



word|data<sup>TM</sup>  
helloWoofy<sup>TM</sup>  
AI Powered API Powering ALL  
Copy Creation Online  
("Autocomplete as a Service")

hellowoofy.com / woofy.ai

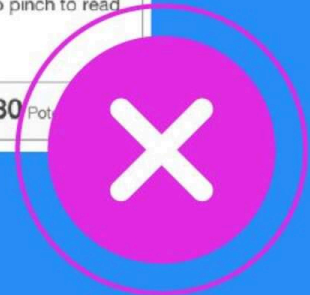
helloWoofy<sup>TM</sup>

Smart Marketing for Underdogs

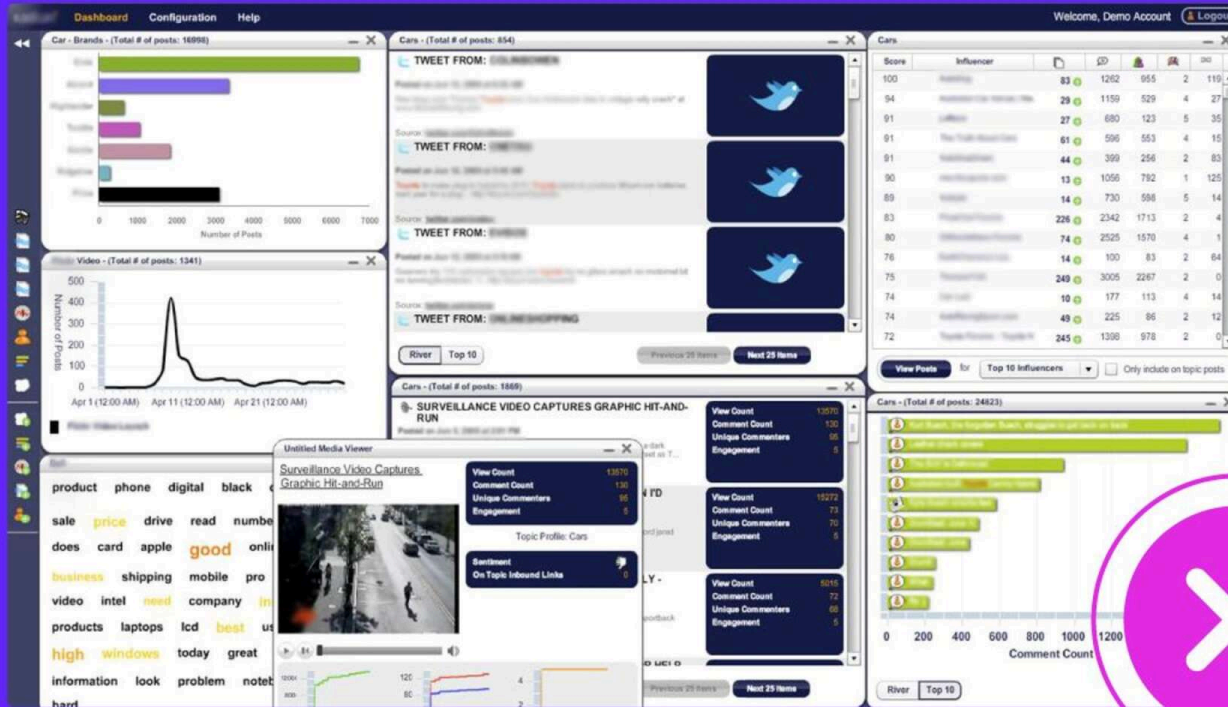
# Clunky / Data Starved but Affordable

The screenshot displays the Twitter Analytics dashboard. At the top, there's a search bar with the placeholder text "What do you want to share?". Navigation links include "Go Awesome", "Help", and "My Account". Below this, a menu bar contains "Accounts" (with a plus icon), "Analytics" (with a bar chart icon), "Schedule" (with a calendar icon), and "Settings" (with a gear icon). The main content area is titled "Today" and shows a tweet from "Steve Wozniak" (@woz). The tweet text is: "Twitter Analytics now open to ALL users! Just go to [redacted] (even if you don't advertise) and click analytics at the top." Below the text, it says "Originally tweeted on 6/13/2013 10:06:30 AM" and "12:04 PM". The engagement metrics are shown in a table: 4 Retweets, 0 Favorites, 0 Mentions, 0 Clicks, and 730 Potential. Below the tweet, there's a reply from "Ha! RT [redacted]" saying "Love this from [redacted] on responsive design: 'If you have to pinch to read content, you didn't do it right.'" with a timestamp of "12:01 PM". The reply's engagement metrics are partially visible: 0 Retweets, 0 Favorites, 0 Mentions, and 730 Pot.

Retweets	Favorites	Mentions	Clicks	Potential
4	0	0	0	730
0	0	0		730 Pot



# Clunky / Data Rich and Unaffordable + No True AI



# We've been there...

Experienced founder felt the pain of creating content, managing marketing assets, setting schedules and running 6+ social media platforms on a lean budget.

Businesses fail to engage effectively with leads online or visually see where customers come from. We started with social media management and soon, will have the means to write ALL marketing copy at scale using our smart content creation engine (patent pending)

**Industry Size: \$18B+ by 2023**



# The solution

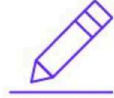
Engines



Artificial  
Intelligence



Platform  
Compliance



Predictive  
Linguistics

word|data™  
a Hello World™ product

AI Powered API



Colorblind  
Support



1st Party Data



Post Schedule  
Optimization



Natural Language  
Processing



Voice  
Assist



Vision/Object  
Detection

Smart Marketing for Underdogs (aka Small Businesses)

Patent Filings







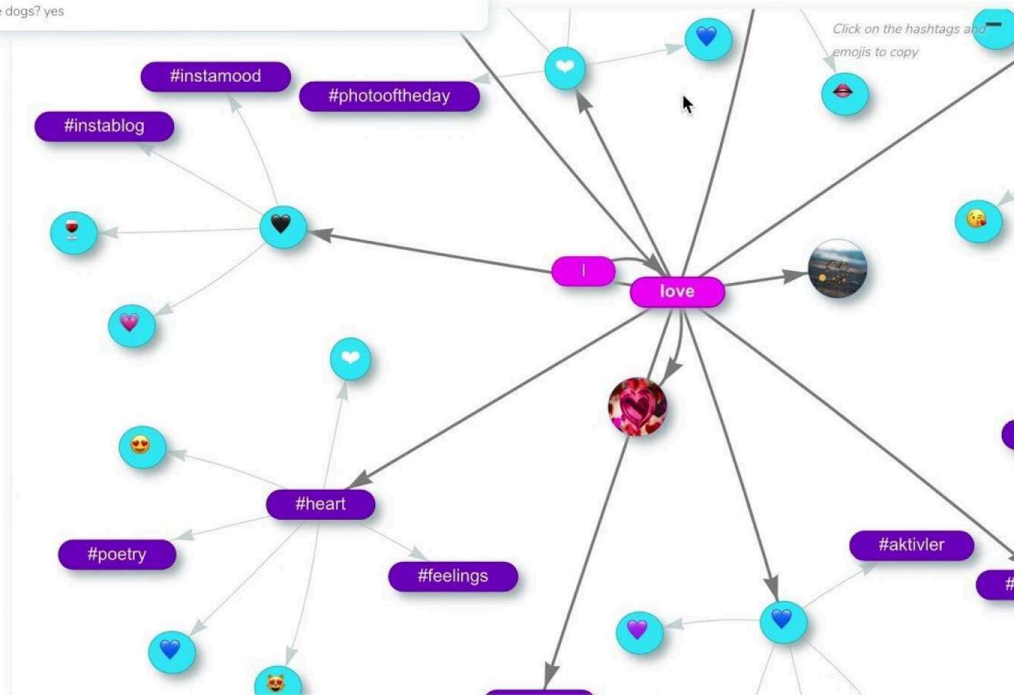
I love dogs

Copy to Clipboard

I love dogs?

words that go well with your social media post.

I love dogs? yes



Demo of HelloWoofy.com

**Translate** Your Copy-  
writing into any Lan-  
guage

**Autocomplete**  
Social Posts  
Saving You  
Time

Soon: **SEO  
Optimized  
Blog Posts**  
Too!

See Copyright Free  
**Graphics** Based on  
Your Social Media  
Post and **Suggested  
Hashtags**

Use Your Favorite  
**Graphic Editors**  
to Create Works  
of Art!

See **Quotes**  
and **Hashtags**  
from any  
Article URL

**Emojis** May Drive  
Significant Uplifts  
in **Engagement**  
(A.I. Recommended)

Create New Post ⓘ

What do you want to say? English Spanish

Social media is a great marketing tool tab

<https://www.socialmediaexaminer.com/organic-social-content-marketing..>

Quotes

"Every time he posts something new to Medium, he sends an email directing his email list to that post so that it generates claps." >

+ add to post

Hashtags

URL, Related

#TWITTER	#FACEBOOK	#CONTENT	#ONE
#LINKEDIN	#ALGORITHM	#MEDIUM	#ENGAGEMENT

Emojis

Post Date

☒ Post Now

☐ Schedule Post

Select hour

Select Hour 0

Images Related Hashtags

#SocialMedia	#Technology
#Instagram	#SocialMediaManager
#YoutubeVideos	#DigitalMarketing
#SocialMediaMarketing	#Facebook

Choose your social account

CANCEL

POST

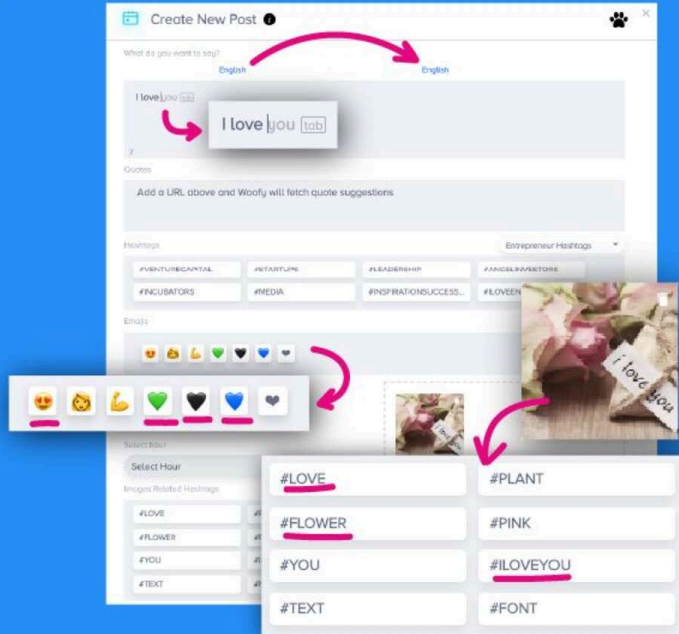
Canva

designbold

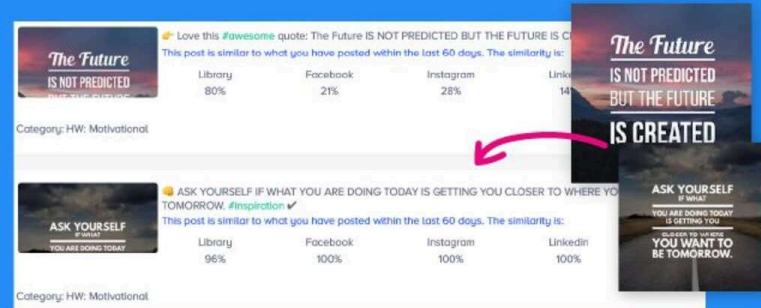
PeMokey



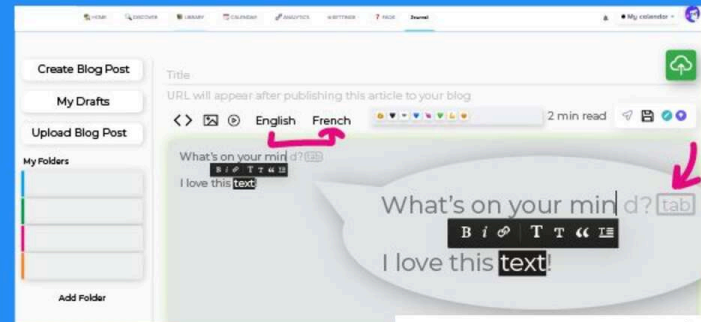
Autocomplete Post, Find Trending Hashtags, Engaging Emojis and More....



Be aware of how similar your content is... Upload Images w/ Text...Let Woofy Type It



Write Long Form Content Like a Pro...Automagically



1. Blog Articles
2. Whitepapers
3. and more.




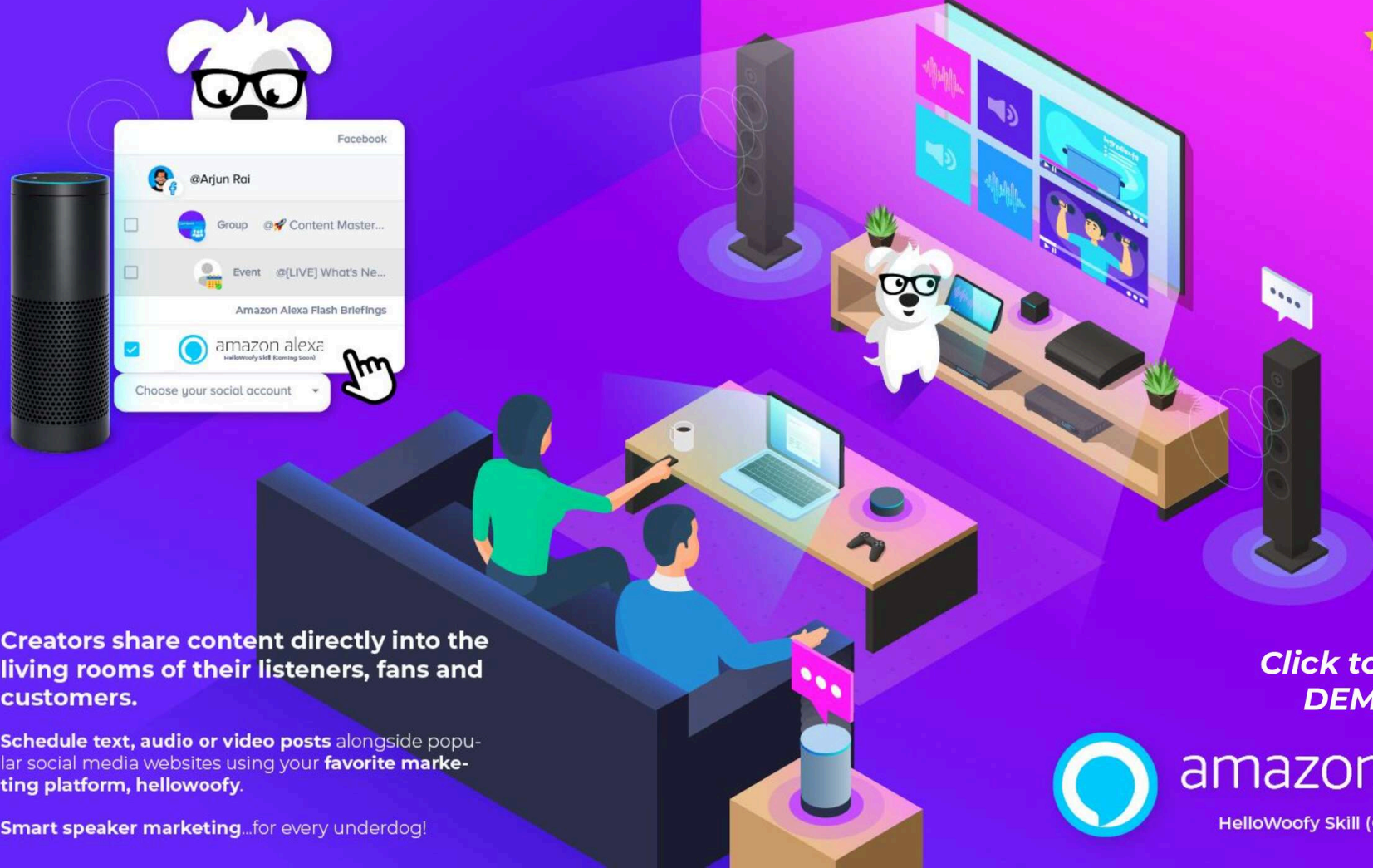
AI Powered Autocomplete for Copy Creation

autocomplete

# Demo of Google Chrome Extension: Autocomplete Anywhere on the Internet Using AI

**This is me typing a blog post on  
Medium.com!**

What an amazing shot at the |urn 



**Creators share content directly into the living rooms of their listeners, fans and customers.**

**Schedule text, audio or video posts alongside popular social media websites using your favorite marketing platform, hellowoofy.**

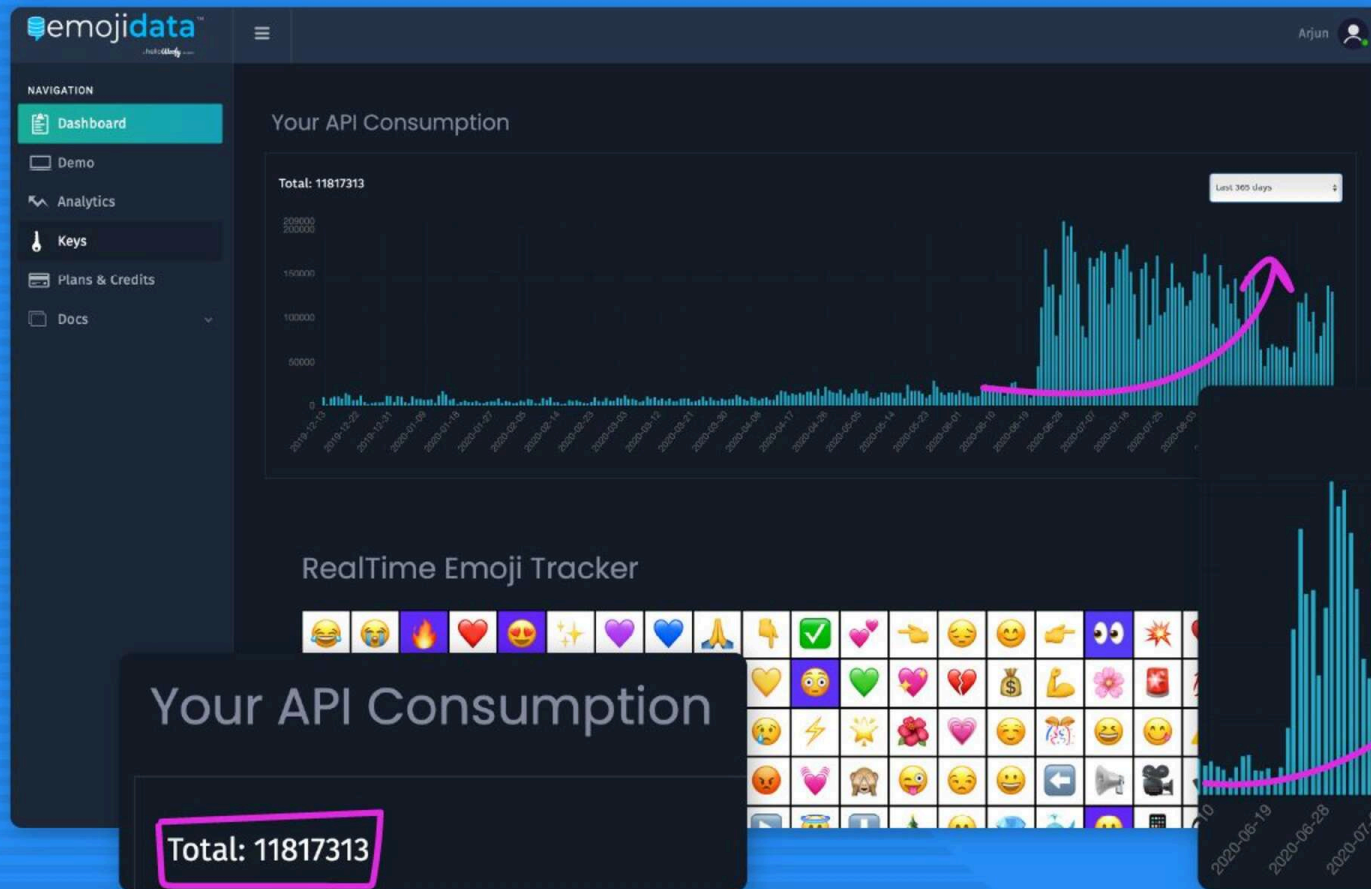
**Smart speaker marketing...for every underdog!**

**Click to See  
DEMO**



**amazon alexa**

HelloWoofy Skill (Coming Soon)



**API Calls**  
**~5M+ Monthly**  
**~20M+ Total**



Combined, Google, Amazon and Microsoft Provided Over \$250,000 in Credits for Tech Expansion and Data Science Research



AI Powered API Powering ALL Copy  
Creation Online ("Autocomplete as a  
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# Enterprise Play: WordData / EmojiData API



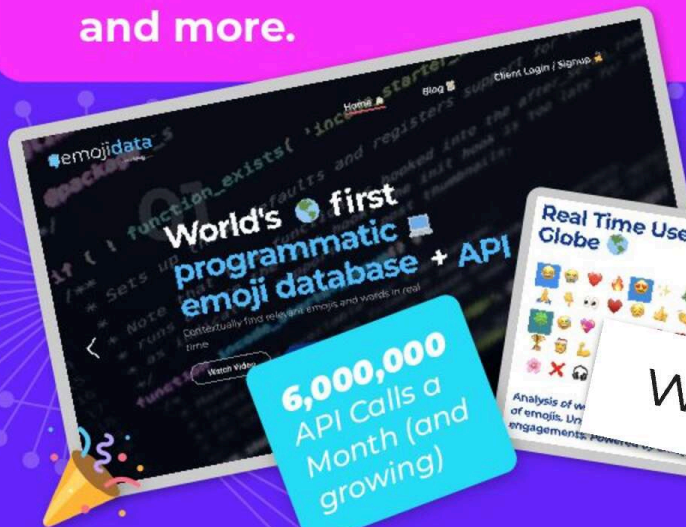
API Call Based Pricing



SaaS SMM Platform

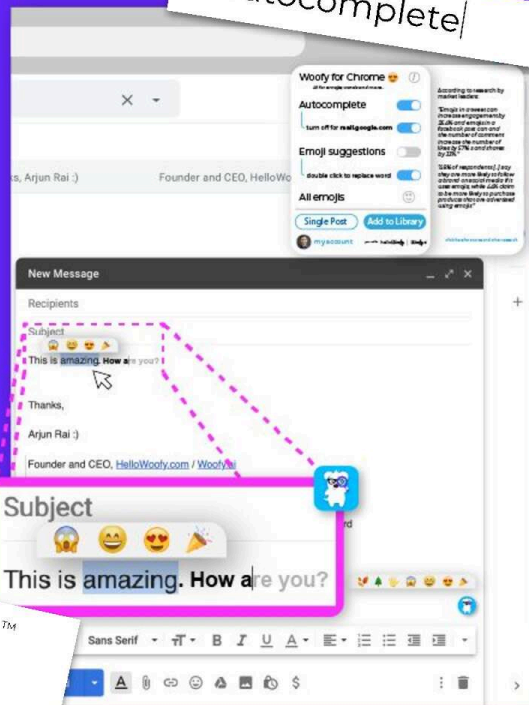


Google Chrome Extension  
and more.

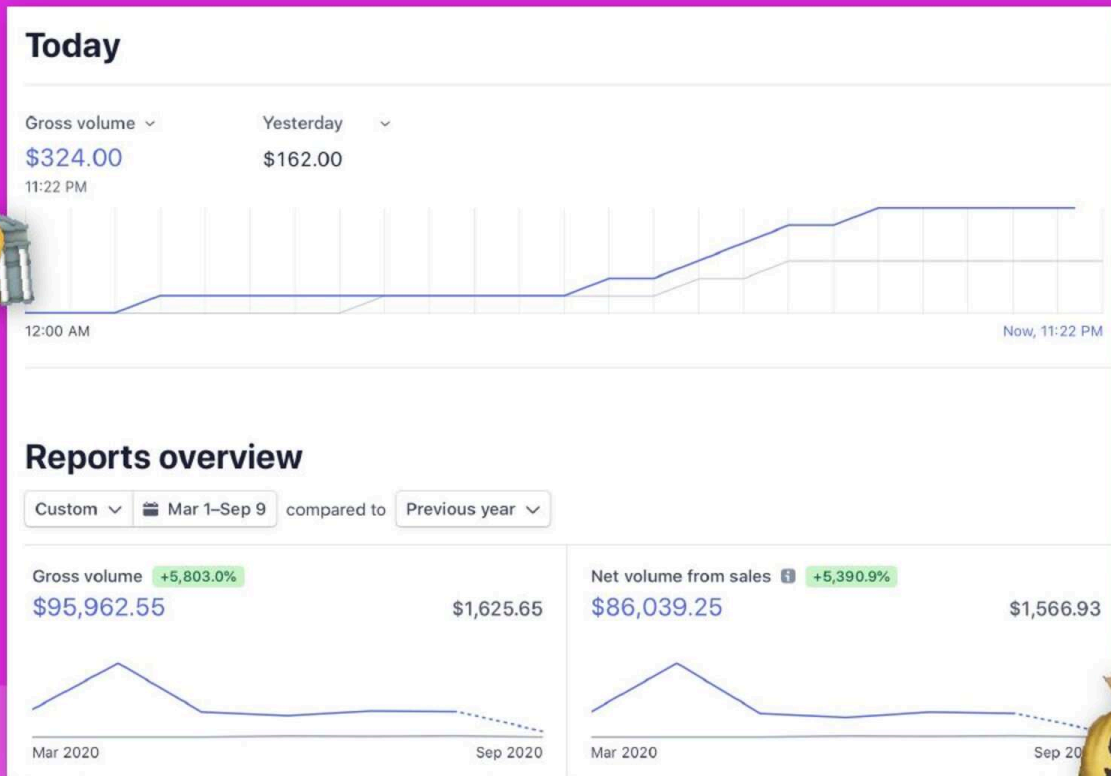


word|data™  
helloWoofy.com

autocomplete|



# ~21,900% Growth in 2020



**Monthly Sales**

~\$10k-\$15k

**Total Sales**

~\$200,000

**Customers**

~7,000 SMBs

#





# ~6,200 B2B Customers

## Social Media Managers



Ned Donovan



Ali Mahvan

## Brands and Small Businesses



CLOUD  
SOFTWARE  
ASSOCIATION

**Lm**  
LEDA DI MARTI  
MILANO

## Social Media Agencies



# Go to Market Strategy



**Unique technology allows Woofy to compete and capture where leading competitors can't due to limitations in language, tech and pricing options.**

● ~6,000 Leads  
● ~5,000 Customers

**Step 1: Capture Tier 2/3 Countries**  
**Step 2: Use global dominance to Capture Tier 1 Countries**  
**Step 3: Use First Party Training Data to Improve AI... Offer API as a Service**



Co-Creation: Integrated  
with Hootsuite (18M+ Pros)



helloWoofy™

Social Media Management	✓
Desktop Dashboard	✓
Infographic/Visual Analytics	✓
Mobile App	✓
Recurrence/Automation	✓
AI/ML/Compliance Engines	✓
1st Party Data Insights/Trends	✓
Voice Assist/Colorblind Support	✓
Long Form Content AI Creator	✓
Autocomplete Posts	✓

Basic Plans \$49 - \$129



Hootsuite



\$29 - \$129

buffer



\$10 - \$199

MeetEdgar



\$49





# 10 Year Vision



## Step 1

Giveaway product as “loss leader” reaching critical mass of users at an affordable price point crushing “competitors” on traditional SaaS business models within industry...

+ In App Purchases of Premium Features (HelloWoofy generates commissions via third party vendors 10-15%)

## Step 2

Use first party data + 500M data points to train autocomplete as a service API, WordData.ai, further increasing accuracy of AI outputs exponentially...

## Step 3

Power the internet with all things writing based (forms, emails, blog posts, social media content, ad copy etc.) using browser extensions or custom enterprise API integration of WordData.ai tech into platforms...

AI Powered API Powering ALL Copy Creation Online (“Autocomplete as a Service”)

autocomplete|

# The Experts



## Founder



Arjun  
CEO + INVESTOR

## Data Science and Artificial Intelligence Research



Sunil  
LEAD DATA SCIENTIST



Arun  
DATA SCIENTIST



Abhi  
FULL STACK ENGINEER

## Design, UX and UI



Ana  
LEAD AI DESIGNER



Alla  
JUNIOR DESIGNER



Beatriz  
UI DESIGNER

## Growth Marketing



Michael  
VP OF PAID MARKETING

## Engineering and Product



Anton  
VP OF ENGINEERING



Georgi  
LEAD ENGINEERING MANAGER



Alex  
SENIOR ENGINEER



Alex  
FULL STACK ENGINEER

## Executive Assistants



Buel  
CHIEF WOOF OFFICER



Amber  
CHIEF MEOW OFFICER



Alek  
LEAD QA ENGINEER



Vitaliy  
IOS ENGINEER



Nik  
ANDROID ENGINEER



Coal  
CHIEF PURRR OFFICER





# Investors and Advisors



**Bonnie Halper**

Editor in Chief,  
StartupOneStop.com

Advisor  
Content/Communications/  
Human Resources



**Steve Hayden**

Former Vice Chairman and CCO,  
Ogilvy Worldwide

Investor  
Marketing/Branding/Biz Dev



**Jodie Green**

Founder, Little Dragon Digital

Advisor and Investor  
Strategy/PR/Marketing



**Tim Draper**

Founder, Draper Associates

Strategic Partnerships,  
Media and Press



**Roger Marion**

Founder, Marion and Allen

Legal Counsel  
Legal/Finance/Investor Relations



**Beier Cai**

Founding Lead Engineer, Hootsuite  
Founder, Commit

Advisor  
Engineering/Data Science



**Michael Donnelly**

Managing Director, Lighthouse  
Labs LLC.,

Partnerships, Agency Relations  
and Marketing



**Scott Kallick**

Business Coach

Strategy, Culture and HR



**Glenn Argenbright**

General Partner, Quake Capital

Human Resources



**Danielle and Michael**

1517 Fund (Scout Venture for Peter  
Thiel)

Strategy and Culture



**Troy Sandidge**

Social Media Executive

Partnerships, Media, Product



word|data<sup>TM</sup>  
a helloWoofy project

AI Powered API Powering ALL Copy  
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# Thank you

ASK FOR A DEMO. ONBOARDING IN 15 MINS OR LESS.

helloWoofy<sup>TM</sup>

arjun@hellowoofy.com

# What Did the Judges Say on TV?

*"I also noticed that [Arjun] was very precise about where he was suppose to stand...to create a great product you really have look for that perfection..." - Tim Draper, Billionaire VC and Founder of Draper Associates*

*"We thought it had incredible uniqueness...I don't know anyone doing AI for emojis..." - Tim Draper, Billionaire VC and Founder of Draper Associates*

*"Feels like autocomplete in iMessage except it actually works." - Nick Mehta, CEO, Gainsight*

*"You can help us look really hip on social media...this is amazing!" - Nick Mehta, CEO, Gainsight*

*"He's found a market pinpoint that being a business person is real." - Nick Mehta, CEO, Gainsight*

*"I was impressed with the technology...this is a great use case." - Nick Mehta, CEO, Gainsight*

*"He's a very impressive guy and I am all for it. [...] I like the guy." - Bill Draper, Draper Richards Kaplan Foundation*

*"[...] Woofy, for me...it's the full package of compelling story, clear articulation of the vision, neat technology, good design." - Nick Mehta, CEO, Gainsight*





## HelloWoofy

[HelloWoofy](#), the software platform that uses AI and data science to make social media marketing easy, has been on the Network for about two months now. So far, they've raised an impressive \$324,212.

Since our last update, [HelloWoofy](#) was featured on Sony Entertainment Television's show, *Meet the Drapers*. It's a reality show where entrepreneurs pitch their companies to Tim Draper and his father, Bill.

[HelloWoofy's](#) founder and CEO, Arjun Rai, is excited to report that his startup won the first round of the show and is now in first place based on the overall raise total of any contestant [...]. It'll be interesting to see what they do next.

[...]

We'll talk soon.

Until next time,

Neil Patel





“Emojis in a tweet can **increase engagement by 25.4%** and emojis in a facebook post can and the number of comment **increase the number of likes by 57%** and shares by 33%.”

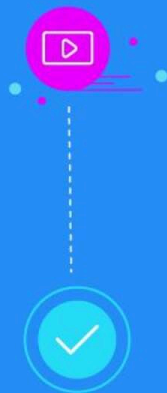
Hubspot Research Article





“48% of respondents [...] say they are more likely to follow a brand on social media if it uses emojis, while **44% claim to be more likely to purchase products** that are advertised using emojis.”

Adobe Emoji Trend Report, July 2019



As Seen On:

