

✅ **Smart Marketing for Underdogs (aka SMBs).**
Grew 21,900%, Rev \$200,000+ ! 👍

🎥 PITCH VIDEO 🗣️ INVESTOR PANEL



Highlights

- 1 Company grew over 21,900% from launch in under a year. 🚩
- 2 Unique co-creating partnership with Hootsuite (20M social media professionals worldwide). 🌐
- 3 Team and founder are scrappy and extremely frugal with resources to maximize returns. 🦊
- 4 Small businesses globally today more than ever must have an affordable digital marketing strategy which HelloWoofy.com uniquely provides at cup of coffee level pricing. ☕
- 5 7,000+ SMBs using HelloWoofy to maximize their digital marketing (social media, blog and more) ✅
- 6 20M API calls made using proprietary API, EmojiData.ai recommending best text, emojis and more 🗣️
- 7 10+ hours a week a typical marketer can save; 🚩 Improve the bottom line
- 8 Digital marketing platform driven by AI/data science; 🦊 Patent pending

Our Founder



Arjun Rai Founder + CEO

• Generated over \$195,000 in sales in 11 months • Increased monthly API to over 18M in 11 months • Expanded customer base 21,900% • Raised over \$900,000 in pre-seed VC funding through a robust network of investors and self financing

👉 As a small business owner myself, I personally understand the desperate need for smart marketing to win

online...a solution that uses science, is simple and opens up my ability to scale easily...every SMB owner in 2020 and beyond needs such a solution to survive digitally. ✓

Rapid 21,900% Growth in Under One Year Helping 7,000+ Small Businesses Worldwide 🌍



You know what it's like running a small businesses with limited to no resources on shoe string budgets, right? Now, in 2020 your means to run your business offline are nearly impossible...so what does an "underdog" small business do? They join HelloWoofy.com, a smart marketing platform designed for just such a customer...an underdog and best of all, it costs the price of a lovely cup of coffee.

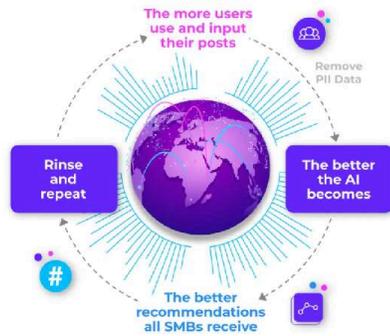
Helping SMBs who deserve smart marketing for the price of a cup of coffee



Giving hope to small business marketing

Welcome to HelloWoofy.com, our humble startup from New York City grew a staggering 21,900% in under one year helping some of the most impacted small businesses around the world. Career coaches, health coaches, coffee shops, nail salons, course creators, direct sellers, car mechanics, travel agents and more...think the entrepreneurs that generate ~70% of the jobs in our economy

needed an affordable tool that was smart (cutting edge enterprise data science and artificial intelligence research) and simple to use...we filled this gap making it our mission...supporting "underdogs".



A rising tide lifts all boats

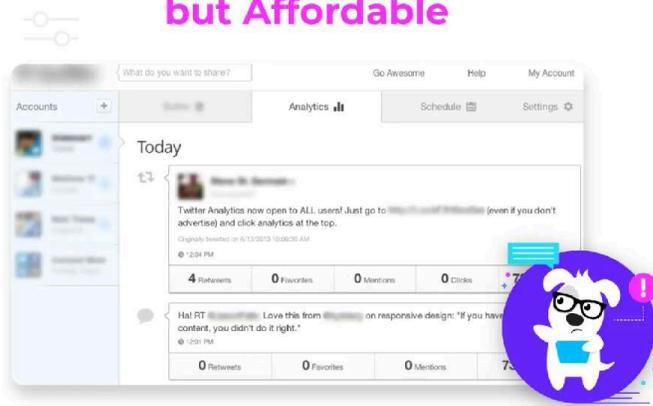


Giving hope to SMBs

Why Now? What's the Issue with Current Marketing Platforms? 🤔

Low End Solutions are Linearly Designed and Lack Data Science to Help Small Businesses Compete Against their Competitors with Unlimited Marketing Resources / Budgets...

Clunky /Data Starved but Affordable



While...

Clunky /Data Rich and Unaffordable + No True AI

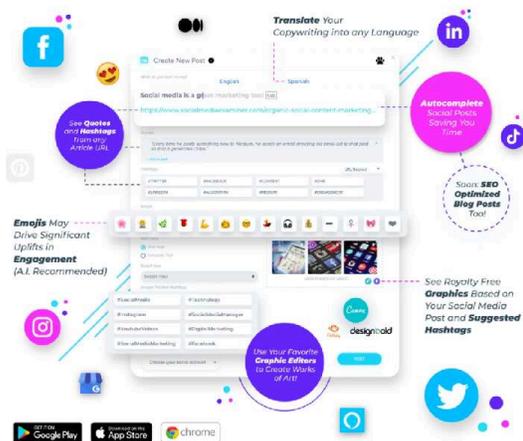




High End Solutions are Linearly Designed and Show Data with Very Little Science to Help Small Businesses Compete Against their Competitors with Unlimited Marketing Resources / Budgets...Plus, Typical Solutions Cost \$50,000 - \$500,000 a year!

HelloWoofy.com, a leading Solution that's Affordable, Smart and Simple to Use 🐾

The solution

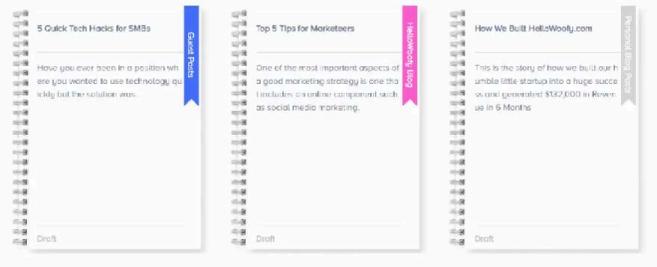


The biggest issue with creating the perfect social media or blog post is knowing which words to use, which phrases to include and in many cases, which hashtags and emojis to use.



Nearly 1M social media and blog posts generated

Schedule Blog Posts to Your Blog!



WordData/EmojiData API

Real Time Use of Emojis Across Globe

The interface shows a search bar with the text "I love dogs" and a "Copy to Clipboard" button. Below the search bar, a network graph displays relationships between terms like "dogs", "Instagram", "Twitter", and "Facebook". A grid of various emojis is shown at the bottom left. The text "Increase your brands digital awareness" is prominently displayed.

The dashboard displays "Your API Consumption" with a total of 19463970 calls. A callout box states "NEARLY 20,000,000 API Calls (and growing)". Below this, a "RealTime Emoji Tracker" shows a grid of emojis and a corresponding bar chart showing usage trends over time.

Combined, Google, Amazon and Microsoft provided over \$250,000 in credits for Tech Expansion and Data Science Research



It would be so much easier for a small business owner on a limited shoe string marketing budget to have the ability to perfect these points and more. Well, with over 150 million data points, HelloWoofy's backend is able to decipher and suggest the perfect combination formulating the perfect post every time. Now, every small business owner can compete against budgets that have unlimited marketing resources...just as easily!

Use HelloWoofy for:

1. Crafting engaging social media posts
2. Writing creative blog posts like a journalist (with automated citations coming soon)
3. Smart writing anywhere (using the Google Chrome HelloWoofy extension)
4. Smart speaker marketing (Laying the "rails for the railroad marketing commerce of tomorrow" to reach quarantined customers at home)

Reach Customers in Home via Amazon Alexa Skills Automatically Created for SMBs with No Coding Required 🐾

Working alongside senior executives at Amazon Alexa division, HelloWoofy created a scalable in home broadcasting solution for small business owners at the price of a cup of coffee. As simple as creating a Facebook post, small business owners can create an audio, video or text to audio post and broadcast to their customers within their homes (with opt in from the customer or end user) content that is engaging, unique and grabs attention immediately. 📈

Reach Quarantined Customers



Schedule text, audio or video posts directly to your customer's smart speakers ...plus share links to drive traffic!

Fully Integrated with Leading Co-Creating Partner, Hootsuite (Over 18M Social Media Professionals Reach)

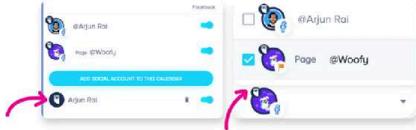


Fully Integrated with Hootsuite





When scheduling content, simply pick the right social media account connected via your HootSuite account to post via Hootsuite



In the spirit of co-creation, HelloWoofy reached out to the executive team at Hootsuite, one of the largest and highly respected players in our industry, to provide a data science driven solution to existing 18M+ customers at an extremely affordable price. As a result, the co-creation efforts has brought affordable intelligent technology to thousands of SMBs globally. HelloWoofy generates, stores, schedules and does so much more on its own in addition as a "layer" or "add on" for 18M+ Hootsuite customers.

Leading Customer Group and Networking Calls for Direct Feedback

Client Networking Calls



Vibrant Facebook Community





Our Customer Base Grew By: ★★★★★

21,900%

Super vibrant interface
Has got everything I WANT...
super recommended

Any marketer's best friend [...] HelloWoofy has great potential [...] First and foremost the support by its founder Arjun who jumped on a conf call to help me out with a minor issue which was solved even before our call. I don't normally write product reviews, but I am doing an exception for this one.

Use AI in social media marketing [...] Its AI features are pretty fun to play with and it does save you time when it comes to creating posts for your social media.

Compete against unlimited marketing budgets, for the price of a cup of coffee



"AWESOME CUSTOMER SERVICE! THANKS!" - ROBYN F.



"YOUR SYSTEM IS REALLY AWESOME TO BE HONEST. [...] HAVE BEEN VERY IMPRESSED. CAN'T WAIT TO SEE FUTURE UPDATES!" - BRIAN B.



"THIS IS HOW DIGITAL MARKETING SHOULD BE DONE AND SUPPORT CHANNELS" - LANE K.



"[...] IMPRESSED WITH THE ABILITY TO CHAT WITH ARJUN RAI IN THIS GROUP WHENEVER [...] IT REALLY FEELS LIKE A COMMUNITY!" - ALEXIS R.

Backed by Experts and Investors

Investors and Advisors

DRAPER ASSOCIATES

QUAKE 1517
MEMBER SINCE 2017

 Bennie Huber Bennie Huber Advisor Co-founder of International Business Resources	 Steve Hayden Partner, Vice President and CEO, Quake 1517 Advisor Has experience working for Quake	 Jodie Green Founder, Green Digital Advisor with Quake 1517 Marketing / Social Media	 Tim Draper Founder, Draper Associates Strategic Advisor, Quake Media and PR	 Roger Marion Founder, Marion and Alford Legal Counsel Investment with Quake 1517	
 Belar Cal Founder, Cal Capital Advisors Member Quake 1517 Advisor Engineering and business	 Michael Donnelly Managing Director, Quake 1517 Member Quake 1517 Investment, Equity, Debt and Financing	 Scott Kallick Business Coach Strategic, Culture and HR	 Glenn Argenbright General Partner, Quake Capital Member Quake 1517 Marketing and PR	 Danielle and Michael With Quake 1517 Strategic and Finance	 Troy Sandidge Senior Advisor, Quake 1517 Investment, Media, Finance

Recognized in Top Publications



The company also has launched a crowdfunding campaign on Republic. The minimum to invest in HelloWoofy.com is \$500.

Source: 5k.com

The founder and CEO Arjun Rai launched the business to use HelloWoofy.com from his experiences with other startups that they did not have the budgets for a top agency or in-house to quality of his end subject to failure.

MARTECH ADS MARKETING CONTENT SALES ANALYTICS MGMT RESOURCES MORE EVENTS

Market Sided

This start-up is using AI to suggest emojis, social content for SMBs

HelloWoofy wants to streamline social for small business.

Sites: Meet on June 19, 2022 at 10:02 am

There is no shortage of options for social media management tools; there are more than 500 listed on the [marketing technology landscape](#). And HelloWoofy isn't on it yet, but the start-up is aiming to bring the ease of use of automation to social content creation for small businesses. The company [announced](#) a new integration with social media management platform Hootsuite Friday.

Hootsuite integration. As with any martech solution, integrations are key to user growth and retention. HelloWoofy has scheduling features, too, but it doesn't have the massive user base of Hootsuite. Rather than compete with Hootsuite, the integration enables HelloWoofy to sit on top of the veteran management platform, which connects with more than 20 social networks and has some 1.8 million users.



Billionaire VC Tim Draper
Invests Total
\$130,000 in helloWoofy™



Startup Competition

- Won **First Round / Semi Finalist** on "Meet the Drapers" TV Show (Hosted by Billionaire Investor Tim Draper of DFJ Ventures / Draper Associates)
- Won **5th Place** at **Draper University Final Pitches** (Competed Against 150+ Startup Founders and Graduated Draper University Headed by Billionaire Tim Draper)
- **Participated in Founder University** by World Renowned Angel Investor, **Jason Calacanis**
- Won **1st place** at "Pitch Night NYC"
- Won **1st place** at "Entre Startup Competition" at Microsoft NYC HQ



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

Categorically New...We Grew Fast

HelloWoofy in 2020 raised over
\$550,000
in Equity Crowdfunding!!!



Over 100,000 lines of code!

2x Patents + 4x Trademarks Filed



Over **\$200,000**
in revenue in
under 1 year



Downloads

[HelloWoofy.com Deck Feb 2021.pdf](#)
