



2.0 *pitch deck*

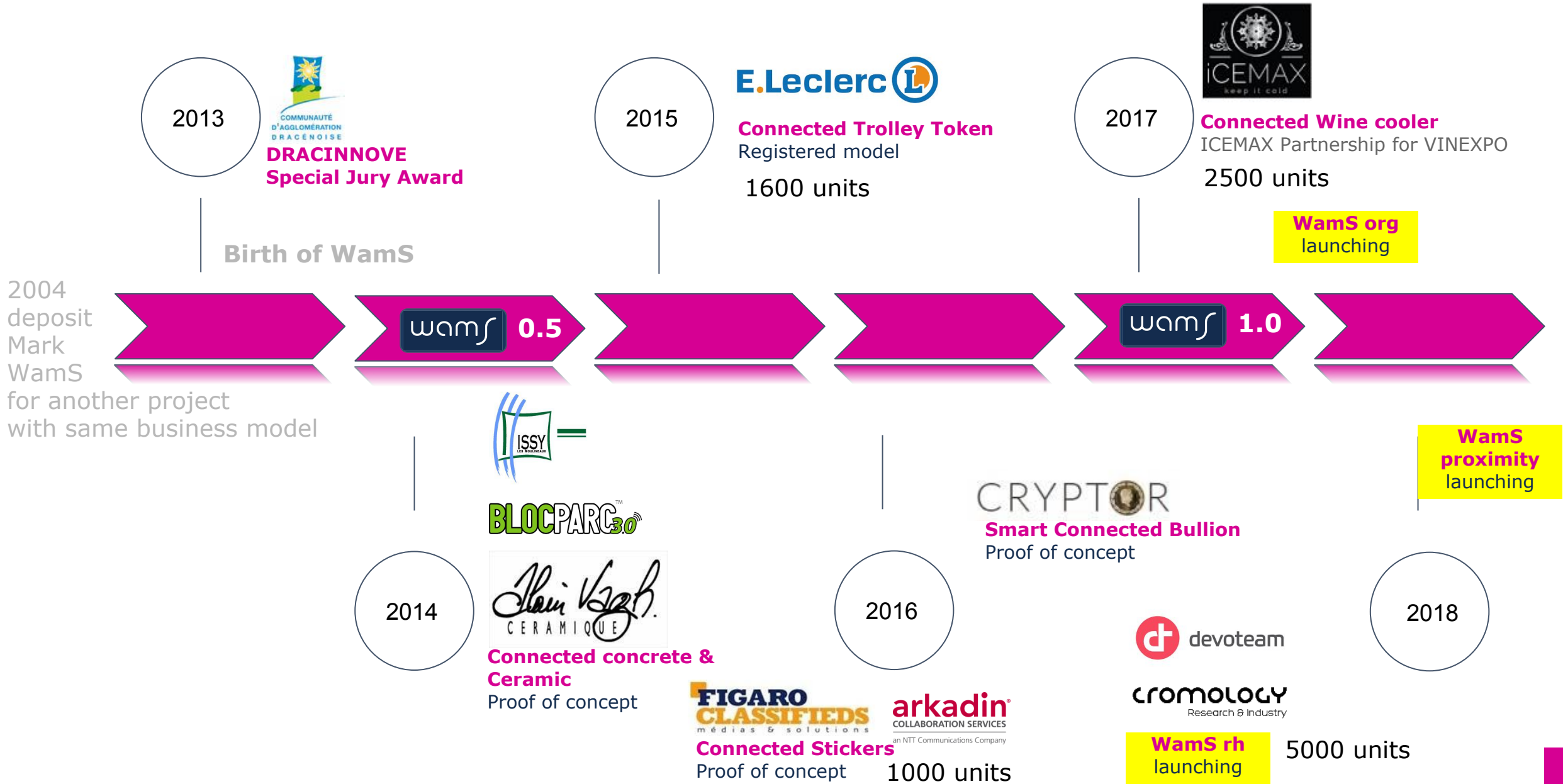
The 1st virtual world where everything is true !

LET'S MAKE THE REAL WORLD FEEDING YOUR DATA

Olivier Cordoleani - Owner
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WamS is a patented technology and a registered trademark - AmIO is the company to create

WamS' History



GDPR storm
May 25, 2018

66% users
worried about
data security

source :Arlington Research

BAD TARGETING, FAKE
YIELD, FRAUD
7,2 Billions USD
wasted in 2016

source : digiday.com

People's consent for data collection is the next big challenge for brands

- Regulatory landscape is evolving and individuals getting more rights, controls and access than before.
- Qualified data acquisition cost increases every year.
- Consumers want a personal relationship with brands.
- To become truly customer-centric, brands need to focus on what people value most and why they do so, when interacting with them.



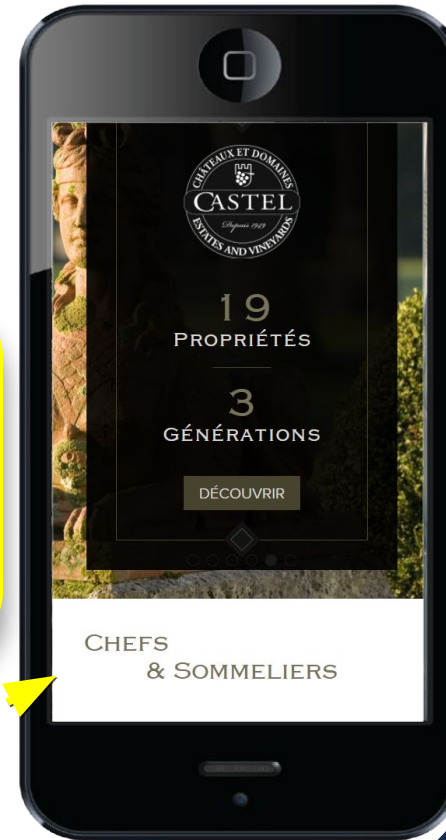
“Digital Native” Behaviour

- No Ads, No time, No text
- Excessive sharing
- Certified raw materials
- Certified consumer reviews
- Consumer journey with different device

Source: forrester report 2017

WamS redistributes data value by eliminating data collectors between brands and consumers.

HOW ? Brands put **WamS digital "touchpoints"** in their manufactured products, their places that broadcast a Mobile App.
(Physical Presence guaranteed = anti-fraud)



Solution

Brands requests the **consent of his visitors to exploit their data** in exchange of :

- **free use** a dedicated App for **proximity services**, within **an hyper-geolocated and universal search engine**.
- **a reward account paid in cryptocurrency** and indexed on their activity in **the interactive world WamS** display by this App.

WALK-TO-PRODUCT Use Case

Find a restaurant nearby

Today



INTRUSIVE *interstitial in-APP* !

wamS 2.0 Tomorrow

- Real time display
- **Augmented reality**
- video game look & feel
- Cloud user-friendly



- **Sharing AD revenue**
- Non-intrusive advertising
- at the right time
- at the best place
- to the right prospect

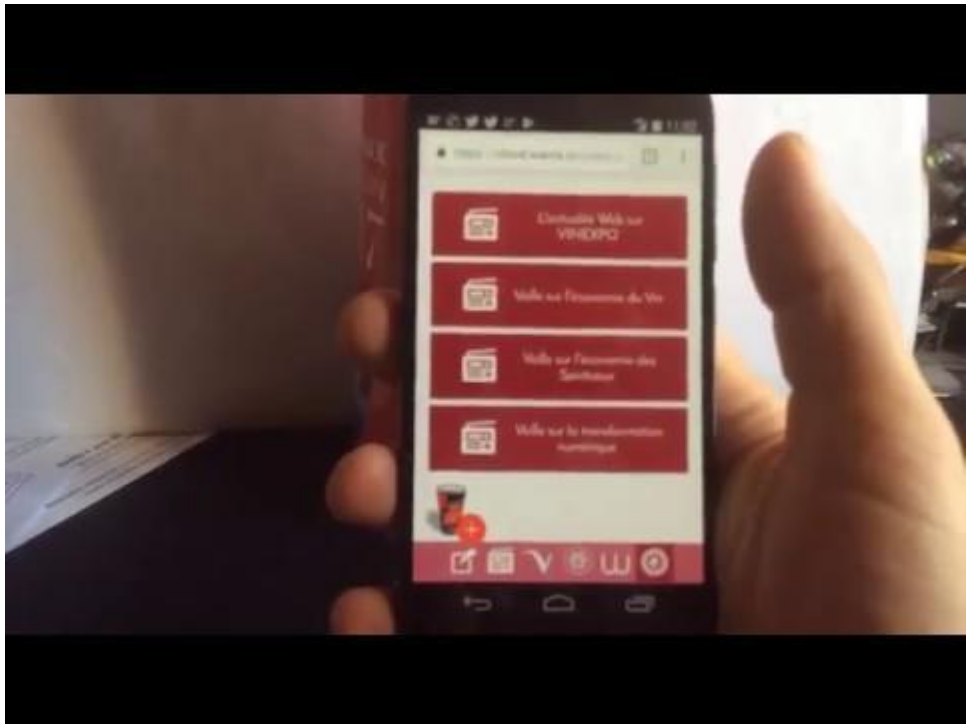
interstitial predictive, emotional,
playful, affinity


WamS Showroom

No need to install a native mobile application

wamS 1.0

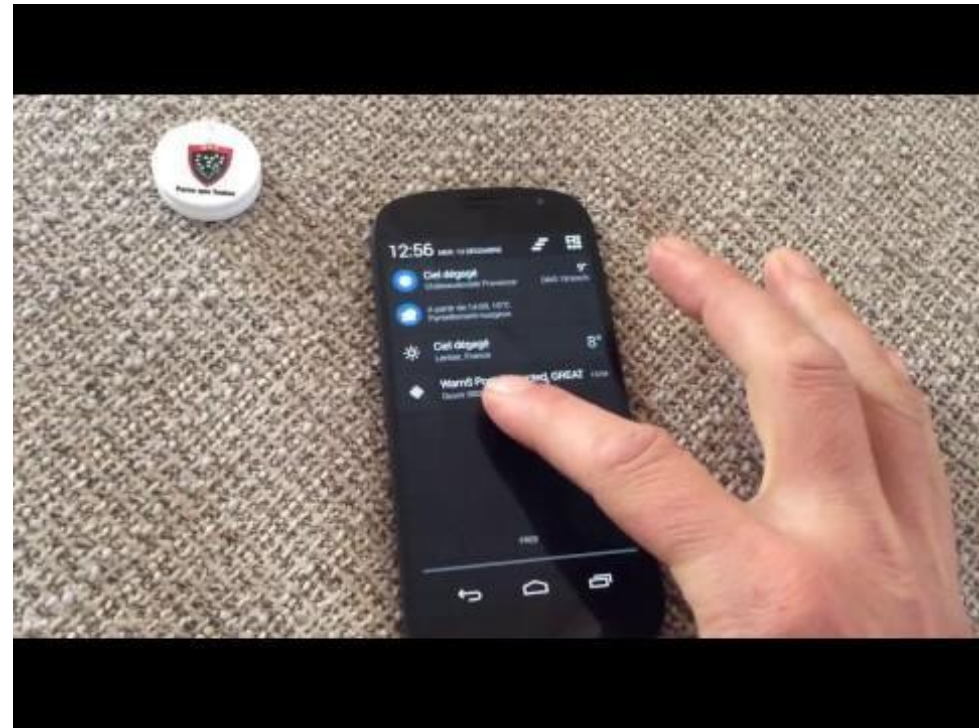
Application: **WamS** produits




"Touchpoint" type is [WamS NFC] 

wamS 2.0

Application: *Augmented reality prototype*



"Touchpoint" type is [WamS PW] 

Target Market



\$195bn

was spent on global digital advertising in 2016, up 20.3 per cent on 2015



46%

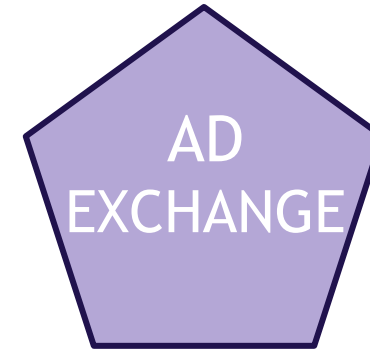
of total global media advertising investment will be spent on digital advertising by 2020, up from 35.3 per cent in 2016

eMarketer 2016



34.2%

of total global media advertising investment will be spent on mobile advertising by 2020, up from 20 per cent in 2016



\$32bn

Automated Advertising Market, up from 25 per cent in 2016



1%

Automated Advertising Market, share in 5 years



Real World

MOBILE POPULATION

2020
5.4 Billion
Mobinautes
source: cisco



physical Strangers

MEDIA



Articles



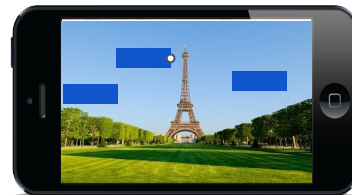
Monuments,
Places, Events



WamS
walkers

1-BRAND INCOMES \$

universal EMBEDDED APPLICATION



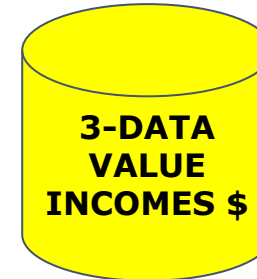
Certified Visitors

WamSnautes
(Data profiles & behaviors)

- free & universal
- AR search engine
- IA AD display engine
- additional brand services
- GDPR alignment



Cloud World

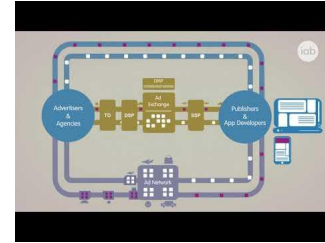


WamS Token users accounts

WamS.me

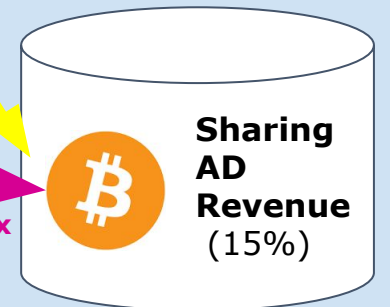
2-ADVERTISERS INCOMES \$

Automated Advertising Market



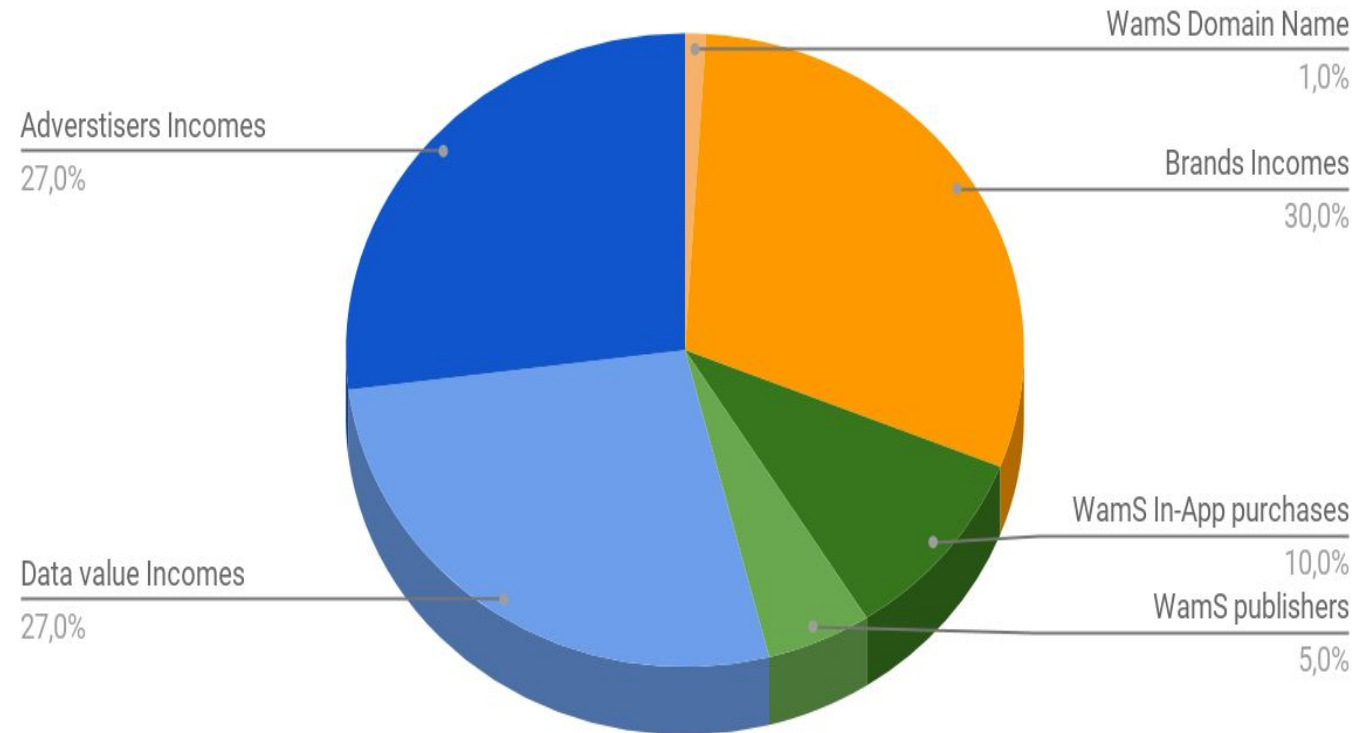
YOUTUBE URL

<https://youtu.be/efHVOWcNJZo>



Activity Index of any Users

Incomes Streams



In 5 years

- **500 M\$** turnover
- **35** millions authentic users
- **112** millions of customized branded WamS
- **ARPU 12\$**/year
- **1000** WamS Domains
- **30 AGENCIES** connected to AD EXCHANGE MARKET
- **20** WamS Publishers

Social Media Marketing Strategy for WamS' Brand

WamS PROMOTER community website
the 1st social marketing network based on
truth and evidence

WamS.me
Really you!

See your
socio-cultural
affections
... without
cheating



INCENTIVE Competition between brands

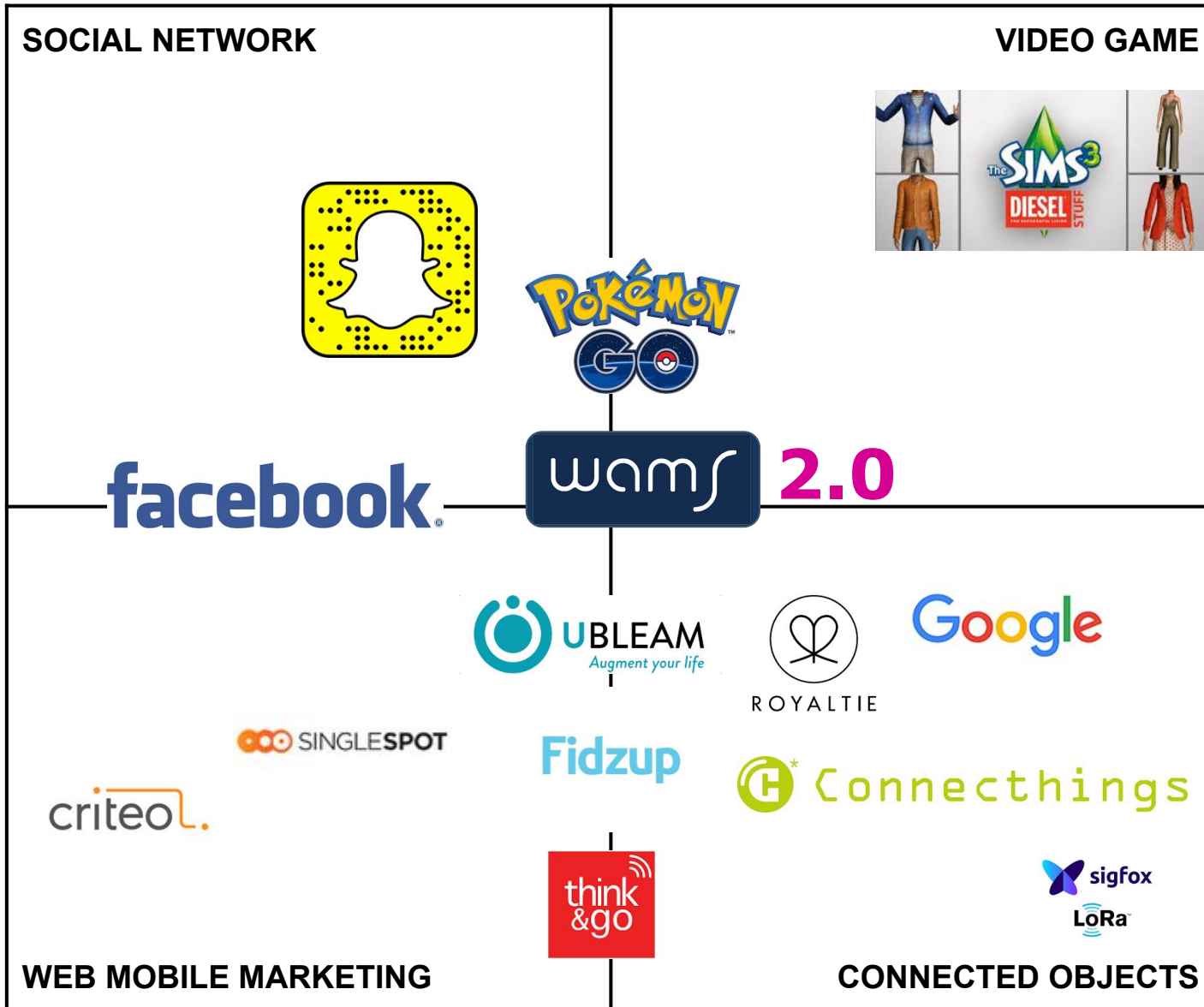
Web API for brand

Show your
undeniable
popularity

Enter a global comparator



Competitors mapping and Added value



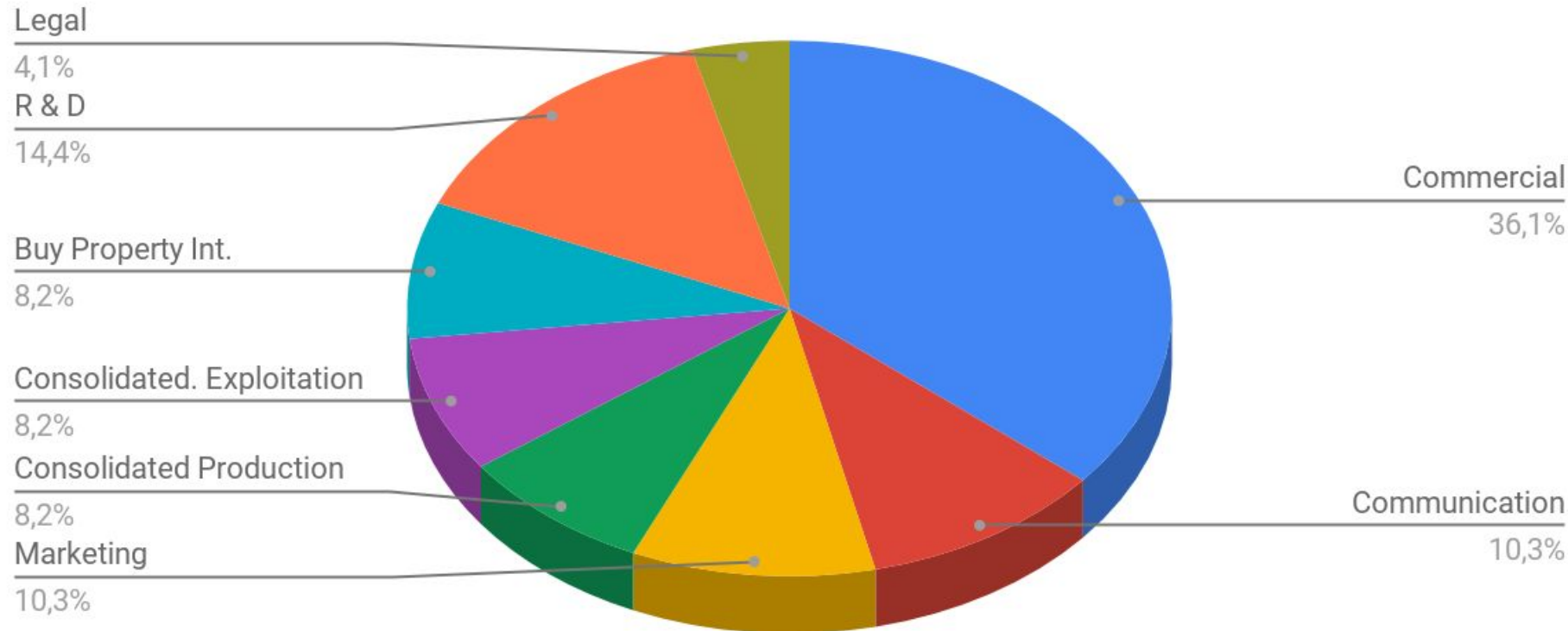
CAC Web 35\$
CAC WamS 1\$
average cost of acquiring an active contact

- Proposes a social network created for the brands
- Shares ownership of his contact database
- Operate a persistent world in augmented reality
- Challenge brands in a global comparator
- Connects its physical products to the AD EXCHANGE ecosystem
- gives back ownership of data to identified contacts
- WamS Rewards System

Financial needs for WamS 2.0

5 M€

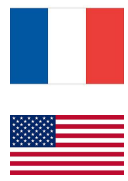
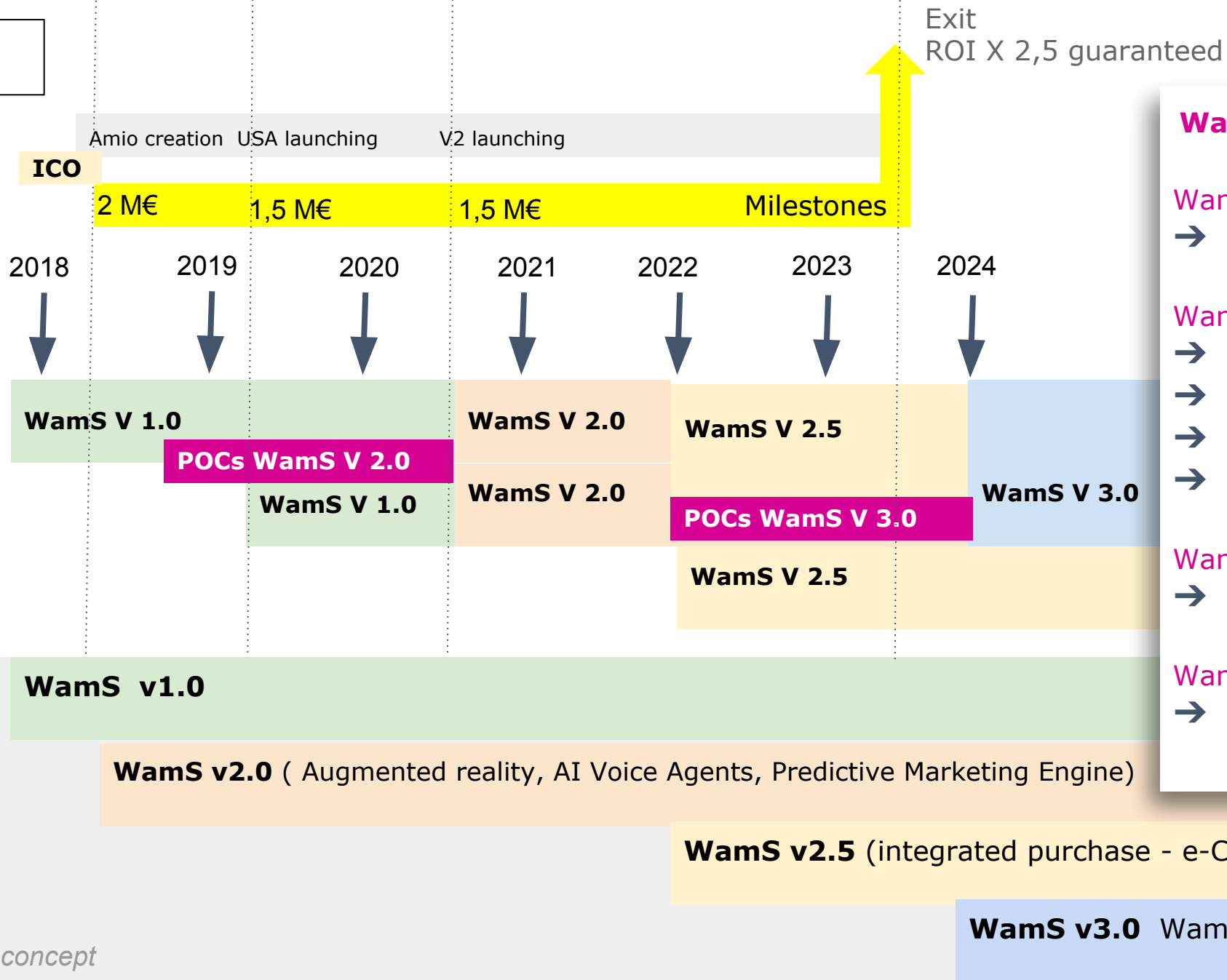
How are the funds used?

**Fundraising for**

- AmIO creation
- Buy WamS technology v1.0 to the rights holders (400K€)
- WamS v2.0 development
- WamS v1.0 acceleration business development Europe
- WamS v2.0 commercial launching in the US in 2020
- Community site creation: WamS.me
- Accelerated network development of affiliated agencies, manufacturers and individuals promoters

Investment already committed: 400 K €

Roadmap



World

OS WamS versioning

- WamS v1.0**
- WamS v2.0** (Augmented reality, AI Voice Agents, Predictive Marketing Engine)
- WamS v2.5** (integrated purchase - e-Commerce)
- WamS v3.0** WamS GAME

WamS APP / SECTORS

WamS services
→ Tourism

WamS products
→ Textiles Bio
→ Agribusiness Bio
→ Prevention
→ Leisure Industry

WamS proximity
→ Small business

WamS walkers
→ individual

*POC=Proof of concept

The Team



Founder / Porteur du projet

Olivier Cordoleani - 50

Inventor, owner of trademarks & patents

- 15 years of experience and success in the production of video and multimedia games
- 13 years in the web marketing
- 4 years in connected objects see www.cordoleani.com

Senior Technical programmer

Rachid Benbrick - 38

OS/PROD/Data/Web server

Bruno Kortulewski - 50

UX/AR/SFX - Senior programmer

Lucas Isnardon - 29

Geo server/Ad/Data mining

Jacques Herry - 54

Customer relation server/IA/Data learning

Customer relationship management and co-branding animation

Olivier Zuratas - 50

Marketing director @ ARKADIN

Web-marketing & Community Manager

Maeva Condeço - 26

Web Marketing specialist

Wams.me website

IA Project Manager & Data Analyst

Eric Martel - 49

Web Marketing specialist, Web Analytics

PhD, Research Professor @ Cnam

Project Manager

Sophie Tron - 49

Co-founder @ TICATAG

Former-Nokia

Strategic Advisor

Arnaud Dugast - 47

Private investor

CEO @ CoverGarden

BIZ DEV

Eric Ducoin - 47

Textile sector specialist

ex-CEO @ JHR BIOCOTON's brand

Thierry Bertoux - 50

Media and IP specialist

ex-CEO @ Room-Studio / License specialist

Tanya Macé - 31

Tourism Sector specialist

Freelance - Communication by the object Specialist

Thierry Bonifay - 48

All Sectors

Standardization organism relationship

Automotive technology Salesperson





*" WamS allows access to the internet of **evidence**,
Blockchain allows access to the internet of **value**,
Web allows access to the internet of **information**. "*

Olivier Cordoleani

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