



Problems

- It's very hard to assess the effectiveness of design for banner ads. There is no instant feedback..
- It's time consuming to negotiate with business centers on format and time of ads campaign

Solutions

- We are building the device which makes analysis of emotions that people have, based on facial expressions, when they look to the banner ads. In the end we are providing heatmap which displays the stats on the number of people glanced, what emotions they had, dividing customers into gender and age groups. Our customers use those feedback to improve UX of banner ad designs and run campaign over and over till perfect result achieved.
- Web application which helps our customers to chose the location of LED display, the date, duration, target audience, upload the image/video file and make payment.

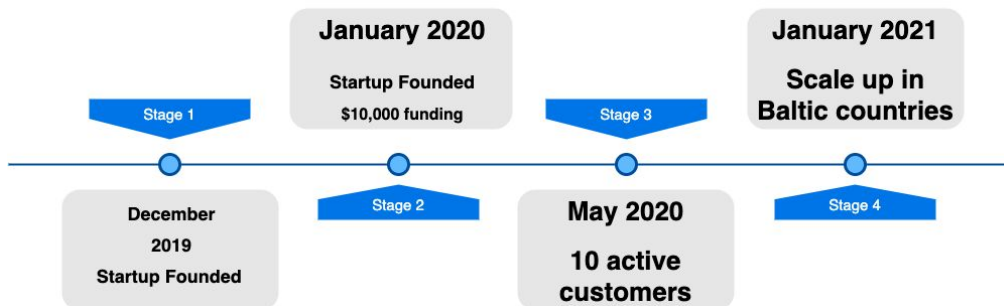
Funding Goals



Market

We think global, the research done so far shows great number of potential customers, especially the USA, France, Estonia, Germany, China and so on. For example, ad spending in the Banner Advertising segment amounts to U\$15.411 M IN 2019. Ad spending is expected to show an annual growth rate (CAGR 2019-2023) of 4.0%, resulting in a market volume of US\$18,048m by 2023. The clients are companies such as JCDeaux - France, Clear Channel Outdoor - USA, Focus Media - China and so on. We will start from Estonia or potentially from the USA, enlarging the customers' segments taking into account the marketing mix.

Milestones



Founding Team



Ismayil Aliyev

Founder & CEO

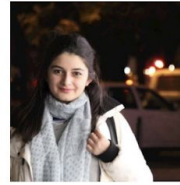
M.Sc student in Computer and Systems Engineering, TalTech. Has about 5 years experience in ICT, including Software development, test and integration, Machine Learning enthusiast. Responsible for general management, business and technical, for AI and hardware components of idea. decision making.

<https://www.linkedin.com/in/ismayil-ali/>

howdy@adzillah.com

ismayilal1994@gmail.com

+372 57844943



Vusala Shikhaliyeva

CMO

Teaching Assistant and master student of Innovation and Technology Management at the University of Tartu. Has over 3 years experience in product management and startups. Experienced in data and business analysis.

Responsible for project and business development, promoting the business.

vusala.shikhaliyeva@gmail.com

<https://www.linkedin.com/in/vusalashikhaliyeva/>



Kamil Aliyev

Software Engineer

Computer Engineering student, experienced in web development and competitive programming. Responsible for web platform of AdZillah.

<https://www.linkedin.com/in/aliyevk/>

aliyevkamil99@gmail.com



Ketevan Tkeshelashvili

Digital Law Specialist

Law enthusiast, has solid knowledge in Law.

Responsible for Trademark registration and patenting of idea related technologies.

Positioning

Price will be at the same level as the price of JCDecaux although we will be providing additional value. AdZillah ad platform is effective than our competitors because we will provide "emotional connection" with customers and provide detailed Heatmap statistics of banner which lead to Higher Quality.

Our main competitor is JCDecaux, because it is already known corporation that conquered multiple markets across the globe. We will charge our customer by the same price as JCDecaux charge but with additional services. They have expenses that goes to changing manually the banners, printing new banners and conducting survey whereas we spend on Mobile Data, Marketing Channels, Sales and Maintenance.

Based on the survey that conducted Marketing people of different companies are ready to pay maximum 20 EUROS per day for ads near to bus stations which is 5 EURO more than JCDecaux price. In addition we provide opportunity to run ads hourly with the price which will be generated based on demand, time, location and season. For example, there are more people going outside when there is good weather so the coefficient for pricing in hot seasons will be more than that of cold.

