



Company Name

HelloWoofy.com

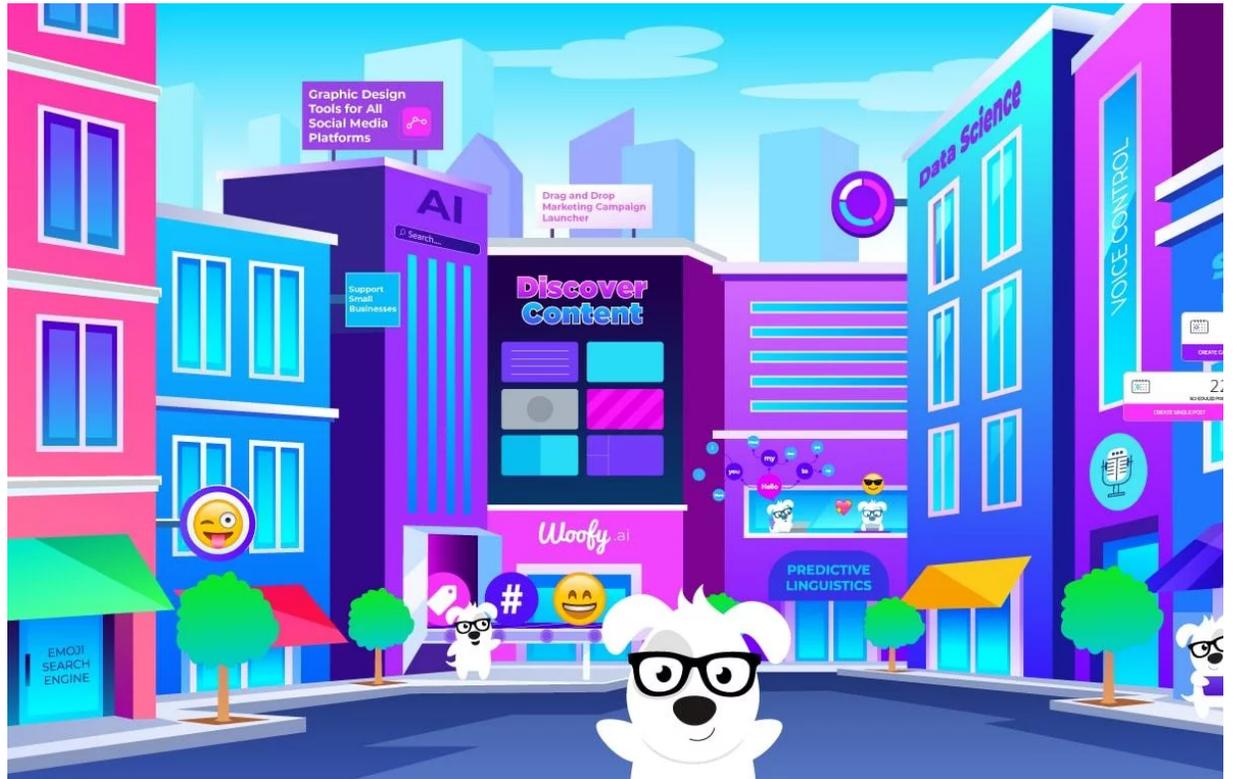
Logo



Headline

Marketing Driven by AI + Data Science

Cover photo



Hero Image



Tags

Immigrant Founders, Tech, AI, Social Media, Data, B2B

Pitch text

Summary

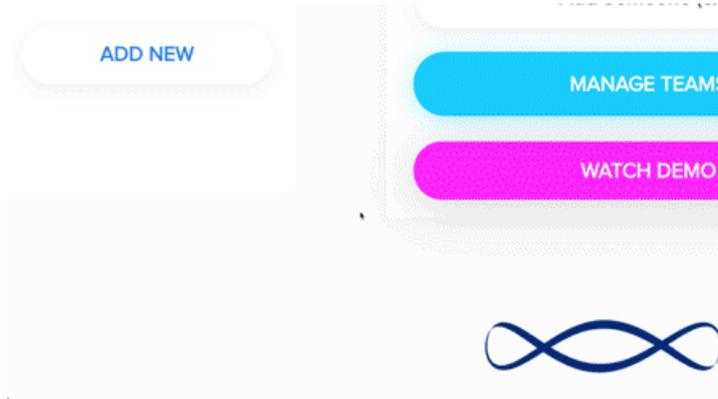
- 🌐 Social media marketing platform driven by AI + data science
- 👤 1050+ B2B customers; 6,000 potential B2B customer leads worldwide
- 💰 \$600/yr avg revenue per customer; 75%+ average gross margin
- 📦 \$30,000+ sales in Q4 2019; 🌍 \$19B addressable market
- 🚀 850k potential customers targeted (AppSumo campaign launch: see below)
- 🇺🇸 300k/m API calls made using HelloWoofy advance AI API tech: EmojiData.ai
- ✅ 10+ hours a week a typical marketer can save; improve the bottom line

Problem

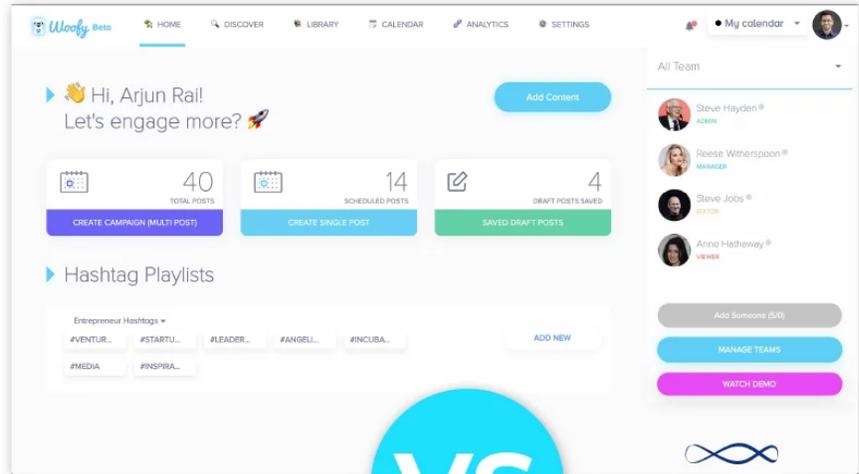
👉 **Until now, finding, managing and optimizing content on a budget has NOT been smart nor simple** 🚀

Entrepreneurs and marketers running a small or medium sized business know **it takes time and resources to effectively curate, schedule and optimize marketing content** not just once, but on an ongoing basis. Whether you're trying to curate assets, run campaigns on social media platforms, build ads, etc--it can all take ① time, ② staff, ③ funds to implement & maintain. Plus, once you start, there's always the need to keep up with the latest and trending content. 📈

HelloWoofy.com vs Traditional Platforms 🤔



HelloWoofy.com Smart Marketing Dashboard



Poor UI, UX

Traditional platforms are **designed linearly or extremely complicated** to the point of uselessness for most creative marketers at small to medium sized businesses. ❌

Lack of insights at affordable price point

Lower end tools are inexpensive but **lack the insights marketers need** to understand how to improve their efforts. Do marketing posts really work (or not)? Was it the words used? The spacing? The images used in terms of the size or image? The emojis used? Was it the hashtags? ...these and other questions remain unanswered, **leaving marketers to themselves when competing against companies with "unlimited" marketing budgets.** 😞

Higher end tools provide some semblance of intelligence but still **force marketers to initiate the improvements** to their campaigns themselves...**manually**. In fact, at this level, marketers typically pay \$30,000-\$100,000 a year and still are left with gruntwork and in most cases, "wing it". 😞

Until now... 🤨

HelloWoofy.com saves the day

Social media marketing is one of the primary ways businesses reach new customers and raise awareness for their products and services. One of the most scalable methods as well. With all of the platforms and channels available, using social media marketing helps should be easy, intuitive and data driven/intelligent.

Review:

1. ✓ HelloWoofy.com is a data science driven marketing platform for small to medium sized businesses
2. ✓ Traditional platforms lack insights or intelligence, are too expensive and don't reduce the gruntwork

Solution

👉 **HelloWoofy.com: the best of today with the tech of tomorrow** 🏆

Woofy is your **personal social media manager driven by data science** or specifically, artificial intelligence. It's simple and has everything integrated into one dashboard to help you **manage multiple social media networks**, keep your content organized and allow **copywriters to become 10x more efficient.** 🏆

Autocomplete for marketing text / copywriting (in English and coming soon with multiple languages) - patent pending

Real time contextually relevant emoji recommendations (rapid analysis of 3,000+ er patent pending

Result:

"I love this amazing video on dogs and cats 🐱 🐶 "

Our **predictive AI technology** also **helps generate content from the sources you provide**, saving you loads of time when faced with limited to no marketing resources. HelloWoofy.com also provide **real-time statistics and analysis of media efforts** via analytics to help you maximize your exposure and grow your business. ✅

The solution

Engines

- Artificial Intelligence
- Platform Compliance
- Predictive Linguistics
- Colorblind Support
- 1st Party Data
- Post Schedule Optimization
- Natural Language Processing
- Voice Assist
- Vision/Object Detection

Patent Fi

With the support of a **leading patent filing corporate law firm**, Woofy, Inc., was able to **file for multiple patents and a "deferred basis"** in order to secure it's intellectual property quickly and efficiently. 📄

The team behind HelloWoofy.com **designed several layers of unique data science technologies** including an API that allows **customers to type and see recommendations of the best words, emojis and hashtags** that would go well with their text in real time.

 <p>35M Data Points</p> <p>Millions of contextually relevant data points influence cutting edge recommendations</p>	 <p>Over 2900 Emojis</p> <p>Thousands of emojis analyzed for best in class suggestion for any use case</p>	 <p>Cutting Edge AI</p> <p>AI driven, you can be certain you have the power of 100s of human beings at your fingertips</p>	 <p>Drive Real I</p> <p>Research indicates emojis in most cases double digit uplift in engagement</p>
---	--	--	---

It then became apparent that other **enterprises could benefit from this API** as well who would **pay on an API call b** providers, newsletter creation platforms, note taking apps etc). Hence, the team launched, under HelloWoofy.com, a **S& API call based product** offering called EmojiData.ai geared towards **platforms and ad agencies** looking to create cu to provide their user base of customers and clients with **positive ROI driving capabilities**.

👉 Woofy.ai: Visual Search Engine (Lead Generation for HelloWoofy.com) 🔍

Visually find the **most relevant hashtags, emojis, words and images that go well with your social post**. This is a v our back end technology turned into a search engine that powers part of the HelloWoofy.com marketing platform.

Review:

1. ✅ HelloWoofy is a marketing platform driven by data science
2. ✅ Woofy.ai is a visual search engine that provides lead generation for the main platform
3. ✅ EmojiData.ai is an enterprise facing API platform allowing companies to autocomplete with English words as programmatically relevant recommendations that are contextually relevant

Product

👉 **Simple, smart + effective** ✅

The screenshot displays the Woofy Beta dashboard. At the top, a blue banner reads: "Discover **trending and new content** from publications all over the world. Let Woofy give **recommendations for quotes from articles** and more". Below this is a navigation bar with links for HOME, DISCOVER, LIBRARY, CALENDAR, ANALYTICS, and SETTINGS. The main content area is titled "Discover" and features a "Recommended" section with two article cards. The first card is from TechCrunch, titled "YC-backed startup Binks can ship custom-made clothing to Indian women in just three days". The second card is titled "Tech companies get a reprieve thanks to a reversal from the President on tariffs". To the right, there is a "DISRUPT" section with a card for "San Francisco 2018 Hardware Battlefield at IC Shenzhen". A search bar is visible in the top right. In the bottom right, a "Quotes" section shows a text input field with "I love you" and a "tab" button, with a pink arrow pointing to it. A pink callout box on the right says "Autocom social po saving y and effo". A pink callout box on the left says "45+ Publications from all over the world at your finger tips!".

HelloWoofy.com (with over **103,105 lines of code** written) makes creating and managing your **social media marketi easy and intelligently driven**. In just three simple steps, we can help autocomplete posts, suggest engaging emojis, relevant hashtags, and identify copyright free images to accompany your posts—all in one **powerful dashboard**. Hello'

engine helps predict and create the messages you want to send, thereby saving you time and optimizing your content. You can focus on running your business. 👍

How do smart campaigns work?

1

You:
Add Content to Library

Woofy will:

- Analyze Content
- Suggest Hashtags
- Run visual object detection
- Complete your sentences
- Prevent duplication in content
- Woofy safeguards via a screener (copy/graphics)

2

You:
Ask Woofy to Start Campaign

Woofy will:

- Ask for dates
- Auto-Detect patterns in schedule
- Prevent duplication in content
- Woofy safeguards via a screener (copy/graphics)

3

You:
Analyze data from campaigns

Woofy will:

- Continuously learn from your posts
- Alert you of any issues
- Suggest new content



Compliance engine analyzes content preventing duplicity at scale - patent pending

Library Similarity Engine is Analyzing Content

#Winners "Book your tickets here." <https://techcrunch.com/2019/07/26/emergences-jason-green-joins-tc-sessions-enterprise-this-september/> #Competition

This post is similar to what you have posted within the last 60 days. The similarity is:

Library	Facebook	Instagram	Linkedin	Twitter
30%	10%	8%	21%	20%

Category: 📱 Tips ✓

 "By signing off on this merger, the Justice Department has done nothing to remedy the short- long-term harms the loss of an independent Sprint will create for U.S. wireless users," <https://abcnews.go.com/Technology/wireStory/justice-department-oks-mobiles-265b-sprint-deal-64588467> #Tmobile



Why Woofy Artificial Intelligence

Technology powerful enough to make relevant content suggestions by learning the content you are posting. Yup, Woofy learns new tricks.



Compliance Marketing Engine

A mighty engine that prevents damaging, redundant and unwanted content from being posted. It continuously scans your library for compliance and makes appropriate suggestions as necessary.



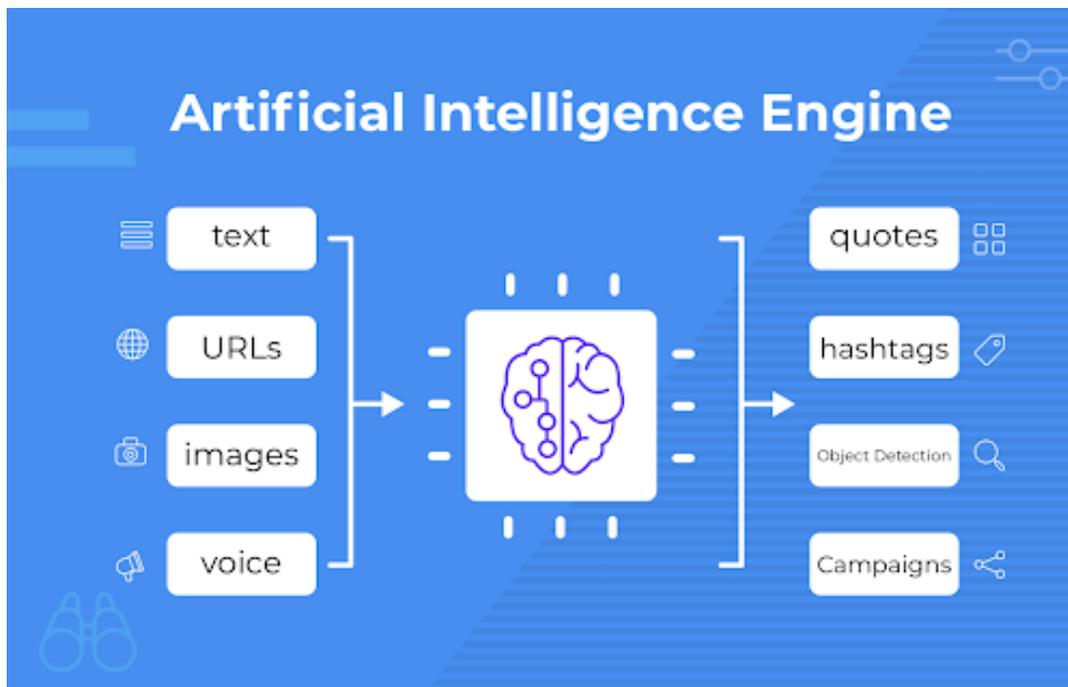
Voice Assist

Start a marketing campaign simply using your voice! Innovative built-in voice assist allows you to command your campaigns, create content, and navigate the platform by simply speaking.



Collaboration

Executing campaigns with your team is easy. Set permissions, receive feedback, share with client, and keep your campaigns moving with flexible team collaboration functions.



NLP text detection, smart hashtag suggestion, and relevant emoji recommendation second 🚀

What do you want to say?

Setting politics aside, Sequoia raises \$3.4 billion for US and China investments

<https://techcrunch.com/2019/12/03/setting-politics-aside-sequoia-raises-3-4-billion-for-us-and-china-investments-in-realtime> tab

194

Quotes

"It's a sign that when valuations are concerned (ByteDance alone is now worth \$78 billion, according some reports), investors can overlook the potential political pitfalls of dealing with China."

+ add to post

Hashtags

URL Related

#BUSINESS

#BUSINESSFINANCE

#CHINA

#DEALS

#FIRM

#GROWTH

#INDUSTRIAL

#INVESTMENTS

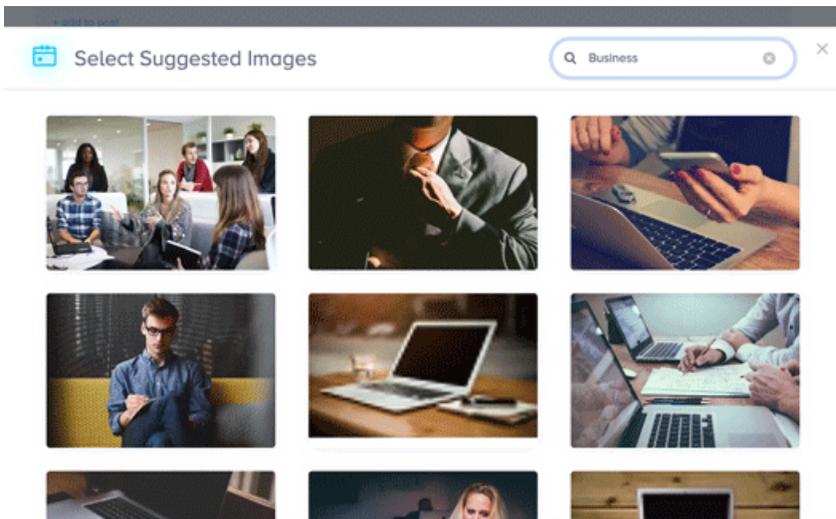
Emojis



Category

Upload Posts Files

AI detection of brands, objects in uploaded images, graphic art for relevant #hashta



Google Chrome extension (going beyond):

HelloWoofy.com launched a Google Chrome extension to allow customers to not only **add content directly into the s** BUT also **autocomplete** emails, newsletters, blog posts and more **with the best words and emojis...anywhere on tl**

The image displays a browser window with the 'Woofy for Chrome' extension interface. The extension's settings are visible, including 'Autocomplete' (turned on), 'Emoji suggestions' (turned off), and 'All emojis' (turned on). Below the settings are buttons for 'Single Post' and 'Add to Library', and a 'my account' link. To the right, there is a small text box with research statistics about emoji usage in social media.

Below the extension, a 'New Message' email composition window is open. The subject line is 'Subject' and the body text is 'This is amazing. How are you?'. A mouse cursor is hovering over the word 'amazing'. A dashed blue box highlights the subject line and the word 'amazing'. A blue-bordered box highlights the emoji picker that appears over the word 'amazing', showing a selection of emojis including a shocked face, a grinning face with big eyes, a grinning face with smiling eyes, and a party popper.

At the bottom of the email window, there is a rich text editor with a 'Send' button and various formatting options like bold, italic, underline, and link.



Research indicates use of emojis drive double digit upl engagement



“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 advertised using emojis.”

Adobe Emoji Trend Report, July 2019



Example of the EmojiData.ai dashboard for enterprise marketers

Global insights on emojis that:

- Are most frequently used 📱
- When they are used (predicting trends, sentiment and more soon) 🕒
- Are most engaging (likes, comments etc) 😊
- and more unprecedented data! 🚀



Internal research at HelloWoofy.com:

According to the Adobe Emoji Trend Report (see above), **emojis used in an email subject line drive upwards of 64% engagement**. Moreover, internal email newsletter campaigns from HelloWoofy.com indicate the **use of emojis has driven 100% uplifts in engagement** when comparing subject lines without emojis versus three subject lines with 1-4 emojis. Having the ability to **place emojis contextually relevant to ANY set of words** a customer types would give any mark

leading advantage. HelloWoofy.com and EmojiData.ai allow customers to do just that without the need to go through an endless effort to find the **perfect combination**. 📧



Review:

- ✅ Research by Hubspot and Adobe indicate use of emojis drive double digit uplifts in engagement
- ✅ Preliminary research by HelloWoofy.com shows 100% uplift in engagement on email open rates
- ✅ Google Chrome extension allows customers to autocomplete and see emoji recommendations when typing a internet
- ✅ HelloWoofy.com dashboard automatically prevents customers from posting too similar or duplicated content t considered "spam"
- ✅ 103,105 lines of code written within a full stack environment

Traction

👉 Empowering marketers worldwide 🌍

Woofy has a **unique and proprietary technology** that allows customers to build smarter, data driven and optimized c: work with **over 1050+ B2B customers** around the globe 🌍 and have over **6,000 leads** for new customers in our pip As of Q4 2019, we realized over **\$30,000 in sales**.

Combined, our customers have **added 16,000+ posts into their libraries**, launched **hundreds of posts / campaign over 5,000 categories within their libraries** in a matter of just a few weeks.

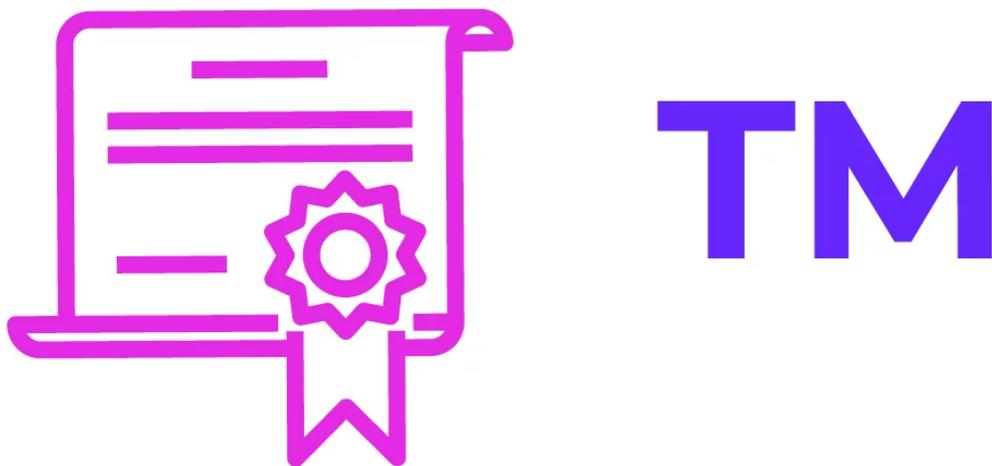
Additionally, our efforts to gather resources from leading enterprises have resulted in over **\$135,000 in combined re:** Google's Cloud Computing Platform and Microsoft's Azure platform). The company also has **full business or develop**

access to all major social media platforms in addition to other supporting technology APIs.

On the business development side, HelloWoofy.com is in **multiple strategic talks with enterprises for HelloWoofy.com** (data science driven marketing platform) and **EmojiData.ai** (programmatic **autocomplete and emoji recommendation engine**).

HelloWoofy.com has also **filed for two patents** to protect its data science engines, unique technology research and development efforts.

2x Patents + 4x Trademark Filed



On November 25, 2019, HelloWoofy.com launched a **major collaboration effort with AppSumo**, a leading distributor of SaaS companies, targeting **over 850,000 potential customers**. The following video was created by the team to highlight the success of HelloWoofy.com.

Other Strategic Business Development / Partnership Efforts:

Strategic Business Development and Technology Collaborations

Microsoft \$30,000 Credits

Direct conversation with head of artificial intelligence and head of Microsoft Azure product lines for resources, personnel and engineering guidance.

Google Cloud Platform \$100,000 Credits

Twitter Instagram LinkedIn

designbold crello News

Unicode Member of organization behind the standards for emoji usage in texting on all digital devices. Our focus on the use of emojis for double digit marketing uplift in engagement via Woofy.ai technology makes this opportunity vital for long term growth.

APPSUMO 850,000 Potential Customers #1 Daily Deals Site for Early Adopters

VENDASTA Global Reseller 2M Small Businesses 10,700 Resellers

#DMWF SOCIAL MEDIA STRATEGIES SUMMIT SOCIAL MEDIA DAY

Startup Competitions:

- Won 1st place at "Pitch Night NYC"
- Won 1st place at "Entre Startup Competition at Microsoft NYC HQ"



Press mentions:

BetaPage

DAILYFINANCEINSIGHT



Startup88

STARTUP
AROUNDTHE STARTUP PITCH 

Silico

 Product Hunt

killerstartups

StartUP kitchen 

Review:

1.  AppSumo campaign launched to over 850,000 potential customers
2.  1050+ current B2B customers
3.  \$30,000+ sales in Q4 2019
4.  6,000 leads identified around the globe
5.  Over 16,000 posts added by customers to HelloWoofy.com
6.  \$135,000 combined technology resources from Microsoft/Google
7.  EmojiData.ai API platform launched for enterprises
8.  Fully launched data science driven marketing platform launched, HelloWoofy.com
9.  Strategic partnerships formed with leading marketing conferences for little to no cost
10.  2 patents and 4 trademarks filed

Customers

 **Entrepreneurs and marketers looking to up their social marketing game**



HelloWoofy.com helps hundreds of entrepreneurs and marketers enhance their **social media marketing efforts through driven decisions**. With HelloWoofy.com's AI technology and intuitive analytics, the platform is able to **help customers: what resonates with their followers** and how to further **improve their content and social media marketing effort** grow. While the platform works well for small to medium sized businesses and advertising agencies, our **technology c anyone build smarter, more effective content driven campaigns at scale** with magical ease.

Our Customer Base Grew By:



OMG!

920%

Q4 2019

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



Super **vibrant interface**

Has got **everything I WANT...**

super recommended



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





930+ B2B Customers and Growing

Social Media Managers



Ned Donovan



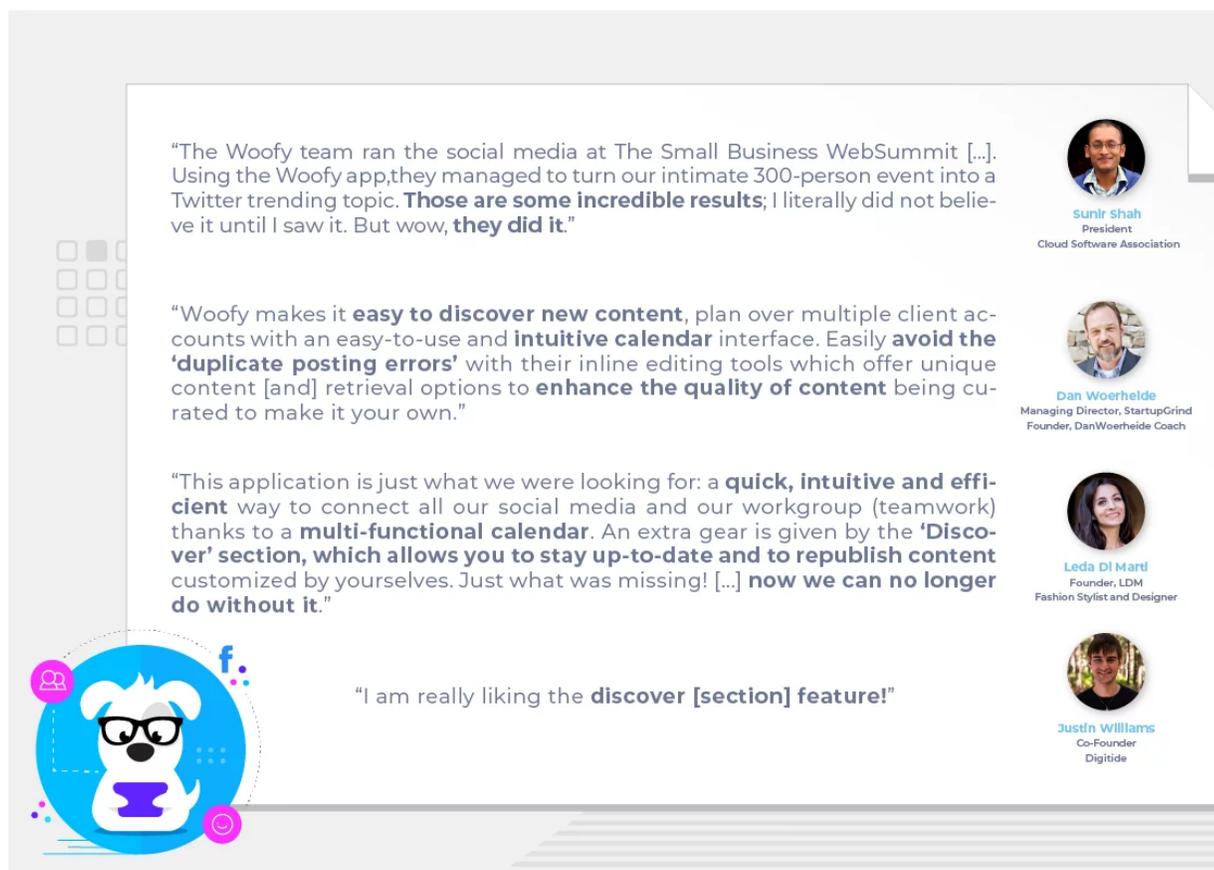
Ali Mahvan

Brands and Small Business



Social Media Agencies





“The Woofy team ran the social media at The Small Business WebSummit [...]. Using the Woofy app, they managed to turn our intimate 300-person event into a Twitter trending topic. **Those are some incredible results**; I literally did not believe it until I saw it. But wow, **they did it.**”

— **Sunir Shah**
President
Cloud Software Association

“Woofy makes it **easy to discover new content**, plan over multiple client accounts with an easy-to-use and **intuitive calendar** interface. Easily **avoid the ‘duplicate posting errors’** with their inline editing tools which offer unique content [and] retrieval options to **enhance the quality of content** being curated to make it your own.”

— **Dan Woerheide**
Managing Director, StartupGrind
Founder, DanWoerheide Coach

“This application is just what we were looking for: a **quick, intuitive and efficient** way to connect all our social media and our workgroup (teamwork) thanks to a **multi-functional calendar**. An extra gear is given by the **‘Discover’ section, which allows you to stay up-to-date and to republish content** customized by yourselves. Just what was missing! [...] **now we can no longer do without it.**”

— **Leda Di Marti**
Founder, LDM
Fashion Stylist and Designer

“I am really liking the **discover [section] feature!**”

— **Justin Williams**
Co-Founder
Digitide

👉 **EmojiData.ai: platforms looking to offer ROI increasing solutions to their customers**

Platforms such as email providers or newsletter creation solutions would benefit from our API based product. Program suggesting the best words and emojis to use within content creation processes **positions HelloWoofy.com in a unique the global marketplace as a next generation technology and data science provider.** 🌍

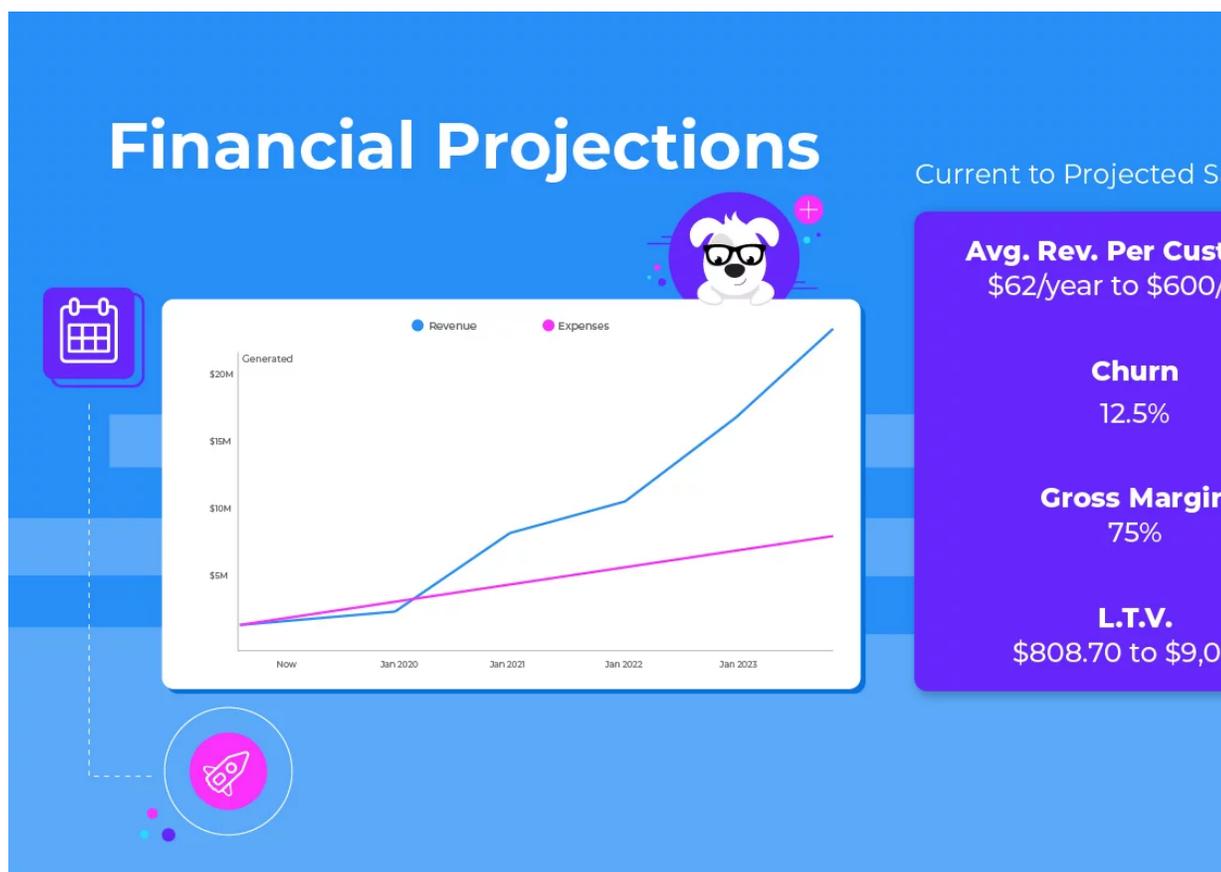
Review:

1. ✅ 1050+ B2B customers on board and growing
2. ✅ HelloWoofy.com caters to social media managers, advertising agencies, influencers, small to medium sized bus
3. ✅ EmojiData.ai caters to enterprises such as email providers, newsletter creation solutions, note taking apps and r (autocomplete with the best words in English and contextually relevant emojis in real time)

Business Model

👉 **75%+ average gross margin on sales**

Our **business model is simple**. We provide a **SaaS based monthly, 6 months or yearly plans** to our customers at H as well as API Call based pricing on a monthly basis for EmojiData.ai. Our smart technology streamlines a lot of the co platform, allowing us to makes on average \$600/year per customer (when a customer purchases a \$49/m plan). Additi efficiency also stems from utilizing **a full service server backend provided by Google Cloud Computing with near credits** from inception. With an annual churn rate of 12.5%, we predict earning 75% margin on sales annually.



Review:

1. ✓ SaaS based pricing for HelloWoofy.com at \$49/mo. with an introductory free tier
2. ✓ Google Chrome extension at \$5/mo. for free tier customers or free when customers pay \$49/mo.
3. ✓ Current churn 12.5%
4. ✓ LTV \$808.70
5. ✓ 75%+ gross margins

Market

👉 **\$19B+ industry** 💰

In today's world, most **digital first businesses**, and in many cases traditional enterprises, **drive traffic to their online using some sort of social media**. With **billions of people on social media**, it only makes sense an affordable and direct solution that makes it easier for businesses to reach their customers organically would allow them to be more successful bottom line. That's HelloWoofy.com. Period. 📈

The market for **social media advertising is exploding and is expected to be a \$19B industry by 2020**. 🚀



Unique Offering:

HelloWoofy.com with its **unique approach, price point and data science driven technologies** (i.e. autocomplete fe words) provides customers in markets, where english may not be the main speaking language, the **ability to confiden english based marketing posts**. Other platforms mostly catering to english speaking markets are unable to follow th their lack of intelligent predictive technology. 🌟

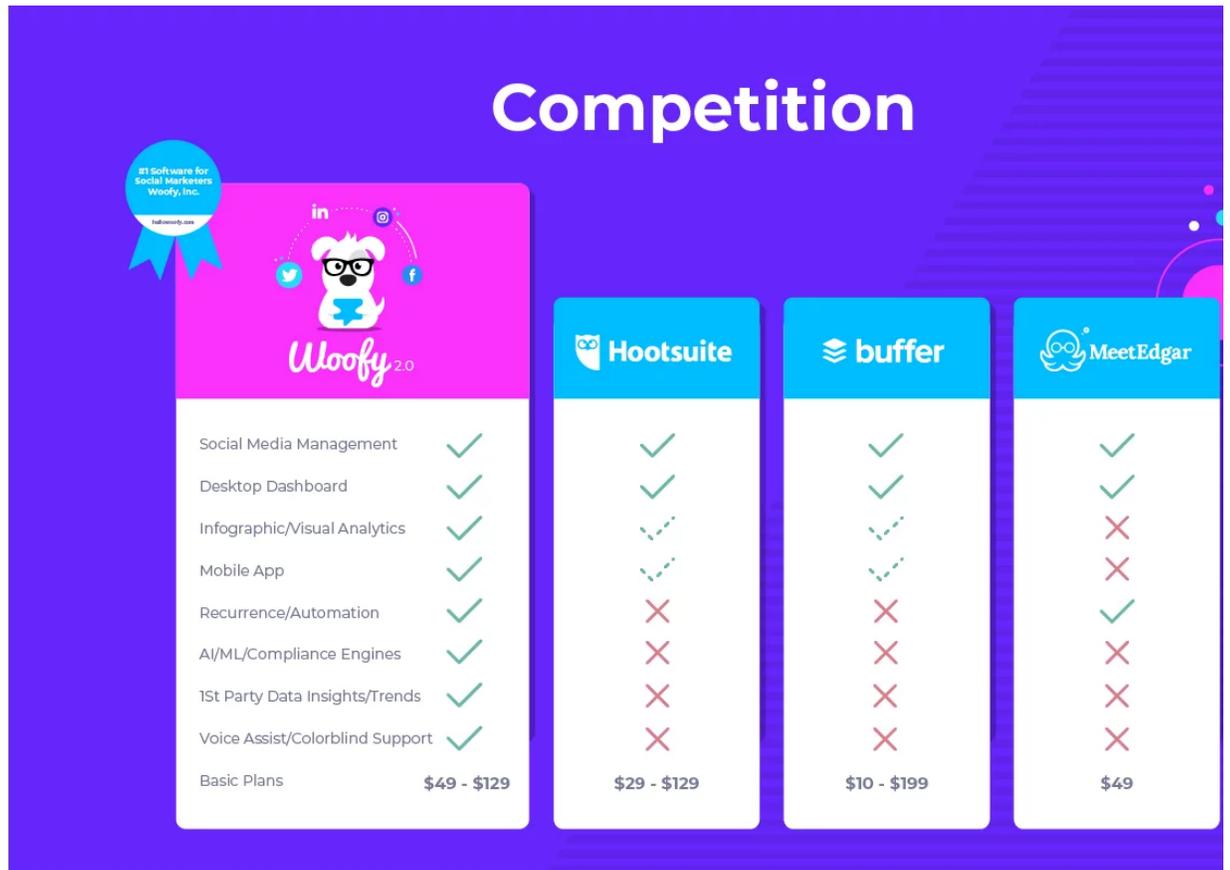
Review:

1. ✅ HelloWoofy.com uniquely positioned with its data science technology to compete against established compe countries where English isn't a first language
2. ✅ Over 6,000 leads identified across the world (social media agencies, social media managers, etc. catering to c predominantly within English speaking markets)
3. ✅ \$19B+ global market and growing rapidly

Competition

👉 **HelloWoofy is a blend of AI, data science and the huma element** 📈

Woofy has taken the best of what exists today, re-conceived it, and powered it to the next level with **smart AI driven te** Through our predictive linguistics and compliance engines, we are able to help people **build smart campaigns** that a **the data and engagement** of their audience. Furthermore, english based autocomplete technology allows marketing non english speaking countries to **compete with other competitors driven by data**.



See how Woofy stacks up against the competition over on our 🐾 blog.

Review:

1. ✓ HelloWoofy.com uniquely positioned with its data science technology to compete against established competitors in countries where English isn't a first language
2. ✓ Pricing competitive with closest competitor and more premium than largest competitor within our industry plus more data science driven capabilities

Vision

👉 **Giving every business owner a fighting chance** 🐾

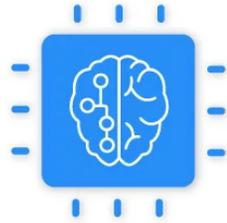
We've been working on developing and testing our product to meet the needs of our target customers. By **reaching out** we plan to **invest capital towards improving our smart data science technology**, **expanding our team**, and to focus on the 6,000 business leads in our pipeline to paid customers. We also aim to **expand our product offering** and leverage the technology we've developed to develop an **AI driven paid ads solution**, further **enhance AI recommendations** for content (including suggestions for best words, emojis and hashtags) and more.

👉 **Reimagining the future of affordable data science-driven marketing** 100

- SEO
- Copywriting

- Paid
- Insights
- and more...

Roadmap



Customer level AI recommendation

1. Improved content suggestion
2. Increased accuracy of word/hashtag suggestions
3. Enhanced image detection & image based hashtag suggest
4. and more.

2019



Paid Marketing Visual and Data Science Driven

1. Expansion efforts based on B2B customer requests for a data science and visually driven paid ads platform
2. Leveraging patent pending tech for simplifying processes behind paid ads
3. Growth: paid ads based ad agencies

2020



Growth of EmojiiData.ai: 25+ Platform Integrations

1. First 25 platforms integrated with EmojiiData.ai API (i.e. email providers, newsletter creation solutions etc)
2. 1B data points analyzed from 35M driving unprecedented word, emoji and hashtag recommendations



HelloWoofy.com 15,000 Customers

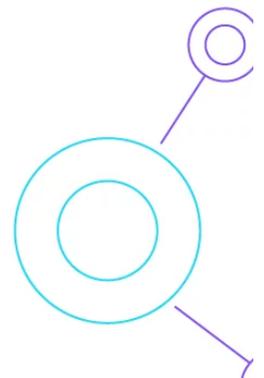
By Q4 of 2020, HelloWoofy.com expects to grow to:

1. 15,000 customers
2. Churn rate below 10%
3. LTV expected to 2-3x
4. and more



Series A Funding

1. Further capital and resources to support growth expansion needs of the business via Series A.
2. Growth within the HelloWoofy.com marketing platform and EmojiiData.ai



API based businesses

2021

Investors

👉 To date, we have raised 💰

- 1. \$372,500 from VCs and Angel Investors
- 2. \$165k from Founder and CEO

🤝 Top tier investors and strategic advisors on board

Investors and advisors come with corporate **Fortune 500 level experience and connections** furthering HelloWoofy, EmojiData.ai's mission, business development efforts and capital raise efforts to name a few key advantages.

Investors and Advisors

Bonnie Halper
Editor in Chief, StartupOneStop.com
Advisor
Content/Communications/
Human Resources

Steve Hayden
Former Vice Chairman and CCO, Ogilvy Worldwide
Investor
Marketing/Branding/Biz Dev

Jodie Green
Founder, Little Dragon Digital
Advisor and Investor
Strategy/PR/Marketing

Roger Mar
Founder, Marion and
Legal Counsel
Legal/Finance/Investor

Beier Cai
Founding Lead Engineer, Hootsuite
Founder, Commit
Advisor
Engineering/Data Science

Michael Donnelly
Managing Director, Lighthouse Labs LLC,
Investor and Advisor
Partnerships, Agency Relations and Marketing

Scott Kallick
Business Coach
Investor
Strategy, Culture and HR

Review:

- 1. Top tier investors and strategic advisors on board

Founders

The Experts



Arjun Rai
Founder + CEO, Investor

9+ Years Startup/Tech/Product/
Investor Relations Experience
BS: Entrepreneurship/ Small
Business



Michal Lyskawinski
AI/ML Lead

5+ Years Financial Engineering
MS: ML/Computer
Vision



Ana Batista
Lead UI/UX Designer

7+ Years Design Experience
BA: Arts + Advertising
MA: Visual Design

Full time: Supported by a team of engineers (1 front end, 2 back end), 1 project manager, 2 junior data scientists and 1 senior data scientist

Freelancers: On as needed basis team of 1 graphic designer, 1 copywriter, 1 web developer, 1 video animator and 4 research analysts

Podcast interviews of Founder and CEO:



✅ PLEASE NOTE: Parts of this **campaign page** were **written by way of Woofy's autocomplete technology** to predict words and emojis would do best as the writer typed in real time. Including this very paragraph you just read here. 🐶

Team

	Arjun Rai	Founder + CEO	👉 4x Entrepreneur. Designer. C Techie. Hustler. 🚀
	Michal Lyskawinski	Head of AI and ML	
	Ana Batista	Lead AI Designer and Creative	
	Steve Hayden	Angel Investor	
	Roger Marion	Legal Counsel	

	Ramon Ray	Advisor
	Jodie Green	Angel Investor and Advisor
	Glenn Argenbright	VC Investor
	Danielle and Michael at 1517 Fund	VC Investor
	Bonnie Halper	Advisor
	Beier Cai	Advisor
	John Bednarz	IP Attorney
	Amber , Cat	Chief Meow Officer
	Buel , Dog	Chief Woof Officer
	Coal , Cat	Chief Purr Officer
	Michael Donnelly	Investor and Advisor
	Scott Kallick	Investor

Perks

\$100	Shoutout by the founder on Twitter
\$500	Shoutout by the founder on Twitter Free Woofy team member T Shirt (as seen in the video)
\$1,000	Shoutout by the founder on Twitter Free Woofy team member T Shirt (as seen in the video) "Investor" badge on your HelloWoofy profile 5 years of premium subscription to HelloWoofy (\$3000 value)
\$5,000	Shoutout by the founder on Twitter Free Woofy team member T Shirt (as seen in the video) "Investor" badge on your HelloWoofy profile Lifetime premium subscription to HelloWoofy (\$9000+ value)
\$10,000	Shoutout by the founder on Twitter Free Woofy team member T Shirt (as seen in the video) "Investor" badge on your HelloWoofy profile Lifetime enterprise subscription to HelloWoofy (\$18000+ value) Listing on website as "investor"
\$25,000	Shoutout by the founder on Twitter Free Woofy team member T Shirt (as seen in the video) "Investor" badge on your HelloWoofy profile Lifetime enterprise subscription to HelloWoofy (\$18000+ value) Option to join as an "advisor" Dinner with Founder at the next closing or round

FAQ

Which social media platforms does HelloWoofy.com support?

Great question. At HelloWoofy.com we support:

Facebook (Pages and Groups)
 Linked In (Profile and Pages)
 Twitter Pages
 Instagram Profiles

What are some goals for HelloWoofy.com in 2020?

Thanks for asking. Our goals as shown above under the "Vision" section indicate we intend on further developing our sales efforts to reach a goal of 15,000 users per year in addition to enterprise clients for the API business at EmojiData.ai.

When will an Android app be available for HelloWoofy?	Good question. We're looking at releasing an accompanying android app similar to the reviewed instagram app sometime in Q1 of 2020. We'd love your feedback thoughts as we release items from our roadmap!
Do you support Instagram posting?	Yes we do! We've built an accompanying iOS app that will allow you to post and schedule your optimized and curated content on desktop at HelloWoofy.com. Just click click and you're done!
Where is your team based?	Our team is global just like our ambitions! Our full stack team is based in Ukraine, our data science team is based in India, our lead designer is based in Spain while our Head of AI are based in the New York City area. We also have a team of freelancers all over the world that assist with graphics, video editing, SEO, copywriting etc.
How do you differentiate between your competitors?	We love to say that we highly respect our competitors for creating an industry. However, being just a social media scheduler isn't enough. HelloWoofy.com is entirely a ground up categorically new approach to enhancing, optimizing, curating and scheduling social media posts (and soon other marketing related efforts) that combine data science with an intuitive visual interface...A business can use to get ahead.
How many users do you currently have?	Thanks for asking. As of Dec 21, 2019 we have over 1050 customers that are as well as free (and we hope to convert a large portion of the free tiers into paid of 2020).
How do you give recommendations based on AI and Data Science?	Amazing question. While our approach is proprietary we use a combination of different algorithms to give recommendations in real time of the best words, emojis and images to use. In addition, we also are now providing this approach as an API that platforms at the enterprise level could use for their own products and on an API call basis. Other data science driven tech includes various levels of natural language processing (NLP), object detection etc. to define terms found within words, images etc. to generate quotes, hashtags and more. Happy to answer specific questions on this as well as the patent filings we have submitted to protect HelloWoofy.com's intellectual property.

Why are you raising capital?

Good question. First and foremost, thank you for considering to invest in our little startup looking to take on the world of marketing driven by data science

We are raising capital to further prove our premise that data driven marketing (within social media marketing) is needed for all types of businesses not just the ones with unlimited marketing budgets. Small to medium sized businesses have to making data driven decisions from which words to use, which hashtags will drive traffic to which emojis are contextually relevant and engaging and much much more

The funding will go towards additional research, product development and further our customer based both on the HelloWoofy.com side as well as the API that we recently released for enterprises to utilize and pay on an API call basis, Emojii

You can learn more about our use of proceeds in our Form C. We look forward to collaborating!

How do I earn a return?

We are using Republic's Crowd SAFE security. Learn how this translates into your investment here.