Profila

It's you. It's yours.

The Problem

The collection, exploitation, and manipulation of personal data, coupled with algorithmic social media conditioning tactics are eroding individual privacy and autonomy, leading to a massive waste of physical and attention resources, rampant Ad fraud, and a depressed, distracted and distrusting consumer.

The Opportunity

Regulation is not enough! There is an opportunity for surveillance and algorithm free platforms controlled by people, which enable regulation, and stimulate the digital economy with accurate data while eliminating data duplication. Plus, companies waste significant amounts of profits on CRM and CDP platforms with little return on investment and they face significant breach and privacy regulation financial risks by holding onto customers personal data they do not need!

The Solution

We have built a data relationship and permission marketing platform for people, using advanced Web3 and privacy-preserving technologies, that guarantees privacy while consensual sharing their data in exchange for vale in cash, exclusive content, information, services and offers from the people and brands they care for, with zero surveillance and zero mind-manipulating algorithms.

The Market Opportunity

For brands, we replace data brokers, CRMs[1] and CDPs[2] (including their exorbitant costs), with a new zero-knowledge[3] data source direct from their customers (constituents, patients), to analyse and action, with zero privacy risk[4]. Then we help Brands to move their customers attention away from distracted social media (when they show interest [5]), to a private channel where they can cultivate and personalise each customer's journey from decision to advocacy.

1. Customer Relationship Management Platforms.
2. Customer Data Portals.
3. Zero-knowledge data utilises secure multiparty computation to deliver analytics anonymously.
4. Data are stored in Profila servers, access is anonymous & fully consented by each customer delivering zero privacy regulation or breach liability risk for the brand.
5. AIDAA marketing model - Awareness, Interest, Decision, Action, Advocacy.

The Addressable Market

Our market focus is brand image and desirability through retention and loyalty marketing, targeting brands existing data (CRM, CDP) and digital advertising spend. A ca. $300bn market opportunity.

40% of companies budget more for retention than acquisition. Finding a new customer can cost five times more than retaining an existing one. In addition, selling to an existing customer has a 60-70% success rate versus a 5-20% of selling a new customer.
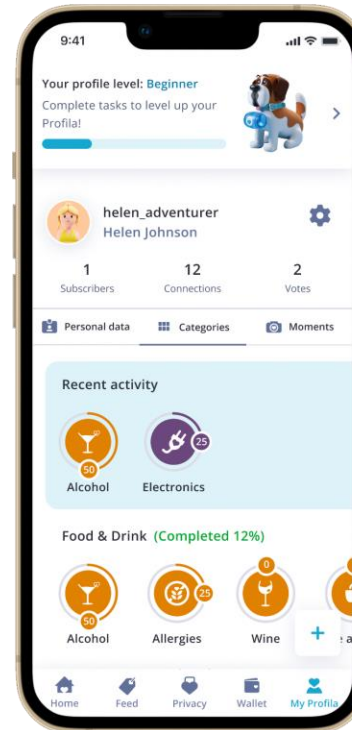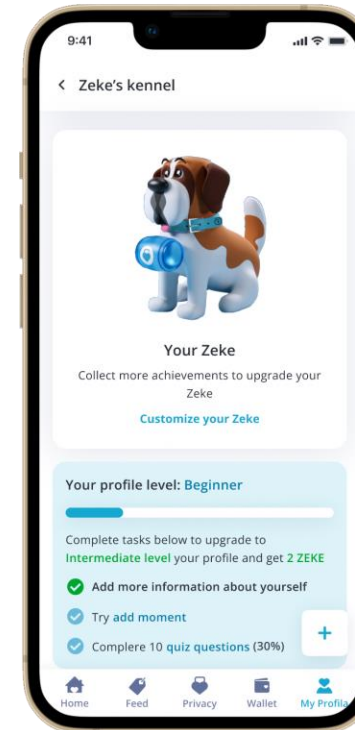
How It Works For People

People are incentivised to build a valuable personal and psychographic data Profila through self-discovery assessments and surveys.

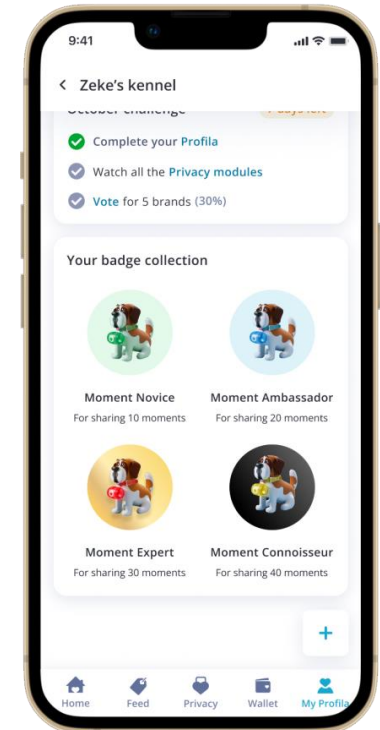*People own and control all their data and it is never sold.*

Create a Profila (psychographic & personal data)

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

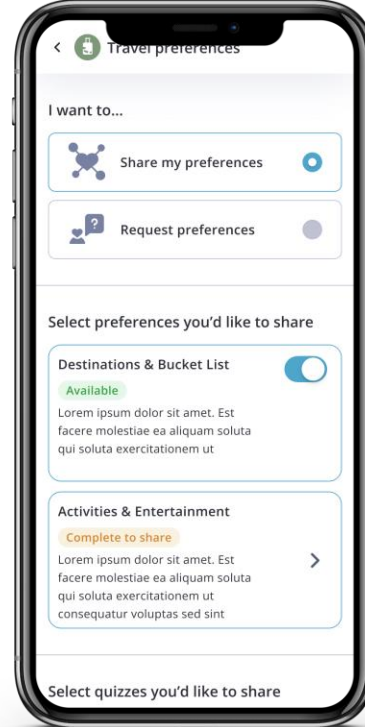**Level-up on data quality and receive better offers (Q2.24)**

How It Works For People

People share their Profila data with their family and friends privately.

Go to market: D2C & B2B2C. People vote for the brands they would like to join the Profila platform.

Select buckets of data to share privately (Q2.24)

Manage who has access to your data in a ledger (Q2.24)
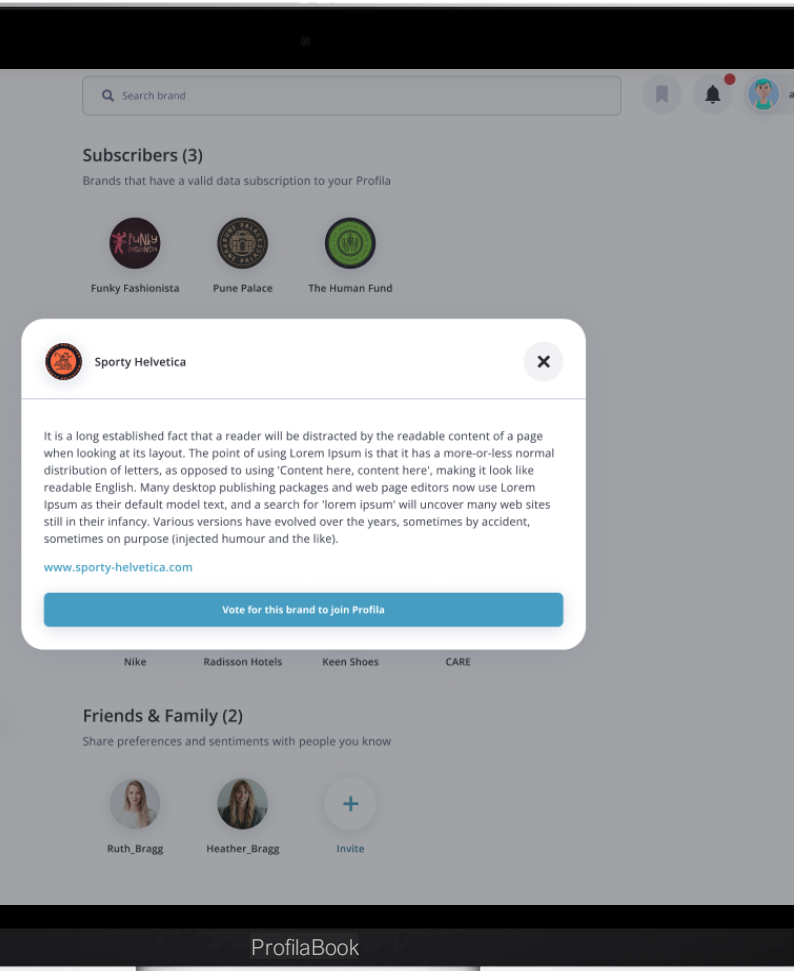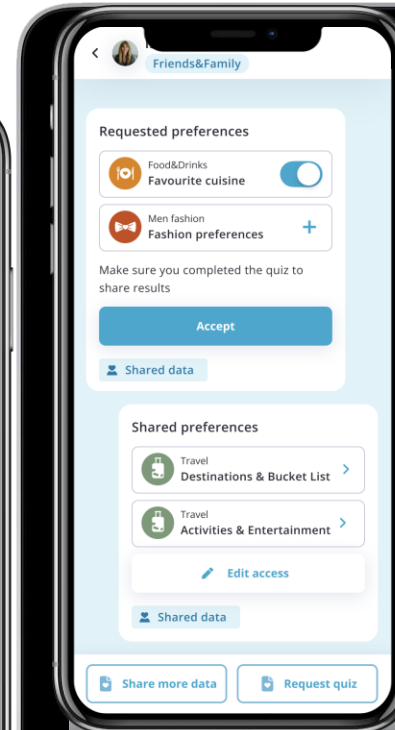
How It Works For Brands

Brands invite their customers to Profila. Loyal customers will share accurate Profila data in exchange for value in exclusive content & offers.

Revenue: Brands subscribe to Profila data and advertise to their customers. 50-90% of revenues are paid to people.

Set your contact & content preferences (Q2.24)

Manage your data privacy

Engage with the best content from brands

Share sentiment rich content (Q2.24)

The Platform Architecture

1 Digital ID

Connected Wallets
Private Avatars (MPC)

2 Data Platform

Personal Data Middleware
- Dynamic Consent
- Aggregation
- Structuring
- Personal Data Management

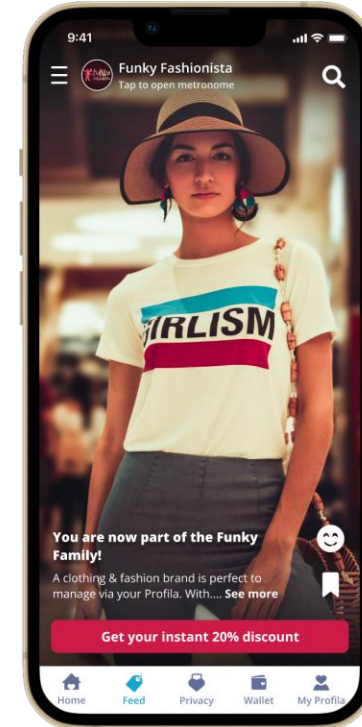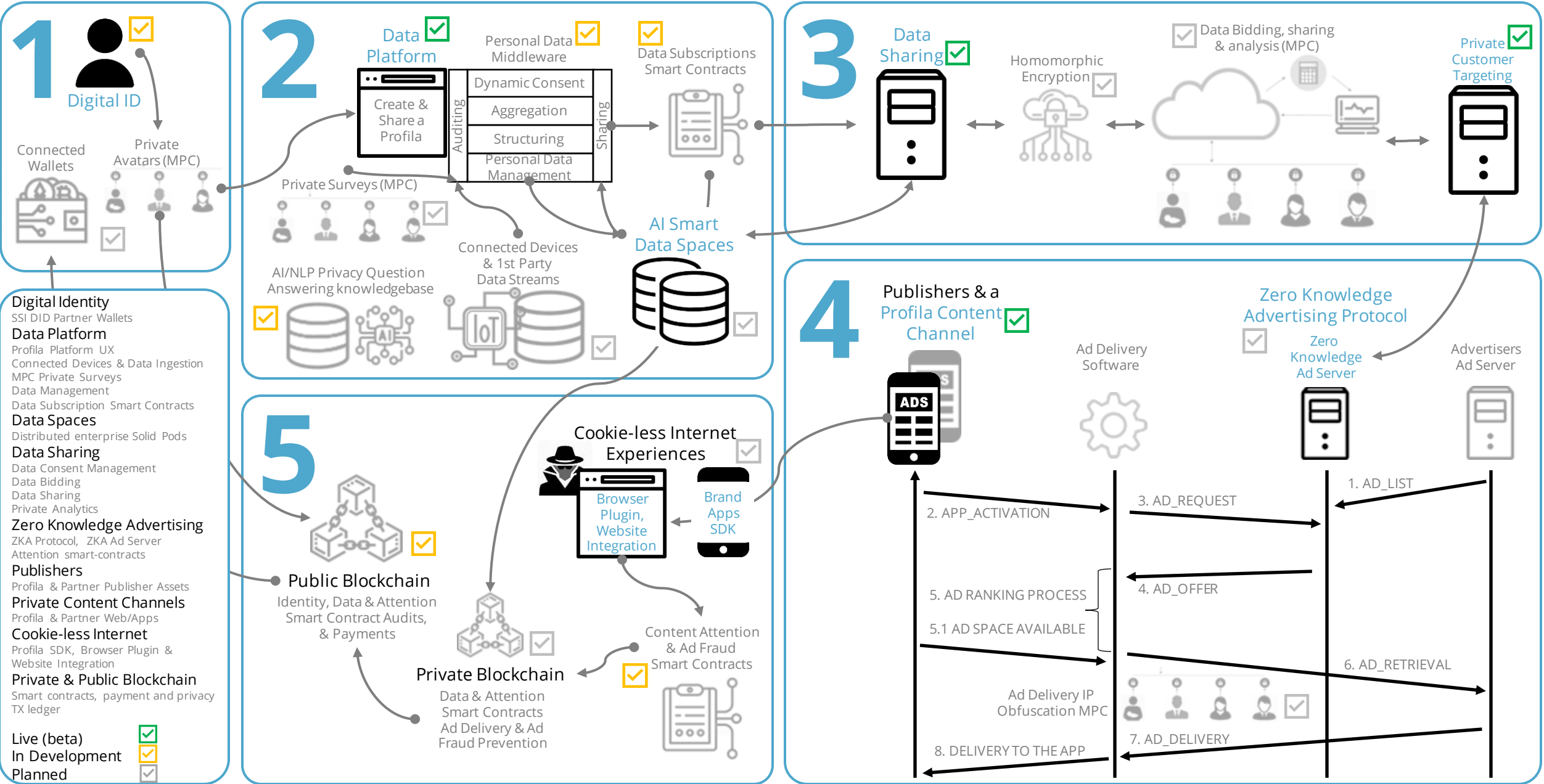Auditing / Sharing

Create & Share a Profila

Data Subscriptions Smart Contracts

Private Surveys (MPC)

AI/NLP Privacy Question Answering knowledgebase

Connected Devices & 1st Party Data Streams

AI Smart Data Spaces

3 Data Sharing

Homomorphic Encryption

Data Bidding, sharing & analysis (MPC)

Private Customer Targeting

4 Publishers & a Profila Content Channel

Ad Delivery Software

Zero Knowledge Advertising Protocol

Zero Knowledge Ad Server

Advertisers Ad Server

ADS

1. AD_LIST
2. APP_ACTIVATION
3. AD_REQUEST
4. AD_OFFER
5. AD RANKING PROCESS
5.1 AD SPACE AVAILABLE
6. AD_RETRIEVAL
Ad Delivery IP Obfuscation MPC
7. AD_DELIVERY
8. DELIVERY TO THE APP

5 Public Blockchain

Identity, Data & Attention Smart Contract Audits, & Payments

Cookie-less Internet Experiences

Browser Plugin, Website Integration

Brand Apps SDK

Content Attention & Ad Fraud Smart Contracts

Private Blockchain

Data & Attention Smart Contracts Ad Delivery & Ad Fraud Prevention

Legend

Digital Identity
SSI DID Partner Wallets

Data Platform
Profila Platform UX
Connected Devices & Data Ingestion
MPC Private Surveys
Data Management
Data Subscription Smart Contracts

Data Spaces
Distributed enterprise Solid Pods

Data Sharing
Data Consent Management
Data Bidding
Data Sharing
Private Analytics

Zero Knowledge Advertising
ZKA Protocol, ZKA Ad Server
Attention smart-contracts

Publishers
Profila & Partner Publisher Assets

Private Content Channels
Profila & Partner Web/Apps

Cookie-less Internet
Profila SDK, Browser Plugin & Website Integration

Private & Public Blockchain
Smart contracts, payment and privacy TX ledger

Live (beta)
In Development
Planned

Research

1. HSLU - Lucerne University of Applied Sciences and Arts; School of Information Technology, Switzerland. A AI 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 IP

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.

Technology IP

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.

Traction And Targets

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.

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).

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

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

MVP platform re-development for beta trials (09.22-12.23).

Web Summit Beta Start-up. 11.23.

2024-26-30

Web3 integrations.

Platform beta trials, Q1.24.

Zeke token sale, Q1.24.

Target: Dec.26 CHF10M+ ARR, 600k users, 10X valuation at CHF100M. Series A.

Target: Dec.30 CHF100M+ ARR, 10X, 50M users, valuation at CHF1B. Series B.

The Investment Opportunity

Equity Seed Round

CHF2M round at CHF18M* valuation

Token Seed Round (Zeke utility token)**

CHF1,5M seed and private round at 0.03-0.045 per token (public sale at $0.075 – Q3.24)

* Equity & token (1:1) match options.
**ZEKE utility token is confirmed as a utility token per legal memorandum of PWC Switzerland.

2024/H1	2024/H2	2024/H2	2025/26
Runway – 18 months lean		24 months accelerated	
Platform launch and Beta trials, 3 large and 5 SME brands.	Scale sales and operations into USA markets for growth.	Acquire 14 brands and 37K individual users in FY1, generating CHF300k ARR.	26 brands, 168K users, CHF2.1M ARR.
Implementation of Web3 technologies.	Implementation of feature roadmap and enhanced data security post trials based on product market-fit.	Implementation of phase 1 of Zero Knowledge Advertising Protocol & Smart AI NLP for Privacy ChatBot.	2026 - 78 brands, 616K users, CHF12.9M ARR.
Zeke token sale (ISPO/LBE) Q2.24.			Series A funding round, exit 1. Dec.26.

The Co-Founders

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.

Our vision. Digital agency, privacy and valued relationships for people.

Appendix

Investment Summary

- Why: The erosion of privacy, autonomy and happiness through surveillance and social conditioning.
- Mission: Digital agency, privacy and valued relationships for people.
- How: A category-defining data relationship platform built for and owned by people, used by brands.
- IP1: Ground-breaking zero knowledge advertising protocol research, value a 3rd party cookie-killer.
- IP2: AI, NLP smart knowledge bases prototype, Swiss government funded research, value ca. CHF1M.
- Market: Multi $B customer data and advertising, our focus is customer retention and lifetime value.
- When: Beta platform launch: Q2.2024, achieving CHF 5-10 million ARR in 2026 (USA & EU markets).
- Who: Profila GmbH Switzerland, led by founder & CEO/CPO, Shawn Jensen.
- Raise: Seed CHF3-5M at CHF18M valuation, yielding 10X in 2026.
- Burn: 24-month blitz-scaling adoption (B2B2C & D2C), feature & security roadmap implementation.

Our 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 features.

Pieter Victor
Fractional CFO & Board Member

Entrepreneur with a strong interest in Corporate Finance, M&A, Innovation and Investments.

Mitchell Goudie
Product & Marketing Manager

Awarded journalist and high energy product marketing and community manager.

The Advisors

Clara-Ann Gordon
Legal & Privacy

Mikko Kotila
Ad-Tech & Engineering

Philip Lams
Acquisitions & Business

Elie Auvray
Leadership & Product

Jose Henriques
Leadership & Marketing

The Product Strategy

Profila is a category defining data relationship and permission marketing platform built for people to create, own, maintain and share their personal data and preferences privately with people and brands in exchange for value.

Profila is used by brands seeking accurate and compliant personal data insights from each individual customer to deliver value.

Unlike Instagram, Tik-Tok, Google, Salesforce and Oracle, our platform partners (people) consensually share their ethically-evergreen personal data with the people and brands they trust. Brands in turn deliver preference-based information, content and advertising to their customers, through a private, surveillance and algorithm free communication channel. We divert attention from social to private on interest, optimising Ad spend.

Our relationship success metrics are improved conversion, lifetime value, loyalty and retention through mindful customer attention.

The Competition

The Past | **The Future**

Segment • Instagram • Facebook • Google • salesforce | brave • GENER8 • Swash • Profila

Future 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.

The Web3 Strategy

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

- A Zero Knowledge Advertising (ZKA) protocol
  - We will 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.

Web3 Grants

Cardano Catalyst community backing

**5 Separate Funds
10 Funded Proposals**

80% of POCs developed
50% POCs integrated in the platform

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

The Zero Knowledge Token - Zeke

The Zero Knowledge Token

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.

Legal disclaimer: ZEKE is confirmed as utility token per legal memorandum of PWC Switzerland.
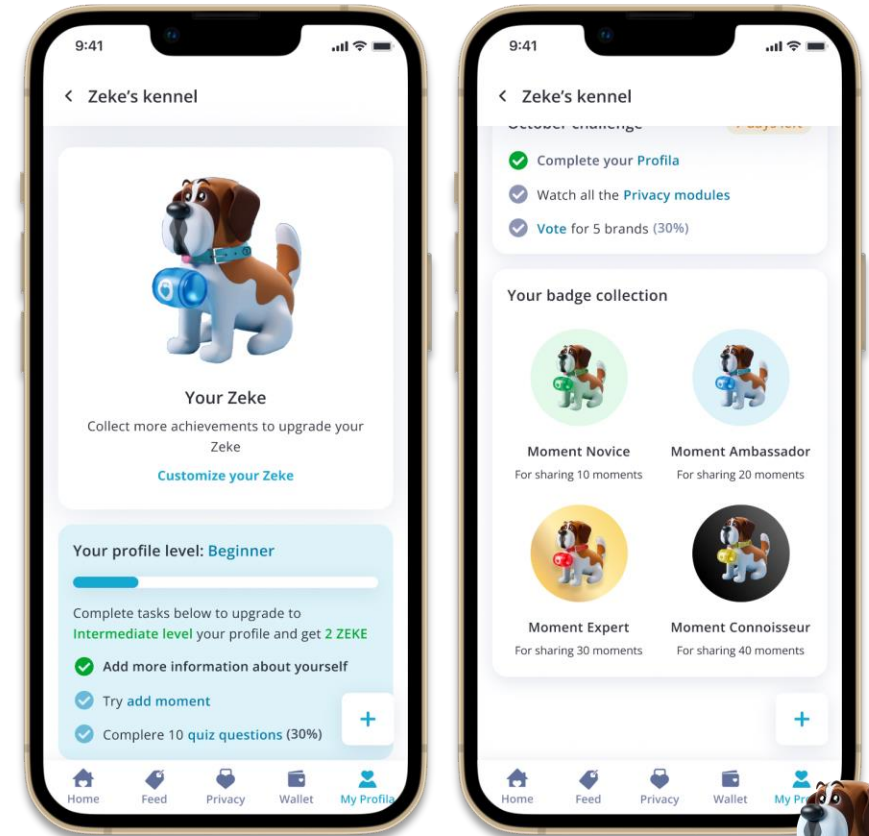
The Zeke Token Allocation

Parties	Distribution	Percentage	Vesting
Token sale	110'000'000	22%	See next slide
Team	75'000'000	15%	15
Service Providers	15'000'000	3%	15
Advisors	25'000'000	5%	15
Token Liquidity & listing fees	25'000'000	5%	24
Ecosystem dev.	50'000'000	20%	12
Ecosystem rewards	150'000'000	30%	48

The Zeke Token Sale

Total Supply	Total Raise*	Initial Market Cap	Initial Unlock
500,000,000	$2,505,000	$3.909.375	10,425 %

Rounds	Allocation	Percentage	Price	Raise	FD Market cap	Vesting
Pre-Seed (closed)	22,5M	4.5%	$ 0.022	$ 0,495M	$11M	0% unlock, 1 cliff, vesting 9M
Seed Round (Open)	22,5M	4.5%	$ 0.030	$ 0,675M	$15M	0% unlock, 1 cliff, vesting 9M
ISPO (14/05 - 28/06)	15M	3.0%	$ 0.075	$ 0,085M	$37,5M	0% unlock, 1 cliff, vesting 4M
Public Sale – **LBE****	50M	10.0%	$ TBD*	$ TBD*	$37,5M	100% unlock, no cliff, no vesting

*Does not take into account the raise from the LBE, which cannot be assessed.

** LBE is a price-discovery event, so the price is not known in advance

The Web3 Development Roadmap

2023
Q3-Q4

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.

2024
Q1-Q2

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.

Q3

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.

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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