Kupeel.

Accelerate foot traffic to big cities businesses

Our geolocated ads put your business
directly in front of potential customers
when they are nearby.

Online shopping is **overrated**

53.5% of retail sales

70% of restaurant sales

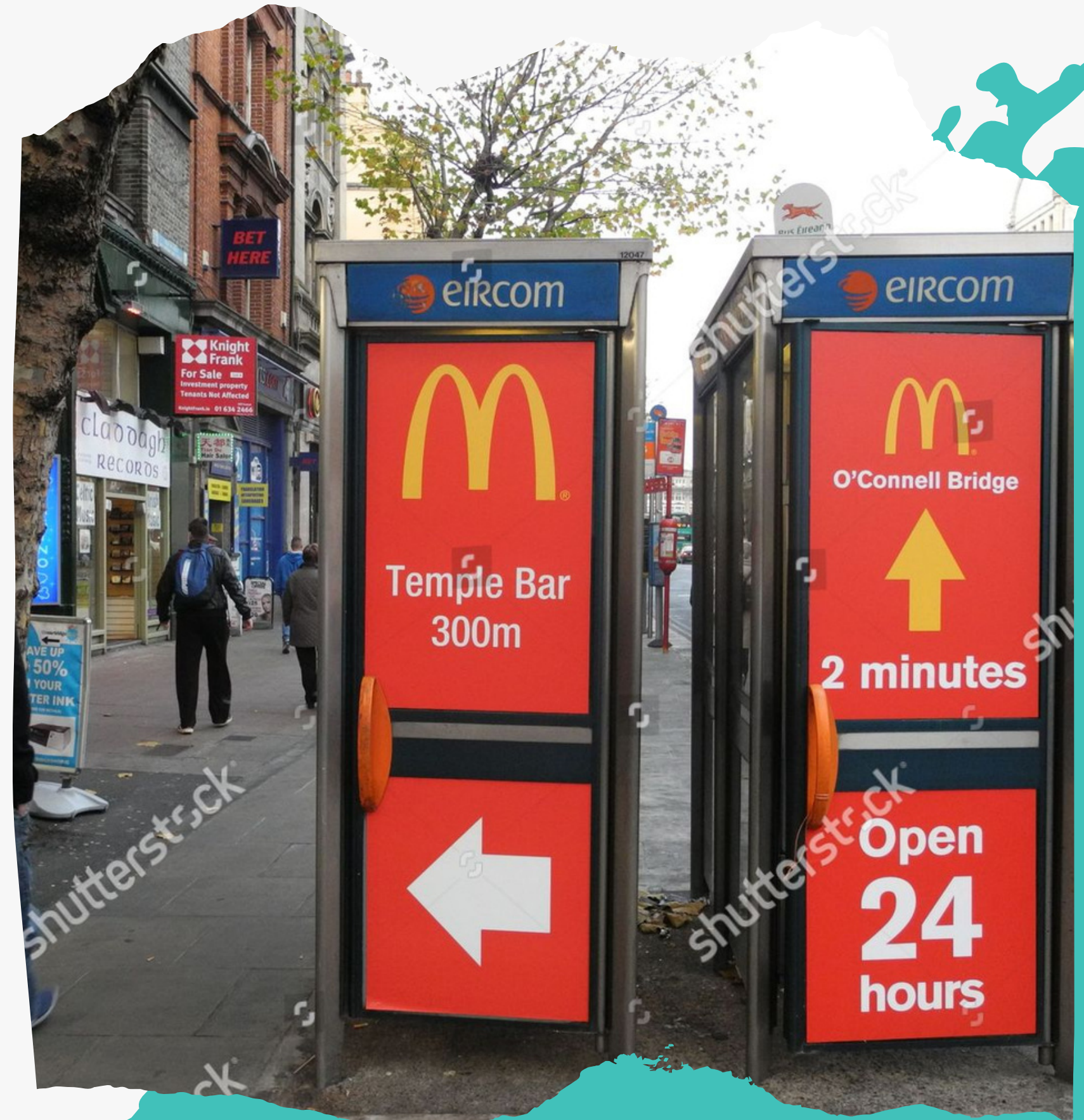**87.4%** of grocery sales

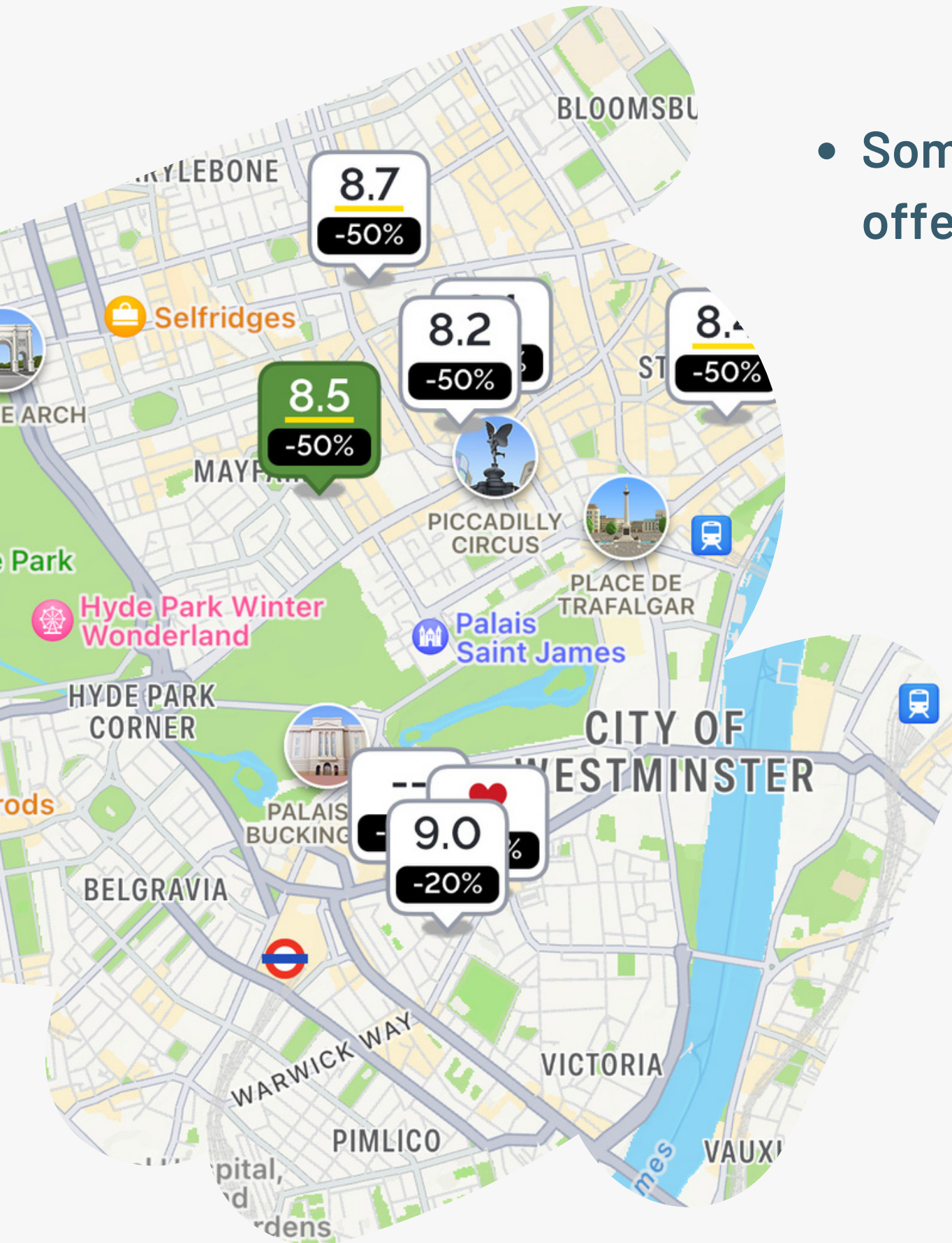... are done at the physical locations

We should focus on IRL sales!

It's 2023, and it's still a pain to..

- Drive foot traffic to shops, restaurants, and other local businesses in big cities

- Advertise a walk-in business

- Get audience analytics near a store
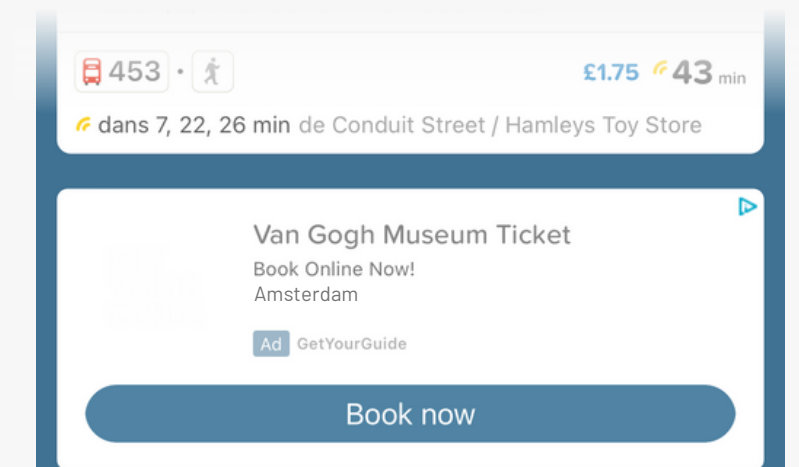
What are people doing now?

- Some restaurants are offering -50% on "TheFork".

- Businesses use sidewalk signs.

- Major brands pay for billboard ads.

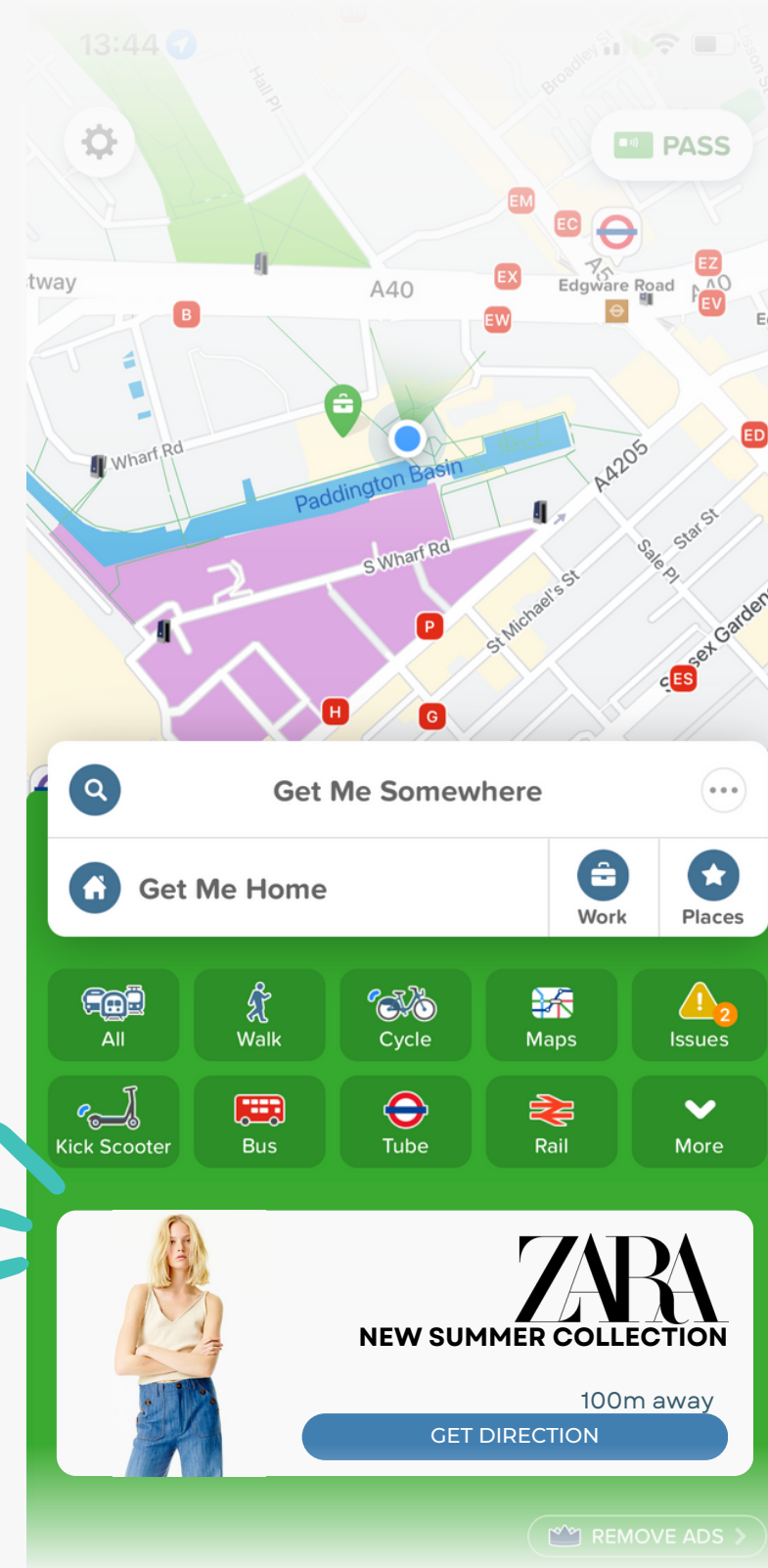- Pointless ads are displayed in high-potential locations.

Citymapper ad in Soho at 11pm on a Saturday

In a **better** world...

- A business doesn't have to give over-discounted offers to attract customers

- A business could advertise to a nearby audience

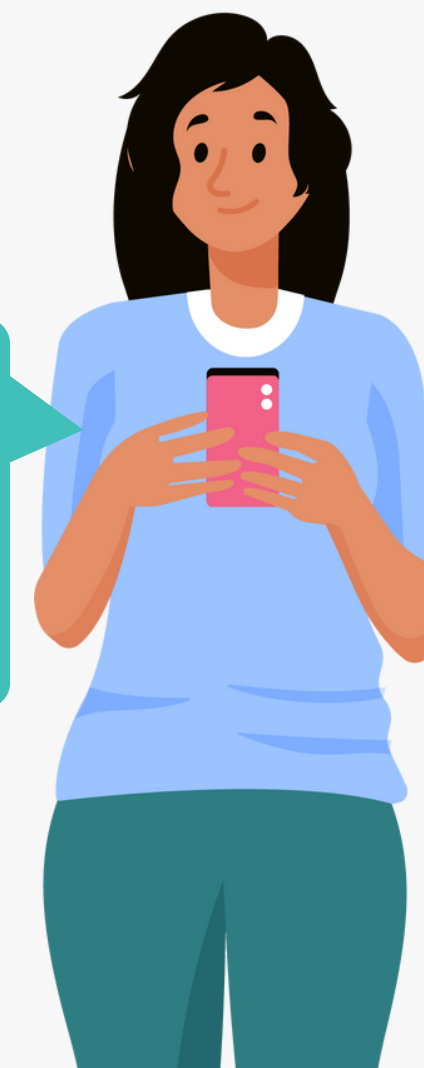- A business could get analytics on the audience around it

Kupeel.

Enhance your business' ability to drive foot traffic

Kupeel.

1) Create your hyperlocalised ads

2) They will be displayed on every nearby smartphone.

3) It just works

AWARD WINNING FRIED CHICKEN
Buttermilk · SINCE 2014 · SOUTHERN KITCHEN
1 min walk
GET DIRECTION

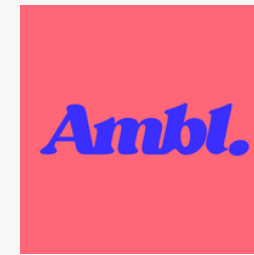**NEW COLLECTION JUST RELEASED**
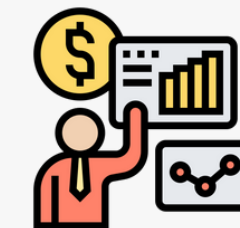KOA
100 meters from you
GET DIRECTION
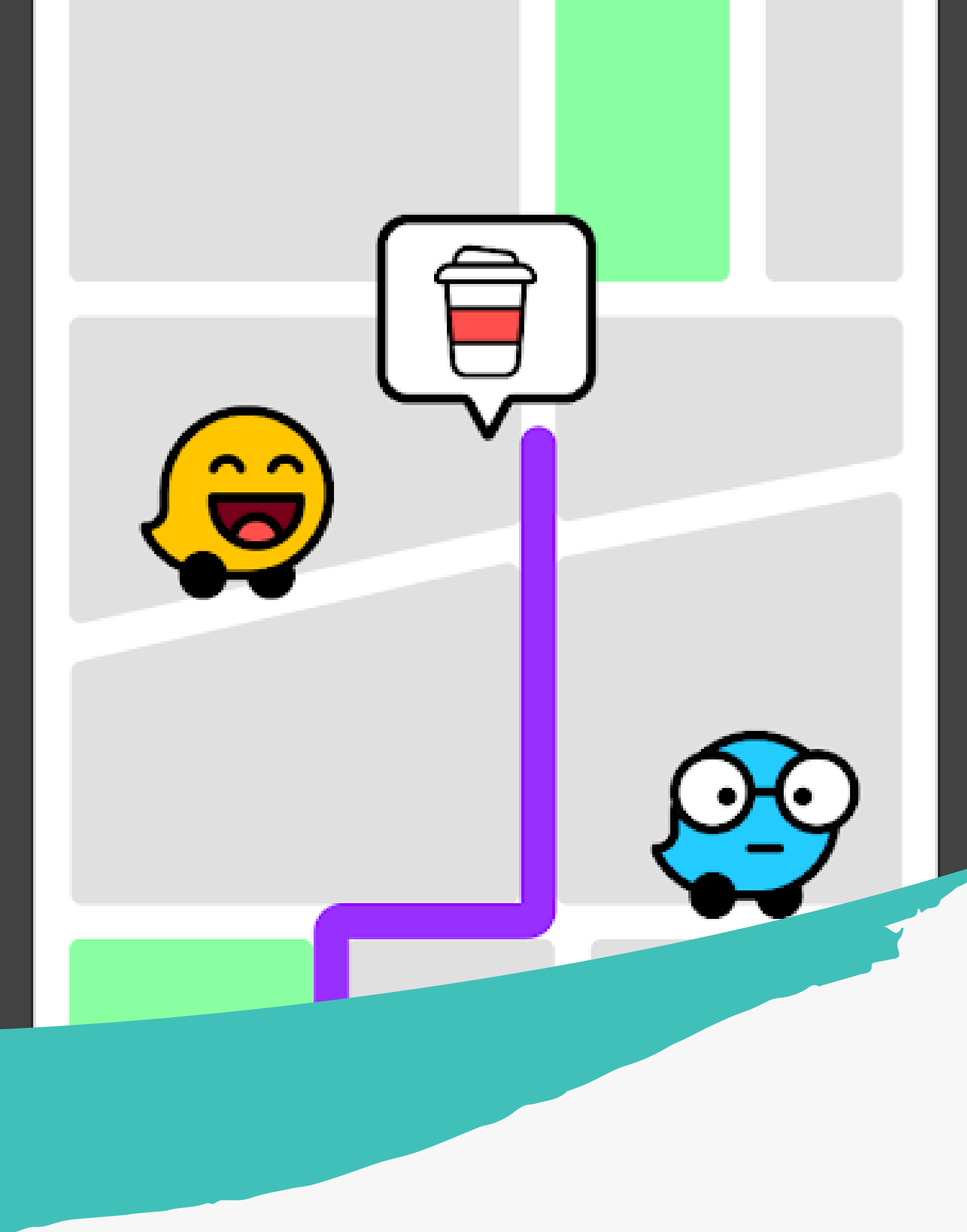
Why now ?

- Market opportunity
- Validated concept
- Business necessity
- Value proposition for users

Market

TAM **615 Bln** **Ads Market**
CAGR 5.2% (2022) – UK: 38 Bln

SAM **73 Bln** **Location Based Advertising Market**
CAGR 17.4% (2020)

38 Mln **Hyper-Localized Advertising Example**
Waze

SOM **45 Mln** **Approximately 1% of the UK Location Based Advertising Market**

Competitors	Position	Missing
Google AdMob	• Dominance in the mobile ads market • Google Ads revenue of $225 Bln (2022)	• Absence of "hyperlocalized" ads • Lack of data on the nearby audience
FOURSQUARE	• Presence of a vast number of locations • Not classified as an ad network	• Exclusive display of ads for local businesses during research • Limited to advertising on the Foursquare app
waze	• Sole focus on running hyperlocalized ads • Not classified as an ad network	• Restricted to advertising on the Waze app
Transport for London	• Advertising on billboards and bus shelters	• Not considered mobile ads • Very expensive advertising option • No data available on the nearby audience

Business Model

CPM
Cost per mille: Traditional ads business model

Audience Data
Transforming our audience data into a data source for any new or existing business

Thank you, Kupeel.

Your Local Ads
on Every Smartphone.

Julien Bardin
Founder, CEO

Experience as Tech-Architect
and BigData Engineer