



## Investment Highlights

### Sector AI-based Adtech

#### Offering

- davie.ai – Self-Service, guided advertising management platform
- AI driven advertiser tools for ad creation, campaign management
- davedeals - Consumer mobile app

#### Need

- Mobile phones, streaming channels are the new advertising media platforms
- Agencies, DSPs have minimum budgets larger than SMBs can afford
- AI can enable advertisers to create professional-looking ads based on I-guided targeting and messaging

#### Solution

davie.ai platform provides Precision-AI tools to enable SMBs to advertise like giant competitors without agency professionals doing it for them

#### Product market fit

- Small businesses already using davie.ai and are sticky with 95%+ renewal rates
- AdTech equivalent of Intuit's quickbooks™ with AI assist

#### Offering

Series A Preferred Shares

#### Use of funds

Marketing, On-going R&D, Human and Working Capital

For more information, see <https://www.davie.ai>

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## Investment Highlights

AI Trained Ad Creation Tool

### Ad Creation Tools

Users create video, text, and display ads, and are guided by AI to create better ads

### Video Ad Creator

An easy to use, guided video ad builder for advertisers to present their offerings professionally on video channels.

### Display Ad Creator

An ad builder tool for advertisers to quickly create ads that work best on digital media outlets and look great on Smart Phones, Web, and TV.

### AI for Ad Creation

AI guided **video creators** will assist advertisers to produce ads ready for streaming TV, mobile or place-based video display media.

**Graphic ad** sizes and quality standards vary greatly. Algorithms provide suggestions, refinements and guidelines that replace expensive tools that often require pro talent.

### Offering

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## Investment Highlights

AI driven Swipe and Save coupon app

### Consumer shopping app

Local Deals Mobile Shopping App to match consumers to the merchants they love!

### Eliminates unwanted ads

Consumers want to control the ads they see online. We eliminate SPAM and digital distractions and give them more of what they want.

### Better advertiser data

Only consumers can provide the first-party data that is most valuable to advertisers. Our app provides user curated personal “Demand Profile”

### User choices teaches app

Swipe to Save, Reject, or Share provides data inputs for machine learning for lifestyle profiling, thus delivering better targeted ads.

### Full circle ecosystem

Together with davie.ai®, daviedeals provides the data enabling our merchant-consumer to match their offering to the right buyer.

### Offering

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### Use of Funds

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