

# 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 resources, rampant Ad fraud, and a distracted, distrusting consumer.



# The market opportunity

The market landscape is rapidly changing due to increased privacy regulations and a shift in public perception. There is a prime opportunity for a platform that provides brands with access to accurate and compliant personal data direct from their customers, while facilitating more personalized and valuable connections through a private marketing and communication channel.

- Customer data platforms market: USD 2.15 billion (2023) → USD 9.92 billion (2030). (Fortune Business Insights)
- Global digital advertising market: USD 365.37 billion (2022) → USD 1,154.43 billion (2030). (Grand View Research)



## Our solution

A new-era data relationship platform built for and owned by people, used by brands.



## Our market focus – retention

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.

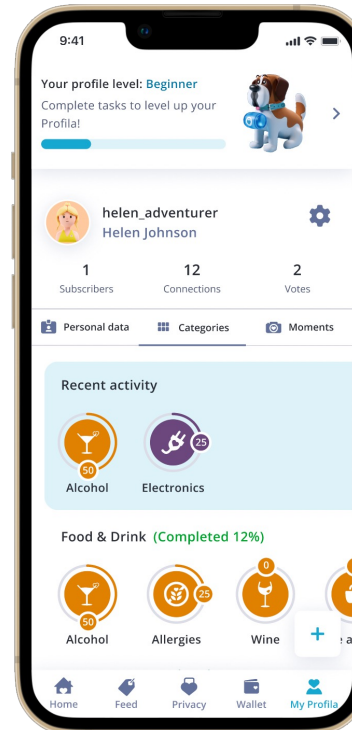
- 80 percent of the value creation achieved by the world's most successful growth companies comes from their core business—principally, unlocking new revenues from existing customers. (McKinsey & Company)
- Marketers are missing a crucial core ingredient to highly effective retention marketing: extracting the most value from first- and zero-party data. (Optimove)



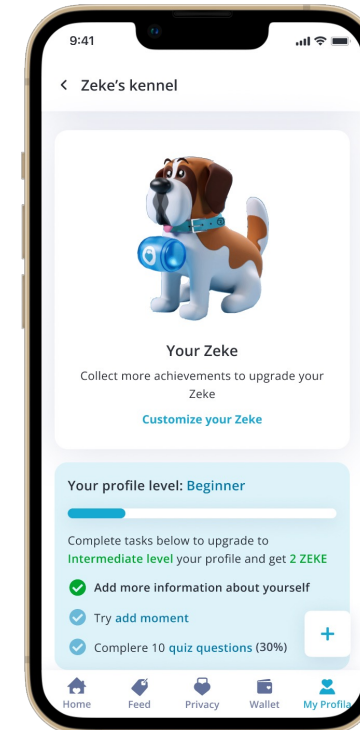
# How it works for people

People are incentivised to build a market valued personal and psychographic data Profila through self-discovery surveys, gamified with rewards, earning Zeke tokens or loyalty points. People own their Profila data forever.

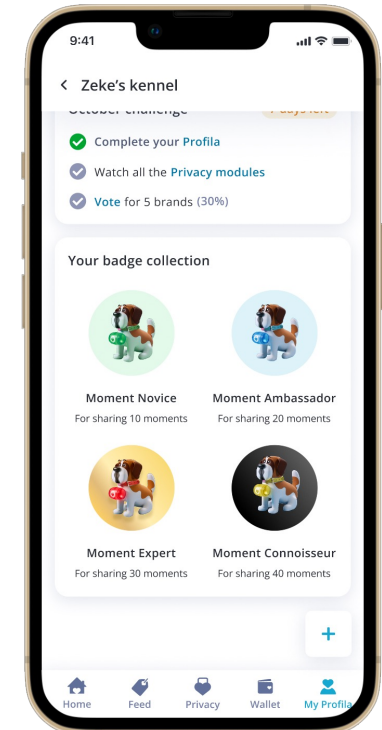
## Create a Profila (psychographic & personal data)



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



## Level-up on data quality and receive better offers (Q1.24)

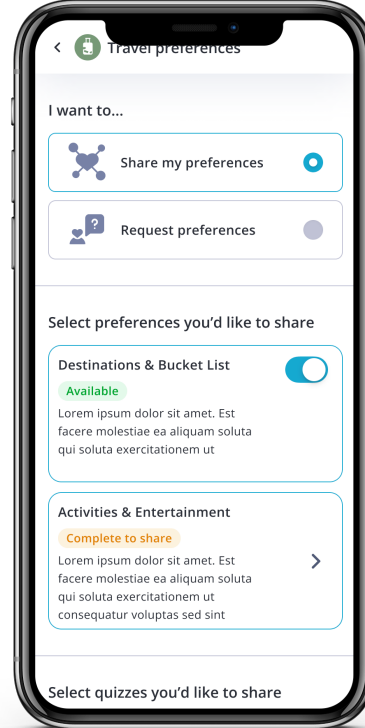




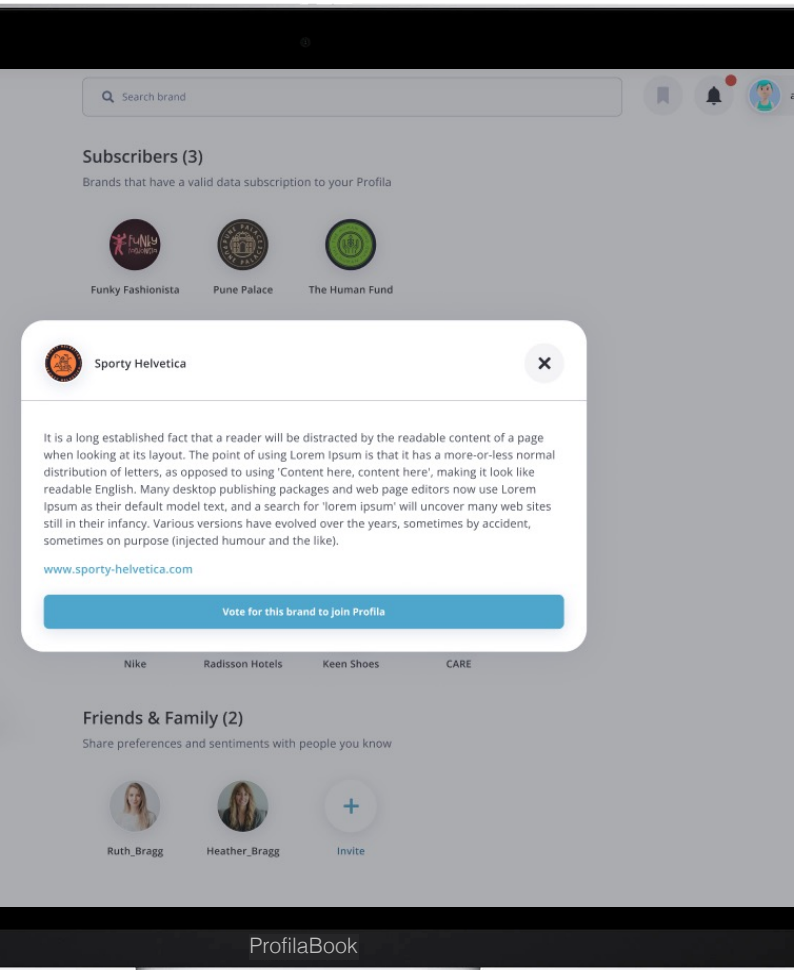
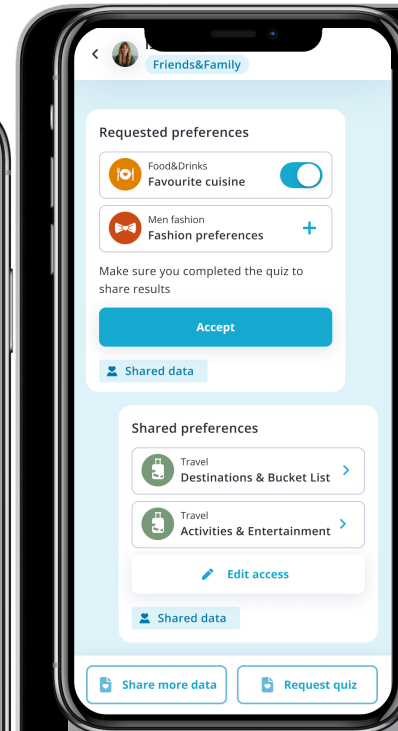
# How it works for people

People will then share their Profila data insights with their family and friends privately, while voting for brands to join the Profila platform.

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



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





# How it works for brands

Brands who respond to votes will sign-up and invite their own customers to Profila, who then share their accurate Profila data privately in exchange for value in exclusive content & offers.

## Set your contact & content preferences (Q1.24)

The screenshot shows the 'Metronome' app interface. At the top, it says 'Funky Fashionista Subscription'. Below that, it says 'Offer valid till 04 Sep 2022 2 days left'. The 'Content frequency' section has three sliders: 'Exclusive content or experience' set to 3, 'New products or special offers' set to 5, and 'Company info' set to 1. At the bottom, it says 'The AD is based on: Fashion category' and 'Shopping category'. The gender is listed as 'Female'.

## Manage your data privacy

The screenshot shows the 'Create your Rights Assertion Request' form. It lists four points to remember: 'Limited response time' (usually a maximum of 1 month), 'Not always "yes"' (if a company cannot respond, they must state why), 'Identity verification' (you may be asked to confirm your identity), and 'Free of charge' (companies should respond for free). At the bottom, it shows 'ZEKE Required 10.5 zeke ~\$10.5' and 'Your balance 97.3 zeke ~\$97.3'. A 'Confirm' button is at the bottom.

## Engage with the best content from brands



## Share sentiment rich content (Q1.24)







# Our product strategy

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

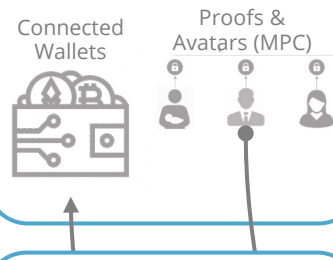
Profila is used by brands seeking accurate and compliant personal data insights from each individual customer to deliver value.

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.

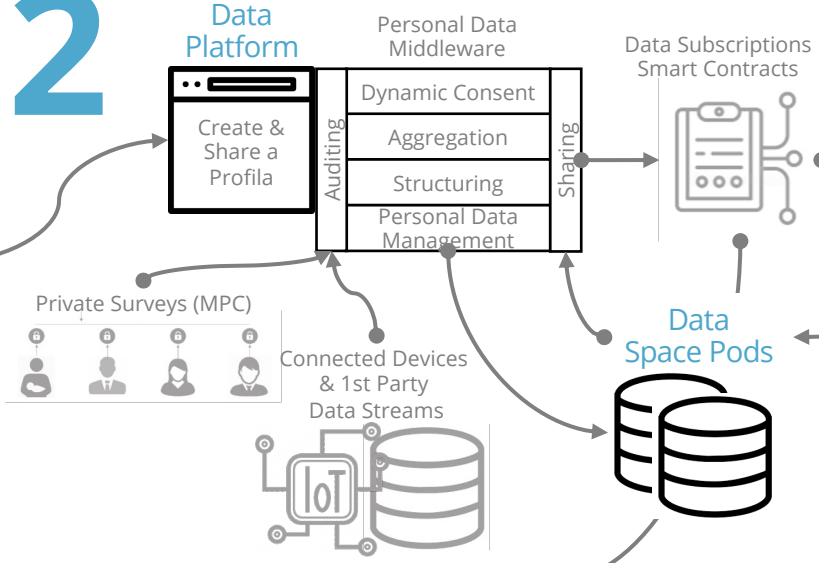
# Our platform roadmap

## 1 Digital ID

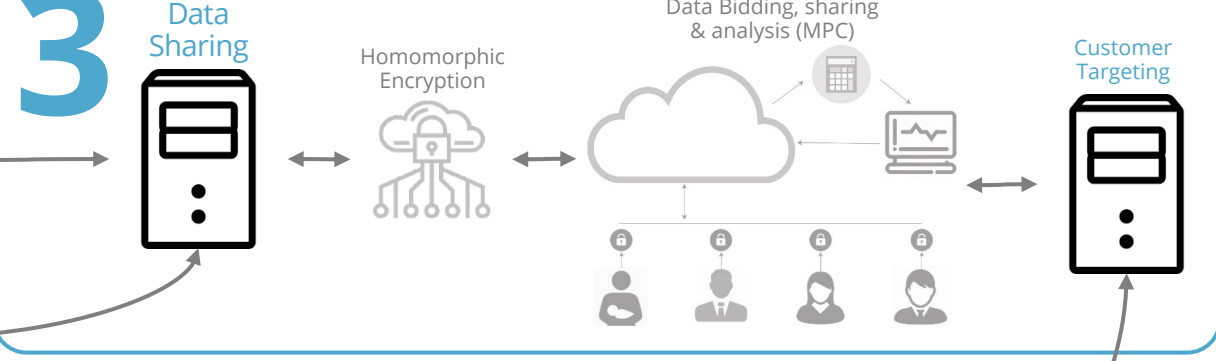


- Digital Identity**
  - SSI DID Partner Wallets
- Data Platform**
  - Profilia Platform UX
  - Connected Devices & Data Ingestion
  - MPC Private Surveys
  - Data Management
  - Data Subscription Smart Contracts
- Data Spaces**
  - Distributed enterprise Solid Pods
- Data Sharing**
  - Data Consent Management
  - Data Bidding
  - Data Sharing
  - Private Analytics
- Zero Knowledge Advertising**
  - ZKA Protocol, ZKA Ad Server
  - Attention smart-contracts
- Publishers**
  - Profilia & Partner Publisher Assets
- Private Content Channels**
  - Profilia & Partner Web/Apps
- Cookie-less Internet**
  - Profilia SDK, Browser Plugin & Website Integration
- Private & Public Blockchain**
  - Smart contracts, payment and privacy
  - TX ledger

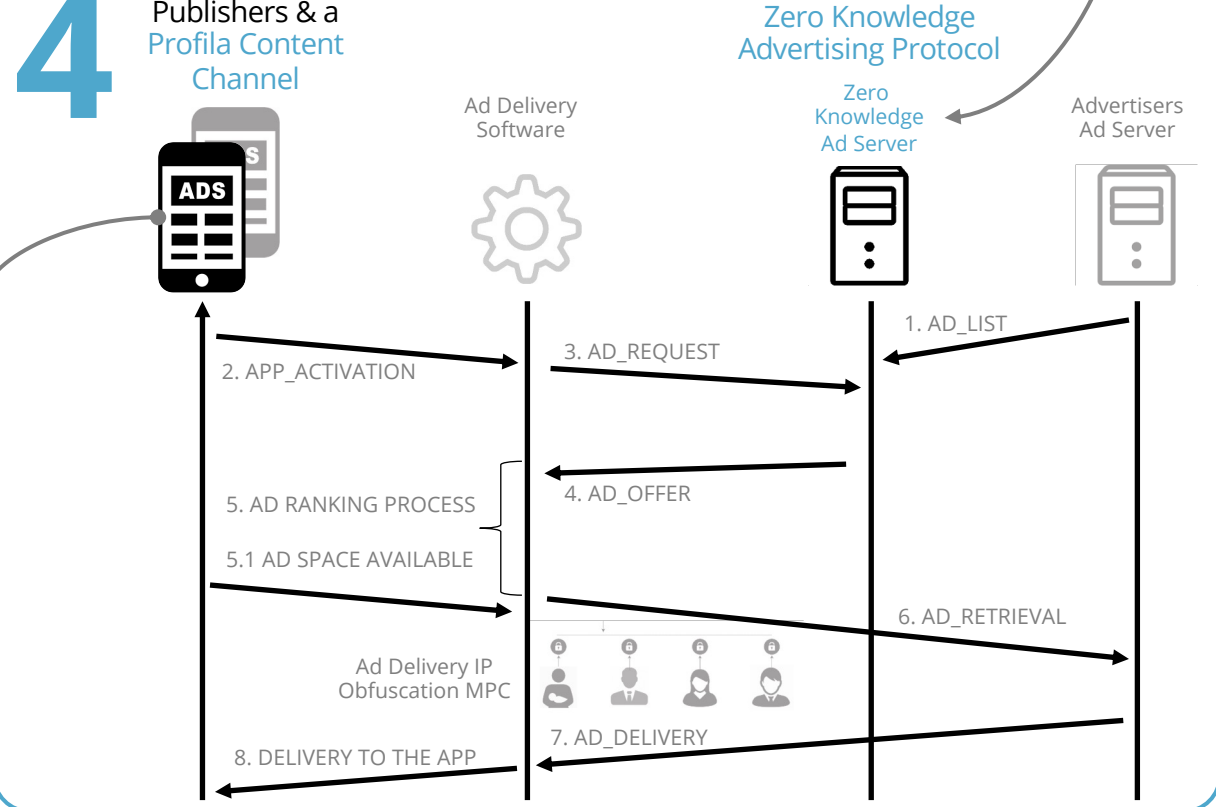
## 2 Data Platform



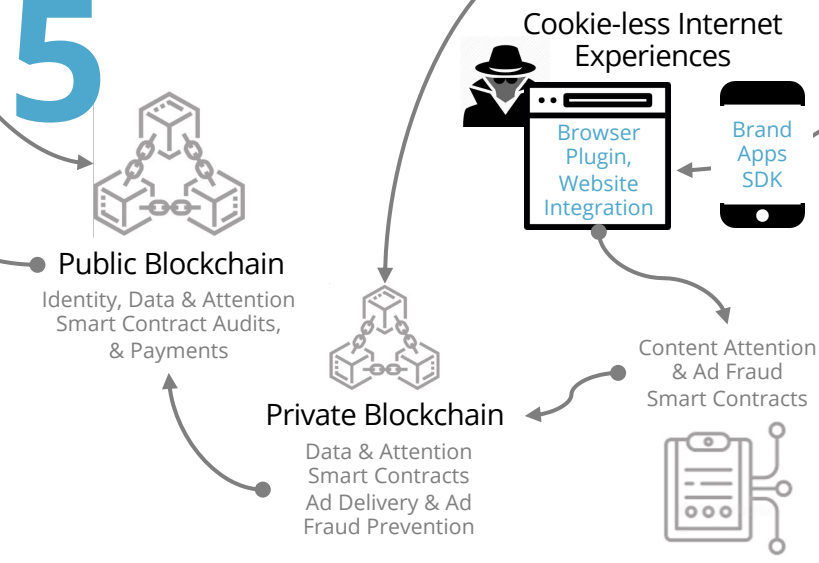
## 3 Data Sharing



## 4 Publishers & a Profila Content Channel



## 5





# 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.



## **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.



## **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.



## **Pieter Victor**

### **Fractional CFO & Board Member**

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



## **Luke Bragg**

### **Co-Founder, Design & Research Officer**

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



## Our advisors



**Clara-Ann Gordon**

Legal & Privacy



**Mikko Kotila**

Ad-Tech & Engineering



**Philip Lams**

Acquisitions & Business



**Elie Auvray**

Leadership & Product



**Jose Henriques**

Leadership & Marketing

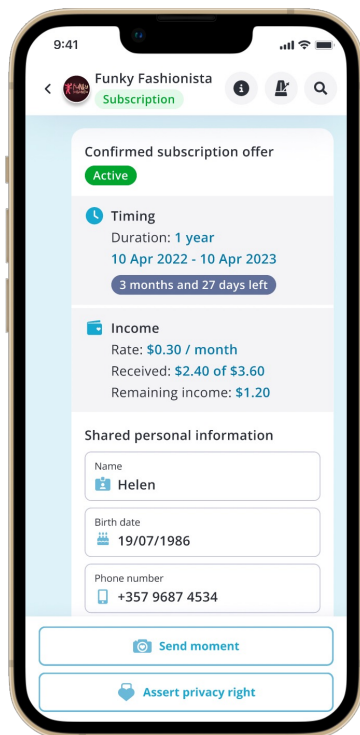


# Our go to market – B2B2C & D2C





# Our revenue model



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

## Year 1

14 brands  
37K customers  
**2-5% conversion.**

## 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.

Active customers

2023

2024

2025

2026

2027



# Our competition

## The Past



## The Future



Swash

# Profila

## 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.



# Our traction

## 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.





# Your investment opportunity

## Seed Round

CHF3-5M round at CHF18M\* valuation

\* Equity & token (1:1) match option.

\*\*ZEKE utility token is confirmed as a utility token per legal memorandum of PWC Switzerland.

Private equity & pre-seed token raise to date: ca. CHF1.6M

**2024/H1**



Runway – 18 months lean

Platform launch and Beta trials,  
3 large and 5 SME brands.

Implementation of core Web3  
technologies. Strategic  
acquisition.

Zeke token sale, Mar.23.

**2024/H2**



Scale sales and operations into  
USA markets for growth.

Implementation of feature  
roadmap and enhanced data  
security post trials based on  
product market-fit.

**2024/H2**



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.

24 months accelerated

**2025/26**



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

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

Series A funding round, exit 1.  
Dec.26.



# 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
Public Sale	10M	2.0%	\$ 0.075	\$ 0,75M	\$37,5M	20% unlock, no cliff, vesting 4M, monthly





# 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 3<sup>rd</sup> 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.
- Who: Profila GmbH Switzerland, led by founder & CEO/CPO, Shawn Jensen.
- Equity Raise: Seed CHF3-5M at CHF18M valuation securing up to ca. 21.74% ownership, yielding 10X in 2026.
- Token Raise: \$4M total – see tokenomics slides. 1:1 equity match for seed round investors.
- Burn: 24-month blitz-scaling adoption (B2B2C & D2C), feature & security roadmap implementation.
- Invest TBC: Strategic acquisition of an established data management platform, a research spin-off, ca. CHF1.8M investment, value CHF5.1M.



# Zero Knowledge Token - Zeke



## Why Web3

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

### Technologies

- 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.



# 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.

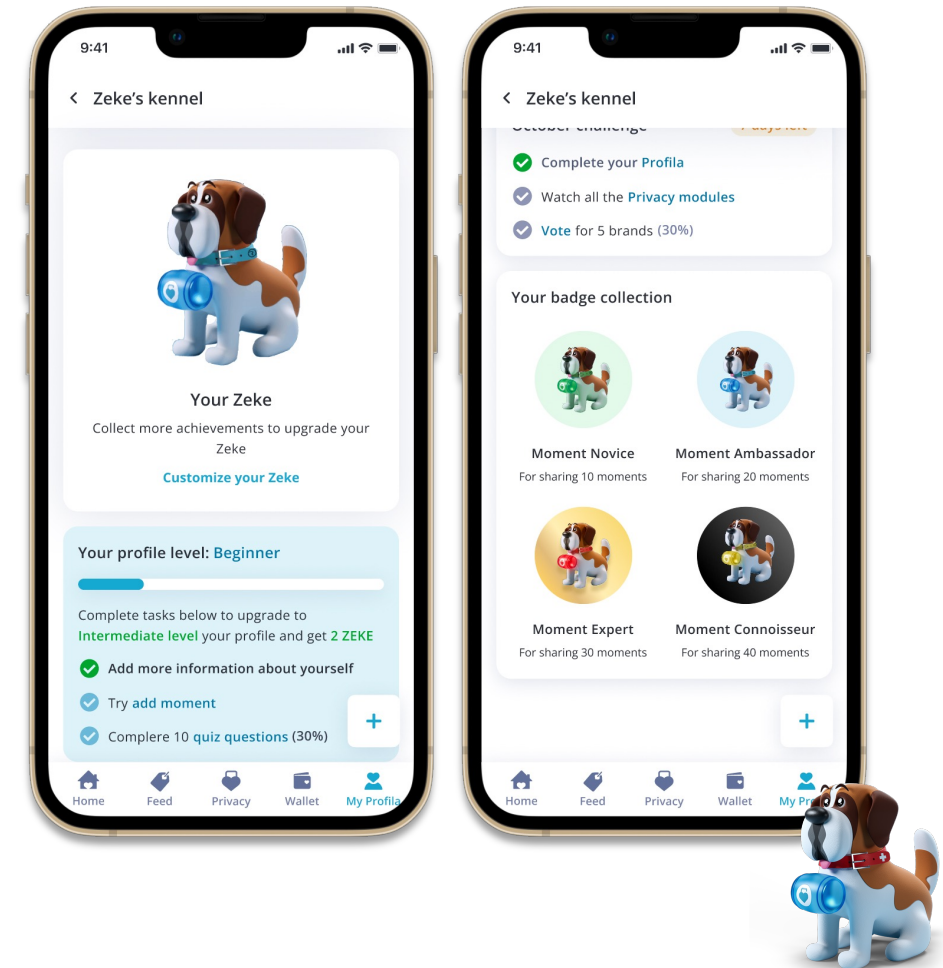
Explore our psychographic quizzes and earn badges.

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.*



# 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





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# Web3 grants

## 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



# Web3 platform development roadmap

2024

**Q1/Q2**



Q2 Profila platform alpha launch.

Implement core digital identity scope.

Implement privacy ledger on Cardano.

Implement Zeke token gamification on Cardano.

**Q3**



Implement Profila user moments NFT on Cardano.

Implement phase 2, technical enhancements of Web3 projects: 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 full 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).





# Appendix



# Technology

- 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

- 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

- 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.



# Profila

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