

Part 1: "Elevator" Introduction

Brief elevator pitch for your company

MoodMe is a face technologies company which provides **Face Intel inside Apps** to increase engagement & monetization with **Augmented Reality experiences**.

Part 2: Market and Industry Analysis

How large is your market? What market segments are you going after and why?

10 B\$: Snapchat lenses, Facebook/Msqr filters, Meitu 5 B\$ IPO. Face + AR is hot.

(Mobile) Apps have 4% retention (after 1 yr). Lack of meaningful engagement is a primary cause.

Adjacent segments: emotion detection, face recognition, eye tracking.

We are focused on face tracking & facial expressions / emotion detection because they are related to emotional engagement (offering it or measuring it) and R&D base is common.

Is this market growing? How fast?

Yes. High double digit.

Who is in the market already? What is the nature of competition – direction, indirect, substitutes?

Snapchat & Facebook are B2C and offer Face + AR to capture & engage their audiences. They each have 10 B video views / day (as of 2016) and lead in video Ads (along with Google). They do not license their tech (which they have through 100 M\$ acquisitions). They validate the category & create buzz & as a result the market demands that.

Direct competitors: Image Metrics, Visage, Luxand, MotionPortrait, Morfo.

Part 3: Go-to-Market Plan

Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you.

Current customers: European Commission (100 K revenues last year), Agencies (EU & US, such as bMuse), Brands (Cointreau & a Top 10 Pharma), Ifwe (Hi5 / Tagged).

The initial engagements (2015-H1 2016) were consulting (mobile projects development using our face tech).

Since H2, we moved to sales of SDK subscriptions.

Describe how you win customers today. Describe your future customer acquisition strategy.

Our prospects are 50% lead generation – 50% inbound (SEO). We try to get them immediately in a conf call or meeting if in SFBA or cities where we have a Sales Agent. We have a pipeline of 150 prospects. Customers get a free Try & Buy.

We give a very high customer focus to answer all their questions. Loop in our CTO or Lead Dev or 3D animation expert to nail every detail of the customer use case & show them how our product + services our great team provides are a perfect match. B2B sales cycles took less than 3 months.

How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any?

Our product is great. R&D started in 2010 at University. CTO & Team: PhDs in Computer Vision, AI and Machine Learning.

We engage on a person to person basis with our customers. Online is a way to start the conversation. Deals happen between people. Not all geeky companies get that.

We have a channel, thanks to a rolodex built over 20+ years of B2B sales worldwide of CEO & CIO.

Part 4: Technical Product Description and Plan

Briefly describe your product or service.

MoodMe core product is a Face Tracking and Augmented Reality SDK. It is mobile first and is ported on Desktop (Linux & WIN10). Teaser https://youtu.be/z-SQX_Gic7c

Most customers today want Magic: Augmented Reality applied on human faces. This happens thanks to a team of Senior Engineers & 3D artists working closely together who can either deliver or educate customers to build complex 3D scenes. Some customers want face intel: automotive wants to prevent drivers from falling asleep. The answer here is highest precision & robustness of face tracking algorithms.

Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?)

Customers & our own App demos our SDK capabilities: <https://appsto.re/be/qeQebb.i>

Describe the remaining product development risks and your plans to overcome them.

We are moving into 2 areas: multiple faces tracking + augmented reality effects and deep emotion detection.

These developments are at the frontier of the R&D on computer vision, AI, ML.

The key is to have an amazing team, motivated, respected and always cracking a nice nut to keep them happy.

Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors).

No Cloud: no privacy problems: all face tracking generated on end user device. No risk of back doors or hack, important with personal data such as faces. Highest combination of Face tech All-In-1 SDK (face track, face rec, emotion detect).

Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?)

8 patents in the pipeline. US PTO. 2 in last office action stage. PCT under way. New patents being filed. Clear goal is to limit freedom to operate of competitors & incumbents. 2 trademarks granted. US PTO.

Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you as well as what challenges you may face such as manufacturing arrangements, distribution contracts, partnerships, etc.?

A very good face tracker would take a team of 3 insanely smart engineers one or two years.

Only giants (GAFA) want to own this technology. 99% of the companies prefer Buy than Build.

Part 5: Risk vs. Talent Narrative

What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones?

We built a product with the key features which has a great product – market fit in a hot market.

We have figured out the right business model, price point & licensing model.

We have built an IP portfolio with a priority date of Feb. 2012, ie way before Lookserly (Snapchat) & MSQRD (Facebook) were born. We went through the ups & downs and our team stayed united & friends.

Briefly list and describe your key team members.

Chandra De Keyser, CEO, global sales & bus dev for Northrop, Software AG. US & Brazil startups. Combines the best of startups & large corporations.

Massimiliano Tarquini, CTO. NATO. Autostrade (license plate recognition). Entrepreneur & University Professor.

Alessandro Ligi, CIO. Large eGov programmes. Entrepreneur & University Professor.

Leonid Mesentsev : Senior Developer. 20+ yrs of complex code. Studied Maths at Univ. Haifa (Israel #1).

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.?

Director, Product Marketing & CMO. In 1 yr, VP Sales China.

Our sales capital we'll raise will enable us to onboard such talents.

We are disrupting the market of face technologies by making it democratically available to all App developers. Top people will join us.

Briefly list and describe your key advisors, and their contributions to date.

Our Advisors are seasoned US entrepreneurs & will help find the right talents.

Barron Ernst (Naspers), Shergul Arshad (AS ROMA), Tom Rice (MIT, SRI), Chris Galvin (Jana), Michael Cheney (Coca Cola, Symantec), Aristodemos Pnevmatikakis (AIT).