

[PITCH VIDEO](#) [INVESTOR PANEL](#)

INVEST IN [HELLOWOOFY.COM](#), SMART MARKETING 🐶

✅ **Smart Marketing for Underdogs.**
Grew 21,900%, Sales ~\$450,000 + 2 Patents! 👍

LEAD INVESTOR



Glenn Argenbright

Over the last four years, Quake Capital has made 250+ early stage investments. Through that effort, we've worked closely with hundreds of founders, witnessing first hand those traits necessary for success. Words like "passion, grit, drive, and determination" are not simply buzzwords in the startup space. They are a core requirement. Building and scaling a startup is a monumental challenge, and it takes a special type of leader to make it work. We've had the unique opportunity to watch HelloWoofy.com from early in its journey and it's clear that Arjun and his team have what it takes to see this project through. Arjun is one of the most determined and passionate founders you could ever hope to meet. He leaves no stone unturned and he has a deep understanding of his market, and his customers. In fact, it's obvious that he really loves his customers, and it's reflected in the numbers, with high rates of loyalty, adoption and engagement, and very low rates of churn. It's also worth noting that the company appears to be at an obvious inflection point, with key metrics such as those mentioned above (user adoption, customer engagement, churn, revenue growth) all trending in the right direction and with growth metrics accelerating over the last 12 months. For Quake, this is a key indicator and one we apply to almost all of our investments, as it reduces overall risks, lowers the time to exit, and is a trait which we consistently find in winning startups. I've been very impressed with HelloWoofy's progress over the last few quarters, and we expect to see this continue in 2022. Speaking of 2022, we expect to see a significant increase in the number of startups and small businesses launched over the next 12 months. This is a company that follows our criteria for investment and we are excited to be associated

This is a common trend following any inflationary period and one we expect to be amplified next year, given the number of people now working from home, coupled with a strong desire within the workforce to have more visibility and control over one's own employment.

HelloWoofy.com provides many of the marketing tools necessary for a small business to compete and win against larger, entrenched competition. Our view is that these tools will become even more valuable over the next two years, as the target market grows and as new businesses seek out the tools needed to rise above the noise. HelloWoofy.com will benefit from this unique combination of market opportunity, business timing, and customer need, which should only help to accelerate their growth.

Invested \$25,000 this round & \$100,000 previously

hellowoofy.com

New York NY



Software

Technology

SaaS

Design

Artificial Intelligence

Highlights

- 1 ~\$50,000/month in Sales + Company grew over 21,900% from launch in under a year. 📈
- 2 Digital marketing platform driven by AI/data science; Patent Issued Tech 🧠

- 3 Team and founder are scrappy and extremely frugal with resources to maximize returns. 🏆
- Small businesses globally today more than ever must have an affordable digital marketing strategy
- 3 Team and founder are scrappy and extremely frugal with resources to maximize returns. 🏆
- 4 Small businesses globally today more than ever must have an affordable digital marketing strategy which HelloWoofy.com uniquely provides at cup of coffee level pricing. ☕
- 5 Thousands of SMBs using HelloWoofy to automate digital marketing (social media, blog and more) ✅
- 6 50M API calls made using proprietary API, EmojiData.ai recommending best text, emojis and more 🌍
- 7 10+ hours a week a typical marketer can save; 📈 Improve the bottom line
- 8 Unique co-creating partnership with Hootsuite (20M social media professionals worldwide). 🌍

Our Founder



Arjun Rai Founder + CEO

- Generated ~\$450,000 in sales in ~2 Years
- Increased monthly API to over 50M in 2 Years
- Expanded customer base 21,900%
- Raised over \$1,300,000 in pre-seed VC funding through a robust network of investors and self financing

👉 As a small business owner myself, I personally understand the desperate need for smart marketing to win online...a solution that uses science, is simple and opens up my ability to scale easily...every SMB owner in 2021 and beyond needs such a solution to survive digitally. ✅

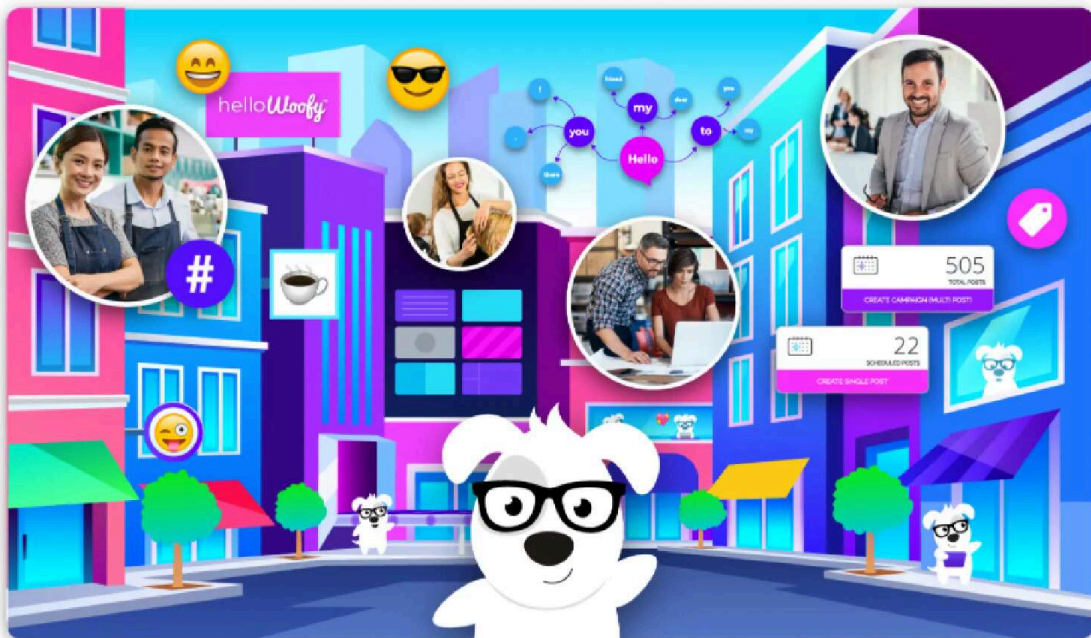
Rapid 21,900% Growth in Under One Year Helping Thousands of Small Businesses Worldwide 🌍





You know what it's like running a small businesses with limited to no resources on shoe string budgets, right? Now, in 2021 your means to run your business offline are nearly impossible...so what does an "underdog" small business do? They join HelloWoofy.com, a smart marketing platform designed for just such a customer...an underdog and best of all, it costs the price of a lovely cup of coffee.

Helping SMBs who deserve smart marketing for the price of a cup of coffee



Giving hope to small business marketing

Welcome to HelloWoofy.com, our humble startup from New York City grew a staggering 21,900% in under one year now doing \$50,000/month in sales helping some of the most impacted small businesses around the world. Career coaches, health coaches, coffee shops, nail salons, course creators, direct sellers, car mechanics, travel agents and more...think the entrepreneurs that generate ~70% of the jobs in our economy needed an affordable tool that was smart (cutting edge enterprise data science and artificial intelligence research) and simple to use...we filled this gap making it our mission...supporting "underdogs".



A rising tide lifts all boats



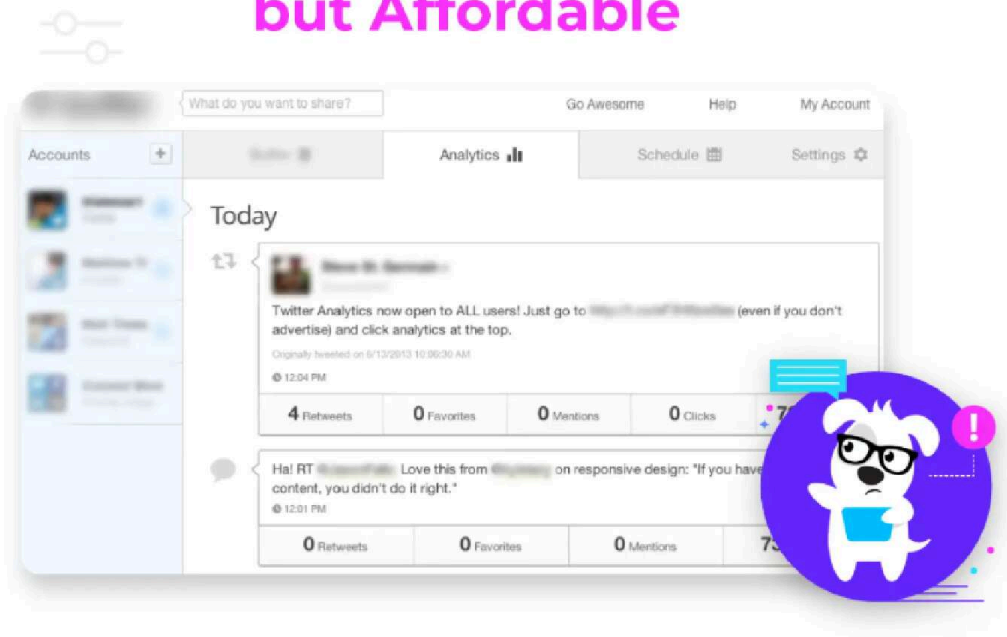
Giving hope to SMBs

Why Now? What's the Issue with Current Marketing Platforms? 🤔

Low End Solutions are Linearly Designed and Lack Data Science to Help Small

Businesses Compete Against their Competitors with Unlimited Marketing Resources / Budgets...

Clunky /Data Starved but Affordable



While...

Clunky /Data Rich and Unaffordable + No True AI



High End Solutions are Linearly Designed and Show Data with Very Little Science

to Help Small Businesses Compete Against their Competitors with Unlimited Marketing Resources / Budgets...Plus, Typical Solutions Cost \$50,000 - \$500,000 a year!

HelloWoofy.com, a leading Solution that's Affordable, Smart and Simple to Use 🐾

The solution



Translate Your Copywriting into any Language

See Quotes and Hashtags from any Article URL

Autocomplete Social Posts Saving You Time

Soon: SEO Optimized Blog Posts Tool

Emojis May Drive Significant Uplifts in Engagement (A.I. Recommended)

See Royalty Free Graphics Based on Your Social Media Post and Suggested Hashtags

Use Your Favorite Graphic Editors to Create Works of Art!

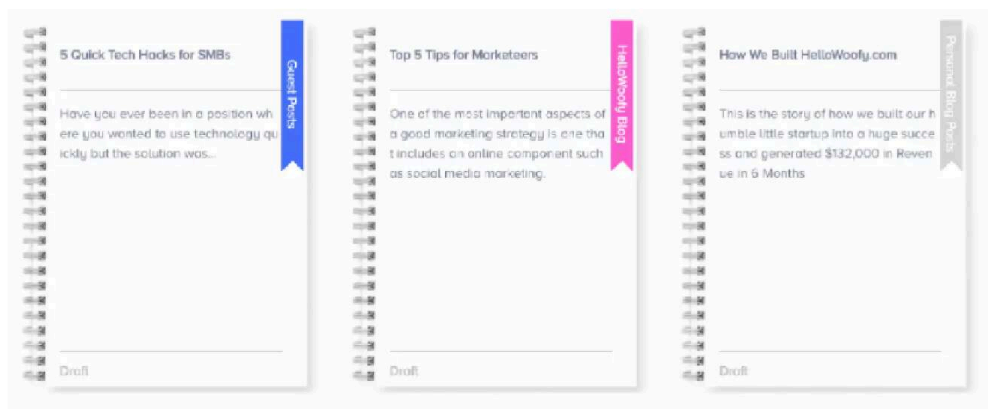
Google Play, App Store, chrome

The biggest issue with creating the perfect social media or blog post is knowing which words to use, which phrases to include and in many cases, which hashtags and emojis to use.



Nearly 1M social media and blog posts generated

Schedule Blog Posts to Your Blog!



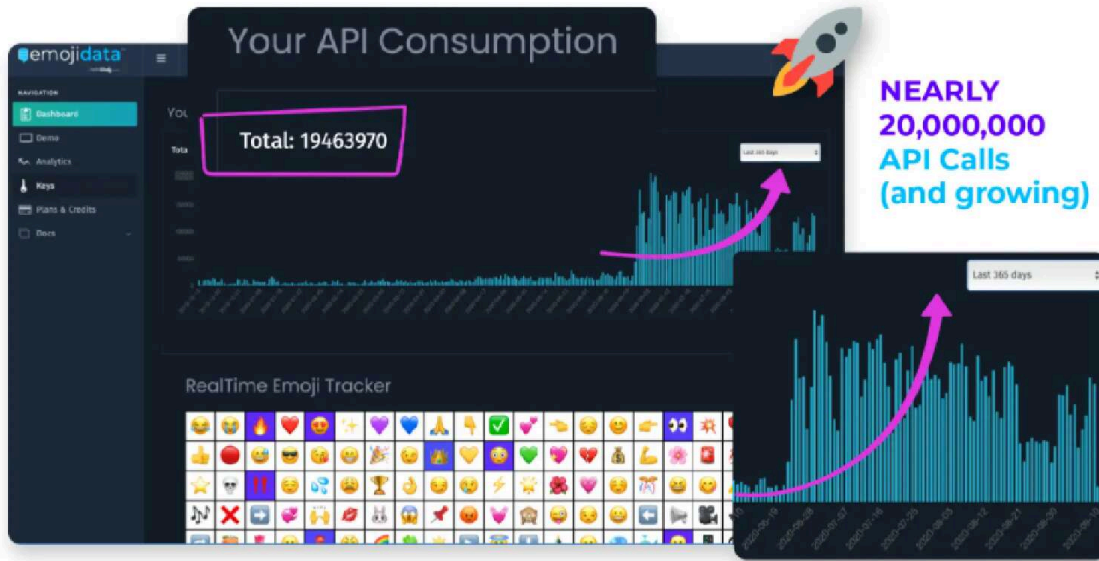
WordData/EmojiData API

Real Time Use of Emojis Across Globe





Increase your brands digital awareness



Combined, Google, Amazon and Microsoft provided over \$250,000 in credits for Tech Expansion and Data Science Research



It would be so much easier for a small business owner on a limited shoe string marketing budget to have the ability to perfect these points and more. Well, with over 150 million data points, HelloWoofy's backend is able to decipher and suggest the perfect combination formulating the perfect post every time. Now, every small business owner can compete against budgets that have unlimited marketing resources...just as easily!

Use HelloWoofy for:

1. Crafting engaging social media posts
2. Writing creative blog posts like a journalist (with automated citations coming soon)
3. Smart writing anywhere (using the Google Chrome HelloWoofy extension)
4. Smart speaker marketing (Laying the "rails for the railroad marketing commerce of tomorrow" to reach quarantined customers at home)

Reach Customers in Home via Amazon Alexa Skills Automatically Created for SMBs with No Coding Required 🐶

Working alongside senior executives at Amazon Alexa division, HelloWoofy created a scalable in home broadcasting solution for small business owners at the price of a cup of coffee. As simple as creating a Facebook post, small business owners can create an audio, video or text to audio post and broadcast to their customers within their homes (with opt in from the customer or end user) content that is engaging, unique and grabs attention immediately. 📈

Reach Quarantined Customers



**Schedule text, audio or video posts directly to
your customer's smart speakers ...plus share
links to drive traffic!**

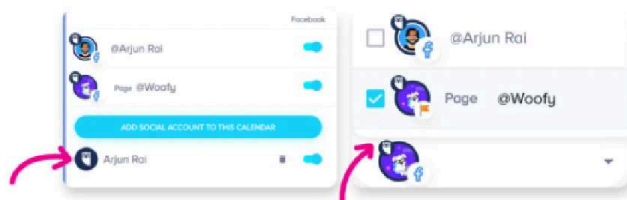
Fully Integrated with Leading Co-Creating Partner, Hootsuite (Over 18M Social Media Professionals Reach)



Fully Integrated with Hootsuite



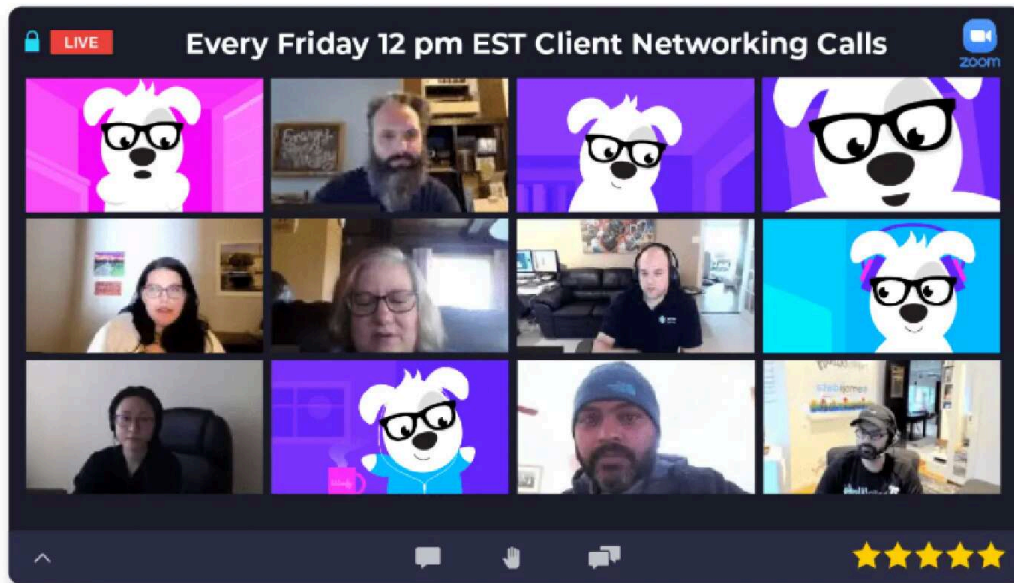
When scheduling content, simply pick the right social media account connected via your HootSuite account to post via Hootsuite



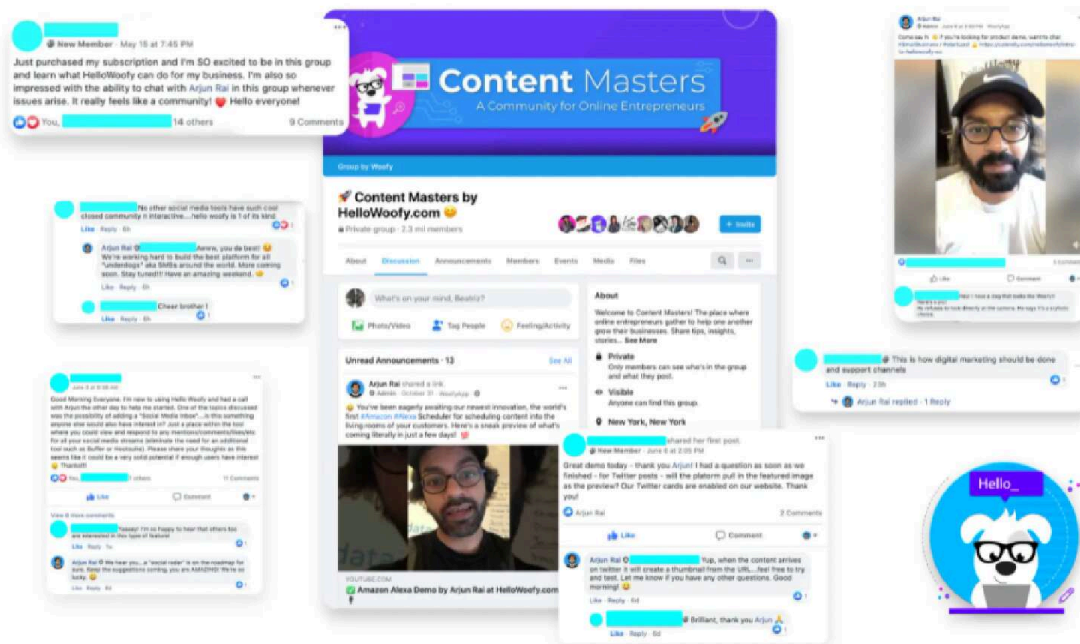
In the spirit of co-creation, HelloWoofy reached out to the executive team at Hootsuite, one of the largest and highly respected players in our industry, to provide a data science driven solution to existing 18M+ customers at an extremely affordable price. As a result, the co-creation efforts has brought affordable intelligent technology to thousands of SMBs globally. HelloWoofy generates, stores, schedules and does so much more on its own in addition as a "layer" or "add on" for 18M+ Hootsuite customers.

Leading Customer Group and Networking Calls for Direct Feedback

Client Networking Calls



Vibrant Facebook Community



Our Customer Base Grew By:



Any marketer's best friend. [...] HelloWoofy has great potential [...] First and foremost the support by its founder Arjun who jumped on a conf call to help me out with a minor issue which was solved even before our call. I don't normally write product reviews, but I am doing an exception for this one.



Has got everything I WANT!...
super recommended



Use AI in social media marketing [...]. Its AI features are pretty fun to play with and it does save you time when it comes to creating posts for your social media.



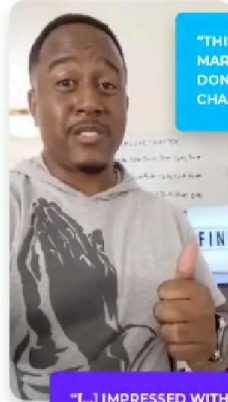
Compete against unlimited marketing budgets, for the price of a cup of coffee



"AWESOME CUSTOMER SERVICE! THANKS!" - ROBYN F.



"YOUR SYSTEM IS REALLY AWESOME TO BE HONEST. [...] HAVE BEEN VERY IMPRESSED. CAN'T WAIT TO SEE FUTURE UPDATES." - BRIAN B.



"THIS IS HOW DIGITAL MARKETING SHOULD BE DONE AND SUPPORT CHANNELS." - LANE K.



"[...] IMPRESSED WITH THE ABILITY TO CHAT WITH ARJUN RAI IN THIS GROUP WHENEVER [...] IT REALLY FEELS LIKE A COMMUNITY!" - ALEXIS R.



Backed by Experts and Investors

Investors and Advisors



Bonnie Halper
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BusinessInsider.com
Advisor
Content/Communications/
Human Resources



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Founding Lead Engineer, Hootsuite
Founder, Content
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Engineering/Data Science



Michael Donnelly
Managing Director, LightHouse
LABE LLC
Partnerships, Agency Relations
and Marketing



Scott Kallick
Business Coach
Strategy, Culture and HR



Glenn Argenbright
General Partner, Quake Capital
Human Resources

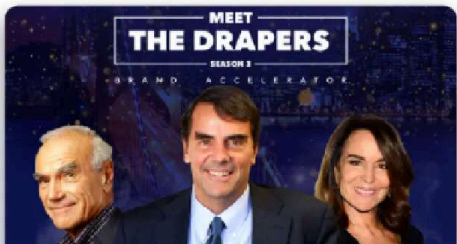
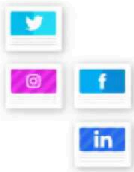
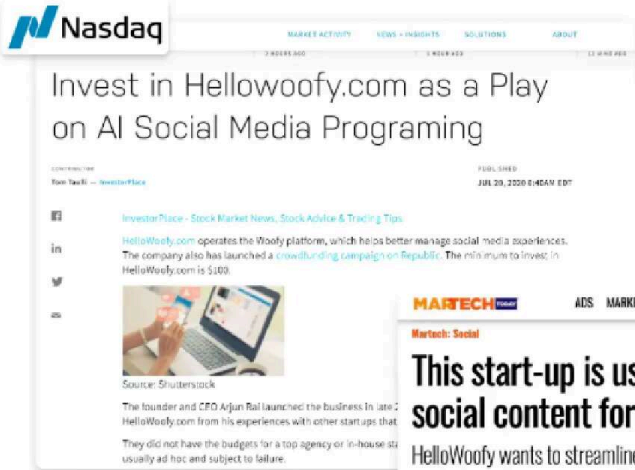


Danielle and Michael
IoT Fund (Social Ventures for Peter
Thiel)
Strategy and Culture



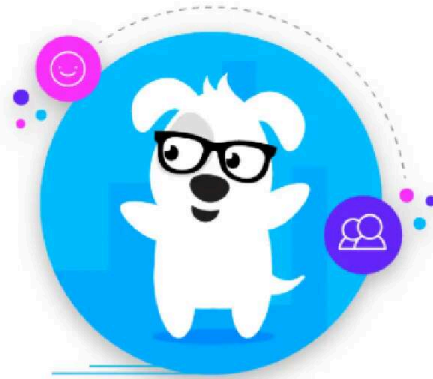
Troy Sandidge
Social Media Executive
Partnerships, Media, Product

Recognized in Top Publications



Startup Competition

- ▶ Won **First Round / Semi Finalist** on “Meet the Drapers” TV Show (Hosted by Billionaire Investor Tim Draper of DFJ Ventures / Draper Associates)
- ▶ Won **5th Place at Draper University Final Pitches** (Competed Against 150+ Startup Founders) and Graduated Draper University Headed by Billionaire Tim Draper
- ▶ **Participated in Founder University** by World Renowned Angel Investor, **Jason Calacanis**
- ▶ Won **1st place** at “Pitch Night NYC”
- ▶ Won **1st place** at “Entre Startup Competition” at Microsoft NYC HQ



HelloWoofy

[HelloWoofy](#), the software platform that uses AI and data science to make social media marketing easy, has been on the Network for about two months now. So far, they've raised an impressive \$324,212.

Since our last update, [HelloWoofy](#) was featured on Sony Entertainment Television's show, *Meet the Drapers*. It's a reality show where entrepreneurs pitch their companies to Tim Draper and his father, Bill.

[HelloWoofy's](#) founder and CEO, Arjun Rai, is excited to report that his startup won the first round of the show and is now in first place based on the overall raise total of any contestant [...] It'll be interesting to see what they do next.

[...]

We'll talk soon.

Until next time,

Neil Patel

Categorically New...We Grew Fast

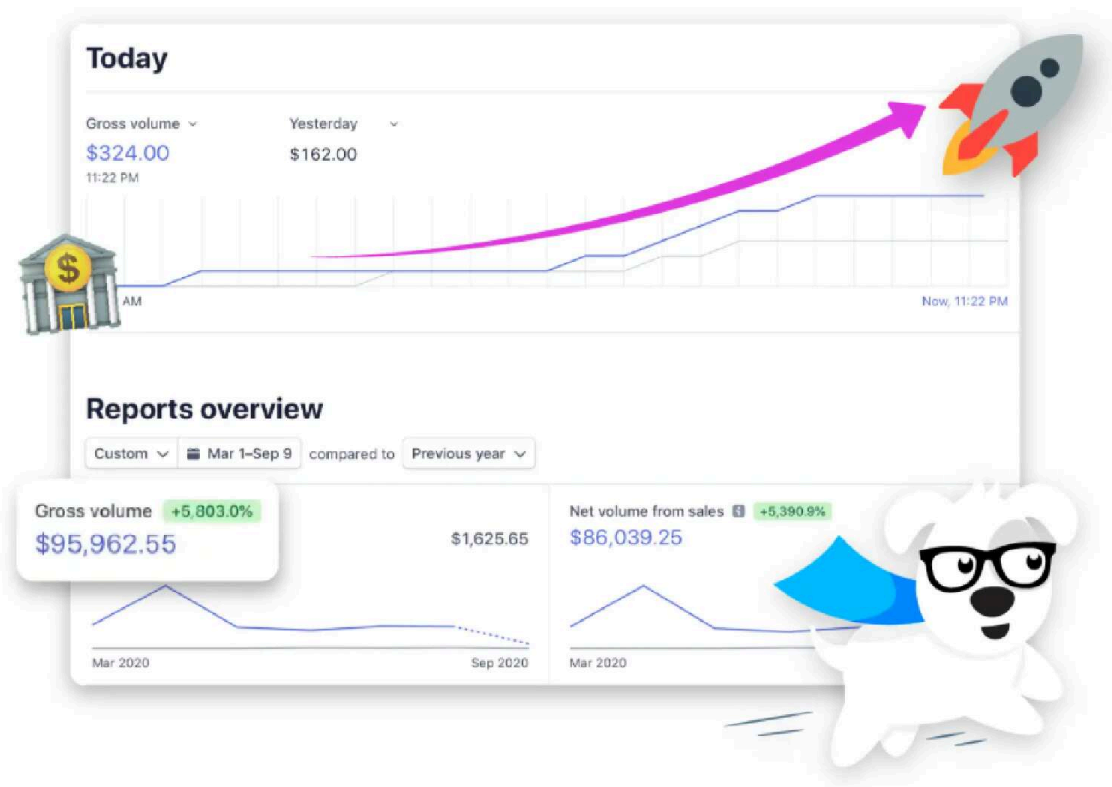


HelloWoofy in 2020 raised over

\$550,000

in Equity Crowdfunding!!!



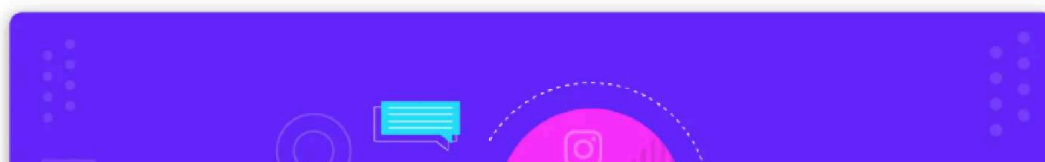


Over 100,000 lines of code!

2x Patents + 4x Trademarks Filed



Over \$200,000
in revenue in
under 1 year





Downloads