



Private Media.

Stripe = payments. **Salesforce** = customer data. **Profila** = customer intent.

Watch customers and they perform. Stop watching and they tell the truth.

Private media is the only place customers can honestly say what they want — and only see results for that want. And when they click, they never fear being retargeted for the months that follow.



Why now. Both sides are forced to pay.

\$410B / yr

→ ADS RAIL

Google + Meta ad revenue (2025 actuals) — built on watching. The mechanism is being repriced: €7.1B cumulative GDPR ([tracker](#)) · \$2.78B to Texas alone · 2–5% digital services tax.

\$1.5B

→ DATA LICENSING

what one AI lab paid for training on unlicensed data — \$3,000 a work, 500,000 works (Bartz v. Anthropic, final approval 2026). 35+ suits behind it. Licensed supply is no longer optional.

2026–2032

→ DATA LICENSING

the window in which public human data runs out ([Epoch AI](#)). Every corpus for sale is a stock — sold once, drawn down. Human wants are a flow. Ours renews.

Priced already

→ DATA LICENSING

Spirit Airlines' de-identified data: \$10M winning bid (Google) vs \$7.5M (Mercor), Aug 2026. Reddit's corpus: \$60M/yr → ~\$550M/yr forecast, combined. The buyer provably exists.

Yes — the courts just blinked: Judge Mehta let Google keep Chrome and Android (“plaintiffs overreached in seeking forced divestiture”, [Sept 2025](#); shares jumped on the “surprisingly light punishment”), and Judge Boasberg ruled Meta holds no illegal monopoly (Nov 2025). But the direction is one-way — exclusive contracts barred, search-data sharing ordered, ad-tech remedies pending — and people, governments and business have stopped defending the watching.

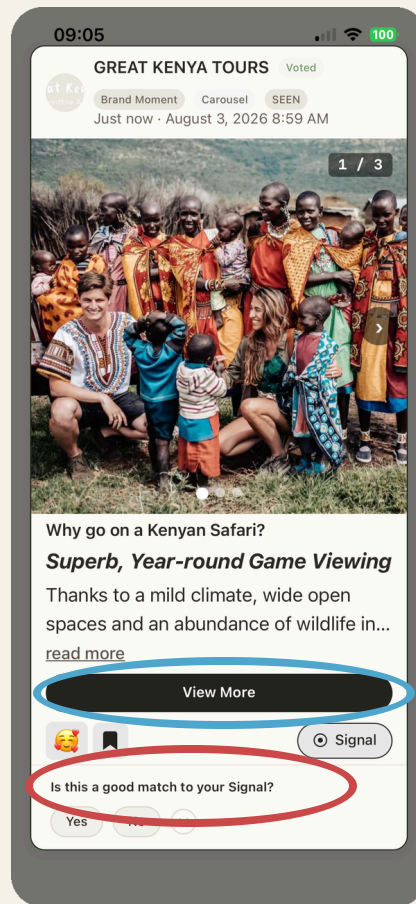
Brands need a lawful way to reach customers. Labs need lawful human data. Both are compelled — by law, tax and scarcity. No behaviour change required.



Two clicks. Two revenue generators.

CLICK 1 · THE AD

CPC · CPV · CPI — the brand pays
for the conversion.



CLICK 2 · THE VERDICT

Yes / No mints a licensable intent pair —
the training-data asset, consent-signed.
what she wanted → what she got → confirmed by her.

We sell ads to brands

priced on privately declared customer intent — CPC · CPV · CPI, never CPM.

vs Google & Meta: they price inferred attention. We price declared intent. They can't switch — surveillance *is* their business model.

We sell AI training data

to LLM and physical-AI companies who need to know what customers actually **mean** when they declare an intent or instruction.

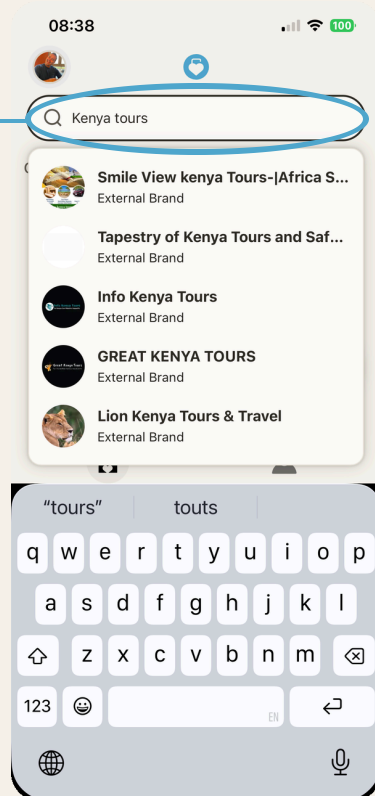
vs Scale · Surge · Mercor: annotators paid to imitate meaning. Ours is declared by the human, verified by the outcome. You can't annotate honesty.



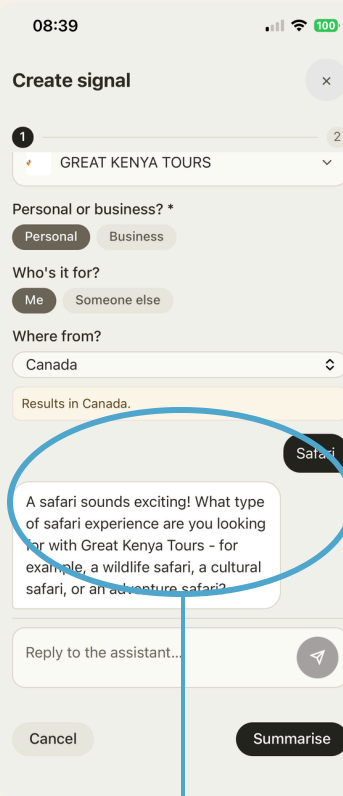
Solution: four simple steps (private, AI-assisted)

DISCOVER

browse & shortlist brands — privately, nothing follows you

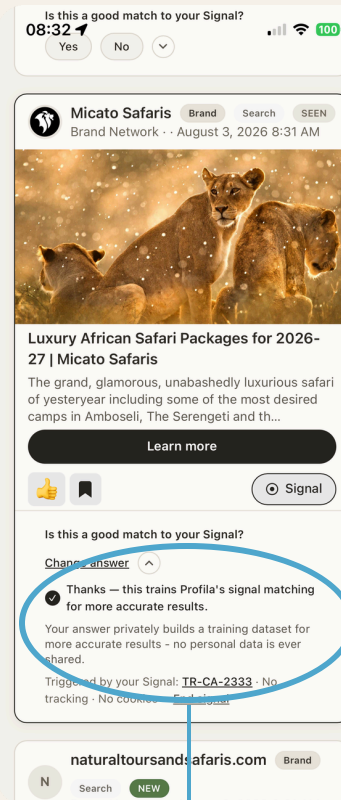


SIGNAL



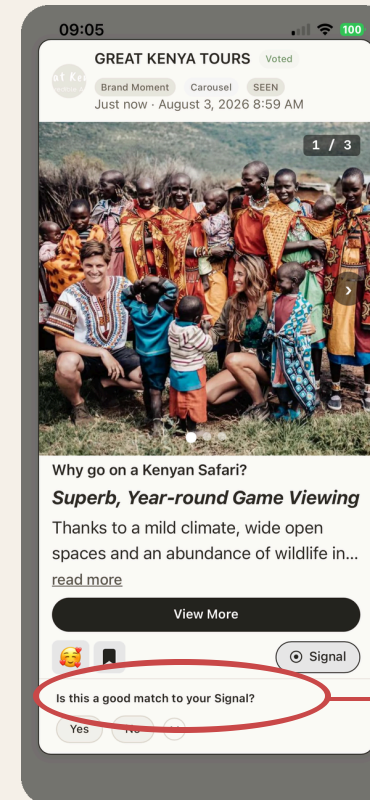
AI helps you focus the need or want — your words

VIEW



every verdict privately builds the training dataset — no tracking, no cookies (live build)

MATCH



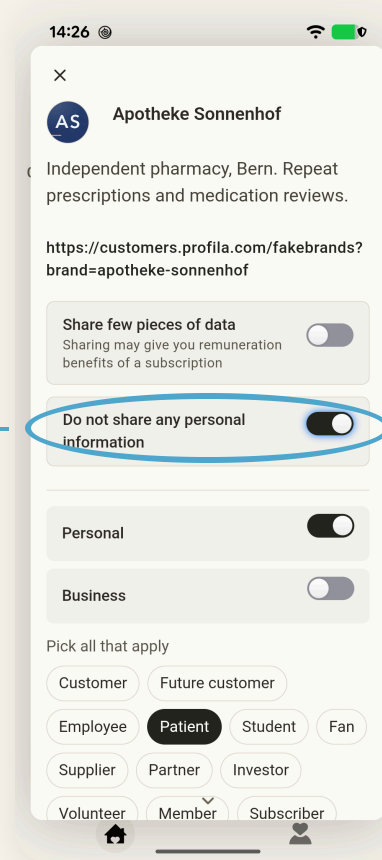
grade it, good or bad. Brands who join get full, private engagement with their customers.

B2B2C — brands invite their customers; signals are first-party, answered via API or agents. **D2C** — free private discovery; a vote opens a brand's door. Pay only on conversion. Zero surveillance. Zero nudging algorithms.



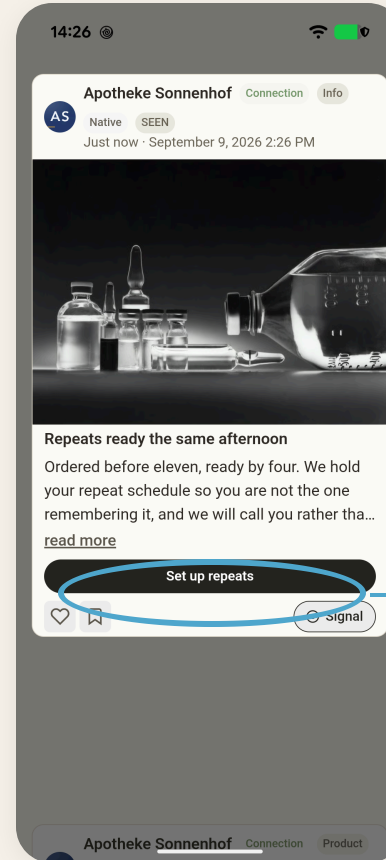
Health. Where private media is the only way in.

1 · CONNECT PRIVATELY



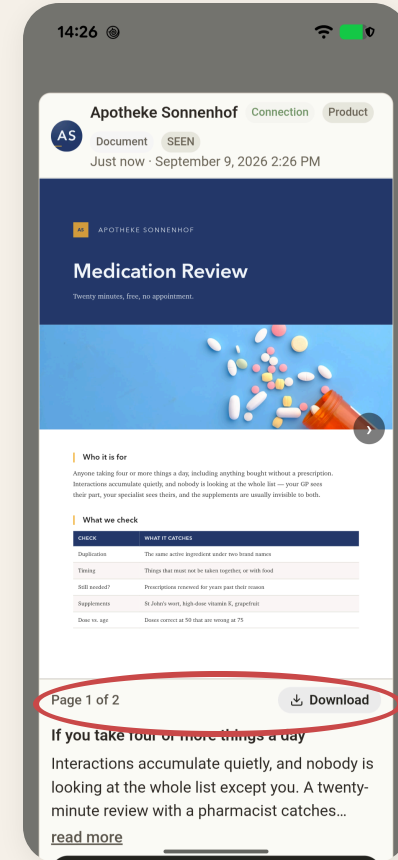
votes as "Patient" —
shares no personal
information

2 · THE PHARMACY ANSWERS



repeats managed —
value, not ads

3 · VALUE, DELIVERED

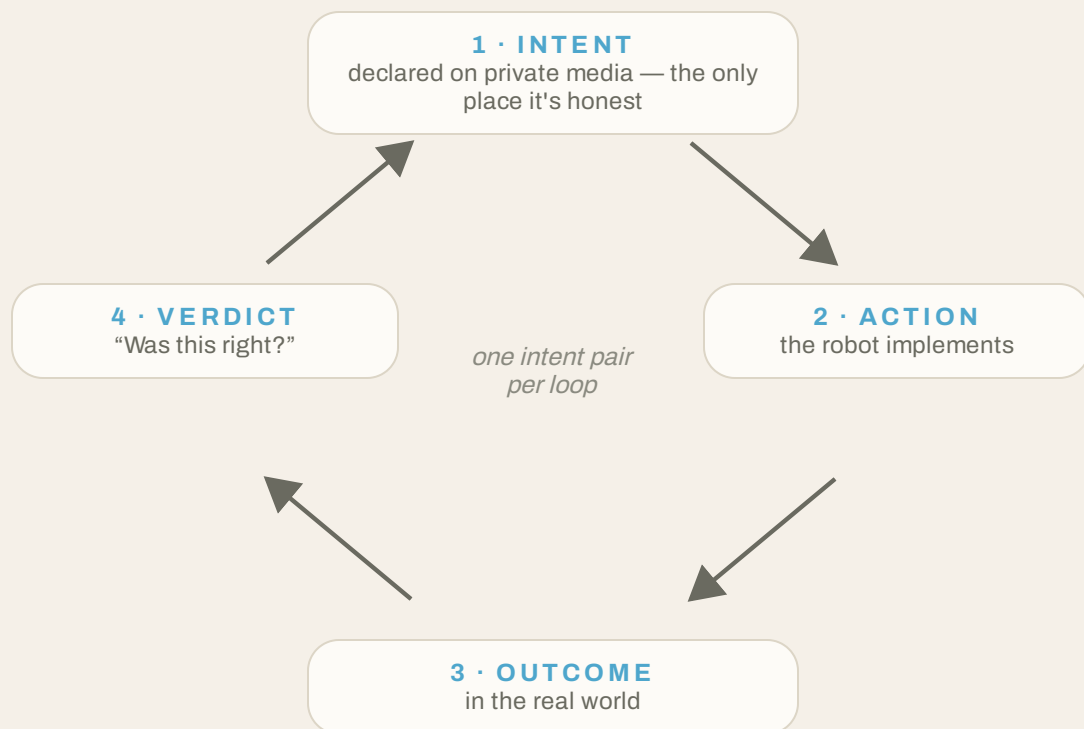


free medication
review — graded
by the patient

Where surveillance can't go, private media is the only way in. GDPR forbids tracking & ad targeting on health. Next: insurance · legal · banking · careers.



Physical AI runs the same loop. **Intent** → **action** → **human verdict**.



DRIVERLESS CAR

“Drive gently — my mother gets carsick.”

→ done → “Yes — but take the corners more slowly next time; she moved around a lot.”

DELIVERY ROBOT

“Behind the gate, not at the door.”

→ done → “Yes — and ring once, not twice; the dog loses it.”

HOME ROBOT

“Tidy the toys — but leave the Lego city.”

→ done → “Yes — but the Lego city grew. It's the whole rug now.”

PHYSICAL AI ~\$5T by 2050 ([Morgan Stanley](#)) · [Goldman](#): \$138B humanoids by

2035 · \$81B→\$1.1T by 2035 ([Kaiso](#))

The data gap: they have endless observable data — camera, lidar, telemetry. **Nobody has intent + feedback-loop data.**

Ads train the model today. The same pairs steer the robots tomorrow. The training data is identical to the ad rail's — the refinement is where the meaning lives. Nobody can scrape “gently.”



Why us. You can't bolt private onto surveillance.

```
{ "declaration":  
  "Somewhere in Portugal next month.  
  Four nights, small and local,  
  nothing too hilly for my knees.",  
  "classification": "CT-653 · Travel",  
  "match": "Convento de Évora",  
  "outcome": {  
    "grade": "verified_resolution",  
    "human_verification": "yes_match" },  
  "consent": "signed · per record",  
  "identity": "unlinkable" }
```

THE CORPUS — ONE SIGNAL, AS DATA (SCHEMA 1.8)

CONSENT LOCK Every record is **born licensed** — consent cryptographically signed in, per purpose. Repurposing watched data is the exact act the \$1.5B settlement priced.

NEUTRALITY LOCK Swiss rail, open protocol — **42-True, Apache 2.0**. No lab trains on a rival's logs; every lab can build on a neutral standard. The protocol is public; the corpus head start and customer relationship are not.

CEILING LOCK Nine decades of behavioural science: **watched humans perform**. A corpus assembled under observation carries a distortion scale cannot remove. Honest intent only exists where nothing is watching.

To copy this, Big Tech would have to stop watching. Watching is their business model.



Why me. **Eight years in this exact problem.**

THE RESEARCH & DEVELOPMENT

Eight years — we did the research and learnt: **Universidad Carlos III de Madrid** (zero-knowledge advertising study) · **ContractWeb** (legal-AI contract QA, HCII 2023) · **Innosuisse** (AI privacy) · **CERN** collaboration · **University of St. Gallen** · 11 **Cardano Catalyst** Web3 grants. Author of **42-True** ([GitHub](#) · [DOI](#)).

THE SCAR

Eight years building for people to control and **sell their personal data — and it failed.** Consumers wouldn't pay attention to earn privacy; the data marketplace never cleared; awards, not users. The same wall Datacoup, Digi.me and Killi hit.

THE PIVOT — THE BUILD

The build is the pivot. Six months, solo, with **Claude Code** — pointed at a new category: **private media**, tech and UI experience first. Encrypted identity split, k-anonymous corpus, signed records, provable erasure — every claim commit-verified.

Solo isn't the risk here — it's the proof of velocity. Two founding hires signed at close — and Wisory plus industry leads already helping shape the seed.



8 years of R&D. 6 months to rebuild.

2017–25 R&D

- Chatbot era — **pivot 1** → platform
- ContractWeb — legal-AI contract QA (HCII 2023)
- CERN — collaboration agreement
- Universidad Carlos III de Madrid — zero-knowledge advertising study
- Innosuisse — AI-privacy project
- Cardano Catalyst — 11 Web3 grants
- University of St. Gallen
- Adtech → privacy-tech data selling — **pivot 2**

OCT 25 SOLO REBUILD · CLAUDE CODE

End-to-end complex system, 6 months:

- Identity split — PII field-encrypted (AES-256-GCM + blind index), EU-pinned
- Two-layer PII scrub before any egress — the ad agent never sees a person
- k-anonymity (k=10) brand-facing · 100-contributor corpus floor
- Ed25519-signed corpus, publicly verifiable
- Privacy proxies — publishers see Profila's IP, never the reader's
- GDPR export + provable erasure, machine-checked

Q4 26 \$250K PRE-SEED

Entity seed-ready · first brand · first metrics
· 2 hires signed

Q1–Q2 27 SEED

Opens on metrics, not forecast. \$1.5M → plan ×1 · \$5M → ~×3

+18 MO \$30M PIPELINE

Brand paid trials · AI training-data deals · agency partnerships

The raise, sized on the next page → seed Q1–Q2 27 opens on metrics · \$1.5M → plan ×1 · \$5M → ~×3

TAM ~\$950B

global digital advertising, 2026 ([Statista](#))

SAM ~\$414B

US + Europe digital ad spend ([eMarketer](#) · [IAB Europe](#))

SOM ~\$30M

month-36: 339K customers × \$88.56 ARPU
(internal model — data room)

DATA ~\$52B

AI training-data market by 2035, 24% CAGR
([BRI](#)) · Reddit → Google \$60M → ~\$550M/yr
(Wells Fargo)



The \$250K gap round. What's true after it that isn't true now.

NOT TRUE TODAY

✗ A US-investable structure

✗ A paying brand

✗ Ad-rail metrics, not forecasts

✗ AI training data, proven

✗ A team beyond the founder

TRUE WHEN THE SEED OPENS — Q1 27

✓ Swiss entity cleaned and seed-ready — a US fund opens diligence without surgery.

✓ First brand live — CPC · CPV · CPI billing real conversions, proving the **private-media uplift**: $\times[X]$ **engagement** vs their watched channels — and a repeatable onboarding path to the next ten brands.

✓ A first cohort measured end-to-end: signals declared → matches served → conversions billed, with per-signal economics against the model.

✓ The first **[N] consent-signed intent pairs** with human verdicts — verified-resolution rate, grade distribution, schema-valid — a corpus sample a lab can actually evaluate.

✓ Founding Commercial Lead and Founding AI Engineer signed — in seat for the seed.

\$250K

buys this list, by end of Q1 27. The seed opens on the list — not on a story.

Round and seed shaped with **Wisory** (advisory) and industry leads across adtech, AI and health.

A gap round isn't sized against runway. It's sized against this list. Once the list is the argument, the amount doesn't have to be.