helloWoofy™

Smart Marketing for Underdogs

Q4 2021 | arjun@hellowoofy.com

As a small business, it's hard being seen

62%

Of consumers visit a small business' website via social media, but few post often enough (time barrier).

126%

Uplift in leads to a small business via blogs but few blog often enough (quality content barrier).

500M+

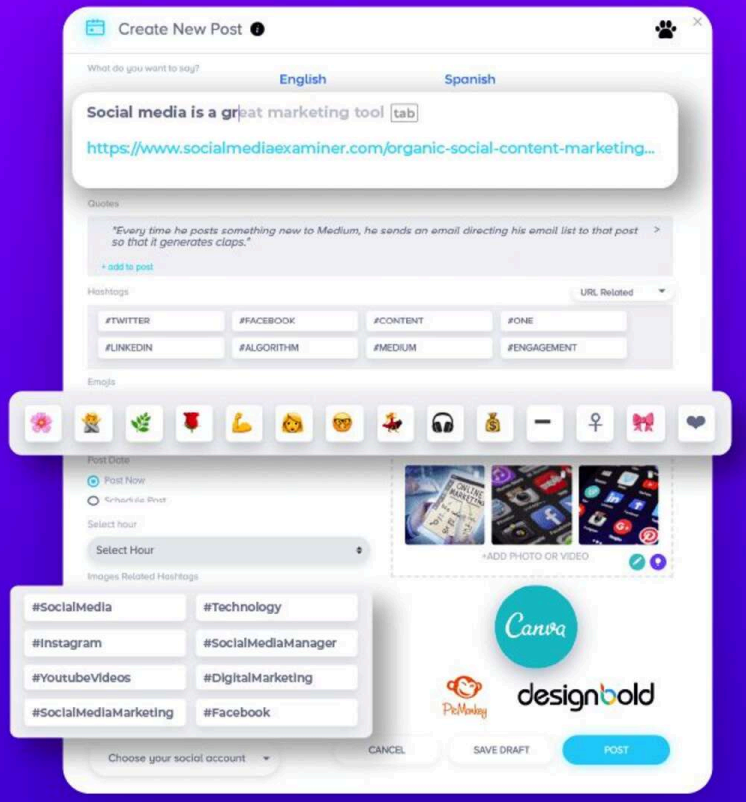
Smart speakers but audio marketing too expensive for small businesses to compete on (tech barrier).

Universal scheduler to drive traffic

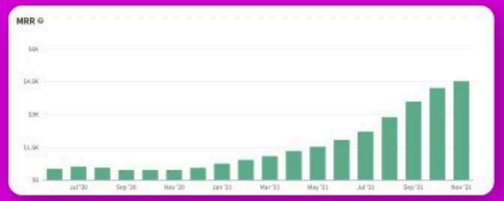
Let the AI create content with you with perfect copy.

Fill your smart library with evergreen content.

Run long term TOF marketing campaign to social media, blogs and smart speakers.



Traction at HelloWoofy.com



Sales
~$50,000/m

ARR
$250,000+
$1,000,000+ projected by end of 2022

MRR
$4,516

LTV
$366 (Fiat)
$663 (Crypto)

Avg. Cart
$110 (Fiat)
$199 (Crypto)

2x Patent Issued

Timeline

DEC 2019	Platform Launched
DEC 2021	6,000 Paying Members / 45 M API Calls
DEC 2021	$420,000 in Revenue
FEB 2022	20+ Strategic Partner Integrations
DEC 2022	30,000 Paying Members / $3.3 M in Revenue / 100 M API Calls
DEC 2023	90,000 Paying Members / $9.9 M in Revenue / 300M API Calls

We MAKE MONEY

ANNUAL CONTRACTS

MONTHLY CONTRACTS

CHURN

At 30,000 members = $3.3M

The landscape

- **3.5B ACTIVE USERS** on social media daily
- **50M BUSINESSES USE FACEBOOK** to connect with customers
- **AUDIO MARKETING** and smart speaker marketing since 2020 is on the rise
- **600M BLOGS OF 1.6B WEBSITES** (37% Wordpress powered)
- Competition lacks innovation / tech worth even patenting

We impact underdogs

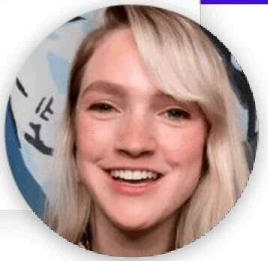
"HelloWoofy unleashes an AI brain to help fill up your social channels..."

VentureBeat

"HelloWoofy a play on AI [Driven] social media."

Nasdaq

"I own a 7 figure agency and I love using HelloWoofy... It saves our team a ton of time."



Small Businesses' One Stop Shop for All Digital Marketing. More Data = Better AI

helloWoofy™	Hootsuite	buffer	MeetEdgar	sproutsocial
Social Media Management ✓	✓	✓	✓	✓
Desktop Dashboard ✓	✓	✓	✓	✓
Smart Speaker Scheduling ✓	✗	✗	✗	✗
Mobile App ✓	~	~	✓	~
Recurrence/Automation ✓	✗	✗	✓	✗
Artificial Intelligence ✓	✗	✗	✗	✗
1St Party Data Insights/Trends ✓	✗	✗	✗	✗
Voice Assist/Colorblind Support ✓	✗	✗	✗	✗
AI Powered Blog Scheduling ✓	✗	✗	✗	✗
Autocomplete Posts (Patented) ✓	✗	✗	✗	✗
Basic Plans $1-$99/m	$49+/m	$5+/m	$19-$49	$89+/m

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

Led by experts, backed by leaders

ARJUN
FOUNDER + CEO

SUNIL
CTO / LEAD ENGINEER

DRAPER ASSOCIATES

QUAKE™
NEW YORK CITY

1517

helloWoofy

Thank you!

Ask for a demo.

Onboarding in 15 mins or less.

arjun@hellowoofy.com