



LetAdBe

digital agency in your smartphone

PITCH DECK



Current PROBLEM in the market:

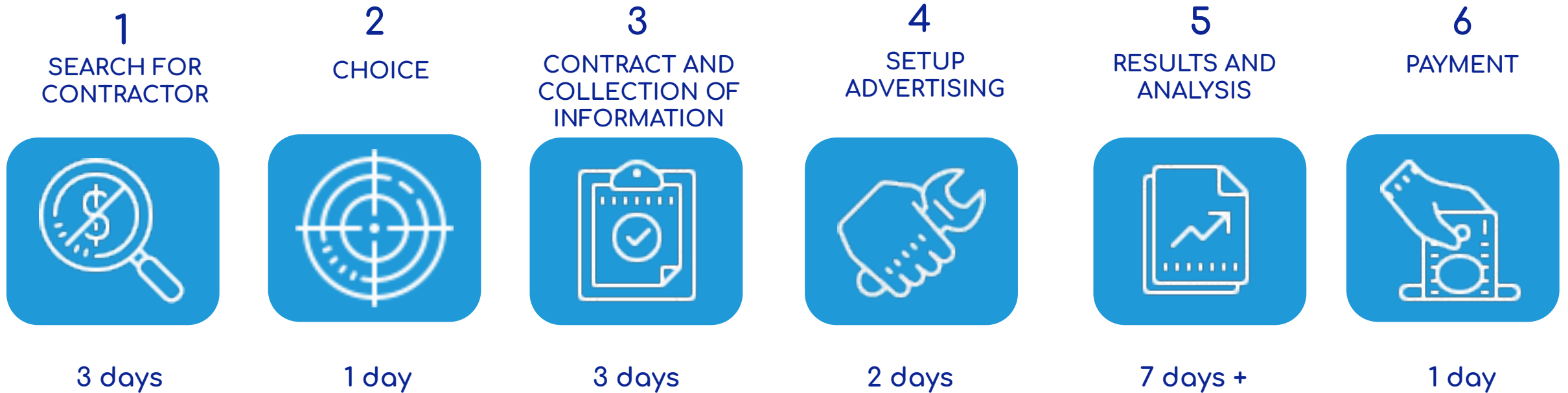
setting up advertising is a rather complicated and lengthy process

1. More than 2 weeks before receiving the result

2. Requires personal involvement or a specialist

3. High price

Now the process of setting up ads looks like this:



We have created a unique SOLUTION:



quickly
simply
exactly



automation of setting up ads from a mobile device in 5 minutes
using AI technologies

How does it work?

1. Easy registration. Via Google ID, fb ID, apple ID

2. Choose and fill in the fields: site, type of business, promotion goals, geo, audience, promotions, budget



How does it work?

3. A.I. is setting up ads:

- picks up words and minus words
- creates creative ads with offers
- establishes settings in advertising systems
- monitors quality parameters
- learns and optimizes: words, ads and parameters
- starts and stops ads
- redistributes the budget between and within ad systems

How does it work?

4. Shows statistics, the system gives recommendations on how to use the balance

5. Build efficiencies by connecting analytics, creating creatives and improving your website



Platform Solutions

Solution	Advantage
AI technologies	automation
Simple interface	cost savings
Built-in simple statistics	speed
Niche specialization	feedback
24/7 support	time saving
Internal ad network	accuracy
The cheapest ad setup	monetization

Technology

1. phase
Done



X 100

2. phase
Pre-seed,
Seed, A



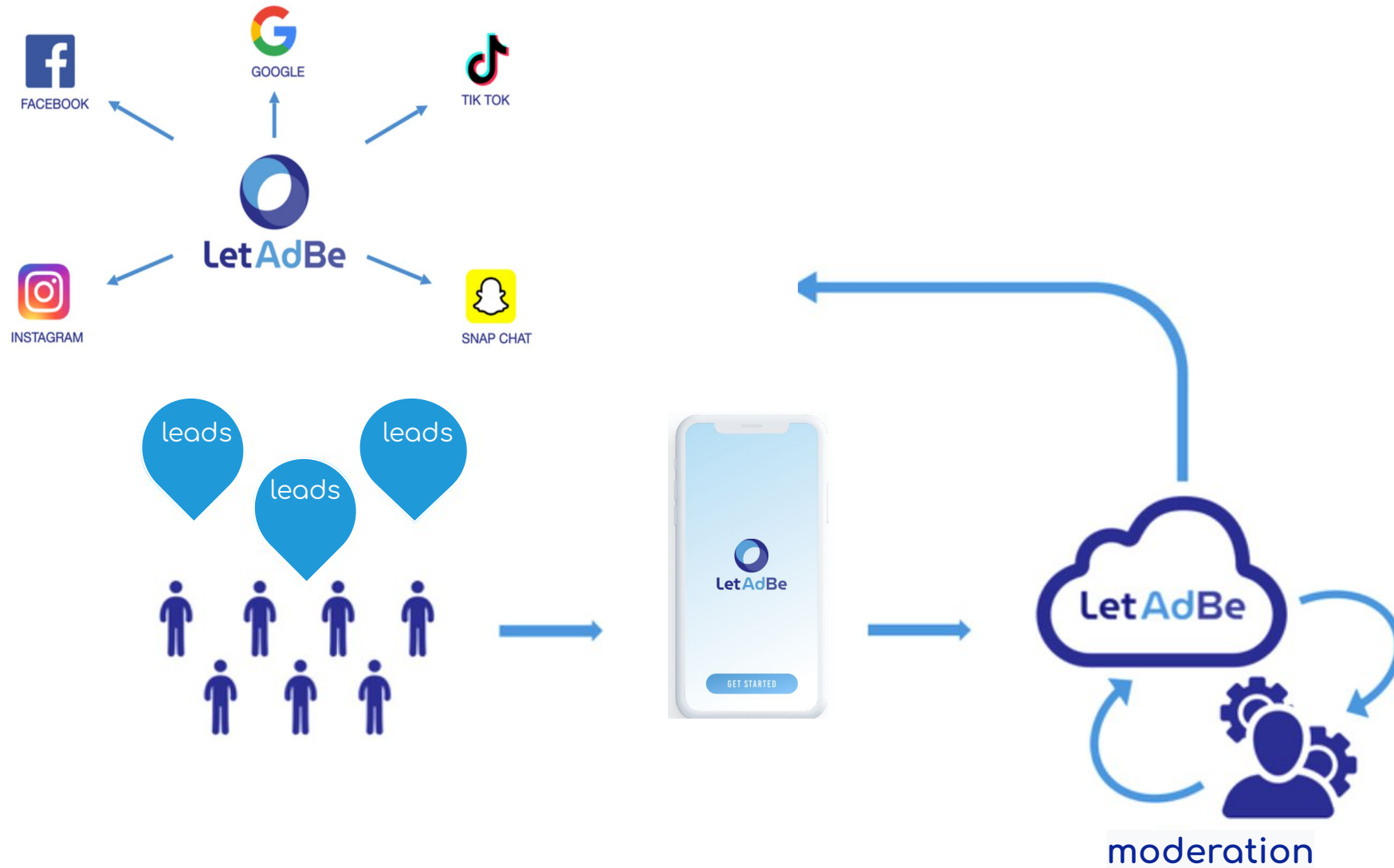
X 10000

3. phase
B, C, IPO



X ∞

How it works



Team



- Master of Mathematics
- Founder of the digital advertising company UCT
- Data Science Marketing expert - 12 years
- Member of the Aspen community

Founder, CEO and CMO Dmytro Pavlov

Team



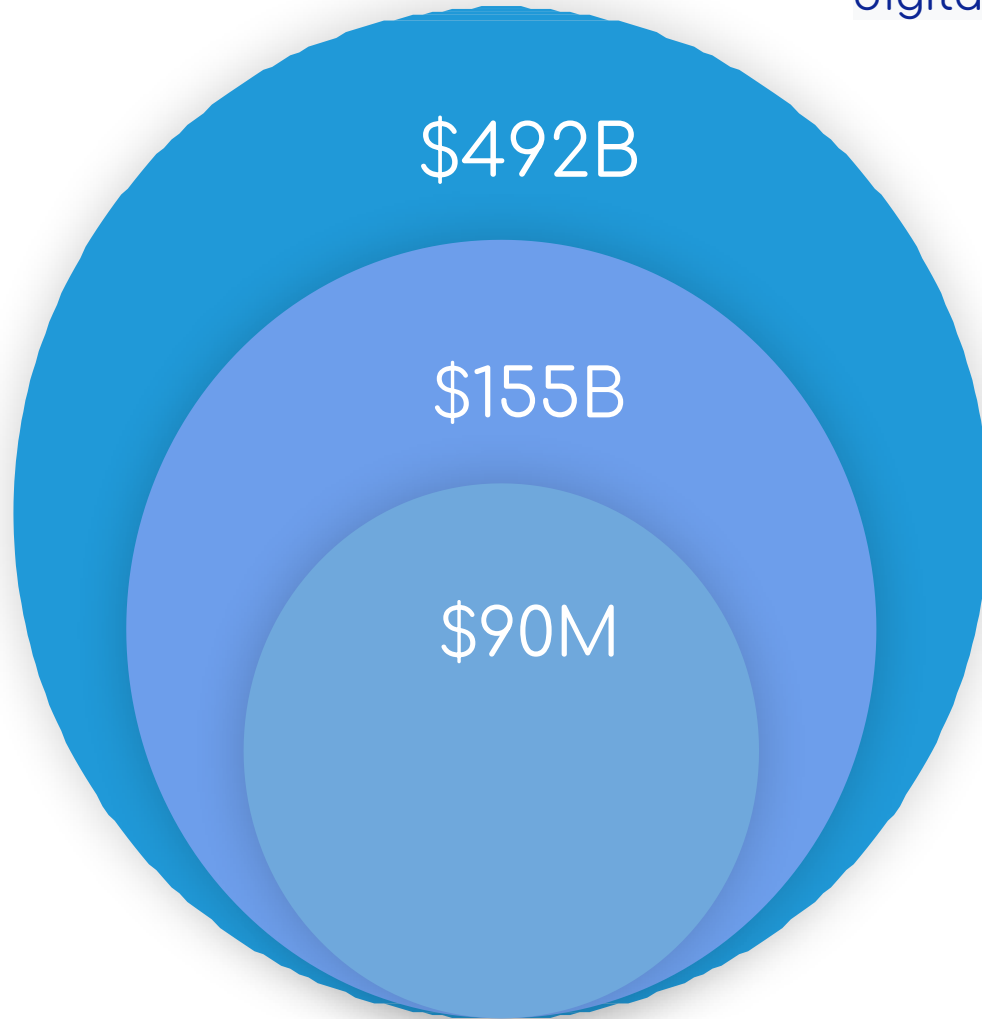
CBDO, PM/co-founder
Olena Mazura



CVO, CHO/co-founder
Sergiy Oprya

Market size

digital advertising market



TAM

Worldwide digital advertising market

2021 = \$492B

2026 = \$786B

SAM

US digital advertising market

2021 = \$155B*

SOM

Total Revenue LetAdBe

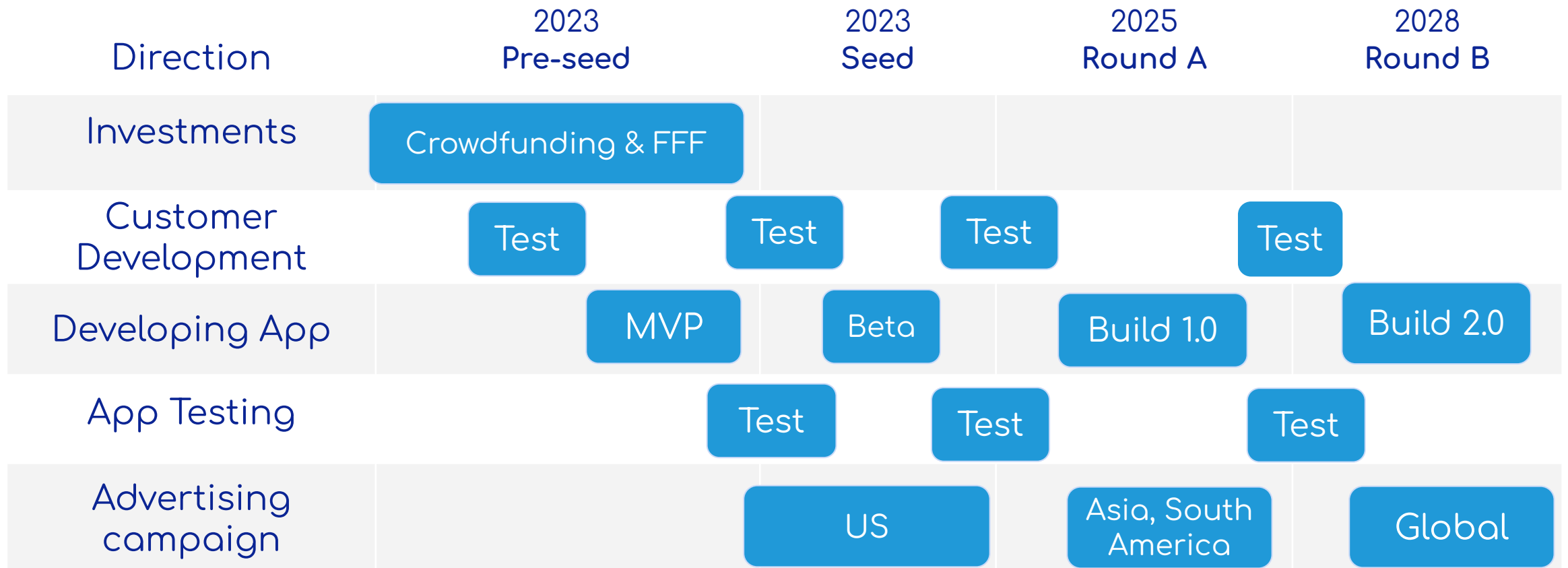
2021 = \$200M**

2026 = \$90M**

* Data from the resource: <https://www.statista.com/topics/990/global-advertising-market/#dossierKeyfigures>

** Own financial planning

Road Map



Traction

1. Three AI systems designed
2. Sales channels tested
3. MVP development launched
4. The team is a Premier Google Partner
5. Collected Potential customer base 5000
6. US potential audience researched -20,2M.
7. 1st place at the Ukrainian startup competition "Invest Ring" 2021z.



Competitor analysis



	Self-configuration	Freelancer/ employee	Digital agency	
costs/month	no	500\$	>2000\$	no
time	60min.	3 days	14 days	5 min.
knowledges	required	not required	not required	not required

Competitor analysis

	 LetAdBe	GoogleAds	<u>Quartile</u>	Wordstream	Plai	Adwisely	Digital Agency
Type of business	SMB	all	all	all	SMB	e-commerce	all
There is an application	+	+	-	-	+	-	-
Do I need my own Google AdSense account	not required	required	required	required	required	required	required
Price	\$250-500 month	free	\$2000 month	free	free	\$49-249	20% or \$2000 month
Knowledge requirements	No Expert	Expert level	Medium Level	Expert level	Medium Level	High Level	Not required
The ability to top up Google's balance through third-party payment services	+++	-	-	-	-	-	+
Ease of use	+++	-	+	-	+	-	handmade
Launch speed	5 min	From 1 hour	From 1 hour	No	From 30 min	From 1 hour	14 days

Business model

*1K users

Features

Premium package
10%

Standart
10%

Google refund (one-time)

Ticket size, \$

\$500

\$250

\$500

Revenue, \$

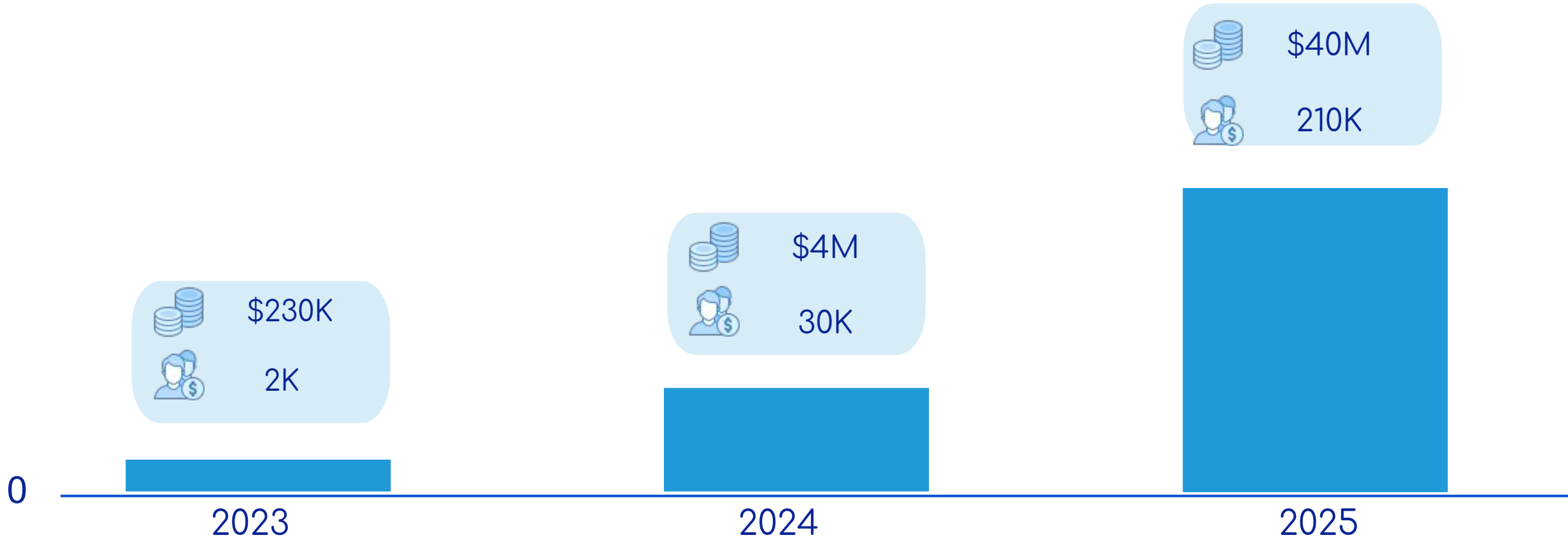
\$50K/m

\$25K/m

\$500K

Revenue and User Forecast

2023 - 2025



Our non-market advantages

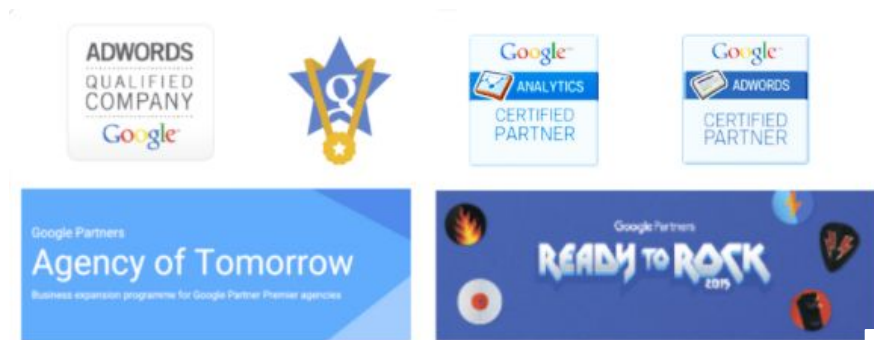
Experience in over 5000 advertising campaigns



Experts with 11 years of experience



awards from Google **28**



Go to Market

Pre-seed

Go to the US market

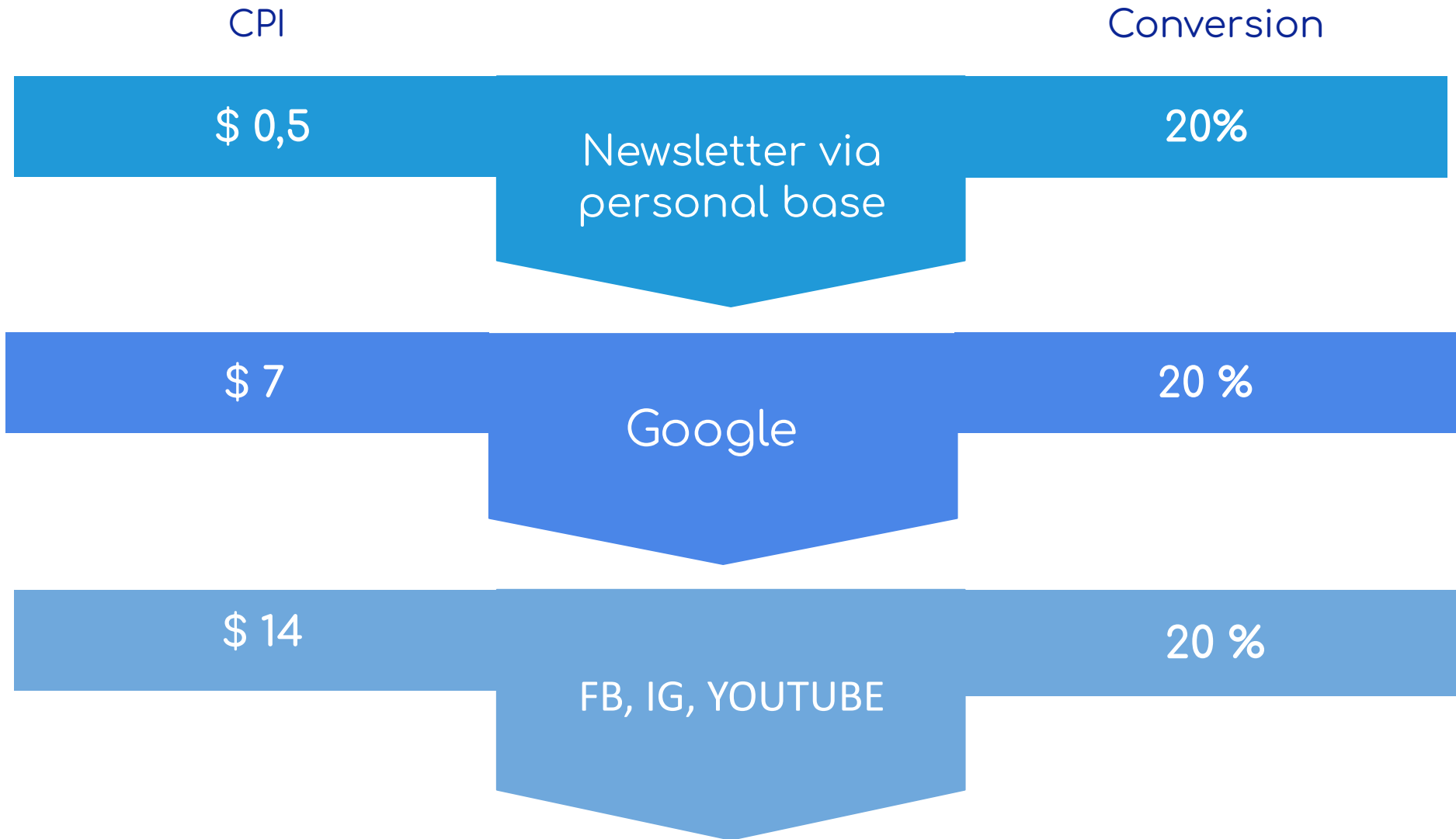
1. Mailing to a personal database
2. Google Ads
3. Meta
4. LinkedIn
5. Reddit



Seed

Go to the Asia and South America markets

Product Channel Fit



Goals for 2023

1. Release MVP

2. US market MVP testing

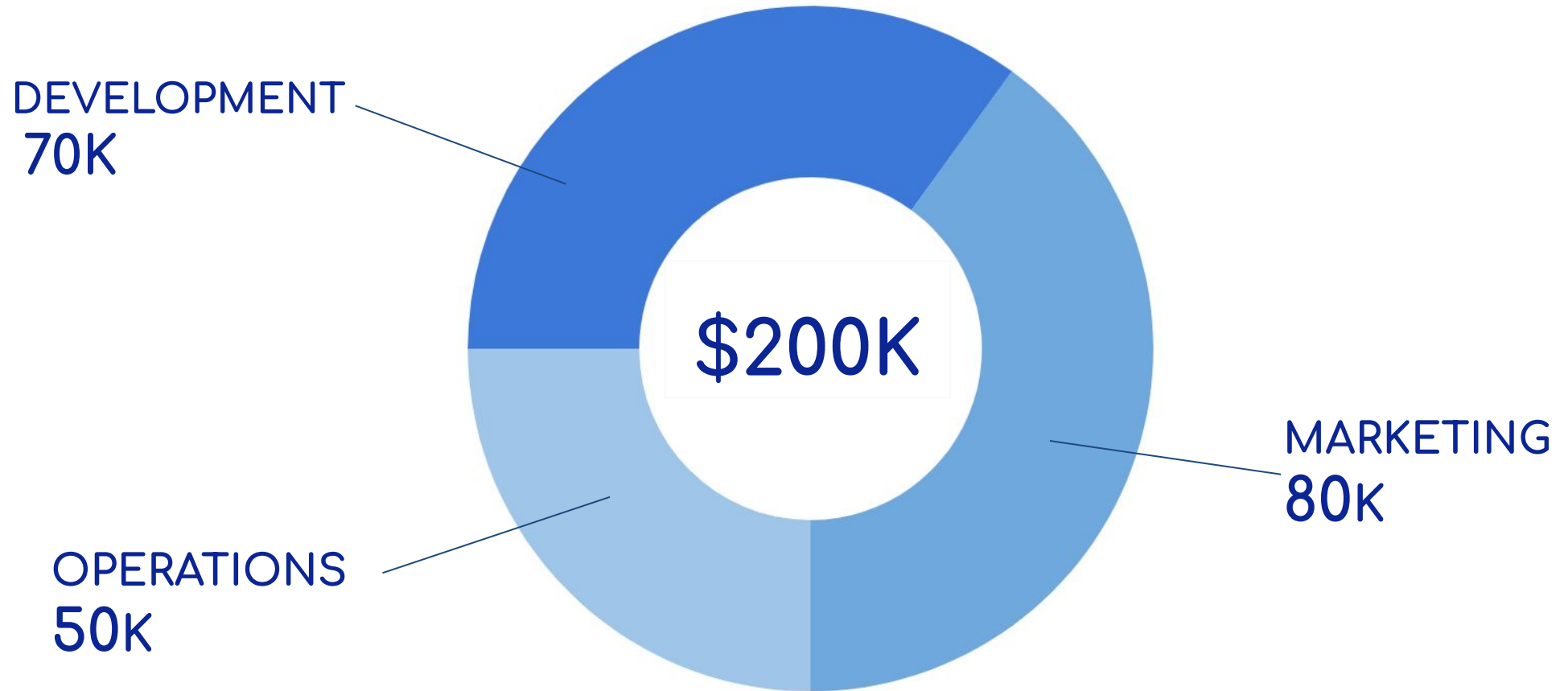
3. 10 K+ users

4. Revenue \$200K+

5. Closing the round Pre-seed

Investments

We are planning to raise



Thank you for your attention!

We would be happy to get a feedback from you

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