

# Profila

## THE POSITION

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

Built for customers. **Used by brands.**

# Ads are not bad. The placement is.



**The Fix.** Customers tell brands exactly what they want. Where. When. How much. **Zero surveillance. Zero manipulation.**

Billions of AI-curated declared-intent signals, matched to brand content at the right time through an MCP-native, agent-ready interface on **Profila**.

## TODAY

### The AdTech stack tracks & infers customer intent.

**Brands are taxed on inaccurate, unethical data**

- four platforms take a cut
- customer swipes past the Ad

**\$1** spent **-\$0.66** AdTech tax = **\$0.34** active spend

The market today – A battlefield

**\$725B** programmatic · **\$50+** CPM · **0.46%** CTR · **~\$84B** fraud

## TOMORROW

### Every customer declares what they want.

**Customers create accurate intent signals**

- brands respond directly
- customers chose to engage with the Ad

**\$1** spent **-\$0** AdTech tax = **\$1** active spend

The customer is the publisher (cost per click, action...)

The market on Profila – Greenfields

**\$725B** addressable · **\$0** CPM-Free · **10x** CTR · **\$0B** fraud

Silently building the world's first **Large Meaning Model**. Born from billions of signals. Matched with content. Trained with a human click. A training corpus of intent & meaning. LLMs have the answers, LMMs understand the question. **What is meaning worth in a world full of words?**



## THE PROBLEM

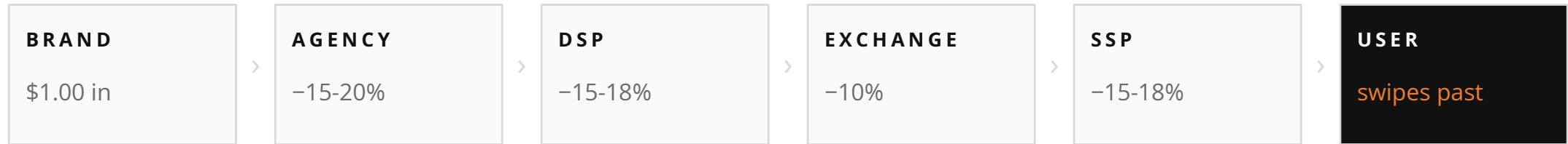
# The customer today.

Surveillance. Infinite scroll. Engagement engineering. AI overload. **Guesswork.**

## THE PROBLEM

# A dollar in. Thirty-four cents out.

Five hops, four margins. The AI underneath learns from noise, not consent.



66¢

Lost to intermediaries — the AdTech tax.

0.46%

Display Ads CTR. 99.54% of impressions ignored.

0

Impressions from a customer who asked for the Ad.



T H E   R E F R A M E

**Ads are not bad.**

The **placement** is.

## THE TIMING

# Why now. Four shifts converging.

2026 is the window. Profila is the only consented-intent rail.

### SIGNAL COLLAPSE

Google antitrust. Apple ATT. Cookie deprecation. Every quarter strips the signal AI learns from.

### AGENTIC ARRIVAL

AI agents will transact for customers in 18–24 months. No consented-intent rail exists yet.

### LLMs HIT THE CEILING

Public text is finite. The next model needs consented behavioral signal. No one else has it.

### PROFILA ARRIVED

Twenty years of privacy, AI and rail research converged. The market is finally ready.

# Four brands. Four leaks. One root cause.

Public 2025 results. Real margin pressure. Declared intent recovers it.

## LVMH

LUXURY · MARGIN RECOVERY

**FY25 revenue –5%, net profit –13%.**

Declared intent from loyal Vuitton & Dior customers bypasses the agency stack.

## KERING

LIFESTYLE · RE-ENGAGE

**FY25 revenue –13%, Gucci H1 –26%.**

Hear directly from the loyal base that disengaged — not paid retargeting.

## PORSCHE

AUTOMOTIVE · HIGH-AOV INTENT

**Operating profit –92.7%. Worst year since 2009.**

At €100–300K per unit, higher conversion returns improved margin.

## ESTÉE LAUDER

PRESTIGE BEAUTY · TURNAROUND

**FY25 net loss –\$1.1B. Restructuring.**

Turnarounds need clean signal, not inferred audiences.



THE FLIP

# The customer tomorrow.

Customers tell brands exactly what they want. Where. When. How much. **Zero surveillance. Zero manipulation.**

## THE FLIP

# How it works. Six steps. Live today.

Customer declares intent → AI structures → brand responds.

### 1 INTENT

Customer declares a need via private AI chat.

### 2 SIGNAL

AI structures it into a clean signal. 30–60s.

### 3 MATCH

Exposed anonymously to verified brands. OpenRTB, API, MCP.

### 4 FALLBACK

Private web search when no match. Never empty-handed.

### 5 RESULT

A finite feed. Customer engages, then leaves.

### 6 FREQ.

Customer sets the pace. Brands pay on engagement.



THE CHANGE

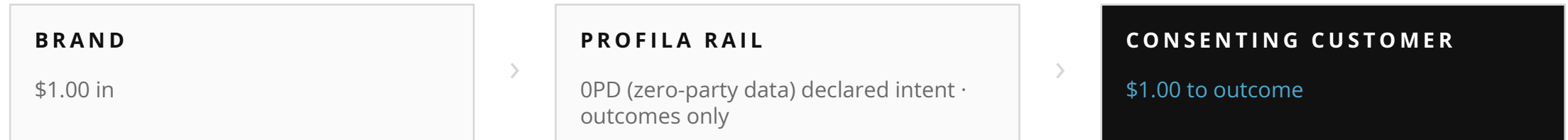
# Brands do something radical. Listen.

Respond to the signal. **Never track. Never manipulate. Never guess.**

## THE CHANGE

# The Profila path. Three hops.

Customer declares intent. Brand responds. 100¢ on the dollar reaches the outcome.



# \$1

Reaches the outcome — vs \$0.34 in today's stack.

# 10x+

CTR uplift via declared intent vs 0.46% baseline.

# 0

Customer PII held. Structurally unbreachable.



THE MECHANICS

# Perfect signal in. Perfect Ad out.

Right brand. Right time. Right place. **On the customer's terms.**

## THE MECHANICS

# The B2B2C motion. Dual flywheel.

Brand-led acquisition meets customer pull. Both train the model.

### B2B · BRAND SIDE

**Sold with progressive agencies and direct.**

One brand signs an outcomes-priced pilot.  
Integrates via OpenRTB, API, MCP. Pays only on declared-intent CPC and CPA.

### C · CUSTOMER SIDE

**Invited by the brand they already love.**

A brand invites 300–500K existing customers to a private Profila. They declare intent and vote for the brands they want next.

### DUAL FLYWHEEL

**Brands invite customers. Customers invite brands.**

Richer intent → richer signal → better outcomes  
→ more spend → more brands invite more customers.

# Six trial archetypes. One rail.

Each brand tests a different reason declared intent wins.

## LVMH

Margin recovery via loyal-customer intent.

## KERING

Re-engage the loyal base that walked away.

## PORSCHE

High-AOV intent. One conversion pays the trial.

## DISNEY

Cross-portfolio depth across 196M subscribers.

## MARRIOTT

Share of wallet. No data held, no more breaches.

## PATAGONIA

Like-for-like. The brand posture, productized.



THE TEASE

# One more thing.

We built a private AI wrapper that helps customers create signal. [And to help brands match content.](#)



THE REVEAL

# The world's first Large Meaning Model.

Born from billions of signals. Matched with content. Trained with a human click. [A training corpus of meaning.](#)

## THE REVEAL

# Trained on consent. Not scraped from the web.

Where LLMs learn from public text, the LMM learns from what humans declared.

## THE LLM

### Learns from public text.

Scraped corpora. Inferred meaning. The public web is finite — and the signal is collapsing.

## THE LMM

### Learns from declared intent.

Consented signals. Stated meaning.  
The training data only exists inside Profila.



THE NEW CATEGORY

# LLMs have the answers.

The LMM understands the question. The need. The desire. The intent. **The meaning.**

THE NEW CATEGORY

# The LMM in four dimensions.

What it is. What it does. Why it is defensible. Why it anchors Series A.

## 1 · WHAT IT IS

A foundation model trained on declared intent — (intent → response → outcome) triples.

## 3 · WHY DEFENSIBLE

The training data exists only inside Profila. Reproducing it means rebuilding the rail.

## 2 · WHAT IT DOES

Predicts what a customer wants, why, and what they will choose. With consent attached.

## 4 · WHY SERIES A

AdTech prices the seed. The LMM prices the Series A — infrastructure economics.



THE ECONOMICS

# An economic model rewarding effort & truth.

Customers create the signal. Brands deliver value. Both train the model. **Contributors share the profits.**

## THE ECONOMICS

# Revenue today. Exponential tomorrow.

Four phases across \$950B+X in AdTech, data and AI — and the model is upstream.

### PHASE 1 · DIRECT

**\$25B**

Brands → connected customers. CPC, CPA, qualified-lead fees.

### PHASE 2 · PROGRAMMATIC

**\$725B**

Agencies, DSPs, SSPs via OpenRTB 3.0. Outcome pricing.

### PHASE 3 · AGENTIC

**\$XB ?**

Brand AI agents bid on intent directly. No incumbent rails.

### PHASE 4 · SUBSCRIPTION

**\$200B**

Brands subscribe to deepening consented data. CRM/CDP/loyalty.



## A P P E N D I X

# The proof behind the journey.

Journey. **Traction. Team. The ask.**

# Twenty years of conviction.

We have been collecting the conditions for the LMM since 2006.

## 2006–2014

### THE SEED

Big data is dangerous. Thesis born fearing Google search.  
MyCentralRecord.com concept born in 2010.

## 2015–2019

### FOUNDATION

Profila.com registered. CERN. Contract for the Web. HSG research.

## 2020–2024

### VALIDATION

Alpha trials. 50+ brand talks.  
Innosuisse + UC3M research. HCII Best Paper.

## 2025–2026

### CONVERGENCE

AI adopted as core. Intent AI live. MCP ready. LMM white paper authored.

# Twelve waypoints — 2006 to 2019.

Conviction built before the market caught up.

**2006**

## THE SEED

Google search. Big data is dangerous — before privacy is a category.

**2010**

## FIRST PRODUCT

MyCentralRecord.com, a personal data vault, demand validated.

**2015**

## MISSION SET

Profila.com registered. Mission, digital agency and privacy for children and people.

**2017**

## FULL-TIME

Side-project becomes life work. Web Summit Lisbon Alpha.

**2018**

## CERN

A year at CERN — privacy chatbots and ontologies. IAPP co-chair.

**2019**

## CONTRACT FOR THE WEB

Contributor to Berners-Lee's Web Foundation, Working Group C.

# Twelve waypoints — 2020 to 2026.

The convergence into the LMM thesis.

2020

## ALPHA TRIALS

Platform shipped. Core mechanic validated. 50+ brand conversations.

21-24

## AI INNOSUISSE · HSLU

Swiss government-funded AI research on privacy law.

21-23

## ZERO-KNOWLEDGE ADS

Three-year UC3M Madrid research. Cryptographic consent layer.

2023

## PEER REVIEW + WEB3

HCI-CPT Best Paper Award. ZEKE token capitalized the web3 phase.

Oct'25

## AI ADOPTED AS CORE

Intent AI live. MCP ready. OpenRTB designed. The rail is wired.

2026

## LMM THESIS

Large Meaning Model white paper. Anthropic-aligned. Ahead of the market.

# Pre-revenue is a feature. The de-risking is the asset.

Everything we need to build the LMM is already wired.

20yr

Of converging research — 2006  
Google search fear to 2026 LMM  
paper.

50+

Brand conversations globally since  
2020. Appetite confirmed.

13

Web3 grants secured, plus 2  
academic grants (HSLU, HSG).

1

AI award — HCI-CPT Best Paper, HCII  
2023.

# Research, IP and platform readiness.

Government-funded. Production-tested.

## RESEARCH & IP

- AI Innosuisse research with HSLU (2021–24).
- Zero-knowledge advertising, UC3M Madrid.
- Go-to-market research with HSG St. Gallen.
- HCI-CPT Best Paper Award, HCII 2023.
- LMM white paper (2026) — Anthropic-aligned.
- 13 web3 grants secured, delivered.

## PLATFORM & TECHNOLOGY

- Alpha trials, Switzerland end-2020 — validated.
- Full rebuild 2023–25 — security-audited.
- AI adopted as core, October 2025.
- Intent AI live · MCP ready · OpenRTB designed.
- Zero-PII architecture designed.

# Brand demand and ecosystem.

Every brand we have shown it to wants it.

## BRAND DEMAND

- 50+ brand conversations globally since 2020.
- Alpha trials proved demand.
- "Everyone we show it to wants it."
- Six trial archetypes ready to deploy.
- Channel partners under discussion.

## ECOSYSTEM & ENDORSEMENT

- Contract for the Web contributor (2019).
- IAPP co-chair Switzerland (2018–19).
- CERN collaboration (2018).
- ZEKE token (2023) — validated economic models.
- Academic alignment with HSG, HSLU, UC3M, Innosuisse, HCII.

# Two hires close the seed round. A hunter. A wizard.

Both shaping Profila from go-live. USA-based. H1 2027 seed close.

CEO · USA

## THE HUNTER

Brand deals. Agency war. Seed close. Built or scaled a US commerce, data, or ad business before.

CTO · USA

## THE WIZARD

AI-first. LMM owner. Rail at scale. Builds models, not just integrates them.

FOUNDER

Shawn Jensen · CPO. 20 years of converging research.

ADVISORS

Van Roey (legal). Bragg (ecosystem). Advisory co-founders.

## Role 1 · CEO · USA. The Hunter.

Brand deals. Agency war. Seed close.

### PROFILE

Senior US ad-industry operator. Ex-Meta, Google ads, programmatic or agency-holding-co background. Network into CMOs is necessary.

### WHAT THEY OWN

GTM leadership. Brand-deal hunting from day one. Lands pilots with high-LTV brands. Closes US seed by H1 2027.

### LOOKING FOR

A proven US hunter who has sold outcomes to CMOs and raised seed. Comfortable in AdTech sell with, through or bypasses agencies.

## Role 2 · CTO · USA. The Wizard.

AI-first. LMM owner. Rail at scale.

### PROFILE

AI-first engineer with deep maths — builds models, not just integrates them. AdTech infra veteran who scaled RTB or signal systems.

### WHAT THEY OWN

The platform and rail at scale. Zero-PII hardened. Signal matching in production. The LMM track — the Series A re-pricer.

### LOOKING FOR

A model-building AI/ML engineer with RTB production credibility and the desire to own the LMM as primary IP.

# Pre-seed bridges. Seed builds. The LMM re-prices.

Clean Swiss entity. C-Corp flip. USA team. Staged on outcomes.

FINAL PRE-SEED · JUL 2026

**\$500K**

Clean Swiss entity, ready to flip to USA C-Corp.

SEED · H1 2027 · USA

**\$5M**

Agency disruption. OPD declared intent live in programmatic. Uplift in CTR proven, scaling.

LMM TRANCHE · H2 2027

**+\$5M**

Large Meaning Model activation. Series A primer.

# Valuation ladder and use of pre-seed.

Three rounds. Series A re-prices outside of AdTech.

## PRE-SEED

**\$16M → \$8M**

Discounted for speed · Jul 2026

## SEED · USA

**\$25–35M**

C-Corp · H1 2027 · disruption live

## SERIES A

**\$80–150M**

LMM activated H2 2027 · new AI category

## USE OF PRE-SEED · \$500K

**15%**

Legal · flip

**30%**

USA hires

**20%**

Brand pilots

**35%**

Runway

# Profila

## THE POSITION

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Built for customers. **Used by brands.**