

#WatchAndGive



When watching ads becomes a *Positive Impact*



# Problem

- 1- Advertisers are looking for **high viewability** but most important **user attention**
- 2- Users **untrust** advertising online
- 3- Publishers experiencing a huge decrease of their ad revenue because of **Adblock** users raising



# Solution

The first Positive Impact Ad Technology

**Better  
Branding &  
Viewability**

*for Advertisers*

**Increase Ad  
revenue**

*for Publishers*

**Decrease  
Adblock users**

*for End users*

Each actor contribute to the world by turning a part of the  
Ad revenue into donations to NonProfit Organizations



# Market Validation

\$ 21,9 bn

Ad revenue blocked in 2015





# Market size

\$ 194,6 bn

Digital Advertising  
Online Spent  
in 2016

Source: Statista

35 bn

Ad video views  
in 2013

Source: BI Intelligence

\$ 9,6 bn

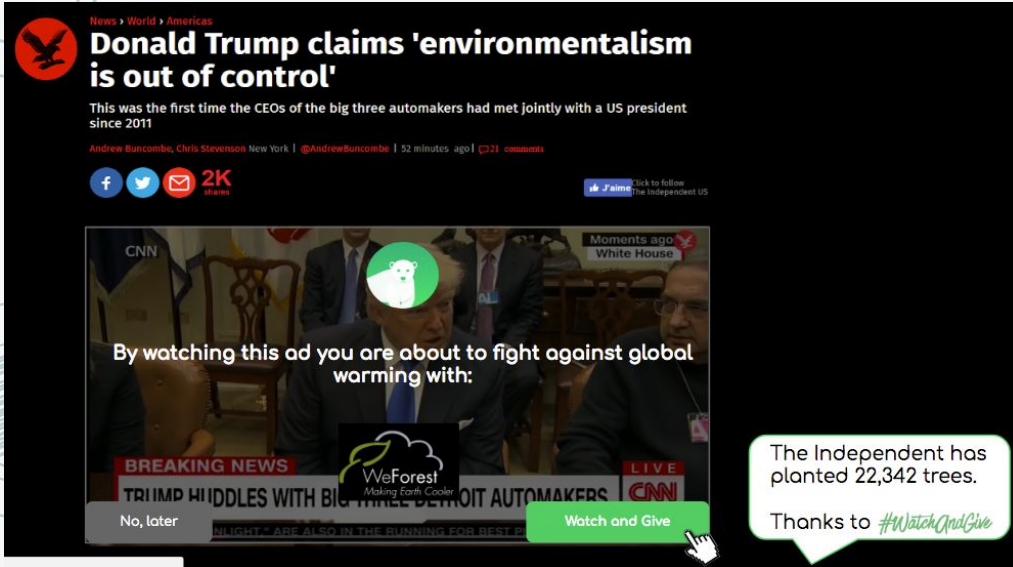
Video ad  
revenue  
in 2016

Source: Points Group



# Product

Step 1: Read an article online



News > World > Americas

## Donald Trump claims 'environmentalism is out of control'

This was the first time the CEOs of the big three automakers had met jointly with a US president since 2011

Andrew Buncombe, Chris Stevenson New York | @AndrewBuncombe | 52 minutes ago | 231 comments

f t e 2K shares

Like to follow The Independent US

Moments ago White House

By watching this ad you are about to fight against global warming with:

**BREAKING NEWS** **LIVE** **CNN**

TRIUMPH HIDDLES WITH BIG THREE DETROIT AUTOMAKERS

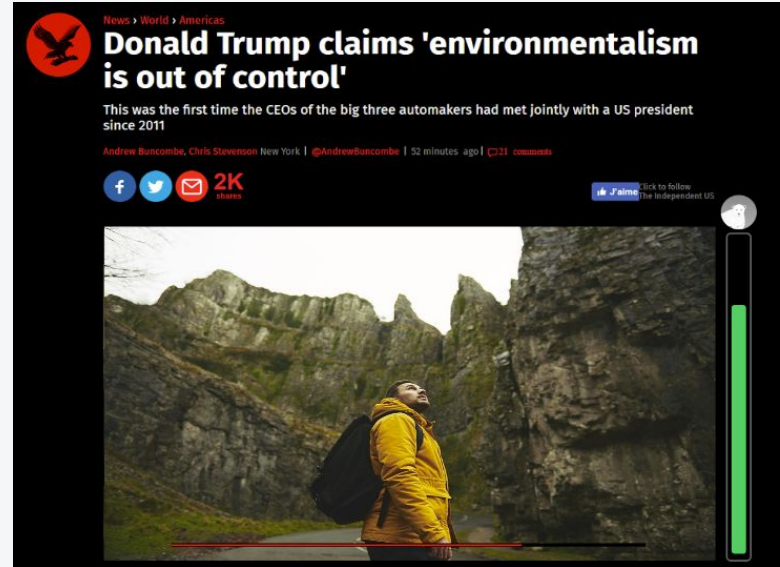
No, later

Watch and Give

The Independent has planted 22,342 trees.

Thanks to #WatchAndGive

Step 2: Watch your Ad donation!



News > World > Americas

## Donald Trump claims 'environmentalism is out of control'

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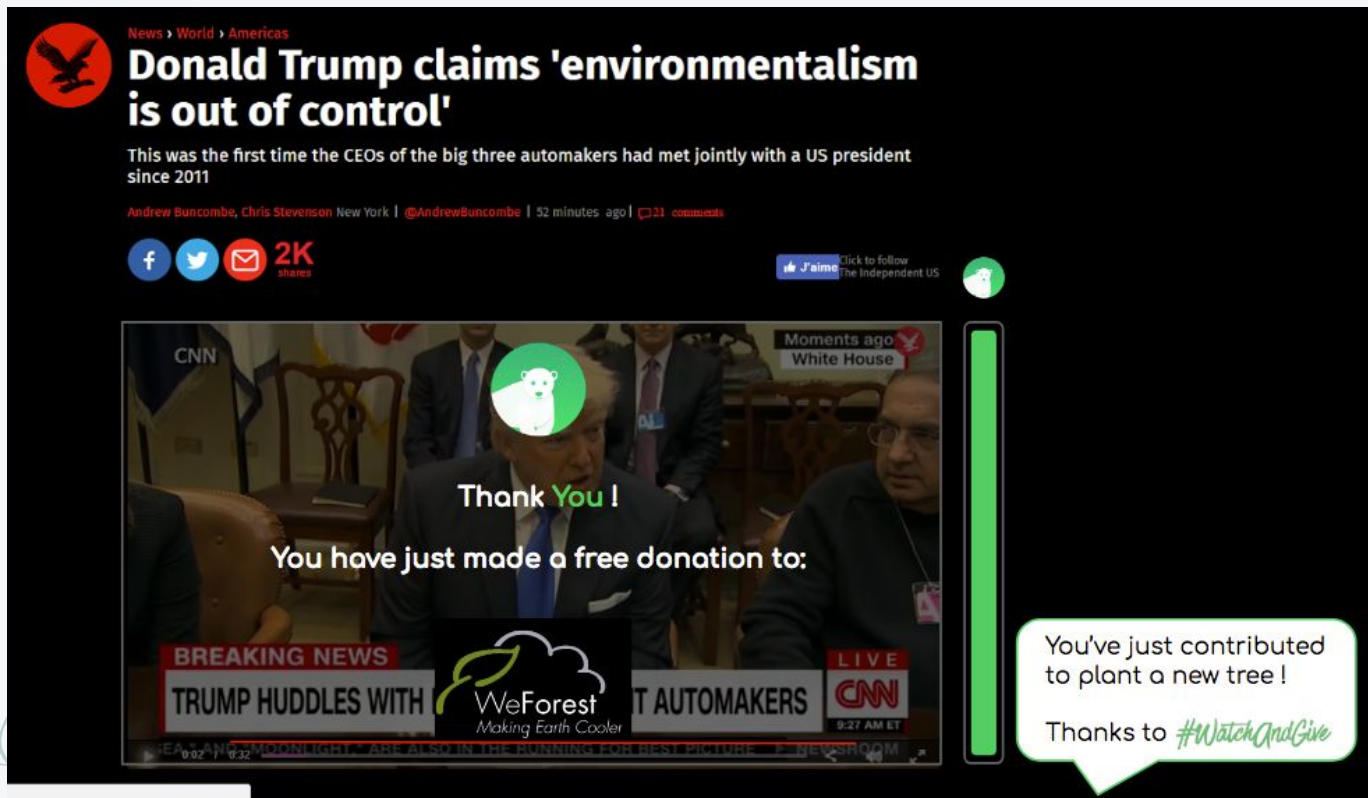
f t e 2K shares

Like to follow The Independent US

Video player showing a person in a yellow jacket standing in front of a mountain.

# Product

Step 3 : See your FREE donation !



The screenshot shows a CNN news broadcast. At the top, the headline reads "Donald Trump claims 'environmentalism is out of control'". Below the headline, it says "This was the first time the CEOs of the big three automakers had met jointly with a US president since 2011". The byline mentions "Andrew Buncombe, Chris Stevenson New York | @AndrewBuncombe | 52 minutes ago | 21 comments". There are social media share icons for Facebook, Twitter, and Email, with a "2K shares" badge. A "Like" button is also visible. The video player shows a scene from the White House with Donald Trump and other officials. A green circular overlay with a polar bear icon is positioned over Trump's head. Text overlays on the video read "Thank You !" and "You have just made a free donation to:". At the bottom of the video, there is a "BREAKING NEWS" banner that says "TRUMP HUDDLES WITH WeForest AUTOMAKERS". The WeForest logo is prominently displayed, with the tagline "Making Earth Cooler". A "LIVE CNN" logo is also present. A green progress bar is on the right side of the video player. A speech bubble on the right says "You've just contributed to plant a new tree ! Thanks to #WatchAndGive". A small polar bear icon is in the bottom right corner of the speech bubble.

News › World › Americas

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f t e 2K shares

Like Click to follow The Independent US

Moments ago White House

Thank You !

You have just made a free donation to:

**BREAKING NEWS**

**TRUMP HUDDLES WITH**

**WeForest**

*Making Earth Cooler*

**AUTOMAKERS**

**LIVE CNN**

9:27 AM ET

SEA 5.4°C AND MOONLIGHT ARE ALSO IN THE RUNNING FOR BEST PICTURE NEWSROOM

9:02 / 9:32

You've just contributed to plant a new tree !

Thanks to #WatchAndGive

# Business Model

We take 40% of Ad revenue from Publishers or Ad-tech companies

\$ 21,9 bn

Ad  
revenue  
blocked in  
2015

8%

Adblock users  
decrease by  
2020

\$ 575M

REVENUE

Projected by 2020





# Adoption Strategy

## Biz Dev

Onboarding new publishers

Onboarding new Ad tech Companies

## UI/UX

Improving the UI and the UX of the product

## Ad-Tech

Improving the algorithm of the product

## Transparency

Showing a full transparency to our community regarding our donations to NPOs. (Backed by certified public accountant)



# Competition

	Goodeed	ECOSIA	STANDS	
Help Publishers				
Promote NPOs				
Decrease adblock users organically				
Increase publishers ad revenue				
Best user attention				



# Competitive Advantages

1st to market

*For Positive Impact  
Ad-tech dedicated to  
Publishers or Ad Tech  
Companies*

User incentive

*They can make the world  
better by watching ads*

Adblock

*1st organic anti-adblock  
solution for publishers*

Branding

*Advertisers are very  
sensitive about their  
Social Impact*

Viewability

*At its best, because  
users are motivated  
by the good deed*

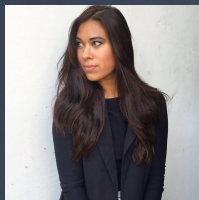
WW Market

*Global concept. The  
sky's the limit*





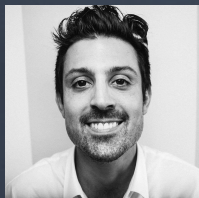
# Team



## Sophie Rattanatrach, Global Impact Activist.

Volunteer in many humanitarian projects (Laos, Israel and France), work in video start-up in Tel-Aviv

Master graduated from Paris Business School (ICD) in Marketing CRM



## Shaï Douillet, Biz Dev & Marketing

Social-Tech Entrepreneur, former COO at Affiliation-France (Ad network), Passionate about advertising.

BA graduated from Birmingham University in Marketing Management and Master graduated from Paris Business School (ICD) in Marketing CRM



## Natanel Partouche, Dev Architect

WorldWide Entrepreneur, former Tech Consultant at ServiceNow  
Major prom, graduated from Beijing University in Engineering.





# Financial

We are looking for 18 months financing to reach and close 70 Premium Publishers and 10 Ad tech companies in France and the US.

\$ 500K

ANGEL ROUND  
Initial investment opportunity

70 Publishers  
+  
10 Ad Tech  
Companies

Avg monthly revenue  
Publisher \$1000  
Ad Tech 10.000\$

\$2M

Over 18 months



# Thank YOU !



Contact: Shaï Douillet, Founder

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