



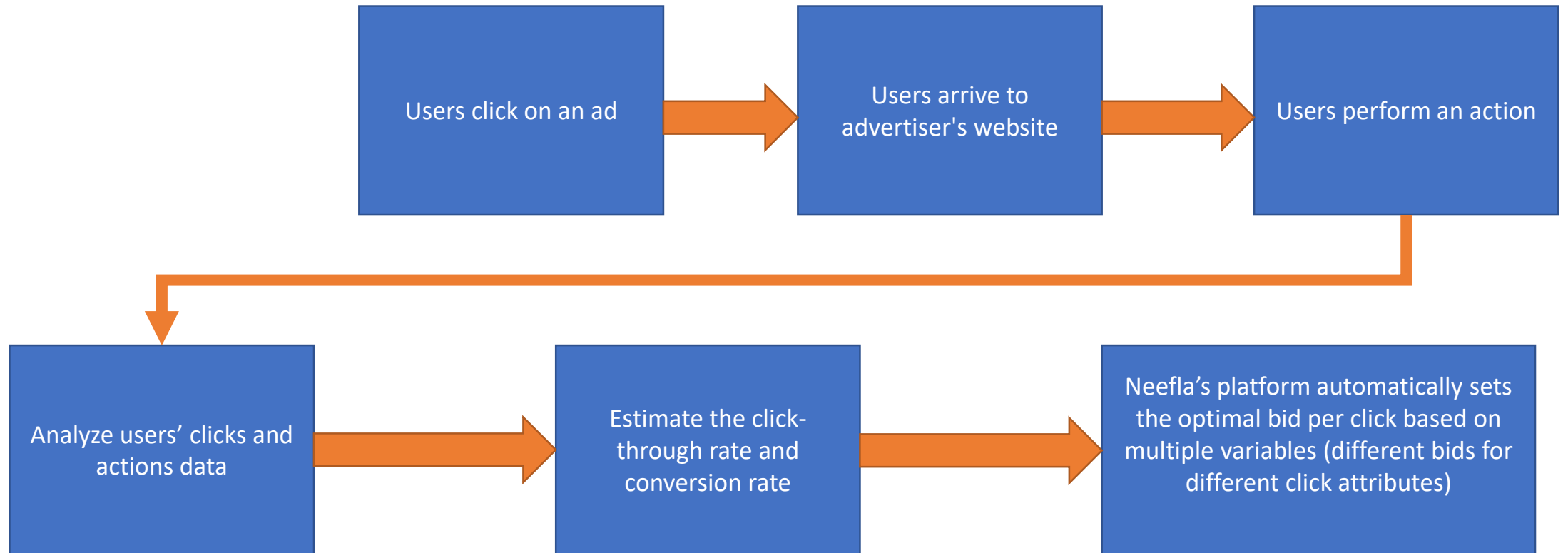
Neefla Technologies

Automatic Bidding Platform For Advertisers

What is Neefla?

- A computational advertising platform that automates the bidding process for all types of advertisers
- Differentiates bids based on multiple variables and individual click data (city, zip-code, day of the week, hour of the day etc.) -> higher ROI on advertising budgets
- Data-driven, based on machine-learning algorithms and predictive statistical models
- Predicts click-through rates and conversion rates in order to set the optimal price per ad
- Takes away the manual part of adjusting bids and analyzing data to support faster and more granular bidding
- Seamless integration with multiple ad-networks & ad-exchanges (Google AdWords, Bing Ads, Facebook Ads, YouTube and more)
- Checkout our short video: <https://www.youtube.com/watch?v=w8l5S3osqlA>

The Advertising Funnel



The Revenue Generation Model

- Free-trial for advertisers to test the platform and compare its ROI (a/b test) with their existing advertising performance
- At the end of the trial, license the platform based on a monthly fee (as a % from the advertising budget)

The Current Technology Limitations

- **Everything is manually operated:**

Setting up campaigns, viewing reports, optimizing campaigns, stopping campaigns -> resulting in work intensive process (big overheads).

- **No APIs**

- **No Automation for setting bids**

- **Decision making process is naive**

- Bids are set “average across the board”, not leveraging all the available data and variables, resulting in lower ROI and sub-optimal bid price.
- Bids don't take into account granular traffic data (city, zip-code, day of the week, hour of the day etc.)

The Technology of Neefla

- Sophisticated bid management and monitoring tools
 - **Automated machine-based bidding** using APIs and big-data technologies
- Sophisticated “traffic” buying algorithms for keywords and banners based on machine learning technologies:
 - **Differentiates bid price** based on different click attributes (city, zip-code, day of the week, hour of the day etc.) -> higher ROI on advertising budgets
 - **Predictive statistical models** to determine the optimal amount to bid on every single specific impression/click

The Advantages Of Neefla's Technology

- **Handle multiple campaigns with minimal overheads** (cost effective and scalable)
- **Scalable automation** of predictions based on historical data.
- **High bid-adjustment frequency** (hourly)
- **Granular ad-targeting** : tailor, test and optimize bids based on the weather, location and time of day etc.
- **Optimal traffic clustering and targeting** : build profiles of customers based on demographic, psychographic, and geographic data.
- **Higher ROI** on advertising budgets

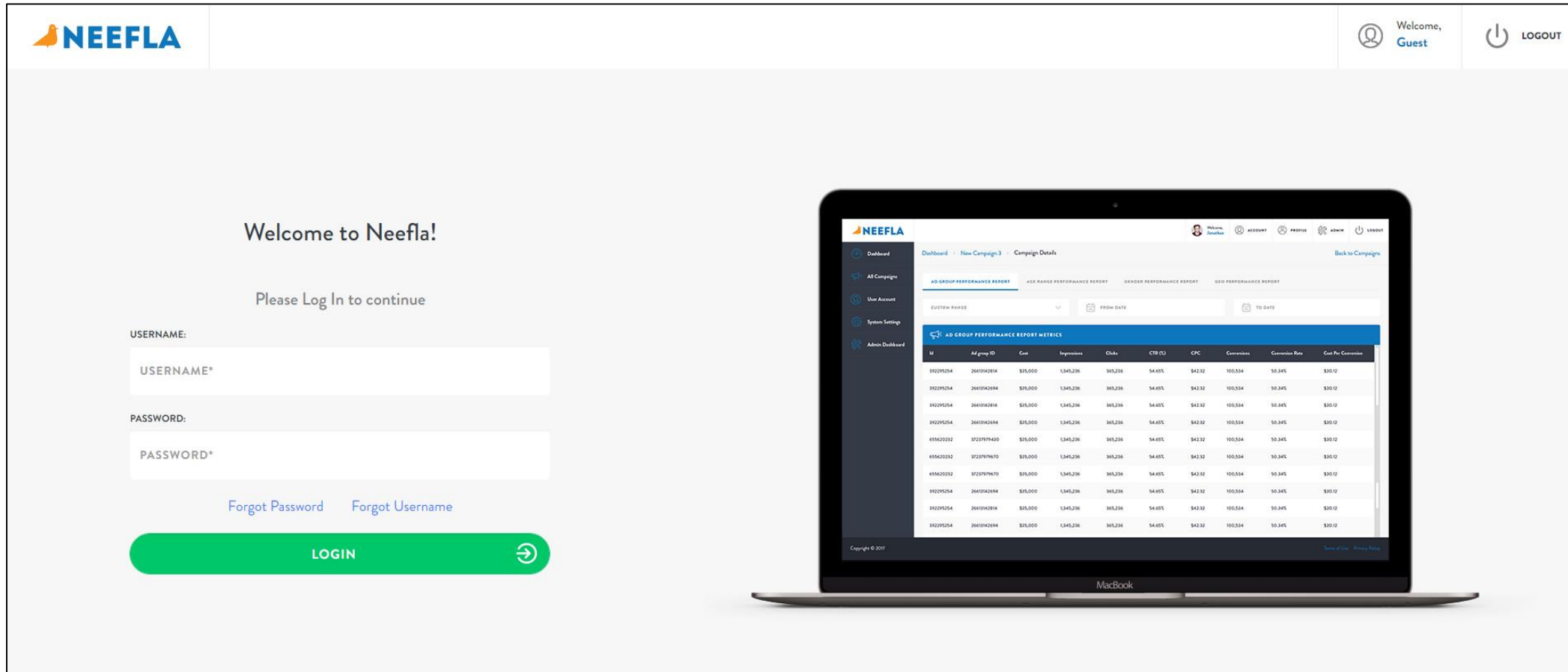
Neefla Cloud Big Data Database (Cosmos DB)

The screenshot displays the Neefla Data Explorer interface for an Azure Cosmos DB account. The left sidebar contains navigation options: Overview, Activity log, Access control (IAM), Tags, Diagnose and solve problems, Quick start, Data Explorer (selected), SETTINGS (Connection String, Preview Features, Replicate data globally, Default consistency, Firewall, Locks, Automation script), COLLECTIONS (Browse, Scale), and MONITORING (Metrics, Alert rules). The main pane shows the 'admin' database with a tree view of collections. The 'campaign_performance_reports' collection is expanded, showing a list of documents. The first document is selected, and its details are shown in the right pane. The document is a JSON object with the following fields:

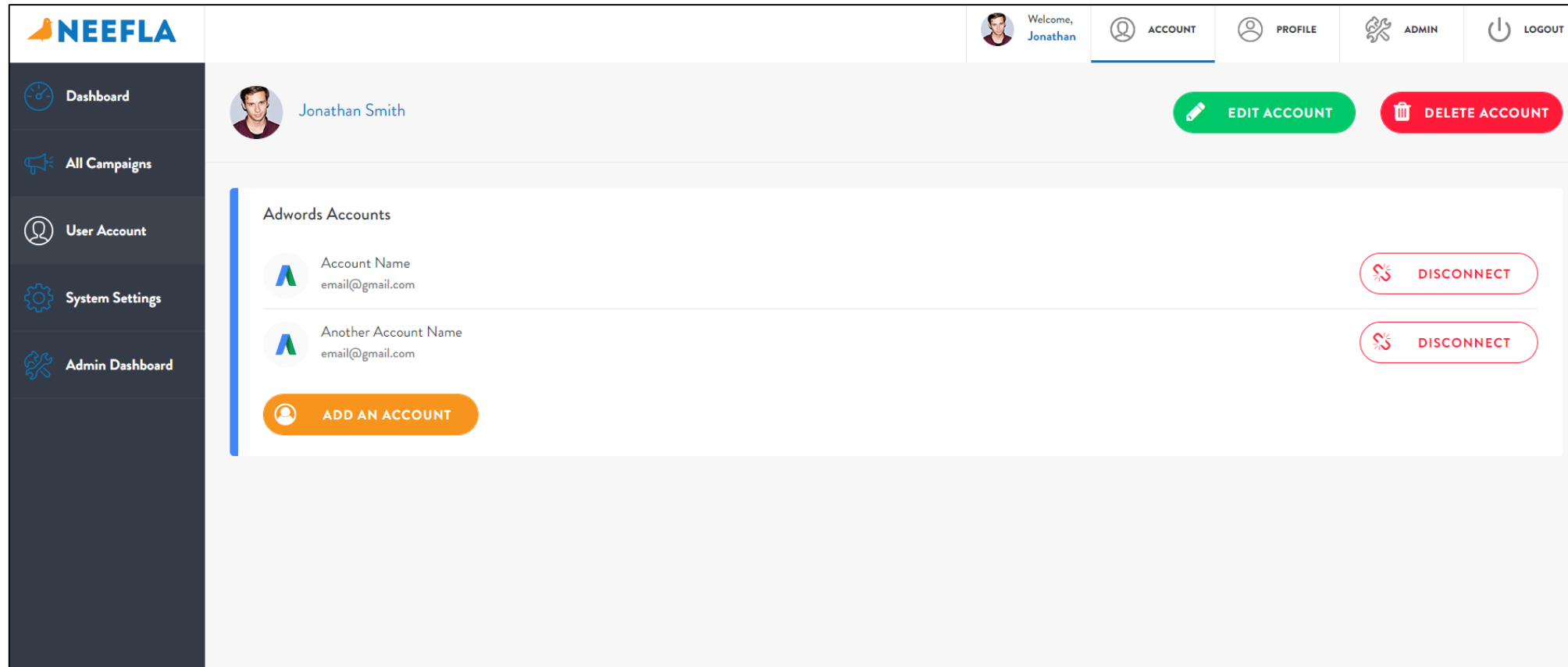
```
{
  "_id": ObjectId("5a059eedfedcc11540b9e000"),
  "campaignId": "629672330",
  "report": {
    "Year": "2017",
    "Impressions": "8",
    "Week": "2017-11-06",
    "CTR": "12.50%",
    "Quarter": "2017-10-01",
    "Cost / conv": {
      "": "0"
    },
    "Month of Year": "November",
    "Cost": "3110000",
    "Month": "2017-11-01",
    "Conversions": "0.00",
    "Hour of day": "0",
    "Campaign ID": "629672330",
    "Clicks": "1",
    "Device": "Computers",
    "Time zone": "(GMT+02:00) Nicosia",
    "Day of week": "Monday",
    "Account": "Xtrade Search",
    "Avg": {
      "CPC": "3110000",
      "Cost": "3110000"
    },
    "Day": "2017-11-06",
    "Currency": "USD"
  },
  "__v": 0
}
```


Neefla User Interface screens


Welcome screen



AdWords account screen



Campaign list screen



Dashboard

All Campaigns

User Account

System Settings

Admin Dashboard

Welcome,
Jonathan

ACCOUNT

PROFILE

















ADMIN

LOGOUT


Dashboard

TODAY

CAMPAIGN LIST

Id	Name	Daily Budget	Cost	Impressions	Clicks	CTR (%)	CPC	Conversions	Conversion Rate	Cost Per Conversion	Status	Campaign Details	Campaign Recommendations
11335	New Campaign 3	\$10,000	\$35,000	1,543,332	365,558	54.65%	\$42.32	100,534	50.34%	\$30.12	UNKNOWN		
11335	New Campaign 3	\$10,000	\$35,000	1,543,332	365,558	54.65%	\$42.32	100,534	50.34%	\$30.12	ENABLED		
11335	New Campaign 3	\$10,000	\$35,000	1,543,332	365,558	54.65%	\$42.32	100,534	50.34%	\$30.12	REMOVED		
11335	New Campaign 3	\$10,000	\$35,000	1,543,332	365,558	54.65%	\$42.32	100,534	50.34%	\$30.12	REMOVED		
11335	New Campaign 3	\$10,000	\$35,000	1,543,332	365,558	54.65%	\$42.32	100,534	50.34%	\$30.12	PAUSED		
11335	New Campaign 3	\$10,000	\$35,000	1,543,332	365,558	54.65%	\$42.32	100,534	50.34%	\$30.12	ENABLED		
11335	New Campaign 3	\$10,000	\$35,000	1,543,332	365,558	54.65%	\$42.32	100,534	50.34%	\$30.12	PAUSED		
11335	New Campaign 3	\$10,000	\$35,000	1,543,332	365,558	54.65%	\$42.32	100,534	50.34%	\$30.12	ENABLED		

Campaign details screen



Welcome, Jonathan

ACCOUNT

PROFILE

ADMIN

LOGOUT

Dashboard

All Campaigns

User Account

System Settings

Admin Dashboard

Dashboard > New Campaign 3 > Campaign Details

Back To Campaigns

AD GROUP

DEVICE

DAY OF WEEK

HOUR OF DAY

AGE RANGE

GENDER

GEO

AD

KEYWORDS


CAMPAIGN AD

TODAY

DAY OF WEEK PERFORMANCE REPORT

Day of Week	Cost	Impressions	Clicks	CTR (%)	CPC	Conversions	Conversion Rate	Cost Per Conversion
Monday	\$35,000	1,543,332	365,558	54.65%	\$42.32	100,534	50.34%	\$30.12
Monday	\$34,000	1,543,332	365,558	54.65%	\$42.32	100,534	50.34%	\$30.12
Monday	\$33,000	1,543,332	365,558	54.65%	\$42.32	100,534	50.34%	\$30.12
Tuesday	\$33,001	1,543,332	365,558	54.65%	\$42.32	100,534	50.34%	\$30.12
Thursday	\$32,000	1,543,332	365,558	54.65%	\$42.32	100,534	50.34%	\$30.12
Tuesday	\$31,000	1,543,332	365,558	54.65%	\$42.32	100,534	50.34%	\$30.12

Campaign Recommendations




Welcome, Jonathan


ACCOUNT


PROFILE


ADMIN


LOGOUT

 Dashboard

 All Campaigns


 User Account

 System Settings

 Admin Dashboard

Dashboard > New Campaign 3 > Campaign Recommendations

NEW


 10 days ago

ACCEPT

REJECT

Adjust you bid for locations in Midwest Region

Users in Chicago, Milwaukee, Cincinnati and Detroit are converting 5% higher than other locations. Consider reducing your budget in other locations and applying to these cities.


 10 days ago

ACCEPT

REJECT

Adjust you bid for locations in Midwest Region

Users in Chicago, Milwaukee, Cincinnati and Detroit are converting 5% higher than other locations. Consider reducing your budget in other locations and applying to these cities.

 10 days ago





ACCEPTED

UNDO

Adjust you bid for locations in Midwest Region

Users in Chicago, Milwaukee, Cincinnati and Detroit are converting 5% higher than other locations. Consider reducing your budget in other locations and applying to these cities.

Competitors

	Name	Founded	Employees	Notes
	Predictivebid	2015	7	Licensing the technology in exchange for % of ad budget (currently supports AdWords and Bing only)
	AdHawk	2015	34	\$4M in 3 Rounds from 12 Investors (\$2.5M in Oct 30, 2017) Subscription fee, tiered-based on monthly ad spend
	Kenshoo	2006	555	Complete marketing automation suite Targeting Fortune 50 companies Enterprise focused ; Custom solution-selling with complex integration.
	Acquisio	2003	150	Acquired by Web.com (NASDAQ: WEB) - Nov 2017 \$23.13M in 6 Rounds from 5 Investors ; Acquired 2 companies. 400 clients. Charge 2% up to \$100K + 3%-4%/mo on extra spend (annual contracts). Rumored to be manual and not truly automated.

Where Are We?

- Company Founded : Jan 2017
- Initial backend developed (tracking, database, website, cloud infrastructure) : Apr 2017
- Initial traffic acquisition for testing (PPC search campaigns): May 2017
- Google AdWords certified, API integration + new backend : Oct 2017
- Statistical model and bidding algorithm : Nov 2017
- User Interface 1st version : Jan 2018
- Onboarding 6 customers : April-May 2018

Growth Plan

- Optimize the platform backend and UI
- Grow and diversify the sales pipeline : ad-agencies, brand advertisers, website publishers, large media companies, SaaS companies with large advertising budgets and more
- Direct advertisers & Channel partner sales
- Support additional ad-exchanges : Facebook Ads, Amazon Advertising, Twitter Ads, Bing Ads, Yahoo Gemini, RTB marketplaces
- Continuous optimization of the algorithms and automation




Financial Forecast

	1 st year	2 nd year	3 rd year
Revenue	\$654K	\$2.5M	\$5.8M
EBITDA	(\$413K)	\$37K	\$2.81M
EBITDA Margin	-63.27%	1.48%	48.19%

* Detailed Excel with financial plan + 18 months Cash Flow available separately

Team

Key team

	Founder & CEO Noam Friedman	<ul style="list-style-type: none">• Role: Setting strategy & product vision, operations, marketing & sales, building the senior executive team, manage revenue, expenses and external financing, investor management.• History: Online-marketing & product management (Perion), Sales Director and Channel Sales, product marketing (AVG by Avast)• Stats: Age: 35, Experience: 10 years (sales, bizdev and online-marketing expert)• Education: Tel-Aviv University B.Sc, Statistics, Operations Research and Economics
	CTO Iair Bluer	<ul style="list-style-type: none">• Role: Build, manage, and validate the technical roadmap, identify appropriate technology platforms , manage the company's technology strategy and core architecture, manage the R&D team.• History: software development & automation (EverCompliant, SCREEMO, Orbotech) ; HelpMate Programming Solutions Founder & CTO ; Backend, Java, DB expert• Stats: Age: 30, Experience: 5 years (software development & automation, Backend, Java, DB expert)• Education: Ben-Gurion University of the Negev B.Sc, Computer Science
	Chief Data Scientist Iyar Lin	<ul style="list-style-type: none">• Role: Chief Data Scientist, developing predictive statistical models and automation algorithms.• History: Bank of Israel Research Assistant, Statistical counseling, ViaSat Inc. data scientist• Stats: Age: 28, Experience: 5 years (data scientist, strong background in statistics and modelling).• Education : The Hebrew University of Jerusalem B.A., Statistics and Economics, Magna Cum Laude M.A., Statistics, Magna Cum Laude

Advisors

- Name: Dr. Yoram Friedman
- Role: Strategic guidance to the executive team
- History : Member of the board of several startups. Previously CEO of Infogate Online Ltd. Founder and CEO of Yeda Computers (distribution, sales and support of Apple Computer in Israel) ; Successfully introduced Apple, Macintosh and other brands into the Israeli market
Previously lecturer at the Collier School of Management, Tel Aviv University, specializing in business management.
- Education: Ph.D. in business management at the University of Chicago.

Requested Investment

• R&D	434,000 USD	(58%)
• S&M	186,000 USD	(25%)
• Platform optimization media budget	40,000 USD	(5%)
• Hosting	40,000 USD	(5%)
• Others	50,000 USD	(7%)
• Total Requested	750,000 USD	(100%)

Thank You!

Contact

Noam Friedman, Founder & CEO

Email : noam@neefla.com

Skype: noamfrie

US : +1 917-387-4532

UK : +44 20-3239-9574

IL : +972 54-261-3751

Linkedin: <https://www.linkedin.com/in/noamfrie/>