

worddataTM
+ helloWoofy
AI Powered API Powering ALL
Copy Creation Online
("Autocomplete as a Service")

hellowoofy.com / woofy.ai



helloWoofyTM

Smart Marketing for Underdogs

November 2020 | CONFIDENTIAL

Clunky / Data Starved but Affordable

The screenshot shows a Twitter analytics dashboard. At the top, there's a search bar with the placeholder text "What do you want to share?". To the right of the search bar are links for "Go Awesome", "Help", and "My Account". Below the search bar is a navigation bar with tabs for "Accounts" (with a plus icon), "Today", "Analytics" (with a bar chart icon), "Schedule" (with a calendar icon), and "Settings" (with a gear icon). The "Accounts" tab is selected, showing a list of accounts on the left. The main content area is titled "Today" and displays two tweets. The first tweet is from "Steve W. Smith" and says "Twitter Analytics now open to ALL users! Just go to [http://t.co/1K1Bv0t0w](#) (even if you don't advertise) and click analytics at the top." It was originally tweeted on 6/13/2013 10:06:30 AM and is timestamped 12:04 PM. Below the tweet is a table with statistics: 4 Retweets, 0 Favorites, 0 Mentions, 0 Clicks, and 730 Potential. The second tweet is a retweet from "Ha! RT @..." and says "Love this from @... on responsive design: 'If you have to pinch to read content, you didn't do it right.'" It is timestamped 12:01 PM and has 0 Retweets, 0 Favorites, 0 Mentions, and 730 Potential. A large pink circle with a white 'X' is overlaid on the bottom right of the dashboard.

What do you want to share?

Go Awesome Help My Account

Accounts + Today Analytics Schedule Settings

Today

Twitter Analytics now open to ALL users! Just go to [http://t.co/1K1Bv0t0w](#) (even if you don't advertise) and click analytics at the top.

Originally tweeted on 6/13/2013 10:06:30 AM

12:04 PM

4 Retweets	0 Favorites	0 Mentions	0 Clicks	730 Potential
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Ha! RT @... Love this from @... on responsive design: "If you have to pinch to read content, you didn't do it right."

12:01 PM

0 Retweets	0 Favorites	0 Mentions	730 Potential
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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

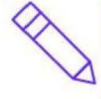
Engines



Artificial
Intelligence



Platform
Compliance



Predictive
Linguistics

worddataTM
- Patent Underdog

AI Powered API



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)



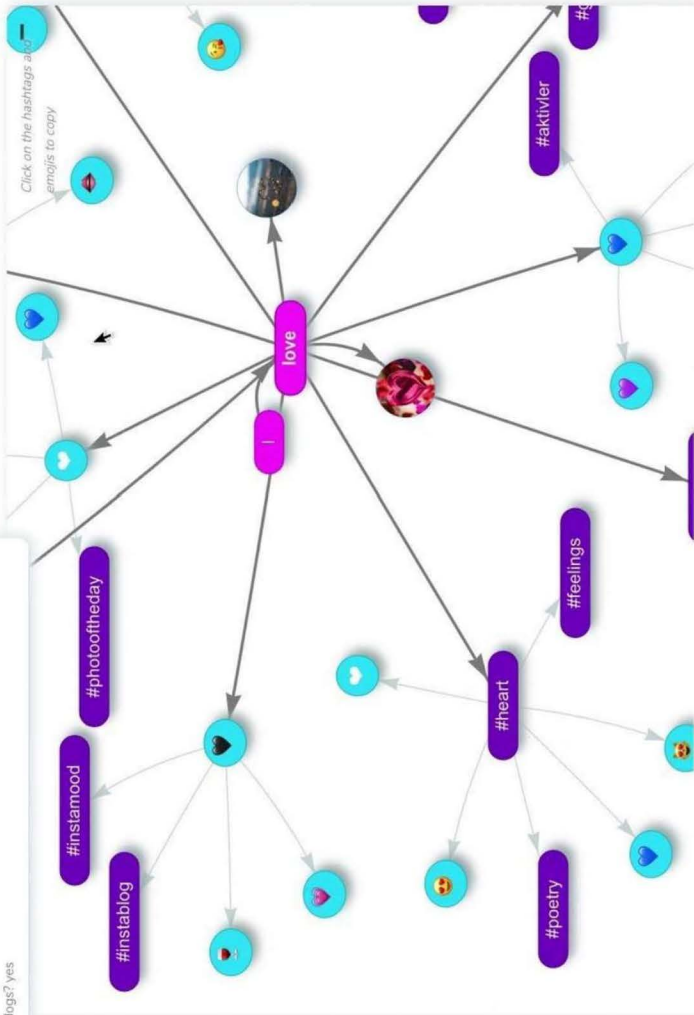
Copy to Clipboard

I love dogs

I love dogs?

I love dogs? yes

Tags that go well with your social media post.



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

#TWITTER #FACEBOOK #CONTENT #ONE

#LINKEDIN #ALGORITHM #MEDIUM #ENGAGEMENT

Emojis

Post Date

Post Now

Schedule Post

Select hour

Select Hour

Images Related Hashtags

#SocialMedia #Technology

#Instagram #SocialMediaManager

#YoutubeVideos #DigitalMarketing

#SocialMediaMarketing #Facebook

Choose your social account

CANCEL

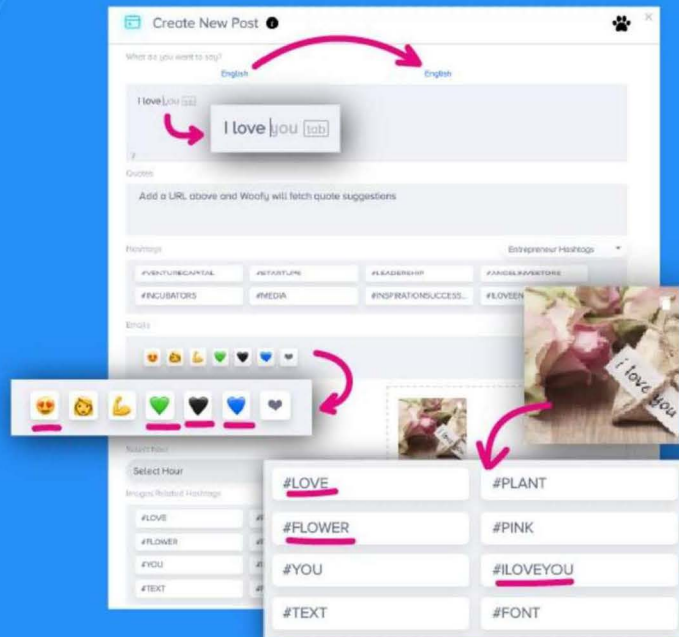
POST

Canva

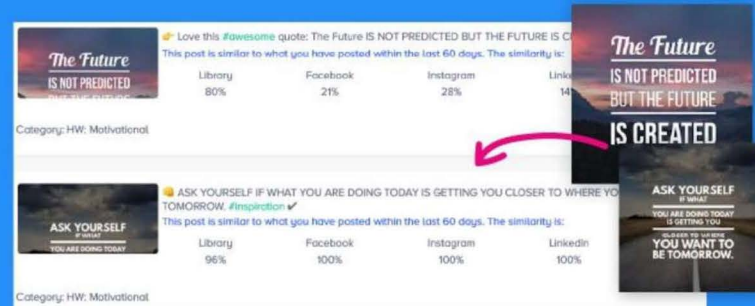
designbold

PeMokey

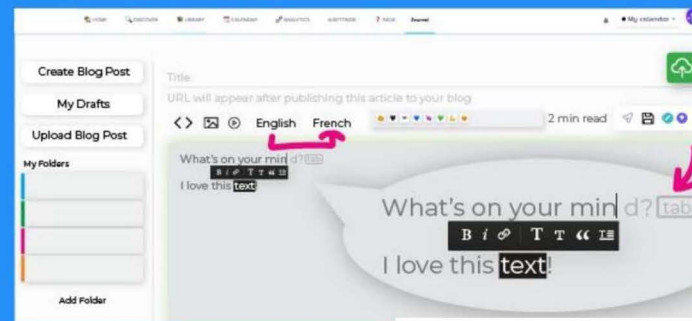
Autocomplete Post, Find Trending Hashtags, Engaging Emojis and More....



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.




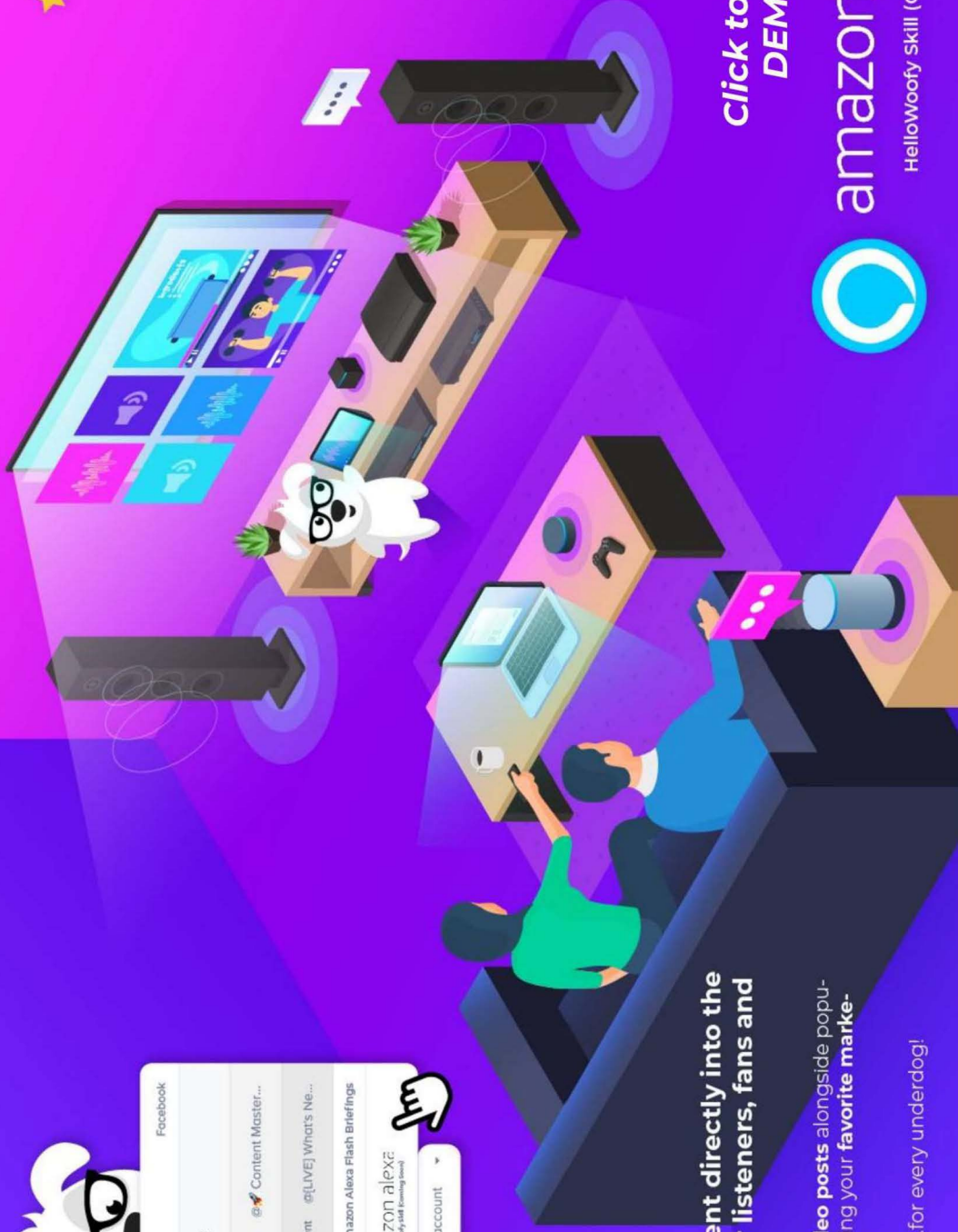
AI Powered Autocomplete for Copy Creation

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.

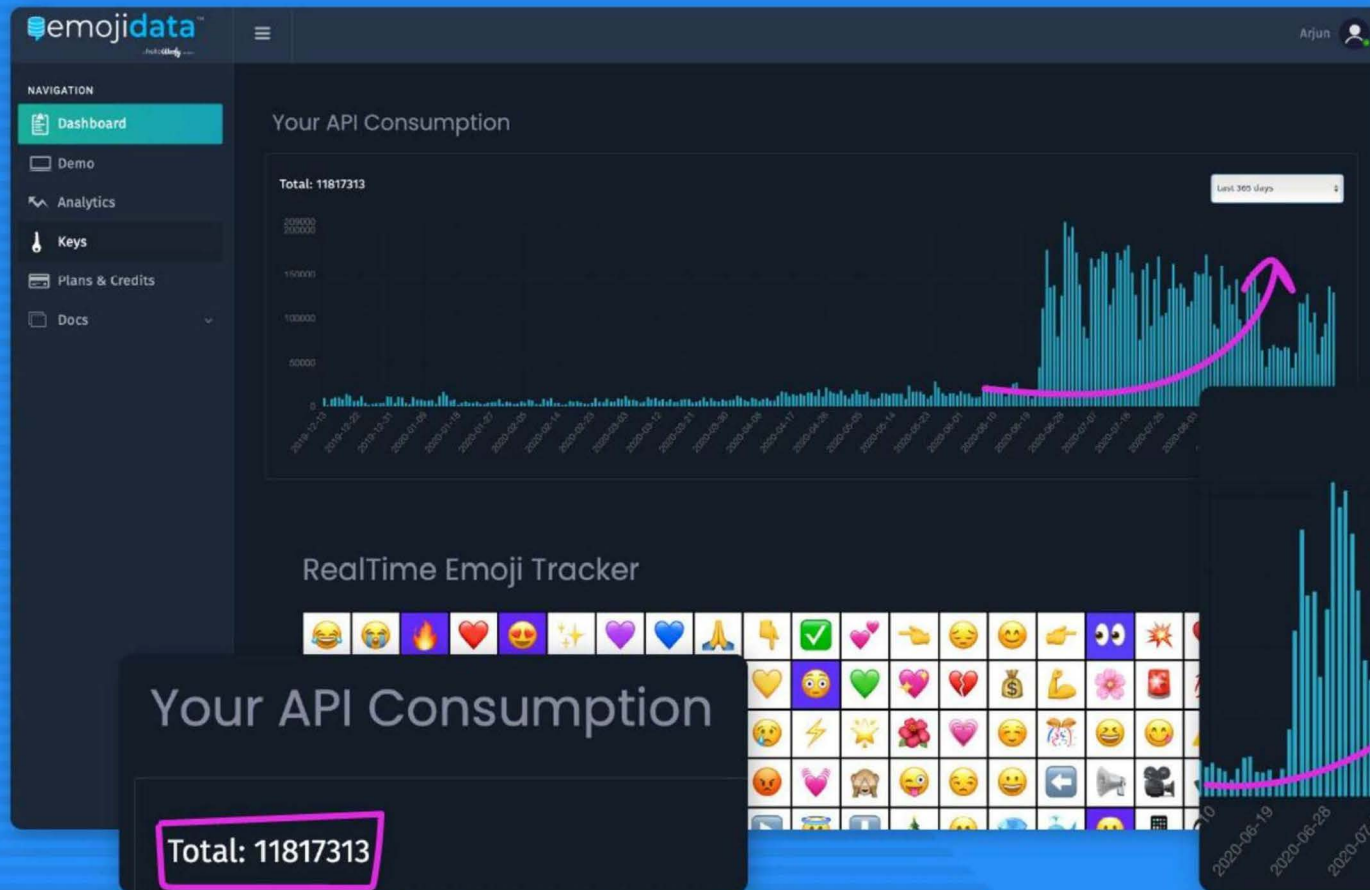
Smart speaker marketing...for every underdog!

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

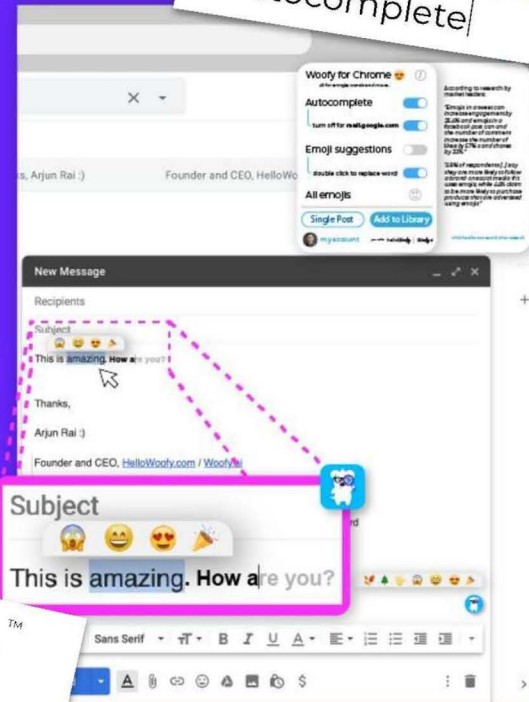
📱 SaaS SMM Platform

📺 Google Chrome Extension
and more.

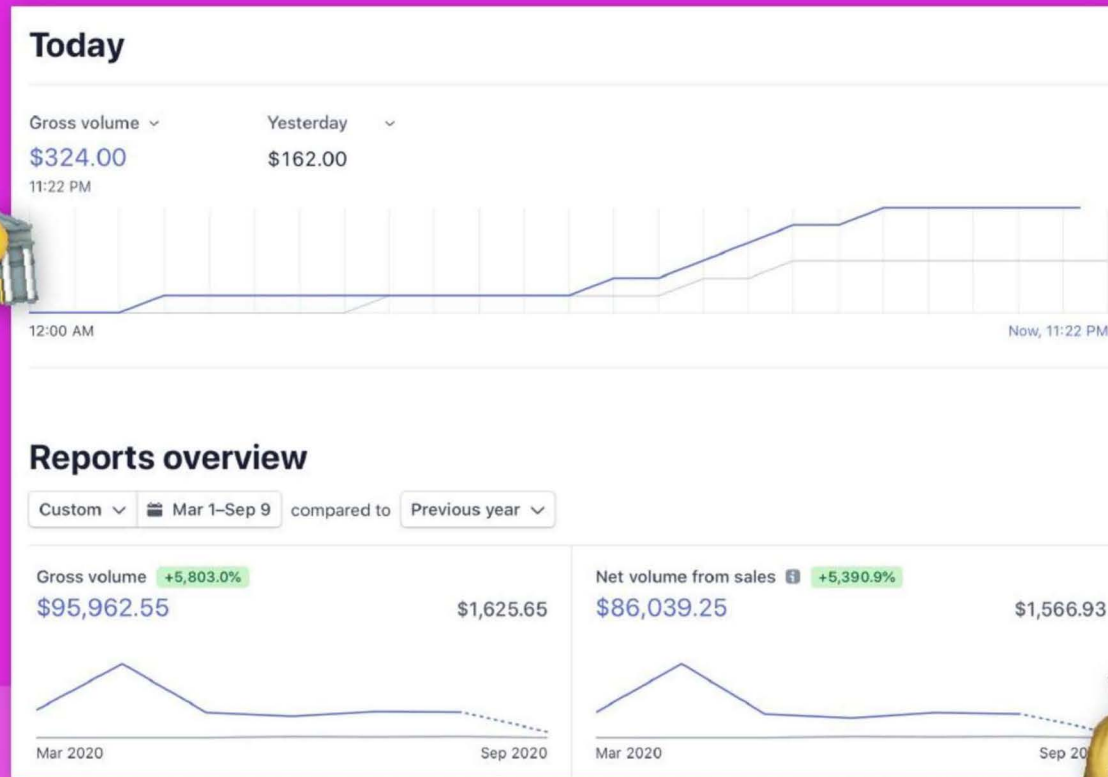


worddata™
helloWoofy.com

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

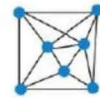


Ned Donovan



Ali Mahvan

Brands and Small Businesses



CLOUD
SOFTWARE
ASSOCIATION



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.

Step 1: Capture Tier 2/3 Countries

Step 2: Use global dominance to Capture Tier 1 Countries

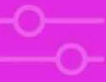
Step 3: Use First Party Training

Data to Improve AI...

Offer API as a Service

~6,000 Leads

~5,000 Customers



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 PURR OFFICER

Investors and Advisors



DRAPER
ASSOCIATES



QUAKE 1517
NEW YORK CITY



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/PP/Marketing



Tim Draper

Founder, Draper Associates

Strategic Partnerships,
Media and Press



Roger Marlon

Founder, Marlon 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
Thiel**

1517 Fund (Scout Venture for Peter
Thiel)

Strategy and Culture



Troy Sandidge

Social Media Executive

Partnerships, Media, Product

TM

worddata

a helloWoofy company

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Thank you

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

helloWoofyTM

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[®]



Search Engine Land