

| € 3.5 mn Seed Round Pitch Deck

# WE ARE THE MISSING DIGITAL LINK IN ADVERTISING



## Solution

### Unique Middleware Platform

Our patented cloud platform solution combines digital marketing and customer engagement. We offer two products to automotive (CAR2AD) and retail (STORE2WEB) industries, uses web IDs to connect advertising recipients in the offline world to the online world via our cloud platform.

## Business Model

### Diverse Revenue Streams

Our full digital marketing solution enables two complementary and independent revenue streams - one of the digital out of home (DOOH) business and one of the customer loyalty sector.

**€ 150**

Revenue Share  
per Display

**€ 50**

CRM New Lead  
Generation

**€ 1**

CRM Loyalty  
Conversion

While live content is automatically displayed on DOOH screens, revenue will be generated from adverts. Meanwhile, customer data will be collected GDPR conform and leads to revenue streams through customer loyalty.

## Problem

### Dysfunctional Value Chain

The increasing parking fees for car-sharing providers lead to a need for additional revenue sources. Decreasing revenues and sales weaken the retail sector. In both cases a broken customer journey wastes the monetization potential.

## Investment

### Highly Scalable Business Model

We seek for a € 3.5 million in seed funding in order to invest in rollouts with large customers, win new clients and grow our market share.

**38 %**

of the investment will be spent in marketing and sales activities to enlarge our sales funnel.

## Go to Market

### Expand Strategy

For the first time car-sharing vehicles will be equipped with digital billboards in Germany - with the CAR2AD solution. In addition, with STORE2WEB the problem of declining sales in the retail sector will be solved by using the existing infrastructure in the stores.

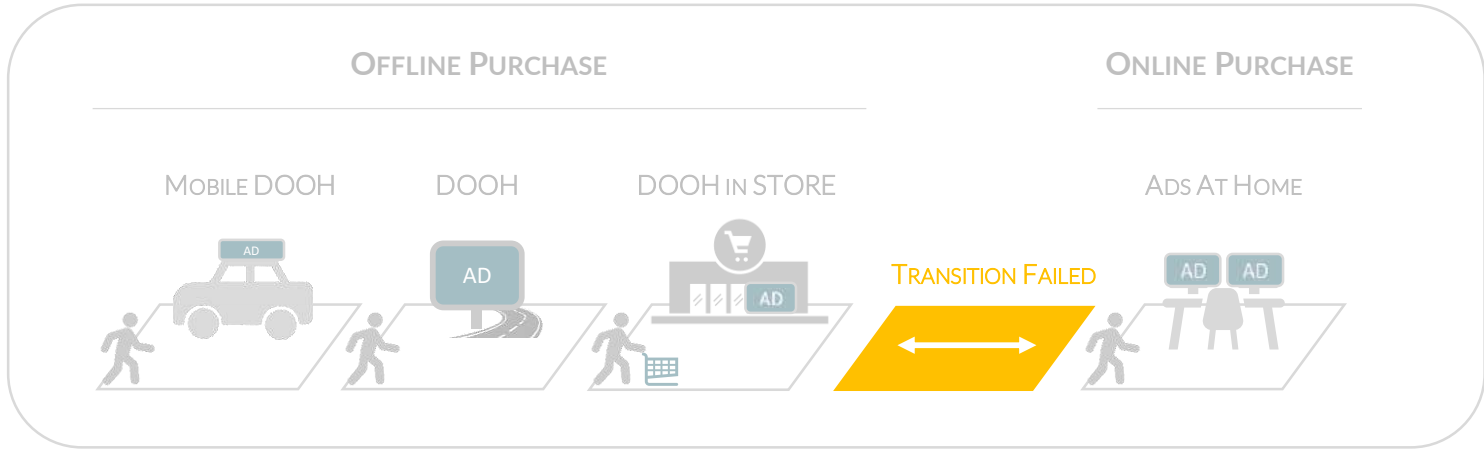
## Team

### Versatile and Experienced

The core team of Mobility Data Lab GmbH features decades of industry experience in mobility and marketing, combined with in-depth product and technology expertise in software and hardware.

# Broken Customer Journey

Traditional out-of-home (OOH) advertisers have no access to online customer journey and are faced with a gap in the customer journey



- ⊗ Limited data for marketing campaigns
- ⊗ Lacking ability to re-target recipients
- ⊗ Limited insights in customer behaviour

loss of customer relationships

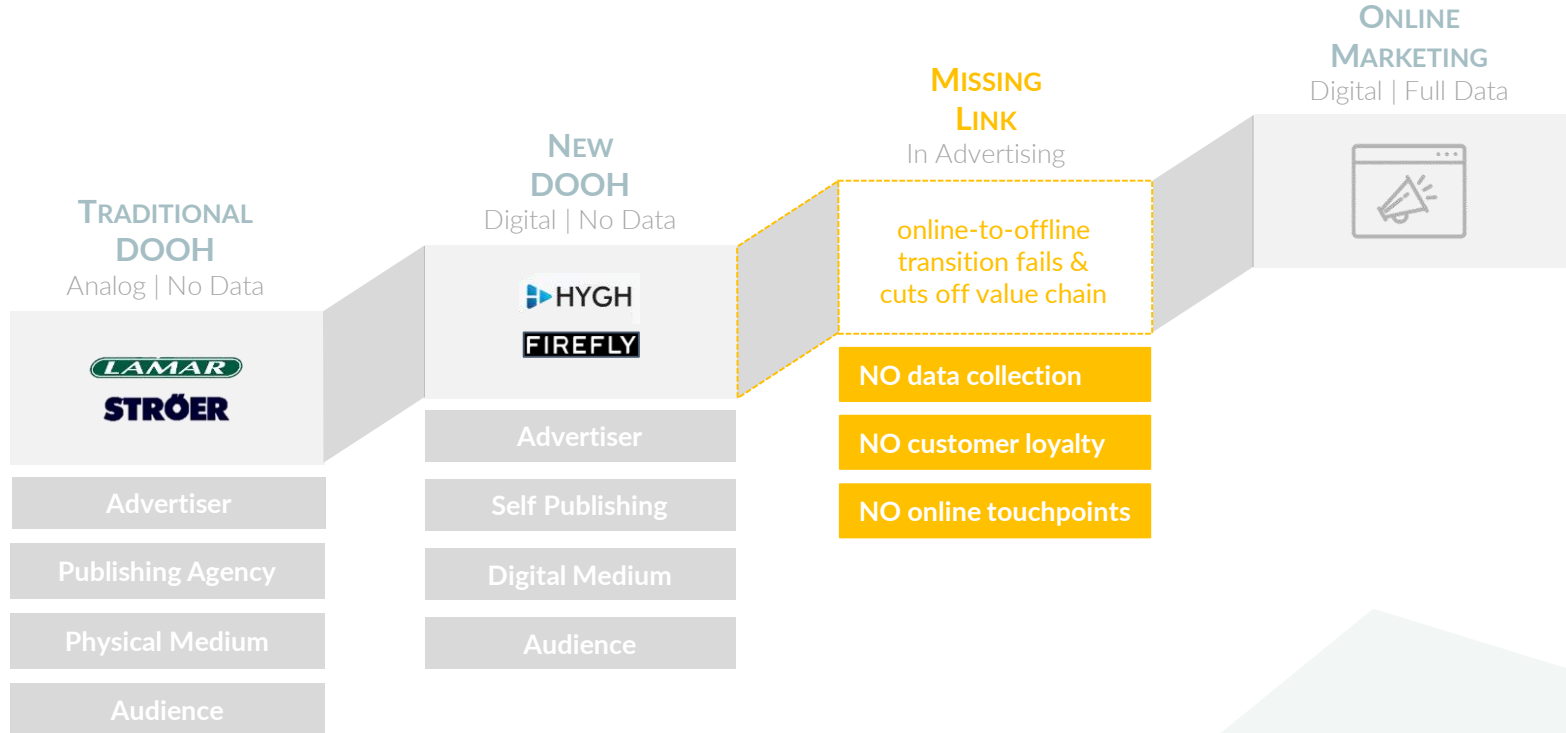


at the beginning of value chain

- ⊗ Inefficient advertising budget allocation
- ⊗ Wasted monetization potential
- ⊗ Decreasing revenues and sales

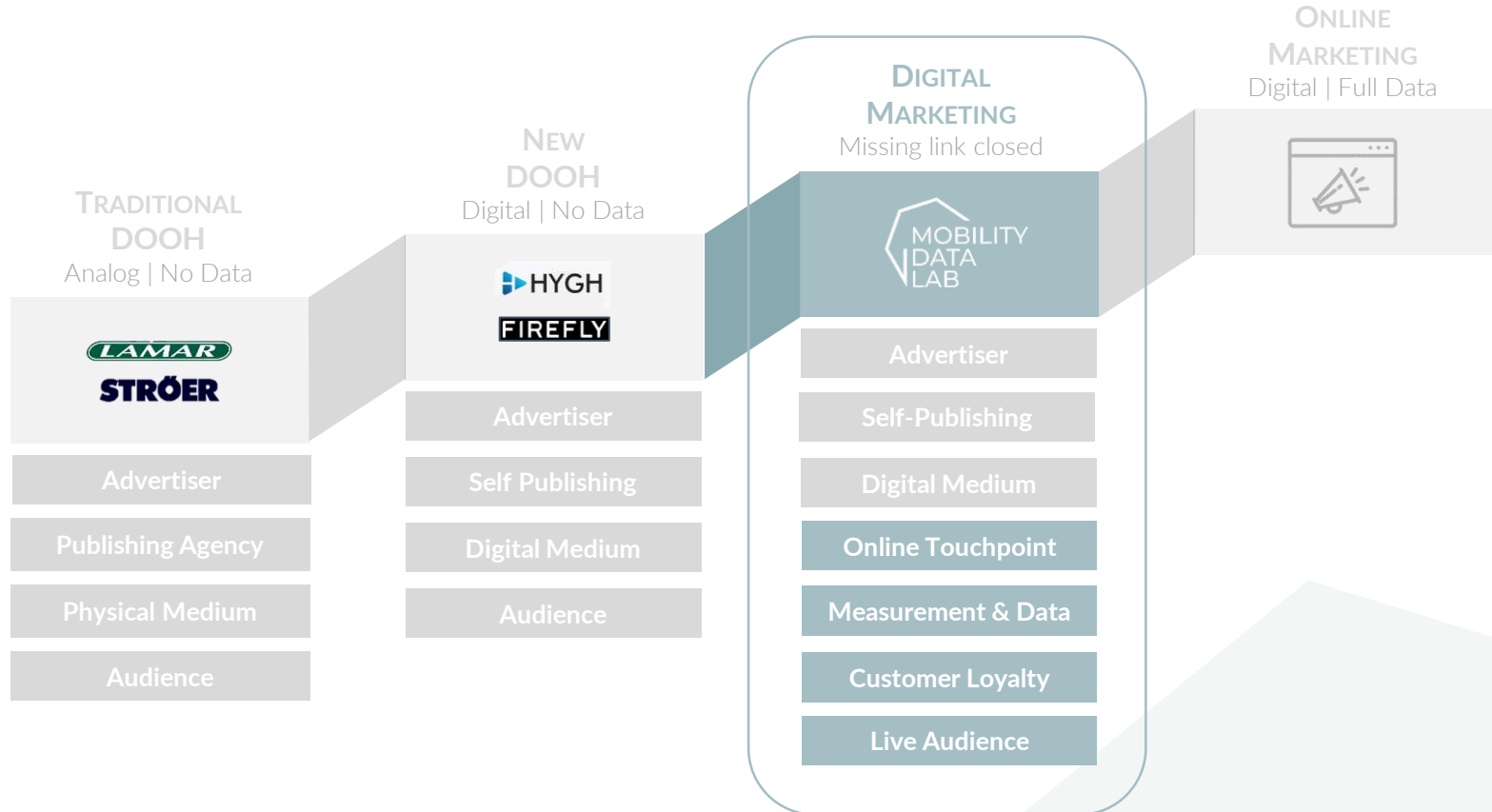
# PROBLEM Dysfunctional Value Chain

Disrupted target group tracking without customer relationship



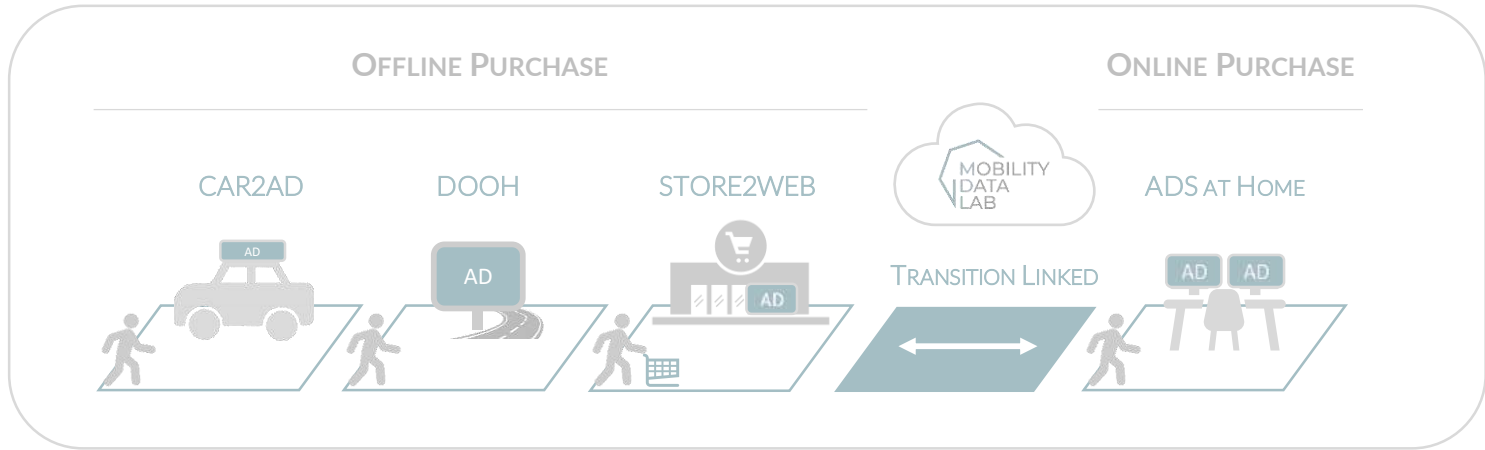
SOLUTION  
**Extending the Value Chain**

Establishing the link providing offline-to-online transition



# FUTURE 360° Customer Journey

Physical recipients will be transferred into the digital world to achieve effective and traceable marketing and customer loyalty



## TRANSITION TO ONLINE WORLD

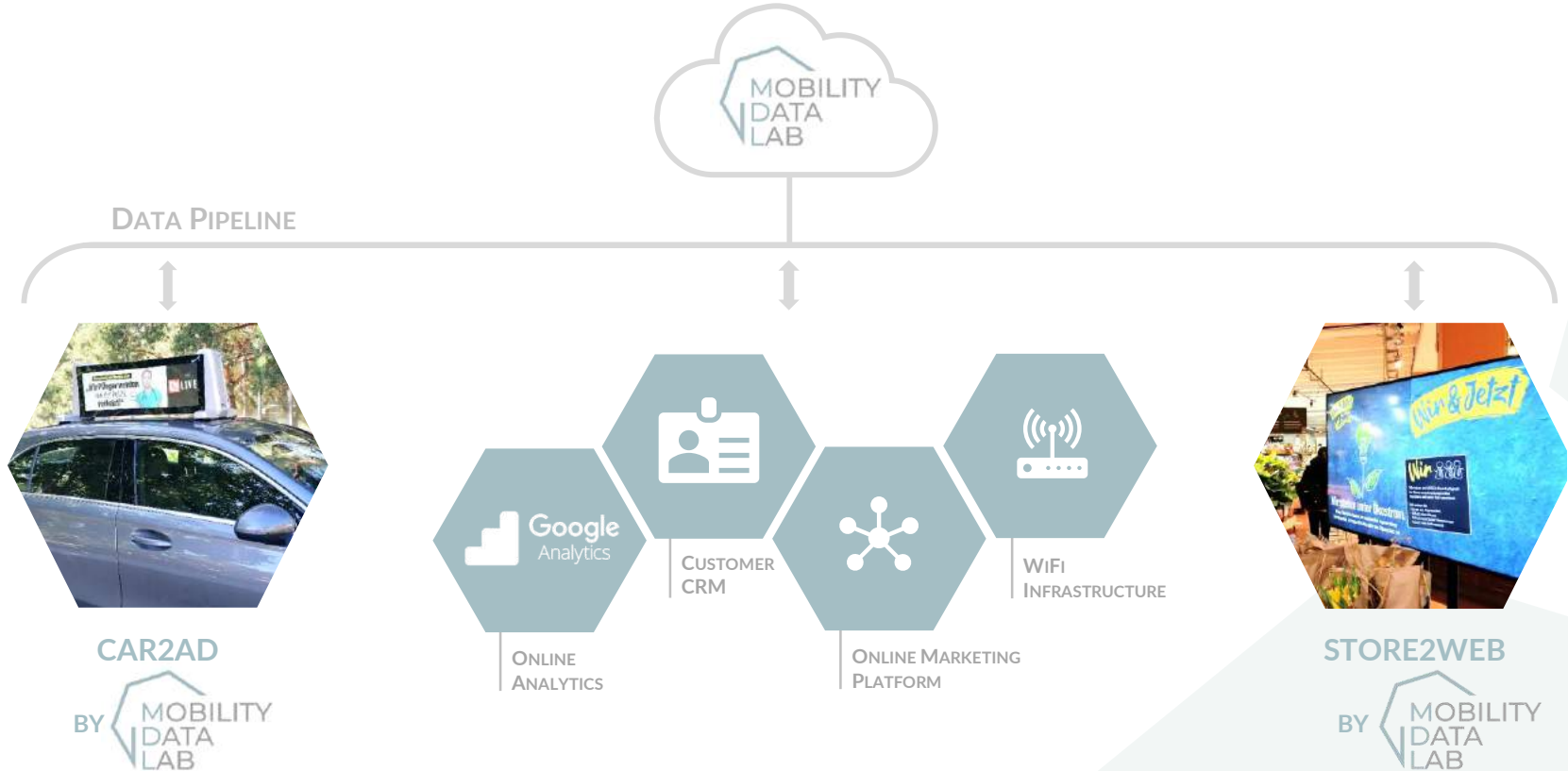
- ✓ Efficient allocation of advertisement budget
- ✓ Smart re-targeting & additional monetization

- ✓ Increasing revenues & sales
- ✓ Optimizing loyalty via data

# PRODUCT

## Unique Middleware Platform

The patented software solution combines offline touchpoints and online platforms by using web IDs and WiFi infrastructure



## Visionary Technology

Shaping the future of OOH advertising by using state-of-the-art online technology



### Asset light

Hardware costs are covered by the advertisers alone



### Patented Technology

Own CRM and customer database through a digital loyalty card



### Live Customer Analytics in OOH

Measures the performance and analyzes customer behavior offline and online



### Collecting Consumer Data in OOH

Empowers hyperlocal marketing and additional monetization potential



### Fast Cloud-Based Installation

Adapts to customers existing infrastructure



### Retargeting of Physical Visitors

Allows follow up customer engagement outside the properties



PROOF OF CONCEPT  
**Pilots and LOIs**

From successful lighthouse projects with partners from the retail and automotive sectors to finished products



STORE2WEB



CAR2AD



CUSTOMER  
EDEKA Market

IDEA  
Go live

RESULT  
1 year fully  
equipped

CUSTOMER  
A.T.U GmbH

IDEA  
Proof-of-Concept

RESULT  
3 Stores

CUSTOMER  
Share Now GmbH

IDEA  
Roll out

RESULT  
Contract for  
5,000 Cars

CUSTOMER  
Miles Mobility GmbH

IDEA  
Proof of Concept

RESULT  
20 Cars

# ACHIEVEMENTS Success Story

All necessary steps were taken to build a fast-scaling business to enter the market



## Patented Technology

- Patent application completed
- Latest product versions for both CAR2AD and STORE2WEB fully developed
- First installations live in the field for testing

Ready to scale



## Traction

- Market entry and proof-of-concept successful with lighthouse partners: ShareNow, EDEKA, A.T.U
- Further 5 projects in pipeline
- Full-time 72-month FTE product development
- First € 500,000 invested personally and by family and friends since 2017/18

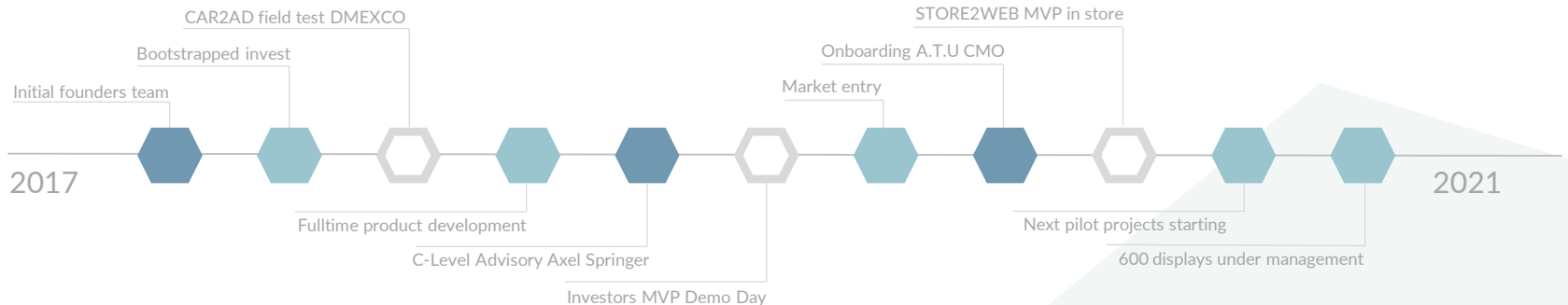
Ready to scale



## Core Competencies

- Founders with professional expertise in mobility and marketing industry as well as in engineering
- Hiring pipeline is filled up
- Strong network of industry experts
- A.T.U CMO as consultant
- C-Level Advisory by Axel Springer Group

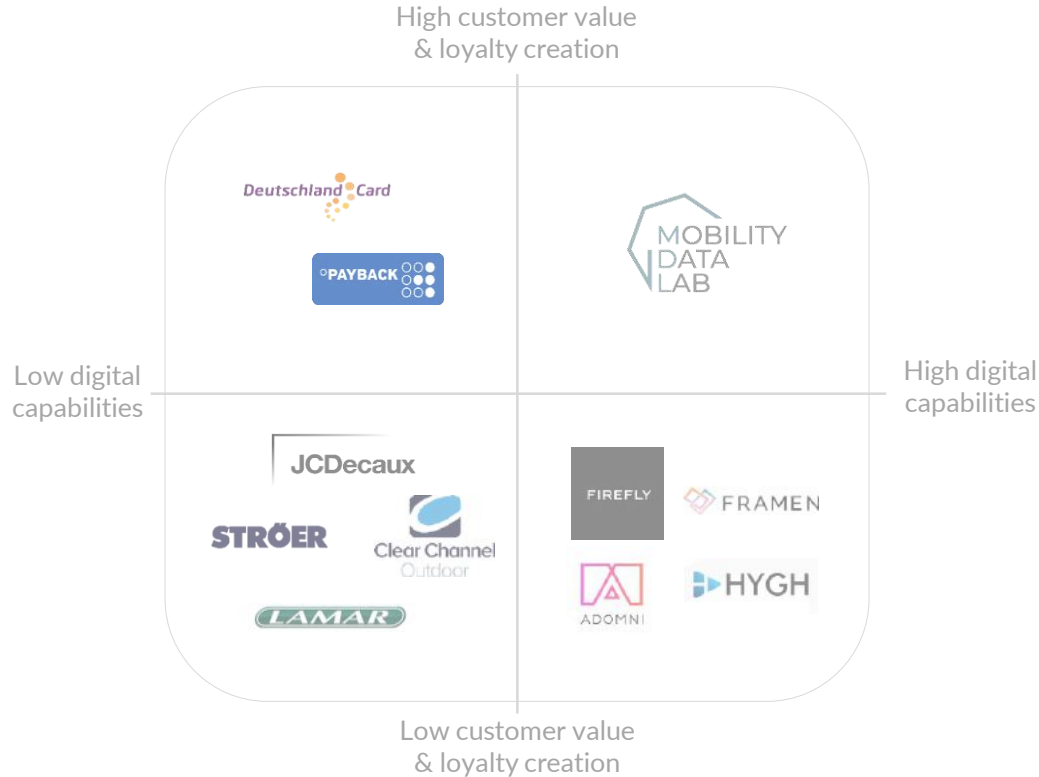
Ready to scale



# COMPETITION

## Disrupting the Market

A totally new path of digital marketing is taken by combining digital and physical customer journeys



### Traditional DOOH

- STRÖER | € 4.21 bn market cap
- JCDecaux | € 3.39 bn market cap
- Lamar Advertising | € 8.40 bn market cap

### New DOOH








- Framen | invest by Softbank & Axel Springer
- HYGH AG | € 21.5 mn Security Token
- Firefly | \$ 51.7 total funding volume

### Loyalty Systems

- DeutschlandCard | 20 mn users
- Payback | \$ 500 mn acquisition by Am. Express

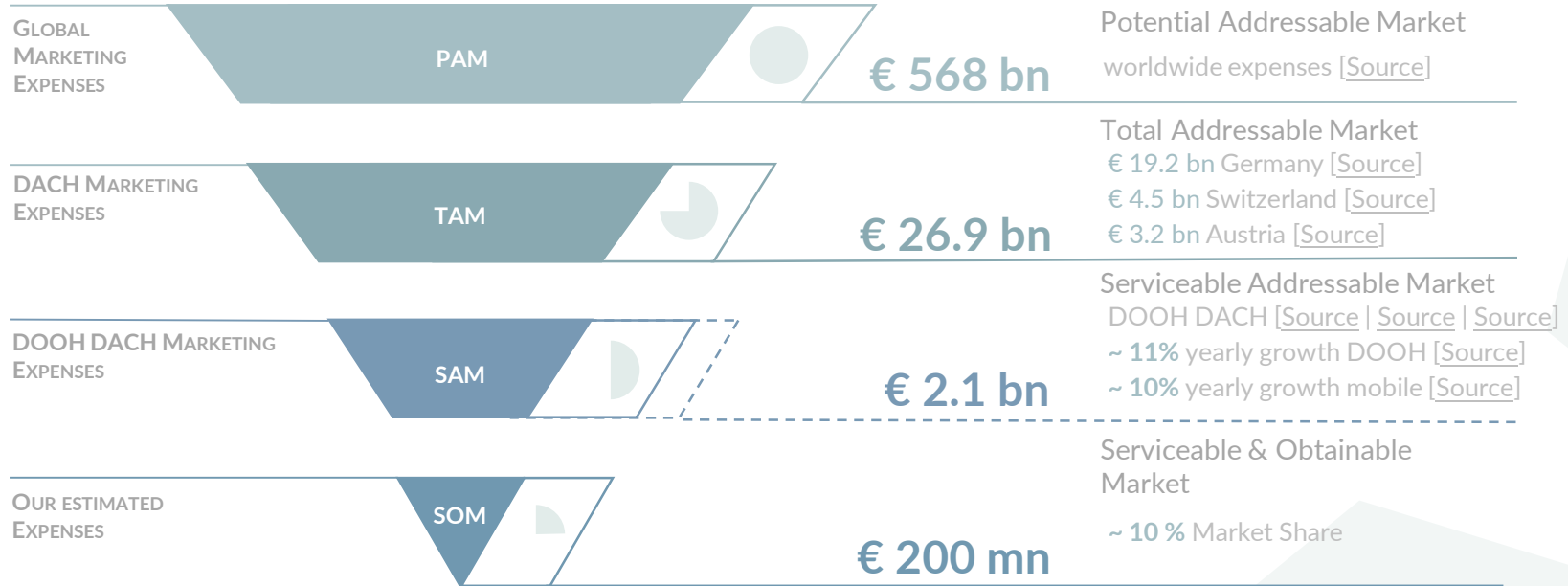
POSITIONING  
**Leading Market Player**

With the pioneering integration of online technologies, the door to the future of advertising is open

	TRADITIONAL DOOH	NEW DOOH	LOYALTY SYSTEMS	DIGITAL MARKETING
Advertisers & Brands wish to:	 	 	 	
...place ads digitally and efficiently	X	✓	✓	✓
...get customer touchpoints, engagement and loyalty	X	X	(✓)	✓
...receive customer data and retargeting online & offline	X	X	X	✓
	No offline to online transition			Offline to online transition

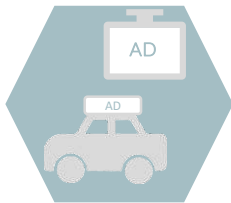
# Shifting Marketing Budgets

The global trend towards digital advertising channels is currently leading to untapped growth in the European DACH region



## Diverse Revenue Streams

One solution empowering high scalable business model in two complementary verticals

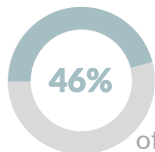


€ 150

REVENUE  
SHARE

15 % share of monthly  
ad-income generated by

CAR2AD &  
STORE2WEB



2025  
of income

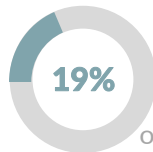


€ 50

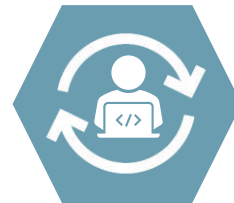
NEW LEAD  
GENERATION

one-time per newly  
acquired customer by

STORE2WEB



2025  
of income

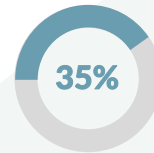


€ 1

CRM LOYALTY  
CONVERSION

monthly recurring fee  
per digital customer  
converted into CRM by

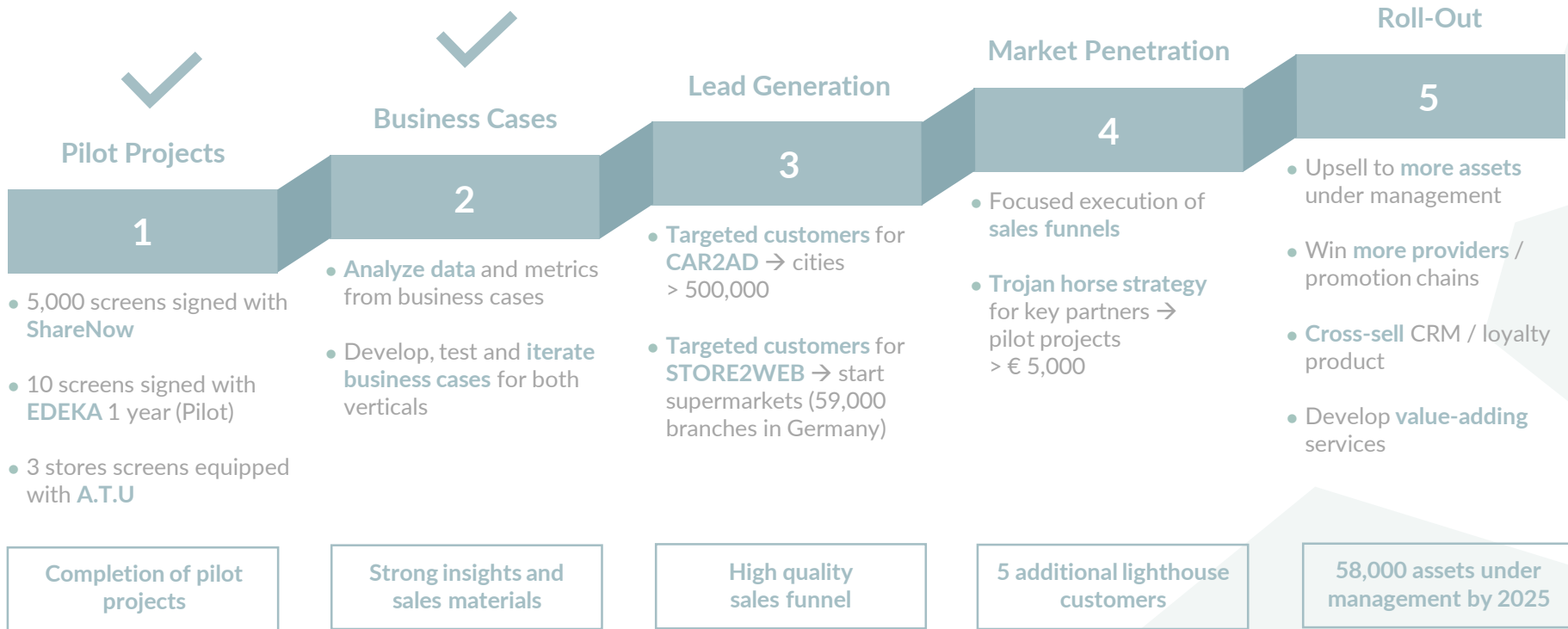
STORE2WEB



2025  
of income

# Land & Expand Strategy

After securing signed contracts with our key partners, we are now ready to inspire more customers through systematic direct sales.



ROADMAP  
**Important Milestones**

Product is ready-to-use, founding team up-to-speed – now it is time for execution to grow sales & team and build highly scalable operations

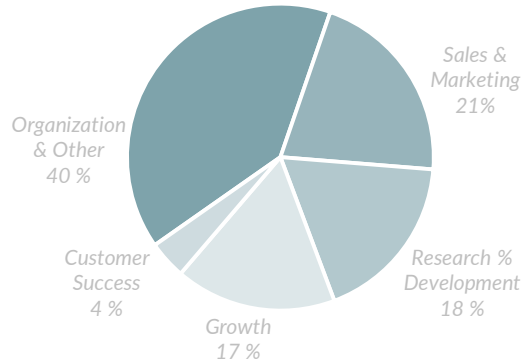




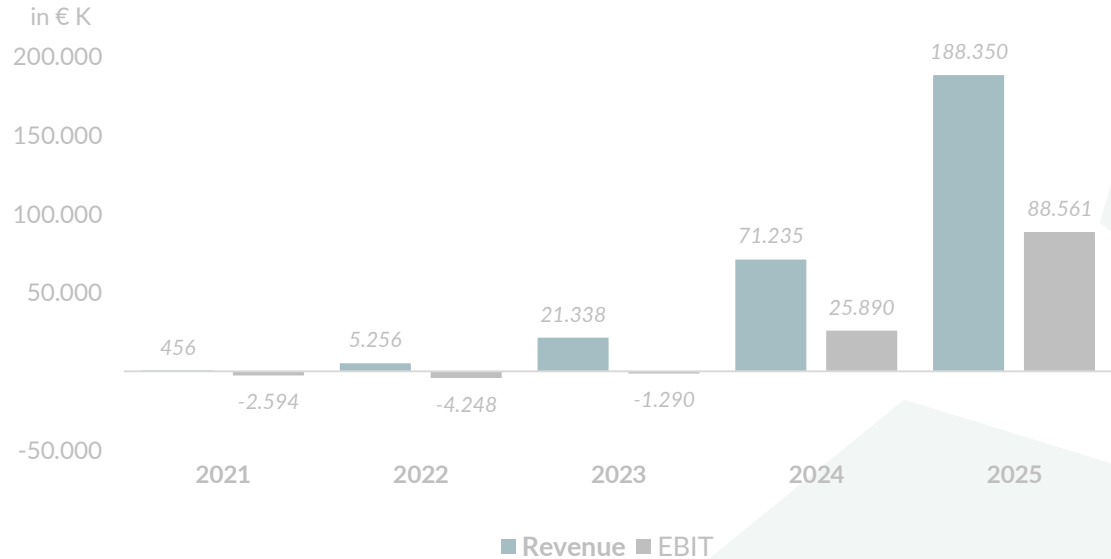
# Scalable Business Model

We are currently raising our € 3,5 mn seed round to invest in roll-outs with large customers, win new partners and grow our market share

## EXPENDITURE PLANNING



## FINANCIAL FORECAST



## TEAM Experienced Founders

Professional experience in mobility and marketing industries – combined with in-depth product and technology competencies



CPO

**Artur Giedymin**

- M.Sc. in Marketing & M.Sc. in Electrical engineering (TU Berlin)
- PhD Electrical engineering (in progress) TU Berlin

### Work Experience

- Siemens, Continental, IAV



CEO

**Valentin Jahn**

- Dipl.soz.tech. Transportation (TU Berlin)
- 10+ years project lead „Digitalization“ & 15+ years consultant in Mobility

### Work Experience

- DB Bahn, Cisco, UBER



CTO

**William Wolff**

- M.Sc. Software Engineering (UC San Francisco)
- 3+ years as startup entrepreneur & 7+ years as self-employed developer

### Work Experience

- IBM, Deloitte, Brose



CRO

**Jan Jost**

- Dipl. Business Informatics (TU Ilmenau)
- 20+ years in digital marketing (B2B, B2C & platforms)

### Work Experience

- Google, Huk-Coburg, Verti

| YOUR CONTACT

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