



Watch consumers, they perform. Stop watching, they tell the **truth**.

The consumer intent rail — where 6 billion people can say what they want, and brands pay to answer.



Give customers **agency and privacy** → they declare what they want, and from which brands → they get **exactly that**.

No surveillance. No guessing. The first place people say what they want, because they're finally in control.



The money isn't scarce — **the signal is:** inferred is watched, guessed, decaying; declared is consented, fresh, appreciating.

| Google \$214B · Meta \$196B — built on surveillance. **We ask.**



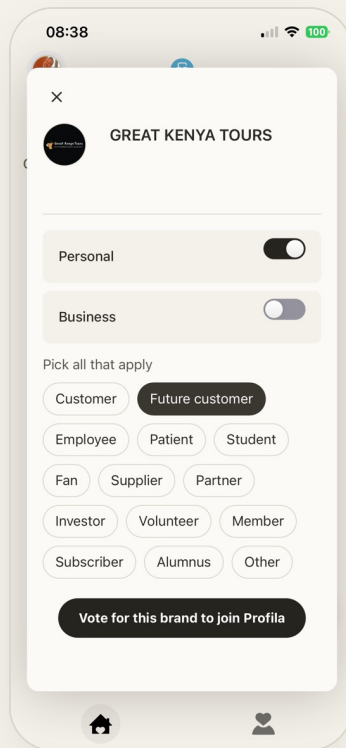
B2B2C

Brands invite customers → customers signal → brands serve → customers engage → **brands convert.**

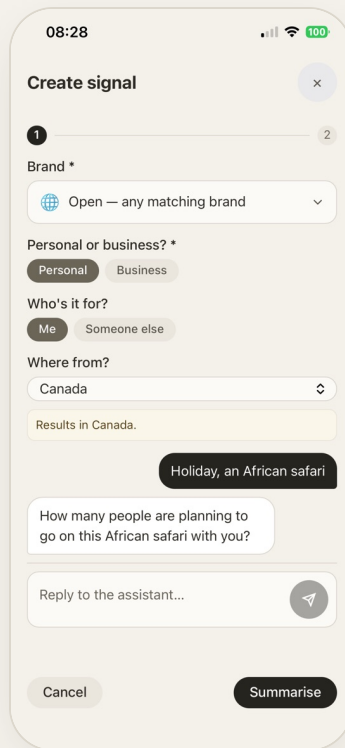
Organic

Customers vote for brands → search & discover → create new signals → **attract new brands.**

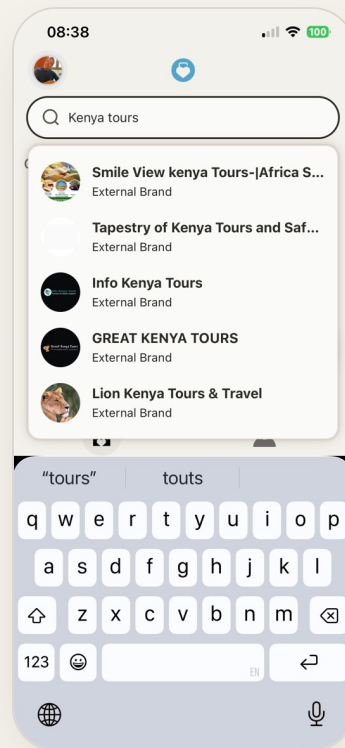
*We land the brands. The brands bring customers. Customers talk — **and it grows on its own.***



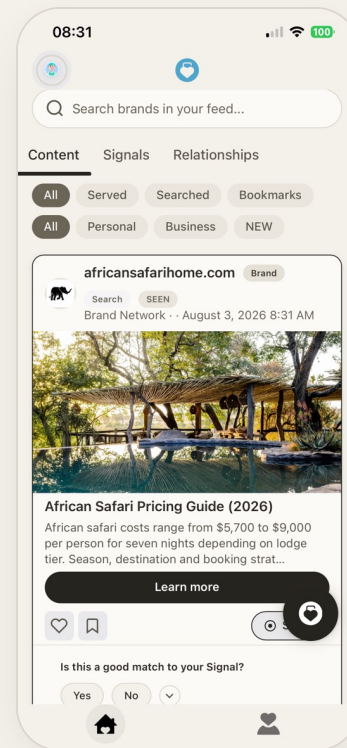
Vote & Connect



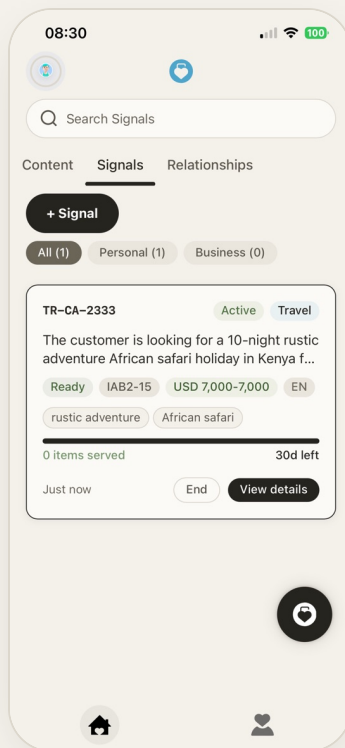
Signal



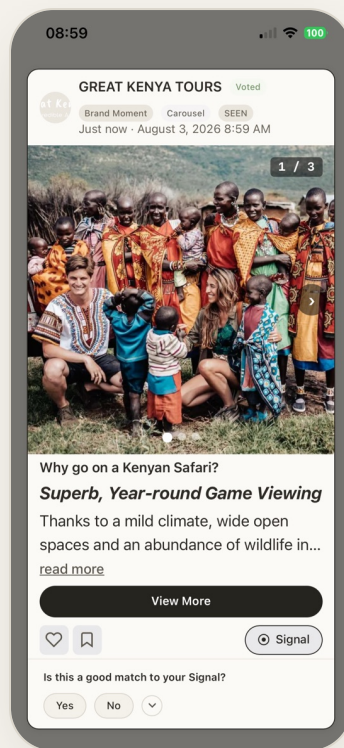
Discover



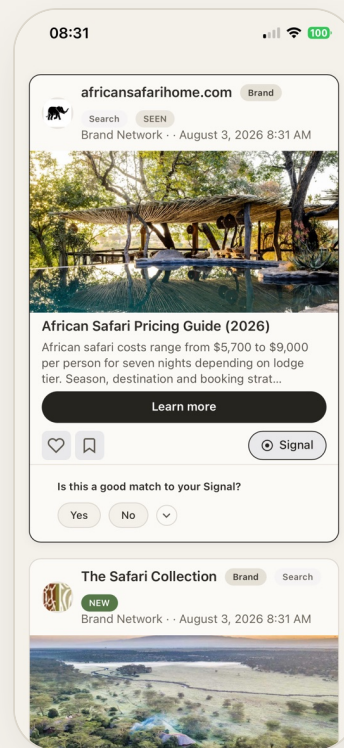
Engage



Listen



Serve



Scale



Growth

Brands arrive and bring their customers with them. Every relationship opened joins **two sides at once.**

Discovery

Every signal is a stated query. Search and votes surface the brands **nobody thought to ask for.**

Costs

Nothing to crawl, infer or buy. The customer says it directly — the acquisition cost is **a message.**

Data Corpus

Every served match is scored. Consent in, outcome out — the record **compounds with use.**



Now the money. Customers get the content matches **they asked for** — paid placements that actually work, across every vertical.

| *Ad revenue today. And every served content match is scored — quietly building the data asset underneath.*



A dataset that captures **what people chose** and has no public equivalent.

*Verified records of what people chose matching their intent — not available elsewhere in consented, outcome-verified form. A meaning model that adds value to any open LLM — **the long game.***



The hard part wasn't the tech. It was designing how to solve for **agency & privacy**.

Innosuisse

University of Lucerne

11 Cardano Catalyst grants

CERN collaboration agreement

Universidad Carlos III de Madrid

*Built for the customer — **that's the moat**. Eight years across grants and institutional partners, and our own funded research — through MVPs, pivots and trials, distilled into simplicity.*



\$1.5M — Five milestones.

- 1 **Close R&D:** Wrap-up Swiss accounting, audit + prep for US C-Corp flip
- 2 **Onboard US team:** CEO (Commercial) + CTO (AI Native)
- 3 **Prove the revenue loop:** First paid brand trials and scale
- 4 **Validate the dataset:** Refine the large meaning model strategy
- 5 **Scale to Seed:** 18 months of ad revenue to seed metrics

*R&D phase closed. Solo-founder & product today. Pre-revenue. **Ready for commercialization.***



Stripe = money.
Plaid = data.
Profila = **intent.**