ADVERTIMA

The Experience Management System
Investors Pitch Deck, March 2017

Christian Naef | Co-Founder | Chief Marketing & Sales Officer
+41 78 679 17 56 | christian.naef@advertima.com

Problem Targeted

More than 80% of information and contents we see in our daily life are not personally relevant.
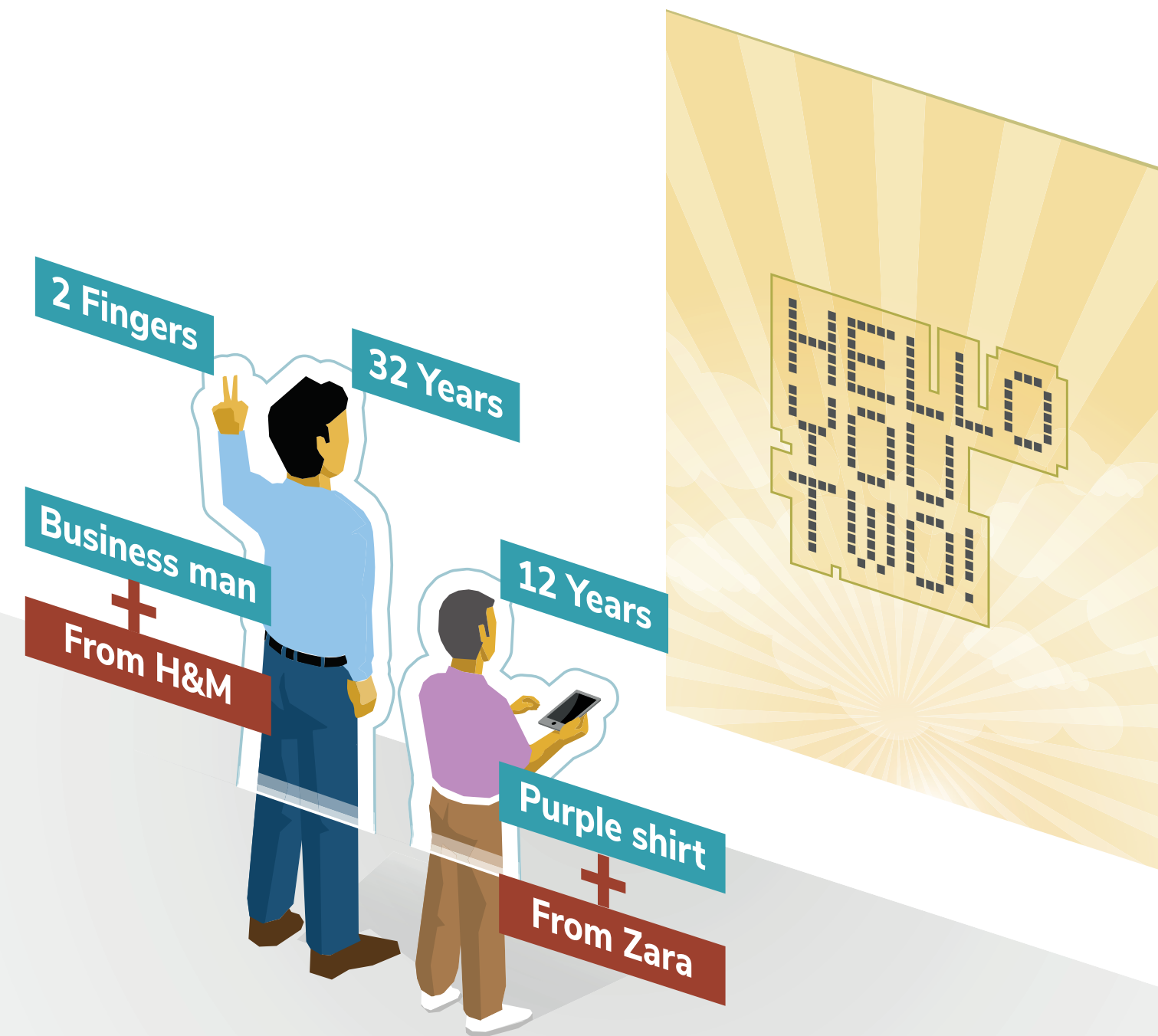
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Our Solution

We create personalized, unique and positive experiences for humans in the real world.

How it Works

1 Detection through input sensors

2 Reaction through output sensors

2 Fingers

32 Years

Business man

+

From H&M

12 Years

Purple shirt

+

From Zara

HELLO YOU TWO!

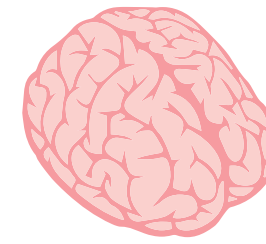**Creating experiences: the Advertima Engine**

The Advertima Artificial Intelligence interprets events in the real world like a human and reacts autonomously with positive and personalized experiences.

Underlying Magic
Advertima Engine (our core technology)

Human

vs.

Machine

Real-world-Happenings	Detection	Processing	Interpretation	Reaction

2 fingers
32 years
business man
12 years
purple shirt

2 fingers
32 years
business man
from H&M
12 years
purple shirt
from Zara
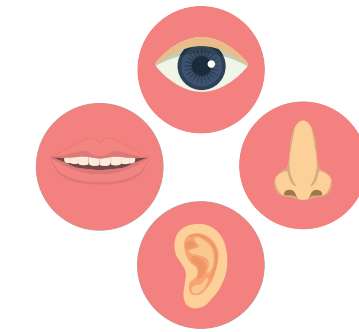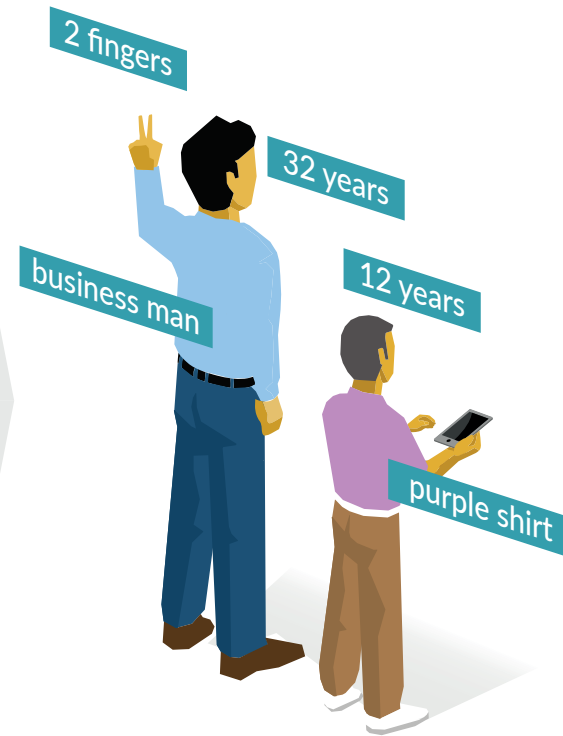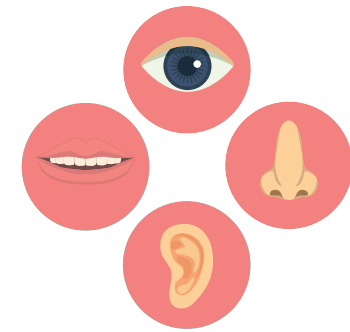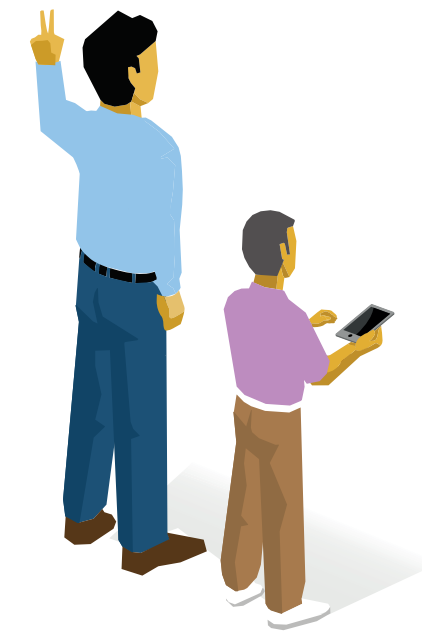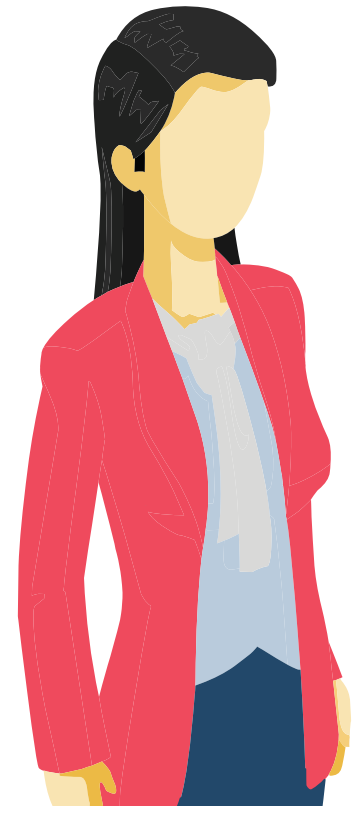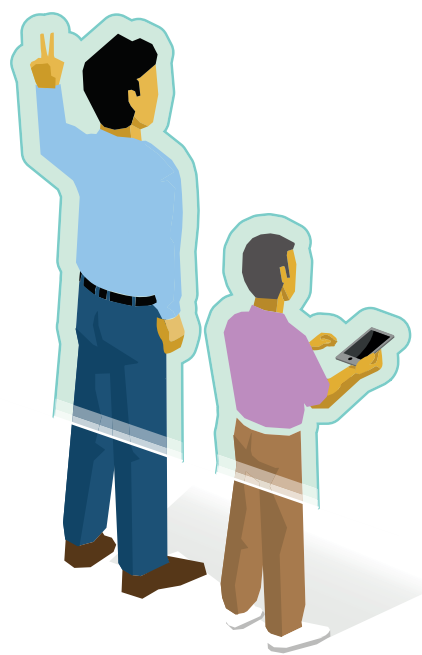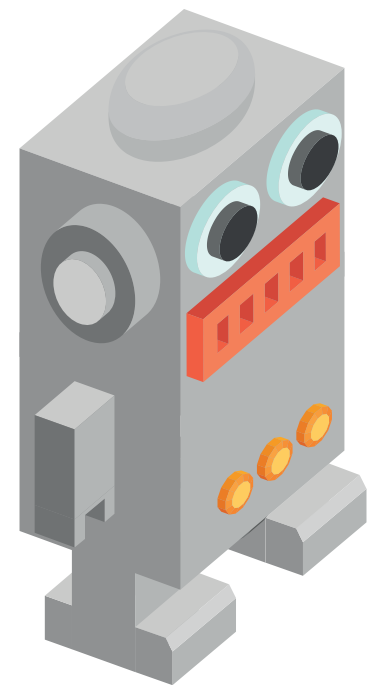
Advertima Engine
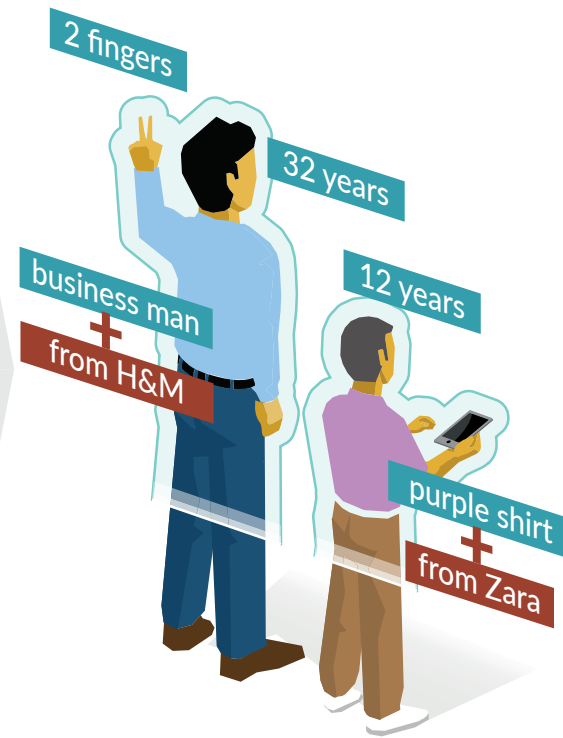
Underlying Magic
Our core technology

Human vs. Machine

Brown hair

35-40 years

Man

23°C

Shirt   H&M

Jeans   Diesel

Technological Innovation
Three essential components

Tracking

Predict people's walking path from their behaviour

Learn tracking & sweet areas for each PoI

Automated calibration of tracking & sweet areas

Persona Analysis
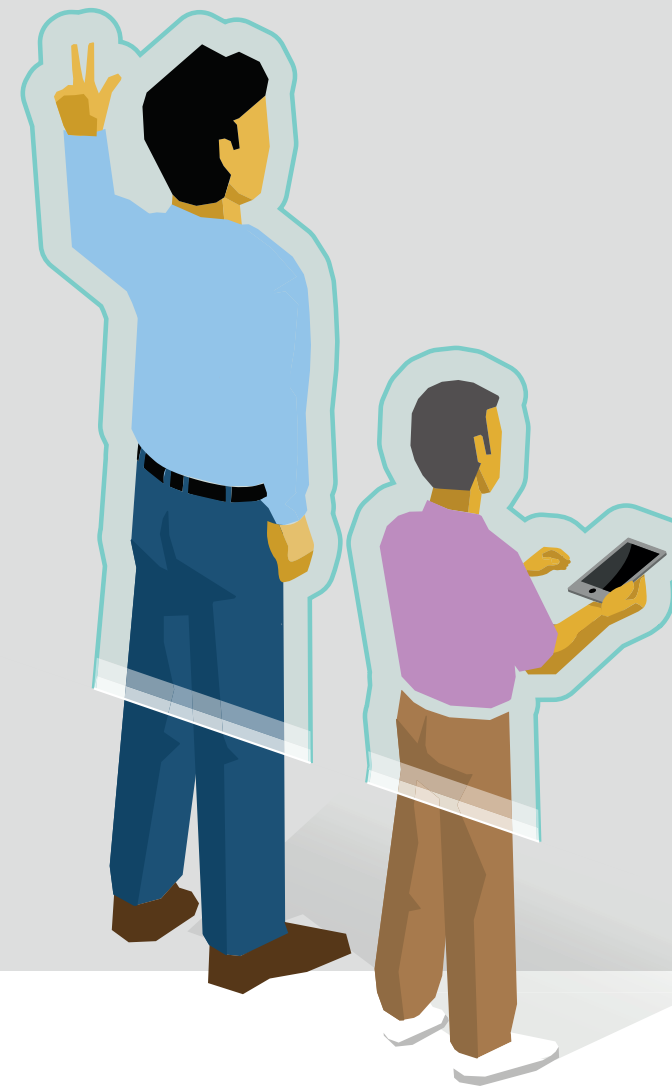
Targeting

Intelligent, real-time decision making algorithms

Learning by analysing peoples reactions

Reinforcement learning to maximize conversions

While persona analysis is covered by state-of-the-art technology, Advertima has been able to supplement this with scalable tracking and intelligent targeting. This leads to technological breakthroughs, necessary to generate added value for customers.

Technological Innovation:
Challenge: Sweet Area > tracking area

Sweet Border

Sweet Area

Tracking Border

Tracking Area

Sweet Spot

Camera Angle

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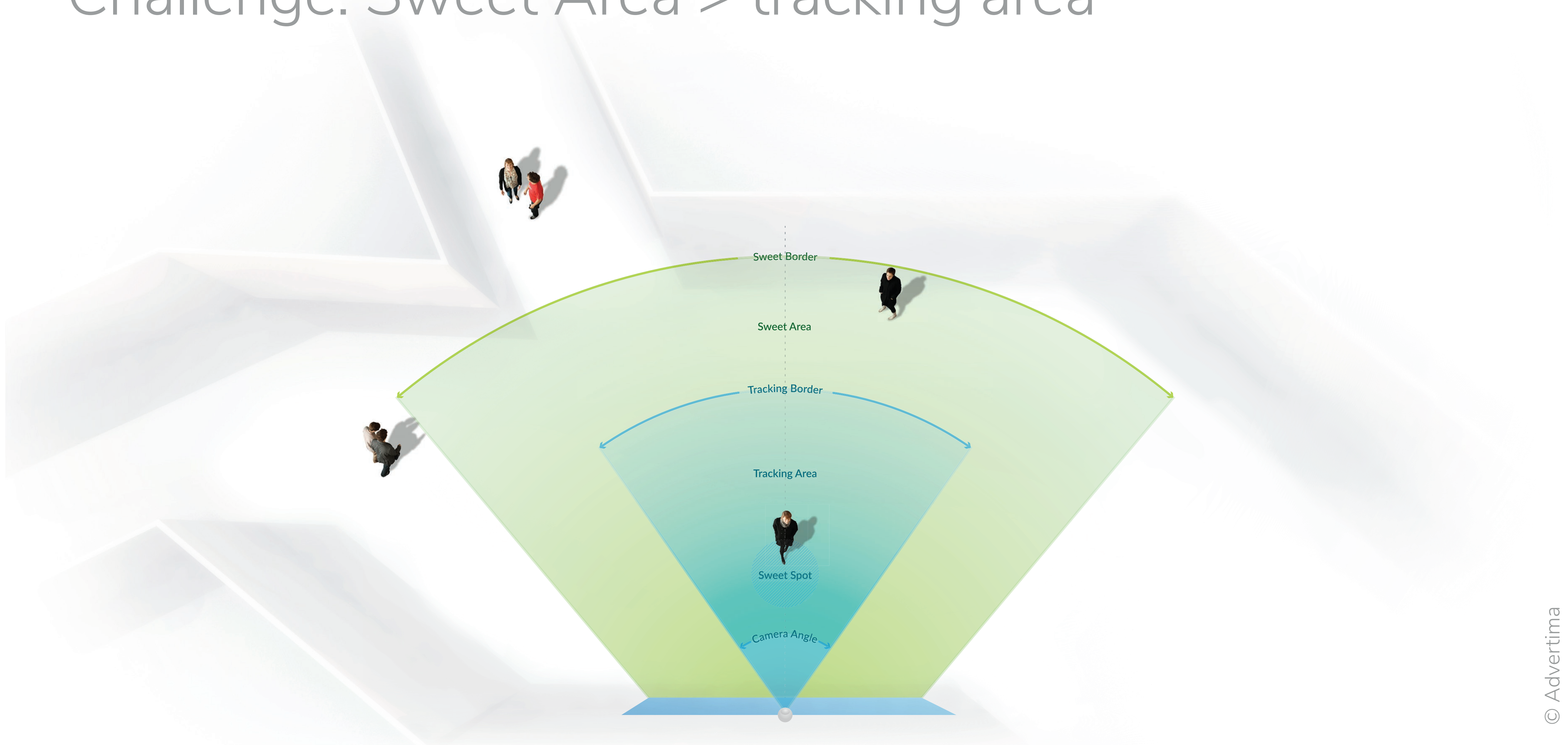
Technological Innovation
Targeting and real-time decision making

Point X:
Start calculation
of Sweet Area at t=0

Point Y:
Decision of what
Content 2 will be

t= | -6.0 | -5.0 | **-4.0** | -3.0 | -2.0 | **-1.0** | 0.0 | 1.0 | 2.0 | 3.0 | 4.0 | 5.0 | 6.0

Experience 1 (Current Experience)

Experience 2 (Next Experience)

PRRI = People who receive relevant information (e.g. 6 people)

PRRI-Quote = PRRI ./. All people in focus group (e.g. 6 of 9 people = 66%)

Targeting Algorithms = Maximize PRRI-Qupte at t=0, given A/G of PRRI and A/G of all Contents

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Technological Innovation
Tracking and calculation of upcoming Sweet Area

Tracking Border

Tracking Area

Sweet Border

Sweet Area

Sweet Spot

Camera Angle
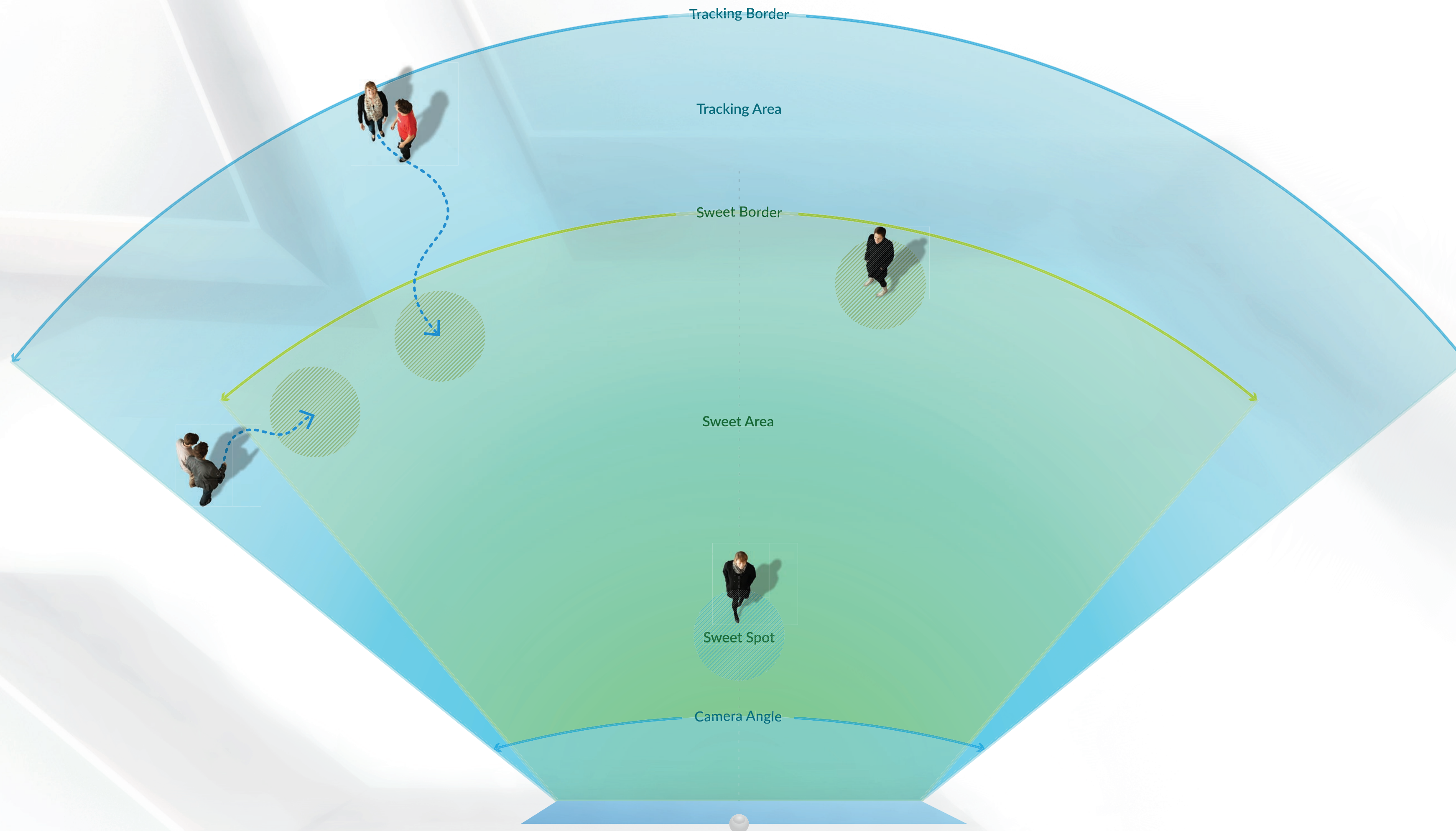
Technological Innovation
Tracking and self-calibration of Sweet Areas

Tracking Border

Tracking Area

Sweet Border (Self-calibrated)

Sweet Area (Self-calibrated)

Camera Angle
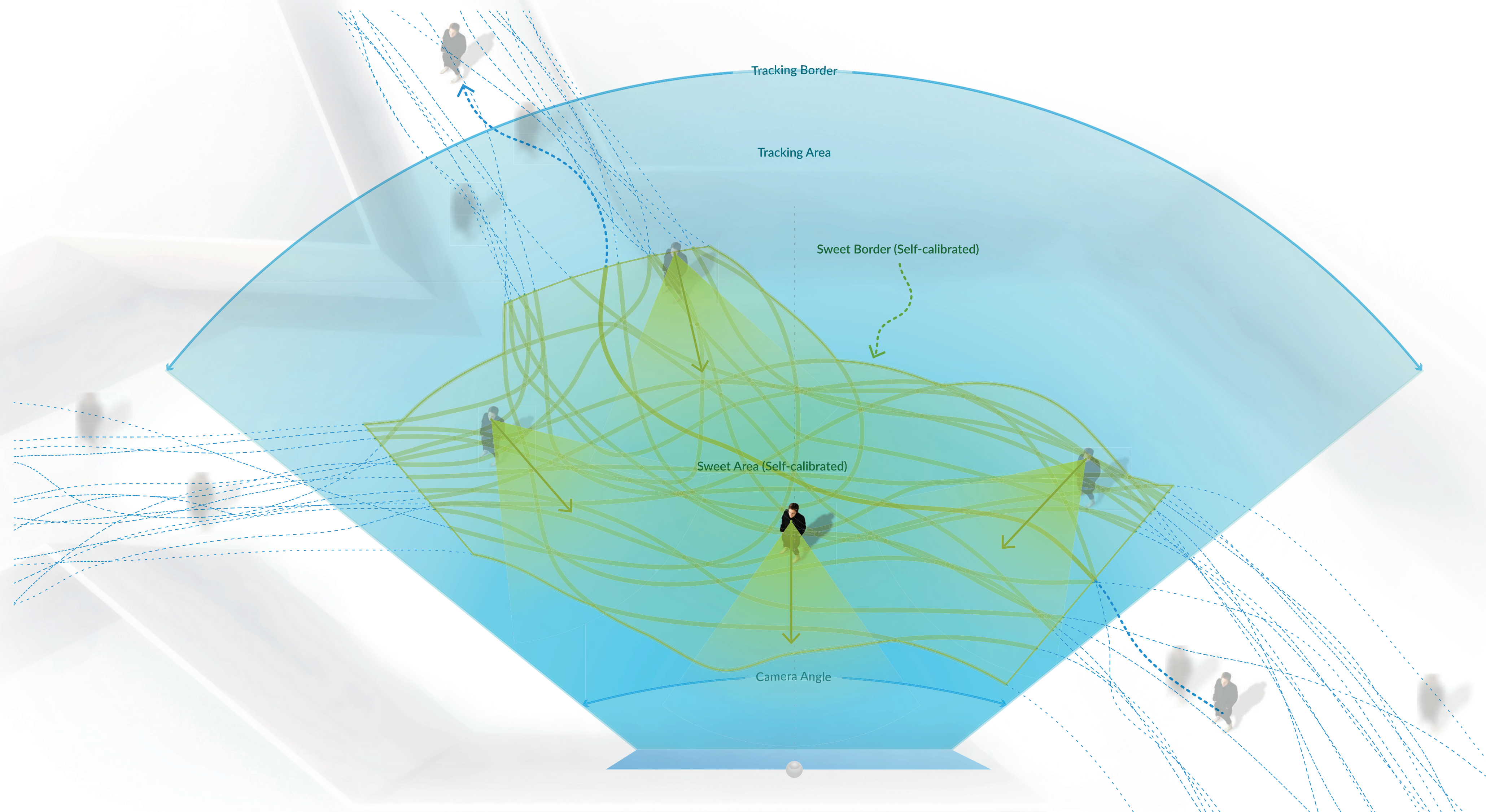
Pilot Project «Westside»
Shopping Center

westside

WEIHNACHTSSPIEL 2016
Gewinne CHF 1'000.-!

zeit 37

PUNKTE 262

COMBO x3

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INDIVIDUELLE BEGRÜSSUNG

0:33 / 2:00

Fields of Application
Self-promotion & advertisement

Advertima Engine analysis:
Age: around 22 years
Gender: female
Clothing: casual
Looking to screen: yes

Advertima Engine analysis:
Age: around 54 years
Gender: male
Clothing: business
Looking to screen: yes

Young
Professional
Bankpaket Details

Ein unkomplizierter Start für
das erste Sparguthaben

Bankpaket
per App
eröffnen

Wertschriften-
depot

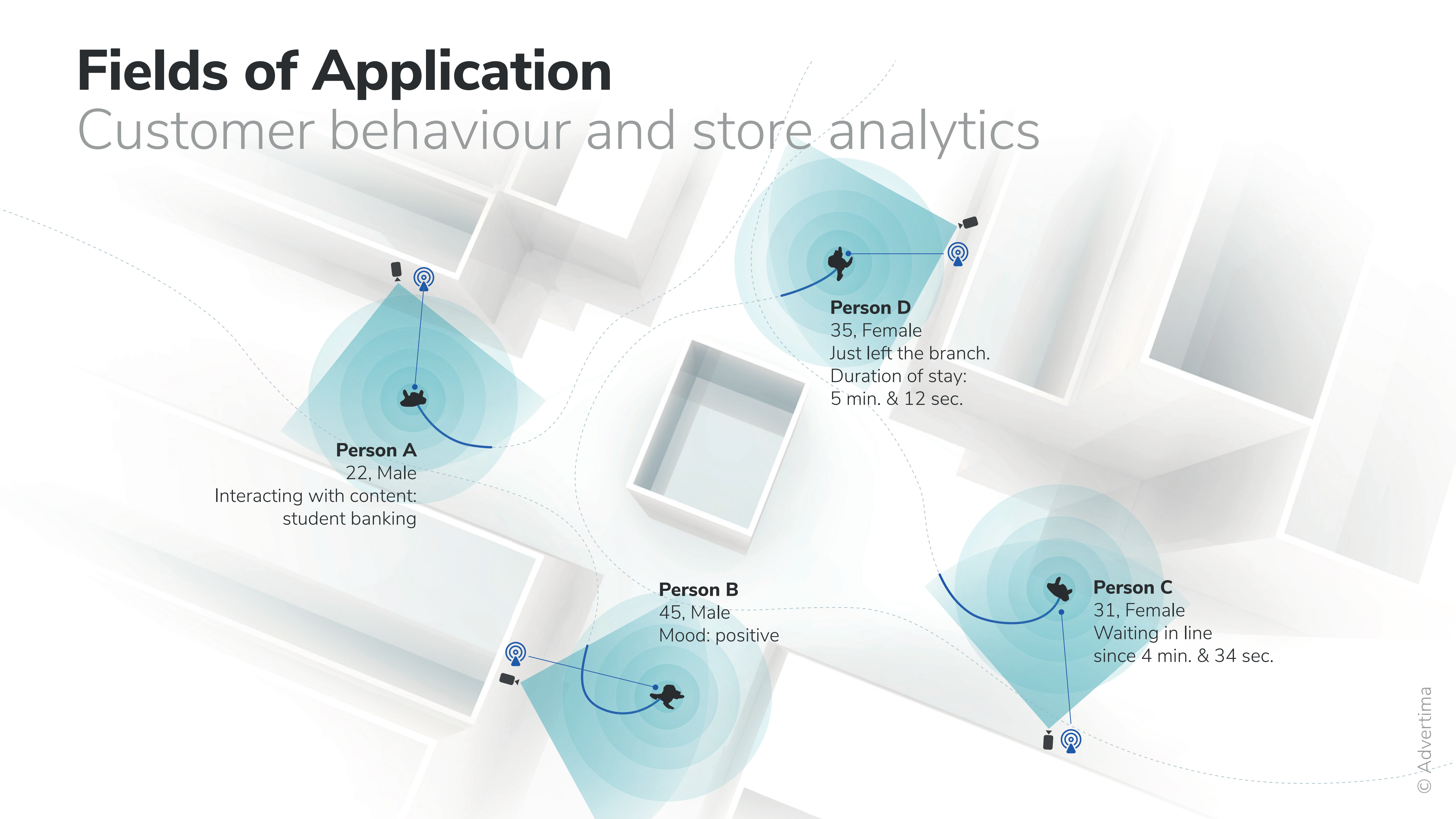Ihre Vorteile mit dem
Wertschriftendepot

Schutz Ihrer Wertschriften vor Verlust,
Diebstahl, Beschädigung und
Vernichtung.

Bank

Fields of Application
Customer behaviour and store analytics

Person A
22, Male
Interacting with content:
student banking

Person B
45, Male
Mood: positive

Person C
31, Female
Waiting in line
since 4 min. & 34 sec.

Person D
35, Female
Just left the branch.
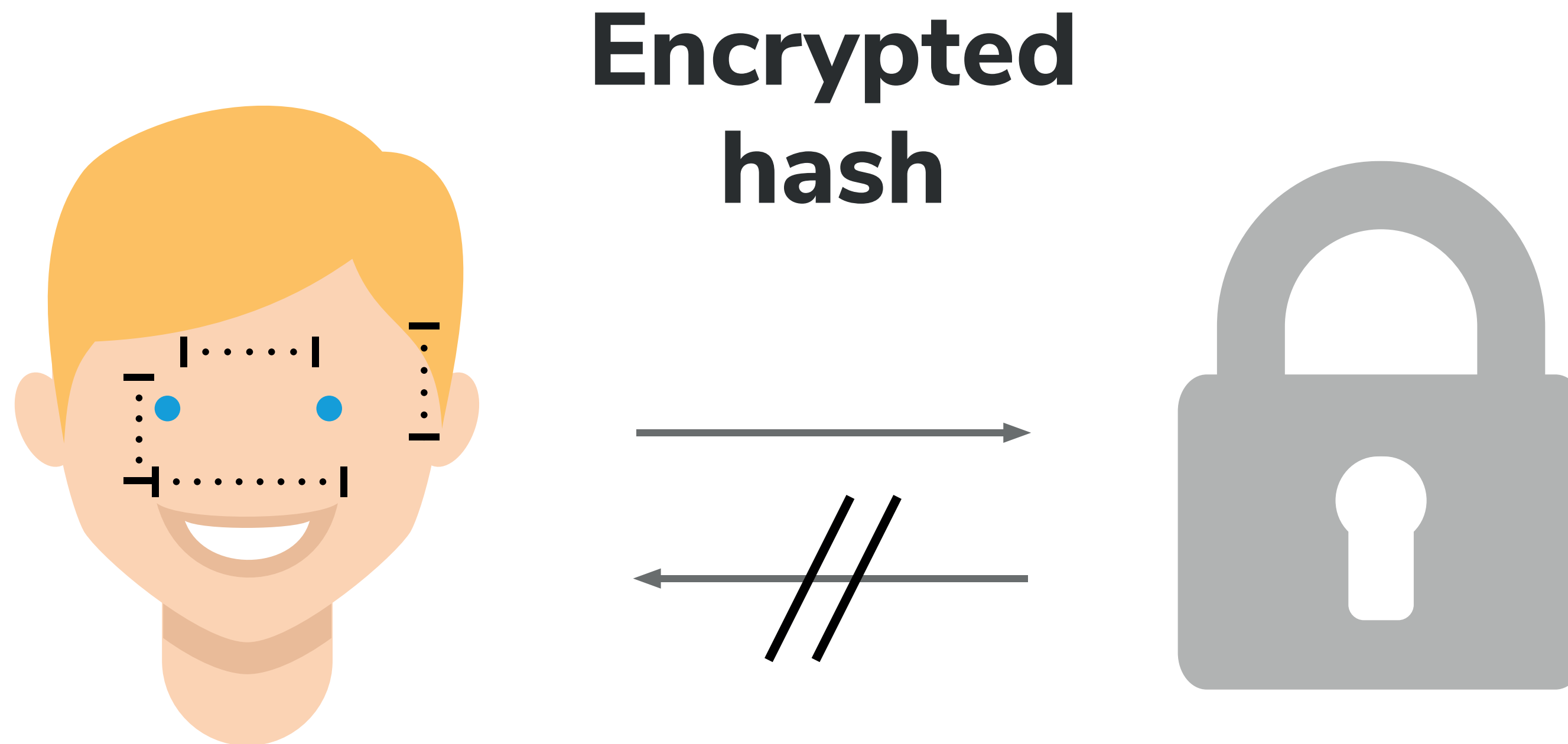Duration of stay:
5 min. & 12 sec.

Fields of Application:
People Flow Management

Data Protection

Encrypted hash

Advertima doesn't edit or process personal data
and thus doesn't fall under any applicable privacy laws.

Architecture: Marketplace & SDK

Advertima
Customer
(EMS user)

Advertima
Marketplace

Advertima Software
Development Kit (SDK)

External app
developer

API's: age, gender,
motion, emotion, etc.

C App	R App	X App
C App	**A App**	F App
B App	K App	W App

uses

builds

uses

Language: C++,
Phython, Unity, etc.

Creates a multilateral win-win situation

Costs of reactive content creation decrease dramatically (ADV SDK)

Additional revenue streams for EMS customers (ADV Marketplace)

Third-party EMS customers profit by using ADV Apps (ADV Marketplace)

Team
Holacracy / 25 Interdisciplinary specialists / St.Gallen & Berlin / 14 nationalities

Iman Nahvi
M.A. HSG
Chief Executive
Officer

Simon Ebner
M.Sc. Engineering
Cybernetics
Chief Technology
Officer

Josip Budzaki
M.Sc.
Entrepreneurship
Chief Product Officer

Miroljub Zlatkovic
M.Sc. Business
Informatics
Chief Project Officer

Gianni Di Iorio
Dipl. Wirtschafts-
prüfer (CPA)
Chief Financial Officer

Amir Nahvi
eidg. dipl. Informatiker
Chief Information
Officer

Mario Siano
EFZ Grafic Designer
Chief Creative Officer

Christian Naef
M.A. Management
Chief Marketing &
Sales Officer

Board of Directors & Advisory Board

David Laux
Serial Entrepreneur
Seed Investor & BoD

Damir Bogdan
Plug and Play
Ambassador
Seed Investor & BoD

Dr. Alexander Fust
Postdoc & Lecturer
HSG
Seed Investor & BoD

Prof. Dr. Luc Van Gool
ETH Prof. Computer
Vision
Seed Investor & AB

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ADVERTIMA

Ready to take off?

Christian Naef | Co-Founder | Chief Marketing & Sales Officer
+41 78 679 17 56 | christian.naef@advertima.com