for customer-generated content
  - Multichain strategy. Cardano blockchain trials completed.
- Token incentivized gamification
  - Native Cardano utility token for platform gamification rewards & staking.
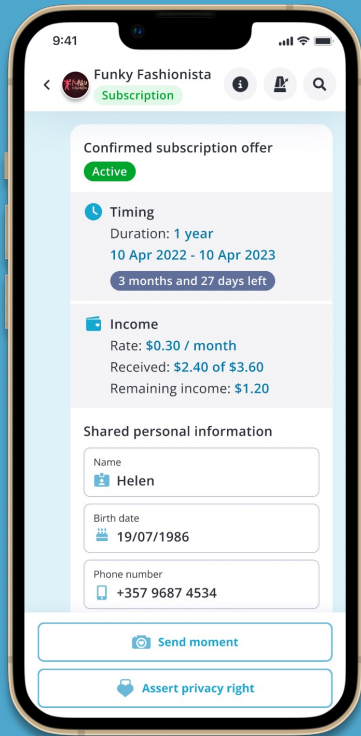
Got to market

People join Profila through brand invites (B2B2C) and through direct marketing by Profila (D2C).

People join the Profila movement and vote for brands to join.

1

People share personal data privately with friends and family, inviting then to join Profila.

2

People invite their doctors, lawyers and other brands to Profila for a personal experience.

6

Brands trial Profila and invite customers to sign-up to a new and exclusive brand experience.

3

New customers enjoy the exclusive brand experience and vote for more brands to join Profila.

5

New customers enjoy the brand experience and invite family, friends to join.
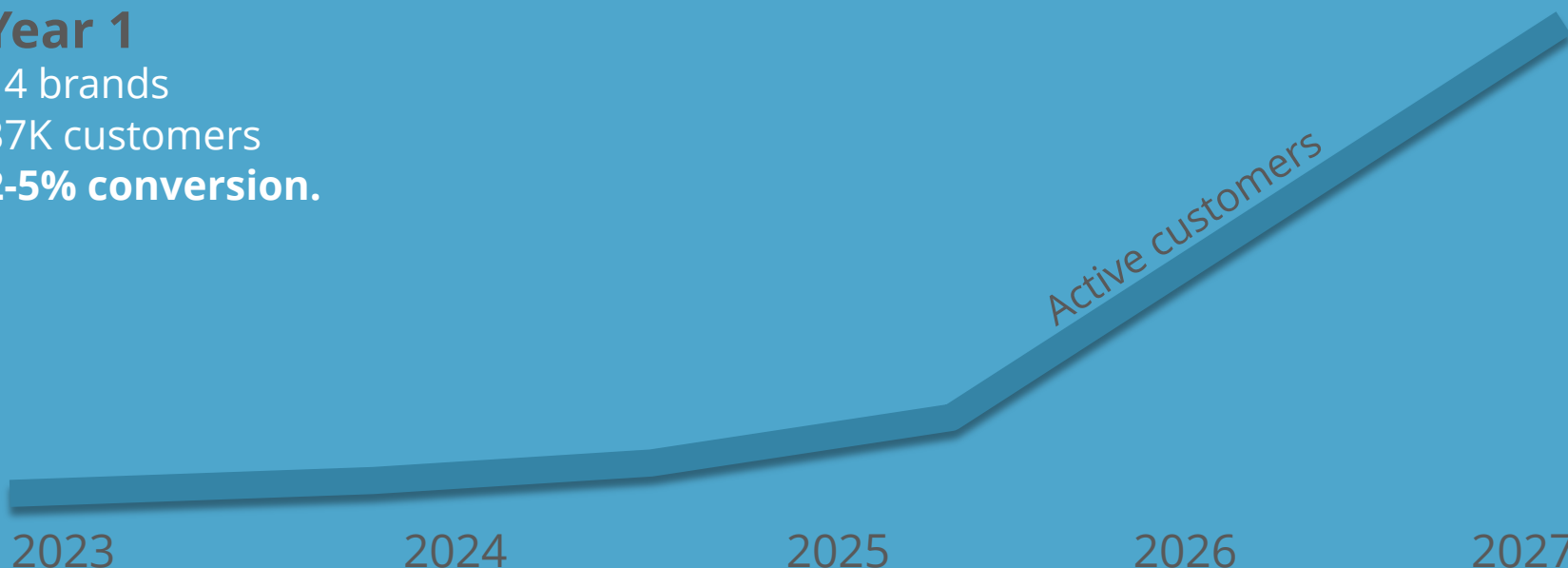
4

Revenue model

Revenues are generated through data subscriptions and loyalty advertising. Revenues are paid to individuals and Profila charges a transaction fee of 10-50% based on data accuracy and attention.

Year 5
2000 brands
17M customers
$20+ ARPU p.a.

FY27 – $420M
Projected Gross Revenue.

80%
Non-recurring Ad revenues.

20%
Recurring data revenues.

x%
Future e-commerce & customer support revenues planned.

Year 1
14 brands
37K customers
2-5% conversion.

Active customers

2023   2024   2025   2026   2027

9:41

Funky Fashionista
Subscription

Confirmed subscription offer
Active

🕐 **Timing**
Duration: 1 year
10 Apr 2022 - 10 Apr 2023
3 months and 27 days left

💼 **Income**
Rate: $0.30 / month
Received: $2.40 of $3.60
Remaining income: $1.20

Shared personal information

Name
Helen

Birth date
19/07/1986

Phone number
+357 9687 4534

📷 Send moment

🛡 Assert privacy right

Competition

brave

steemit

Swash

Profila

Tracked, nudged, invasive & distracted   Private, mindful, relevant & exclusive

Use cases

- I want to view content that I like without being tracked or nudged.
- I only want to see personalized advertising from the brands I care about.
- I want to share my personal data with family, friends and brands I trust.
- I want value in return for my personal data and time (attention).
- I want my privacy rights and choices respected.
- I want to share my content and feelings (positive and negative sentiment) privately with the people and brands I trust.

Traction
The journey to our north star of digital agency, privacy and valued relationships for people.

2016-20

Web Summit (11.16) Alpha Start-up Prototype. Validation received from then Facebook CTO.

CERN Privacy department collaboration on a privacy chatbot prototype.

Official Contract for the Web Contributor.

Research into our business model with St. Gallen MBA students.

MVP development starts (2017).

2020/21

Successful MVP Alpha trials with 5 Swiss SME and 50 individuals. Microsoft for start-ups funded.

Primary Privacy AI/NLP Research – Swiss Government funded (ca.CHF1M): 07.21–02.24.

Awarded Top5 data start-up in AdTech by I-Com. 07.22.

Primary AdTech Research – University Carlos 3 Madrid: Zero Knowledge Advertising Protocol.

Business development, gaining insights from 30+ global brands.

2022/23

Cardano project Catalyst Web3 grants funded R&D (ca. $570k).

MVP platform re-development for beta trials (09.22-10.23).

Awarded the Certificate of Best HCI-CPT 2023 Paper for AI/NLP research. 08.23.

Platform beta trials start, October.23.

Web Summit Beta Start-up. 11.23

Web3 integrations, December.23.

2024-26-30

January.24 production launch and USA market expansion.

Data sharing between family and friends driving adoption value. Customer generated content sharing with AI support.

Target: 12.26 CHF10M+ ARR, 600k users, 10X valuation CHF100M. Series A.

12.30 CHF100M+ ARR, 10X 50M users, valuation CHF1B. Series B.

The investment opportunity

Seed Round

CHF 2.5M equity round at CHF18M* valuation
Includes optional 1:1 Zeke Token** Bonus.

* Discounted for deals closed by 11.23.
**ZEKE is confirmed as utility token per legal memorandum of PWC Switzerland.

Private equity & pre-seed token raise to date: ca. $1.6M

2023/H2
Runway – 18 months lean

Platform launch and Beta trials, with 5 large and 10 SME brands.

Implementation of core Web3 technologies; digital Identity and data management.

2024/H1

Scale sales and operations into USA markets for growth.

Implementation of approved trials feature scope linked to adoption, revenue generation and Web3 privacy.

2024/H2
24 months accelerated

Acquire 14 brands and 37K individual users in FY1, generating CHF300k ARR.

Implementation of phase 1 of Zero Knowledge Advertising Protocol & Smart AI NLP for Privacy Chat.

2025/26

26 brands,168K users, CHF2.1M ARR.

Series A funding round, exit 1.

2026 - 78 brands, 616K users, CHF12.9M ARR.

Unlock your superpower of choice!
And invest in the future of private digital
relationships and permission marketing today.

SCAN ME

Appendix

Our advisors

Clara-Ann Gordon
Legal & Privacy

Elie Auvray
Leadership & Product

Jose Henriques
Leadership & Marketing

Philip Lams
Acquisitions & Business

Mikko Kotila
Ad-Tech & Engineering

Remy Merckx
Marketing & Digital

Web3 grants
The Cardano community supports the Profila vision

Cardano Catalyst community backing

5 Separate Funds
10 Funded Proposals

Privacy Ledger: $19,200

NFT for Customer Feedback: $49,250

DApp to control your data: $46,850

Control your data via PRISM: $39,650

Anonymity & Data control with ZEKE: $25,050

Anonymity & Data control with ZEKE (Pt. 2): $84,000

Control your data via PRISM (Pt. 2): $67,500

Company Privacy Ledger: $81,300

Control your data with Profila (Pt. 2): $79,500

AI lawyer on Cardano-Profila/HSLU: $78,000

Technology
Our sustainable development goals impact research projects.

1 HSLU - Lucerne University of Applied Sciences and Arts; School of Information Technology, Switzerland. A Question Answering Tool for Website Privacy Policy Comprehension.

2 UC3M-Santander Big Data Institute & Universidad Carlos III de Madrid, Spain. Zero Knowledge Advertising (ZKA): a new era of privacy-preserving AdTech solutions.

! Impact: The solutions align with Sustainable Development Goals (SDGs) 9 (Industry, Innovation, and Infrastructure), 16 (Peace, Justice, and Strong Institutions), 4 (Quality Education), 17 (Partnerships for the Goals), and 10 (Reduced Inequalities).

Technology
An AI NLP, human verified, smart privacy knowledge base.

1 HSLU - Lucerne University of Applied Sciences and Arts; School of Information Technology, Switzerland. A Question Answering Tool for Website Privacy Policy Comprehension. Semantic search, AI, NLP, Human Verification ML. (AWARDED RESEARCH)

2 Chamath Palihapitiya says biggest AI asset in future is not the ChatGPT engine itself, it will be: an element of machine learning which is called reinforcement learning, specifically reinforcement learning from human feedback (All-in Podcast 13.01.23). The IP (ca. CHF1M) and revenue potential for this technology belongs to Profila.

Read the AI smart knowledge base research whitepaper

Technology
A Zero knowledge advertising protocol, a 3ʳᵈ party cookie replacement.

1 UC3M-Santander Big Data Institute & Universidad Carlos III de Madrid, Spain. Zero Knowledge Advertising (ZKA): a new era of privacy-preserving AdTech solutions.

2 The ZKA protocol will be implemented in the Profila platform (H2.23/24) with our university partners, to prove the technology, then it will be extended to the internet through browser plugins and SDK for any website or mobile application to benefit from in the future. The IP and revenue potential for this technology belongs to Profila.
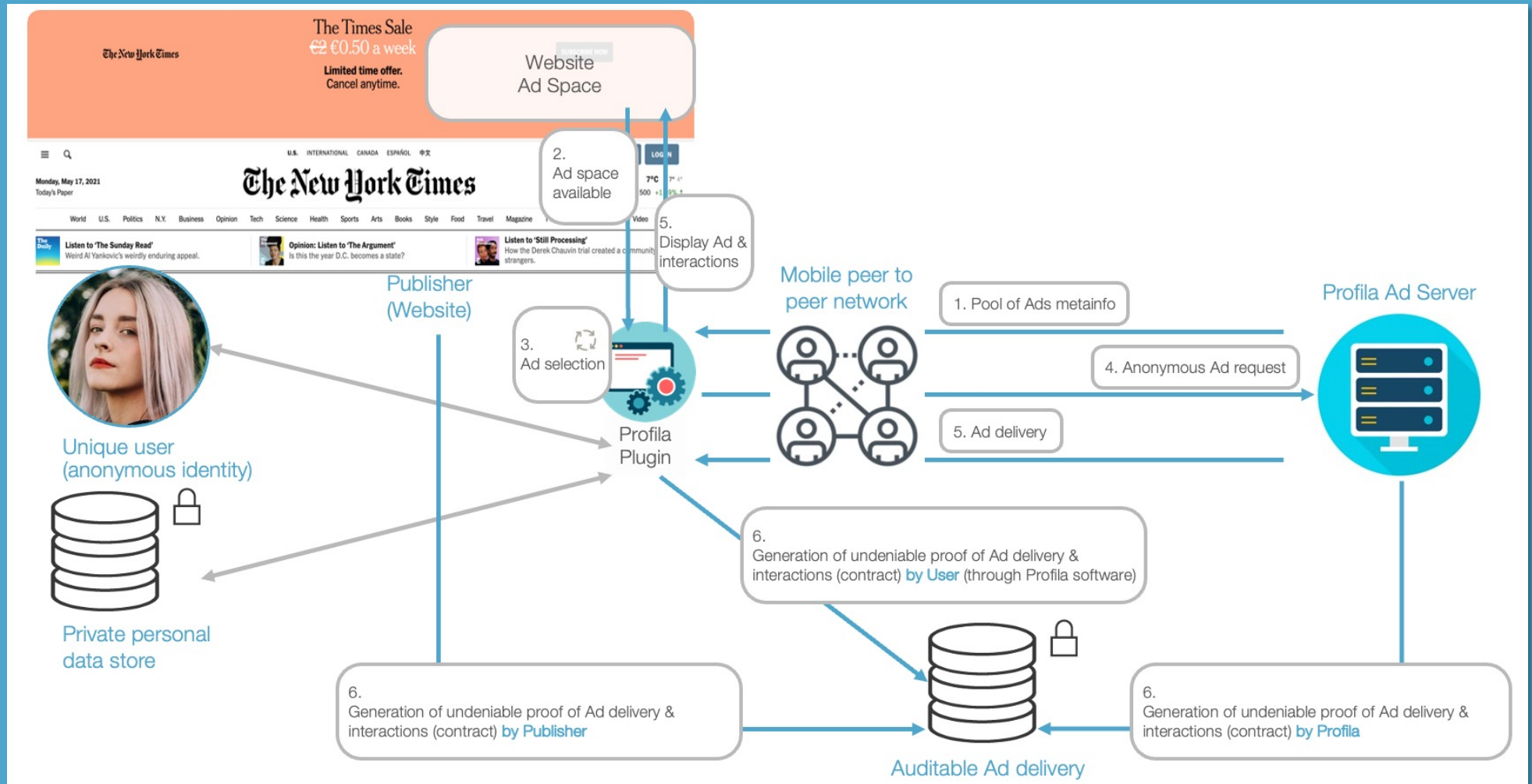
▶ Watch the ZKA MasterClass   Read the ZKA research whitepaper

Technology
The ZKA protocol is extensible through browser plugins & SDKs.

Zero Knowledge Token - Zeke

Zero knowledge token
Zeke token utility, rewards and gamification.

Gamification

People can:

Create a digital profile and interact with brands earn experience points (XP) to level up their Profila and earn rewards.
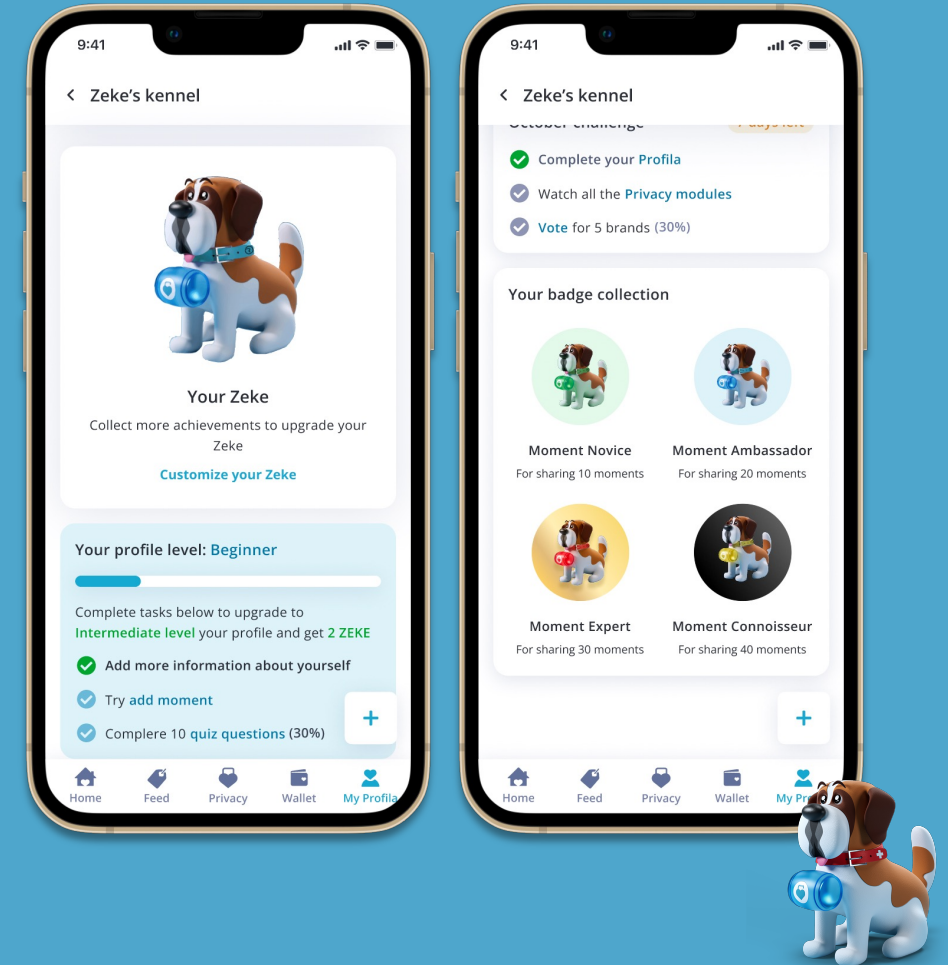
Explore our psychographic quizzes and earn badges.

Interact with their favorite brands to achieve a brand 'rank' for exclusive rewards.

Unlock exclusive NFTs of Zeke through staking their tokens on the platform every month.

Community Governance

ZEKE holders can vote on new platform features and assist in shaping Profila's future.

Zeke token allocation

Parties	Distribution	Percentage	Vesting
Token sale	140'000'000	28%	See next slide
Team	75'000'000	15%	18
Service Providers	15'000'000	3%	24
Marketing	50'000'000	10%	24
Token Liquidity & listing fees	30'000'000	6%	24
Development	50'000'000	10%	24
Advisors	25'000'000	5%	36
Ecosystem rewards, Airdrops, ISPO	115'000'000	23%	48

Zeke token sale

Total Supply
500,000,000

Total Raise
$5,080,000

Initial Market
Cap - $581,250

Initial Unlock
3,68 %

Rounds	Allocation	Percentage	Price	Raise	Market cap	Vesting
Pre-Seed (closed)	40M	8.0%	$ 0.022	$ 0,88M	$11M	0% unlock, 3 cliff, vesting 15M, monthly
Seed Round (Open)	40M	8.0%	$ 0.030	$ 1,20M	$15M	5% unlock, 3 cliff, vesting 15M, monthly
Private Round (Open)	50M	10.0%	$ 0.045	$ 2,25M	$22,5M	7.5% unlock, 3 cliff, vesting 15M monthly
IDO	10M	2.0%	$ 0.075	$ 0,75M	$37,5M	20% unlock, no cliff, vesting 4M, monthly

Web3 platform development roadmap

2023

Q1-Q2

Rescoping the Profila MVP platform features for Web3 rebuild.

Web3 Digital identity architecture defined for Atala Prism implementation. Distributed data architecture defined.

Privacy ledger on Cardano and Profila moments NFT implementations rearchitected.

Q3-Q4

Q2 Profila platform alpha launch.

Implement phase 1 of Atala prism digital identity scope.

Implement Web3 privacy ledger phase 1 on Cardano.

Implement Web3 Profila user moments NFT on Cardano.

Implement Web3 Zeke token gamification on Cardano.

2024

Q1-Q2

Profila platform market go-live.

Implement phase 2 of Web3 projects: Atala prism digital identity, Privacy Ledger, Moments NFT, Token gamification.

Scope Profila wallet integrations.

Scope Profila browser plugins for Brave & Chrome browser as part of Zero Knowledge Advertising (ZKA) protocol.

Q3-Q4

Launch Web3 capabilities: Digital ID, Privacy Ledger, Moments NFT, Zeke token gamification.

Implement phase 1 of wallet integrations.

Implement phase 1 of ZKA protocol, browser plugins.

Profila mobile apps (sideloaded on IOS & Android).

Profila

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