



word|data™
helloWoofy

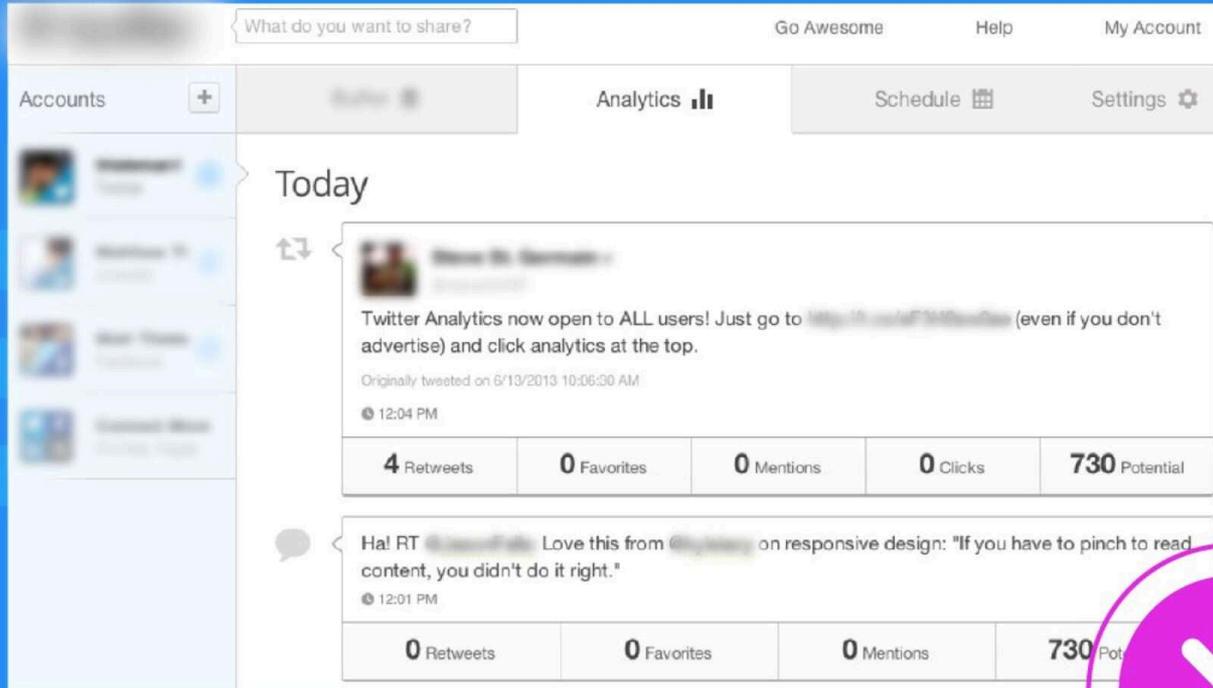
AI Powered API Powering ALL
Copy Creation Online
("Autocomplete as a Service")

hellowoofy.com / woofy.ai

helloWoofy™

Smart Marketing for Underdogs

Clunky / Data Starved but Affordable



The screenshot displays the Twitter Analytics dashboard. At the top, there is a search bar with the placeholder text "What do you want to share?". Navigation links include "Go Awesome", "Help", and "My Account". Below this, a menu bar contains "Accounts" (with a plus icon), "Analytics" (with a bar chart icon), "Schedule" (with a calendar icon), and "Settings" (with a gear icon). The main content area is titled "Today" and shows a tweet from a user. The tweet text reads: "Twitter Analytics now open to ALL users! Just go to [redacted] (even if you don't advertise) and click analytics at the top." Below the text, it says "Originally tweeted on 6/13/2013 10:06:30 AM" and "12:04 PM". The engagement metrics are displayed in a table-like format: 4 Retweets, 0 Favorites, 0 Mentions, 0 Clicks, and 730 Potential. Below the tweet, there is a reply starting with "Ha! RT [redacted] Love this from [redacted] on responsive design: 'If you have to pinch to read content, you didn't do it right.'" with a timestamp of "12:01 PM" and engagement metrics of 0 Retweets, 0 Favorites, 0 Mentions, and 730 Potential. A large pink circle with a white 'X' is overlaid on the bottom right corner of the screenshot.

Clunky / Data Rich and Unaffordable + No True AI

The dashboard displays several panels:

- Car - Brands (Total # of posts: 1699)**: A horizontal bar chart showing the number of posts for various car brands.
- Cars - (Total # of posts: 854)**: A list of tweets with a 'TWEET FROM:' header and a Twitter bird icon.
- Cars**: A table of influencers with columns for Score, Influencer, and other metrics.
- Video - (Total # of posts: 1341)**: A line graph showing the number of posts over time, with a peak around April 11.
- Car - (Total # of posts: 1866)**: A panel titled 'SURVEILLANCE VIDEO CAPTURES GRAPHIC HIT-AND-RUN' with a video player and engagement metrics (View Count: 13076, Comment Count: 130, Unique Commenters: 16, Engagement: 6).
- Car - (Total # of posts: 24823)**: A horizontal bar chart showing comment counts for various tweets.



We've been there...

Experienced founder felt the pain of creating content, managing marketing assets, setting schedules and running 6+ social media platforms on a lean budget.

Businesses fail to engage effectively with leads online or visually see where customers come from. We started with social media management and soon, will have the means to write ALL marketing copy at scale using our smart content creation engine (patent pending)

Industry Size: \$18B+ by 2023



The solution

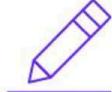
Engines



Artificial
Intelligence



Platform
Compliance



Predictive
Linguistics

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AI Powered API



Colorblind
Support



1st Party Data



Post Schedule
Optimization



Natural Language
Processing



Voice
Assist



Vision/Object
Detection

Smart Marketing for Underdogs (aka Small Businesses)

Patent Filings





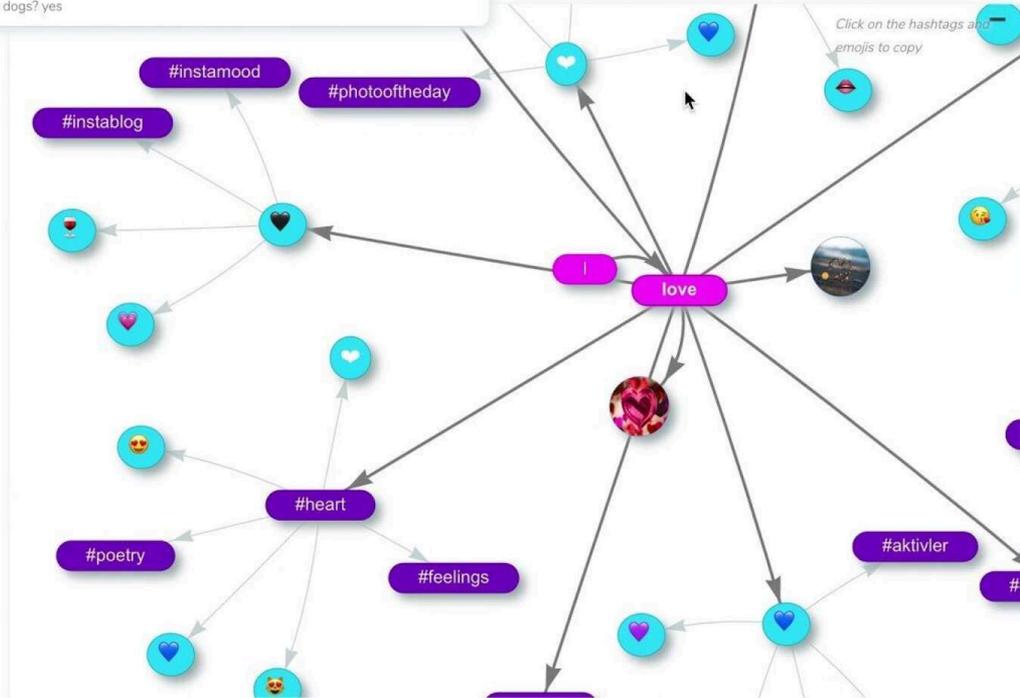
I love dogs

Copy to Clipboard

I love dogs?

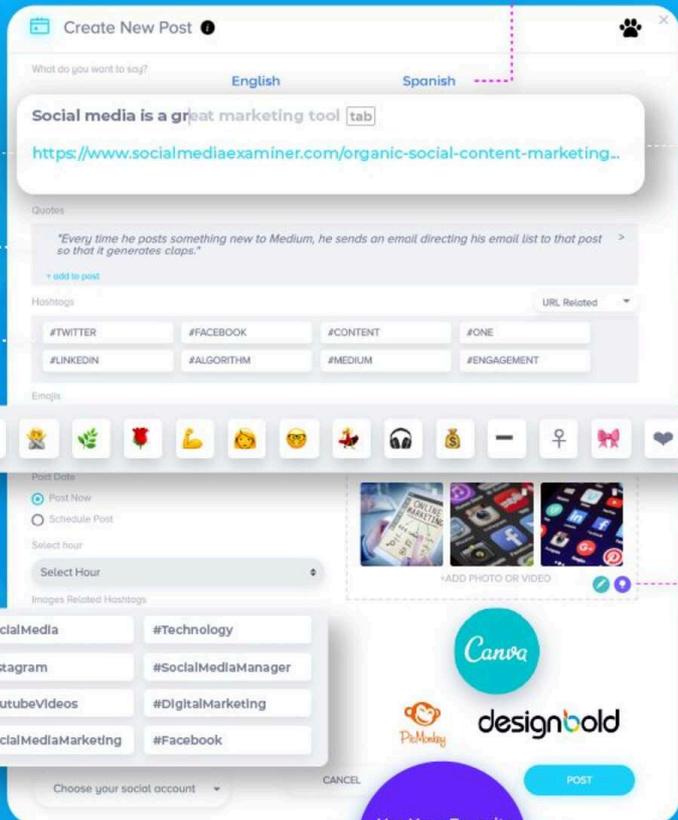
Words that go well with your social media post.

I love dogs? yes



Demo of HelloWoofy.com

Translate Your Copywriting into any Language



See **Quotes** and **Hashtags** from any Article URL

Emojis May Drive Significant Uplifts in **Engagement** (A.I. Recommended)

Autocomplete Social Posts Saving You Time

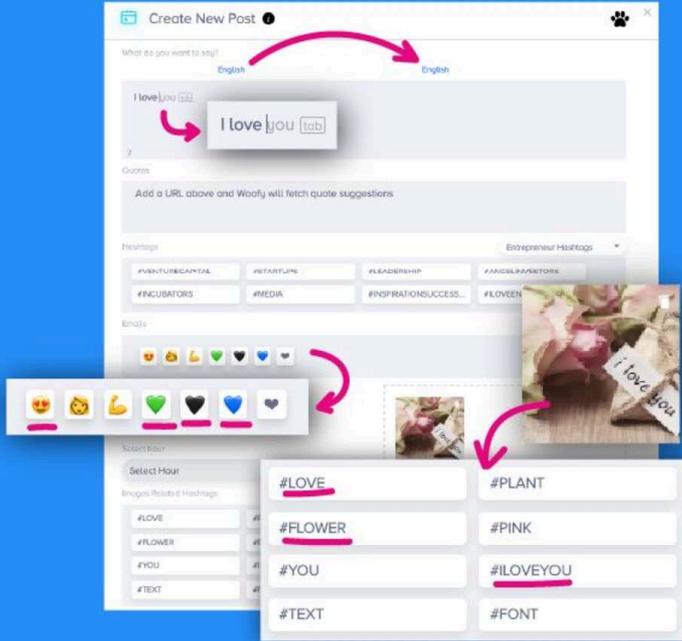
Soon: **SEO Optimized Blog Posts** Too!

See Copyright Free **Graphics** Based on Your Social Media Post and **Suggested Hashtags**

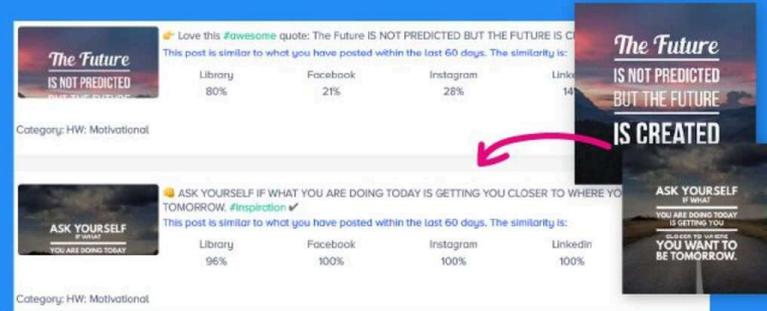
Use Your Favorite **Graphic Editors** to Create Works of Art!



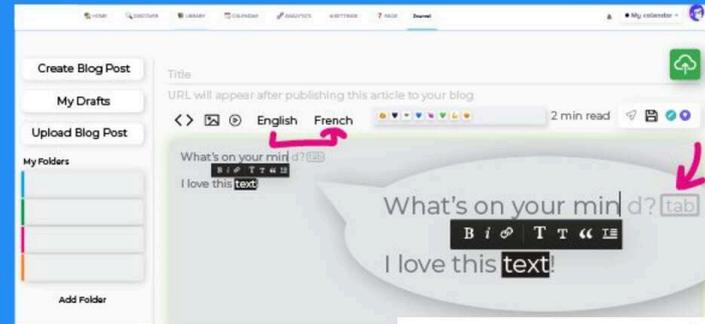
Autocomplete Post, Find Trending Hashtags, Engaging Emojis and More....



Be aware of how similar your content is... Upload Images w/ Text...Let Woofy Type It



Write Long Form Content Like a Pro...Automagically



1. Blog Articles
2. Whitepapers
3. and more.



Demo of Google Chrome Extension: Autocomplete Anywhere on the Internet Using AI

**This is me typing a blog post on
Medium.com!**

What an amazing shot at the |urn



Creators share content directly into the living rooms of their listeners, fans and customers.

Schedule text, audio or video posts alongside popular social media websites using your favorite marketing platform, hellowoofy.

Smart speaker marketing...for every underdog!



Click to See
DEMO



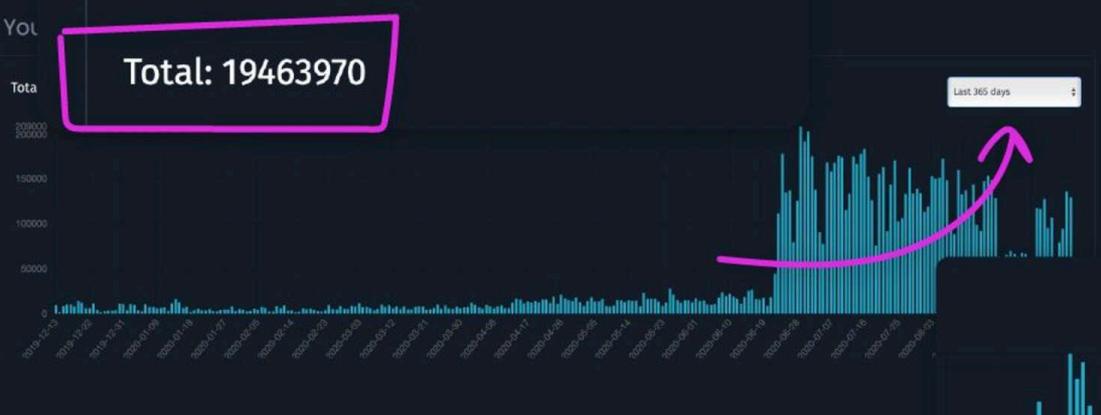
amazon alexa

HelloWoofy Skill (Coming Soon)

- Dashboard
- Demo
- Analytics
- Keys
- Plans & Credits
- Docs

Your API Consumption

Total: 19463970



API Calls
~5M+ Monthly
~20M+ Total

RealTime Emoji Tracker

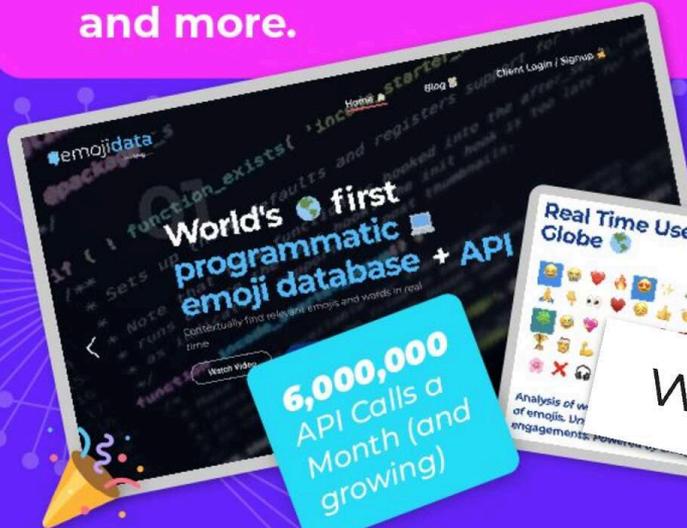


AI Powered API Powering ALL Copy
Creation Online ("Autocomplete as a
Service")

Enterprise Play: WordData / EmojiData API

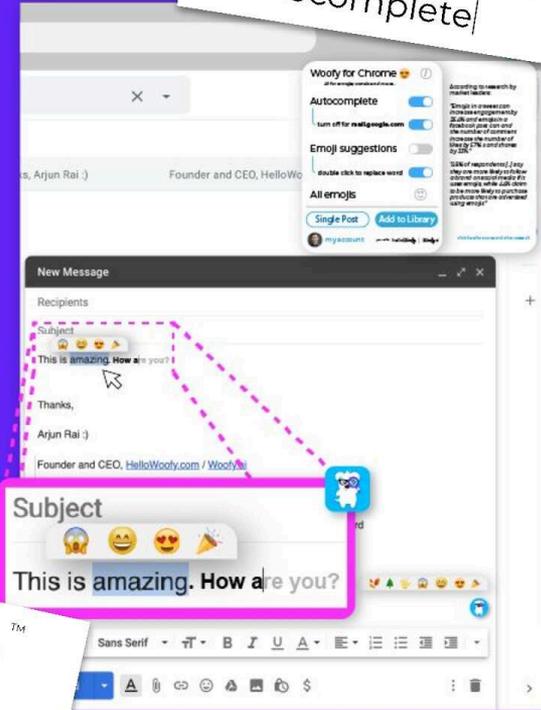


-  API Call Based Pricing
-  SaaS SMM Platform
-  Google Chrome Extension
and more.

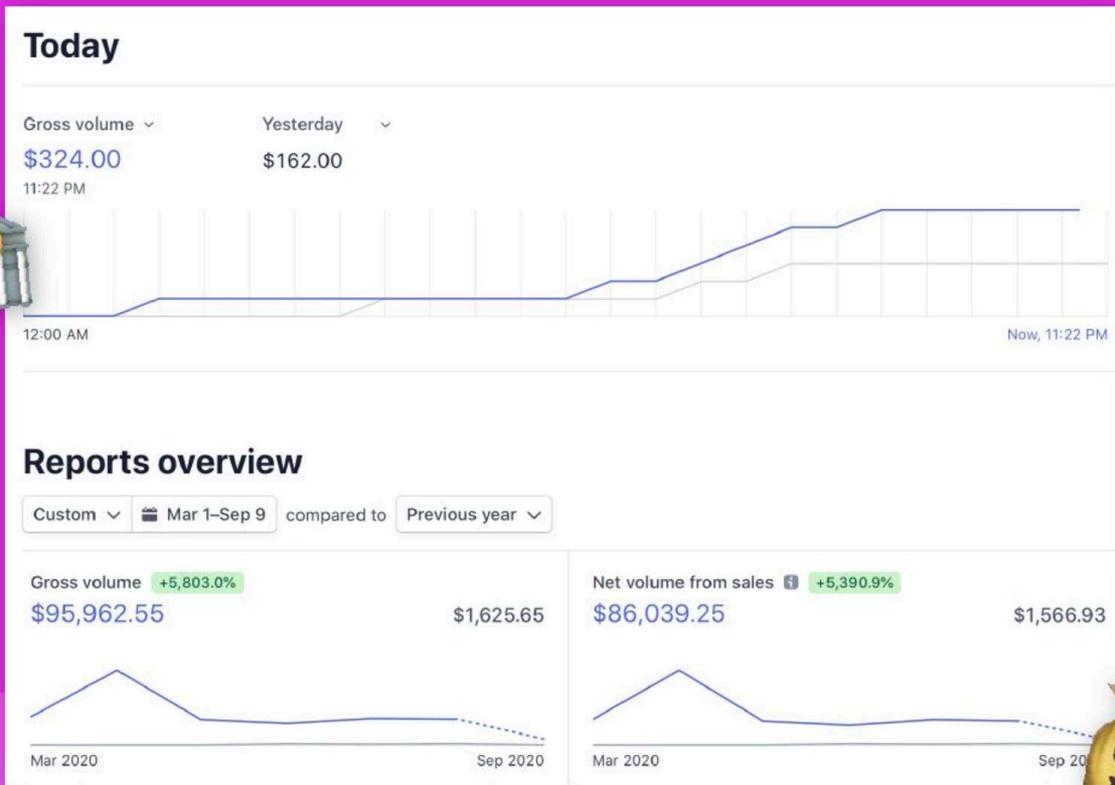


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helloWooly.com

autocomplete|



~21,900% Growth in 2020



Monthly Sales

~\$10k-\$15k

Total Sales

~\$200,000

Customers

~7,000 SMBs





Co-Creation: Integrated with Hootsuite (18M+ Pros)



helloWoofy™

Social Media Management	✓
Desktop Dashboard	✓
Infographic/Visual Analytics	✓
Mobile App	✓
Recurrence/Automation	✓
AI/ML/Compliance Engines	✓
1st Party Data Insights/Trends	✓
Voice Assist/Colorblind Support	✓
Long Form Content AI Creator	✓
Autocomplete Posts	✓
Basic Plans	\$49 - \$129



Hootsuite

Social Media Management	✓
Desktop Dashboard	✓
Infographic/Visual Analytics	✗
Mobile App	✗
Recurrence/Automation	✗
AI/ML/Compliance Engines	✗
1st Party Data Insights/Trends	✗
Voice Assist/Colorblind Support	✗
Long Form Content AI Creator	✗
Autocomplete Posts	✗
Basic Plans	\$29 - \$129

buffer

Social Media Management	✓
Desktop Dashboard	✓
Infographic/Visual Analytics	✗
Mobile App	✗
Recurrence/Automation	✗
AI/ML/Compliance Engines	✗
1st Party Data Insights/Trends	✗
Voice Assist/Colorblind Support	✗
Long Form Content AI Creator	✗
Autocomplete Posts	✗
Basic Plans	\$10 - \$199

MeetEdgar

Social Media Management	✓
Desktop Dashboard	✓
Infographic/Visual Analytics	✗
Mobile App	✗
Recurrence/Automation	✓
AI/ML/Compliance Engines	✗
1st Party Data Insights/Trends	✗
Voice Assist/Colorblind Support	✗
Long Form Content AI Creator	✗
Autocomplete Posts	✗
Basic Plans	\$49





10 Year Vision



Step 1

Giveaway product as “loss leader” reaching critical mass of users at an affordable price point crushing “competitors” on traditional SaaS business models within industry...

+ In App Purchases of Premium Features (HelloWoofy generates commissions via third party vendors 10-15%)

Step 2

Use first party data + 500M data points to train autocomplete as a service API, WordData.ai, further increasing accuracy of AI outputs exponentially...

Step 3

Power the internet with all things writing based (forms, emails, blog posts, social media content, ad copy etc.) using browser extensions or custom enterprise API integration of WordData.ai tech into platforms...

AI Powered API Powering ALL Copy Creation Online (“Autocomplete as a Service”)

autocomplete|



The Experts

Founder



Arjun
CEO + INVESTOR

Data Science and Artificial Intelligence Research



Sunil
LEAD DATA SCIENTIST



Arun
DATA SCIENTIST



Abhi
FULL STACK ENGINEER

Design, UX and UI



Ana
LEAD AI DESIGNER



Alla
JUNIOR DESIGNER



Beatriz
UI DESIGNER

Growth Marketing



Michael
VP OF PAID MARKETING

Engineering and Product



Anton
VP OF ENGINEERING



Georgi
LEAD ENGINEERING MANAGER



Alex
SENIOR ENGINEER



Alex
FULL STACK ENGINEER

Executive Assistants



Buel
CHIEF WOOF OFFICER



Amber
CHIEF MEOW OFFICER



Alek
LEAD QA ENGINEER



Vitaliy
IOS ENGINEER



Nik
ANDROID ENGINEER



Coal
CHIEF PURRR OFFICER



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Tim Draper

Founder, Draper Associates

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Roger Marion

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Legal Counsel
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Founder, Commit

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Partnerships, Agency Relations
and Marketing



Scott Kallick

Business Coach

Strategy, Culture and HR



Glenn Argenbright

General Partner, Quake Capital

Human Resources



Danielle and Michael

1517 Fund (Scout Venture for Peter
Thiel)

Strategy and Culture



Troy Sandidge

Social Media Executive

Partnerships, Media, Product

word|dataTM
a helloWoofy product

AI Powered API Powering ALL Copy
Creation Online ("Autocomplete as a
Service")



Thank you

ASK FOR A DEMO. ONBOARDING IN 15 MINS OR LESS.

helloWoofyTM

arjun@hellowoofy.com

What Did the Judges Say on TV?

"I also noticed that [Arjun] was very precise about where he was suppose to stand...to create a great product you really have look for that perfection..." - Tim Draper, Billionaire VC and Founder of Draper Associates

"We thought it had incredible uniqueness...I don't know anyone doing AI for emojis..." - Tim Draper, Billionaire VC and Founder of Draper Associates

"Feels like autocomplete in iMessage except it actually works." - Nick Mehta, CEO, Gainsight

"You can help us look really hip on social media...this is amazing!" - Nick Mehta, CEO, Gainsight

"He's found a market pinpoint that being a business person is real." - Nick Mehta, CEO, Gainsight

"I was impressed with the technology...this is a great use case." - Nick Mehta, CEO, Gainsight

"He's a very impressive guy and I am all for it. [...] I like the guy." - Bill Draper, Draper Richards Kaplan Foundation

"[...] Woofy, for me...it's the full package of compelling story, clear articulation of the vision, neat technology, good design." - Nick Mehta, CEO, Gainsight





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



Inc.

Email marketers have gotten mixed results too. Alexander M. Kehoe, co-founder and operations director at Caveni, a digital marketing firm, initially saw a spike in open rates in marketing emails that included emojis. But the emoji effect wore off, peaking at around 75 to 80 percent open rates compared with 65 percent for emails with zero emojis, until it later slowed to 40 percent versus the 65 percent baseline.

WORKING FROM HOME

Face It: Emojis Are Vital in Business This year's lasting legacy may be how the remote workforce made emojis an integral part of written language. 

BY BURT HELM @BURTHELM



“Emojis in a tweet can **increase engagement by 25.4%** and emojis in a facebook post can and the number of comment **increase the number of likes by 57%** and shares by 33%.”

Hubspot Research Article



“48% of respondents [...] say they are more likely to follow a brand on social media if it uses emojis, while **44% claim to be more likely to purchase products** that are advertised using emojis.”

Adobe Emoji Trend Report, July 2019



As Seen On:

