



The Problem

Luxury customer

- Inconsistent experiences across brands
- Lack of personalized luxury
- Data spread across various platforms
- Lack of data incentives
- Lack of control over data

Brand agents

- Limited understanding of user preferences
- Lack of real time information on customers

Brands

- Limited direct access to customer data
- Dependency on third party platforms
- Insufficient cross brand data
- Lack of real time information
- Inconsistent/Outdated CRM data
- Privacy concerns/data regulations



Scattered Identities your data is everywhere

Your Phone

A treasure trove of text, calls, locations, notes, and more

Data Giants

Amazon, Google, Apple- they know you better than you think

Every Purchase

From online stores to physical receipts, your buying habits are tracked



Our Vision

Redefining the future of digital identity & Personalized experiences

Imagine products that anticipate your needs,
Service tailored to your unique self

No more irrelevant ads: Get recommendations
you'll actually love

Personalized offers and discounts be rewarded for
sharing your data



The Solution

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Luxury customer

- Platform to collect, manage and organize data using human + AI agents
- Share data with trusted brands/agents
- Personalized experiences

Brand agents

- Comprehensive consumer insights
- Personalized experiences
- Time-efficient interactions
- Customer-Centric Approach

Brands

- First hand consent based data
- Elimination of external-platform dependency
- Access to cross-platform data
- User controlled consent for personalized experiences and tailored recommendations
- Increased top line, CSAT, and loyalty

Our suit of digital offerings

For the Luxury Customer



Hushh wallet app

Helps collect and share data with trusted brands



Hushh chrome extension

Collects web activity and preferences as consumers browse



Hushh Button

Plugin that helps consumers exchange data with brands



Vibe search

Personalized search engine that lets consumers search across brands



Valet chat

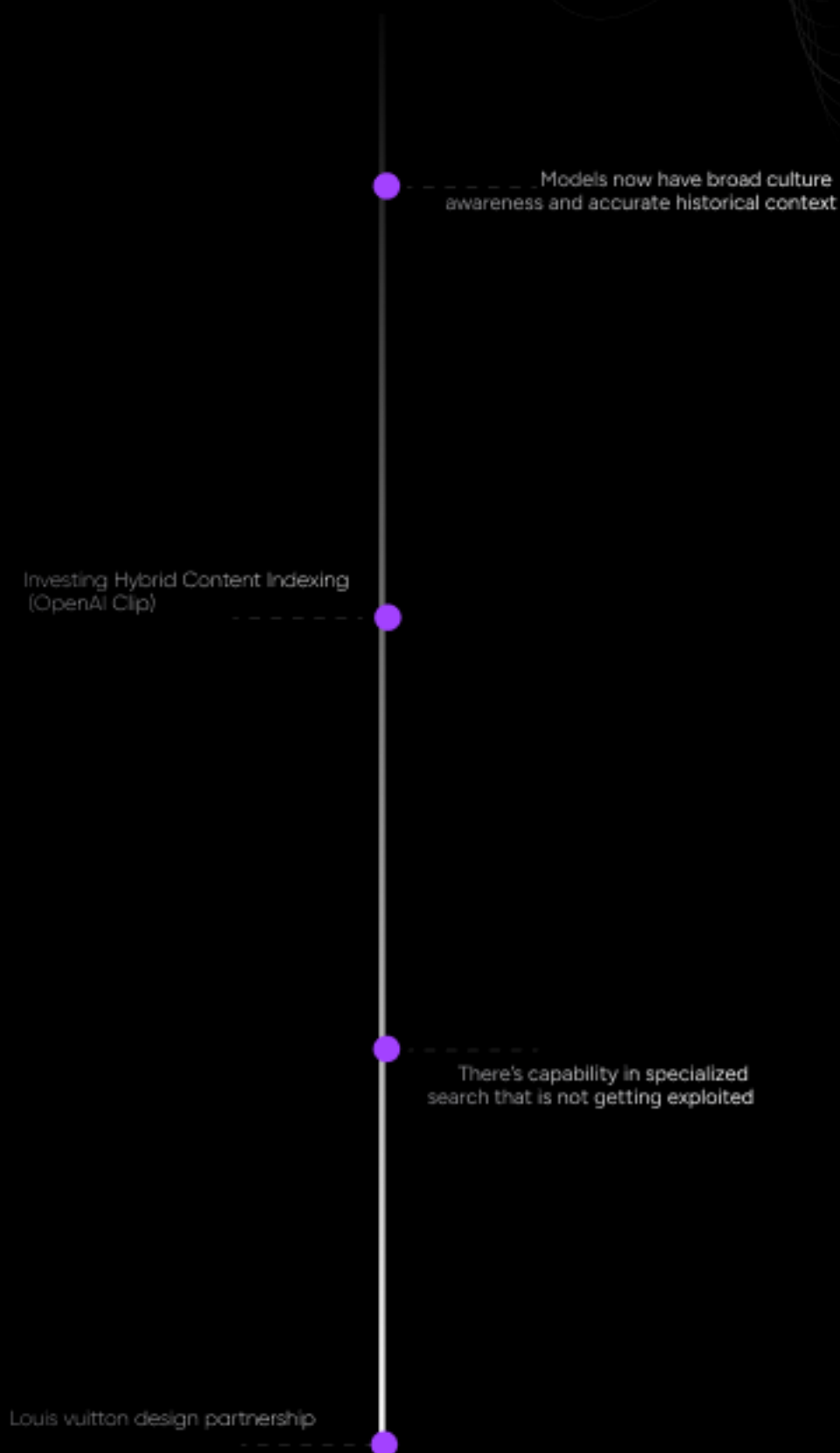
Chat with your receipts and get insights



Concierge app

App for HNWIs discreetly sharing user data for personalized, real-time luxury experiences

What we did so far



Our Journey starts with extensive consumer research

Customer pain Points

Lack of personalized luxury

Inconsistent experience across Brands

Data spreads across various platforms

Lack of data incentives

Lack of control of their data

Brand pain points

Lack of personalized luxury

Inconsistent experience across Brands

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Lack of control of their data



Executive Summary

— DISRUPTING LUXURY MARKETING: CONSUMER-DRIVEN EXPERIENCES



Problem

Fragmented data limits personalized luxury experiences.



Solution

Hushh connects brands with consumers through consented data sharing.



For Consumers:

- Control your data: Manage preferences and share with brands for personalized experiences.
- Unlock perks & services: Access exclusive offers through Hushh Concierge.



For Brands:

- Reach target consumers: Gain consent-driven insights for effective outreach.
- Personalize experiences: Curate high-impact marketing with powerful tools & data.
- Boost ROI: Maximize marketing spend through data-driven strategies.



For Brands:

- Seamless consent & privacy: User-centric approach protects consumer data.
- On-device AI: Personalization without compromising security.
- Proven success: Launched with Louis Vuitton, ready to revolutionize the industry.





hushh

Your Data Your Business

Intelligence as a service powered by your data