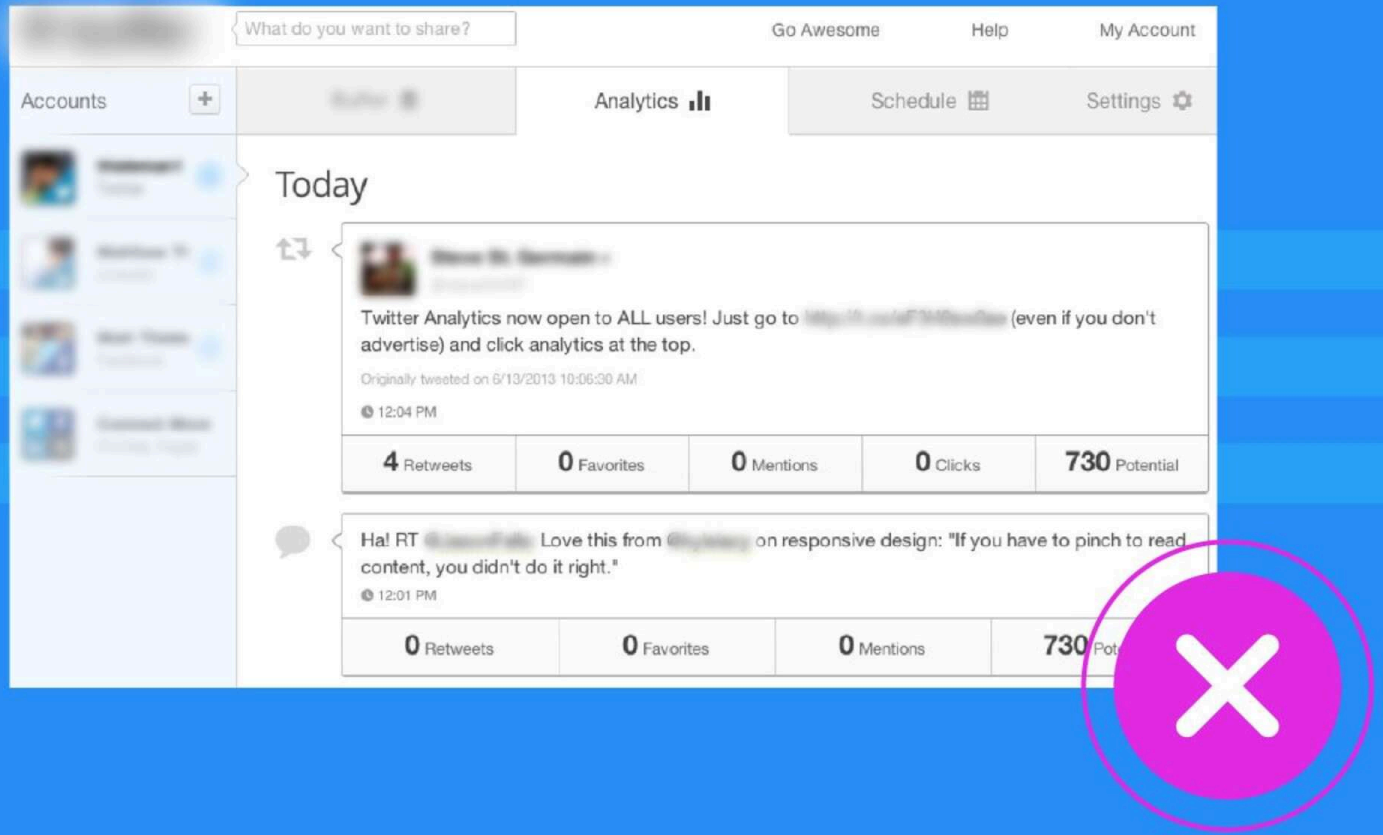
helloWoofy™

Smart Marketing for Underdogs

November 2020 | CONFIDENTIAL

Clunky / Data Starved but Affordable



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

worddata™ AI Powered API

Engines

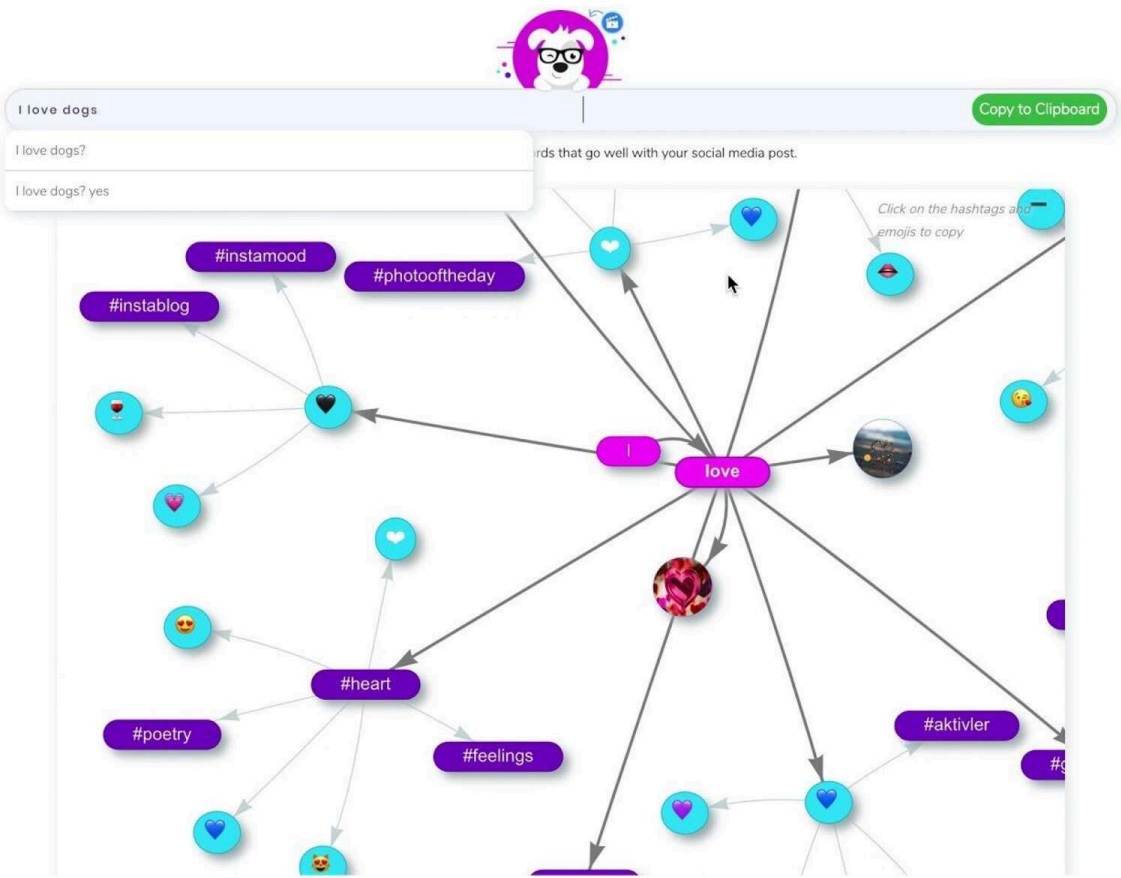
- Artificial Intelligence
- Platform Compliance
- Predictive Linguistics
- Colorblind Support
- 1st Party Data
- Post Schedule Optimization
- Natural Language Processing
- Voice Assist
- Vision/Object Detection

Patent Filings

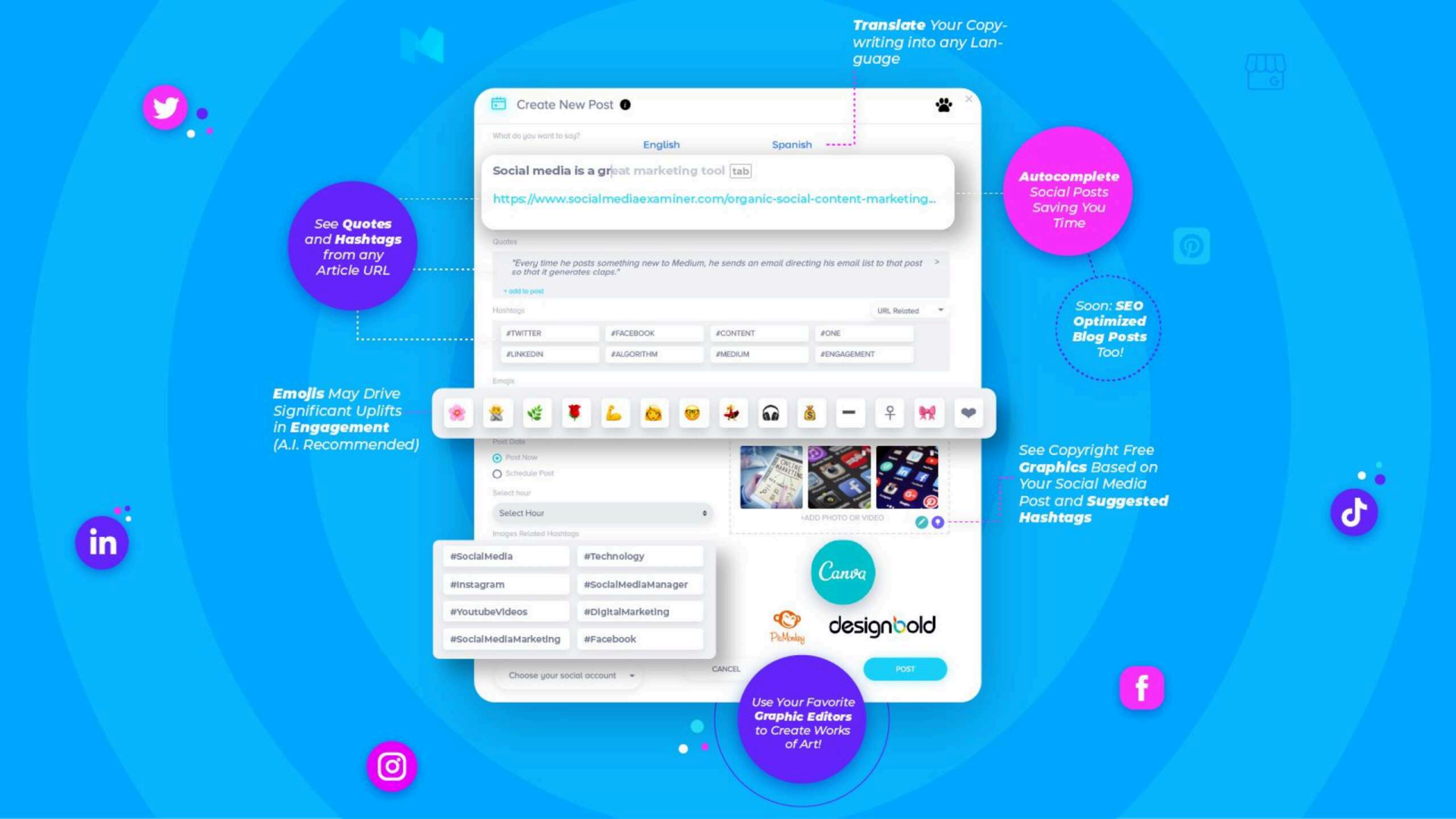
Smart Marketing for Underdogs (aka Small Businesses)

Woofy.ai

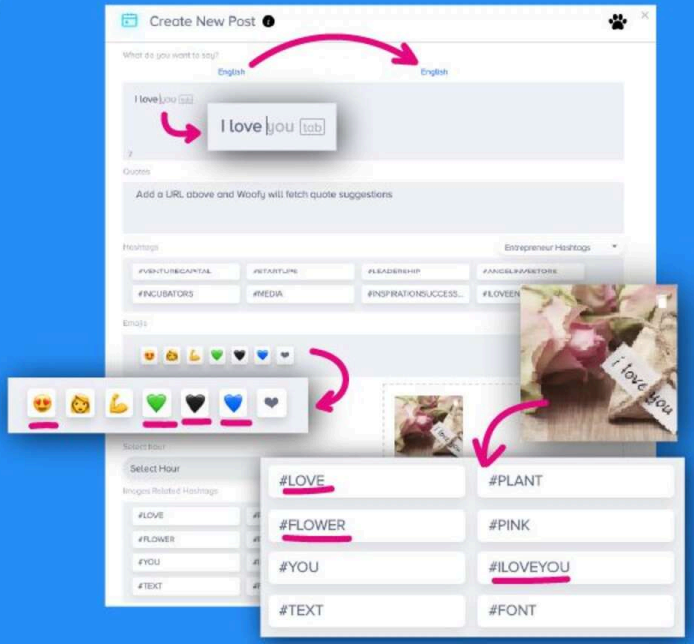
Unlock Pro



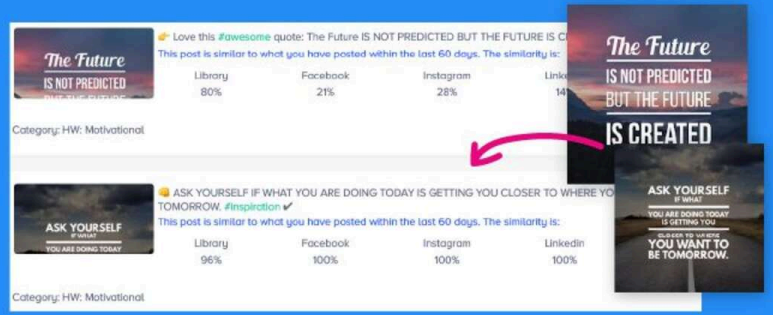
Demo of HelloWoofy.com


Translate Your Copy-writing into any Lan-guage
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...
Autocomplete Social Posts Saving You Time
See Quotes and Hashtags from any Article URL
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
Soon: SEO Optimized Blog Posts Too!
Emojis
Emojis May Drive Significant Uplifts in Engagement (A.I. Recommended)
Post Date
Post Now
Schedule Post
Select hour
Select Hour
+ADD PHOTO OR VIDEO
See Copyright Free Graphics Based on Your Social Media Post and Suggested Hashtags
Images Related Hashtags
#SocialMedia
#Technology
#Instagram
#SocialMediaManager
#YoutubeVideos
#DigitalMarketing
#SocialMediaMarketing
#Facebook
Canva
PicMonkey
designbold
Choose your social account
CANCEL
POST
Use Your Favorite Graphic Editors to Create Works of Art!

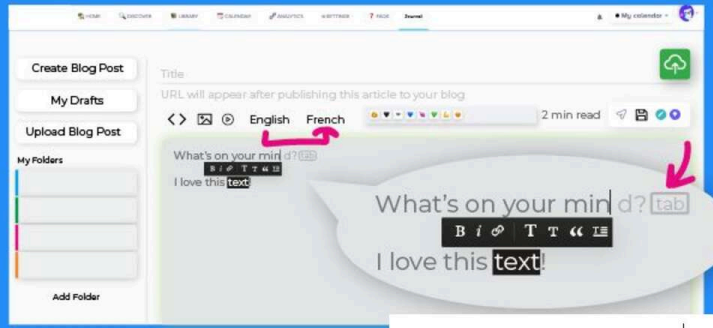
Autocomplete Post, Find Trending Hashtags, Engaging Emojis and More....



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



Write Long Form Content Like a Pro...Automagically



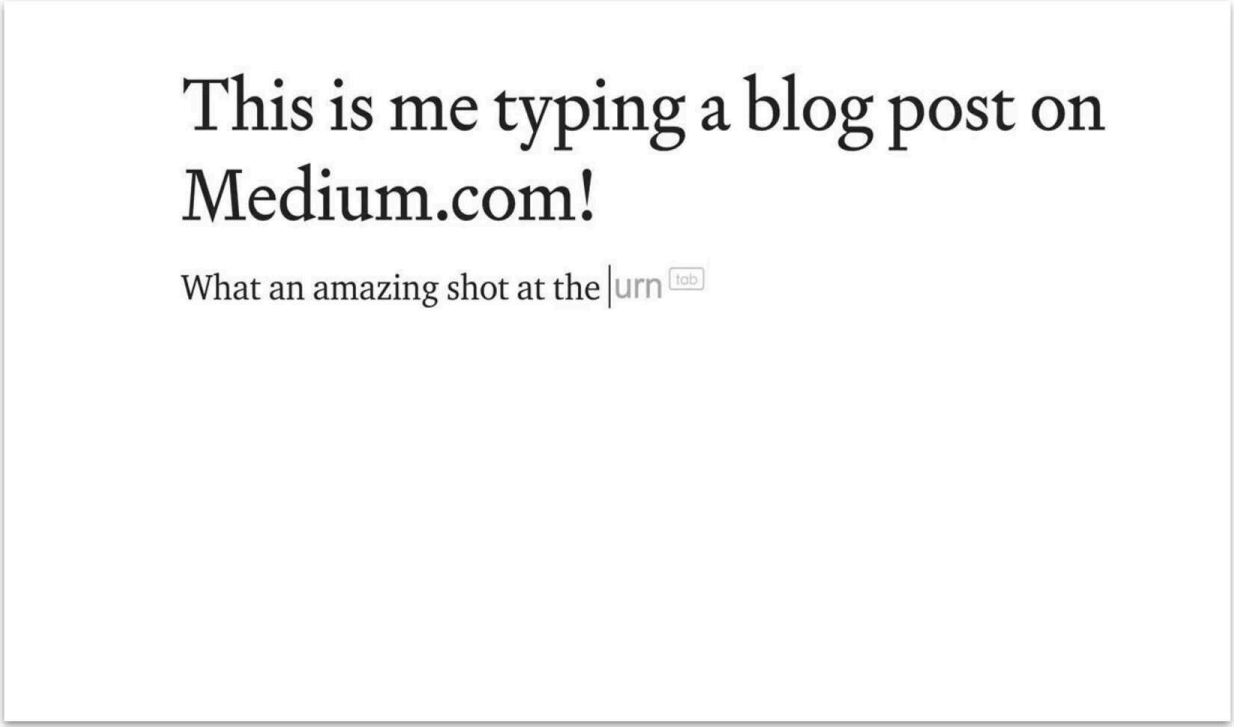
1. Blog Articles
2. Whitepapers
3. and more.

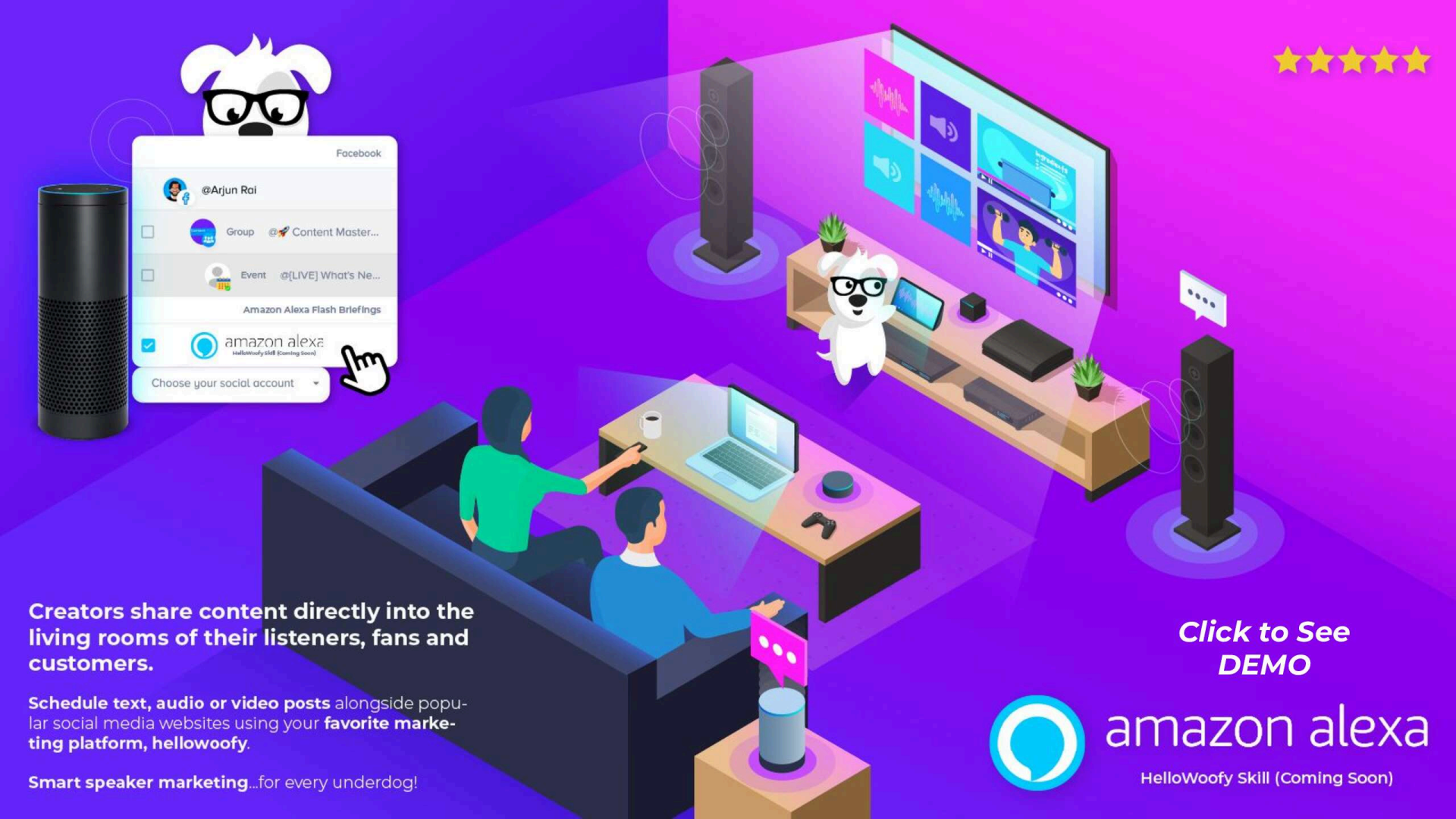
Watch Demo

AI Powered Autocomplete for Copy Creation

autocomplete

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





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

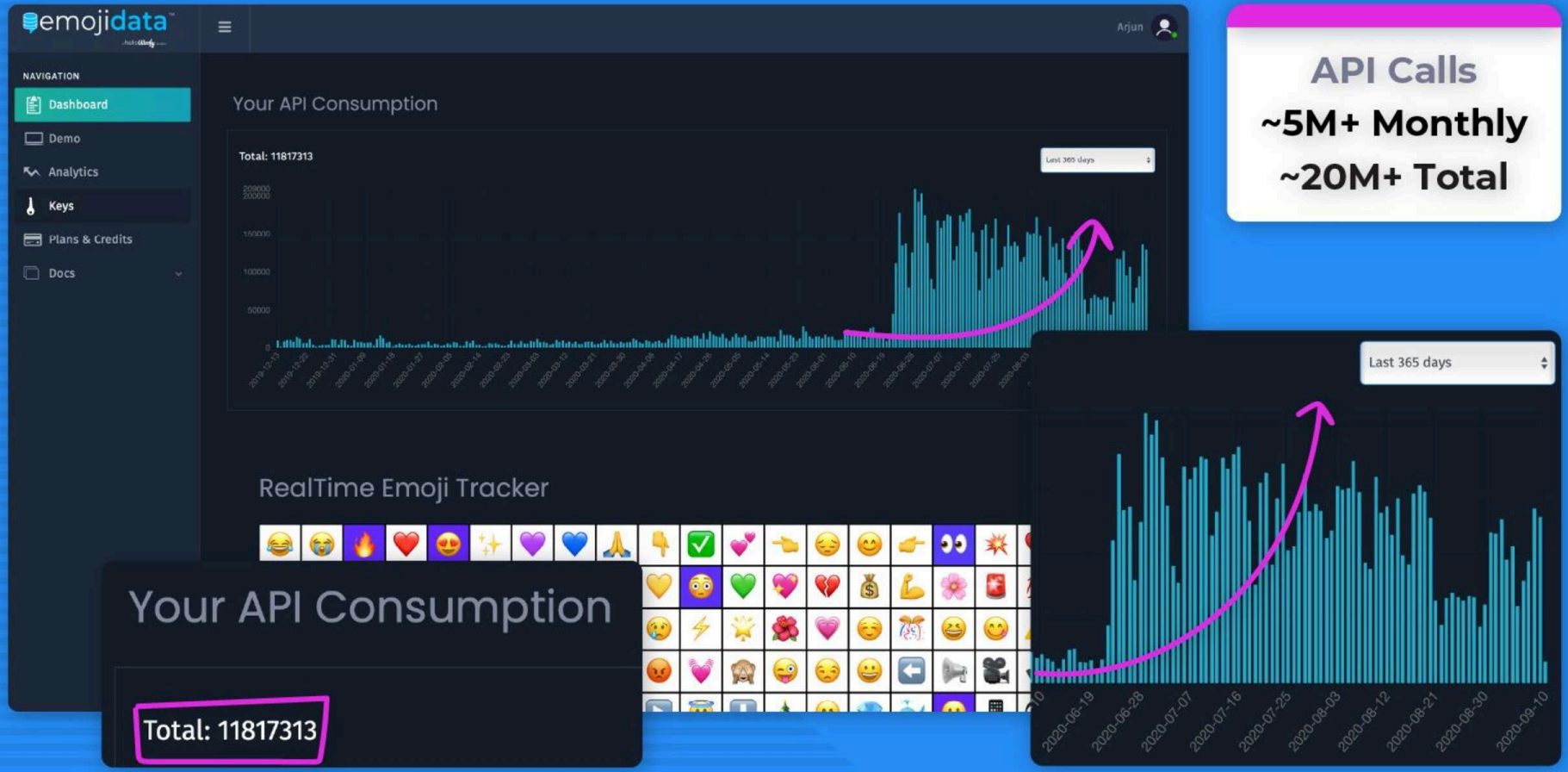
Schedule text, audio or video posts alongside popular social media websites using your **favorite marketing platform, hellowoofy**.

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 Service")

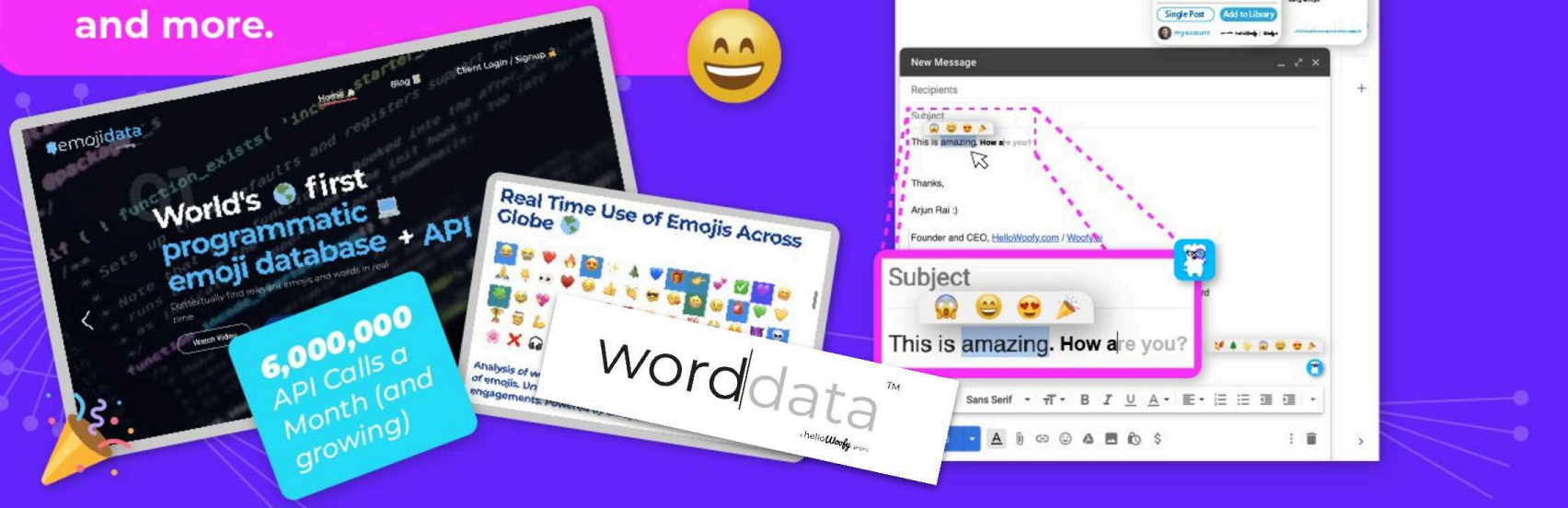
Enterprise Play: WordData / EmojiData API

✍️ API Call Based Pricing

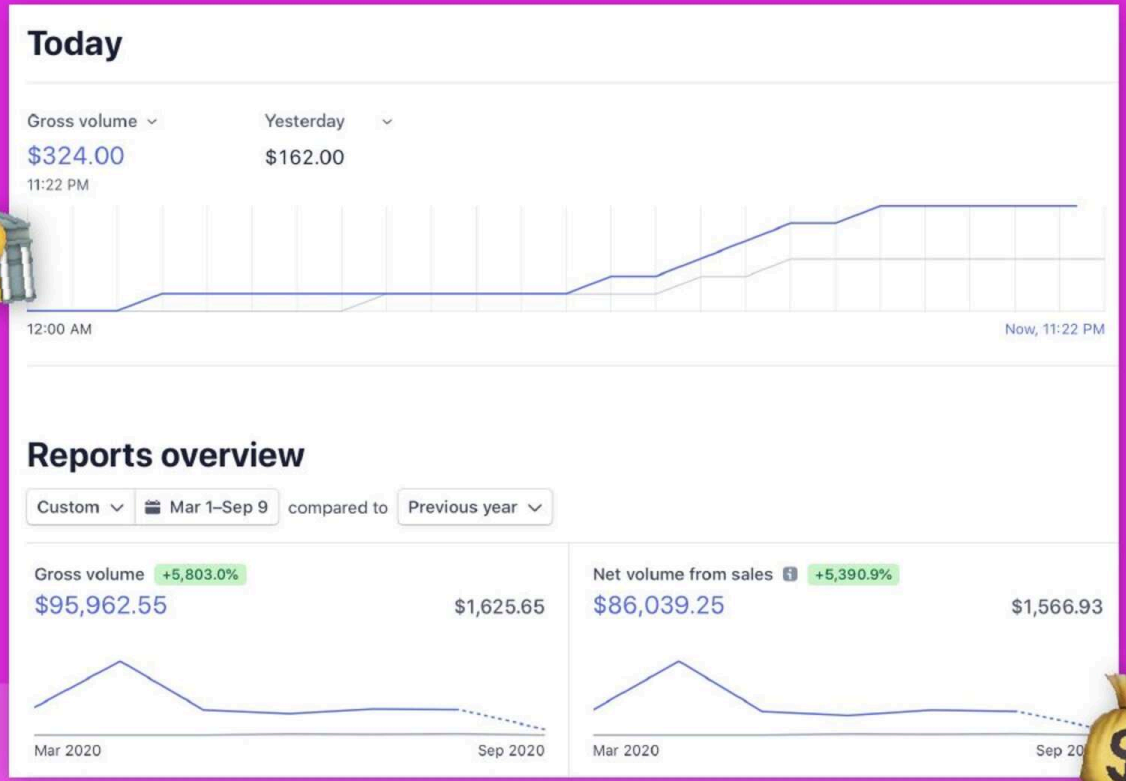
📱 SaaS SMM Platform

📺 Google Chrome Extension

and more.



~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

LEDA DI MARTI MILANO

Social Media Agencies

DIGITIDE

TRIANGLE SOCIAL MEDIA

DAN WOERHEIDE MARKETING & BUSINESS COACH

Go to Market Strategy

~6,000 Leads

~5,000 Customers

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

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

#1 Software for Social Marketers Woofy, Inc.

hellowoofy.com

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

	helloWoofy™	Hootsuite	buffer	MeetEdgar
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	$29 - $129	$10 - $199	$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

Alek
LEAD QA ENGINEER

Vitaliy
IOS ENGINEER

Nik
ANDROID ENGINEER

Executive Assistants

Buel
CHIEF WOOF OFFICER

Amber
CHIEF MEOW OFFICER

Coal
CHIEF PURR OFFICER

Investors and Advisors

DRAPER ASSOCIATES

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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

Raising via Equity Crowdfunding!

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

worddata™

a helloWoofy project

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

Thank you

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

helloWoofy™

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:

MARTECH TODAY

Nasdaq

Small Business TRENDS

Search Engine Land