

# Unleash the Power of AI for Game-Changing Local Search



[nodatplace.com](http://nodatplace.com) Nashville TN   

Female Founder B2B Retail Minority Founder

## LEAD INVESTOR



**Jeremy Snider**

I am investing because I believe in the vision of Nodat. I know the founder is driven and dedicated to the success of the company. I am excited to see what the future holds and feel fortunate to be a small piece of the puzzle. I believe the future is very bright and with many possibilities as we move forward. As things continue to evolve I believe we are on the cutting edge and always looking forward. This is an exciting time to be a part of the Nodat team for sure.

**Invested \$5,000 this round**

## Highlights

- 1 One of 25 founders selected for Amazon's Inaugural AWS Impact Accelerator for Black founders.
- 2 Secured Letter of Intent valued at \$1.1M in sales and \$4M sales pipeline.
- 3 We are a personalized AI local search app that puts relevant info at your fingertips.
- 4 Trusted interaction with technology creates better customer experiences.
- 5 Helped customers generate a 56% increase in first-time customers over our competitors.
- 6 Providing first-party data in a world without cookies!
- 7 Protection for businesses as mobile marketing laws become tighter; we meet the needs NOW.
- 8 Over 250K supporters across social media

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## Our Team



**Aireka Harvell** Co-founder, CEO

Aireka is a high-scale loyalty expert with a decade of experience with AT&T Loyalty Organization where she was tapped to work on the American Express Plenti Loyalty Program that grew 50M subscribers.

After realizing how hard it was to find relevant information in my local area without sharing my data, I became a business owner. I decided to create a safer platform that puts privacy and relevancy first by allowing consumers to voluntarily share their data and opt-in to connect and engage with more relevant local information on their phones.



**Vivek Dharmani** Lead Developer for iOS & Android

Vivek has 11+ years as a software developer and consultant specializing in helping communities and councils with viral mobile applications. He graduated with Honors in Software Engineering and has worked with companies in the US, UK, Europe.



**Courtenay Rogers** Operations Strategist

Courtenay is an operations and technology executive with over a decade of experience leading brand-building efforts for organizations across multiple industries. She provides underestimated small business owners with operational tools to scale.



**Aireka Harvell**



**Jess Williams** Social Media Strategist



**Olivia Thomas**

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## Unleash the Power of AI for Game-Changing Local Search

### Leveraging AI & Personalization to Simplify Local Search and Data Sharing Control

Nodat provides personalized searches tailored to your interests, needs, and lifestyle. Say goodbye to generic search results and endless scrolling. Opt-in or

opt-out of data sharing and targeting to make the experience truly yours.

## The Local Search Problem

### 💡 Information Overload

Consumers are feeling overwhelmed by the sheer amount of information online.

### 💡 Irrelevant Results

Generic search engines are like a one-size-fits-all shirt - it might fit, but it doesn't feel great.

### 💡 Time Consuming

Manually sifting through results is a time-consuming process and is a burden for the user.

## Local Search Inefficiency

Information Overload, irrelevant search results, and manual searching can leave users frustrated and disconnected from their local community.

Local search inefficiency occurs when users cannot find relevant information due to too much data, irrelevant search results, and manual searching. Marketers paying for keywords worsens the problem. This leads to frustrated users giving up, which leads to negative effects on local businesses revenue and visibility.

## Introducing... SAVANT - Personalized Local Search

### 🔧 SAVANT - Personalized Local Search

**AI Local Agent App:** Simplify the search process by leveraging Artificial Intelligence to provide personalized recommendations based on each user's specific needs.

SAVANT is your virtual agent for all things local. Our AI-powered chatbot provides personalized recommendations for businesses, services, and resources that are tailored to your unique needs and interests.

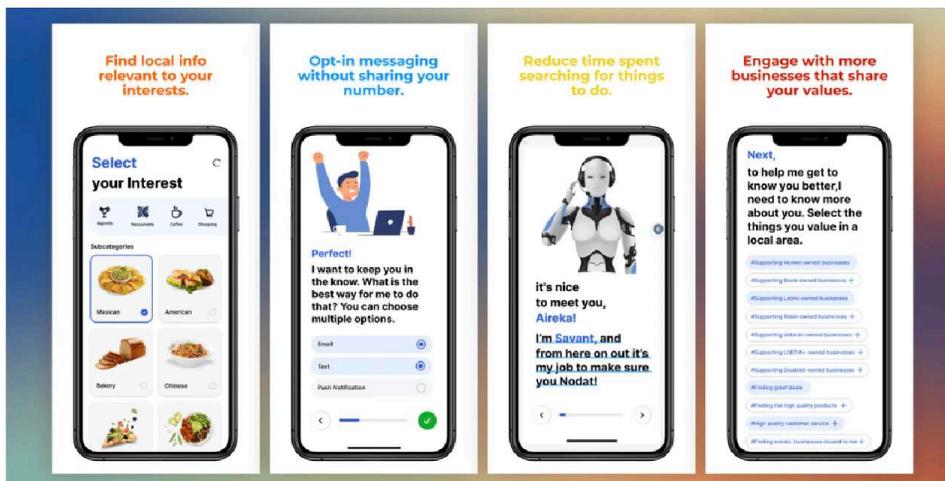


**SAVANT by Nodat**

"Know it All Local AI Assistant"



"I'm Savant your Local AI "Know It-All"! My job is to learn and protect your personal data, your values, interests and needs and connect you with local businesses and information you **want** to know about."



## ⌚ Why Now?

1. **Rising Demand:** Consumers are demanding for faster and more personalized efficient search results.
2. **Emerging Market:** The local market is projected to grow to 8.8B by 2024
3. **Untapped Market:** There are still many areas and markets where AI technology has yet to penetrate.

## Our Competition and How We Beat Them

### Local Review & Delivery Apps

Nodat makes it easy for Savant to learn the user's interests and needs to provide personalized local recommendations and local information that cater to their needs without settling for generic results.

### Social Media Platforms

Nodat offers transparency & user private data control – the app would give users control over the data they share with the app, and provide opt-in/opt-out control ensuring a higher level of privacy and data control than the competitors.

### Family & Friends

With our app's advanced AI capabilities, you'll have access to information that even humans don't know - but you'll only get what you ask for. It's like having a super-powered personal assistant at your fingertips.

### Siri & Alexa

Nodat will be easily integrated with other services through third-party apps like WhatsApp to provide users with a more comprehensive and efficient experience.

## Revenue Model

### Revenue Model B2B & B2C

Subscription-Based

Advertising-Based

Data-Based

Users can subscribe for a monthly fee to access premium information.

Our app will allow local businesses to engage and advertise to their our their target audience for a fee.

We will license our Savant API to businesses looking to improve their marketing and sales strategies.

## Future Benefits



### Accuracy and Relevance

Powerful advanced AI-powered algorithms that provide relevant and accurate search results tailored specifically for the user.



### Convenience and Accessibility

Our mobile app brings personalized local search to the fingertips of consumers around the world.



### Efficiency and Time-Saving

Our app simplifies the search process and saves users time by providing personalized and accurate search results.

We're attracting the best customers by addressing their problems and concerns:

- They are worried about their privacy
- They are not prioritized in an advertising-first landscape
- They rely on search engines that give them the least viable and actionable results

For businesses, Groupon, Google Maps, Yelp, TapMango, and other similar platforms are complicated, ineffective, and expensive because of small businesses:

- Can't retarget customers that find them.
- They spend more on advertising and discounts than they earn in new revenue.
- Don't see an increase in foot traffic.
- Aren't showing up in the Google Local Pack or the on the first page of the search.

# \$602K

Bootstrapped from  
founders, pre-seed angels, and friends & family and  
Backed by:



- **40K+ downloads** across both **app stores**
- **4K+ DAUs**
- **\$168 generated during beta**
- **72% interest** from B2B prospects
- **4 LOIs**
- **5 Trademarks** for Nodat, smartNotes, GeoNotes, smartNotificans, [GeoNotifications](#)



\*Forward-looking projections can't be guaranteed.